

Applying Stimulus-Organism-Response (Sor) Adoption for Predicting Generation Z's Intention to Visit Tourism in Indonesia

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Abstract

The decline in tourist visits in Indonesia due to the Covid-19 pandemic has raised concerns because the tourism sector has significantly contributed to the country's economy. Tourism managers should investigate what motivates Generation Z to have the intention and decision to visit tourist attractions. Many studies utilized TPB and TRA to examine models of intention to visit tourist attractions. This research aims to develop a comprehensive SOR-based model to reveal the psychological mechanism of the intention and decision to visit tourist attractions. An online questionnaire was employed to gather cross-sectional data for this study. Generation Z, totaling 250, from five major islands in Indonesia, participated in this study. The collected data were analyzed using the Warp PLS application. Social media marketing and destination attractions were stimuli influencing the intention to visit (organism). Furthermore, the intention to visit (organism) significantly affected the decision to visit. The SOR theory successfully conceptualized a model of Generation Z's intention to visit tourist destinations. This model could comprehensively describe clearly the psychological mechanism of the emergence of the intention to visit. The psychological mechanism began from the stimuli (social media marketing and destination attractions) influencing the organism (intention to visit), eventually producing a response (decision to visit).

Keywords: Visit Intention, Visit Decision, Social Media Marketing, Destination Attraction, SOR Theory

1. Introduction

Indonesia, along with the rest of the world, encounters the risk of an economic recession due to the Covid-19 pandemic (Anggarini, 2021; Pramukti, et al., 2020). The slowdown in economic growth witnessed by Indonesia in the first quarter of 2020 depicted the state of affairs. Furthermore, the second and third quarters of the same year also exhibited similar negative economic growth. This condition illustrates that low-income people could not safeguard their savings and insurance due to the outbreak of the Covid-19 pandemic.

The impact of the Covid-19 pandemic extends beyond the economic sector (Munir, et al., 2022). According to Anggarini (2021) and Tusianti (2020), the transportation, manufacturing, and health sectors have also experienced a downturn due to the Covid-19 pandemic. In addition, Sugihamretha (2020) added that the tourism and creative economy sectors encountered the most impact from this pandemic. As Esquivias et al. (2021) reported, practically all tourism countries, including Indonesia, witnessed a USD 1.3 trillion loss. Supporting sectors of the tourism industry, such as accommodation, hospitality, food, and beverage, have also been heavily affected by the Covid-19 pandemic (Mardhiyah et al., 2020).

There has never been anything like the Covid-19 pandemic to shake up Indonesia's tourism industry's stability as it did (Sun et al., 2021). The decline in tourist visits is a tangible impact of the Covid-19 pandemic. Following the Central Statistics Agency (BPS), domestic and foreign tourist visits to Indonesia from 2015 to 2019 steadily rose before the Covid-19 pandemic. Figure 1 demonstrates a promising upward trend in the combined number of domestic and foreign tourists in Indonesia. Noviyanti et al. (2020) have agreed that tourism is an excellent sector because of its growth and contribution to the country's economy. Nevertheless, the number of tourists in Indonesia dropped dramatically in 2020, falling by 75.03% from 2019 (Badan Pusat Statistik, 2021).

