

**PENGARUH *ELECTRONIC WORD OF MOUTH* PADA MEDIA SOSIAL TIKTOK
TERHADAP MINAT BERKUNJUNG GENERASI Z KE BANDUNG RAYA
MELALUI *DESTINATION BRAND IMAGE***

SKRIPSI

Diajukan sebagai tugas akhir
dalam menyelesaikan studi pada Program Strata I



Disusun Oleh:

Alberki Kurniawan Adonis
201822518

**Program Studi (S1) – Studi Destinasi Pariwisata
Jurusan Kepariwisataan**

**Politeknik Pariwisata NHI Bandung
2022**

LEMBAR PENGESAHAN

**PENGARUH *ELECTRONIC WORD OF MOUTH* PADA MEDIA SOSIAL
TIKTOK TERHADAP MINAT BERKUNJUNG GENERASI Z KE
BANDUNG RAYA MELALUI *DESTINATION BRAND IMAGE*"**

Nama : Alberki Kurniawan Adonis
NIM : 201822518
Jurusan : Kepariwisataaan
Program Studi : Studi Destinasi Pariwisata

Pembimbing I



Dr. Haryadi Darmawan, M.M.

NIP. 19711225 199803 1001

Pembimbing II



Dicky Arsyul Salam, S.Par., M.Sc.

NIP. 19890709 201403 1 002

Bandung, 24 Juni 2022

Mengetahui,

Kepala Bagian Administrasi Akademik dan Kemahasiswaan

Dr. ER. Umami Kalsum, M.M.Par., CHM., CHRMP.

NIP. 19730723 199503 2 001

LEMBAR PENGESAHAN

PENGARUH *ELECTRONIC WORD OF MOUTH* PADA MEDIA SOSIAL TIKTOK
TERHADAP MINAT BERKUNJUNG GENERASI Z KE BANDUNG RAYA MELALUI
DESTINATION BRAND IMAGE

.....

NAMA : Alberki Kurniawan Adonis
NIM : 201822518
PROGRAM STUDI : Studi Destinasi Pariwisata

Pembimbing Utama,



Dr. Haryadi Darmawan, M.M.
NIP. 19711225 199803 1001

Pembimbing Pendamping,



Dicky Arsyul Salam, S.Par., M.Sc.
NIP. 19890709 201403 1 002

Penguji I,



Dr. Beta Budisetyorini, M.Sc.
NIP. 199720119 200212 2 001

Penguji II,



Tatang Sopian, S.Pd., M.Hum
NIP. 19701009 200605 1 001

Bandung, 22 Agustus 2022

Mengetahui,

Kabag. Administrasi Akademik
Kemahasiswaan dan Kerja Sama

Dr. ER. Umni Kalsum, MM. Par.,
CHRMP.
NIP. 19730723 199503 2 001

Menyetujui,

Direktur Politeknik NHI Bandung

Andar Danova L. Goeltom, S.Sos., M.Sc
NIP. 19710506 199803 1 001

PERNYATAAN MAHASISWA

Yang bertanda tangan di bawah ini, saya:

Nama : Alberki Kurniawan Adonis
Tempat/Tanggal Lahir : Bandung, 1 Oktober 2000
NIM : 201822518
Program Studi : Studi Destinasi Pariwisata
Jurusan : Kepariwisataan

Dengan ini saya menyatakan bahwa:

1. Tugas Akhir/Proyek Akhir yang berjudul: **PENGARUH *ELECTRONIC WORD OF MOUTH* PADA MEDIA SOSIAL TIKTOK TERHADAP MINAT BERKUNJUNG GENERASI Z KE BANDUNG RAYA MELALUI *DESTINATION BRAND IMAGE*** ini adalah merupakan hasil karya dan hasil penelitian saya sendiri, bukan merupakan hasil penjiplakan, pengutipan, penyusunan oleh orang atau pihak lain atau cara-cara lain yang tidak sesuai dengan ketentuan akademik yang berlaku di Politeknik Pariwisata NHI Bandung dan etika yang berlaku dalam masyarakat keilmuan kecuali arahan dari Tim Pembimbing.
2. Dalam Tugas Akhir/Proyek Akhir ini tidak terdapat karya atau pendapat yang telah ditulis atau dipublikasikan orang atau pihak lain kecuali secara tertulis dengan jelas dicantumkan sebagai acuan dalam naskah dengan disebutkan sumber, nama pengarang dan dicantumkan dalam daftar pustaka.
3. Surat Pernyataan ini saya buat dengan sesungguhnya, apabila dalam naskah Tugas Akhir/Proyek Akhir ini ditemukan adanya pelanggaran atas apa yang saya nyatakan di atas, atau pelanggaran atas etika keilmuan, dan/atau ada klaim terhadap keaslian naskah ini, maka saya bersedia menerima sanksi akademik berupa pencabutan gelar yang telah diperoleh karena karya tulis ini dan sanksi lainnya sesuai dengan norma yang berlaku di Politeknik Pariwisata NHI Bandung ini serta peraturan-peraturan terkait lainnya.
4. Demikian Surat Pernyataan ini saya buat dengan sebenar-benarnya untuk dapat dipergunakan sebagaimana mestinya.

