

**THE INFLUENCE OF AUTHENTICITY AND SOCIAL MEDIA
ON DESTINATION IMAGE AND INTENTION TO VISIT NTT
AMONG TOURISTS IN GREATER JAKARTA**



THESIS

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**THE INFLUENCE OF AUTHENTICITY AND SOCIAL MEDIA
ON DESTINATION IMAGE AND INTENTION TO VISIT NTT
AMONG TOURISTS IN GREATER JAKARTA**

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A THESIS

**Submitted in partial fulfilment of the requirements for the degree of
Bachelor of Business Administration**

CERTIFICATE OF APPROVAL

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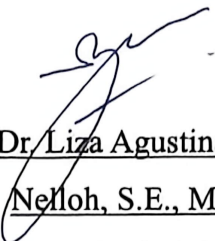
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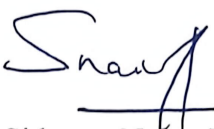
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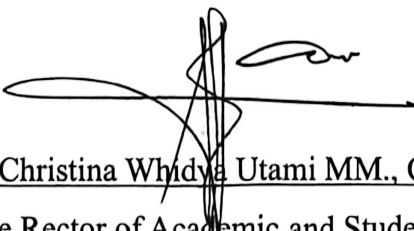
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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Also, this work is being submitted in partial fulfilment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 30 July 2026



Maria Marice Jari

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ABSTRACT

Tourism is a strategic sector contributing to economic growth, making destination image a crucial factor in increasing tourists' intention to visit. Nusa Tenggara Timur (NTT) Province possesses authentic natural and cultural attractions, supported by the growing use of social media for destination promotion. However, limited evidence from Nusa Tenggara Timur, inconsistent empirical findings, and insufficient attention to first-time visit intention highlight the need for further investigation. This study aims to analyse the influence of authenticity and social media on destination image and its impact on visit intentions in Nusa Tenggara Timur Province. This study employed a quantitative approach with an explanatory research design and data collection through a questionnaire survey. A total of 196 respondents who met the research criteria were selected using quota sampling techniques. The data were then analysed using Partial Least Squares, Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 4 software. The results showed that authenticity had a positive and significant effect on destination image. Social media was also shown to have a positive and significant effect on destination image. In addition, destination image had a positive and significant effect on visit intentions. Research findings indicate that authenticity is the most influential factor in shaping destination image compared to social media. The results also indicate that destination image plays a significant role in driving increased tourist intention to visit destinations in Nusa Tenggara Timur Province. This research suggests that destination managers and tourism stakeholders should strengthen destination image by enhancing destination authenticity, encouraging meaningful interactions with local communities, and optimizing social media to communicate authentic tourism experiences, thereby increasing tourists' intention to visit.

Keywords: Authenticity; Social Media; Destination Image; Intention to Visit; Nusa Tenggara Timur.

CHAPTER 1

INTRODUCTION

1.1 Research Background

Tourism drives economic growth and creates jobs, generating revenue for governments worldwide. It also shapes how the world sees a country: its landscapes, its wildlife.

UNESCO recognition amplifies that image. The organization designates World Heritage sites to protect destinations of exceptional value, and Komodo National Park in West Manggarai, Nusa Tenggara Timur, carries that status. The park is also a biosphere reserve and one of the New Seven Wonders of the World (Bahwono et al., 2022). That recognition tells travelers Indonesia's biodiversity is worth the trip. Tourism drives Indonesia's economy. Tourism creates jobs and earns foreign exchange, fueling growth (Mardhani et al., 2021). Indonesia is an archipelago rich in natural and cultural resources, with room to climb in global tourism rankings. Yet in 2022, Indonesia ranked only 32nd worldwide and 4th within ASEAN (Maarif et al., 2023), a wide gap between potential and performance. Part of the problem is concentration: visitors cluster in DKI Jakarta, Batam, and Bali (Supriono et al., 2017), while other destinations with equal appeal draw only a fraction of the crowds they could support.

Greater Jakarta sits at the center of this imbalance. As Indonesia's largest metropolitan area, it supplies a large share of the country's domestic tourists. Dense population, higher incomes, and constant movement between work and leisure make Jakarta residents especially likely to travel (Eria Putri & M Munandar, 2023). The pace of city life pushes people toward recreation and new places, whether for rest or exploration (Eria Putri & M Munandar, 2023). Understanding how these travellers choose destinations matters for building a tourism strategy that spreads visitors more evenly and sustainably across the country.

Nusa Tenggara Timur has strong tourism potential but struggles to attract visitors at a level that would even out Indonesia's tourism distribution (Tantrisna & Hadjon, 2025). The province sits in eastern Indonesia, an archipelago built around natural landscapes, cultural heritage, and a social character unlike anywhere else in the country. Its major islands, Flores, Sumba, Timor, carry savannas, hills, and coastlines that set the region apart from the rest of Indonesia (Toda, 2017). Ikat weaving, traditional rituals, and local customs add to that identity, giving the region's destinations an authenticity beauty alone can't provide. In recent years, Nusa Tenggara Timur (NTT) has begun to be positioned as a strategic region for national development, particularly through strengthening the tourism sector as a regional economic driver (Toda, 2017). Labuan Bajo, which has become one of the country's most popular tourist destinations, is a prime example of this development. Based on the data, the number of tourists visiting Labuan Bajo increased significantly, from 79,948 in 2020 to 142,965 in 2021 and 14,259,574 in 2022 (Pertiwi & Saputra, 2024). This increase reflects the recovery of the tourism sector in the post-pandemic period and demonstrates the increasing attractiveness of the destination both nationally and internationally.

However, a number of research have highlighted various challenges in tourism development in Nusa Tenggara Timur province, including inadequate infrastructure, poor quality public services, and a shortage of workers in the tourism sector (Toda, 2017). These conditions can impact the quality of the tourist experience and the competitiveness of tourist destinations both domestically and internationally. Furthermore, the acceleration of tourism sector development also has the potential to cause social and environmental problems if not managed sustainably (Putu Sudini, 2019). Nusa Tenggara Timur needs physical infrastructure and a destination management strategy that ties the two together. Attracting more tourists and building a favourable reputation depend on effective promotion and sound management of the destination itself (Wulandari, 2025). Tourists now learn about places long before infrastructure catches up, and social media shapes their perceptions before they ever set foot anywhere. On Instagram, TikTok, and YouTube, people scroll through other

travelers' photos and videos and form a picture of a destination before booking a ticket. Exposure to this content accounts for 34.2% of the variance in visit intention (Nabilah et al., 2025). The image social media conveys doesn't always match what tourists find on arrival, and that gap between expectation and reality damages satisfaction and the destination's image (Lumanauw et al., 2025).

The Theory of Planned Behaviour explains tourist behaviour through intention: attitudes toward the behaviour, subjective norms, and perceived control over it shape what someone decides to do (Ajzen, 1991). A tourist's intention to visit a destination follows the same pattern: they evaluate the destination, sense social pressure around the choice, and judge whether they can make the trip happen. Ajzen's framework captures these psychological drivers, and this study builds on TPB to analyse how visit intention forms. Social media reinforces each piece of that framework: it shapes how tourists perceive a place, spreads recommendations and word of mouth that function as social norms, and gives people more confidence that a visit is within reach (Maarif et al., 2023).

Authenticity has also become a focus in tourism research. It shapes how travelers judge a destination's originality; cultural authenticity, direct contact with local communities, and travel experiences that feel less like marketing all strengthen a destination's appeal (Maarif et al., 2023). Social media speeds up how these authenticity narratives spread, carried by the photos, videos, and shared experiences users post (Maarif et al., 2023). Perceived authenticity and social media exposure together should shape destination image, and that image should in turn drive visit intention. Few studies test all these pieces together.

Research on authenticity, social media, destination image, and visit intention tends to isolate one or two variables rather than model them as a system. Kanwel et al. (2019), for instance, examine social media's effect on visit intention without treating authenticity as an independent variable. And research set specifically in NTT remains

scarce (Maarif et al., 2023) leaving room for a study that closes both gaps at once. This study examines destination authenticity, social media influence, and destination image in Nusa Tenggara Timur, and how these factors shape visitor intention. Beyond extending the Theory of Planned Behavior, it aims to give destination managers and local governments concrete recommendations for promotional strategies that are effective, authentic, and built to last.

1.2 Research Problem and Research Gap

1.2.1 Research Problem

Research on social media and authenticity in tourism rarely models all four variables together. Kanwel et al. (2019) look at social media's effect on visit intention but leave authenticity out of the equation. Zhang et al. (2020) treat authenticity as a predictor of satisfaction and loyalty, yet its role in shaping destination image and visit intention stays unclear. And studies grounded specifically in Nusa Tenggara Timur remain scarce (Maarif et al., 2023).

1.2.2 Research Gap

Based on the above information, there are still several research topics that require further investigation.

1. Evidence Gap

Most research on authenticity, social media, destination image, and visit intention centres on Jakarta, Batam, and Bali. Nusa Tenggara Timur, despite dynamics shaped by its own distinct geography and culture, has drawn far less attention.

2. Theoretical Gap

Prior research examines how authenticity and social media drive return intention, not first-time visit intention. First-time visitors make decisions differently than returning ones, and theory hasn't caught up to explain how these variables operate for them.

3. Empirical Gap

Studies disagree on how credible social media is and how strongly it shapes destination perception and travel intention. That disagreement calls for more robust data collected across different conditions.

1.3 Research Questions

With the background and identification of the problems above, the research problems can be carried out as follows:

1. How does authenticity influence the image of NTT Province as a tourist destination?
2. How does social media influence the image of tourist destinations in NTT Province?
3. How does destination image influence intention to visit NTT Province?

1.4 Research Objective

The main objectives of this research are the following three points:

1. To analyse the impact of authenticity on the image of tourist destinations in NTT Province.
2. To analyse the impact of social media on the image of tourist destinations in NTT Province.
3. To analyse the impact of destination image on intention to visit NTT Province.

1.5 Benefits of Research

1. For the Government and Tourism Authority of Nusa Tenggara Timur

This study shows how authenticity and social media shape tourist preferences and destination image across Nusa Tenggara Timur. The provincial government can use these results to sharpen promotion strategies, optimize digital marketing, and build narratives around local culture and nature that ring true. The findings also give policymakers a market-informed basis for shaping sustainable tourism development.

2. For Tourism Industry Stakeholders

Destination managers, hotel owners, travel agents, and local creative economy players can put these findings to work directly. Once stakeholders understand what drives traveller's intention, they can design travel experiences that feel authentic and marketing that matches what social media has already promised travellers.

3. For Tourism Marketing Researchers

This study adds a model to tourism marketing literature that treats authenticity, social media, destination image, and visit intention as a connected system rather than separate variables. It applies planning and behavioural theory to a developing region, Nusa Tenggara Timur, where that theory hasn't been tested before. And it fills a gap previous studies left open.

1.6 Research Process

This section lays out the research process step by step, from design through to answering the study's questions.

