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The Influence of E-WOM through Traveling Vlogs on TikTok on Tourists' Visit Decisions to a Destination

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Abstract

With the rapid development of the internet and social media, Electronic Word of Mouth (E-WOM) has become a powerful medium for sharing information and shaping public perception. This study explores how E-WOM influences individuals' decisions to visit tourism destinations, focusing particularly on travel related content shared through TikTok. This study applies a quantitative survey design with purposive sampling of 250 valid respondents who are active TikTok users and prospective tourists. Data were analyzed using descriptive statistics, validity and reliability tests, and regression use SPSS. Although certain data patterns showed irregularities, the overall analysis confirms a clear and consistent connection between the two variables. This study confirms that E-WOM disseminated through travel vlog content on TikTok has a positive and significant influence on tourists' decisions to visit a destination. The findings emphasize the strategic importance of managing digital narratives on social media platforms, encouraging tourism stakeholders to pay closer attention to how content is created and perceived. This research offers practical insights for enhancing digital marketing strategies and opens further opportunities to investigate other influencing factors in tourism decision making within the digital era.

Keywords

Marketing Communication, Social Media, Tourism Destination, Tourism Digital Marketing, Travel Vlog.

1. Introduction

In recent years, the development of information and communication technologies has significantly transformed the way people interact and share information, particularly in the context of tourism. Indonesian tourism can now be widely promoted through the use of rapidly evolving digital communication tools. Travelers can share information about destinations and their travel experiences, which in turn serves as a valuable reference for potential tourists when making decisions about their own trips (Widiastutik, 2019). Various applications often facilitate this exchange of information, one of the most popular being TikTok, which is currently widely used by the public. In the tourism landscape, the term “Travel Vlogger” refers to individuals who document, describe, and provide opinions about the destinations they visit, often to promote tourism. These travel vlogs are expected to offer reliable recommendations and valuable information, while also serving as a promotional tool for destinations.

Social media, especially video-based platforms like TikTok, has emerged as one of the most influential tools in shaping travelers’ decisions. TikTok’s short video format, ranging from 15 seconds to 10 minutes, enables users to share their travel experiences directly and authentically. This phenomenon is commonly known as Electronic Word of Mouth (E-WOM), which refers to electronically transmitted communication regarding experiences, recommendations, and opinions about products or services. In the tourism industry, E-WOM plays a critical role in influencing destination decisions, as information shared by fellow users is generally perceived as more trustworthy than traditional advertisements (Gulati, 2024).

The impact of E-WOM generated from TikTok content on travel interest has been previously examined (Yusmiyati & Khalim, 2025). Their research indicates that engaging and informative short videos can effectively capture the attention of potential tourists and offer a vivid portrayal of various destinations. By showcasing natural beauty, local culture, and engaging activities, TikTok content can generate strong appeal among viewers. The findings further suggest that the more positive content is shared, the higher the likelihood that travellers will visit those destinations. This reinforces the idea that E-WOM functions not only as a promotional medium but also as a source of information that shapes tourists’ perceptions and expectations of a location.

Furthermore, viral marketing through social media can significantly enhance tourists’ motivation to visit specific destinations. Compelling and easily shareable content on platforms like TikTok can trigger viral effects, extending the reach of information and attracting a broader audience. In this context, marketing strategies that leverage E-WOM represent a practical approach to capturing tourist interest, especially among younger generations who are more active on social media. The importance of trust in E-WOM, where peer recommendations are seen as more credible than corporate-sponsored advertisements, suggests that destination managers should strategically collaborate with influencers or content creators who have relevant audiences. Kurniawan (2023) also underscores the importance of local community participation in tourism management. When residents are actively involved in promoting destinations, they can offer more authentic and appealing perspectives to travelers. This engagement not only fosters a sense of ownership and responsibility for sustainability but also has the potential to influence tourists’ decisions to visit. Local involvement in E-WOM can further strengthen the impressions created, as travelers tend to value recommendations that come from sources they perceive as part of the local community.

Against this background, the article aims to explore the influence of E-WOM through travel vlogs on TikTok on destination visit decisions more deeply. The study aims to analyze how user-generated content shapes tourists’ perceptions and

interests, and how this platform transforms the way potential travelers plan their trips. Through a better understanding of this phenomenon, the study is expected to provide both academic insights and strategic input for tourism industry stakeholders in designing more effective and relevant digital approaches.