Bandung, 24 Juni 2022



Alberki Kurniawan Adonis

KATA PENGANTAR

Puji dan syukur peneliti naikkan pada Tuhan Yesus Kristus atas limpahan berkat dan karunia-Nya sehingga peneliti dapat menyusun Usulan Penelitian yang berjudul **Pengaruh *Electronic Word of Mouth* Pada Media Sosial TikTok Terhadap Minat Berkunjung Generasi Z Ke Bandung Raya Melalui *Destination Brand Image***. Usulan Penelitian disusun dan dibuat sebagai bagian dari rangkaian penelitian skripsi yang merupakan tugas akhir dan syarat bagi mahasiswa Program Studi Destinasi Pariwisata Semester 8 Politeknik Pariwisata NHI Bandung. Peneliti mengucapkan beribu terima kasih kepada seluruh pihak yang telah membantu penyusunan Usulan Penelitian ini, di antaranya:

1. Bapak Andar Danova L. Goeltom, S.Sos., M.Sc. selaku Direktur Politeknik Pariwisata NHI Bandung;
2. Ibu Dr. ER. Ummi Kalsum, M.M.Par., CHM. selaku Kepala Bagian Administrasi Akademik dan Kemahasiswaan (ADAK) Politeknik Pariwisata NHI Bandung;
3. Ibu Endah Trihayuningtyas, S.Sos., M.M.Par. selaku Ketua Jurusan Kepariwisataan sekaligus Ketua Program Studi Destinasi Pariwisata Politeknik Pariwisata NHI Bandung;
4. Bapak Dr. Haryadi Darmawan, M.M. selaku Dosen Pembimbing I;
5. Bapak Dicky Arsyul Salam, S.Par., M.Sc. selaku Dosen Pembimbing II;
6. Orang tua penulis, Dra. Tri Rahayu dan Benhard Adonis yang telah memberikan dukungan moral dan materil selama naskah ini disusun;
7. Rekan-rekan sesama mahasiswa tercinta: Dinda Ramadanti, Hafidz Annazly, Julian Nathanael, Nisa Setiawan, Najma Afifa, Prita Aziziya, dan Ikhsan Ardiansyah yang senantiasa memberikan dukungan selama peneliti menjalani masa studi;
8. Rekan-rekan semasa sekolah yang setia menemani penulis hingga pada akhirnya dapat menyelesaikan masa studi: Dally Mufti, Silvi Sagita, Tazkiya Qalby, Sultansyah Devan Pramadhan, Assyifa Marsya, Nathaniel Reinhart, dan Nova Diella.

9. Rekan-rekan penulis yang turut andil peran dalam penyempurnaan naskah peneliti: Haidar Mufid, Ilham Akbar, Aulina Rahmadia, dan Paramita Putri Dharma;
10. Rekan-rekan Progam Studi Destinasi Pariwisata angkatan 2018 Kelas C yang selama empat tahun saling melengkapi dan mendukung satu sama lain hingga menciptakan lingkungan kelas yang solid dan dapat dipercaya
11. Bapak/ibu atasan dan rekan kerja *frontliner* BCA KCU Bandung Asia Afrika yang telah mendukung dan memberikan pengertian selama penyusunan skripsi yang bersamaan dengan tanggung jawab kerja;
12. Pihak-pihak lain yang tidak dapat disebutkan satu per satu, terutama mereka yang berperan dalam penyebaran kuesioner hingga kualifikasi sampel minimum terpenuhi, semoga Tuhan membalas kebaikan kalian berlipat kali ganda.

Peneliti menyadari bahwa terdapat keterbatasan dalam pembuatan Usulan Penelitian ini, oleh karenanya, kritik dan saran yang membangun amat diharapkan.

Bandung, Juni 2021

Alberki Kurniawan Adonis

Abstrak

Melihat perkembangan *platform* eWOM dalam sosial media, penelitian dilakukan untuk menghasilkan kajian komperhensif mengenai pengaruh eWOM pada media sosial TikTok terhadap minat berkunjung melalui *destination brand image*. eWOM TikTok merupakan sebuah fenomena baru dalam ranah destinasi wisata yang perlu diukur pengaruhnya pada variabel yang memiliki nilai manfaat praktis bagi *stakeholder* dalam menanggapi tren, dalam hal ini minat berkunjung.