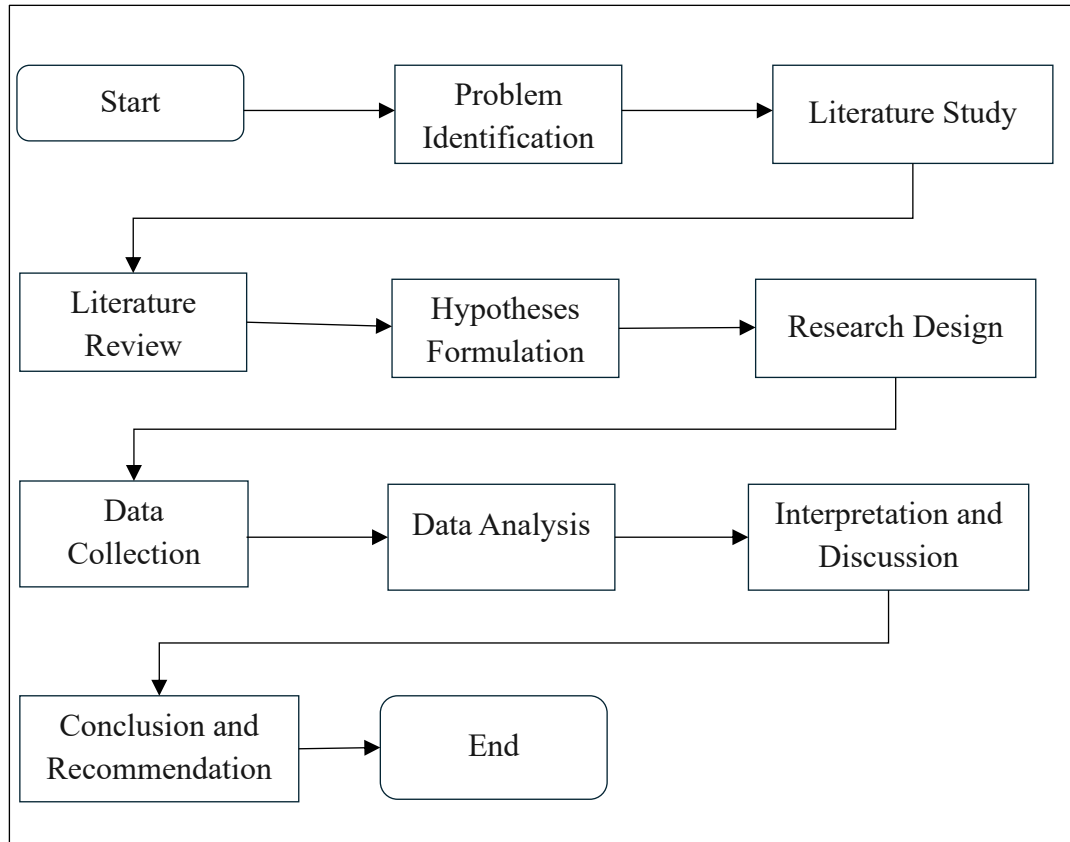


Figure 1. 1 Diagram Research Process

1.7 Research Outline

This thesis is structured into five interrelated chapters, systematically arranged to produce comprehensive conclusions and relevant recommendations. Each chapter is crucial in establishing the research flow, from conceptualizing the problem to reaching the final conclusion. The structure of this paper is as follows:

1. Chapter I: Introduction

This chapter outlines the research. It provides a detailed explanation of the background, problem statement, research objectives, strengths, and writing style. The purpose of this chapter is to provide readers with a basic understanding of the research background, specifically regarding the impact of social media and credibility on visitor intentions and the image of tourist destinations in Nusa Tenggara Timur province.

2. Chapter II: Literature Review

This chapter builds the theoretical foundation for the study, drawing on the Theory of Planned Behaviour, authenticity theory, social media theory, destination image theory, and visit intention theory alongside relevant prior research. Together, these ground the conceptual framework and hypotheses in tested concepts and empirical findings rather than assumption.

3. Chapter III: Research Methodology

This chapter covers the target population and sample, data collection methods, instrument variables, and the analysis techniques used to test the hypotheses, so the study's methods stand up to scrutiny as systematic and scientifically sound.

4. Chapter IV: Research Results and Discussion

This chapter analyses the data collected from participants to answer the research questions and test the hypotheses, then connects those findings back to theory and prior studies.

5. Chapter V: Conclusions and Recommendations

The final chapter presents the conclusions drawn from the analysis in the previous chapters. The research findings are organized to provide concise and systematic answers to the research questions. Furthermore, this chapter offers suggestions for future research to identify aspects and factors not addressed in this study, as well as recommendations that can be implemented by stakeholders such as tourism managers and local governments.

CHAPTER 2

LITERATURE REVIEW

2.1 Theory of Planned Behaviour

Theory of Planned Behaviour (TPB), originally developed by Ajzen (1991), explains that behavioural intention is the primary predictor of actual behaviour. This intention is influenced by three main factors: attitude toward the behaviours, subjective norms, and perceived control over the behaviours (Lange et al., 2012). The function of this theory is to predict and understand human behaviour, as well as identify the motivational factors behind individual decisions (purmanto et al., 2022). The scope of the TPB is quite broad and has been applied in various contexts, including consumer behaviour, online shopping, and digital interactions (Maslim & Andayani, 2023). In tourism research, the TPB is relevant for analysing how tourists' perceptions of destination authenticity, social norms, and perceived control influence visit intentions, and provides a conceptual foundation for understanding the influence of authenticity and social media on destination image and visit intentions. The relationship between variables and the flow of this theory can be seen visually in the following TPB diagram.

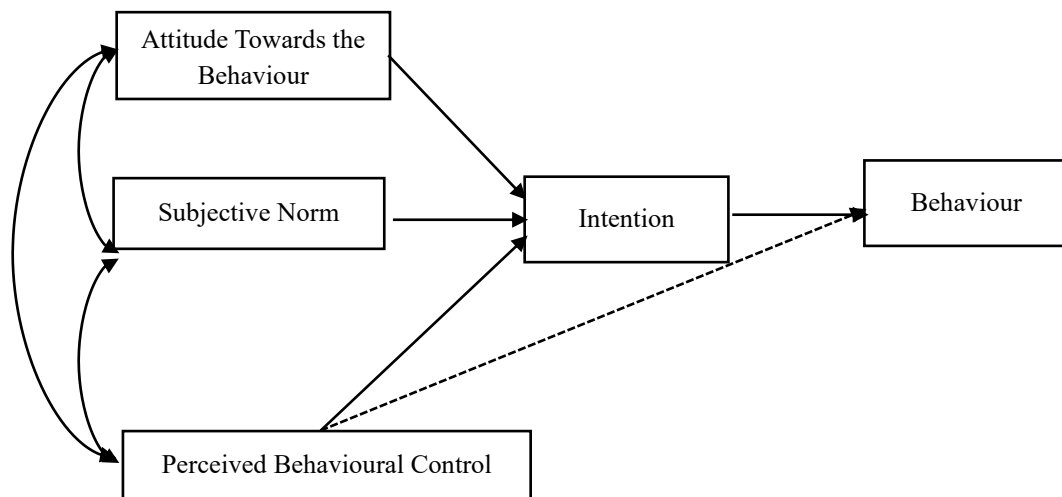


Figure 2.1 Diagram Theory of Planned Behaviour

Source: Maslim & Andayani (2023)

As a further development, this study applies an extended TPB model by integrating electronic word of mouth (e-WOM) variables on social media and destination image to strengthen the model's predictive power on tourists' revisit intentions (Azhar et al., 2022). The integration of these two variables is considered important in the post-pandemic context, considering that tourists tend to rely on digital to mitigate risk information and build positive perceptions of the safety of a destination (Azhar et al., 2022). Empirical research shows that online word-of-mouth reviews on social media significantly influence attitudes, subjective norms, and behavioural control, core concepts of the Theory of Planned Behaviour (TPB), and are important determinants in destination image formation (Azhar et al., 2022). Therefore, this theoretical extension provides a more comprehensive theoretical framework in explaining how the interaction of information on social media and regional image collectively determines tourists' behavioural decisions.

2.2 Concept of Authenticity

Authenticity generally refers to something that is perceived as real, genuine, or true. In academic studies, this concept is not only understood as a characteristic of an object, but also as an assessment given by an audience or individual regarding the authenticity of an entity (McArthur, 2023). Dutton (2003) defines authenticity as judging whether an object or experience is genuinely what it claims to be, and Trilling (1972) frames it the same way: something is authentic when it matches its own claims. Lehman et al. (2017) break authenticity into three parts: consistency between internal values and external expression, conformity to social norms or categories, and connection to an original source or history. Authenticity, then, isn't just a property of the object. It's also how people perceive and recognize that property. Tourism research now treats authenticity as central to how visitors experience a destination. An authentic destination stands apart from others and gives tourists a richer experience for it. Zhang et al. (2020) identify four levels of destination authenticity: constructive, existential, postmodern, and objective. Tourists read authenticity differently: through physical features they can touch, cultural meanings a place has accumulated, or their own personal experience

while traveling. At Borobudur Temple, perceived authenticity has produced memorable visits and pushed tourists toward returning (Riptiono & Rhamdhani, 2026).

Authenticity also builds an emotional connection between tourists and the places they visit, which matters for sustainable tourism development. Tourists find that authenticity in interactions with local culture, traditional architecture, and the community itself. That kind of experience raises satisfaction and builds loyalty to a destination (Candra et al., 2025), and it shapes how visitors choose where to go. Authenticity spans culture, history, and the social interactions tourists have during their visit. For this study, authenticity matters because it drives how tourists form a destination's image and decide whether to visit.

2.3 Concept of Social Media

Social media refers to digital platforms where people can create, share, and interact with various online content. Social media development and Web 2.0 are inextricably linked, namely an internet system that allows active participation of users in creating and disseminating information (Kavitha, 2024). In this context, users not only act as consumers of information, but also as producers of content through what is known as User-Generated Content (UGC) (Kavitha, 2024). Social media gives individuals an interactive space to express their experiences, opinions, and identities in the digital world (Kavitha, 2024).

Credibility shapes how users perceive content on social media as much as the platform itself does. Authenticity here means how closely shared content reflects a user's real experiences and identity (Kavitha, 2024). Content built from personal experience, daily life, and genuine social interaction earns trust and creates closeness among users (Kavitha, 2024). Authenticity on social media also extends beyond representing experience and identity: platforms record and process user activity as well. A platform captures every upload, like, comment, and shared travel photo as digital data (Alaimo

& Kallinikos, 2017). Alaimo and Kallinikos (2017) call this digitization, the conversion of human activity into data that systems can analyse and process.

That conversion runs through the technical structures and algorithms underlying each platform. Digital platforms mediate social interaction by design, so what counts as authentic depends not just on what users spontaneously do but on how the platform organizes and surfaces content to an audience (Alaimo & Kallinikos, 2017). In tourism, social media trends shape how traveller's gather information and form perceptions of a destination. What users share builds a picture of a destination's authenticity (Maarif et al., 2023), reflected in traditional architecture, cultural practices, and firsthand tourist experience (Maarif et al., 2023). Markers of a destination's authenticity shape how tourists evaluate it and whether they want to return (Maarif et al., 2023).