2. Literature Review and Hypothesis Development

2.1. Travel Decision

Tourism plays a significant role in the lives of human populations by contributing to economic growth, generating employment opportunities, and supporting cultural and entertainment activities (Garg, 2015). Beyond its economic impact, tourism also influences social and cultural development by promoting interaction among diverse communities and encouraging the preservation of local traditions and heritage. Central to the tourism experience is the travel decision, which refers to the process by which tourists select a destination to fulfill personal needs, desires, and expectations (Widiastutik, 2019). Travel decisions are not made lightly; they involve careful consideration of multiple factors, including destination appeal, accessibility, cost, and the perceived quality of the experience (Damiasih, 2025). These decisions are increasingly shaped by information sources, particularly media channels, which significantly influence how potential tourists perceive destinations (Amara, 2012).

In the current information age, people are continuously exposed to a variety of media tools, including the internet, social media platforms, television, radio, newspapers, and magazines, all of which play a crucial role in shaping lifestyles and consumption patterns (Paletz et al., 2013). Social media, in particular, has emerged as a powerful driver of consumer behavior, impacting awareness, information gathering, attitudes, opinions, purchase intentions, and post-purchase evaluations (Mangold & Faulds, 2009). The rise of platforms such as TikTok, Instagram, and YouTube has transformed the way tourists access information about destinations, enabling them to view visual content, read reviews, and engage with user-generated experiences in real-time. Mass media also serve as a mirror of society and a mechanism for forming public opinion, connecting individuals to global events while simultaneously influencing perceptions of social norms and values (Ausat, 2023; Hoxhaj, 2023).

Furthermore, media coverage plays a crucial role in shaping tourists' perceptions of a destination's safety, attractiveness, and overall reputation. Information about political instability, natural disasters, or public health concerns, when disseminated through media channels, can significantly alter tourists' attitudes and intentions to visit specific destinations (Gulati, 2024). Consequently, understanding the interaction between tourism and media is essential for destination managers and marketers, as it highlights the need to strategically utilize media to enhance destination image, influence travel decisions, and foster positive perceptions among potential tourists. The pervasive role of media underscores its importance not only as a source of information but also as a tool for shaping behavior, encouraging engagement, and ultimately driving the tourism industry forward in a highly connected and information-driven world.

2.2. Electronic Word of Mouth

Electronic Word of Mouth, commonly abbreviated as E-WOM, refers to consumer opinions or reviews shared with other consumers through digital platforms (Kintradinata & Hidayah, 2023). As e-WOM continues to evolve, consumers can access information about products or enjoyable experiences by examining the reputation and reviews shared by others. E-WOM communication may consist of positive or negative statements made by potential, current, or former customers about a product or company. This communication is publicly accessible

through the internet and can be delivered in various forms, such as websites or social media platforms

Communication can be done in various forms of social media, such as video blogs and TikTok. According to Sugiono and Irwansyah (2019), a vlog is a combination of video and blog concepts. Typically, vlog content centers on an individual’s interests, opinions, or thoughts, bearing similarities to television programs, albeit with simpler production processes than traditional broadcasting formats (David et al., 2021). Through TikTok, users can rapidly access a wide range of information delivered via short videos, which are easily disseminated across the platform. As a form of social media, TikTok offers travel inspiration and information by presenting destination-related content that stimulates users’ desire to travel (Zhou et al., 2023). For tourism industry stakeholders, it is essential to highlight the value and appeal of travel destinations through compelling visual storytelling in the form of videos that are then shared on platforms like TikTok (Siregar et al., 2023). Based on the literature reviewed above, it can be concluded that E-WOM, particularly that which spreads via platforms such as TikTok, plays a significant role in shaping tourists’ perceptions and intentions. Vlogs, as a form of visual storytelling, enable the delivery of more engaging and trustworthy information, which ultimately supports the formation of travel decisions. Zhou et al. (2023) and Siregar et al. (2023) have demonstrated that the visual appeal of TikTok content can indirectly influence tourists’ desire to visit specific destinations. This finding is further supported by Alviyono and Anwar (2024), who note that content that is both personal and informative proves highly effective in increasing travel interest, particularly among the younger generation of TikTok users. The relationships among these variables provide a strong theoretical foundation for formulating the research hypothesis.