Pendekatan kuantitatif digunakan peniliti dengan menggunakan *path analysis* untuk menemukan pengaruh signifikan antar variabel. eWOM destinasi wisata kawasan Bandung Raya pada media sosial TikTok merupakan variabel independen (X), sedangkan minat berkunjung Generasi Z ialah variabel dependen (Z), dengan *destination brand image* sebagai variabel *intervenning* (Y).

Penelitian menunjukkan adanya pengaruh signifikan eWOM destinasi wisata kawasan Bandung Raya terhadap *destination brand image* sebesar 29,8%, dan pengaruh signifikan eWOM destinasi wisata kawasan Bandung Raya terhadap minat berkunjung Generasi Z melalui *destination brand image* sebesar 36,1%.

Kata Kunci: eWOM, TikTok, Destinasi Wisata Bandung Raya, Destination Brand Image, Minat Berkunjung, Generasi Z

Abstract

By looking at the development of the eWOM platform in social media, this research was conducted to produce a comprehensive study of the characteristics of eWOM on TikTok social media and its effect on destination brand image and interest in visiting. eWOM on TikTok is a new phenomenon in the realm of tourist destinations, (especially in the Greater Bandung Area) which needs to be measured on variables that have practical value for stakeholders in responding to trends, in this case: visit intention.

The researcher uses a quantitative approach by using path analysis to find a significant effect between variables. eWOM of tourist destinations in the Greater Bandung area on TikTok social media is the independent variable (X), while Generation Z's interest in visiting is the dependent variable (Z), with destination brand image as the intervening variable (Y).

Research shows that there is a significant effect of eWOM for tourist destinations in the Greater Bandung area on destination brand image by 29.8%, and a significant effect of eWOM for tourist destinations in the Greater Bandung area on interest in visiting Generation Z through destination brand image by 36.1%.

Keywords: eWOM, TikTok, Greater Bandung Tourism Destinations, Destination Brand Image, Visit Interest, Generation Z

DAFTAR ISI

Judul	Halaman
PERNYATAAN MAHASISWA	i
KATA PENGANTAR.....	ii
ABSTRAK	iv
ABSTRACT	v
DAFTAR ISI.....	vi
DAFTAR TABEL.....	viii
DAFTAR GAMBAR.....	ix
BAB I PENDAHULUAN.....	1
A. Latar Belakang Penelitian.....	1
B. Rumusan Masalah	7
C. Tujuan Penelitian.....	7
D. Keterbatasan Penelitian	7
E. Manfaat Penelitian	8
BAB II TINJAUAN PUSTAKA.....	10
A. Kajian Teori.....	10
1. Media Sosial TikTok	10
2. <i>Electronic Word of Mouth</i> (eWOM)	14
3. <i>Destination Brand Image</i>	18
4. Minat Berkunjung.....	20
5. Generasi Z	22
B. Penelitian Terdahulu.....	23
C. Kerangka Pemikiran	25
D. Hipotesis Penelitian	25
BAB III METODE PENELITIAN	27
A. Desain Penelitian	27
B. Objek Penelitian	27
C. Populasi dan Sampel.....	28
1. Populasi	28
2. Sampel	28
D. Metode Pengumpulan Data	29
1. Teknik Pengumpulan Data	29

2.	Alat Pengumpulan Data.....	30
E.	Matriks Operasional Variabel	31
F.	Uji Validitas, Reliabilitas, dan Asumsi Klasik	33
1.	Uji Validitas.....	34
2.	Uji Reliabilitas.....	36
3.	Uji Asumsi Klasik	36
G.	Teknik Analisis Data	40
BAB IV HASIL DAN PEMBAHASAN.....		41
A.	Hasil Penelitian.....	41
1.	Gambaran Umum Kepariwisataaan Kawasan Bandung Raya	41
2.	Penilaian Karakteristik eWOM Destinasi Wisata Kawasan Bandung Raya Pada Media Sosial TikTok Menurut Generasi Z	51
3.	<i>Destination Brand Image</i> Kawasan Bandung Raya Pada Generasi Z....	54
4.	Minat Berkunjung Generasi Z Ke Bandung Raya.....	56
5.	Pengaruh eWOM Media Sosial TikTok (X) Terhadap <i>Destination Brand Image</i> Bandung Raya (Y) Pada Generasi Z.....	56
6.	Pengaruh eWOM Media Sosial TikTok (X) Terhadap Keputusan Berkunjung Generasi Z Ke Bandung Raya (Z) Melalui <i>Destination Brand Image</i> (Y).....	57
B.	Pembahasan	59
BAB V KESIMPULAN DAN REKOMENDASI		68
A.	Kesimpulan.....	68
B.	Rekomendasi	68
DAFTAR PUSTAKA		70
LAMPIRAN.....		Error! Bookmark not defined.