2.4 Concept of Destination Image

Destination image drives how tourists decide where to go (Key & Jan, 2021). It's a tourist's overall impression of a place, built from individual attributes but not reducible to them a holistic picture that forms in the tourist's mind (Key & Jan, 2021). As destinations compete globally, that image becomes strategic: it positions a place and sets it apart from rivals (Key & Jan, 2021). Two factors shape it. External information and promotion pull tourists in, while personal characteristics of the tourist themselves shape how they interpret what they see (Gde Bagus et al., 2022). Destination image itself splits into two components: cognitive, covering knowledge and beliefs about the destination, and affective, covering how tourists feel about it (Gde Bagus et al., 2022). Most prior research leans on the cognitive side, even though the affective side plays an equally complementary role in how tourists evaluate a destination as a whole (Gde Bagus et al., 2022). Wayan et al. (2024) find that destination image drives tourist interest: the more a destination's image aligns with a tourist's own identity, the more likely they are to visit. That makes destination image central to this study, the link connecting authenticity and social media to tourists' intention to visit.

2.5 Concept of Intention to Visit

Visit intention predicts what tourists actually do: whether they travel to a destination, and when. It captures an individual's willingness to go somewhere within a given timeframe, and tourism researchers use it to understand what shapes a traveler's choice before they book anything. Prior opinions, experience, and knowledge about a destination all feed into it, which makes visit intention central to any marketing strategy. Herstanti et al. (2023) find that social media marketing rarely moves visit intention directly the effect runs through intermediary variables in the decision process instead. Destination awareness and perceived value both push visit intention up, while destination image and attitude toward it show no effect through this pathway (Herstanti et al., 2023). What tourists know about a place and what they expect to gain from visiting matter more than how they feel about its image.

Other work ties visit intention to satisfaction, natural and cultural attractions, and perception of the destination (Keni & Winata, 2023). Destination quality works indirectly on visit intention through satisfaction, rather than moving it directly (Keni & Winata, 2023). Image and attractiveness move visit intention directly, and satisfaction strengthens the link between quality during the visit and destination image (Keni & Winata, 2023). A good experience builds the desire to return.

Sabiote-Ortiz et al. (2024) trace how this shifted around the pandemic. Before mass vaccination, perceived safety, affective image, and the drive to avoid risk drove visit intentions. After vaccination, the picture broadened: cognitive and affective image and a wider range of travel motivations all came into play. Self-efficacy in information literacy factors into this too, shaping destination image, which then shapes visit intention (Sabiote-Ortiz et al., 2024). Visit intention, in short, moves with external conditions and with how tourists read risk and information at a given moment.

2.6 Previous Studies

The table below lists several past papers found through a literature search on Google Scholar and Consensus that served as theoretical foundations and references for the research and development of this study. The table includes information on the authors, titles, research variables, including independent (IV) and dependent (DV) variables, methods used, and research findings.

Table 2. 1 List of Previous Studies

Author	Title	Variables	Methods	Results
Zhang et al. (2019)	Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience	IV: Authenticity DV: Quality, Satisfaction, Loyalty	Field study in Shunde, China	The authenticity of local food has been shown to be a key driver in increasing tourists' perceptions of quality, satisfaction, and loyalty in the culinary tourism sector.
Zheng et al. (2023)	The Influence Mechanism and Measurement of Tourists' Authenticity Perception on the Sustainable Development of Rural Tourism	IV: Authenticity Perception Med: Place Attachment DV: Tourism Sustainability	Qualitative study (selective coding) in China	Tourists' perception of authenticity strengthens emotional attachment to place (place attachment), which significantly supports the sustainability of rural tourism.
Liang & Lai (2022)	Tea tourism: Designation of origin brand image, destination image, and visit intention	IV: DO Brand Image Med: Destination Image DV: Visit Intention	Survey of 311 respondents in China	Destination image has been shown to mediate the relationship between the brand image of local products (tea) and tourists' intention to visit the area of origin of the product.

Author	Title	Variables	Methods	Results
Yani et al. (2024)	The Importance of Destination Image and Tourist Self-Congruity in Increasing Intention to Visit	IV: Destination Image Med: Self-Congruity DV: Visit Intention	Survey of 397 Gen Y & Z in Bali (SEM-PLS)	Self-congruity acts as a mediator that strengthens the influence of destination image on visiting intentions among young generation tourists.
Riptiono & Rhamdhani (2026)	Understanding the Authenticity, Experience, Satisfaction Nexus to Enhance Revisit Intention in Heritage Sites	IV: Authenticity Med: Memorable Experience, Satisfaction DV: Revisit Intention	Survey of 471 tourists in Borobudur (SEM-AMOS)	Authenticity (objective, constructive, and existential) positively enhances memorable experiences and satisfaction which drives revisit intentions.
Candra et al. (2025)	Destination authenticity: Investigating the mediating role of tourist satisfaction and loyalty	IV: Destination Authenticity Med: Tourist Satisfaction DV: Tourist Loyalty	Survey of 620 respondents in West Sumatra (SEM-PLS)	Destination authenticity has a significant influence on tourist loyalty, both directly and through the mediation of tourist satisfaction.
Ma'arif et al. (2023)	The authenticity and social media effect on revisit intention mediated by destination image	IV: Authenticity, Social Media Med: Destination Image DV: Revisit Intention	Survey of 250 respondents in Gianyar (SEM-PLS)	Destination image proved to be an effective mediation channel in linking the influence of authenticity and social media activity on revisit intention.
Zhang et al. (2020)	Sustainability of Heritage Tourism: A Structural Perspective from	IV: Cultural Identity	SEM analysis in Suzhou Kunqu Opera tourism	Cultural identity has a positive and significant influence in driving tourists' consumption

Author	Title	Variables	Methods	Results
	Cultural Identity and Consumption Intention	DV: Consumption Intention		intentions for cultural heritage tourism products.
Kanwel et al. (2019)	The Influence of Destination Image on Tourist Loyalty and Intention to Visit: Testing a Multiple Mediation Approach	IV: Destination Image Med: e-WOM, Satisfaction DV: Loyalty, Visit Intention	Survey of 780 tourists in Pakistan	A positive destination image simultaneously increases satisfaction and electronic word of mouth (e-WOM) which impacts loyalty and return intentions.
Yumna & Roostika (2023)	The influence of destination awareness, destination image, and perceived quality on Indonesian TikTok users' visiting intention	IV: Dest. Awareness, Dest. Image Med: Perceived Quality DV: Visit Intention, Brand Engagement	Online survey of 225 TikTok users (PLS-SEM)	Destination awareness and image built through TikTok content enhance tourists' perceptions of quality, which then triggers intention to visit.

2.7 Hypothesis Development

2.7.1 The Influence of Authenticity on Destination Image

This study defines authenticity as how tourists perceive a destination's genuineness across culture, environment, and the experiences it offers (Candra et al., 2025). Tourists seek this out because it breaks from daily life, offering something their routine doesn't (Candra et al., 2025). Perceived authenticity shapes how tourists evaluate a destination, and that evaluation becomes the destination's image (Li & Li, 2022). Li and Li (2022) find that authenticity builds positive perceptions of a destination and increases tourist trust, and Rasoolimanesh et al. (2021) add that authenticity strengthens perception enough to form a strong destination image on its own. The pattern across this research holds: the more authentic a destination feels to tourists, the more positive its image. Nusa Tenggara Timur, known for its culture and natural beauty, depends on that authenticity to build a strong tourism image. Therefore, this study proposes the following hypothesis:

H1: Authenticity has a positive and significant effect on destination image in NTT Province.

2.7.2 The Influence of Social Media on Destination Image

Social media ranks among the most important sources tourists use to research and evaluate destinations. Text, images, and video across digital platforms shape how tourists perceive a place before they arrive (Ahmad et al., 2025). Information shapes perception and attitude in general (Ahmad et al., 2025), and in tourism, social media shapes destination image through user-generated content and how destinations manage their own online presence (Sultan et al., 2021). Tran and Rudolf (2022) find that social media shapes destination image through the quality of information shared and the interactions it generates, and that visual content shapes both the cognitive and emotional sides of that image. This research shows information spread through social media shapes how tourists perceive a destination. For Nusa Tenggara Timur's digital

tourism development, that makes social media central to building a positive image. This study proposes the following hypothesis:

H2: Social media has a positive and significant effect on destination image in NTT Province.

2.7.3 The Influence of Destination Image on Intention to Visit

This study defines destination image as a tourist's overall perception of a place, built from multiple sources and experiences, spanning both cognitive knowledge and emotional feeling (Yuan & Nyen Vui, 2023). Both dimensions factor into how tourists decide where to go. The Theory of Planned behaviour treats intention as the key driver of behaviour (Ajzen, 1991), and in tourism, a positive destination image builds a positive attitude toward that destination, which raises intention to visit (Kanwel et al., 2019). Kanwel et al. (2019) find destination image affects visit intention both directly and through other variables like perceived value, and Wei et al. (2024) confirm that a positive image raises the odds a tourist actually visits. A strong image, in short, drives intention to visit. For Nusa Tenggara Timur, that image is what pulls in domestic and international tourists alike. Therefore, this study proposes the following hypothesis:

H3: Destination image has a positive and significant effect on intention to visit in NTT Province.

2.8 Research Framework

This research framework explains the relationship between the variables studied, with authenticity and social media as independent variables, destination image as a mediating variable, and visit intention as the dependent variable. This study hypothesizes that authenticity and social media influence destination image. Perceptions of destination authenticity and information obtained through social media play a significant role in shaping destination image in the minds of tourists. Furthermore, destination image influences visit intention, which is a form of tourist visit intention. The relationship between the variables in this study is shown in Figure 2.2.

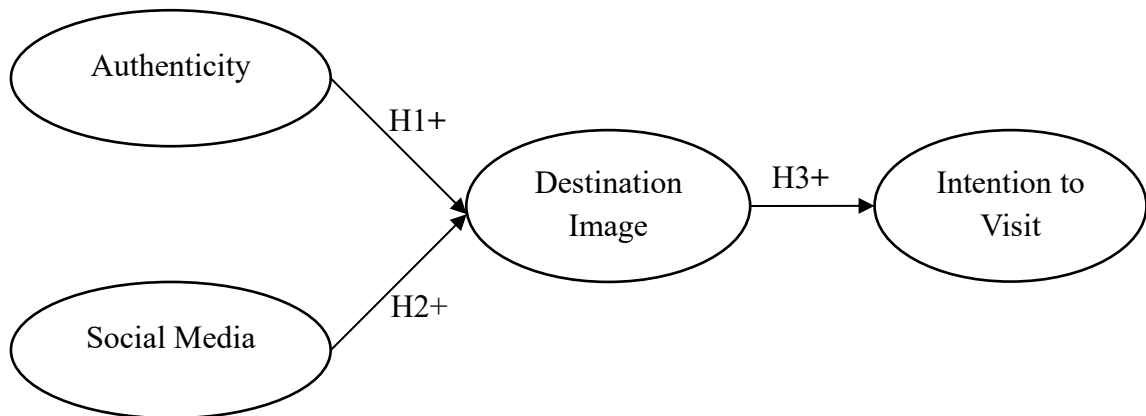


Figure 2.2 Theoretical framework

Source: Modified from (Maarif et al., 2023)

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

This study takes a quantitative approach, measuring variables numerically and testing hypotheses through statistical analysis (Maarif et al., 2023) to produce objective, measurable results on tourist behaviour and perception. The research is descriptive: it tests causal relationships between independent and dependent variables through hypothesis testing (Zhang et al., 2020), going beyond describing the phenomenon to verify how the variables connect. That combination fits a study built to analyse influence between variables. The study investigates how authenticity and social media affect destination image and visit intention in Nusa Tenggara Timur. Data collection runs through a questionnaire survey, where respondents answer a set of structured questions (Maarif et al., 2023); this study uses that method because it reaches a large number of respondents efficiently. The study also uses a cross-sectional design, collecting data at a single point in time rather than through repeated observation (Maarif et al., 2023). This design identifies relationships between variables quickly, without sacrificing the quality of the analysis.

