



Effect of Facility Quality and Social Media Experience Mediated Positive Emotions and Social Media Engagement on the Revisiting Intention

Alifia Salma Nabila^{1*}, Abdul Halik², Endah Budiarti³

Fakultas Ekonomi dan Bisnis Universitas 17 Agustus 1945 Surabaya

Corresponding Author: Alifia Salma Nabila: 1262400044@surel.untag-sby.ac.id

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ABSTRACT

This study was conducted to analyze the impact of facility quality and social media experience on the revisit intention, with positive emotions and social media engagement serving as mediating variables, at the Surabaya Zoo. A sample of 207 respondents who had previously visited the Surabaya Zoo and viewed its content on social media was selected using a purposive sampling technique. Data was collected via a validated and reliable questionnaire and analyzed by using Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that facility quality and social media experience have a significant positive influence on the intention to revisit, and that positive emotions and social media engagement act as mediating variables in the relationship between facility quality, social media experience, and the intention to revisit.

INTRODUCTION

The tourism industry is considered one of the most strategic sectors in driving regional economic growth. According to data from the Central Statistics Agency (BPS), the number of tourist visits to the city of Surabaya in 2025 is projected to reach 26,00,640, reflecting high levels of public mobility and interest in domestic tourist destinations. Education-based tourism and family recreation remain among the most popular forms of tourism; one example is zoo tourism. The Surabaya Zoo is one of the city's iconic recreational attractions with significant appeal.

The facility quality is the most important factor in creating a satisfying travel experience for visitors, including the cleanliness of the area, the comfort of the environment, ease of access, and the availability of information boards. High facility quality can foster positive perceptions among tourists toward a destination, thereby providing an enjoyable experience and encouraging them to return. Additionally, social media has become a primary source of information that is fast, widespread, and interactive. Whereas tourists previously obtained information through brochures and travel agencies, social media platforms like Instagram, TikTok, and YouTube allow them to access a variety of visual content and reviews in real time, which can create a positive impression. Equally important is social media engagement tourists' participation in activities such as liking, commenting, and sharing. The higher the social media engagement, the greater the tourists' interest in visiting that destination.

Past research has examined the impact of facility quality and social media experiences on revisiting intention, but there are still limitations in studies that integrate positive emotions and social media engagement as mediators within a single research model. Research conducted by Putri et al. (2024) shows that social media marketing and tourism facilities influence interest in visiting tourist destinations in Indonesia. Additionally, research by Ilhamalimy et al. (2026) indicates that attractiveness, tourist happiness, and past experience influence the intention to revisit. Furthermore, research by Febriandy et al. (2025) found that the exposure to social media influences cognitive perceptions and emotional attachment, which in turn act as partial mediating variables in the effect of social media on visitation interest. The study aims to analyze the influence of facility quality and social media experiences mediated positive emotions and social media engagement on the revisiting intention.

LITERATURE REVIEW

Quality of Facilities

The quality of facilities at a business location that visitors can experience, as well as all physical elements that can be perceived and accessed, such as layout, cleanliness, comfort, and the readiness of equipment. The quality of these physical facilities can shape a positive perception of a business establishment, including the cleanliness and comfort of the environment. Research (I. G. N. A. Putra & Suardana, 2018) shows that facility quality has a significant influence on tourists' interest in visiting and their satisfaction. Good facilities create a sense of comfort and safety, thereby evoking positive emotions that can increase the

intention to revisit. Thus, the quality of facilities not only serves as a physical element but also acts as a stimulus capable of influencing visitors' emotional states and behavior.

Social Media Experience

Social media experience is the experience consumers gain through interaction with a tourist destination's digital content on social media platforms. A positive social media experience can be achieved through engaging, informative, and interactive content, such as photos, videos, and visitor reviews. Research (Hidayat & Astuti, 2019) shows that social media experiences have a significant impact on tourists' interest in visiting. These experiences encompass cognitive, emotional, and interactive aspects that are formed through exposure to visual content, information, and communication between users

Positive Emotions

Positive emotions can be defined as emotions that evoke positive feelings in the person experiencing them, such as love, affection, pleasure, joy, admiration, and so on. Positive emotions stem from feelings within a person's heart, tendencies that are beneficial to the individual, and responses to a supportive environment—for example, interest in a product, customer service, or sales promotions (Prayag et al., 2017).