DAFTAR TABEL

Tabel 1. 1 Jumlah Tontonan Tagar Rekomendasi/ <i>Review</i> Destinasi Bandung Raya di TikTok.....	3
Tabel 2. 1 Matriks Definisi dan Jenis WOM dan eWOM.....	15
Tabel 2. 2 Matriks Karakteristik eWOM	18
Tabel 2. 3 Matriks Konsep <i>Brand Image</i>	20
Tabel 2. 4 Matriks Konep Minat Berkunjung.....	21
Tabel 2. 5 Penelitian Terdahulu	23
Tabel 3. 1 Skala dan Poin Pengukuran Kuesioner	30
Tabel 3. 2 Matriks Operasonal Variabel	31
Tabel 3. 3 Hasil <i>Pilot Respondents</i>	33
Tabel 3. 4 Uji Validitas Variabel eWOM	34
Tabel 3. 5 Uji Validitas Variabel <i>Destination Brand Image</i>	35
Tabel 3. 6 Uji Validitas Variabel Minat Berkunjung.....	35
Tabel 3. 7 Uji Reliabilitas Instrumen	36
Tabel 3. 8 Uji Normalitas K-S Instrumen	37
Tabel 3. 9 Signifikansi Heteroskedastisitas eWOM Sebagai Variabel Independen	39
Tabel 3. 10 Signifikansi Heteroskedastisitas Dalam Regresi, eWOM Sebagai Variabel Independen dan Minat Berkunjung Sebagai Variabel Dependen	39
Tabel 4. 1 Presentase Skor Kriteria.....	41
Tabel 4. 2 Daftar Destinasi Wisata Kabupaten Bandung Barat	43
Tabel 4. 3 Daftar Destinasi Wisata Kota Bandung	45
Tabel 4. 4 Daftar Destinasi Wisata Kabupaten Bandung.....	46
Tabel 4. 5 Respon Penilaian Dimensi Kuantitas.....	52
Tabel 4. 6 Respon Penilaian Dimensi Kredibilitas	53
Tabel 4. 7 Respon Penilaian Dimensi Kualitas.....	53
Tabel 4. 8 Respon Penilaian Komponen DBI	54
Tabel 4. 9 Respon Penilaian Faktor Pendukung BI	55
Tabel 4. 10 Respon Penilaian Minat Berkunjung	56
Tabel 4. 11 Tabel Koefisien Pengaruh X Terhadap Y.....	56
Tabel 4. 12 Tabel R Square Pengaruh X Terhadap Y	57
Tabel 4. 13 Tabel Akumulasi Pengaruh X Terhadap Y	57
Tabel 4. 14 Tabel Koefisien Pengaruh X Terhadap Z Melalui Y	57
Tabel 4. 15 Tabel R Square Pengaruh X Terhadap Z Melalui Y.....	58
Tabel 4. 16 Tabel Akumulasi Pengaruh X Terhadap Z Melalui Y	58
Tabel 4. 17 Tabel Ranking Presentase Kriteria eWOM.....	61
Tabel 4. 18 Tabel Ranking Presentase Kriteria DBI.....	62
Tabel 4. 19 Tabel Ranking Presentase Kriteria Minat Berkunjung	65
Tabel 4. 20 Tabel Hasil Analisis Regresi Penelitian.....	65
Tabel 4. 21 Tabel R Square Penelitian.....	67

DAFTAR GAMBAR

Gambar 1. 1 Grafik Pengguna Internet dan Sosial Media Aktif Di Indonesia Sejak 2017-2021	1
Gambar 1. 2 Presentase Segmen Geografis Pengguna.....	6
Gambar 2. 1 Tampilan Fitur <i>For You Page</i>	11
Gambar 2. 2 Tampilan Fitur <i>Search Bar</i>	13
Gambar 2. 3 Kerangka Pemikiran.....	25
Gambar 3. 1 <i>P-Plot</i> Normalitas Model Regresi	38
Gambar 3. 2 <i>Scatterplot</i> Variabel-Variabel Dependen	39
Gambar 4. 1 Peta Kawasan Bandung Raya.....	42
Gambar 4. 2 Grafik Presentase Pilihan Sarana Pengguna Dalam Menyaksikan eWOM.....	52
Gambar 4. 3 Diagram Jalur Penelitian	59