H1: Electronic Word of Mouth (E-WOM) has a positive influence on the decision to visit.

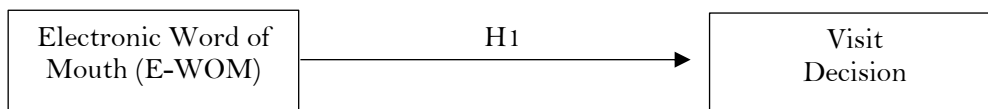


Figure 1. Research Framework

Figure 1 illustrates the research framework in this study. It demonstrates the relationship between E-WOM, as seen through TikTok travel vlogs, and tourists’ destination visit decisions. E-WOM is positioned as the independent variable, while the visit decision serves as the dependent variable. Based on this framework, the hypothesis (H1) proposes that E-WOM positively influences tourists’ decisions, suggesting that higher exposure to positive travel content on TikTok increases the likelihood of visiting a destination.

3. Methods

This study employs a quantitative survey design to investigate the influence of electronic word of mouth (E-WOM) from TikTok travel vlogs on tourists’ destination visit decisions. A cross-sectional survey was conducted, collecting data at a single point in time from respondents who are active TikTok users and prospective tourists (Abduh et al., 2023). This design enables an efficient examination of the relationship between E-WOM exposure and the decision to visit.

The target population consisted of TikTok users aged 18 and over who actively watched travel vlog content on the platform. Purposive sampling was conducted based on two different criteria: users who had watched at least three travel vlog videos in the past month, and prospective travelers planning to visit the destination

in the near future. Of the 307 initial respondents, 250 valid responses were retained after removing incomplete or irrelevant entries.

Data analysis began with descriptive statistics to outline respondents' demographic characteristics and the frequency of E-WOM exposure. Validity and reliability tests were conducted to ensure that the research instruments were robust and dependable (Putri et al., 2024). Correlation analysis was then performed to examine the relationship between E-WOM and Visit Decision, followed by simple linear regression to assess the impact of E-WOM on travel intentions while controlling for variables such as age, gender, and education. Hypothesis testing was used to determine whether E-WOM had a statistically significant positive influence on tourists' decisions. The sampling strategy ensured that respondents met the criteria relevant to the research objectives (Sugiyono, 2017). TikTok users were selected due to the platform's popularity among younger generations and its widespread use for sharing travel experiences. The sample size of 250 respondents was considered sufficient to provide representative and statistically valid data for analysis.

This study offers insights into how E-WOM, as presented through TikTok travel vlogs, influences tourists' destination choices. By combining survey data, statistical analysis, and rigorous sampling, the research highlights the effectiveness of TikTok as a marketing tool for the tourism industry. The findings offer practical recommendations for destination managers to leverage E-WOM strategically and influence potential tourists' visit decisions. In this study, simple linear regression was applied to assess the extent to which the independent variable (X), E-WOM, affects the dependent variable (Y), Visit Decision to a tourist destination. In this context, E-WOM refers to respondents' perceptions of travel vlog content disseminated through the TikTok platform. Through this analysis, the researcher aimed to identify whether positive perceptions of such content have a statistically significant effect on individuals' tendencies to plan or decide to visit a tourist destination. The general form of the simple linear regression model used is as follows:

$$Y = a + bX + e$$

In the regression model, Y represents the dependent variable (Visit Decision) and X is the independent variable (Electronic Word of Mouth). The constant, a, indicates the value of Y when X equals zero, reflecting the baseline Visit Decision score without E-WOM influence. The regression coefficient, b, shows the change in Y for each one-unit change in X, representing the effect of E-WOM on Visit Decision. The error term, e, accounts for other factors not included in the model that may affect Y, capturing unexplained variation.

4. Results

The demographic profile section offers a comprehensive overview of the characteristics of participants involved in the study. This is essential for contextualizing the collected data and assessing the extent to which the research findings can be generalized.

