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Research Article

Exploration of Moderated, Mediated, and Configurational Outcomes of Tourism-Related Content (TRC) on TikTok in Predicting Enjoyment and Behavioral Intentions

Shu-Chin Huang,[1] Andri Dayarana K. Silalahi [ID],[1,2] and Ixora Javanisa Eunike [ID][3]

[1]*Department of Business Administration, College of Management, Chaoyang University of Technology, Taiwan*
[2]*Faculty of Economics and Business, Management Program, University of HKBP Nommensen, Medan, Indonesia*
[3]*Management Program, Graduate School, University of HKBP Nommensen, Medan, Indonesia*

Correspondence should be addressed to Andri Dayarana K. Silalahi; andridksilalahi@gmail.com

The significance of social media content in consumers' decision-making journeys has acquired substantial attention among scholars and business practitioners in recent times. However, the exploration of how marketing strategies should design social media content to influence behavioral intentions remains fairly inadequate, particularly within the tourism industry. This study is aimed at developing a model that includes the moderating, mediating, and configuration effects of tourism-related content (TRC) dimensions on TikTok to predict enjoyment and behavioral intention. This study employs a hybrid approach of structural equation modeling (SEM) and fuzzy set qualitative comparative analysis (fsQCA) to test hypotheses and propositions using a sample of 319 participants who have experience watching TRC on TikTok and have the intention to visit the destinations presented in the content. The results from SEM confirm that content reliability and understandability significantly influence perceived enjoyment. Furthermore, visit intention is predicted to increase through the contributions of content understandability and perceived enjoyment. Insights from the mediating effect reveal that perceived enjoyment serves as a fully mediating factor between content understandability and visit intention. Moreover, the moderating effects of gender and frequency of use exhibit significant differences in their impacts on perceived enjoyment and visit intention. The outcomes of fsQCA confirm that various configurations of TRC dimensions and enjoyment provide valuable insights for designing content-marketing strategies. The consideration of different combinations of these constructs can impact behavioral intentions. This research makes significant contributions to both theory and marketing practice, as the comprehensive discussion of the combinations of configurations provides amplified insights into this study's findings.

1. Introduction

TikTok, a platform prominent for its concise video content, has swiftly risen as a leading social media application, enabling users to create engaging videos for sharing [1]. These videos cover a range of genres, including challenges, voice manipulations, lip-syncing, dancing, singing, and more. Launched in 2016, TikTok amassed over 600 million users by August 2020, establishing itself as a global social-networking phenomenon [2]. With its substantial user base, TikTok has become an appealing platform for marketing and promotional purposes [3]. Numerous industries have embraced TikTok as a key marketing strategy [4], including content categories like comedy, gastronomy, sports, beauty trends, arts, gaming, education, and travel [5]. Users typically place greater trust in content from such sources when seeking information, solidifying TikTok's noteworthy role in marketing practices [6].

In the contemporary social media environment, TikTok has transformed the way various sectors engage with consumers [7]. In the competitive tourism industry, TikTok's

impact has become a central focus of research due to its profound influence [8]. This study examines the dynamic relationship between TikTok content and consumer behavior in the tourism context, emphasizing the key role of social media content in marketing practices. TikTok, as a social media platform, offers tourism marketers an effective promotional channel [9]. The abundance of travel-related content on TikTok has the potential to shape consumers' perceptions, emotions, and virtual travel experiences [10, 11]. Recommendations and opinions derived from travel videos can significantly sway viewers' interest in specific destinations, ultimately influencing consumer behaviors [12, 13].

TikTok, a well-known social media platform for user-generated content (UGC), hosts a wide variety of media formats, including videos, images, and text, all of which are created and shared by its users [14]. On TikTok, users express their creativity, ideas, and interactions as they craft and share video content, contributing to each piece's development [15]. It is worth exploring TikTok content that focuses on travel-related information presented in various formats like images, videos, and text for its potential to influence the intentions of other users, as shown in previous research [16]. The rise of UGC on TikTok has significantly impacted the field of tourism, influencing different phases, including pretravel, during-travel, and posttravel processes [17]. UGC plays a vital role in the pretravel phase, offering valuable resources for both tourists and professionals in the tourism industry as they plan their trips and make travel-related decisions [18].

Tourism information from TikTok, often referred to as TRC, is widely trusted as a source of current and reliable information [19, 20]. Users can easily access and engage with content creators who generously share their experiences [17]. Recommendations and suggestions from fellow travelers who provide firsthand accounts on social media can significantly enhance trust levels [21]. TRC serves as a credible marketing tool for disseminating user-generated content related to travel experiences and pertinent information [17]. Emerging directly from users and travelers themselves, TRC is aimed at providing valuable insights [11, 18]. When planning vacations and other activities, users primarily seek user-generated content related to tourism on TikTok [20]. Consequently, insights derived from others' experiences become a crucial resource for making travel and tourism decisions [22]. The research question (R.Q.) that necessitates thorough exploration is as follows: What types of TRC on TikTok can heighten consumer enjoyment and influence their intentions to visit? This inquiry will illuminate how TRC on TikTok affects consumer behavior and contributes to increased enjoyment. Furthermore, it will provide practical guidance to tourism managers regarding the optimal utilization of TRC on TikTok, aligning with the recommended research outcomes.

Previous studies have investigated various aspects of tourist visit intentions, resulting in diverse findings. For instance, Chen et al. [23] examined the features of travel blogs that capture tourists' attention and influence their decision-making. Kim et al. [24] explored how tourism information services impact tourists' perceived enjoyment

and their intention to use such services. Recent research has highlighted the potential of UGC on TikTok to engage potential tourists (see [25–27]). It has also shown that UGC can influence travel decision-making [16, 28]. This suggests the need to scrutinize the various forms of content on TikTok, especially elements relevant to the decision-making process based on travel information from UGC. However, prior literature has not yet examined how tourism content should be designed in terms of quality, understandability, and reliability (see [29–31]). This underscores the importance of investigating UGC quality, the extent to which understandability can be incorporated, and the critical aspects of content reliability, revealing a research gap requiring further exploration. This research gap pertains to the factors influencing consumer behavior on social media platforms, especially TikTok, when making decisions about visiting tourist destinations.

To address these concerns, this study seeks to bridge the gaps identified in prior research by constructing a model that examines behavioral intentions through the lens of TRC on TikTok. It integrates two prominent theoretical frameworks: the Uses and Gratification Theory (UGT) and the information quality theory (IQT). The Uses and Gratification Theory, originally formulated by Blumler and Katz [32], serves to elucidate why tourists engage with TRC for their enjoyment. Enjoyment, as demonstrated by Gan and Li [33], emerges as a significant motivational factor among consumers, exerting influence over their decisions and intentions.

Concurrently, the IQT provides the framework to assess TRC itself from three essential dimensions of information quality: quality (the content's quality significantly influences consumers' perception of a destination [34]), reliability (the accuracy, usefulness, and attributes like accuracy, completeness, credibility, timeliness, and consistency [35]), and understandability (the degree to which consumers find the information easily comprehensible [36]). IQT, initially introduced by Strong et al. [37], underscores the paramount importance of high-quality data in effectively addressing issues. Subsequently, Shamala et al. [38] expanded this theory by introducing thirteen dimensions to evaluate information quality. The three dimensions under investigation are associated with the travel-, tourism-, and destination-related information presented within TRC on TikTok. By integrating these two theories, this study facilitates an understanding of how gratification motives related to enjoyment, driven by high-quality, easily understandable, and highly reliable information within TRC, can significantly impact behavioral intention, particularly in decisions to visit destinations featured within TRC. This approach not only contributes to theory development but also provides practical insights for tourism managers aiming to harness TRC on TikTok for marketing and consumer engagement.

This study seeks to examine the potential moderating impacts of gender and usage frequency on the connection between TikTok TRC dimensions and consumer behavior. Investigating gender and usage frequency as moderators is considered crucial, as prior research has indicated that demographic factors can have an impact on behavior, especially within the realm of social media [39]. Through the

investigation of these moderating variables, the study is aimed at gaining insights into how gender and usage frequency might interact with TikTok TRC dimensions, shaping consumers' enjoyment and visit intentions. In doing so, this research contributes to the existing literature by bridging the gap between demographics and the influence of user-generated content.

Furthermore, this study utilizes the fsQCA methodology to predict how the interplay of TRC dimensions—specifically content quality, reliability, and understandability—combined with enjoyment, may lead to various behavioral outcomes, including high and low visit intentions. In this context, "high visit intention" represents a favorable outcome resulting from the configuration of exogenous variables, while "low visit intention" signifies an unfavorable outcome due to the configuration of exogenous constructs. This research not only advances theoretical understanding by providing predictions for both high and low visit intentions based on TRC dimensions and enjoyment, but also holds significant practical implications. The study offers valuable insights for tourism managers on how to efficiently manage social media TRC content on platforms like TikTok. Effective management can either stimulate consumers' interest in visiting destinations or help identify combinations that may discourage them from doing so, as portrayed in TRC on social media. This contributes to strengthening the theoretical foundations and practical management strategies available to tourism managers, enabling them to harness emerging technologies and gain a deeper comprehension of consumer behavior in the digital era.

2. Literature Review

2.1. Previous Studies and Gap Identification. Previous studies have investigated tourists' behavioral intentions towards specific destinations using UGC on social media. Zhang and Choi [29] identified factors such as interestingness, novelty, reliability, and understandability as predictors influencing emotional attachment and increasing influencer popularity. Zhuang et al. [30] focused on dimensions of UGC, including content detailedness, readability, and objectivity, employing the Information Adoption Model (IAM). Additionally, Wang and Yan [31] underscored the significance of tourism information on UGC social media platforms, particularly emphasizing information quality as a key predictor affecting travel intentions. However, none of these previous studies specifically examined the influence of content quality, reliability, and understandability on enjoyment and behavioral intentions. Moreover, none of these studies employed both SEM and fsQCA methods for gap identification. The unaddressed research gap is a contribution of the current research, along with the examination of moderating effects and gender in the research model. For a detailed gap identification, please refer to Table 1.

2.2. Theoretical Background. This study integrates two theories, the UGT and the IQT, to elucidate how visit intentions are formed through gratification motives, specifically enjoyment. These gratification motives are derived from high-quality information within the dimensions of TRC, including

quality, reliability, and understandability. UGT, initially introduced by Blumler and Katz [32], suggests that individuals actively choose and use media to satisfy their unique needs and gratifications. In consumer behavior research within the tourism sector, UGT has been applied to identify various gratification motives associated with the use of specific media. For example, Silaban et al. [40] and Silalahi et al. [41] used UGT to identify gratification motives for consumers who watch travel vlogs on YouTube, including seeking entertainment and information. Numerous other studies have also employed UGT to identify diverse motives for media usage, such as obtaining tourism-related information for purposes like information sharing, self-presentation [42], socialization [43], and more. In this study, the focus is on the gratification motives of consumers who watch TRC on TikTok to derive enjoyment. Zafar et al. [44] emphasized that enjoyment is one of the hedonic gratification motives underlying the use of specific media. Thus, this research builds upon this concept and uses UGT as the foundational theory to explain the role of enjoyment.

This study incorporates the IQT to expound on the facets of information quality within TikTok's TRC. IQT, introduced by Strong et al. [37], provides a systematic approach to assess information quality across various contexts. In this research, IQT is employed to illuminate the information quality within TRC on TikTok. The IQT model, as utilized by Shamala et al. [38], delineates thirteen dimensions of information quality in the context of security management. These dimensions have also been applied in several studies, especially in the tourism sector [45]. Consequently, this study considers content quality, reliability, and understandability as dimensions of IQT to explicate the quality of TRC on TikTok. Through the application of IQT, a comprehensive analysis is conducted to evaluate the accuracy, credibility, and clarity of the content, which significantly shapes users' perceptions of TRC. Ultimately, the integration of the Uses and Gratification Theory (UGT) and IQT facilitates the examination of information quality and gratification motives, particularly the enjoyment derived from TRC, in predicting visitation behavioral intentions. This integration represents the central theoretical contribution of this research.

2.3. Social Media and Tourism Marketing. The term "social media" includes a variety of applications and technological platforms primarily designed for interpersonal interactions [46]. The growing use of social media presents a new challenge, requiring a reassessment of marketing practices [47]. In this context, leveraging social media for marketing becomes essential, as it has the potential to enhance consumer engagement, expand outreach, and provide insights into consumer attitudes across various online platforms [48, 49]. Marketers increasingly recognize social media marketing as one of the most vital channels for conveying marketing information to consumers [50].

In recent years, the tourism industry has evolved into a fundamental consumer demand. The use of social media platforms has gained increasing importance in the marketing strategies of the travel and tourism sectors [40, 51]. The significance of social media in this context is emphasized by the fact that tourism is considered an "information-intensive industry" [52].

TABLE 1: Related works and gap identification.