DAFTAR PUSTAKA

- Aaker, D. A. (2009). *Managing brand equity*. Simon and Schuster.
- Adelaar, Thomas. 2000. Electronic Commerce and the Implications for Market Structure: The Example of the Art and Antiques Trade. *Journal of Computer-Mediated Communication*. 5 (3).
- Ahlse, J., Nilsson, F., & Sandström, N. (2020). It's time to TikTok: Exploring Generation Z's motivations to participate in #Challenges.
- Ahn, T., Ekinici, Y., & Li, G. (2013). Self-congruence, functional congruence, and destination choice. *Journal of Business Research*, 66, 719–723.
- Al Halbusi, H., Tehseen, S. (2018). The Effect of Electronic Word-Of-Mouth (EWOM) On Brand Image and Purchase Intention: A Conceptual Paper. *Socioeconomic Challenges*, 3(2), 83-94.
- Aluri, A., Slevitch, L., & Larzelere, R. (2015). The effectiveness of embedded social media on hotel websites and the importance of social interactions and return on engagement. *International Journal of Contemporary Hospitality Management*, 27(4),670-689.
- Andriani, K., Fitri, A., & Yusri, A. (2019). Analyzing Influence of Electronic Word of Mouth (EWOM) Towards Visit Intention with Destination Image as Mediating Variable: A Study on Domestic Visitors of Museum Angkut in Batu, Indonesia. *Eurasia: Economics & Business*, 1(19), 50-57.
- Aydın, B. (2016). Restaurant image in social media: the case of TripAdvisor. *Journal of Multidisciplinary Academic Tourism*, 1(1), 13-30.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Berli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 657–681.
- Bersford Research. (2021). Age Range by Generation. Diakses melalui <https://www.beresfordresearch.com/age-range-by-generation/>. Diakses pada 3 Februari 2022.
- Bigne, E., Andreu, L., & Zanfardini, M. (2013). *El Valor de la Responsabilidad*

- Social Corporativa en la Equidad de Marca de Destinos Turísticos*. Madrid: Editorial Ramon Areces.
- Boo, S., Busser, J., & Baloglu, S. (2009). A model of customer-based brand equity and its application to multiple destinations. *Tourism Management*, 30, 219-231.
- Bronner, F., & de Hoog, R. (2011). Economizing behaviour during travel: Strategies and information sources used. *Journal of Vacation Marketing*, 17(3), 185-195.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. Z. (2015). Determining the impact of ewom on brand image and purchase intention through adoption of onlineopinions. *International Journal of Humanities and Management Sciences*, 3(1), 41-46.
- Chen, C. F., & Myagmarsuren, O. (2011). Brand equity, relationship quality, relationship value, and customer loyalty: Evidence from the telecommunications services. *Total Quality Management & Business Excellence*, 22(9), 957-974.
- Chen, H., Yeh, S., & Huan, T. (2014). Nostalgic emotion, experiential value, brand image, and consumption intentions of customers of nostalgic-themed restaurants. *Journal of Business Research*, 67, 354–360.
- Chi, H. K., Huang, K. C., & Nguyen, H. M. (2020). Elements of destination brand equity and destination familiarity regarding travel intention. *Journal of Retailing and Consumer Services*, 52.
- Cheung, Ch., Lee, M. and Rabjohn, N. (2008), “The impact of electronic word-of-mouth. The adoption of online opinions in online customer communities”, *Internet Research*, Vol. 18 No. 3, pp. 229-247.
- Cheung, C.M.K. and Thadani, D. (2012), “The impact of electronic word-of-mouth communication: A literature analysis and integrative model”, *Decision Support Systems*, Vol. 54, pp. 461-470.
- Data Reportal. (2022). Which countries have the most TikTok users in 2022?.

- Diakses melalui <https://datareportal.com/essential-tiktok-stats#:~:text=The%20United%20States%20of%20America,users%20aged%2018%20and%20above.> Diakses pada 1 April 2022
- Daugherty, T., & Hoffman, E. (2014). eWOM and the importance of capturing consumer attention within social media. *Journal of Marketing Communications*, 20(1-2), 82-102.
- Dedeoğlu, B. B., van Niekerk, M., Küçükergin, K. G., De Martino, M., & Okumuş, F. (2020). Effect of social media sharing on destination brand awareness and destination quality. *Journal of Vacation Marketing*, 26(1), 33-56.
- Etikan, I., & Bala, K. (2017). Sampling and sampling methods. *Biometrics & Biostatistics International Journal*, 5(6), 00149.
- Epsilon Marketing. (2019). How Gen Z Influences Older Generation. Diakses melalui <https://www.epsilon.com/us/insights/blog/how-gen-z-influencetext=Generation>. Diakses pada 28 Januari 2022
- Farquhar, P. H. (1989). Managing brand equity. *Marketing research*, 1(3).
- Farzin, M., & Fattahi, M. (2018). eWOM through social networking sites and impact on purchase intention and brand image in Iran. *Journal of Advances in Management Research*.
- Feldwick, P. (1996). Do we really need brand equity?. *The Journal of Brand Management*, 4(1), 9-28.
- Gartner, W., & Koneckic, M. (2010). Tourism destination brand equity dimensions: Renewal versus repeat market. *Journal of Travel research*, 50(5), 471-481.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19 (edisi kelima)*. Semarang: Universitas Diponegoro.
- Gnoth, J. (1997). Tourism motivation and expectation formation. *Annals of*
- Hasena, C., & Sakapurnama, E. (2021). Leveraging Electronic Word of Mouth on TikTok: Somethinc Skin Care Product Innovation to Increase Consumer Purchase Intention. *Hasanuddin Economics and Business Review*, 5(1), 19-25.
- Ha, H.Y. (2004), "Factors influencing consumer perceptions of brand trust online", *Journal of Product and Brand Management*, Vol. 13 No. 5, pp. 329-342