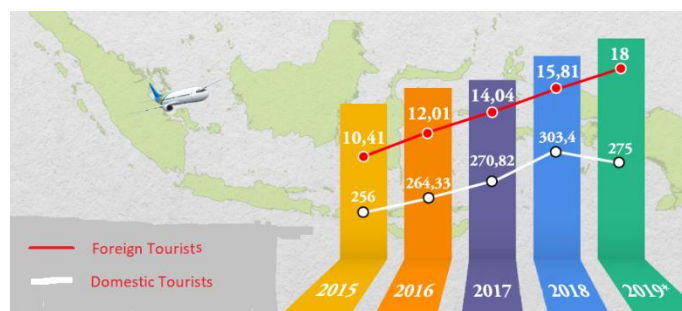


Figure 1. Indonesia Tourism Data

This alarming drop in Indonesian tourists has to be addressed (Utami & Kafabih, 2021). Tourism has been identified as a pivotal contributor to the Indonesian economy (Mardhiyah et al., 2020). Tourism provides both social and economic benefits for the community by creating jobs and improving infrastructure (Fenitra et al., 2021). The tourism sector was able to prop up Indonesia's Gross Domestic Product (GDP) by 4.5% in 2018. Furthermore, this sector's contribution to GDP in 2019 rose to 4.8%. Unsurprisingly, the Indonesian government targeted this sector to contribute 5.5% to the country's GDP by 2024 (Hutabarat & Pratiwi, 2022). However, in 2020, Indonesia was hit by the Covid-19 pandemic and imposed a lockdown to minimize the spread of the virus. In the same year, the government also restricted foreign tourists' arrival, making it impossible to achieve the target of 20 million foreign tourist visits to Indonesia (Esquivias et al., 2021).

As Faqir (2021) asserted, tourist visits continued to fall in 2021, notwithstanding the fact that the government eased travel retractions at the end of that year. Therefore, the government targeted the recovery of the tourism sector in 2022. The government should encourage business actors in the tourism industry to prepare themselves and actively begin re-managing their businesses. It is due to the fact that numerous tourist destinations and businesses supporting the tourism sector were shuttered during the Covid-19 pandemic.

Tourism managers who have watched a drop in visitors or closures must immediately devise a strategy to revive their businesses. Identifying the factors that might increase consumer intentions to visit tourist destinations is a crucial initial step due to the intrinsic connection between this goal and the touring decision (Ahmad et al., 2021). Tourism managers can utilize the results of this study to develop a market-driven strategy for reviving the tourism sector. Moreover, they should consider Generation Z as the most promising potential customer base. The 2020 population survey unveiled that Generation Z made up 27.94 percent of Indonesia's total population (Widyastuti, 2021). Furthermore, this Generation Z places travel as a priority compared to saving and buying property.

The initial step to survive and recover, especially by tourism managers, is developing a proper strategy to boost post-Covid-19 tourist visits. Hence, before developing a strategy, the tourism managers must analyze the attitudes and behavior of consumers being the target market, Generation Z. Research should be conducted to identify what factors foster the intention of Generation Z to visit tourist destinations since this intention is closely related to the decision to go on a tour (Ahmad et al., 2021). Tourism managers can utilize this study's findings as a starting point for developing a tourism recovery strategy that considers market preferences.

The study of intention to visit tourist destinations has been the focus of several researchers and practitioners. Ahmad et al. (2021) utilized the planned behavior theory to reveal the antecedents of intention to visit tourist attractions during a crisis due to the Covid-19 pandemic, discovering that financial, physical, and socio-psychological factors and destination image all played a role. Furthermore, Suherman and Simanjuntak (2022) adopted the theory of reasoned action (TRA) to disclose the motivation of Yogyakarta's visitors. The study disclosed that Yogyakarta's branding and image became the major factors influencing whether or not tourists visited. Furthermore, fear of visits, fear of crime, and perceived disorder were all factors that Akkuş and Arslan (2021) attempted to include in a model based on the broken windows theory. Tourists' intentions to visit tourist attractions might be dampened by factors including fear of visits, fear of crime, and perceived disorder, which tourism managers should consider.

Some criticism has been leveled at the theories these researchers employed to explain behavioral intentions. These theories place more emphasis on rational reasoning and are considered to pay less attention to impulsive factors, the subconscious, and feelings (Ulker-Demirel & Ciftci, 2020; Sniehotta et al., 2014). It demonstrates the need for a model to comprehensively describe behavioral intentions. This research aims to fill a knowledge gap by offering a model developed based on Stimulus-Organism-Response (SOR). This theory was utilized to develop a model to investigate the psychological mechanism of the intention to visit tourist destinations by involving impulsive factors.