3.2 Population and Sample

The target population for this study consisted of residents aged 18-55 living in the Greater Jakarta area, including Jakarta, Bogor, Depok, Tangerang, and Bekasi, representing Generation Z, Generation Y (Millennials), and Generation X. The target population refers to all groups of individuals who have characteristics relevant to the research objectives (Kanwel et al., 2019). This study selected the Greater Jakarta area because it is the largest tourism market in Indonesia and a primary target for national tourism promotion campaigns. The area's high level of social media usage also supports the validity of research investigating how social media affects the image of and intention to visit tourist destinations. This target population can represent the perceptions and behaviours of potential tourists toward tourist destinations in the

province of Nusa Tenggara Timur (Maarif et al., 2023). Based on these demographic characteristics, respondents participating in this study must meet the following criteria.

1. Domiciled in the Greater Jakarta area.
2. Aged 18-55 years.
3. Actively use social media.
4. Have an interest in tourism activities in NTT.

This study used a non-probability sampling technique through the quota sampling method (Futri, Risfandy, & H. Ibrahim, 2022). In quota sampling, researchers determine the number of respondents required for each subgroup before data collection begins (Subhaktiyasa, 2024). Respondents within each quota were selected non-randomly based on their availability and suitability to the established research criteria. In determining the sample size, this study refers to the guidelines of Hair et al. (2021) in Partial Least Squares Structural Equation Modeling (PLS-SEM). Based on 10-times rule, the minimum sample size is determined by multiplying the number of research indicators (18 indicators) by a factor of 10, so that a minimum target of 180 respondents is obtained. The sample size is considered sufficient to support the PLS-SEM analysis process and produce more reliable estimates of the relationships between variables.

After determining the sample size, the number of respondents for each region was allocated using a proportional allocation formula based on the population distribution of each region. This calculation aims to determine the number of respondents to be collected from each region according to the population ratio of each region, without changing the characteristics of the allocation sampling method, which is a non-probability sampling method (Futri, Risfandy, & H. Ibrahim, 2022).

$$n_i = \left(\frac{N_i}{N} \right) \times n$$

Where:

n_i = sample quota for region i

N_i = population of region i

N = total population of all selected regions

n = total sample size (from 10 times rule)

Table 3. 1 Population Distribution and Sample Quota

Region	Population	Calculation	Results (ni)	Sample Quota (With rounding up)
Jakarta	10,684,900	$(10,684,900 \div 18,512,724) \times 180$	103.89	104
Bogor	1,083,776	$(1,083,776 \div 18,512,724) \times 180$	10.54	11
Depok	2,167,961	$(2,167,961 \div 18,512,724) \times 180$	21.09	21
Tangerang	1,927,815	$(1,927,815 \div 18,512,724) \times 180$	18.74	19
Bekasi	2,648,272	$(2,648,272 \div 18,512,724) \times 180$	25.74	26
Total	18,512,724	—	180.00	181

Source: Badan Pusat Statistik (BPS)

As presented in the table, the population data used in this study was obtained from Badan Pusat Statistik (BPS), indicating a total population of 18,498,759 people in the five regions included in this study. The population distribution consisted of 10,684,900 people in Jakarta (Badan Pusat Statistik Provinsi DKI Jakarta, 2026), 1,083,776 people in Bogor (Badan Pusat Statistik Kota Bogor, 2026), 2,167,961 people in Depok (Badan Pusat Statistik Kota Depok, 2026), 1,927,815 people in Tangerang (Badan Pusat Statistik Kota Tangerang, 2026), and 2,648,272 people in Bekasi (Badan Pusat Statistik Kota Bekasi, 2026). Through this approach, the distribution of respondents is expected to represent the population composition in each region, thus supporting the representativeness of the sample in the study.

3.3 Data Collection Techniques

This study relies on primary data collected directly from respondents (Maarif et al., 2023), which lets the research target the variables it needs and produce results specific to those variables. Data collection ran through an online survey on Google Forms, a set of written questions respondents answer directly (Saádi, 2025); this study chose that method for its efficiency, flexibility, and reach across a wide range of respondents. The survey instrument draws its indicator variables from relevant prior research, which grounds its validity and reliability (Saádi, 2025). We adapted each item's wording to fit the survey context and make it easier for respondents to understand. Respondents rated items on a 1-to-5 Likert scale, a standard tool in social surveys for gauging attitudes and perceptions (Saádi, 2025), which converts their answers into quantitative data ready for statistical analysis.

We distributed the questionnaire across social media platforms to reach respondents matching our survey criteria, screening each respondent with preliminary questions first to keep the data relevant to the research objectives. We also followed standard research ethics: respondents received information about the survey's purpose, and we treated their data confidentially, using it only for academic purposes (Kanwel et al., 2019). By keeping that commitment, we preserved respondents' trust and the reliability of our results.

3.4 Variables & Measurement

This study examines four variables: two independent variables (authenticity, X1, and social media, X2), one intervening variable, namely destination image (Z) and one dependent variable (Y). The research model treats these as a connected system, examining their relationships simultaneously, so each variable needs a clear operational definition, one that specifies how to measure it and makes it open to observation and empirical testing (Iba et al., 2024). That definition keeps measurement consistent and structured across the study.

The index for each variable comes from prior research on the topic, chosen to strengthen construct validity and ensure each measure has already been empirically validated (Iba et al., 2024). We adapted the index to fit this study's context and research subjects. All variables were measured on a 1-to-5 Likert scale gauging agreement with each item (Maarif et al., 2023), which converts responses into data ready for quantitative analysis of the relationships between variables. The table below details these measurements:

Table 3. 2 Variables & Measurement

Variables	Definition	Dimension	Code	Items	Scale
Authenticity (T. Zhang et al., 2019) (Zheng et al., 2023)	Tourist perceptions of the level of authenticity of experiences, culture and environment of tourist destinations	Existential Authenticity	EA1	I feel that visiting NTT tourist destinations will provide inner peace.	Likert Scale 1-5
			EA2	Traveling to NTT makes me feel closer to pure nature.	Likert Scale 1-5
			EA3	I believe the experience in NTT can help me find new enthusiasm.	Likert Scale 1-5
		Objective Authenticity	OA1	I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	Likert Scale 1-5
			OA2	I believe that traditional clothing in NTT reflects authentic local culture.	Likert Scale 1-5
			OA3	I believe that tourist destinations in NTT will still maintain their original form.	Likert Scale 1-5
		Constructive Authenticity	CA1	I expect interactions with local residents in NTT to feel genuine.	Likert Scale 1-5

Variables	Definition	Dimension	Code	Items	Scale
			CA2	I consider traditional ceremonies in NTT to be a living tradition of the local people.	Likert Scale 1-5
			CA3	I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	Likert Scale 1-5
Social Media (Y. Wei et al., 2025) (Don Charles et al., 2024) (Hasan et al., 2025)	Perceptions of the role of social media in shaping information and the attractiveness of tourist destinations		SM1	I feel the information about NTT destinations on social media is very accurate.	Likert Scale 1-5
			SM2	I think that the social media managers of NTT tourism are responsive to questions.	Likert Scale 1-5
			SM3	I easily find real experiences of tourists in NTT through social media.	Likert Scale 1-5
Destination Image (Tavitiyaman et al., 2021)	Overall perception of tourists towards a tourist destination		DI1	I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape	Likert Scale 1-5
			DI2	In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed	Likert Scale 1-5
			DI3	I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur	Likert Scale 1-5

Variables	Definition	Dimension	Code	Items	Scale
Intention to Visit (Liang & Lai, 2023)	The level of individual desire to visit a tourist destination		ITV1	I plan to visit tourist destinations in NTT in the near future.	Likert Scale 1-5
			ITV2	I will make NTT my top priority for my next holiday destination.	Likert Scale 1-5
			ITV3	I am willing to recommend NTT to others as a must-visit place.	Likert Scale 1-5

3.5 Data Analysis Techniques

Data analysis in this study runs through Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS software, a variance-based multivariate technique built for examining relationships between latent variables in complex research models (Nurhalizah et al., 2024). PLS-SEM handles a large number of variables without requiring strict normal distribution assumptions, and it works well with the relatively limited sample size this study uses (Nurhalizah et al., 2024), which makes it the right fit here. The steps that follow lay out the analysis in detail.

3.5.1. Descriptive Analysis

The first step is descriptive analysis, which aims to provide an overview of respondent characteristics and the distribution of responses to survey variables (Setiawan & Eko Prasetyo Utomo, 2024). This analysis includes demographic information such as age, gender, and social media usage. Thus, descriptive analysis provides an initial understanding of respondent profiles and data patterns before conducting more detailed analysis.

3.5.2. Measurement Model (Outer Model)

After descriptive analysis, the study validates the measurement model, or external model, which examines how latent variables relate to their indicators and checks whether the research instrument meets validity and reliability criteria (Nurhalizah et al., 2024). This step comes before the structural model, which the study uses to examine relationships between variables. External model validation includes:

1. Convergent Validity.

Convergent validity measures how well indicators within the same construct relate to each other and explain that construct (Irfan & Sulaiman, 2020). Researchers test this through external factor loadings, with a recommended threshold of 0.70 or higher, though exploratory studies can accept values between 0.50 and 0.70 (Irfan & Sulaiman, 2020). Average variance extracted (AVE) provides a second check: a minimum of 0.50 means the construct explains at least half the variance in its indicators (Irfan & Sulaiman, 2020).

2. Discriminant Validity.

Discriminant validity confirms that each construct in the model stands apart from the others (Henseler et al., 2015). The Fornell-Larcker criterion tests this by comparing the correlation between constructs against the square root of their AVE. Cross-loading offers a second test: a construct's loading on its own indicators must exceed its loading on any other construct's indicators (Henseler et al., 2015).

3. Reliability Test.

Reliability testing measures internal consistency among the indicators within a construct (Nurhalizah et al., 2024), checked through composite reliability (CR) and Cronbach's alpha, both recommended at 0.70 or higher. Composite reliability holds an edge in PLS-SEM because it doesn't assume indicators carry equal weight (Nurhalizah et al., 2024). A high reliability value means a construct's indicators measure it consistently.

3.5.3. Structural Model Evaluation (Inner Model)

Once the measurement model holds up as valid and reliable, the study moves to the structural model, or inner model, which examines relationships between latent variables and tests how well the model explains the phenomenon under study (Haji-Othman & Yusuff, 2022). This step matters directly: it's where the research hypotheses get tested. Structural model validation includes the following:

1. Coefficient of Determination (R^2)

R^2 measures how well an independent variable explains variation in the dependent variable (Dukalang, 2020), with 0.75 marking a strong correlation, 0.50 moderate, and 0.25 weak. A higher R^2 , in short, means stronger predictive power.