- Henning-Thurau, T., Gwinner K.P., Walsh, G. and Gremler, D. (2004), "Electronic word-of-mouth via consumer-option platforms: what motives consumers to articulate themselves on the Internet?", *Journal of Interactive Marketing*, Vol. 18, pp. 38-52.
- Hornig, J. S., Liu, C. H., Chou, H. Y., & Tsai, C. Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism management*, 33(4), 815-824.
- Hotsuite, We Are Social (2021). Digital 2021: Indonesia. *Data Reportal*. Diakses melalui <https://datareportal.com/reports/digital-2021-indonesia?rq=digital%202020%20indonesia>. Diakses pada 8 Februari 2022.
- Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of consumer research*, 17(2), 141-148.
- Huang, C., Oh, K., Zhang, Q., & Choi, Y. J. (2013). Understanding the city brand in the regional tourism market among college students. *Journal of Travel & Tourism Marketing*, 30(7), 662-671
- Hu, X. I. A. O., & Ha, L. O. U. I. S. A. (2015). Which form of word-of-mouth is more important to online shoppers? A comparative study of WOM use between general population and college students. *Journal of Communication and Media Research*, 7(2), 15-35.
- Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in psychology*, 8, 1256
- Internetmatters. (2019). Inside TikTok. Diakses melalui <https://www.internetmatters.org/resources/tiktok-safety-guide-for-parents-to-support-young-people-on-the-app/>. Diakses pada 1 April 2022.
- Ishida, K., Slevitch, L., & Siamionava, K. (2016). The effects of traditional and electronic word-of-mouth on destination image: A case of vacation tourists visiting Branson, Missouri. *Administrative Sciences*, 6(4), 12.
- Jalilvand, M. R., Samiei, N., Dini, B., & Manzari, P. Y. (2012). Examining the

- structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing & Management*, 1(1-2), 134-143.
- Jang, S. C., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: application of an extended Mehrabiane Russell model to restaurants. *Journal of Business Research*, 62, 451e460.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Micro-blogging as online word of mouth branding. In *CHI'09 extended abstracts on human factors in computing systems* (pp. 3859-3864).
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of marketing*, 57(1), 1-22.
- Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive Marketing*, 5(1), 7-20.
- Kemenparekraf. (2021). Siaran Pers: Menparekraf Ajak Kreator Berinovasi Bangkitkan Sektor Parekraf. Diakses melalui <https://kemenparekraf.go.id/berita/Siaran-Pers-:-Menparekraf-Ajak-Konten-Kreator-Berinovasi-Bangkitkan-Sektor-Parekraf>. Diakses pada 28 Januari 2022.
- King, R.A., Racherla, P. and Bush, V. (2014), "What we know and don't know about online word of mouth: a review and synthesis of literature", *Journal of Interactive Marketing*, Vol. 28 No. 3, pp.167-183.
- Kim, H. B., & Kim, W. G. (2005). The relationship between brand equity and firms' performance in luxury hotels and chain restaurants. *Tourism Management*, 26, 549-560.
- Kim, H. K., & Lee, T. J. (2018). Brand equity of a tourist destination. *Sustainability*, 10(2), 431.
- Kim, H., & Richardson, S.L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216-237.
- Kotler, Philip, Kevin Lane Keller. 2012. *Principles of Marketing, 14th Edition*. United States of America: Pearson.

- LaterBlog (2022). How Does The TikTok Algorithm Work? Here's Everything You Need To Know. Diakses melalui https://later.com/blog/tiktok-_____algorithm/#:~:text=The%20TikTok%20algorithm%20serves%20vi deos,be%20served%20to%20larger%20audiences.. Diakses pada 1 April 2022
- Lestari, E. D., & Gunawan, C. (2021). Pengaruh E-Wom Pada Media Sosial Tiktok Terhadap Brand Image Serta Dampaknya Pada Minat Beli. *JURNAL EKONOMI, MANAJEMEN, BISNIS, DAN SOSIAL (EMBISS)*, 1(2), 75-82.
- Li, F., & Du, T. C. (2011). Who is talking? An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision support systems*, 51(1), 190-197.
- Lindgreen, A., Dobebe, A., & Vanhamme, J. (2013). Word-of-mouth and viral marketing referrals: what do we know? and what should we know. *European Journal of Marketing*, 47(7), 1028-1033.
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism management*, 29(3), 458-468.
- Liu, C. C. and Kao, J. S., 2018. A study of the impact of business strategy on customers' tourism behaviors, motivation, and satisfaction: a case study of hotels at Kenting, Taiwan. *International Journal of Asian Social Science*, 8(8) pp.486-500.
- Liu, F., Xiao, B., Lim, E. T., & Tan, C. W. (2017). Investigating the impact of gender differences on alleviating distrust via electronic word-of-mouth. *Industrial Management & Data Systems*.
- Lopes, S.D.F., (2011). Destination Image: Origins, Developments and Implications. *Journal of Pasos Revista de Turismo y Patrimonio Cultural*(2): 305-315
- Luo, Ch., Wang, Y., Wu, N., Liang, X. and Guo, Y. (2014), "The influence of EWOM and editor information on information usefulness in virtual community" in Information Systems (PACIS) 2014. *Proceedings of the Pacific Asia Conference on Information Systems (PACIS)*, paper 82. Available at: <http://aisel.aisnet.org/pacis2014/82>