Previous researchers also applied SOR to explore tourist behavior (Kim et al., 2020; Lusianingrum & Pertiwi, 2021; Hsiao & Tang, 2021). SOR focuses on exploring relationships between stimulus (input), organism (process), and response (output) (Kim et al., 2020). Hsiao and Tang (2021) discovered that stimuli, such as social media, significantly impacted the intention to visit tourist attractions. This study investigated the behavior of potential tourists based on the SOR model by focusing on three components: stimulus (social media marketing and destination attractions), organism (intention to visit), and response (decision to visit).

A. Stimulus-Organism-Response (SOR)

As Jacoby (2002) pointed out, there have been many assumptions to describe consumer behavior. Initially, consumer behavior was assessed as operating rationally, focusing on external criteria. This assumption considers that individual differences, conditions, and consumer mental processes are irrelevant in shaping consumer behavior. Consumers are conceptualized as only reacting to external stimuli. Furthermore, more and more research in social sciences, especially psychology, has focused on the role of internal factors in consumer behavior. The previous model, which only included stimulus and response, is expanded to cover the organism and its response by incorporating internal factors to make it more comprehensive.

According to SOR theory, an individual will react to the environment or external factors through positive or negative behavior. Approach behavior includes all positive actions, such as the desire to work, affiliate, explore, and be active. Conversely, avoidance behavior, such as the desire not to act positively, is an example of negative action (Mehrabian & Russell, 1974; Manthiou et al., 2017). SOR theory emphasizes emotional quality due to the environment, considered aesthetic agitation (Wohlwill, 1976). In contrast, Mehrabian and Russell (1974) focused solely on emotional responses, combined cognition and physiology in SOR theory, extending applications to the servicescape. The cognitive and affective systems in SOR theory incorporate all previously engaged experiences involving long-term memory (Jacoby, 2002). Kim and Lennon (2013) extended Mehrabian and Russell's SOR theory to include internal (website quality) and external (reputation) information sources as stimuli that influence purchase intention (response) through consumer cognition and emotion (organism).

Tourism marketing researchers have utilized the SOR framework to analyze environmental factors (Kim et al., 2020). The work of Mehrabian and Russell (1974), forming the basis for this framework, conceptualizes behavior as occurring in the environment, consisting of stimuli. Stimuli affect the organism, specifically the consumer's cognitive and affective processes, leading to a behavioral response. Including layers of affective and cognitive intermediaries, this three-part

conceptualization has created a direct causal relationship between stimuli and actions. In line with the research of Jeong et al. (2020) and Kim et al. (2020), SOR had a significant impact, depicting that authentic experience has become an essential factor in tourism. This study employed the SOR framework as an overarching theory because previous researchers demonstrated its predictive power in describing how tourists reacted to external environmental stimuli while paying attention to internal conditions (Rajaguru, 2014; Kim et al., 2020).

B. Social Media Marketing on Visit Intention

Social media is an excellent instrument for tourist destinations to communicate with potential visitors. Dewi et al. (2022) asserted that social media has effectively been a communication and marketing tool to persuade consumers to have the intention to travel. Compared to more conventional methods of communication, social media has a relatively lower cost but higher efficiency in reaching customers (Kirářová & Pavlíčka, 2015). Tourism managers can employ social media to spread information and attract visitors through visual and audio-visual content. Engaging content, originality, featuring celebrities, uniqueness, unexpectedness, alignment, and attractive graphic design must be considered in using social media as a promotional strategy. Social media allows users to participate, create, and share content (Todua & Jashi, 2015). According to Kaplan and Haenlein (2010), blogs, content communities, social networking sites, virtual game worlds, and virtual social worlds are the five main types of social media.