Table 1. Characteristics Respondents

Characteristics Respondents	Demographics	Percentage (%)
Gender	Female	62.4%
	Male	37.6%
Age	18–24 years	53.2%
	25–34 years	42.6%
	35–44 years	4.2%
Education	High School	23.6%

Characteristics Respondents	Demographics	Percentage (%)
	Associate Degree	12.9%
	Applied Bachelor	12.9%
	Bachelor's	47.9%
	Master's or higher	2.7%

Based on Table 1, the gender distribution shows a predominance of female respondents, accounting for 62.4%, while male respondents comprise 37.6%. This suggests that the active participants in this survey who are also TikTok users with an interest in tourism are predominantly female. This trend aligns with broader patterns of social media usage, where visual platforms like TikTok often attract more engagement from women who are active in sharing experiences and seeking travel inspiration (Yusmiyati & Khalim, 2025).

Age-wise, most respondents fall within the younger demographic, with 53.2% aged between 18 and 24 years, and 42.6% between 25 and 34 years. This distribution is particularly relevant, as TikTok is widely recognized as a platform popular among younger generations (Gen Z and early Millennials), who tend to be more tech-savvy, socially connected, and responsive to tourism-related E-WOM (Ernawati, 2022). In terms of educational background, respondents are predominantly university graduates (holders of a bachelor's degree), accounting for 47.9%. High school graduates also represent a substantial portion (23.6%), followed by associate and applied bachelor's degree holders, each at 12.9%. Respondents with postgraduate education make up 2.7% of the sample. The dominance of participants with higher education levels indicates a generally literate and informed respondent pool, which contributes to the credibility and quality of the data collected (Kurniawan, 2023).

The validity test was conducted to ensure the research instrument accurately measures the intended construct (Ghozali, 2009). Using the Pearson Product-Moment correlation in SPSS version 23, each item's *r* count was compared with the *r*-table value at a 0.05 significance level. Items with an *r* count greater than the *r* table value were considered valid, indicating a significant correlation with the overall score (Sanaky, 2021).

Table 2. Validity Test

Variable	r-count	r-table	Conclusion
Electronic Word of Mouth (E-WOM)	0.548	0.124	Valid
	0.565	0.124	Valid
	0.593	0.124	Valid
	0.546	0.124	Valid
	0.578	0.124	Valid
Visit Decision	0.646	0.124	Valid
	0.703	0.124	Valid
	0.680	0.124	Valid
	0.702	0.124	Valid
	0.697	0.124	Valid

Table 2 shows that all items were found to be valid as the calculated *r* values exceeded the *r* table values at the 0.05 significance level. In this study, there were 10 statements, with a total of 250 respondents. Based on the distribution table for *N* = 250, the *r* table value was determined to be 0.124. As shown in Table 2, all values were greater than 0.124, indicating that every statement in the questionnaire met the significance criterion and demonstrated a sufficiently strong correlation. Therefore, it can be concluded that all questionnaire items are suitable for use in data collection for this study, as they exhibit good validity.

The reliability test of the research instrument was conducted to assess whether the questionnaire used for data collection can be considered reliable, with reliability indicated by a Cronbach's Alpha (α) value greater than 0.6 (Rosita et al., 2021)

Table 3. Reliability Test Results of E-WOM and Visit Decision Indicators

Variable	Cronbach's Alpha	α	Conclusion
Electronic Word of Mouth (E-WOM)	0.818	0.6	Reliable
	0.816	0.6	Reliable
	0.813	0.6	Reliable
	0.822	0.6	Reliable
	0.820	0.6	Reliable
Visit Decision	0.808	0.6	Reliable
	0.801	0.6	Reliable
	0.803	0.6	Reliable
	0.801	0.6	Reliable
	0.802	0.6	Reliable

Table 3 shows that all items for both variables were deemed reliable, as indicated by Cronbach's Alpha (α) values greater than 0.6. The reliability test results, as presented in the figure above, show a Cronbach's Alpha value of 0.826, which exceeds the 0.6 threshold. This confirms that the instrument used in this study demonstrates sufficient reliability and is therefore appropriate for use in data collection for this research.

The normality test was conducted to assess whether the residuals from the regression model between E-WOM and Visit Decision were usually distributed. Using the Kolmogorov–Smirnov method, which is suitable for samples larger than 50, the significance value was found to be 0.000 (< 0.05), indicating that the residuals are not normally distributed. This result is also supported by the visual inspection of the graphical output.