Social Media Engagement

Social media engagement refers to the extent of user participation with content on social media, whether cognitive, emotional, or behavioral. A high level of engagement demonstrates that content can generate and attract meaningful interactions with the audience. Furthermore, engagement can also strengthen the influence of the social media experience on tourist behavior by increasing trust and emotional closeness. (Juniawan & Kusuma Dewi, 2025).

Revisiting Intention

Revisit intention refers to an individual's desire to revisit a tourist destination at a specific time. It reflects an individual's readiness to take concrete action, making it an important indicator for predicting tourist behavior. The higher a person's revisit intention, the more

HYPOTHESIS

- H1: The quality of the facility greatly influences the positive feelings of visitors at the Surabaya City Zoo.
- H2: The quality of facilities greatly impacts the social media engagement of visitors at the Surabaya City Zoo.
- H3: The quality of the facilities greatly influences visitors' intention to return to the Surabaya City Zoo.
- H4: Positive feelings greatly influence the intention of visitors to return to the Surabaya City Zoo.
- H5: Experiences on social media greatly influence the positive emotions of visitors to the Surabaya City Zoo.
- H6: Experiences on social media greatly impact the engagement of visitors at the Surabaya City Zoo.
- H7: Experiences on social media considerably influence the likelihood of visitors returning to the Surabaya City Zoo.

- H8: The involvement on social media notably influences the intention of visitors to return to the Surabaya City Zoo.
- H9: Positive feelings act as intermediaries in the influence of facility quality on visitors' intentions to return to the Surabaya City Zoo.
- H10: Positive feelings act as a mediator between the substantial impact of social media experiences and the intention of visitors to return to the Surabaya City Zoo.
- H11: The engagement on social media acts as a mediator in the relationship between social media experience and significantly affects visitors' intentions to return to the Surabaya City Zoo.
- H12: The interaction on social media, which influences the social media experience, greatly impacts the likelihood of visitors returning to the Surabaya City Zoo.

The conceptual Framewo can be described as follows:

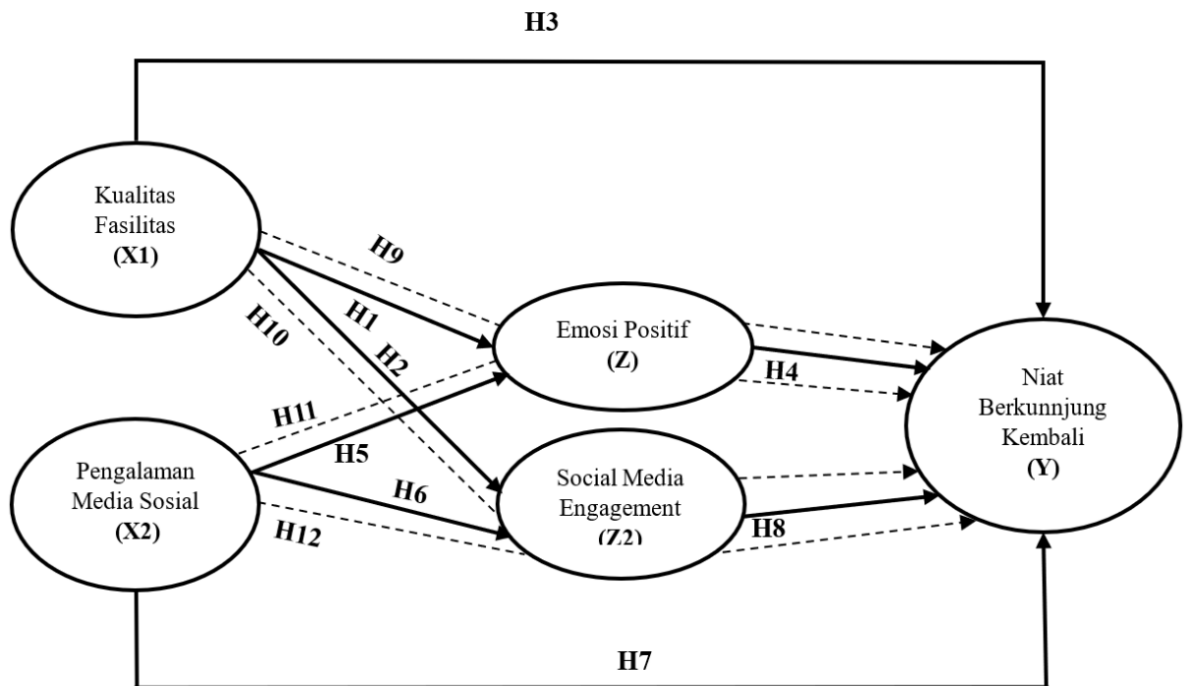


Figure 1. Conceptual Framework

METHODOLOGY

This study used a quantitative approach. According to Creswell (2023), a quantitative approach is a research method that focuses on measuring and numerically analyzing the phenomena under study, with the aim of testing hypotheses by collecting data. Research data were collected using research instruments and analyzed using statistical techniques. The study population consists of tourists who have visited a Surabaya zoo and are active on social media.