Moreover, social media has forums, ratings, reviews, social networking sites, micro-blogging sites, pod-cast and video-cast, and photo-sharing sites. Based on the SOR theory, social media might stimulate individuals to build the intention to visit tourist destinations. Content in photos and videos highlighting the beauty and uniqueness of tourist destinations shared through social media is a great way to drum up interest in visiting there. The benefits of social media and its effectiveness on tourist destinations are illustrated in the rise of brand awareness, brand engagement, word of mouth, friends or likes, trust, and social validation.

Besides, previous studies discovered that social media channels possessed a particular influence on the behavioral intention of visitors (Gaffar et al., 2022; Khokhar & Ellahi, 2020; Isman et al., 2020; Susanto & Astutik, 2020). In particular, the perceived enjoyment of accessing tourist destination content on social media positively influenced the intention to visit (Gaffar et al., 2022). Furthermore, the functional quality of social media enhanced awareness, increasing the choice to visit a destination (Khokhar, K., & Ellahi, 2020). Moreover, Isman et al. (2020) described how following a tourist destination's social media sites might improve users' intention to visit. It aligns with Susanto and Astutik (2020), discovering that social media experiences positively affected travelers' travel desirability. These findings result in the first hypothesis (H1): social media marketing affects visit intention.

C. Destination Attractions, Visit Intention, Visit Decision

According to Cahyanti and Anjaningrum (2017), destination attractions have become the term preferred. Destination attractions are defined by the Law of the Republic of Indonesia, Number 10 of 2009, as anything with uniqueness, beauty, authenticity, and value in the diversity of natural, cultural, and artificial resources intended or visited by tourists. Cahyanti and Anjaningrum (2017) further asserted that destination attractions offer everything interesting and worth visiting and seeing. In this case, the destination's attractiveness is one of the stimuli that can affect the condition of the individual organism.

As a tourism product, the stimulus of a destination attraction lies in more than just showcasing the area's natural beauty. Nonetheless, it incorporates features such as attractiveness, facilities, and access to the destination attraction. As Li et al. (2021) mentioned, tourism managers have attempted to pique tourists' interest in visiting by innovating new services through smart tourism destinations. Tourism products with interesting and unique characteristics of destination attractions can arouse the intention to visit. Cahyanti and Anjaningrum (2017) stated that destination attractiveness is why

people travel there. Destination attractiveness is essential, as it is the primary element of tourism products (Pitana, 2009). Attractions are any features of a destination that make it more appealing as a tourist destination, generating interest and positive value to be visited and seen (Pendit, 1999). Furthermore, Basiya and Rozak (2012) asserted that visitors' main intention to make tourist visits is due to destination attractiveness. Unique, interesting, and new destination attractions are the main predictors of growing intention to visit (Cahyanti & Anjaningrum, 2017; Wiradiputra & Brahanto, 2016). Hence, the second hypothesis (H2) proposed is that destination attractions influence visit intention.

As Satyarini et al. (2019) defined, decision refers to making choices from several alternatives by evaluating and integrating knowledge. This activity is also supported by collecting information on several appropriate alternative options as a basis for decision-making. Visit decision theory is often analogous to travel and purchase decisions. Jalilvand and Samiei (2012) and Gosal et al. (2020) equated the visit decision of tourists to purchase and travel decisions. The decision to visit is a process in which a visitor evaluates and selects an alternative based on certain considerations. According to Kotler and Armstrong (2019), consumers reach the purchase or visit decision when they go through with the intended action. In line with the SOR theory, the decision is a response to the influence of the organism (visit intention) from within a person. Visit intention is a strong driver in influencing someone to make a visit decision (Satyarini et al., 2019; Ariyanto & Prihandono, 2018; Satya et al., 2019; Gosal et al., 2020; Filieri et al., 2021). This visit intention in a person becomes a reinforcement in determining a visit decision based on various information from several choices. Therefore, the third hypothesis (H3) is that visit intention influences visit decision.

2. Method

This research design was carried out with a cross-sectional quantitative approach, implying that data were only taken at one point in time. Data were obtained from respondents from five major islands in Indonesia who filled out the online questionnaire. These respondents were selected using purposive sampling by setting specific criteria. Respondents must be between 17 to 26 years old (Generation Z). There was a total of 250 respondents in this research. The questionnaire consisted of two sections. In the first section, the characteristics of the respondents were collected, with the results summarized in Table 2.