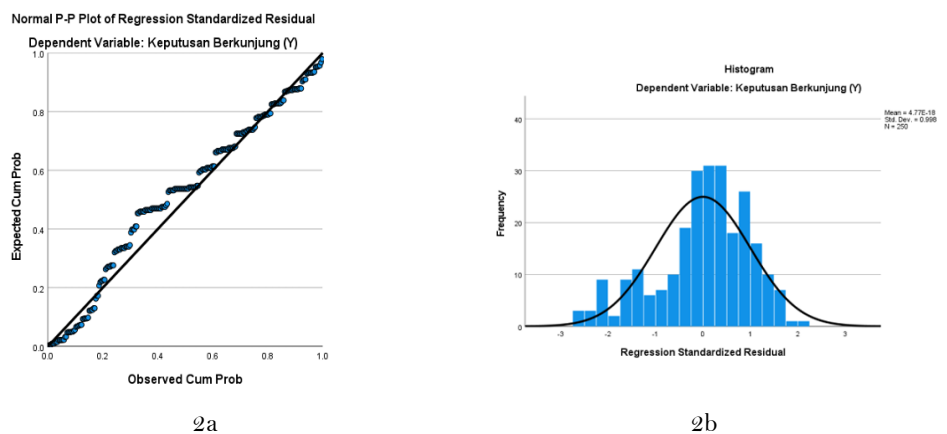


Figure 2. P Plot Graph (a) and Histogram for Normality Test (b)

The test was conducted using the Kolmogorov–Smirnov method. The initial results indicated that the residuals were not normally distributed, as the significance value was less than 0.05. In the P–P Plot (Figure 2a), the data distribution points appear to deviate considerably from the diagonal line. Ideally, for normally distributed data, the points should lie close to or directly along the diagonal line. Significant deviations from this line indicate non-normality in the distribution. Meanwhile, the histogram (Figure 2b) reveals that the shape of the data distribution does not resemble the characteristic bell-shaped curve of a normal distribution. Instead, the distribution appears skewed to the left. Both visual indicators, the P–P Plot and the histogram, consistently support the conclusion that the regression

model does not meet the normality assumption. To satisfy the normality requirement in the parametric statistical analysis to be applied, the researcher implemented data transformation. Data transformation is one of the most effective techniques for normalizing a dataset (Lee, 2020). The results of the normality test after data transformation for variable X are presented in Figures 3a and 3b below.

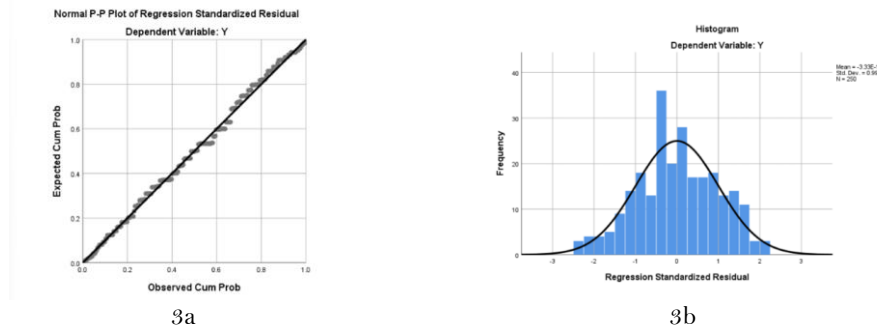


Figure 3. P-Plot Graph (3a) and Histogram for Normality Test After Transformation(3b)

Following the data transformation, the points in the P–P Plot (Figure 3a) no longer exhibit substantial deviation from the diagonal line, indicating that the data are now more normally distributed. The histogram (Figure 3b) further confirms that the distribution now approximates a bell-shaped curve, in contrast to the earlier histogram in Figure 2. This provides evidence that the regression model now satisfies the assumption of normality.

The Kolmogorov–Smirnov test yielded a statistic of 0.047 with a significance value of 0.200. Since $\text{Sig.} = 0.200 > 0.05$, it can be concluded that the data are now normally distributed.