The technique employed for sampling was non-probability sampling utilizing a purposive method. The criteria for respondents included individuals

aged 16 and older who had visited the Surabaya Zoo and were active on social media. This research involved a sample size of 207 participants. Measurements of variables were conducted using a five-point Likert scale. Data analysis utilized SmartPLS version 4 software following a variance-oriented Partial Least Squares–Structural Equation Modeling (PLS-SEM) method.

RESEARCH RESULT

Characteristics of Respondents

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	50	24,2%
	Female	157	75,8%
Age	16-20	16	7,7%
	21-30	128	81,2%
	31-40	22	10,6%
	41-50	1	0,5%
Frequency of visits	1 time	40	19,3%
	2-3 time	123	59,4%
	> 3 time	43	21,3%

According to Table 1, The largest portion of participants consisted of females, amounting to 157 individuals (75,8%). Among the respondents, the majority fell within the 21–30 age range, with a total of 128 individuals (81,2%). Regarding visit frequency, most respondents 123 individuals (59,4%) reported visiting 2–3 times.

Measurement Model (Outer Model)

Validity and Reliability Test Results

Table 2. Validity and Reliability Test Results

Variabel	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Facility Quality	0,744-0,792	0,586	0,936	0,944
Sosial media experience	0,732-0,800	0,591	0,937	0,945
Positive Emotions	0,714-0,792	0,560	0,928	0,939
Social Media Engagement	0,726-0,845	0,620	0,944	0,951
Revisiting Intention	0,741-0,812	0,598	0,939	0,947

Based on Table 2, all indicators possess outer loading values exceeding 0.70, thereby satisfying the requirements for convergent validity. Every variable shows AVE values exceeding 0.50, suggesting that the constructs explain over 50% of the variance in their corresponding indicators. The values of Cronbach's alpha and composite reliability for every variable exceed 0.70, indicating that all research constructs are both valid and reliable.

Structural Model (Inner Model)

In this study, a loading factor threshold of 0.7 was used. After data analysis using SmartPLS 4.0, the loading factor results are shown below:

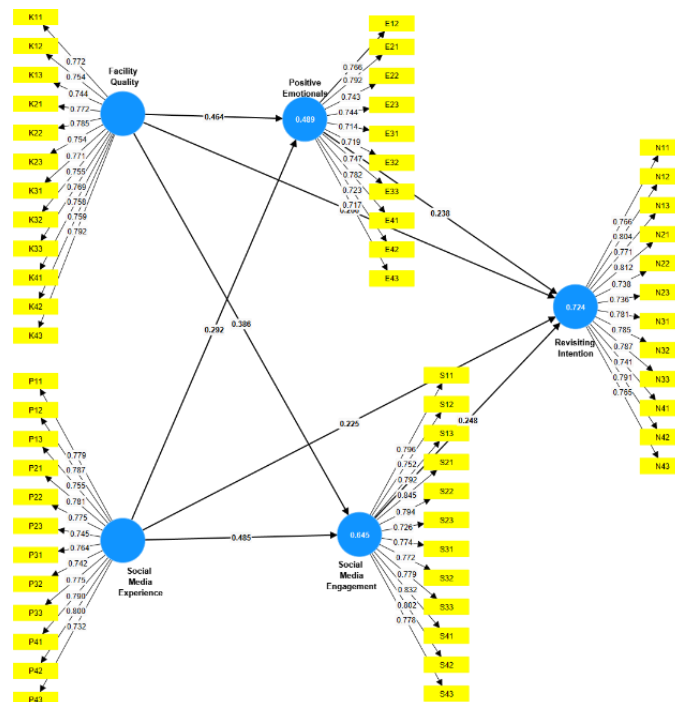


Figure 2. Inner Model

R-Square (R^2)