In contrast, the second section contained statements to measure the variables involved in the research model. The statement items were adapted and developed based on previous research, listed in Table 1. Visit decision was measured by adapting and modifying purchase decision based on the recommendations of Satyarini et al. (2019). The collected data were then examined and processed using the Warp PLS application. Warp PLS was selected due to its ability to reveal the relationship between several dependent and independent variables. The research model included the four variables listed in Table 1. A total of 19 statement items were employed to measure the four variables.

Table 1. Measurement of Research Variables

	Variable	Source	Total Item
SM	Social Media	Aji et al. (2020)	5
M	Marketing		
DA	Destination Attractions	Cahyanti and Anjaningrum, (2017)	6
VI	Visit Intention	Han and Hyun (2017)	3
VD	Visit Decision	Hanaysha (2018)	5
	Total		19

3. Results and Discussion

There were 255 responses to the online questionnaires. However, only 250 were declared complete and suitable for data analysis. Table 2 displays the characteristics of 250 respondents.

Table 2. Characteristics of Respondents (Source: Authors)

Characteristic	Information	Amount	Percentage
Gender	Male	155	62%
	Female	95	38%
	Total	250	100%
Age	17-20 years old	85	34%
	21-23 years old	105	42%
	24-26 years old	60	24%
	Total	250	100%
Occupation	Student	38	15,2%
	Entrepreneur	27	10,8%
	Civil Servant	40	16%
	State-Owned Enterprise	33	13,2%
	Private Employee	90	36%
	Others (Freelancer, Housewife)	22	8,8%
	Total	250	100%
Expenditure/month	< IDR 1,500,000	33	13,2%
	IDR 1,500,000 – IDR 3,000,000	48	19,2%
	IDR 3,000,000 – IDR 4,500,000	92	36,8%
	> IDR 4,500,000	77	30,8%
	Total	250	100%
Island of Origin	Sumatra	60	24%
	Java	100	40%
	Kalimantan	40	16%
	Bali & Nusa Tenggara	25	10%
	Sulawesi and Papua	25	10%
	Total	250	100%
Social Media	Instagram	104	41,6%
	Facebook	46	18,4%
	Tiktok	58	23,2%
	Total	250	100%

As depicted in Table 2, women dominated the respondents in this study. Those in the Java region between the ages of 21 and 23 made up the bulk of the Generation Z respondents. This Generation Z typically made between IDR 3,000,000 to IDR 4,500,000 monthly. Furthermore, Instagram was the most popular social media platform for reaching tourist destinations.

Table 3. Convergent Validity and Reliability

Statement Item	Factor Loading	Composite Reliability	Cronbach's Alpha	Decision
Social Media Marketing (SMM)		0.929	0.905	Reliable

Statement Item	Factor Loading	Composite Reliability	Cronbach's Alpha	Decision
1. Content posted on social media is appealing.	0.926			Valid
2. Comments and questions on posts on social media are well received.	0.973			Valid
3. Content posted on social media contains the latest information.	0.966			Valid
4. I can obtain information about tourist destinations directly through social media.	0.961			Valid
5. Advertisements published through social media caught my attention.	0.928			Valid
Destination Attractions (DA)		0.885	0.841	Reliable
1. The concept offered by tourist destinations is interesting to visit.	0.805			Valid
2. Tourist destinations offer modern rides.	0.797			Valid
3. Tourist destinations can be reached using various types of vehicles.	0.798			Valid
4. Infrastructure in tourist destinations is excellent.	0.835			Valid
5. The cost of visiting tourist destinations is affordable.	0.825			Valid
6. Entrance ticket prices to tourist destinations follow the facilities provided.	0.828			Valid
Visit Intention (VI)		0.785	0.587	Reliable
1. I intend to visit tourist destinations soon.	0.744			Valid
2. I plan to visit tourist destinations soon.	0.785			Valid
3. I will try to visit tourist destinations soon.	0.747			Valid
Visit Decision (VD)		0.780	0.648	Reliable
1. I will often visit these tourist destinations.	0.730			Valid
2. I am happy with my decision to visit these tourist destinations.	0.864			Valid
3. I will recommend these tourist destinations to others.	0.859			Valid
4. I intend to return to these tourist destinations in the future.	0.868			Valid
5. Overall, I am satisfied visiting these tourist destinations.	0.831			Valid