The linearity test is a statistical procedure used to determine whether the relationship between the independent and dependent variables is linear (Yosepha, 2020). The assumption of linearity is a fundamental prerequisite in simple linear regression analysis, as this model assumes that changes in the independent variable produce proportional changes in the dependent variable (Ghozali, 2016). The linearity test is performed by comparing the significance values for “Linearity” and “Deviation from Linearity”.

Since the Linearity significance value is less than 0.05 and the Deviation from Linearity significance value is greater than 0.05, the relationship between the variables can be considered linear. The significance value for Linearity was found to be 0.000, which is below the 0.05 threshold. Furthermore, the significance value for Deviation from Linearity was greater than 0.05 ($0.081 > 0.05$). These results indicate a linear relationship between the independent variable, E-WOM, and the dependent variable, Visit Decision. This finding suggests that the simple linear regression model is appropriate for describing the relationship between these two variables, and that changes in E-WOM are likely to produce consistent and predictable effects on Visit Decision.

Regression analysis was used to assess the impact of the independent variable, E-WOM, on the dependent variable, Visit Decision. Simple linear regression is a fundamental statistical method in quantitative research, used to model and quantify the causal relationship between a single dependent variable and a single independent variable (Nurhaswinda et al., 2025).

Table 4. Simple Linear Regression Analysis

Model	Unstandardized B	Std. Error	Standardized Coef. Beta	t-Statistic	Sig.
Constant	9.352	1.308		7.152	0.000
E-WOM	0.519	0.065	0.450	7.931	0.000

Based on Table 4, the regression model obtained is $Y=9.352+0.519X$. The table shows the positive coefficient of 0.519 demonstrates that the influence of E-WOM on Visit Decision is both positive and significant. Specifically, the regression coefficient ($b = 0.519$) indicates that for every one-unit increase in positive perception of E-WOM, the Visit Decision score increases by 0.519 points. This finding confirms that E-WOM has a statistically significant positive effect on Visit Decision, as evidenced by the significance value (Sig.) of 0.000, which is well below the 0.05 threshold.

Hypothesis testing is a critical tool in statistical analysis that enables researchers to make informed decisions based on data (Wassalwa et al., 2024). Beyond guiding decision-making, it also provides a robust foundation for drawing conclusions from the analyzed data (Nuryadi et al., 2017). In the context of this study, hypothesis testing offers clear insights into the influence of E-WOM on Visit Decision, which can be utilized for marketing strategies and product development in the tourism industry. The calculated t-value of 7.931 with a significance level of 0.000 well below the 0.05 threshold demonstrates that E-WOM has a significant partial effect on Visit Decision. Therefore, based on the t-test results, it can be concluded that E-WOM variable significantly influences the Visit Decision variable.

Table 5. F-Test Results

Model	Sum of Square	df	Mean Square	F-statistic	Sig.
Regression	512.813	1	512.813	62.902	0.000
Residual	2.021.843	248	8.153		
Total	2.534.656	249			

Table 5 shows the calculated F-statistic of 62.902 with a significance level of 0.000 below the 0.05 threshold indicates that E-WOM has a significant simultaneous effect on Visit Decision. Consequently, based on the F-test results, it can be concluded that E-WOM variable significantly influences the Visit Decision variable.

Table 6. Coefficient of Determination

Model Summary			
R	R Square	Adjusted R Square	Std. Error of The Estimate
0.450	0.202	0.199	285.527

Table 6 shows the R^2 value of 0.202 indicates that E-WOM can explain 20.2% of the variation in Visit Decision, while the remaining 79.8% is influenced by other factors not examined in this model. The positive coefficient signifies that the E-WOM variable has a positive influence on Visit Decision.

5. Discussion

The results of this study indicate that E-WOM disseminated through the TikTok platform has a positive and significant influence on tourists' decisions to visit a destination. The simple linear regression analysis yielded a coefficient of 0.519, indicating that for every one-unit increase in positive perception of E-WOM, the score for Visit Decision increases by 0.519 points. The statistical test result

confirmed that this effect is statistically significant, with a p-value of 0.000, which is below the 0.05 threshold. These findings are consistent with the study conducted by Kamalasena and Sirisena (2021), which states that E-WOM through social media significantly affects consumer purchase intention due to its authentic nature and foundation in real-life experiences. Within the tourism context, this effect becomes more profound as video-based visualization (such as those on TikTok) offers a vicarious experience to the viewer (Chu et al., 2024).