Table 3. R-Square (R^2) Test Results

Variable	<i>R-square</i> (R^2)	<i>R-square</i> <i>adjusted</i>
Positive Emotions	0,489	0,484
<i>Social Media Engagement</i>	0,645	0,641
Revisiting Intention	0,724	0,719

Based on Table 3, the positive emotions variable R-Square (R^2) value of 0,489 (moderate), suggesting that 48,6% of the variation in this variable is accounted for by the independent variables in the model, while the other 51,10% is affected by additional factors not included in the model. The R-Square (R^2) value for the Social Media Engagement variable is 0.645 (strong), signifying that 64,5% of the variability in this variable is accounted for by the model's independent variables, whereas the remaining 35,50% is affected by external factors not included in the model. The R-Square (R^2) value for the intention to revisit variable was 0,724 (strong), showing that 72,4% of the variation in this variable is explained by the independent variables in the model, with the remaining 27,60% affected by other factors not included in the model.

F-Square (F^2)**Table 4. F-Square (F^2) Test Results**

	Positive Emotions	<i>Social Media Engagement</i>	Revisiting Intention
Facility Quality	0,219	0,217	0,095
Sosial media experience	0,087	0,344	0,068
Positive Emotions			0,104
Social Media Engagement			0,079
Revisiting Intention			

Based on the results of the F-Square (f^2) test in Table 4, facility quality has a moderate effect on positive emotions ($f^2 = 0,219$). Facility quality has a moderate effect on social media engagement ($f^2 = 0,217$), and facility quality has a small effect on the intention to revisit ($f^2 = 0,095$). The social media experience variable had a small effect on positive emotions ($f^2 = 0,087$); social media experience had an effect size of 0,344 on social media engagement, indicating a moderate effect; and the social media experience variable had an effect size of 0.068 on the intention to revisit, indicating a small effect. The effect size for the positive emotions variable on the intention to revisit was 0,104, indicating a moderate effect, and the effect size for the social media engagement variable on the intention to revisit was 0,079, indicating a small effect.

Hypothesis Testing
Direct Effect Testing
Table 5. Results of Direct Effect Testing

	<i>Original sample (O)</i>	<i>T statistic</i>	<i>P values</i>
Facility Quality -> Positive Emotions	0,464	4,533	0,000
Facility Quality -> <i>Social Media Engagement</i>	0,386	4,365	0,000
Facility Quality -> Revisiting Intention	0,238	2,948	0,003
Social Media Experience -> Positive Emotions	0,292	2,917	0,004
Social Media Experience -> <i>Social Media Engagement</i>	0,485	5,025	0,000
Social Media Experience -> Revisiting Intention	0,225	2,233	0,026
Positive Emotions -> Revisiting Intention	0,238	2,948	0,003
<i>Social Media Engagement</i> -> Revisiting Intention	0,248	2,361	0,018

According to Table 5, the direct correlation test indicated that every relationship among the variables had p-values under 0,05 and was thus considered significant. The findings suggest that the quality of the facility and social media experiences affect positive feelings, engagement on social media,

and the likelihood of returning. Furthermore, it was discovered that positive emotions and engagement on social media also impacted the intention to return.

Testing for Mediation

Table 6. Results of the Test for Mediation (Indirect Effect)

	<i>Original sample (O)</i>	<i>T statistics</i>	<i>P values</i>
Facility Quality -> Positive Emotions -> Revisiting Intention	0,111	2,116	0,034
Facility Quality -> Social Media Engagement -> Revisiting Intention	0,096	2,015	0,044
Social Media Experience -> Positive Emotions -> Revisiting Intention	0,070	2,346	0,019
Social Media Experience -> Social Media Engagement Revisiting Intention	0,121	2,009	0,045

Based on Table 6, results from the tests indicate that all mediation relationships exhibit p-values < 0,05, which makes them significant. Positive emotions were identified as significant mediators in the relationship between facility quality and the intention to revisit, along with the connection between social media experience and the intention to revisit ($t = 2,116$ and $t = 2,346$, $p = 0,035$ and $p = 0,019$)

DISCUSSION

The quality of facilities has a significant impact on positive emotions at the Surabaya City Zoo.