2. Variance Inflation Factor (VIF)

Multicollinearity testing checks the variance inflation factor to rule out excessive correlation among independent variables (Kyriazos & Poga, 2023). A VIF below 5 signals the model isn't multicollinear and is ready for further analysis.

3. Significance Test (Bootstrapping)

Hypothesis testing uses bootstrapping, a resampling technique that yields path coefficients, t-statistics, and p-values (Prasetyo & Artikel, 2026). Path coefficients show the direction and strength of a relationship between variables positive values move together, negative values move opposite. This study applies a one-tailed test, so a hypothesis holds as significant when its t-statistic exceeds 1.645 and its p-value falls below 0.05 at the 5% significance level. These thresholds decide whether each hypothesis gets accepted or rejected.

4. Effect Size f^2

Effect size (f^2) captures how much an exogenous variable contributes to an endogenous variable within the structural model. Cohen's (1988) benchmarks classify 0.02 as small, 0.15 as medium, and 0.35 as large (Changalima & Chuwa, 2026).

5. Importance-Performance Map Analysis (IPMA)

IPMA extends PLS-SEM by mapping the importance and performance of each indicator against a target variable, surfacing variables that matter a lot but perform poorly, so improvement efforts can focus their first (Teeluckdharry et al., 2024). Here, IPMA identifies which variables matter most for building visit intention and how each performs within the study sample.

CHAPTER 4

FINDING, ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

This chapter presents the results of the data analysis from questionnaires that met the research criteria. Data collection ran from May 5 to June 8, 2026, through Google Forms. The 10-times rule set a minimum sample size of 180 respondents. The survey collected 200 responses, and screening against the study's criteria removed 4 that didn't qualify, leaving 196 valid responses for the sample, 16 more than the minimum target set by the 10x rule. The response rate, calculated as $196/200 \times 100\%$, came out to 98%, a high figure.

With the sample confirmed sufficient, the analysis proceeds through SmartPLS 4 in four steps: descriptive respondent analysis, measurement model analysis, structural model analysis, and hypothesis testing. Descriptive analysis covers respondent selection criteria, respondent profiles and characteristics, and descriptive statistics for each variable authenticity, social media, destination image, and visit intention giving an initial read on data trends before the study moves to the measurement and structural model stages.

4.2 Respondent Screening Criteria

Every respondent had to clear certain selection criteria before completing the questionnaire, so the data collected would stay relevant to the target group and useful for the study's objectives. Four criteria applied: residing in the Jakarta metropolitan area, falling between 18 and 55 years old, actively using social media, and expressing interest in visiting Nusa Tenggara Timur (NTT). Respondents who missed any of these were screened out through questions placed at the start of the questionnaire, and only those who passed moved on to the next section. From there, respondents reported demographic details, gender, age, residence, occupation, and monthly income. The following subsections present the analysis of these characteristics.

4.2.1 Respondent Profile

This section presents the demographic profile of the respondents who participated in this survey. After data screening, a total of 196 valid responses were analysed. The respondent profiles provide an overview of the characteristics of the survey participants, including gender, age, residence, education level, occupation, monthly expenditure, and frequency of social media use. These characteristics explain the sample composition and provide background information for interpreting the survey results in subsequent analysis.

4.2.1.1 Gender

Based on Table 4.1, the majority of participants in this study were female, totalling 115 (58.67%). Conversely, there were 81 males (41.33%). These results indicate that the majority of participants in this study were female.

Table 4. 1 Respondent Profiles - Gender

Gender	Frequency (n)	Percentage (%)
Female	115	58.67%
Male	81	41.33%
Total	196	100.00%

Sources: Data Processing Results (2026)

4.2.1.2 Age

According to Table 4.2, the majority of respondents in this survey were between 18 and 25 years old, with 112 people (56.3%). The second largest group was 26-35 years old with 56 people (28.4%), followed by 36-45 years old (9.6%), 46-55 years old (3.0%), and 56 years and above with 4 people (2.0%). These results indicate that the majority of respondents were between 18 and 25 years old. This indicates that this survey was dominated by young people, who are generally active users of social media and are the age group with the highest interest in tourism activities.

Table 4. 2 Respondent Profiles - Age

Age	Frequency (n)	Percentage (%)
18-25 years	111	56,3%
26-35 years	56	28,4%
36-45 years	19	9,6%
46-55 years	6	3,0%
> 56 years	4	2,0%
Total	197	100%

Sources: Data Processing Results (2026)

4.2.2.3 Domicile

Based on Table 4.3, the sampling quota for each residential area was determined using the quota sampling method, and the quota distribution was adjusted to the population size of each area in the Jakarta metropolitan area. Looking at the number of respondents from each area, Jakarta had the largest number with 69 people (35.2%), followed by Bogor with 40 people (20.4%), Tangerang with 38 people (19.3%), Bekasi with 34 people (17.3%), and Depok with 15 people (7.6%). Although the number of respondents collected from each residential area did not fully meet the initial quota, the overall distribution of respondents represented all target areas in the Jakarta metropolitan area. This indicates that respondents were obtained from all target residential areas during the data collection process, and Jakarta was the area with the largest number of respondents in the sample distribution.

Table 4. 3 Respondent Profiles - Domicile

Domicile	Sample Quota	Respondents' Realization	Percentage (%)
Jakarta	104 respondents	69	35,2%
Bogor	10 respondents	40	20,4%
Tangerang	21 respondents	38	19,3%
Bekasi	19 respondents	34	17,3%
Depok	26 respondents	15	7,6%
Total	180 respondents	196 respondents	

Sources: Data Processing Results (2026)

4.2.2.4 Educational Background

Based on Table 4.4, the majority of respondents in this survey had a high school/junior high school/high school/equivalent education level, namely 89 people (45.41%). Of these, 70 people (35.71%) had a bachelor's degree (S1), followed by 18 people (9.18%) with a diploma (D3), 16 people (8.16%) with a bachelor's degree (S2/S3), 2 people (1.02%) with a high school diploma, and 1 person (0.51%) with an elementary school diploma. These results indicate that the majority of respondents had at least a secondary education or equivalent, namely a bachelor's degree (S1). This indicates that the respondents in this survey were mostly people with a secondary education or higher, and that they were generally proficient in using social media and information about tourist destinations.

Table 4. 4 Respondent Profiles - Educational Background

Last Level of Education	Frequency (n)	Percentage (%)
Elementary School	1	0,51%
Junior High School	2	1,02%

Senior High School or equivalent	89	45,41%
Associate Degree	18	9,18%
Bachelor's Degree	70	35,71%
Master's/Doctoral Degree	16	8,16%
Total	196	100,00%

Sources: Data Processing Results (2026)

4.2.2.5 Occupation

Based on Table 4.5, the majority of respondents in this survey, namely 112 people (57.14%), were students. Of these, 58 respondents (29.59%) worked in private companies, followed by 18 individuals/entrepreneurs who worked alone (9.18%). Other respondents included NGO staff (3 people, 1.53%), freelancers (2 people, 1.02%), and staff, lecturers, or researchers in the ASN/PNS/TNI/POLRI (1 person, 0.51%). These results indicate that the survey was conducted by university students, who largely reflect the age range of the respondents, which is between 18 and 25 years old. In other words, young people are the largest group of respondents in this survey, and they generally have high levels of social media usage, indicating that they have the potential to be a key target market for the tourism industry.

Table 4. 5 Respondent Profiles - Occupation

Work	Frequency (n)	Percentage (%)
Student	112	57,14%
Private Employee	58	29,59%
Entrepreneur (Self-Employed/Businessman)	18	9,18%
NGO Staff	3	1,53%

Freelancer	2	1,02%
Government Employee (ASN/PNS/TNI/POLRI)	1	0,51%
Lecturer	1	0,51%
Researcher	1	0,51%
Total	196	100,00%

Sources: Data Processing Results (2026)

4.2.2.6 Monthly Expenses

According to Table 4.6, the majority of respondents in this survey spend between 2,000,001 and 5,000,000 rupees per month, representing 80 people (40.82%). In addition, 77 people (39.29%) spend less than 2,000,000 rupees per month, followed by 20 respondents (10.20%) who spend between 5,000,001 and 10,000,000 rupees per month. On the other hand, 13 respondents (6.63%) spend more than 15,000,000 rupees per month, and 6 respondents (3.06%) spend between 10,000,001 and 15,000,000 rupees per month. These results indicate that the majority of respondents spend less than 5 million rupees per month. These characteristics are consistent with the profile of the respondents, most of whom were students or aged between 18 and 25, and therefore reflect a level of spending that is appropriate to the economic circumstances of the respondents in this survey.

Table 4. 6 Respondent Profiles - Monthly Expenses

Monthly Expenses	Frequency (n)	Percentage (%)
< Rp. 2,000,000	77	39,29%
Rp. 2,000,001 - Rp. 5,000,000	80	40,82%
Rp. 5,000,001 - Rp. 10,000,000	20	10,20%

Rp. 10,000,001 - Rp. 15,000,000	6	3,06%
> Rp. 15,000,000	13	6,63%
Total	196	100,00%

Sources: Data Processing Results (2026)

4.2.2 Respondent Behaviours

This section describes respondents' travel experiences and tourism-related habits. This includes travel frequency, preferred form of tourism, most frequently used mode of transportation, travel companions, average trip duration, travel expenditure, frequency of access to Nusa Tenggara Timur (NTT)-related content, most frequently used social networking platforms for accessing tourism information, and primary sources of travel information. These characteristics are important in the context of this study and help provide a deeper understanding of travel habits and information-seeking habits.

Table 4. 7 Respondent Behaviours

Characteristics	Sample (N)	Percentage (%)
Travel Frequency (per year)		
Never	8	4.1%
1-2 times	126	64.0%
3-5 times	50	25.4%
More than 5 times	13	6.6%
Preferred Type of Tourism		
Nature Tourism	92	46.7%
Cultural Tourism	55	27.9%

Characteristics	Sample (N)	Percentage (%)
Culinary Tourism	37	18.8%
Religious Tourism	10	5.1%
Nature & Culinary	1	0.5%
Mixed Tourism	1	0.5%
All Types	1	0.5%
Most Frequently Used Transportation		
Train	70	35.5%
Airplane	46	23.4%
Private Car	40	20.3%
Bus	38	19.3%
Ship	1	0.5%
Public Transportation	1	0.5%
All Transportation Modes	1	0.5%
Travel Companion		
Friends	81	41.1%
Family	78	39.6%
Alone	29	14.7%
Partner	9	4.6%
Average Travel Duration		
1-3 days	145	73.6%

Characteristics	Sample (N)	Percentage (%)
4-7 days	41	20.8%
More than 7 days	11	5.6%
Average Travel Spending per Trip		
Less than Rp 500,000	9	4.6%
Rp. 500,000 - Rp. 1,500,000	75	38.1%
Rp. 1,500,001 - Rp. 3,000,000	61	31.0%
Rp. 3,000,001 - Rp. 5,000,000	27	13.7%
More than Rp 5,000,000	25	12.7%
Exposure to NTT Tourism Content		
Very Rarely	14	7.1%
Rarely	45	22.8%
Occasionally	76	38.6%
Often	47	23.9%
Very Often	15	7.6%
Most Frequently Used Social Media Platform		
TikTok	95	48.2%
Instagram	94	47.7%
YouTube	5	2.5%
Twitter/X	1	0.5%
AI	1	0.5%

Characteristics	Sample (N)	Percentage (%)
None	1	0.5%
Main Source of Travel Information		
Social Media	160	81.2%
Friends' Recommendation	14	7.1%
Family Recommendation	11	5.6%
Travel Websites	10	5.1%
Travel Agent	1	0.5%
Television & Travel Agent	1	0.5%

Sources: Data Processing Results (2026)

Table 4.7 includes respondents' travel behaviours, how often they travel, what types of tourism they prefer, how they travel, and where they seek travel information. Taken together, this illustrates respondents' travel experiences and how they may shape their views of NTT as a destination. Most respondents (126 people, 64.0%) travel once or twice a year, and another 50 (25.4%) travel three to five times a year. Only 6.6% travel five or more times a year, and just 4.1% have no travel experience at all. Nature tourism draws the largest share of respondents (46.7%), ahead of cultural tourism (27.9%) and culinary tourism (18.8%), a clear signal that most respondents travel regularly and gravitate toward destinations built around natural beauty.