Author(s)	Identifying UGC (TRC) dimensions?	Exploring moderating effect of gender and usage frequency?	Methodologies (combining SEM and fsQCA?)	Theories (combining U&G and IQT?)	Objectives	Main findings
Zhang and Choi [29]	Yes (UGC)		No	No	Explores factors influencing influencer-social media user relationships for effective influencer marketing, connecting influencer-generated content attributes, emotional attachment, and information quality	Content appeal, novelty, dependability, and comprehensibility significantly boost emotional attachment among users. Positive reliability and comprehensibility on information quality, resulting in more users following or endorsing influencers, thereby elevating their popularity
	Identifying the interestingness, novelty, reliability, and understandability of IGC social media	No	Using PLS-SEM but not combining with fsQCA	Focus on theory of information relevance		
Zhuang et al. [30]	Yes (IGC)	No	No	No	Explores UGC helpfulness in brand awareness and loyalty on new social media; investigates the influence mechanism through factors like argument quality, source reliability, and creator interactivity	Identifies factors influencing UGC helpfulness on a major social media platform, including content detail, readability, objectivity, and creator popularity. Emphasizes the significant role of creator interactivity in enhancing UGC helpfulness and moderating other factors
	Emphasis on the investigation of content detailedness, readability, and objectivity	Developing a model for examining the moderating effect of creator creativity	Regression analysis through STATA	Information Adoption Model		
Wang and Yan [31]	No	No	No	No	Aimed at examining the impact of information quality on social media regarding consumers' travel intentions, including both rational and emotional aspects, considering the moderating effect of prior knowledge	The research shows that information quality on social media positively affects travel intention, mediated by self-congruity and trust. Additionally, tourists' prior knowledge moderates the relationship between information quality and self-congruity. In summary, this study investigates the mechanisms underlying the influence of tourist-generated content quality on consumers' travel intention
	Emphasizing the quality of tourism information on user-generated content (UGC) social media platforms	Developing a model for moderating the effect of prior knowledge in investigating UGC quality, trust, self-congruity, and travel intention	Regression analysis through Smart-PLS	Elaboration likelihood model		

Table 1: Continued.

Author(s)	Identifying UGC (TRC) dimensions?	Exploring moderating effect of gender and usage frequency?	Methodologies (combining SEM and fsQCA?)	Theories (combining U&G and IQT?)	Objectives	Main findings
	Yes	Yes	Yes	Yes		SEM results demonstrate the significant impact of content reliability and understandability on perceived enjoyment and increased visit intention. Perceived enjoyment fully mediates the link between content understandability and visit intention, with moderating effects of gender and usage frequency. fsQCA results reveal that different TRC dimensions and enjoyment configurations provide valuable insights for content-marketing strategies and behavioral intentions. This study offers three marketing insights for tourism content marketing on social media platforms like TikTok
This study	Proposing the concept of TRC as three dimensions of quality, reliability, and understandability	Exploring the moderating effect of gender on TRC on TikTok	The hypotheses are examined through a SEM approach, and combinations of TRC and perceived enjoyment are calibrated to predict behavioral outcomes using fsQCA	The application of U&G is aimed at elucidating how TikTok users seek gratification through user-generated content (TRC) to attain enjoyment and influence visit intentions. In contrast, the IQT is employed to provide specific insights regarding the dimensions of TRC	The study objectives include the following: (1) proposing and testing three TRC dimensions in relation to enjoyment and visit intention; (2) exploring the moderating effects of gender and frequency of usage; (3) testing a calibration model to predict high and low visit intention based on TikTok TRC; (4) investigating the mediating role between TRC dimensions and visit intention; (5) providing marketing insights for tourism content-marketing strategies	

Notes: UGC: user-generated content; IGC: influencer-generated content; TRC: tourism-related content; SEM: structural equation modeling; fsQCA: fuzzy set qualitative comparative analysis; U&G: uses and gratification; IQT: information quality theory.

Travelers now have easy access to information via social media during their trip planning, which significantly influences their destination choices [6]. Social media's impact on tourism is closely linked to promotional activities and enhancing consumer engagement [53]. Furthermore, social media has transformed the way information is generated and disseminated in the tourism field [54], making it indispensable for many travelers [55]. In this regard, the utilization of social media for marketing plays a vital role in both the demand and supply aspects of the tourism industry, allowing destination managers to engage directly with visitors across various online platforms [56]. This interaction involves monitoring and responding to visitor feedback and service evaluations [57]. Social media has also been recognized as a significant source of information for travelers [18]. Using social media to market tourism products and services has proven to be a highly effective strategy [22]. Travelers can access information and make changes in their decision-making behavior through social media when it comes to travel [58].

2.4. TRC as a Marketing Tool. As tourist interest in travel activities continues to grow, the promotion of the tourism industry becomes increasingly crucial. Social media has revolutionized the traditional tourism landscape, fostering an intense pattern of information sharing [18]. UGC from TikTok's TRC is a significant source of travel-related information, impacting tourists' expectations [19]. TikTok has emerged as a relevant social media platform that caters to the needs of tourists, offering a diverse range of content, including travel experiences, comedy, culinary explorations, sports, beauty, art, health, and more [20]. Since the immersive nature of tourism experiences cannot be fully grasped until directly engaged with, TRC recommendations hold considerable sway [59].

TikTok is now recognized as a primary channel for seeking tourism-related information, with UGC on social media generally being considered more trustworthy than official tourism industry channels [60]. Tourists rely on TikTok content for travel decision-making due to the unique and diverse information it provides. In this context, the quality of content plays a significant role in information search, as it is considered a factor that can influence tourists' information-processing strategies [61]. The information presented in content must cater to users' needs. A message or information created by content creators is deemed successful if it is easily understandable and consumable for recipients. Typically, before embarking on a journey, travelers consult user-generated TikTok content as a point of reference [62]. For them, the experiences and satisfaction they anticipate are influenced by the content produced by users [63]. These elements determine whether the content is accurate and factually aligned, fostering trust and interest among potential tourists in visiting a specific destination [64].

2.5. Perceived Enjoyment. The extensive use of interactive social media and the growing interconnections among people emphasize the importance of understanding user behavior on TikTok within the context of tourism [65]. TikTok has emerged as a potent marketing tool [66], and users increasingly rely on it for travel planning [67]. This shift is driven by the perception that UGC on TikTok holds more authenticity when compared to information from official tourism sources [59]. TikTok features a diverse range of travel videos thoughtfully designed to engage viewers and enhance their experience, establishing them as a decisive element of the platform [68]. One fundamental driver of user engagement on social media platforms is the concept of "enjoyment" [69]. Enjoyment signifies the degree of pleasure users derive from using a specific platform, like TikTok [70]. Encountering videos with appealing visuals, music, high-quality content, and valuable information sparks joy in users [11]. The level of enjoyment is closely tied to TikTok's user-friendliness [71] and significantly influences users' intentions to use TikTok, especially in the context of leisure and travel [72]. Users' enjoyment while using TikTok for travel is closely associated with the quality of information available and the social connections they establish on the platform. These factors, in turn, profoundly influence their desire to explore travel destinations through TikTok.

One of the critical factors that significantly influences TikTok's success and user satisfaction is content quality [73]. Content quality is defined as the degree to which TikTok's information aligns with user expectations [74]. Research has shown that content quality plays a substantial role in the travel-planning process by aiding travelers in comprehending travel products and evaluating potential destinations [73]. High-quality content within TRC is significant for travelers as it directly informs their decision-making process and can be recognized, often contributing to their overall enjoyment [75, 76]. Based on these considerations, we propose the following hypotheses:

H1a: TRC content quality positively influences enjoyment.

The reliability of TRC hinges on how users perceive the content and assess the credibility of its source [36]. As a result, content credibility holds a central role for users. The evaluation of content credibility is contingent on user experiences and individual preferences [77]. It is imperative for content to convincingly convey to travelers that the presented travel experiences are indeed credible. Failure to do so may lead to user hesitancy in continuing to watch video content or acting upon recommendations from fellow users [78]. When travelers perceive travel experiences as accurate, genuine, and trustworthy, they are more likely to connect with the content and utilize it as a point of reference for their travel-related decisions [79]. Empirical evidence substantiates that content reliability has a positive influence on the adoption of recommendations derived from travel video content [78]. Therefore, content reliability directly impacts the perception of enjoyment [80]. Hence, we propose the following hypothesis:

H1b: TRC reliability positively affects enjoyment.

Viewers exhibit a preference for video content when they perceive the travel information presented by the content creator as easily comprehensible [81]. Complex or convoluted information can engender feelings of uncertainty and bewilderment among travelers, necessitating additional time and effort to decipher the narrative of the travel experience as portrayed by the content creator [82]. Consequently, travel videos that prove challenging to understand may prompt viewers to question the content creator's perspective and potentially disregard the entire information presented in the video [36, 83]. Previous research underscores that a deeper comprehension of video content heightens the likelihood of experiencing enjoyment [84]. Therefore, we posit the following hypothesis:

H1c: TRC understandability positively influences enjoyment.

2.6. Visit Intention. "Visitor intentions" represent the planned behaviors related to visiting a tourist destination, including expressing a desire to visit, recommending destinations to other travelers, and highlighting positive aspects of the destination [85, 86]. TikTok, a popular social media platform, significantly influences consumers' travel-planning decisions [85, 87]. While previous research has extensively explored the relationship between TikTok's features and usage and tourists' visit intentions [85, 86], the specific type of tourism content that impacts consumer intentions remains relatively underrepresented. Therefore, this study is aimed at elucidating the extent to which TikTok TRC contributes to consumer behavior.

One essential aspect that captures prospective tourists' attention during travel planning is the evaluation of quality content on TikTok. This evaluation depends on perceiving TikTok content as informative, accurate, and relevant [88]. High-quality destination content immerses travelers in a destination even before their actual visit [89]. When travelers witness appealing experiences through TikTok content, it sparks their interest in visiting the destination and personally experiencing the beauty portrayed in the video content [88]. The higher the content's quality, the more it strengthens travelers' intentions to visit the destination [88]. This aligns with the findings of Wang et al. [85] and Filieri et al. [88],

who argue that quality content is a crucial factor in consumer decision-making and has a positive impact on their behavioral intentions. Therefore, we propose the following hypothesis:

H2a: TRC content quality positively influences visit intentions.

The reliability of information on social media relates to the credible presentation of real travel information and experiences [78]. Video content within TRC that includes factual information and honest reviews about travel experiences at tourist destinations creates a perceived value for consumers [85]. TRC's reliability instills confidence in prospective tourists that what they see aligns with the new experiences they will encounter if they visit the destination [78], consistent with the positive observations of Doosti et al. [90], which demonstrate that TRC reliability positively influences tourists' intentions to visit. Accordingly, we propose the following hypothesis:

H2b: TRC reliability positively influences visit intentions.

Video content that provides a clear understanding helps potential tourists comprehend travel information based on the factual aspects of tourist destinations [36]. Short videos that present information using simple language, interactive visuals, and effective narration engage potential tourists with destinations promptly [91–93]. Accurate information conveyed through video content can be accessed and applied more effectively in their travel planning [94], making potential tourists more engaged and interested in content that facilitates their understanding [94]. The positive influence of easily understandable tourism content on TikTok aligns with prior research, impacting tourists' intentions to visit [93]. Therefore, we propose the following hypothesis:

H2c: TRC understandability positively influences visit intentions.

Enjoyment is an intrinsic motivator for an individual's decision-making [95]. User satisfaction with video content is influenced by perceived enjoyment, followed by user confirmation of their expectations [95]. The likelihood of user engagement in travel activities is heavily impacted by the enjoyment they experience while watching video content [95]. The quality, reliability, and comprehension of information within the content also significantly moderate perceived enjoyment, thereby giving rise to satisfaction and visit intentions [96]. Empirical evidence suggests that perceived enjoyment also has an impact on visit intentions to a tourist destination [97]. Therefore, we propose the following hypothesis:

H3: perceived enjoyment towards TRC positively influences visit intentions.

2.7. Mediating Effect of Enjoyment. Enjoyment plays a crucial role in guiding consumer behavior [98]. Previous studies have shown that enjoyment acts as a link between how travelers perceive technology and their intentions [99]. Li and Chen [100] further emphasize this idea by illustrating how enjoyment mediates these relationships. In this study, "enjoyment" refers to how much the TikTok video content is perceived as enjoyable [100, 101]. When tourists highly enjoy TikTok TRC videos, it means they find the visual representations of destinations inherently appealing [101]. This appeal reflects the satisfaction and delight they anticipate from

visiting those destinations, which we call "perceived enjoyment" [100]. Therefore, when TRC provides high-quality content and consumers thoroughly enjoy it, it enhances their intention to visit [102].