- Luo, J. M., & Ye, B. H. (2020). Role of generativity on tourists' experience expectation, motivation and visit intention in museums. *Journal of Hospitality and Tourism Management*, 43, 120-126.
- Manhas, P. S., Manrai, L. A., & Manrai, A. K. (2016). Role of tourist destination in building its brand image: A conceptual model. *Journal of Economics, Finance and Administrative Science*, 21(40), 25-29.
- Manning, J. (2014). Social Media, Definition and Classes of. In K. Harvey (Ed.), *Encyclopedia of Social Media and Politics* (pp. 1158–1162). Thousand Oaks, CA: Sage.
- Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*.
- Mileva, L. & Fauzi DH, A. (2018). Pengaruh social media marketing terhadap keputusan pembelian (survei online pada mahasiswa sarjana jurusan Ilmu Administrasi Bisnis Angkatan 2014/2015 Fakultas Ilmu Administrasi Universitas Brawijaya yang Membeli Starbucks. *Jurnal Administrasi Bisnis (JAB)*, 58(1), 190-199.
- Moldovan, S., Goldenberg, J. and Chattopadhyay, A. (2011), “The different roles of product originality and usefulness in generating word-of-mouth”, *International Journal of Research in Marketing*, Vol. 28 No. 2, pp. 109-119.
- Munsch, A. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10-29.
- Narimawati, U. (2007). *Riset Manajemen Sumber Daya Manusia: Aplikasi Contoh & Perhitungannya*. Jakarta: Agung Media.
- Nasution. (2003). *Metode Research*. Bandung: PT. Bumi Aksara.
- Natawiria, A. S., & Riduwan, H. I. (2010). *Statistika Bisnis*. Bandung: Alfabeta.
- Nazir, M. (2014). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Nelson, R.R., Todd, P.A. and Wixom, B.H. (2005), “Antecedents of Information and System Quality: an empirical examination within the context of data warehousing”, *Journal of Management Information Systems*, Vol. 21, No.

- 4, pp. 199-235.
- Ngan, N. H., & Van Chinh, N. (2020). Impact of E-WOM on Destination Brand Awareness and Destination Brand Image: The Case of Ly Son Island. *International Journal of Business and Technology Management*, 2(3), 8-19.
- Nugraha, A. S., & Adialita, T. (2021). Pengaruh Social Media Marketing terhadap Minat Berkunjung Wisatawan di Kota Bandung Melalui Nilai yang Dipersepsikan. *Jurnal Akuntansi, Keuangan, dan Manajemen*, 2(3), 195-212.
- Nwazor, T. (2019). Faceoff: Instagram Vs. Facebook, For Business. *Entrepreneur Asia Pasific*. Diakses melalui <https://www.entrepreneur.com/article/280833>. Diakses pada 7 Februari 2022.
- Pike, S., Bianchi, C., Kerr, G., & Patti, C. (2010). Consumer-based brand equity for Australia as a long-haul tourism destination in an emerging market. *International marketing review*.
- Pike, S., & Page, S. J. (2014). Destination Marketing Organizations and destination marketing: A narrative analysis of the literature. *Tourism management*, 41, 202-227.
- Pratminingsih, Sri & Rudatin, C.L. & Rimenda, Tetty. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung-Indonesia. *International Journal of Innovation, Management and Technology*. 5. 19-24.
- Puri, D. R. (2013). Analisis faktor-faktor yang mempengaruhi indeks pelaporan keuangan melalui internet. *Jurnal Reviu Akuntansi dan Keuangan*, 3(1).
- Rimadias, S., Alvionita, N., & Amelia, A. P. (2021). Using Tiktok in Social Media Marketing to Create Brand Awareness, Brand Image, and Brand Loyalty on Tourism Sector in Indonesia. Indonesia Banking School.
- Ritchie, J. R. B., & Ritchie, J. R. R. (1998). The branding of tourism destinations. In *Annual Congress of the International Association of Scientific Experts in Tourism, Marrakech, Morocco* (pp. 1-31).