The quality of facilities is a factor that can influence visitors' positive emotions during their visit. At the Surabaya City Zoo, clean, comfortable, well-equipped facilities with a well-designed layout can make visitors' experience more convenient. These conditions will create a more enjoyable experience, evoking feelings of joy, satisfaction, enthusiasm, and comfort during the visit. The better the quality of the available facilities, the more it enhances the positive emotions felt when visiting the Surabaya City Zoo. This is in line with the study by Cahyati et al. (2025), which states that a high-quality experience can increase tourist satisfaction. One way to create such a positive experience is through facilities that provide comfort during the visit.

The quality of facilities has a significant impact on social media engagement at the Surabaya City Zoo

Facilities that are clean, comfortable, well-equipped, and well-laid-out not only make the visit more convenient but also create an engaging experience worth sharing on social media. Visitors who are dissatisfied with the available facilities tend to be motivated to upload photos and videos, leave comments, share their experiences, and interact with content posted by the Surabaya City Zoo; these activities ultimately increase social media engagement in the form of likes, comments, shares, and other interactions with the Surabaya City Zoo's social media accounts. In line with Tafesse's (2016) research, which explains that

positive experiences gained by consumers can increase engagement on social media.

The quality of facilities has a significant effect on the revisiting intention at the Surabaya City Zoo

When visitors feel that the facilities provided have met their needs and expectations, they form a positive opinion of the tourist destination. This creates a enjoyable visit experience, motivating visitors to return to the Surabaya City Zoo. The better the quality of the facilities as perceived by visitors, the more likely the Surabaya City Zoo is chosen as a destination for a return visit. In line with the research by Ridolloh et al. (2024), which explains that good destination facilities can increase tourist loyalty, as evidenced, in part, by the desire to return.

Positive emotions have a significant influence on revisiting intention the Surabaya City Zoo

Visitors have an enjoyable experience at the Surabaya City Zoo, they tend to retain positive feelings that can influence their decision to return. These positive feelings not only allow visitors to enjoy their current visit but also create a desire to repeat the same experience on a future occasion. These findings are consistent with the research by Realino et al. (2025), which found that positive emotions play a role in driving tourists' intention to revisit. Experiences that create feelings of joy and comfort increase tourists' tendency to return to the same destination.

Social media experiences have a significant impact on positive emotions among visitors to the Surabaya City Zoo

Through social media, visitors can access a variety of information about the animal collection, facilities, educational activities, and other engaging content shared by the Surabaya City Zoo. The experiences gained from interacting with informative, engaging, and easy-to-understand social media content can evoke feelings of joy, satisfaction, enthusiasm, and comfort. In addition, social media also allows visitors to see the experiences of other visitors, thereby increasing their interest and building positive expectations toward the tourist destination. These findings align with the research by Schoner-Schatz et al. (2021), which found that destination communication via social media can influence tourists' emotions and encourage positive behavioral responses. Furthermore, Wang and Yan (2022) state that the quality of tourism information conveyed through social media can build tourists' trust and foster positive perceptions of the destination.

Social media experience has a significant impact on social media engagement at the Surabaya City Zoo

Experiences gained through engaging social media content can encourage visitors to interact more actively with the Surabaya City Zoo's social media accounts. Visitors who have positive experiences on social media tend to like, comment on, and share content, as well as participate in various other interactive activities. These findings align with the research by Tafesse (2016), which explains that the experiences consumers have on social media are a key factor in shaping and increasing engagement. Furthermore, Dessart et al. (2016) state that consumer engagement is formed through interactive experiences that encourage consumers to actively participate with a brand or organization.

Social media experiences have a significant impact on the intention to revisit the Surabaya City Zoo.

Through social media, visitors can have positive experiences when interacting with social media content, which can increase their interest in the tourist destination. Additionally, engaging and informative content can remind visitors of past experiences, thereby encouraging them to return. This aligns with the research by Wilopo and Nuralam (2025), which found that social media marketing activities influence tourists' revisit intentions.

Social media engagement has a significant impact on the intention to revisit the Surabaya City Zoo

Ongoing interactions on social media such as likes, comments, and content shares allow visitors to stay updated with the latest information. This helps maintain visitors' interest in the Surabaya City Zoo and encourages them to return in the future. This aligns with Akbarina's (2026) research, which shows that social media engagement influences tourists' decisions to visit travel destinations.

Positive emotions mediate the significant effect of facility quality on the intention to revisit the Surabaya City Zoo

Adequate facilities such as comprehensive amenities, maintained cleanliness, and a well-designed layout not only provide convenience for visitors during their visit but also evoke feelings of joy, satisfaction, enthusiasm, and comfort. The positive emotions that arise in response to these facility qualities then encourage visitors to want to revisit the Surabaya City Zoo in the future. This aligns with the research by Prayag et al. (2017), which explains that tourism experiences capable of generating positive emotions influence tourists' behavior after their visit, including the desire to return.