Regarding the mode of transportation used, the majority of respondents used trains (35.5%), followed by airplanes (23.4%), private cars (20.3%), and buses (19.3%). Furthermore, most respondents travelled with friends (41.1%) or family (39.6%), while the remaining respondents preferred traveling alone (14.7%) or with friends (4.6%). These results indicate that travel companions are an important factor in respondents' travel experiences, as tourism activities are usually carried out in groups. Regarding

trip duration, the majority of respondents (73.6%) planned trips lasting 1-3 days, 20.8% planned trips lasting 4-7 days, and 5.6% planned trips lasting a week or more. In terms of expenditure, the majority of respondents planned to spend between 500,000 and 1,500,000 Indian rupees per trip (38.1%), followed by 1,500,001 and 3,000,000 Indian rupees (31.0%). These results indicate a tendency for respondents to choose short trips with a moderate budget, indicating that cost-effectiveness is an important factor in their travel choices.

Regarding exposure to tourism content about Nusa Tenggara Timur (NTT), the majority of respondents (38.6%) reported viewing it regularly, followed by those who viewed it frequently (23.9%), and those who rarely viewed it (22.8%). These results indicate that the majority of respondents obtained sufficient information about NTT's tourist destinations through various digital media. Therefore, it can be said that respondents have the opportunity to shape their perceptions of tourist destinations through the tourism content they consume. Furthermore, the social media platforms most frequently used by respondents when searching for information about tourist attractions were TikTok (48.2%) and Instagram (47.7%). Furthermore, for the majority of respondents (81.2%), social media was the primary source of tourist information, surpassing recommendations from friends (7.1%), family (5.6%), and travel websites (5.1%). These results indicate that social media is the most important information channel for searching for tourist information. Therefore, tourism content disseminated through social media has significant potential to shape respondents' perceptions of destinations and influence their intention to visit tourist attractions in Nusa Tenggara Timur province.

Overall, based on the characteristics of the respondents, this sample can be considered relevant to the research topic. This is because many respondents have travel experience, actively access tourism information through social media, and are interested in nature tourism. Therefore, the following discussion will focus on descriptive statistical analysis to illustrate the trends in respondents' responses to each research indicator.

4.3 Descriptive Statistics

This section presents and explains the data obtained by the researchers from distributing questionnaires to respondents. Each data point is analysed in detail, including an interpretation of the Likert scale, which is divided into several assessment categories, and an explanation of the criteria used to measure each variable in this study. The Likert scale intervals and classifications are shown in the following table.

Table 4. 8 Likert Scale Classification

Likert Scale	Mean Score	Interpretation
1	1.00-1.79	Strongly Disagree
2	1.80-2.59	Disagree
3	2.60-3.39	Neutral
4	3.40-4.19	Agree
5	4.20-5.00	Strongly Agree

Sources: Data Processing Results (2026)

Next, the responses collected through Google Forms were processed, imported into SmartPLS 4 software, and interpreted and statistically analysed using the SEM-PLS method. The results of the data processing by SmartPLS 4 are explained in more detail in the following section.

4.3.1 Indicator of Authenticity

To gain an initial understanding of respondents' perceptions, we first analysed the authenticity variable indicators using descriptive statistics. The results are presented using the mean and standard deviation of each indicator, which helps to visually understand how respondents assessed the authenticity of tourist attractions in Nusa Tenggara Timur province.

Table 4. 9 Descriptive Statistics of Authenticity Indicators

Code	Indicator	Mean	STDEV	Interpretation
Existential Authenticity				
EA1	I feel that visiting NTT tourist destinations will provide inner peace.	4.439	0.893	Very High
EA2	Traveling to NTT makes me feel closer to pure nature.	4.505	0.732	Very High
EA3	I believe the experience in NTT can help me find new enthusiasm.	4.474	0.792	Very High
Objective Authenticity				
OA1	I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	4.495	0.792	Very High
OA2	I believe that traditional clothing in NTT reflects authentic local culture.	4.561	0.796	Very High
OA3	I believe that tourist destinations in NTT will still maintain their original form.	4.551	0.716	Very High
Constructive Authenticity				
CA1	I expect interactions with local residents in NTT to feel genuine.	4.607	0.695	Very High
CA2	I consider traditional ceremonies in NTT to be a living tradition of the local people.	4.638	0.712	Very High
CA3	I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	4.541	0.785	Very High

Sources: Data Processing Results (2026)

Table 4.9 shows every authenticity index landing in the highest category, averages ranging from 4.439 to 4.638. Constructive authenticity (CA2) tops the list at 4.638, while existential authenticity (EA1) sits lowest at 4.439 still well within the same high band. Standard deviation stays under 1.0 across every index, meaning respondents' answers cluster closely together rather than spreading out.

Respondents view NTT's tourist attractions as highly authentic. High scores on constructive authenticity mean respondents feel their own perceptions and experiences genuinely reflect the destination. Existential authenticity scores lower by comparison but still lands in the very high category, meaning respondents rate their personal experience exploring NTT positively even where that comparison holds. Across the board, the authenticity variable scores high, suggesting destination authenticity is already well-established here and can feed directly into the destination image and visit intention variables examined next.

4.3.2 Indicator of Social Media

Social media's role in tourism information was measured across several metrics, each analysed for its mean and standard deviation to capture both the overall trend and the consistency of respondents' answers.

Table 4. 10 Descriptive Statistics of Social Media Indicators

Code	Indicator	Mean	STDEV	Interpretation
SM1	I feel the information about NTT destinations on social media is very accurate.	4.276	0.923	Very High
SM2	I think that the social media managers of NTT tourism are responsive to questions.	4.214	0.966	Very High

SM3	I easily find real experiences of tourists in NTT through social media.	4.362	0.972	Very High
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Sources: Data Processing Results (2026)

According to Table 4.10, all metrics for the social media variables show very high category mean values, ranging from 4.214 to 4.362. The SM3 metric shows the highest mean value at 4.362, while the SM2 metric shows the lowest mean value at 4.214. At the same time, the standard deviation for all metrics ranges from 0.923 to 0.972, indicating that respondents' responses are consistent and relatively low in variability.

These results indicate that respondents viewed social media's role in obtaining information about tourist attractions in Nusa Tenggara Timur Province very positively. High average scores across all indicators indicate that social media is considered an important tool in shaping respondents' knowledge, interests, and perceptions of tourist attractions. Therefore, it can be stated descriptively that social media variables are viewed very positively among survey participants.

4.3.3 Indicator of Destination Image

To gain a preliminary understanding of respondents' perceptions, we analysed the destination image variable indicators using descriptive statistics. By presenting the mean and standard deviation values for each indicator, we clarified how respondents evaluated the image of tourist destinations in Nusa Tenggara Timur province.

Table 4. 11 Descriptive Statistics of Destination Image Indicators

Code	Indicator	Mean	STDEV	Interpretation
DI1	I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape	4.684	0.764	Very High
DI2	In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed	4.347	0.834	Very High
DI3	I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur	4.541	0.772	Very High

Sources: Data Processing Results (2026)

According to Table 4.11, all destination image variable indicators fall in the very high category, with average values ranging from 4.347 to 4.684. Indicator DI1 has the highest average value at 4.684, while DI2 has the lowest at 4.347. The standard deviation of all indicators is below 1.0, meaning respondents' perceptions of the destination image stay relatively stable. Respondents hold a strongly positive view of Nusa Tenggara Timur's image as a tourist destination: DI1 marks the aspect they perceive most strongly, and even DI2, the lowest scorer, still falls in the very high category. Respondents see Nusa Tenggara Timur as an attractive destination overall, and that view extends to how highly they regard the region's tourist attractions. A tourism image this strong should drive tourists' interest in visiting NTT.

4.3.4 Indicator of Intention to Visit

To explain trends among respondents regarding their intention to visit tourist attractions in Nusa Tenggara Timur province, a descriptive analysis of the visit intention variable indicators was also conducted. The measurement results for each indicator used in this study are presented as mean values and standard deviations.

Table 4. 12 Descriptive Statistics of Intention to Visit Indicators

Code	Indicator	Mean	STDEV	Interpretation
ITV1	I plan to visit tourist destinations in NTT in the near future.	4.219	1.087	Very High
ITV2	I will make NTT my top priority for my next holiday destination.	4.219	0.983	Very High
ITV3	I am willing to recommend NTT to others as a must-visit place.	4.388	0.803	Very High

Sources: Data Processing Results (2026)

Table 4.12 places every visit intention indicator in the "very high" category, averages running from 4.219 to 4.388. ITV3 scores highest at 4.388, while ITV1 and ITV2 tie at 4.219. ITV1's standard deviation runs slightly higher than the rest (1.087), but responses overall stay consistent. Respondents show a strong intention to visit NTT's tourist destinations. High scores across every indicator point to real interest and a genuine intention to visit, suggesting that respondents' positive view of the destination has shaped that intention directly. These descriptive statistics now set up the measurement model testing that follows, confirming each indicator's validity and reliability before the structural model examines how the variables relate to each other.

4.4 Measurement Model (Outer Model)

Outer model validation is conducted to assess the quality of the research instrument through structural validity and reliability testing. This stage focuses on how accurately and consistently the metrics used represent the latent variables, thus determining whether the measurement model is worthy of further analysis.

4.4.1 Convergent Validity

The purpose of convergence validity testing is to determine the extent to which the indices within a construct correlate when representing the measured variable. In this study, convergence validity was verified using external loadings for each index and the sample mean-variance (AVE) value for each construct.

4.4.1.2 Loading Factor Analysis

Factor loading analysis was conducted to examine how well each index in the study sample reflects the latent construct being measured. Partial least squares structural equation modeling (PLS-SEM) analysis uses external loadings to assess convergent validity at the index level. If an index's factor loading is greater than 0.70, the index is considered to meet the criteria, indicating that the index has sufficient power to explain the construct it represents. Based on the test results, most of the indexes in this study showed factor loadings that met the recommended minimum threshold, indicating that these widely used indexes adequately represent the research constructs.