Thoughtfully crafted tourism content offers pleasurable experiences for potential tourists [100]. Videos showcasing natural beauty, local culture, tourist activities, and cuisine evoke delight [103]. Moreover, interactions such as comments, likes, and shares from prospective tourists promote deeper engagement with those who have visited the destinations, amplifying the pleasure derived from TikTok's tourism content [100]. These actions maximize the enjoyment derived from tourism content on TikTok [103]. Enjoyable content that effectively conveys high-quality aspects can strengthen consumer interest in visiting the promoted tourist destinations [100]. By mediating the effect of enjoyment, marketers can create high-quality TRC, thereby fostering increased interest in exploring the promoted travel destinations in future plans [100]. This concept is also supported by previous research by Zhu et al. [103]. Therefore, we propose the following hypothesis:

H4a: enjoyment significantly mediates content quality to increase visit intention.

The reliability of TRC, which fosters positive emotional connections, provides enjoyment for potential tourists [78]. By creating interactions and connections with fellow future potential tourists, this encourages positive perceptions regarding tourism information [85, 104]. Positive responses, such as supportive comments and likes, reinforce the perception of TRC reliability [78]. Content that authentically portrays destinations, activities, and facilities establishes potential consumer trust [85]. Consequently, the reliability of TRC strengthens consumers' interest in visiting tourist destinations [78]. This aligns with Doosti et al. [90] and Hsu and Tsou [80], which indicate that the reliability of TRC further augments their intention to visit through the mediating effect of enjoyment. Thus, we propose the following hypothesis:

H4b: enjoyment significantly mediates content reliability to increase visit intention.

Enjoyment, facilitated by the reliability of tourism content, arouses curiosity and attracts potential tourists to seek a similar experience [81]. Consumers who experience enjoyment while watching short tourism videos tend to concentrate more on processing the provided information [36]. This tendency enhances their ability to explore the advanced details of the destination information portrayed in the short videos [81]. As their knowledge expands, so does their desire to personally experience the showcased destination. This understanding ultimately drives their intention to visit the tourist destination [93]. Thus, enjoyment, acting as a mediating effect, bridges the connection between the understandability of TRC and the intention to visit the destination, as observed in prior research [81, 93]. Therefore, we propose the following hypothesis:

H4c: enjoyment significantly mediates content understandability to increase visit intention.

2.8. Moderating Effect of Gender. Previous research has highlighted the impact of gender as a moderating factor on

consumer-perceived enjoyment through TikTok usage [16]. Tailoring tourism content to specific gender preferences, including narrative style or visual elements associated with masculinity or femininity, is often seen as high-quality content [105]. Content that emphasizes adventure and courage tends to appeal more to male consumers, while content highlighting natural beauty and romantic experiences brings more enjoyment to female consumers [106]. Some studies also suggest that content quality can convey different meanings of the same message based on gender perspectives [105]. Given these gender-related differences in content quality within TikTok TRC, consumers are more likely to engage with the content and experience deeper enjoyment [106]. Zhou et al. [16] illustrate that gender, as a moderating factor, has the potential to influence the content quality of TikTok TRC, ultimately leading to a significant increase in consumer-perceived enjoyment. Therefore, we propose the following hypothesis:

H5a: gender moderation on content quality significantly enhances enjoyment.

Gender also affects how consumers perceive the reliability of content in terms of the information it presents [80]. Customizing travel-related content to align with specific gender preferences includes offering credible information, relevant testimonials, and comprehensive destination details [77]. Content that accommodates various interpretations from different gender perspectives, supported by relevant data, is considered to have higher reliability compared to content with less supporting data [80]. Data support, including linking TikTok video content with reliable sources, typically results in higher TRC reliability. This increased reliability instills confidence in consumers regarding their understanding and acceptance of the information presented [80]. Therefore, gender preferences regarding TRC reliability provide a stronger foundation for perceived enjoyment, where consumers trust reliable knowledge about the depicted destination [16]. Therefore, the following hypothesis is proposed:

H5b: gender moderation on content reliability significantly enhances enjoyment.

Differences in the presentation of information, language, and visual representation based on gender perspectives tend to enhance understanding for consumer behavior experts [84]. In other words, the content becomes more effective in conveying messages and information to prospective tourists. This creates a more engaging experience, ultimately enhancing perceived enjoyment for prospective tourists when consuming the content [84]. Conversely, content that lacks consistency with gender preference references can lead to less accurate interpretations and limited understanding [82]. This can cause confusion for consumers and result in lower understandability of TRC [82]. Thus, gender as a moderating factor in content understandability forms a more robust foundation for consumers to experience perceived enjoyment while exploring TikTok content [84]. Therefore, the following hypothesis is proposed:

H5c: gender moderation on content understandability significantly enhances enjoyment.

Gender as a moderating factor does not exhibit significant differences between men and women regarding high levels of enjoyment when viewing tourism content on TikTok [107]. However, both genders show positive responses that ultimately lead to the intention to visit tourist destinations [108]. On the other hand, there is a more pronounced gender moderation for low levels of enjoyment. When faced with the same level of enjoyment, women tend to maintain a higher positive intention to visit, while men show a lower response to the intention to visit travel video content on TikTok [107]. Dedeoğlu [108] also suggests that gender as a moderating factor in levels of enjoyment can enhance consumer intention to visit. Therefore, the proposed hypothesis is as follows:

H5d: gender moderation on enjoyment significantly enhances visit intention.

2.9. Moderating Effect of Frequency of Use. Usage frequency refers to how often individuals are exposed to tourism video content [109], significantly influencing consumers' evaluations of content quality on TikTok [109]. When TRC aligns with suitable usage frequency and consistently maintains high-quality standards, it is perceived as more valuable to consumers [110]. Consumers who periodically access high-quality content create repeated positive experiences, enhancing perceived enjoyment [110]. Conversely, frequent exposure to low-quality tourism content can lead to saturation and decreased enjoyment [101].

H6a: the moderation of usage frequency significantly increases content quality, enhancing enjoyment.

High usage frequency tends to foster trust in content reliability [110]. Content with high usage frequency establishes a strong foundation for positive perceptions [111]. Through consistent access to TikTok tourism content, consumers develop trust in content reliability [110], resulting in a more satisfying and emotionally engaging experience, ultimately enhancing perceived enjoyment [111]. Conversely, content with low reliability, accessed frequently, amplifies negative perceptions of information quality [112], leading to lower perceived enjoyment [112].

H6b: the moderation of usage frequency significantly increases content reliability, subsequently enhancing perceived enjoyment.

TRC characterized by high understandability enables frequent engagement [113]. Consumers who consistently interact with tourism video content form lasting impressions of showcased tourist destinations on TikTok [114], reinforcing the positive impact of perceived enjoyment on these destinations [113]. In contrast, low understandability prompts consumers to repeatedly engage with tourism videos, creating opportunities for exposure to diverse information [114]. Thus, the understandability of TRC heightens perceived enjoyment. Zerbini et al. [114] also emphasize the significance of usage frequency as a moderating factor connecting understandability to perceived enjoyment.

H6c: the moderation of usage frequency significantly increases content understandability, leading to enhanced perceived enjoyment.

The role of usage frequency modifies consumers' reactions to content, indicating varying levels of enjoyment [115]. High levels of perceived enjoyment from content have

minimal associations with usage frequency [116]. Regardless of the frequency of TikTok content usage, consumers can derive enjoyment from the content and form a positive intention to visit [116]. In contrast, consumers who infrequently use TikTok content are more sensitive to low levels of enjoyment [115]. This usage frequency further strengthens the influence of low enjoyment, subsequently affecting their intention to visit tourist destinations [115].

H6d: the moderation of usage frequency significantly influences enjoyment, subsequently influencing the intention to visit tourist destinations.

This study examines the factors that influence consumer behavior on TikTok when deciding to visit tourist destinations. The TRC concept includes dimensions like content quality, reliability, and understandability, and we investigate their impact on perceived enjoyment and visit intention. Perceived enjoyment serves as a mediating factor that influences the TRC concept, ultimately affecting consumers' intent to visit destinations in the future. Additionally, we explore potential moderating effects of gender and usage frequency on the relationship between TikTok TRC dimensions, perceived enjoyment, and visit intention. A detailed conceptual framework and research hypotheses are presented in Figure 1.

2.10. Proposition Development. The impact of TikTok content on consumer behavior in the tourism industry has garnered significant attention [16]. To enable consumers to directly engage with travelers' journeys, the TRC concept has been implemented [59]. TRC is a credible marketing technique that allows consumers to share information about their own travel experiences from other users [17]. On TikTok, TRC focuses on three dimensions: content quality, reliability, and understandability. Quality content, with captivating visuals, compelling narratives, and comprehensive information, influences consumers' destination evaluations [117, 118]. Content reliability encompasses information accuracy and source credibility, establishing users' trust in the content [35]. Understandability relates to how easily consumers comprehend information from travel experience content [36]. These three dimensions of TRC on TikTok encourage consumers to become more engaged, motivated, and persuaded to intend to visit tourist destinations [119].

Furthermore, enjoyment is the extent to which activities within a specific system are inherently pleasurable [70]. This pleasure or delight encourages users to enjoy TikTok, meeting their informational needs. Li and Chen [100] argue that content providing enjoyment has a more significant influence on users' intention to visit tourist destinations through TikTok. Consequently, the combination of the three TRC dimensions on TikTok with perceived enjoyment plays a crucial role in determining whether visit intention is high or low. Different conditions may arise in the marketing composition that leads to the highest level of visit intention and vice versa. Therefore, we propose the following proposition.

Proposition 1. *The presence of a single TRC on TikTok configured with perceived enjoyment alone is insufficient to generate high visit intention among consumers.*

Proposition 2. *The absence of a single dimension of TRC on TikTok configured with perceived enjoyment alone is insufficient to generate low visit intention among consumers.*

This research is aimed at investigating the interaction between TRC dimensions, specifically content quality, reliability, and understandability, and their connection with perceived enjoyment. These factors result in diverse behavioral outcomes, including variations in visit intention. In this case study, the three TRC dimensions on TikTok are considered significant in influencing travel decisions in a simultaneous and interdependent manner. The study is aimed at determining how TRC content on TikTok either enhances consumers' desire to visit or predicts factors that might deter them from visiting the tourist destination. The research seeks to identify the causal conditions that most effectively shape consumer behavior leading to visit intention. Please refer to Figure 2 for the developed conceptual framework.

3. Methods

3.1. Operationalization. The operationalization in this study is intended to address how the variables are defined, measured, and tested for internal consistency. Several constructs are observed including TRC dimensions such as content quality, reliability, and understandability, as well as enjoyment and visit intention (see Table 2). On the other hand, this study will also examine gender and frequency of use as moderating effects in the research model.

3.2. Research Design. The research process begins by outlining the research methods, which include the quantitative approach, sampling techniques, and research design. It then covers data collection, hypothesis testing, and the formulation of recommendations and conclusions, as illustrated in Figure 3.

This research commences by stating the research problem, objectives, and goals. It underscores the crucial role of TikTok short videos as UGC in influencing travelers' decision-making processes. The primary focus of the study is to elucidate how TikTok can effectively shape consumer decision-making. Additionally, it identifies research gaps, drawing from prior studies [16, 23–28], emphasizing the need for a deeper understanding of the information influencing consumer behavioral intention. These findings serve as the foundation for the primary research question and the development of the research model. The theoretical framework combines the UGT and IQT to elaborate on how TikTok UGC tourism content, assessed in terms of content quality, reliability, and understandability, influences both enjoyment and visit intention. The study also formulates a configurational model to predict antecedents with either favorable or unfavorable effects on visit intention.