Moreover, the present study supports the findings of Alviyono and Anwar (2024), who emphasized that content produced by travel influencers or vloggers on TikTok, especially when presented in a personal and informative manner, is highly effective in building trust, enhancing attraction, and motivating Millennials and Generation Z to plan their travels. This is reinforced by the demographic results of this study, which show that many respondents were women and young adults (aged 18–34), who are known to be active users of visually oriented social media platforms, such as TikTok (Yusmiyati & Khalim, 2025). As an algorithm-driven platform, TikTok enables users to be consistently exposed to relevant content, thereby gradually amplifying the effect of E-WOM (Ijan & Ellyawati, 2023). This repeated exposure fosters increased trust and a growing desire to explore the featured destinations, often without the user being consciously aware of the persuasive process.

Nevertheless, the coefficient of determination (R^2) value of 0.202 suggests that E-WOM only explains 20.2% of the variance in visit decision-making. In other words, 79.8% of the variation in Visit Decision is influenced by factors beyond the scope of this study's model, such as personal motivation, cultural preferences, economic considerations, or offline social recommendations. These findings are reinforced by Kamalasena and Sirisena (2021), who found that E-WOM via social media has a significant influence on consumer purchase decisions because it is perceived as more authentic, credible, and grounded in real experiences. In the tourism context, this influence is amplified, as visual and narrative content such as TikTok videos provides audiences with a vicarious experience. Similarly, Alviyono and Anwar (2024) noted that travel influencer or vlogger content on TikTok, when presented in a personal and informative manner, is highly effective in building trust, enhancing attractiveness, and ultimately stimulating visit intentions, particularly among millennials and Gen Z, who are the dominant users of the platform. Furthermore, short, concise, and engaging travel vlog content on TikTok facilitates the rapid and appealing dissemination of information, thereby increasing exposure among potential tourists (Dramićanin et al., 2023).

This study demonstrates that while TikTok E-WOM is effective, marketing efforts should employ an integrated multichannel approach and target specific market segments (Ferdiansyah et al., 2025). Validity and reliability tests confirmed that respondents' perceptions of TikTok travel content are consistent and measurable, emphasizing that engaging, informative, and trustworthy content shapes consumer decisions. The findings also advance the understanding of E-WOM as a link between digital communication and consumer behaviour, demonstrating how exposure to content can influence perceptions and actions in the tourism sector. In conclusion, E-WOM generated through TikTok travel vlog content serves not merely as a promotional tool, but as a substantial source of information that actively shapes perceptions, beliefs, and ultimately, tourists' visit decision.

6. Conclusion

This study confirms that E-WOM disseminated through travel vlog content on TikTok has a positive and significant influence on tourists' decisions to visit a destination. The short video format, characterized by creativity, authenticity, and informativeness, positions TikTok as an effective social media platform in shaping perceptions, building trust, and motivating someone to explore new destinations.

These findings align with the respondent profile, which was dominated by younger generations who are actively engaged in both consuming and producing digital content.

This research makes both empirical and practical contributions to the development of digital tourism marketing strategies, particularly by leveraging the power of E-WOM in the form of visual narratives. The regression results show that although E-WOM significantly influences Visit Decision, its contribution is limited to 20.2%, indicating that other unexplored factors play a substantial role and could be addressed in future studies. However, this study also has several limitations. First, the use of a cross-sectional design prevents the capture of changes in tourist perceptions or decisions over time. Second, the sample is limited to TikTok users aged 18 and above who actively watch travel vlog content, which may restrict the generalizability of the findings to broader populations. Third, all data were collected via self-reported responses, which may be subject to perceptual bias from the respondents. Future research is encouraged to adopt a longitudinal design to assess how the influence of E-WOM evolves. It is also recommended to broaden the scope of variables to include content quality, social interaction, and perceived risk. Combining quantitative and qualitative approaches may enrich the understanding of visit decision dynamics within the digital tourism ecosystem. By developing a deeper understanding of these dynamics, tourism industry stakeholders will be better equipped to craft promotional strategies that are not only statistically effective but also socially and emotionally resonant with today's traveler.

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Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.



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