Positive Emotions Mediate the Effect of Social Media Experiences on the Intention to Revisit the Surabaya City Zoo

Social media experiences through engaging information and informative content can evoke feelings of joy, satisfaction, enthusiasm, and comfort. These positive emotions then foster the desire to revisit the destination due to the favorable impression formed of the tourist attraction. Thus, social media experiences not only have a direct influence on the intention to revisit but also exert an influence through the positive emotions that arise in response to the digital experiences visitors have. These findings are consistent with the research by Realino et al. (2025), which explains that positive emotions serve as a mechanism linking tourists' perceived experiences to their intention to revisit.

Social media engagement mediates the influence of facility quality on the intention to revisit the Surabaya City Zoo

Clean, comfortable, and well-equipped facilities can create an engaging experience worth sharing on social media. Visitors who are satisfied with the available facilities tend to be motivated to upload photos and videos, leave comments, share their experiences, and interact with content posted by the Surabaya City Zoo. This can strengthen visitors' connection to the tourist destination and foster a desire to return. Thus, facility quality not only directly increases the intention to revisit but also does so through the increased social media engagement generated by visitors. These findings align with Tafesse's

(2016) research, which states that consumer experiences can boost social media engagement, which in turn fosters a stronger connection with the object of interest.

Social media engagement mediates the influence of social media experiences on the intention to revisit the Surabaya City Zoo

Positive social media experiences such as receiving interesting, relevant, and interactive information through the Surabaya City Zoo's social media channels can encourage visitors to engage more actively in various social media activities. Such engagement can take the form of liking, commenting, sharing content, or following updates published by the Surabaya City Zoo. The higher the level of visitor engagement with the destination's social media, the stronger the bond formed between visitors and the Surabaya City Zoo, thereby fostering the intention to revisit in the future. These findings align with the research by Tafesse (2016), which explains that the experiences users have on social media can increase their level of engagement with a brand or organization.

CONCLUSIONS AND RECOMMENDATIONS

According to the research results and analysis, the conclusions of this study can be condensed as follows: (1) The quality of the facilities positively and significantly influences positive emotions at the Surabaya City Zoo. (2) The quality of the facility positively and significantly influences engagement on social media at the Surabaya City Zoo. (3) The quality of the facility significantly and positively influences the intention to return to the Surabaya City Zoo. Social media experience positively and significantly influences social media engagement at the Surabaya City Zoo. Social media interactions have a notable and beneficial impact on positive feelings at the Surabaya City Zoo. (6) The experience on social media positively and significantly influences the intention to return to the Surabaya City Zoo. Positive emotions influence the relationship between facility quality and the desire to return to the Surabaya City Zoo. Positive emotions influence how social media experiences affect the desire to return to the Surabaya City Zoo. (9) The quality of facilities influences the intention to return to the Surabaya City Zoo through social media engagement. (10) The intention to revisit the Surabaya City Zoo is influenced by social media experience through social media engagement. (11) Positive emotions significantly and positively influence the intention to return to the Surabaya City Zoo. (12) Engagement on social media significantly and positively influences the intention to return to the Surabaya City Zoo.

RESEARCH

The Surabaya City Zoo needs to continue improving the quality of its facilities, particularly in terms of cleanliness, comfort, completeness, and layout, so that visitors can enjoy a better experience. Management also needs to conduct regular evaluations and maintenance of the facilities to ensure visitor comfort and encourage repeat visits. In addition to improving facilities, management needs to optimize social media management by presenting content that is highly informative, engaging, interactive, and aligned with visitors' needs. Activities such as posting educational content about animals, event information, and interactive content, as well as responding promptly to visitors' comments and questions, can increase social media engagement and foster positive emotions, which will ultimately encourage repeat visits.

Future researchers are advised to enhance the research model by integrating more variables that could affect the intention to return, including destination image, service quality, tourist satisfaction, perceived value, and electronic word of mouth (e-WOM). Moreover, the research could broaden its scope to encompass additional tourist destinations, including recreational parks, amusement parks, nature tourism, and educational tourism, to achieve more comprehensive results that serve as a foundation for comparison in grasping the factors affecting tourists' intentions to return to these locations.

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