3.3. Sampling and Data Collection Procedure. This study utilizes Indonesian TikTok users as potential participants to explore the behavior of visit intention from TRC. To achieve this, the adapted sampling technique is purposive sampling, as it involves setting specific criteria to justify participants'
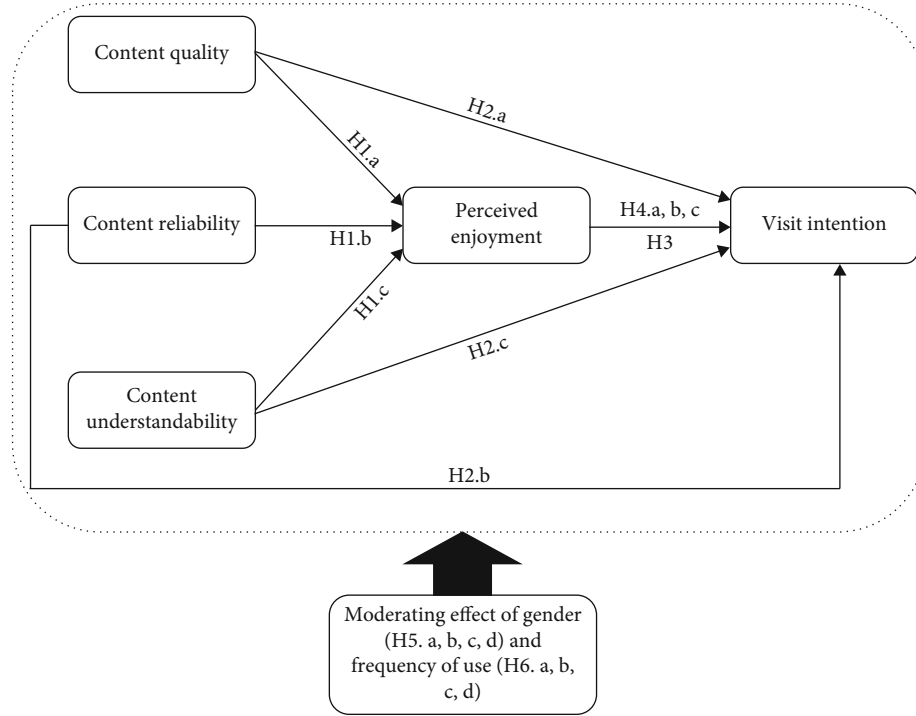
FIGURE 1: Structural model in predicting behavior of visit intention from direct effect of TRC dimensions of quality, reliability, and understandability; mediating effect of perceived enjoyment; and moderating effect of gender and frequency of use.
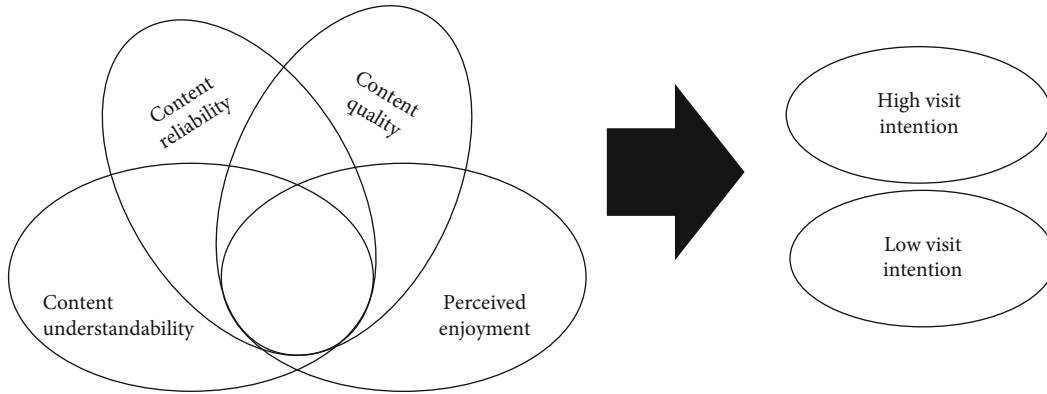

FIGURE 2: Configurational model of TRC dimensions of quality, reliability, and understandability configured with perceived enjoyment-predicting outcome behavior of high vs. low visit intention.

suitability. The criteria employed for selecting participants during the data collection process are as follows: (1) participants must have watched TRC on TikTok, including travel experience sharing related to destinations, culinary, accommodation, and similar content and (2) participants must indicate their intention (not disintention) to visit the destinations displayed in the TRC. The aim is to ensure that participants' experiences are authentic and accurate, making them suitable respondents for this study and representative of the behavior under investigation. Therefore, when potential participants fulfill both of these criteria, they will be included and considered as valid responses in the study.

Subsequently, we collected data using an online survey in the form of a questionnaire. All items for each construct were converted into an online format using the Google Forms platform, and we generated an online link. Participants were invited through random distribution of the link on various social media platforms, including Facebook, Instagram, WhatsApp, TikTok, and others. The data collection relied on a convenient approach, allowing potential participants to complete the questionnaire at their discretion and willingness through the provided link. The data collection spanned 3 months, from April to June 2023, with the aim of gathering 350 responses. However, 31 incomplete responses were excluded, resulting in 319 valid responses, representing a 91.14% response rate. Before completing the questionnaire, participants were initially asked for their consent to fill out the questionnaire until the end. This

TABLE 2: Operationalization and measurement items.

Construct	Definition	Items	Scale
Content quality	Source: Grant [61] Content quality as a tourism attribute as information that can influence consumers' information-processing strategies.	Source: Kim et al. [137], Rai et al. [138], and DeLone and McLean [73] The tourism video content possesses a clear depiction. The tourism video content is informative. The travel information shared in the video is highly valuable. The travel video content is relevant. The tourism video content is of high quality.	7-Likert scale (1: strongly disagree, to 7: strongly agree).
Content reliability	Source: Xu and Chen [36] Content reliability is perceived as content that pertains to the extent to which content about tourist destinations is perceived as true, accurate, and trustworthy by consumers.	Source: Xu and Chen [36], DeLone & McLean [73], and Kim et al. [137] In my opinion, the travel information of this video is accurate. In my view, the content of this tourism video is in line with the facts. In my opinion, the content of this travel video can be trusted. In my opinion, this travel video provides detailed information.	7-Likert scale (1: strongly disagree, to 7: strongly agree).
Content understandability	Source: Xu and Chen [36] The extent to which video content about destinations is considered by users to be easily readable, visualizable, and comprehensible.	Source: Xu and Chen [36], DeLone & McLean [73], and Kim et al. [137] I can easily understand the information in this video content. I can follow this video content with little effort. Viewers like me should perceive this travel video content as easy to understand.	7-Likert scale (1: strongly disagree, to 7: strongly agree).
Perceived enjoyment	Source: Ahn et al. [139] Online information that can be experienced to the extent that tourism video content is inherently perceived as pleasurable.	Source: Kim et al. [24] and Choi et al. [140] Watching this travel video content brings me enjoyment. Watching this travel video content makes me feel relaxed and comfortable. Watching this video content brings me joy. Watching this travel video content sparks my interest.	7-Likert scale (1: strongly disagree, to 7: strongly agree).
Visit intention	Source: Vijayasarathy [141] The willingness to visit destinations mentioned in video content.	Source: Kim et al. [24] I hope to visit [destination] in the future. The possibility of me visiting [destination] in the future is high. I can envision myself visiting [destination] in the future. If I have the opportunity to travel, I intend to visit the [destination] mentioned in this video content. When I travel, the likelihood of me visiting the [destination] mentioned in this video content is high.	7-Likert scale (1: strongly disagree, to 7: strongly agree).

procedure is crucial because participants would be providing data regarding their demographics and perceptions of the variables observed in this study. During the online survey, respondents gave demographic information, including gender, marital status, and their TikTok usage frequency, as presented in Table 3. In the following section, respondents were directed to complete questionnaires pertaining to each predefined construct. Owing to budget limitations, incentives were not offered to respondents at the conclusion of the data collection.
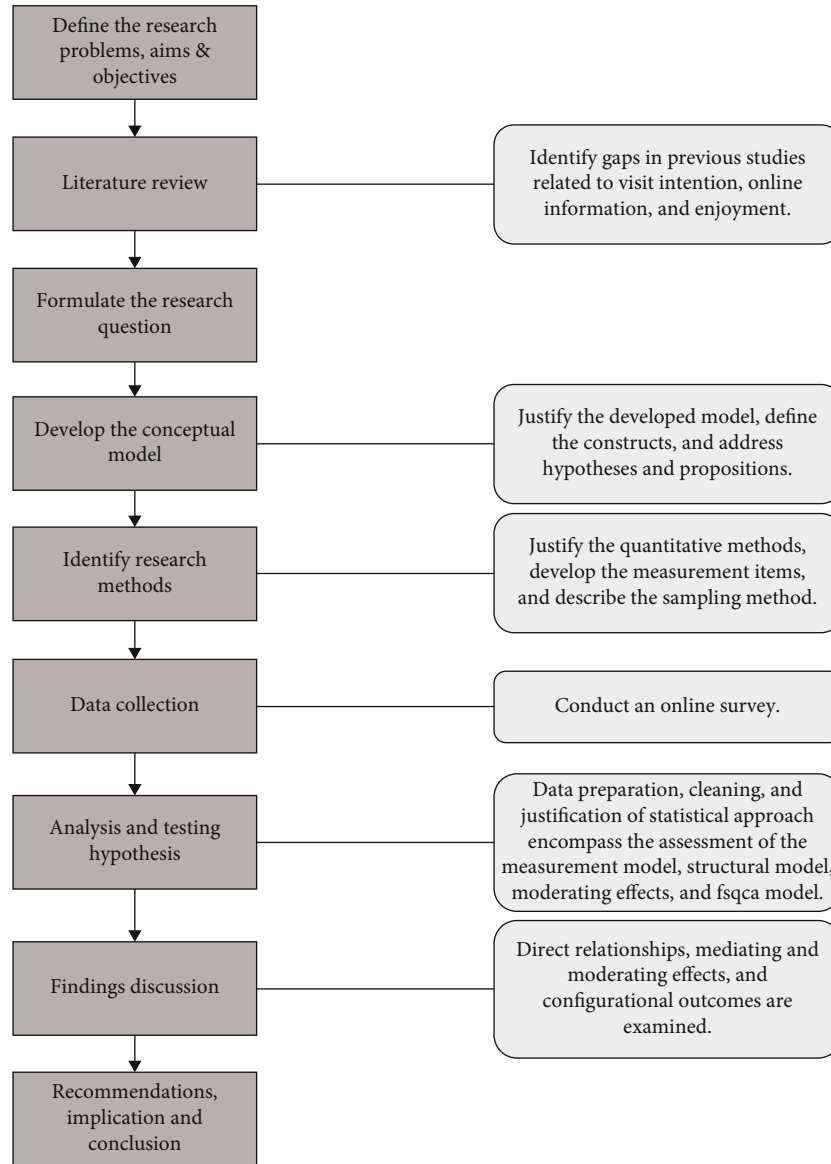
FIGURE 3: Research process.

3.4. Analysis Technique. There are two analytical approaches employed in this study. These approaches are utilized to achieve the research objectives, which include testing the model based on direct effects (regression), mediating effects, moderating effects, and configurational comparative analysis to predict the observed outcome of consumer behavior, such as visit intention. Firstly, the structural equation modeling (SEM) approach is conducted using Smart-PLS 4.0 software. Several assessments will be carried out using the SEM approach, starting with validity and reliability testing, specifically encompassing convergent validity [120], measuring internal consistency (Cronbach's alpha) [120], and discriminant validity of the investigated model [120–122]. Moreover, Smart-PLS will be utilized to examine the power of the model using the criterion of R-square [123]. The SEM approach will also assist the researcher in testing direct, mediating, and moderating hypotheses.

Secondly, the fuzzy set qualitative comparative analysis (fsQCA) approach will be tested using version 4.1 software developed by Ragin [124]. The goal is to obtain a random configuration of data analysis, the results of which will be compared to develop the best solutions for the observed outcome variable of visit intention. In more detail, this analysis will specifically aid the researcher in identifying a set of configurations that favorably and/or unfavorably impact visit intention. The process in this study will include calibration selection [125] to construct a truth table [124, 125] and predict the outcomes.

4. Results

4.1. Sample Profile. Over the three-month data collection period, this research successfully gathered a total of 319 valid responses. The demographic composition of the participants

TABLE 3: Sample profile.

Measure	Items	Frequency	%
Gender	Female	195	61
	Male	124	39
Marital status	Single	279	87
	Married	40	13
Age (years old)	19 or below	38	12
	20–29	246	77
	30–39	30	9
	40–49	3	1
	50 or above	2	1
Education level	High school equivalent	135	42
	Bachelor	182	57
	Master	2	1
Occupation	Senior high school student	38	12
	College student	209	66
	Private employees	62	19
	Entrepreneurs	7	2
	Government employees	3	1
Frequency of watching videos on TikTok tourism-related videos	Once a week	66	21
	Several times a week	55	17
	Once a day	91	28
	Several times a day	107	34

in this study is as follows: based on gender, females (61%) dominate the sample compared to males (39%). Considering marital status, the majority of participants are single (87%) compared to married (13%). Furthermore, in terms of age, respondents under the age of 30 account for the larger portion (89%) of the participants. On the other hand, participants aged 30 to 50 constitute around 11% of the sample. With regard to education level, those with a bachelor's degree (57%) form the highest proportion, followed by senior high school graduates (42%), and master's degree holders (1%). In terms of occupation, most respondents are college and high school students. The remaining participants work as private employees, entrepreneurs, and government employees. In terms of the frequency of using TikTok and consuming TRC, respondents who reported watching TRC once a week and several times a week (38%) constituted a smaller proportion compared to those who watched TRC once a day to several times a day (62%). A detailed profile of the sample is presented in Table 3.

4.2. Common Method Variance (CMV). Prior to assessing the results of the data analysis, this study initiated an assessment of CMV. The method employed was Harman's single-factor analysis, aimed at identifying the consistency with which each participant responded to all the items used in the study [126]. This was achieved by analyzing the loading of all items onto a single factor. The obtained result of 18.3% indicates that common method variance is not a concern, as the value is below the 50% threshold [126].