- San Martín, H., Herrero, A., & García de los Salmones, M. D. M. (2019). An integrative model of destination brand equity and tourist satisfaction. *Current issues in tourism*, 22(16), 1992-2013.
- Sandes, F. & Urdan, A., (2013). Electronic Word-of-Mouth Impacts on Consumer Behavior: Exploratory and Experimental Studies. *Journal of International Consumer Marketing*, 25(3), 181-197.
- Sangadji, Etta Mamang., Sopiah. (2010). *Metodologi Penelitian Pendekatan Praktis dalam Penelitian*. Yogyakarta: Andi.
- Sekaran, U. (2011). *Research Method for Business*. Salemba Empat, Edisi I & II. Jakarta.
- Semuel, H., Lianto A. S. (2014). Analisis e-WOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran* (2): 47-54.
- Silaen, Sofar. (2018). *Metodologi Penelitian Sosial Untuk Penulisan Skripsi dan Tesis*. In Media
- Similarweb. (2021). TikTok Market Share & Traffic Analytics. Diakses melalui <https://www.similarweb.com/website/t.tiktok.com/>. Diakses pada 2 Februari 2022.
- Stokburger-Sauer, N. E. (2011). The relevance of visitors' nation brand embeddedness and personality congruence for nation brand identification, visit intentions and advocacy. *Tourism Management*, 1, 1-8.
- Sugiyono, (2008). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung Alfabeta.
- Sugiyono, (2008). *Memahami Penelitian Kualitatif*. Bandung Alfabeta.
- Sugiyono, (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung Alfabeta.
- Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: An initial examination. *Journal of Retailing*, 76(3), 309–322.
- Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website

- quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of System Assurance Engineering Management*, 1-8.
- Tasci, A. D., Gartner, W. C., & Cavusgil, S. T. (2007). Measurement of destination brand bias using a quasi-experimental design. *Tourism management*, 28(6), 1529-1540.
- Thomas, G.M. Jr. (2004) Building the buzz in the hive mind. *Journal of Consumer Behavior*, 4 (1), 64-73.
- TikTok. (2020). Inside TikTok. Diakses melalui <https://www.internetmatters.org/resources/tiktok-safety-guide-for-parents-to-support-young-people-on-the-app/>. Diakses pada 31 Maret 2022
- Tran, V. T., Nguyen, N. P., Tran, P. T. K., Tran, T. N., & Huynh, T. T. P. (2019). Brand equity in a tourism destination: a case study of domestic tourists in Hoi An city, Vietnam. *Tourism Review*, 74(3), 704-720.
- Uysal, M., & Hagan, L. R. (1993). Motivation of pleasure to travel and tourism. In M. A. Khan, M. D. Olsen, & T. Var (Eds.), *VNR'S Encyclopedia of Hospitality and Tourism* (pp. 798–810). New York: Van Nostrand Reinhold
- Wagner, O., & Peters, M. (2009). Can association methods reveal the effects of internal branding on tourism destination stakeholders?. *Journal of Place Management and Development*, 2(1), 52-69.
- Wall Street Journal. (2021). How TikTok's Algorithm Figures You Out | WSJ. Diakses melalui https://www.youtube.com/watch?v=nfczi2cl6Cs&list=PLkcvJhp1L1-nsesdnTf4I-a3_t0MTUiAF&index=6. Diakses pada 1 Februari 2022.
- Wang, T. L., Tran, P. T. K., & Tran, V. T. (2017). Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), 392-410.
- Westbrook, R. A. (1987) Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research*, 24 (3), 258-270.
- Xia, L. & Bechwati, N.N. (2008). Word of mouse: The role of cognitive personalization in online consumer reviews. *Journal of Interactive Advertising*, 9, 108-128

- Yang, Y., Liu, X., & Li, J. (2015). How customer experience affects the customer-based brand equity for tourism destinations. *Journal of Travel and Tourism Marketing*, 32(1), 97-113.
- Yeap, J., Ignatius, J. and Ramayah, Y. (2014), "Determining consumers' most preferred EWOM platform for movie reviews: A fuzzy hierarchy process approach", *Computer s in Human Behavior*, Vol. 31, pp. 250-258.
- Ypulse. (2021). Yes, Gen Z Is Much More Likely Than Millennials to be on TikTok. Diakses melalui <https://www.ypulse.com/article/2021/06/14/yes-gen-z-is-much-more-likely-than-millennials-to-be-on-tiktok/>. Diakses pada 30 Januari 2022
- Zhao, Y., Wang, L., Tang, H., & Zhang, Y. (2020). Electronic word-of-mouth and consumer purchase intentions in social e-commerce. *Electronic Commerce Research Applications*, 41, 100980.
30 Januari 202