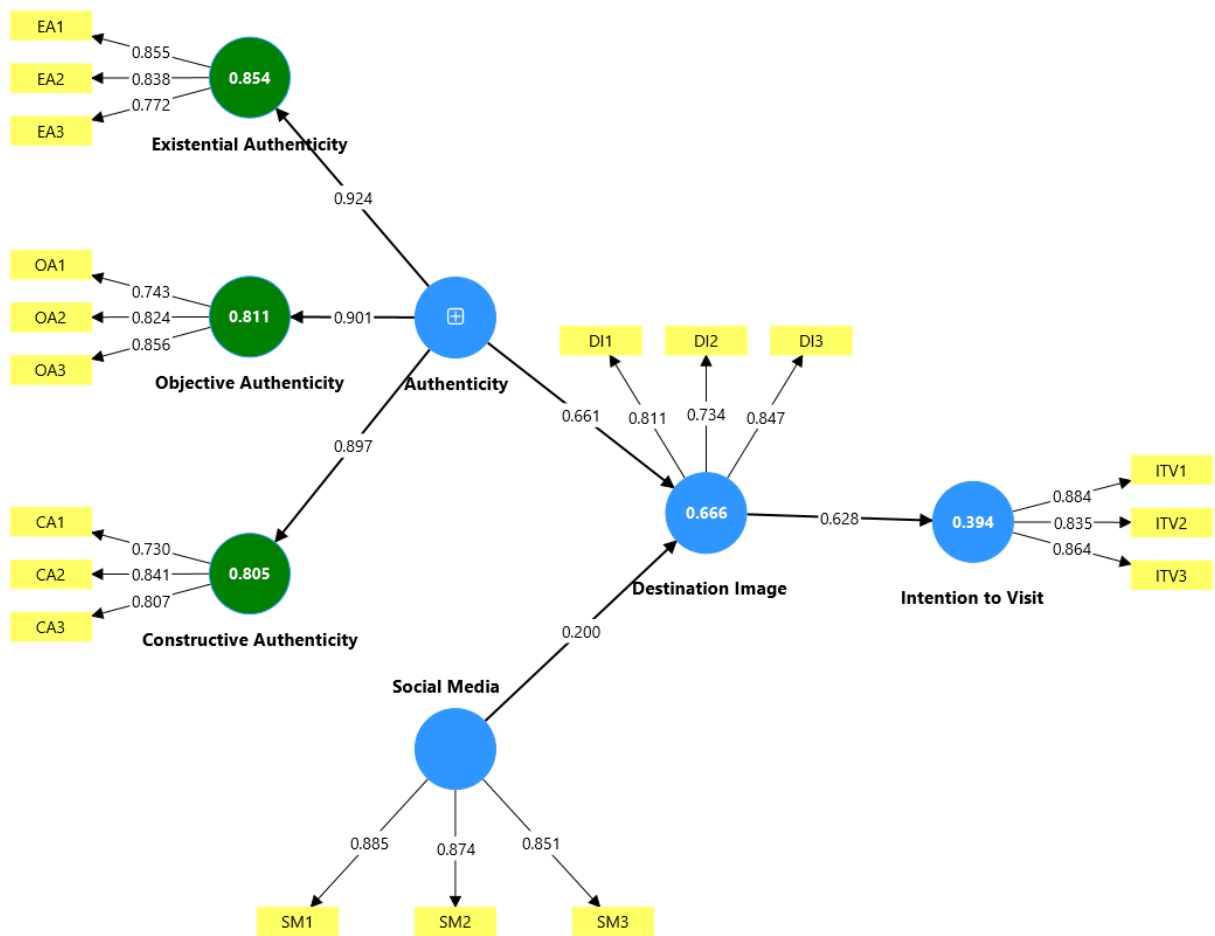


Figure 4. 1 Factor Loading Result
Sources: Data Processing Results (2026)

Therefore, it can be concluded that the loading factors in this study meet the ideal criteria. In the next section, we will discuss the results of the loading factor analysis for each variable used in this study in more detail.

1. Second-order loading factor analysis on Authenticity

For confirmatory variables, external loading analysis is used to verify how well each indicator represents the subject construct being measured. The external loading values for each confirmatory variable indicator are shown in the table below.

Table 4. 13 Loading Factor of S Authenticity

Dimension	Loading Factor	Indicator	Loading Factor	Result
Existential Authenticity	0.924	I feel that visiting NTT tourist destinations will provide inner peace.	0.855	Valid
		Traveling to NTT makes me feel closer to pure nature.	0.838	Valid
		I believe the experience in NTT can help me find new enthusiasm.	0.772	Valid
Objective Authenticity	0.901	I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	0.743	Valid
		I believe that traditional clothing in NTT reflects authentic local culture.	0.824	Valid
		I believe that tourist destinations in NTT will still maintain their original form.	0.856	Valid
	0.897	I expect interactions with local residents in NTT to feel genuine.	0.730	Valid
		I consider traditional ceremonies in NTT to be a living tradition of the local people.	0.841	Valid

Constructive Authenticity		I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	0.807	Valid
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Sources: Data Processing Results (2026)

Based on Table 4.13, all authenticity variable indicators have external loadings exceeding 0.70, thus meeting the convergent validity criteria. High external loadings indicate that each indicator accurately represents the authenticity construct. Therefore, all authenticity variable indicators were retained and used in subsequent analyses.

2. Loading Factor Analysis on Social Media

Within the measurement model analysis framework, social media variables were validated based on the external load values obtained for each metric. The results of the external load test for the social media variable metrics are shown in the table below.

Table 4. 14 Loading Factor of Social Media

Code	Indicator	Outer Loading	Result
SM1	I feel the information about NTT destinations on social media is very accurate.	0.885	Valid
SM2	I think that the social media managers of NTT tourism are responsive to questions.	0.874	Valid
SM3	I easily find real experiences of tourists in NTT through social media.	0.851	Valid

Sources: Data Processing Results (2026)

Based on Table 4.14, all social media variable indicators have external loading values greater than 0.70. This indicates that each social media variable indicator meets the convergent validity criteria and adequately represents the construct

being measured. Therefore, indicators SM1, SM2, and SM3 are considered valid and suitable for use in the next stage of analysis.

3. Loading Factor Analysis on Destination Image

To evaluate the convergence validity of the target image variables, each index was validated using external loading values to determine the extent to which the index reflects the construct of the object being measured. Details of the external loading values for the target image variables are shown in the table below.

Table 4. 15 Loading Factor of Destination Image

Code	Indicator	Outer Loading	Result
DI1	I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape	0.811	Valid
DI2	In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed	0.734	Valid
DI3	I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur	0.847	Valid

Sources: Data Processing Results (2026)

Based on Table 4.15, all destination image variable indicators have external loading values exceeding 0.70, meeting the criteria for convergent validity. This indicates that each indicator has a strong correlation with the destination image construct being measured. High external loading values indicate that each indicator consistently represents respondents' perceptions of the image of tourist destinations in Nusa Tenggara Timur province. Therefore, all destination image variable indicators are considered valid and worthy of being retained in the measurement model.

Based on these results, it can be concluded that the objective image variable meets the convergence validity requirements based on the external load value, and all indicators can be used in the next analysis stage.

4. Loading Factor Analysis on Intention to Visit

As part of the measurement model evaluation, an analysis using external loading testing was conducted on the visit intention variable indicators. The external loading values for each visit intention variable indicator are shown in the table below.

Table 4. 16 Loading Factor of Intention to Visit

Code	Indicator	Outer Loading	Result
ITV1	I plan to visit tourist destinations in NTT in the near future.	0.884	Valid
ITV2	I will make NTT my top priority for my next holiday destination.	0.835	Valid
ITV3	I am willing to recommend NTT to others as a must-visit place.	0.864	Valid

Sources: Data Processing Results (2026)

As shown in Table 4.16, all indicators of the visit intention variable have external loadings greater than 0.70, meeting the convergent validity criteria. These results indicate that each indicator adequately reflects the construct of visit intention and is quite valid. High external loadings indicate that these indicators consistently reflect visitors' intentions towards tourist attractions in Nusa Tenggara Timur province. Therefore, all indicators of the visit intention variable are valid and can be used in the research model.

Overall, the results of the external loading test indicate that the visit intention variables meet the requirements of convergent validity, and therefore all metrics are suitable for use in the next stage of the measurement model analysis.

4.4.1.2 Average Variance Extracted (AVE >0.50)

After external loading testing, the measurement model's convergence validity was validated using the sample mean-variance (AVE) value. For details on the AVE values for each research construct, see Tables 4.17 and 4.18.

Table 4. 17 AVE First Order

Variable	AVE	Result
Authenticity	0.538	Valid
Social Media	0.757	Valid
Destination Image	0.637	Valid
Intention to Visit	0.742	Valid

Sources: Data Processing Results (2026)

Table 4. 18 AVE second Order

Variable	Dimension	AVE	Result
Authenticity	Constructive Authenticity	0.630	Valid
	Existential Authenticity	0.677	Valid
	Objective Authenticity	0.655	Valid

Sources: Data Processing Results (2026)

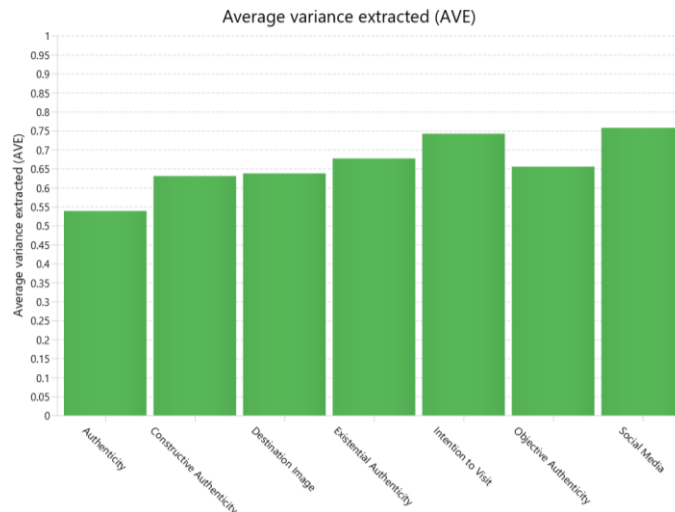


Figure 4. 2 Average Variance Extracted

Sources: Data Processing Results (2026)

Average Variance Extracted (AVE) measures convergent validity by capturing how much variance in its indicators a construct actually explains a higher AVE means the construct represents its indicators more fully. Every construct in this study clears 0.50, meaning each one explains more than half the variance in its own indicators and meets the convergent validity threshold. All variables, then, hold up as valid on the AVE criterion and are ready for the next stage of analysis.

4.4.2 Discriminant Validity

With convergent validity established, the study turns to discriminant validity, checking that each construct in the model stands apart from the others rather than overlapping, and actually measures the concept it's meant to. Two standard PLS-SEM methods verify this: the Fornell-Larcker criterion and cross-loading.

4.4.2.1 Fornell-Larcker Criterion

Tables 4.19 and 4.20 show the results of the Fornell-Larcker criterion test used to assess the discriminatory validity of each research construct.