4.3. Validity and Reliability Assessment. The assessment of validity and reliability in this study was initiated by testing convergent validity. The results of the convergent validity testing revealed that the overall values of outer loadings are greater than the recommended threshold of 0.70 [120]. When considering the values of Cronbach's alpha (CA) and composite reliability, they also indicate that the data used possess internal consistency and robust validity as each value exceeds 0.70 [120]. Additionally, the values of AVE were also exceeding 0.50, indicating the data does not raise concerns regarding convergent validity [120]. The results are presented in Table 4.

The subsequent assessment of validity and reliability was carried out on the research model by testing discriminant validity using three approaches, all of which indicate that discriminant validity is not a concern. Specifically, the Fornell-Larcker criterion test in Table 5 shows that the square root of the AVE values (diagonal bolded values) is higher than that of the other values [122]. Furthermore, Table 6 presents the results of the discriminant validity testing using the heterotrait-monotrait ratio (HTMT) method, which demonstrates that all the obtained values are below the threshold of <0.85, indicating that the data used to test the research model possesses robust discriminant validity [121]. Additionally, this study employed a cross-loading matrix to assess discriminant validity, aiming to test the strength of items from one construct in comparison to items from other constructs in the model [120]. The results in Table 7 indicate that the item values for each construct are

TABLE 4: Validity and reliability.

Construct	Items	VIF	OL	CA	CR	AVE
Content quality	CQ.1	2.622	0.864	0.909	0.932	0.733
	CQ.2	2.411	0.846			
	CQ.3	2.344	0.833			
	CQ.4	2.761	0.872			
	CQ.5	2.572	0.866			
Content reliability	CR.1	2.636	0.88	0.91	0.937	0.788
	CR.2	2.694	0.887			
	CR.3	2.989	0.899			
	CR.4	2.716	0.885			
Content understandability	CU.1	2.639	0.91	0.897	0.936	0.83
	CU.2	2.654	0.901			
	CU.3	3.029	0.921			
Perceived enjoyment	PE.1	4.705	0.939	0.934	0.953	0.836
	PE.2	3.475	0.908			
	PE.3	3.976	0.922			
	PE.4	2.81	0.887			
Visit intention	VI.1	3.529	0.904	0.941	0.955	0.81
	VI.2	3.495	0.897			
	VI.3	3.172	0.884			
	VI.4	3.665	0.889			
	VI.5	4.042	0.913			

Notes: threshold for outer loadings (OL) > 0.70; Cronbach's alpha (CA) > 0.70; composite reliability (CR) > 0.70; average variance extracted (AVE) > 0.50; VIF: variance inflation factor.

TABLE 5: Fornell-Larcker criterion.

Construct	(1)	(2)	(3)	(4)	(5)
Content quality (1)	**0.856**				
Content reliability (2)	0.747	**0.888**			
Content understandability (3)	0.643	0.762	**0.911**		
Perceived enjoyment (4)	0.629	0.719	0.751	**0.914**	
Visit intention (5)	0.621	0.67	0.704	0.776	**0.900**

Note: the diagonal bolded values are the square root of AVE.

TABLE 6: HTMT.

Construct	(1)	(2)	(3)	(4)	(5)
Content quality (1)					
Content reliability (2)	0.821				
Content understandability (3)	0.711	0.843			
Perceived enjoyment (4)	0.681	0.779	0.818		
Visit intention (5)	0.670	0.723	0.764	0.827	

Notes: strong HTMT indicated with <0.85, and <0.95 is acceptable.

greater than the values for items that are not part of that construct, further confirming that discriminant validity is not a concern.

4.4. Findings from Structural Equation Modeling. The structural model analysis was conducted using Smart-PLS 4.0 software to evaluate the research model's ability to test

TABLE 7: Cross-loading matrix.

Items/construct	CQ	CR	CU	PE	VI
PE.1	0.604	0.689	0.729	0.939	0.716
PE.2	0.547	0.623	0.664	0.908	0.706
PE.3	0.578	0.679	0.663	0.922	0.698
PE.4	0.569	0.637	0.687	0.887	0.719
CQ.1	0.864	0.666	0.576	0.55	0.521
CQ.2	0.846	0.63	0.52	0.52	0.565
CQ.3	0.833	0.614	0.517	0.496	0.478
CQ.4	0.872	0.637	0.559	0.543	0.548
CQ.5	0.866	0.65	0.58	0.579	0.541
CR.1	0.651	0.88	0.666	0.632	0.57
CR.2	0.634	0.887	0.674	0.65	0.604
CR.3	0.688	0.899	0.693	0.649	0.601
CR.4	0.68	0.885	0.673	0.621	0.603
CU.1	0.625	0.697	0.91	0.719	0.657
CU.2	0.556	0.666	0.901	0.651	0.611
CU.3	0.574	0.719	0.921	0.678	0.655
VI.1	0.615	0.625	0.671	0.72	0.904
VI.2	0.541	0.572	0.586	0.67	0.897
VI.3	0.555	0.582	0.59	0.669	0.884
VI.4	0.536	0.607	0.665	0.71	0.899
VI.5	0.545	0.625	0.651	0.72	0.913

hypotheses [123]. There are several steps involved in evaluating the structural model. The first step is to determine the R-squared (R^2) values for each endogenous construct. Falk and Miller [123] suggest that a structural model is considered adequate when the R^2 value exceeds 0.1 or approaches 1. Based on the analysis, the perceived enjoyment construct has an R^2 value of 0.622, which is explained by the path coefficients of content quality, content reliability, and content understandability. Similarly, the visit intention construct has an R^2 value of 0.651 based on the path coefficients of content quality, content reliability, content understandability, and perceived enjoyment. These R^2 values for the endogenous constructs in the research model are greater than 0.1, thus indicating their adequacy. The second step involves evaluating the model's fit. The results indicate that each model meets the criteria, such as SRMR = 0.038, d_ULS = 0.328, d_G = 0.316, and NFI = 0.904, fulfilling the recommended requirements [120]. Finally, this research also tested the Stone-Geisser Q^2 to assess the predictive relevance of the model. The results reveal that the Q^2 value for perceived enjoyment is 0.608 and 0.523 for visit intention, indicating a value higher than 0 and approaching 1 [120]. Consequently, it can be inferred that predictive relevance for the endogenous construct has been established.

This study also calculates the Goodness of Fit (GoF) to evaluate the reliability of the developed research model. The GoF calculation involves the formula, which is the square root of the product of R^2 and AVE, illustrated as follows.

$$ \mathrm{GoF} = \sqrt{\overline{R^2} \times \overline{\mathrm{AVE}}} = \sqrt{0.799 \times 0.637} = 0.713. \qquad (1) $$

This approach is consistent with prior research conducted by Phaosathianphan and Leelasantitham [127] and adheres to established fit criteria, including the no-fit criteria (<0.1), the small-fit criteria (0.10–0.25), the moderate-fit criteria (0.25–0.36), and the high-fit criteria (>0.36), as recommended by Tenenhaus et al. [128] and Wetzels et al. [129]. The GoF calculation results reveal a high level of GoF at 0.713. Consequently, the research model has demonstrated a strong level of GoF.

As shown in Table 8, the hypothesis testing results reveal that content reliability and understandability positively influence perceived enjoyment. Therefore, H1b and H1c are supported ($\beta = 0.271$ and 0.460 and $t = 2.810$ and 4.272, respectively). However, content quality does not have a significant impact on perceived enjoyment; thus, H1a is not supported with $\beta = 0.131$ and $t = 1.662$. The effects of content quality and content reliability on visit intention are not statistically significant, leading to the rejection of H2a and H2b, with $\beta = 0.135$ and 0.058 and $t = 1.662$ and 0.603, respectively. On the other hand, content understandability significantly influences visit intention, supporting H2c ($\beta = 0.196$ and $t = 2.110$). Lastly, perceived enjoyment has a positive and significant impact on visit intention ($\beta = 0.502$ and $t = 5.218$).

Based on Table 9, the results indicate that perceived enjoyment significantly mediates (fully) the relationship between content reliability of TRC and visit intention, with a value of $\beta = 0.136$ and $t = 2.818$, thus supporting H4b. Furthermore, perceived enjoyment partially mediates the relationship between content understandability and visit

TABLE 8: Summary of direct effect hypothesis.

Hypothesis	Path coefficients	T-value	Bootstrapping 95% CI		Conclusion
			Lower	Upper	
H1a: CQ → PE	0.131	1.662	-0.006	0.296	Unsupported
H2a: CQ → VI	0.135	1.469	-0.045	0.31	Unsupported
H1b: CR → PE	0.271**	2.81	0.073	0.448	Supported
H2b: CR → VI	0.058	0.603	-0.135	0.241	Unsupported
H1c: CU → PE	0.460***	4.272	0.247	0.666	Supported
H2c: CU → VI	0.196**	2.11	0.023	0.386	Supported
H3: PE → VI	0.502***	5.218	0.325	0.693	Supported

Notes: significance level: ***$P < 0.001$; **$P < 0.010$; bootstrapping 5000 with 95% CI.

TABLE 9: Summary of mediating effect hypothesis.

Hypothesis	Path coefficients	T-value	Bootstrapping 95% CI		Conclusion
			Lower	Upper	
H4a: CQ → PE → VI	0.066	1.635	0.001	0.163	Nonmediated
H4b: CR → PE → VI	0.136**	2.818	0.05	0.244	Fully mediated
H4c: CU → PE → VI	0.231**	2.727	0.093	0.424	Partially mediated

Notes: significance level: **$P < 0.010$; bootstrapping 5000 with 95% CI.

TABLE 10: Moderating effect of gender to perceived enjoyment.

Hypothesis	Path coefficient	T-value	Bootstrapping 95% CI		Conclusion
			Lower	Upper	
H5a: gender* content quality	2.041**	2.977	5.87	6.12	Moderated
H5b: gender* content reliability	0.921	0.915	5.523	5.908	Nonmoderated
H5c: gender* content understandability	0.596	0.606	5.88	6.13	Nonmoderated

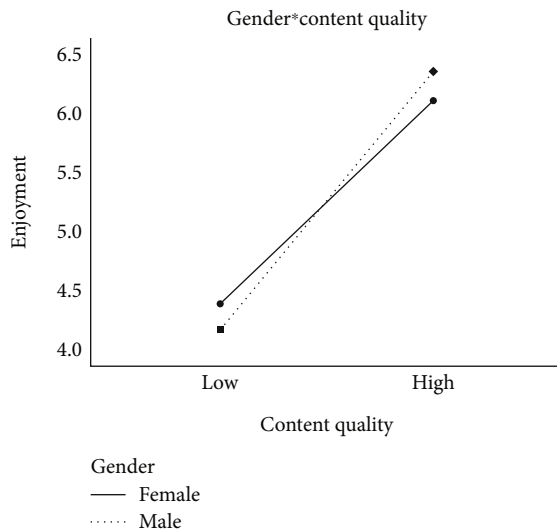Notes: significance level: **$P < 0.010$; bootstrapping 5000 with 95% CI.

FIGURE 4: Moderating effect of gender* content quality on enjoyment.

intention, providing support for H4c ($\beta = 0.231$ and $t = 2.727$). However, the relationship between content quality and visit intention is not mediated. Therefore, H4a is not supported ($\beta = 0.066$ and $t = 1.635$).

The results of the analysis for the moderating effect of gender can be observed in Table 10. The findings provide evidence that only one out of the three hypotheses regarding the moderation effect of gender is supported. Specifically, gender significantly and positively moderates the relationship between content quality and perceived enjoyment ($\beta = 2.041$ and $t = 2.997$); thus, H5a can be accepted. On the other hand, gender fails to moderate the relationships between content reliability and content understandability and perceived enjoyment, leading to the rejection of H5b and H5c with $\beta = 0.921$ and 0.056 and $t = 0.915$ and 0.606, respectively.

As illustrated in Figure 4, we observe distinct gender-based preferences in tourism content. Most males favor high-quality content, which provides detailed information and enhances their enjoyment. In contrast, females tend to opt for lower-quality content, still resulting in enjoyable experiences. This suggests that females prefer concise content for a quick grasp of travel destinations. Thus, the interaction between gender and content quality moderates perceived enjoyment.