Based on Table 3 showed the convergent validity and reliability test results. The four variables, social media marketing, destination attractions, visit intention, and visit decision, were declared reliable. Composite reliability exceeded 0.7 (Hair et al., 2017), and Cronbach's Alpha of the four variables was higher than 0.5 (Taber, 2018), signifying the consistency to be applied as an instrument. The factor loading value of the 19 statement items was greater than 0.7, indicating its validity and ability to accurately measure the variables.

Table 4. Discriminant Validity

	SMM	DA	VI	VD
SMM	(0.851)	0.141	0.260	0.106

DA	0.141	(0.752)	0.593	0.368
VI	0.260	0.593	(0.748)	0.518
VD	0.106	0.368	0.518	(0.650)

Based on Table 4 showed the correlation coefficient between latent variables as a form of evaluation of discriminant validity for this research model. The square root of the average variance extracted (AVE) in the diagonal column and bracketed was the criterion for discriminant validity. The value exceeded the correlation between latent variables in the same column (above and below).

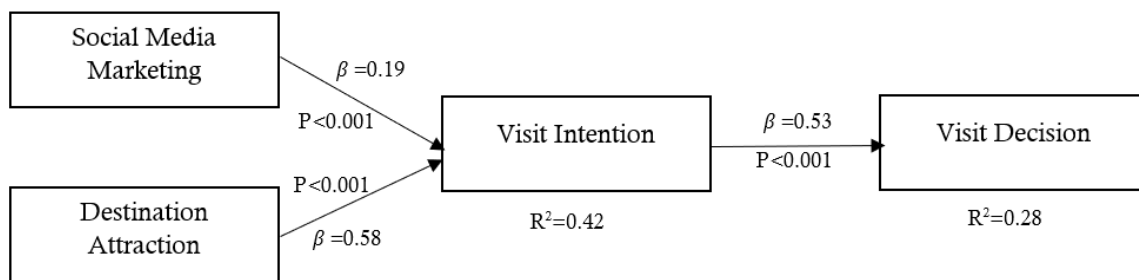


Figure 2. The analysis of Warp PLS

Social Media on Visit Intention

The analysis results confirmed the first hypothesis (H1), stating that social media marketing affects visit intention, evidenced by the significant coefficient of 0.19 at the 1% level. It suggests that a 0.9-unit rise in the visit intention variable accompanied a one-unit increase in the social media marketing variable. A relatively small effect size of 0.056 indicates that social media marketing had little practical influence on visit intention. According to Hair et al. (2017), an effect size value of 0.02 denotes weak influence, 0.15 a medium, and 0.35 a significant (strong). It is in line with the assumption of the SOR theory that the stimulus from external factors can affect the organism's condition (Kim et al., 2020). These findings also corroborate previous research on the potential impact of social media marketing on visit intention (Gaffar et al., 2022; Khokhar & Ellahi, 2020; Isman et al., 2020; Susanto, B & Astutik, 2020).