Figure 5 demonstrates that males tend to favor highly reliable tourism content, believing in its trustworthiness and verifiability. This significantly enhances their perceived enjoyment when consuming TRC on TikTok. In contrast, females show a preference for less reliable content, as they appreciate emotionally and socially focused content that
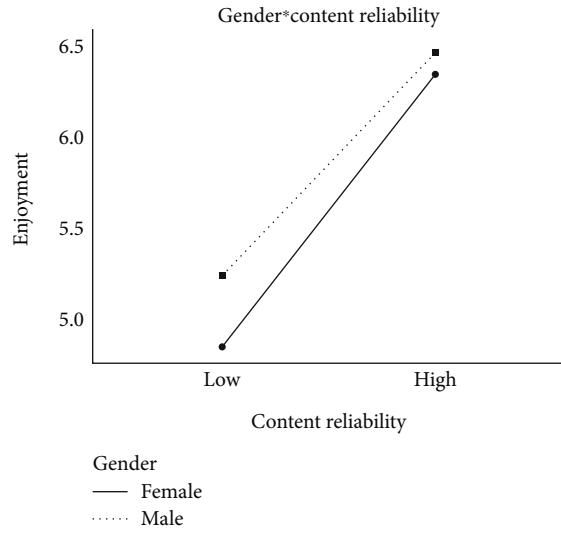
FIGURE 5: Moderating effect of gender* content reliability on enjoyment.
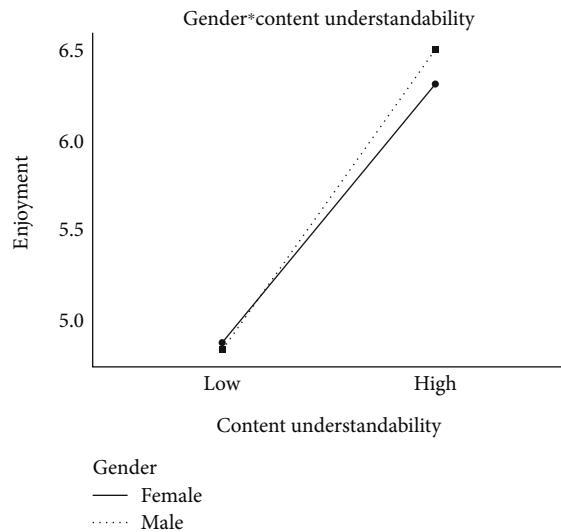

FIGURE 6: Moderating effect of gender* content understandability on enjoyment.

enriches the travel experience. This preference, in turn, influences their perceived enjoyment. Notably, this interaction between gender and content reliability remains unmoderated.

Figure 6 highlights that males favor tourism content with high content clarity, enhancing their perceived enjoyment. In contrast, females prefer content with lower clarity, valuing informal communication and the emotional aspects of travel. Importantly, there is no moderation in the interaction between gender and content clarity.

As indicated in Table 11, the findings reveal that frequency of use has a significant moderating effect on content reliability, understandability, and perceived enjoyment ($\beta = 3.890$ and 1.991 and $t = 4.894$ and 2.251). However, it is not significant for the relationship between content quality and perceived enjoyment ($\beta = 0.350$ and $t = 0.328$). Therefore, H6b and H6c are supported, while H6a is rejected.

Figure 7 demonstrates that the combination of high content quality and frequent usage significantly enhances consumer perceived enjoyment. High-quality TRC, coupled with frequent TikTok usage, deepens consumer engagement. In contrast, both high- and low-frequency usages still result in increased perceived enjoyment, as low-quality content triggers imagination and emotions. Notably, the influence of usage frequency on content quality is not substantially moderated by perceived enjoyment.

Figure 8 illustrates that consumers who opt for high content reliability and engage frequently experience increased perceived enjoyment. Trustworthy and verified content, combined with frequent engagement, leads to greater satisfaction in the TikTok tourism experience. This holds true even when low content reliability is combined with high- or low-usage frequency, still enhancing perceived enjoyment among consumers. To address uncertainty and enhance consumer engagement, a moderated interaction between usage frequency and content reliability is observed.

Figure 9 illustrates that consumers experience increased perceived enjoyment when they use TikTok frequently and possess a high level of content clarity. In essence, the better consumers understand TRC, the more likely they are to enjoy it. Conversely, low content clarity, paired with frequent usage, also elicits perceived enjoyment. Even in cases of low content clarity and consistently high-usage frequency, feelings of delight and enjoyment towards TRC persist due to its visual appeal, providing a pleasurable experience even with limited content understanding. Therefore, there is a moderation in the interaction between usage frequency and content clarity.

Based on Table 12, the findings indicate that gender insignificantly moderates the relationship between perceived enjoyment and visit intention ($\beta = 0.004$ and $t = 0.003$). Therefore, H5d is not supported. On the other hand, the moderating effect of frequency of use to the relationship between perceived enjoyment and visit intention is found to be significant, showing significant moderated results ($\beta = 2.126$ and $t = 3.615$).

The results show that both men and women do not significantly differ in forming visit intentions based on perceived enjoyment, irrespective of whether perceived enjoyment is high or low (Figure 10). They share similar approaches in assessing how perceived enjoyment of TRC influences their visit intentions. Consequently, the interaction between gender and enjoyment remains unmoderated.

Figure 11 reveals that a high usage frequency increases consumers' susceptibility to discovering and enjoying appealing content, consequently influencing their intention to visit the tourist destination. Conversely, low-usage frequency is associated with lower perceived enjoyment and, in turn, impacts visit intentions. Thus, there is a moderation in the interaction between usage frequency and perceived enjoyment.

4.5. Findings from Fuzzy Set Qualitative Comparative Analysis

4.5.1. Calibration Selection and Truth Table Construction.
The fsQCA analysis was initiated by selecting calibrations

TABLE 11: Moderating effect of frequency of use to perceived enjoyment.

Hypothesis	Path coefficient	T-value	Bootstrapping 95% CI		Conclusion
			Lower	Upper	
H6a: frequency of use* content quality ➜ perceived enjoyment	0.35	0.328	5.09	5.475	Nonmoderated
H6b: frequency of use* content reliability ➜ perceived enjoyment	3.890***	4.894	5.505	5.845	Moderated
H6c: frequency of use* content understandability ➜ perceived enjoyment	1.991*	2.251	5.46	5.801	Moderated

Notes: significance level: ***$P < 0.001$; *$P < 0.050$; bootstrapping 5000 with 95% CI.
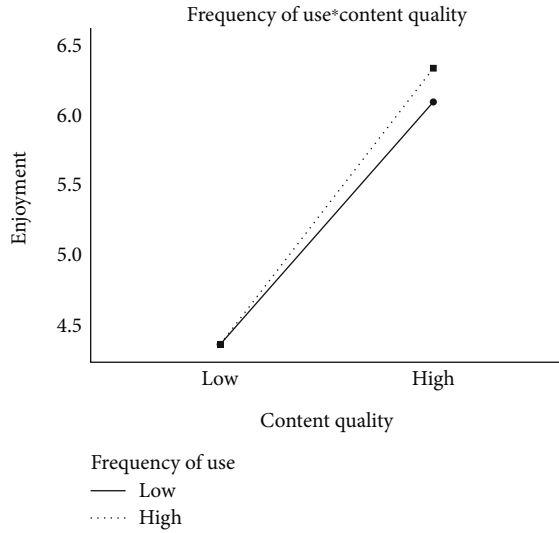
FIGURE 7: Moderating effect of frequency of use* content quality on enjoyment.
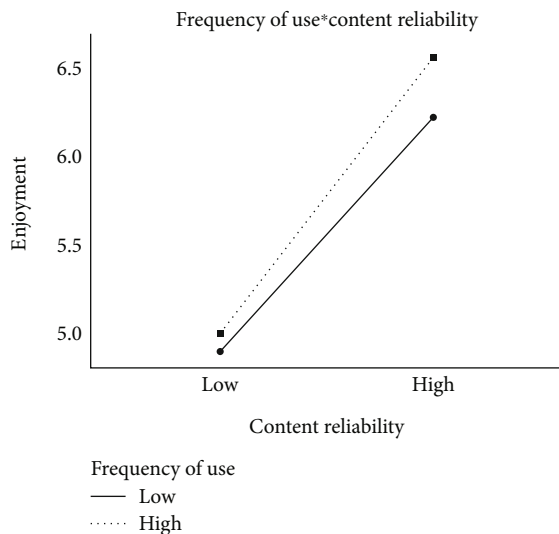
FIGURE 8: Moderating effect of frequency of use* content reliability on enjoyment.

to construct a truth table. This truth table delineates the logic underlying each probability combination of observed independent constructs against high and low visit intentions. In this study, we employed a 7-Likert scale to measure the items of each construct. Following the calibration selection approach recommended by Pappas and Woodside [125], the scale was calibrated into three group sets: "6" for full membership, "2" for full nonmembership, and "4" for intersection. Once calibrated, the data was transformed into fuzzy sets ranging from "0" to "1." Subsequently, a truth table analysis was performed to convert the data into fuzzy logic, with "0" indicating "no" and "1" indicating "yes." The results of the truth table are presented in Table 13.

Specifically, for high visit intention (VI) as the outcome, there were a total of nine configurations of TRC dimensions combined with enjoyment. Among these nine configurations, eight configurations resulted in "yes" for high visit intention, while one configuration led to "no" for high VI. Notably, the fourth configuration, characterized by "yes" on content quality, reliability, and understandability combined with "yes" on perceived enjoyment (totaling 244 cases), led to high VI with 98.8% consistency. Conversely, the ninth configuration, in which "no" was present for each construct (5 cases), corresponded to a "no" for high VI, demonstrating a consistency of 70.3%. Configuration number one is particularly intriguing, where the combination of "yes" on TRC dimensions and "no" on enjoyment, with only one case, led to 100% high VI. These findings provide valuable insights for content managers in social media to strategically design approaches to achieve high VI in the tourism industry.

The outcomes of low visit intention (VI) also have implications for identifying specific TRC and enjoyment attributes that may negatively impact visit intentions. The truth table results present a total of nine configurations, with three indicating "yes" for low VI and six indicating "no" for low VI. Notably, the first configuration, characterized by a "no" on each observed independent construct, significantly leads to "yes" for low VI, with a high consistency of 91.4%. Conversely, configuration number nine, involving "yes" on each observed independent construct with 244 cases, results in "no" for low VI, but with a very low consistency of 9.8%. These various configurations in the truth table provide a comprehensive view of content-marketing strategies related to TRC and enjoyment that managers can employ to influence consumer behavior. Therefore, this study highlights that the mere presence or absence of TRC dimensions and enjoyment alone is not sufficient to reliably predict high and low VI outcomes, validating the proposed propositions. More detailed insights will be elucidated in the analysis of the findings obtained through fsQCA.

4.5.2. fsQCA Analysis. The use of fsQCA 4.1 software enabled configurational analysis to generate predictive
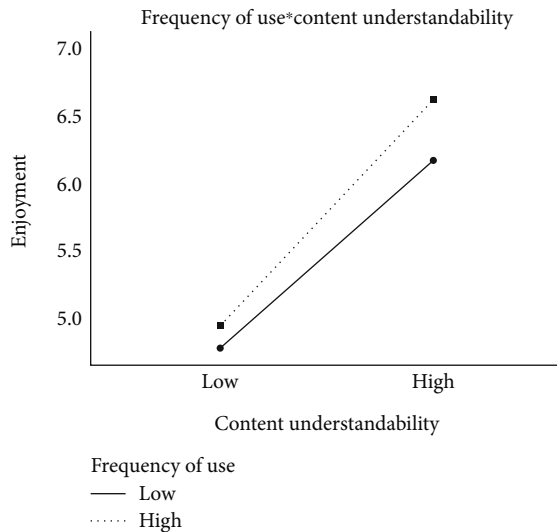
Figure 9: Moderating effect of frequency of use* content understandability on enjoyment.

configurations for high and low visit intentions. In Table 14, the results of the fsQCA analysis reveal three configurations capable of predicting high VI with an overall consistency of 0.979 and a coverage solution of 0.959. Additionally, two other configurations predict low VI, with an overall consistency of 0.883 and a coverage solution of 0.768. These findings indicate multiple effective solutions for predicting high and low VI, all exceeding the threshold of 0.70 in terms of consistencies and coverage solutions. Consequently, Propositions 1 and 2 are validated.

Examining each configuration provides valuable insights into the effective combinations of three conditions (presence, absence, and do not care) under analysis. The prediction of high VI is attributed to three configurations: (1) *configuration p1*: high VI results from the presence of content quality, the absence of content understandability, and do-not-care conditions for content reliability and enjoyment, with a consistency of 88.2%. (2) *Configuration p2*: high VI is associated with the presence conditions of content quality and enjoyment, along with the do-not-care conditions for reliability and understandability, yielding a solution consistency of 98.1%. (3) *Configuration p3*: high VI is predicted when content reliability, understandability, and enjoyment are present, with do-not-care conditions for content quality, resulting in a solution consistency of 98.4%. The visual representation of high VI solutions is illustrated in Figures 12–14.

Regarding low VI, a detailed analysis reveals two configurations: (1) *configuration p4*: low VI occurs when content reliability, understandability, and enjoyment are absent, along with a do-not-care condition for enjoyment, with a solution consistency of 88.9%. (2) *Configuration p5*: low VI can also occur when TRC content has high quality. However, if the TRC has low understandability, consumers experience low enjoyment, and there is a do-not-care condition for content reliability; it leads to low VI with a solution consistency of 85.5%. These configurations exhibit consistencies above 70%. Importantly, both high and low VI solutions are

diverse, making them adaptable and applicable under various conditions. The visual representation of low VI configurations is shown in Figures 15 and 16.

5. Discussion

This study is aimed at comprehensively understanding the influence of TRC on TikTok on consumer behavior. The research explores the direct effects of TRC, the mediating role of perceived enjoyment, and the moderating effects of gender and usage frequency and conducts configurational comparative analysis on the consumer behavior outcome of VI. Starting with the direct effects, the study reveals that content reliability and understandability (H1b and H1c) have a positive impact on perceived enjoyment. This indicates that content offering reliable information and ease of comprehension enhances consumers' perceived enjoyment, aligning with prior research [80, 84]. However, content quality (H1a) does not significantly affect perceived enjoyment. Shiau and Luo [95] found that content quality, including visual aesthetics and engaging narratives, does not always linearly correlate with perceived enjoyment. Furthermore, the direct effects of content quality and content reliability (H2a and H2b) do not strongly influence consumers' decisions for VI, in line with studies by Onofrei et al. [130] and Joung et al. [131]. On the other hand, content understandability (H2c) plays a pivotal role in motivating consumers to form visit intentions towards tourism destinations, as confirmed by previous research [132]. Finally, there is a higher likelihood that consumers will actualize their intent to visit with an increase in perceived enjoyment (H3) [97].

Secondly, perceived enjoyment (H4b) serves as a full and significant mediator in the relationship between content reliability of TRC and VI. When users experience entertainment, satisfaction, and pleasure with reliable TRC, it positively influences their perception of the featured tourist destination and triggers VI [16]. Additionally, perceived enjoyment (H4c) acts as a partial mediator in the relationship between content understandability and the formation of visit intentions, aligning with Chopra et al. [93]. However, the results indicate that the relationship between content quality (H4a) and visit intention is not mediated. While high content quality leaves a favorable impression on consumers, it does not necessarily result in a direct correlation with VI [133].

Thirdly, the moderating effects of gender and frequency of use are as follows: Gender moderates the relationship between content quality and perceived enjoyment, in line with Tian et al. [106]. Gender influences how content quality triggers perceived enjoyment for consumers. Frequency of use moderates the relationship between content reliability, content understandability, and perceived enjoyment, consistent with previous research [112, 113]. The more frequently users access the platform, the stronger the relationship between content reliability, content understandability, enjoyment, and intent to visit becomes. Additionally, gender moderates the relationship between content reliability and understandability and VI. Gender plays a stronger role in influencing visit intention

TABLE 12: Moderating effect of gender and frequency of use to visit intention.

Hypothesis	Path coefficient	T-value	Bootstrapping 95% CI		Conclusion
			Lower	Upper	
H5d: gender* enjoyment → visit intention	0.003	0.004	4.947	5.548	Nonmoderated
H6d: frequency of use* enjoyment → visit intention	2.126**	3.616	5.028	5.41	Moderated

Notes: significance level: **$P < 0.010$; *$P < 0.050$; bootstrapping 5000 with 95% CI.
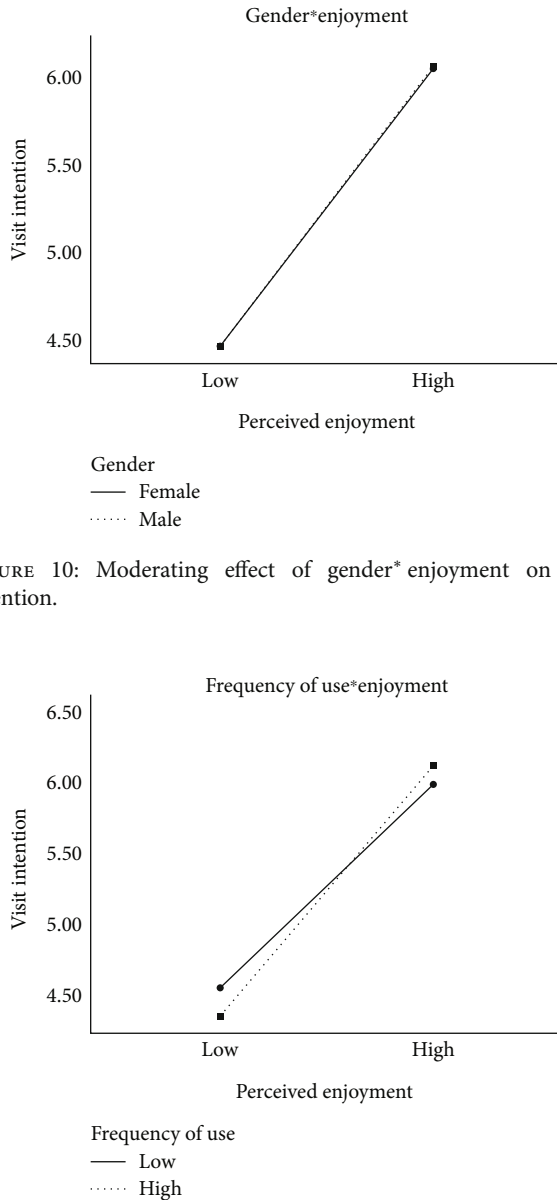
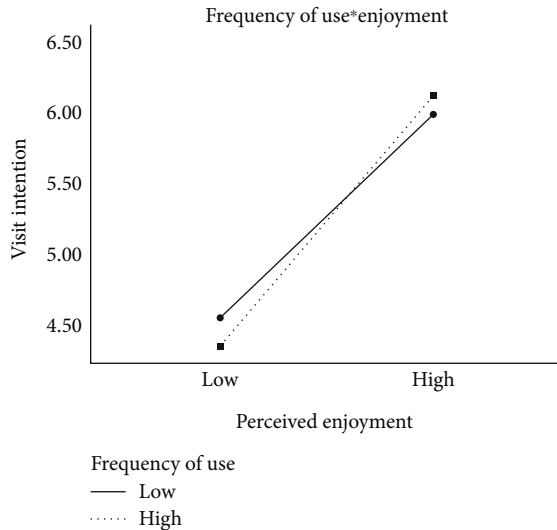FIGURE 10: Moderating effect of gender* enjoyment on visit intention.

FIGURE 11: Moderating effect of frequency of use* enjoyment on visit intention.

when TRC is reliable and easily understandable to consumers, in accordance with [108, 115].

Examining the fsQCA findings provides a unique contribution by revealing configurations that predict high and low visit intentions through TRC dimensions and perceived enjoyment. Three configurations for high VI highlight distinct marketing strategies. Firstly, when TRC content on TikTok combines high quality with low understandability and indifferent enjoyment, it can still result in high visit intention. This underscores the importance of prioritizing high-quality content about tourism destinations on social media platforms, as it significantly influences users' behavioral intentions. This finding aligns with Ukpabi and Karjaluoto [132], who emphasized the impact of content quality on user behavioral intentions towards destinations on social media.

Moreover, configurations where content quality and enjoyment are present, along with indifference towards content reliability and understandability, result in high visit intention. This underscores the importance of managing content quality in TRC to provide clear, informative, relevant, and high-quality content. Consumers enjoy such content, thereby fostering an intention to visit the presented destination. Even when TRC reliability and understandability are low, they can still contribute to high visit intention. This finding aligns with previous research highlighting content quality and perceived enjoyment as essential factors in generating behavioral intentions [132, 134]. An intriguing implication from the third finding in the fsQCA analysis is that the presence of all three aspects—content reliability, understandability, and perceived enjoyment—leads to a higher visit intention. Remarkably, even when content reliability is not the primary focus, its presence still contributes to high visit intention. This outcome aligns with the suggestions of Ukpabi and Karjaluoto [132], who emphasized the significance of reliability, understandability, and enjoyment of content on social media in influencing behavioral intention.

In addition to uncovering positive marketing strategies, this study also explores configurations that have an adverse impact on behavioral intention regarding TRC. The research identifies two configurations that result in low visit intention. Firstly, when there is a combination of indifference towards content quality and the absence of content reliability, understandability, and perceived enjoyment, it leads to low visit intention. In this scenario, TRC content on TikTok is uninformative, lacks accuracy and relevance, and is difficult to understand, causing consumers to lose interest in visiting the showcased destination.

On the other hand, the second configuration indicates that the presence of content quality alone, without the other aspects, can also lead to low intention. This insight is valuable for social media content managers to avoid configurations where TRC attributes and enjoyment become unfavorable for visit intention. Interestingly, these findings

TABLE 13: Truth table for predicting outcomes of high and low visit intention.

Antecedents for high visit intention				Cases	High VI	Raw consistency
CQ	CR	CU	PE			
Yes	Yes	Yes	No	1	Yes	1
Yes	Yes	No	Yes	4	Yes	0.996
Yes	No	Yes	Yes	1	Yes	0.99
Yes	Yes	Yes	Yes	244	Yes	0.988
Yes	No	No	Yes	1	Yes	0.983
No	Yes	Yes	Yes	3	Yes	0.973
Yes	Yes	No	No	2	Yes	0.904
Yes	No	No	No	2	Yes	0.871
No	No	No	No	5	No	0.73
Antecedents for low visit intention				Cases	Low VI	Raw consistency
No	No	No	No	5	Yes	0.914
Yes	No	No	No	2	Yes	0.858
Yes	Yes	No	No	2	Yes	0.846
Yes	Yes	Yes	No	1	No	0.734
Yes	No	No	Yes	1	No	0.683
No	Yes	Yes	Yes	3	No	0.634
Yes	No	Yes	Yes	1	No	0.591
Yes	Yes	No	Yes	4	No	0.566
Yes	Yes	Yes	Yes	244	No	0.098

TABLE 14: Configurations of TRC on high vs. low visit intention.

Configuration	High visit intention			Low visit intention	
	p1	p2	p3	p4	p5
Content quality	●	●			●
Content reliability			●	⊗	
Content understandability	⊗		●	⊗	⊗
Perceived enjoyment		●	●	⊗	⊗
Raw coverage	0.128	0.931	0.889	0.627	0.545
Unique coverage	0.003	0.026	0.011	0.152	0.07
Consistency	0.882	0.981	0.984	0.889	0.855
Overall solution coverage		0.959		0.768	
Overall solution consistency		0.979		0.883	
Preposition		1 (supported)		2 (supported)	

Notes: "●" indicates presence of conditions, "⊗" indicates absence of conditions, and "blank space" indicates a do-not-care condition.

contrast with previous studies that emphasized the importance of content quality, reliability, understandability, and enjoyment in shaping behavioral intention [132, 134].

6. Implication

6.1. Implication for Theory. This study makes a significant academic contribution by emphasizing the importance of TRC on TikTok in tourism marketing. TRC on TikTok is recognized as a critical aspect that warrants examination for enhancing our understanding of tourism marketing and its impact on consumer behavior. This research identifies three key dimensions of TRC on TikTok: content qual-

ity, content reliability, and content understandability. These dimensions are considered crucial factors in tourism marketing as they influence perceived enjoyment and visit intentions. In this context, content reliability pertains to the credibility of information, and content understandability relates to the ease of comprehending information, both of which significantly impact the enhancement of perceived enjoyment. Notably, content understandability emerges as a dominant dimension influencing prospective travelers' decisions to visit tourist destinations. As perceived enjoyment takes shape, the intention to visit becomes more pronounced. These direct effects confirm that TRC on TikTok plays a crucial role in influencing consumer behavior.
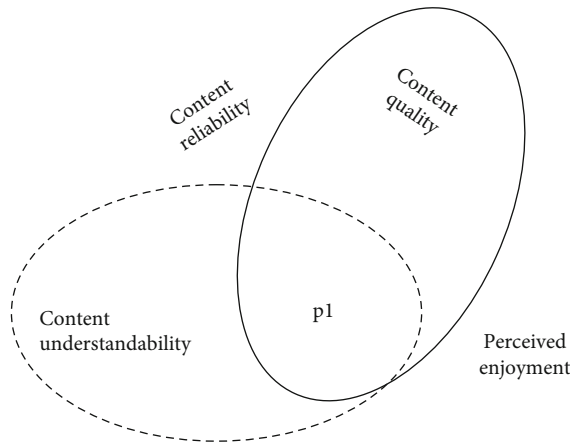
Figure 12: Configuration p1 predicting high VI with consistency of 88.2%.
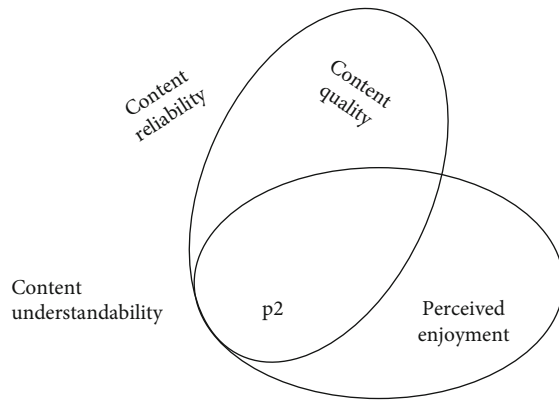

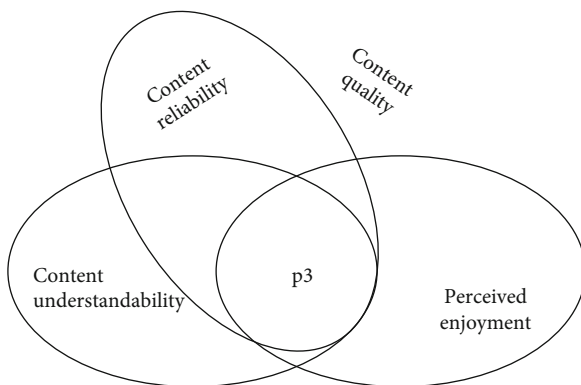Figure 13: Configuration p2 predicting high VI with consistency of 98.1%.