Table 5. Path Coefficient

Hypothesis	β	P-Value	Effect Size	Decision
Social media marketing affects visit intention (H1)	0.19	0.001	0.056	Accepted
Destination attractions influence visit intention (H2)	0.58	0.001	0.363	Accepted
Visit intention influences visit decision (H3)	0.53	0.001	0.277	Accepted

Social media marketing contains entertainment, interaction, trendiness, and customization, and this advertisement becomes an attraction for every individual who sees it (Aji et al., 2020). Content in images or videos posted on social media could stimulate the intention to visit tourist destinations. Tourist destinations have utilized social media as a communication channel to disseminate the latest and most exciting information to their target market groups. Interaction and engagement could be

fostered through social media (Kiráľová & Pavlíčka, 2015). The excellent interaction the tourism managers attempted to develop through social media became one of the reasons for the intention to visit. The content presented through social media was entertaining and suited the target market's tastes. In addition, tourism managers have employed social media as a promotional tool by considering attractiveness, originality, involving celebrities, uniqueness, unexpectedness, harmony, and graphic design to attract visitors (Todua & Jashi, 2015). Advertisements and content on social media came with audio-visual or visual only. The five human senses could capture stimuli from social media through the eyes and hearing, affecting the organism or intention within oneself. When the captured stimulus aligned with expectations, it caused a strong desire, such as a visit intention.

Destination Attractions on Visit Intention

Statistical tests using Warp PLS support the second hypothesis (H2), stating that destination attractions influence visit intention. The coefficient value acquired 0.58, significant at the 1% level, suggesting H2 is accepted. Hence, a one-unit increase in the destination attraction variable was followed by a rise of 0.58 in the visit intention variable. An effect size of 0.36 indicates that the effect of destination attractions was a strong practical predictor of visit intention. Following the SOR theory, stimulus factors are predictors of organisms, impacting destination attractions on visit intention (Kim et al., 2020). These results are consistent with Cahyanti and Anjaningrum (2017) and Wiradiputra and Brahmento (2016), disclosing that destination attractions have become a strong driver for generating visit intention.

Tourists could be drawn in by various factors, such as location, cost, and access (Cahyanti & Anjaningrum, 2017). The uniqueness of the concept selected by the manager in developing a tourist destination became a critical factor in raising visit intention. This tourist destination's diverse rides were fun, strengthening visit intention. The suitability of the price with the facilities and rides offered was essential, but it was only one factor in deciding whether or not to go there. The ease of access to reach tourist destinations was a significant selling point. Such benefits would certainly increase tourists' intention to visit.

Visit Intention on Visit Decision

The third hypothesis (H3) is accepted, asserting that visit intention influences visit decision. A coefficient value of 0.53, significant at the 1% level, proved the acceptance of H3. It implies that a one-unit rise in the visit intention variable was followed by a 0.53-unit increase in the visit decision variable. With an effect size of 0.277, visit intention strongly predicted the actual visit decision based on a practical point of view. The SOR theory states that elements of organisms influence the response. It is in line with the results of this study, unveiling that visit intention (organism) encouraged visit decision. These results align with Satyarini et al. (2019); Ariyanto & Prihandono (2018); Satya et al. (2019); and Gosal et al. (2020), disclosing that visit intention positively influenced visit decision.

Furthermore, Kotler and Armstrong (2019) argued that visitors' presence is evidenced by their decision to purchase or visit. The decision was an actual response inseparable from the influence of the organism's condition. The decision to visit was not only influenced by external factors, such as social media and destination attractions, because both only generated interest. However, a decision was taken when there was a great intention to visit tourist destinations. The individual's condition in this intention became a reinforcement for deciding on various choices of tourist destinations (Satyarini et al., 2019; Ariyanto & Prihandono, 2018).

4. Conclusion

This study revealed that the SOR-based model successfully revealed the psychological mechanism of the visit intention of Generation Z. Social media marketing and destination attractions served as stimuli to build visit intention.

Meanwhile, visit intention (organism) encouraged tourists to respond through a visit decision. This research offers crucial implications for how tourism managers should begin to view Generation Z

consumers as one of their target markets. Tourist destinations must also maintain tourist attractions concerning concept, price, and access to the location. In addition, tourist destinations must maximize social media marketing. This study focused only on external factors. Thus, further research should examine internal factors affecting visit intention.

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