Figure 14: Configuration p3 predicting high VI with consistency of 98.4%.

Additionally, perceived enjoyment serves as a mediating factor, effectively mediating the relationship between content reliability, content understandability, and visit intentions. Furthermore, this study reveals that gender and frequency of use moderate the relationship between TRC dimensions on TikTok and perceived enjoyment. Moreover, the moder-

ating effect of frequency of use successfully influences the relationship between perceived enjoyment and visit intentions, while gender moderates the relationship between content reliability, content understandability, and visit intentions.

Theoretical contributions are achieved by confirming propositions in this study through qualitative comparative analysis, shedding light on the intricacies of the theory. In a scientific context, "uncovering the theory of the current state" [135] implies revealing the existing state of the theory, particularly the contribution of this research's findings to the study of behavioral intentions. This study successfully extends the existing theory proposed by Sitinjak et al. [134] and Ukpabi and Karjaluoto [132], which emphasized the effects of content quality, reliability, understandability, and perceived enjoyment on consumer behavioral intentions. However, this research excels in uncovering underlying insights by considering all aspects of TRC dimensions and enjoyment. This leads to the development of terminology for optimal content-marketing practices in the realm of social media content marketing. The study reveals that when social media content is highly reliable and understandable (CU*CR), it results in "information clarity and excellence." This suggests that in social media and consumer behavior research, it is important to consider the impact of information clarity and excellence on behavioral intentions. Conversely, when content reliability is combined with content quality (CRCQ) under the condition of their presence, it leads to "credibility-enhanced information." This implies that marketing communication messages should prioritize credibility, reliability, and trustworthiness. Additionally, content quality combined with perceived enjoyment (CQPE) under the condition of their presence results in "enriched enjoyment," suggesting that social media content should be aimed at providing a highly pleasurable, satisfying, and positive experience.

Furthermore, this study explores the combination of CRCQ and CQPE, resulting in "enhanced interactive integrity." This implies that social media content, evaluated as both "credibility-enhanced information" and "enriched engagement," will be perceived by consumers as "enhanced interactive integrity." Additionally, the combination of CRCQ and CUCR leads to "elevated information integrity." This signifies that consumers who perceive social media information as having high clarity, excellence, and credibility-enhanced content contribute to "elevated information integrity." These findings are visualized in Figure 17, showcasing various combinations of presence, absence, and indifference conditions. This represents a significant advancement in theory, introducing terminology and logic that enrich our understanding of TRC dimensions and enjoyment in the context of behavioral intentions.

6.2. Implication for Social Media Tourism Content Managers. This study offers practical guidance for tourism managers based on research findings related to TikTok's TRC. It explores the dimensions of TRC on TikTok, specifically content quality, content reliability, and content understandability, providing insights into the types of content that influence consumer behavior. These insights help tourism managers
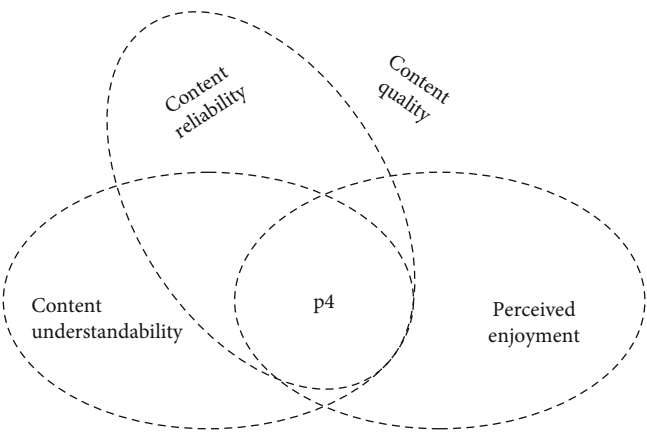
FIGURE 15: Configuration p4 predicting low VI with consistency of 88.9%.
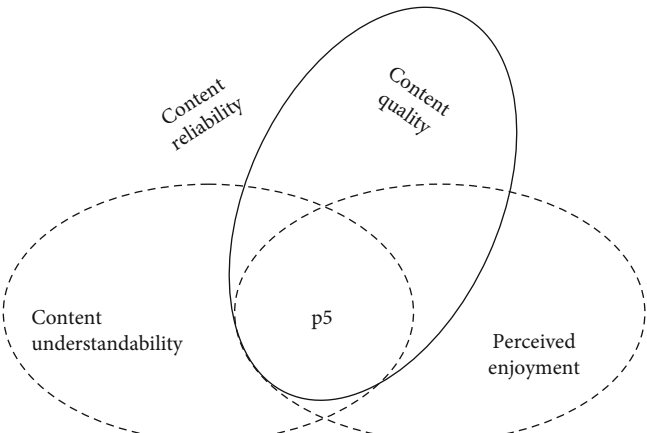

FIGURE 16: Configuration p5 predicting low VI with consistency of 85.5%.

prioritize content that emphasizes reliability and understandability, ultimately enhancing perceived enjoyment. As perceived enjoyment increases, consumers become more inclined to express an intention to visit the tourist destinations featured on TikTok. These findings also provide valuable insights for marketers, enabling them to create tailored content for tourism marketing that effectively generates excitement about visiting these destinations. Furthermore, perceived enjoyment serves as a mediating factor, bridging the gap between content reliability and content understandability, ultimately leading to visit intentions. By optimizing reliable and understandable content, managers establish a strong informational foundation for prospective travelers. This integration combines the cognitive dimensions of content reliability and understandability with the emotional dimension of perceived enjoyment, shaping the intention to visit these destinations.

The practical implications for businesses, based on insights from the qualitative comparative model, primarily focus on two aspects. The study recommends that managers of social media content in the tourism industry should create destination content that combines elevated information integrity with enriched interactive features. This entails presenting destination content that is not only accurate and trustworthy but also designed to foster active engagement and interaction

with the audience [136]. By prioritizing the integrity and interactivity of the information they share, content managers can significantly enhance the overall effectiveness of their social-media-marketing strategies.

Furthermore, the model's findings underscore the significance of tailoring content to suit the preferences and characteristics of distinct gender groups and usage frequency patterns. For instance, targeting male audiences with high-quality and dependable content, while focusing on emotional and relational aspects for female audiences, can optimize the content's impact on perceived enjoyment and visit intention. Additionally, categorizing the influence of high- or low-usage frequency on content effectiveness can provide content managers with guidance for adjusting their strategies accordingly. This may involve crafting engaging and enjoyable content for high-frequency users and ensuring that even low-frequency users find value and enjoyment in the content.

6.3. Marketing Strategy Insights. Drawing from the discussions and implications derived from the analysis of both SEM and fsQCA, this study presents a range of marketing strategies that can be utilized by marketers in the tourism sector to shape behavioral intention:
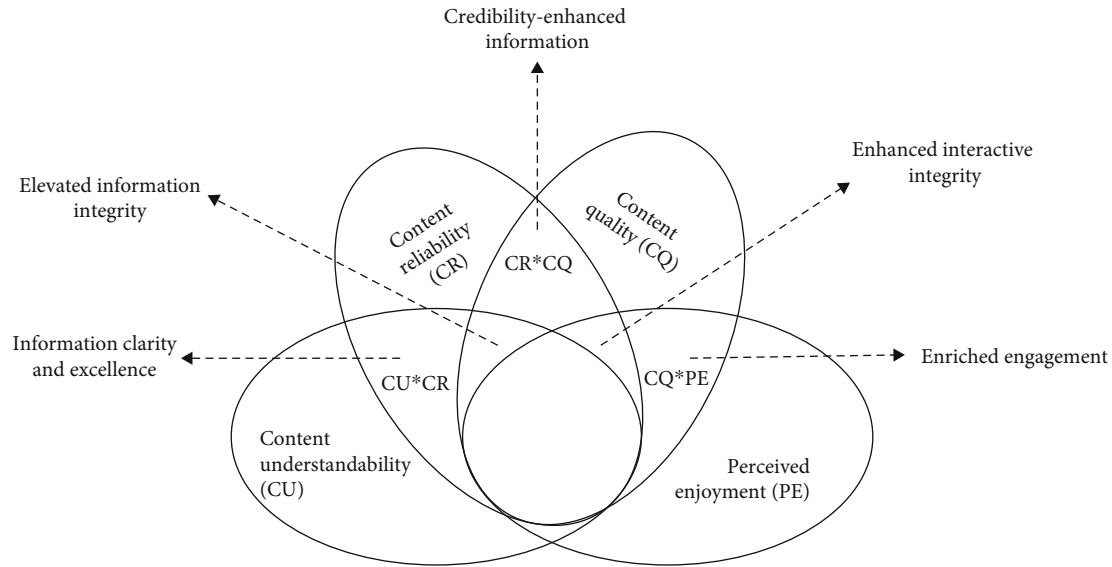
FIGURE 17: Theoretical attribution of TRC and enjoyment-predicting behavioral intention generated from fsQCA.

6.3.1. Content Segmentation and Tailoring. The initial strategy advocates for segmenting and customizing content to match the distinct preferences of diverse audience groups. In line with the study's insights, content should be carefully tailored to cater to the specific preferences of different gender groups and usage frequency patterns. For instance, when targeting male audiences, content creators should prioritize the delivery of high-quality and reliable information. Conversely, when focusing on female audiences, it is essential to emphasize emotional and relational aspects. This strategy is aimed at maximizing the impact of content on perceived enjoyment and visit intentions by aligning it with the unique characteristics and preferences of each target demographic.

6.3.2. Enhancing Information Integrity and Interactivity. The second strategic focus centers on enhancing information integrity and promoting interactivity within social media tourism content. This involves delivering destination-related content that not only guarantees accuracy and trustworthiness but also actively encourages engagement and interaction with the audience. Content managers are urged to provide reliable information while also creating content that sparks active audience participation. This dual approach, combining information credibility and audience engagement, fosters trust and ultimately enhances the effectiveness of social-media-marketing strategies, leading to increased visit intentions.

6.3.3. Holistic Content Marketing. The third strategy promotes holistic content marketing, emphasizing the seamless integration of intellectual dimensions (content reliability and understandability) with emotional dimensions (perceived enjoyment). The ultimate objective is to create content that not only conveys reliable and comprehensible information but also evokes positive emotional responses from the audience. By optimizing content across both these dimensions, tourism managers can effectively shape a more comprehensive impact on the intention to visit destinations. This inte-

grated approach aligns harmoniously with the study's findings, facilitating the cultivation of enthusiasm and trust among potential travelers.

7. Conclusion, Limitation, and Future Studies

In this study, diverse types of TikTok TRC were synthesized, and their impact on consumer behavior and perceived enjoyment was assessed. The research thoroughly explored the direct effects of TRC, the mediating role of perceived enjoyment, and the moderating influences of gender and usage frequency, particularly concerning visit intention. Two analytical methods were employed: SEM and fsQCA.

SEM analysis revealed that consumers primarily relied on content quality, reliability, and understandability as foundational elements to enhance their perceived enjoyment and visit intention. Perceived enjoyment, acting as a mediating variable, in conjunction with gender and usage frequency moderation, collectively created a complex dynamic influencing consumer behavior related to TikTok tourism content. This comprehensive understanding of these interactions equips tourism managers with valuable insights to develop more effective marketing campaigns. By targeting specific segments and enhancing the appeal of tourist destinations within the online community, tourism managers can improve their overall marketing strategies.

However, the study has limitations as it focused on three core dimensions: content quality, content understandability, and content reliability. To gain a more detailed understanding of consumer behavior, expanding the analysis to include additional dimensions would be beneficial. In future research, investigators can explore other aspects of TRC across various social media platforms, offering a more comprehensive insight into how content shapes consumer behavior. Furthermore, it is worth noting that the study examined only three out of the thirteen IQT dimensions [38]. Future studies could broaden their investigation to encompass all IQT dimensions

by integrating an Importance-Performance Analysis (IPA). This method can help identify the dimensions of information considered highly important and effective according to users, ultimately influencing their behavioral intention. These insights can be of significant practical value for management in the future.

Data Availability

The data used to support the findings of this study are available from the corresponding author upon request to andridksilalahi@gmail.com.

Conflicts of Interest

The authors declare there are no conflicts of interest that occurred in this work.

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