Table 4. 19 Fornell-Larcker Criterion First Order

Variable	Authenticity	Destination Image	Intention to Visit	Social Media
Authenticity	0.734			
Destination Image	0.804	0.798		
Intention to Visit	0.669	0.628	0.861	
Social Media	0.713	0.671	0.753	0.870

Sources: Data Processing Results (2026)

Table 4. 20 Fornell-Larcker Criterion Second Order

Variable	Constructive Authenticity	Existential Authenticity	Objective Authenticity
Constructive Authenticity	0.794		
Existential Authenticity	0.751	0.823	
Objective Authenticity	0.699	0.755	0.809

Sources: Data Processing Results (2026)

Based on the table above, the square root of the sample average discriminant value (AVE) shown on the main diagonal is higher than the correlation between other constructs. This result indicates that each construct is more capable of explaining its own indicators compared to other constructs in the research model. This result indicates that each construct has a sufficient level of discriminant to prevent overlap between constructs. Thus, the variables of authenticity, social media, destination image, and visit intention can be experimentally separated according to the concepts being measured. Based on the results of the Fornell-Larcker criterion test, all constructs in this study meet the requirements for discriminant validity. Therefore, to further confirm these results, we conducted further discriminant validity analysis using the cross-loading method.

4.4.2.2 Cross Loading

Tables 4.21 and 4.22 show the results of the cross-loading test for each indicator across all research constructs.

Table 4. 21 Cross Loading Result First Order

	A	CA	DI	EA	ITV	OA	SM
CA1: I expect interactions with local residents in NTT to feel genuine.	0.659	0.730	0.528	0.550	0.461	0.524	0.503
CA2: I consider traditional ceremonies in NTT to be a living tradition of the local people.	0.711	0.841	0.660	0.583	0.467	0.517	0.486
CA3: I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	0.761	0.807	0.640	0.650	0.496	0.618	0.495
DI1: I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape.	0.686	0.659	0.811	0.636	0.453	0.573	0.463
DI2: In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed.	0.530	0.504	0.734	0.465	0.96	0.475	0.563
DI3: I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur."	0.701	0.674	0.847	0.611	0.550	0.625	0.580
EA1: I feel that visiting NTT tourist destinations will provide inner peace.	0.773	0.638	0.591	0.855	0.575	0.604	0.665
EA2: Traveling to NTT makes me feel closer to pure nature.	0.765	0.594	0.571	0.838	0.444	0.644	0.443
EA3: I believe the experience in NTT can help me find new enthusiasm.	0.741	0.622	0.609	0.772	0.552	0.615	0.549

	A	CA	DI	EA	ITV	OA	SM
ITV1: I plan to visit tourist destinations in NTT in the near future.	0.566	0.513	0.546	0.545	0.884	0.482	0.714
ITV2: I will make NTT my top priority for my next holiday destination.	0.480	0.425	0.410	0.471	0.835	0.407	0.617
ITV3: I am willing to recommend NTT to others as a must-visit place.	0.652	0.580	0.625	0.605	0.864	0.589	0.617
OA1: I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	0.654	0.527	0.548	0.510	0.434	0.743	0.471
OA2: I believe that traditional clothing in NTT reflects authentic local culture.	0.771	0.609	0.574	0.669	0.487	0.824	0.552
OA3: I believe that tourist destinations in NTT will still maintain their original form.	0.756	0.559	0.582	0.644	0.496	0.856	0.540
SM1: I feel the information about NTT destinations on social media is very accurate.	0.668	0.561	0.611	0.640	0.683	0.615	0.885
SM2: I think that the social media managers of NTT tourism are responsive to questions.	0.548	0.512	0.496	0.505	0.684	0.474	0.874
SM3: I easily find real experiences of tourists in NTT through social media.	0.631	0.546	0.626	0.592	0.605	0.578	0.851

Sources: Data Processing Results (2026)

Notes:

A = Authenticity; DI = Destination Image; ITV = Intention to Visit; SM = Social Media;

OA = Objective Authenticity; CA = Constructive Authenticity; EA = Existential Authenticity.

Table 4. 22 Cross Loading Result Second Order

	Constructive Authenticity	Existential Authenticity	Objective Authenticity
CA1: I expect interactions with local residents in NTT to feel genuine.	0.730	0.550	0.524
CA2: I consider traditional ceremonies in NTT to be a living tradition of the local people.	0.841	0.583	0.517
CA3: I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	0.807	0.650	0.618
EA1: I feel that visiting NTT tourist destinations will provide inner peace.	0.638	0.855	0.604
EA2: Traveling to NTT makes me feel closer to pure nature.	0.594	0.838	0.644
EA3: I believe the experience in NTT can help me find new enthusiasm.	0.622	0.772	0.615
OA1: I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	0.527	0.510	0.743
OA1: I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	0.527	0.510	0.743
OA2: I believe that traditional clothing in NTT reflects authentic local culture.	0.609	0.669	0.824
OA2: I believe that traditional clothing in NTT reflects authentic local culture.	0.609	0.669	0.824

	Constructive Authenticity	Existential Authenticity	Objective Authenticity
OA3: I believe that tourist destinations in NTT will still maintain their original form.	0.559	0.644	0.856
OA3: I believe that tourist destinations in NTT will still maintain their original form.	0.559	0.644	0.856

Sources: Data Processing Results (2026)

Tables 4.21 and 4.22 show every index loading highest on the construct it's meant to measure, ahead of any other construct in the model. This is the mark of adequate discriminant validity. Within constructive authenticity, CA2 ("I view traditional rituals as living traditions of the community") loads highest at 0.841, ahead of CA3 (0.807) and CA1 (0.730). Respondents' sense of traditional rituals as living culture captures constructive authenticity better than any other indicator. For destination image, DI3 ("expecting meaningful personal interactions with local communities in Nusa Tenggara Timur") loads highest at 0.847, followed by DI1 (0.811) and DI2 (0.734). NTT's image rests most on expectations of meaningful community interaction, then on the uniqueness of its natural landscape, then on how well its cultural heritage sites are managed.

For existential authenticity, EA1 ("I feel I can gain peace of mind by visiting NTT tourist attractions") loads highest at 0.855, ahead of EA2 (0.838) and EA3 (0.772). Existential authenticity in NTT lives mostly in the emotional peace respondents expect from visiting. Visit intention rests most on ITV1 ("I plan to visit NTT tourist attractions in the near future") at 0.884, followed by ITV3 (0.864) and ITV2 (0.835). Concrete plans to visit reflect visit intention more strongly than either recommending NTT to others or prioritizing it as a future destination.

For objective authenticity, OA3 ("I believe NTT's tourist attractions will remain as they were") loads highest at 0.856, ahead of OA2 (0.824) and OA1 (0.743). Belief that NTT's attractions will stay unchanged capture's objective authenticity more strongly than the authenticity of traditional clothing or historic buildings. For social media, SM1 ("I think NTT's information about tourist destinations on social media is quite accurate") loads highest at 0.885, followed by SM2 (0.874) and SM3 (0.851). Perceived accuracy of shared information anchors this construct most, ahead of how responsive tourism managers are on social media and how easily users can find authentic experiences online. The Fornell-Larcker criterion confirms these results: every construct's indicators load more strongly on their own construct than on any other, and the measurement model holds adequate discriminant validity.

4.4.3 Reliability

Once the measurement model meets the requirements of convergent and discriminant validity, the next step is to test its reliability. The purpose of reliability testing is to assess the level of internal consistency of the metric when measuring the latent construct. In this study, we tested reliability using two criteria: Cronbach's alpha and composite reliability. According to Hair et al. (2022), a construct is considered highly reliable if the Cronbach's alpha and composite reliability values are greater than 0.70.

4.4.3.1 Cronbach's Alpha

As part of the reliability testing, the level of internal consistency between indicators was examined for each construct in this study using Cronbach's alpha coefficient. The results of the Cronbach's alpha coefficient test for each construct are shown in Table 4.23.

Table 4. 23 Cronbach's Alpha First Order

Variable	Cronbach's Alpha	Criteria	Result
Authenticity	0.892	> 0.70	Reliable
Social Media	0.841	> 0.70	Reliable

Destination Image	0.714	> 0.70	Reliable
Intention to Visit	0.829	> 0.70	Reliable

Sources: Data Processing Results (2026)

Table 4. 24 Cronbach's Alpha Second Order

Variable	Dimension	Cronbach's Alpha	Criteria	Result
Authenticity	Existential Authenticity	0.760	> 0.70	Reliable
	Objective Authenticity	0.735	> 0.70	Reliable
	Constructive Authenticity	0.705	> 0.70	Reliable

Sources: Data Processing Results (2026)

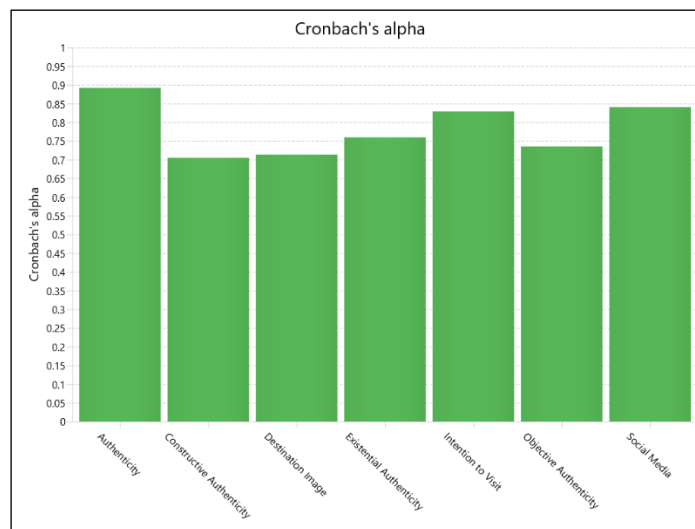


Figure 4. 3 Cronbach's Alpha

Sources: Data Processing Results (2026)

Based on the table and figure above, all constructs have a Cronbach's alpha value of 0.70 or higher, meeting the recommended reliability criteria. These results indicate that the indicators for each construct have sufficient internal consistency in measuring the concept under study. A high Cronbach's alpha value indicates that the indicators for each construct can provide accurate measurement results. Therefore, the variables authenticity, social media, destination image, and visit purpose are considered to have sufficient internal reliability. Based on these results, all constructs in this study are

considered highly reliable based on Cronbach's alpha values and are suitable for further analysis.

4.4.3.2 Composite Reliability

In addition to Cronbach's alpha coefficient, construct reliability was also examined using synthetic reliability to provide additional evidence of internal consistency between indicators. Synthetic reliability values for each research construct are shown in table below.

Table 4. 25 Composite Reliability First Order

Variable	Composite Reliability	Criteria	Result
Authenticity	0.894	> 0.70	Reliable
Social Media	0.848	> 0.70	Reliable
Destination Image	0.721	> 0.70	Reliable
Intention to Visit	0.854	> 0.70	Reliable

Sources: Data Processing Results (2026)

Table 4. 26 Composite Reliability Second Order

Variable	Dimension	Composite Reliability	Criteria	Result
Authenticity	Existential Authenticity	0.761	> 0.70	Reliable
	Objective Authenticity	0.743	> 0.70	Reliable
	Constructive Authenticity	0.710	> 0.70	Reliable

Sources: Data Processing Results (2026)

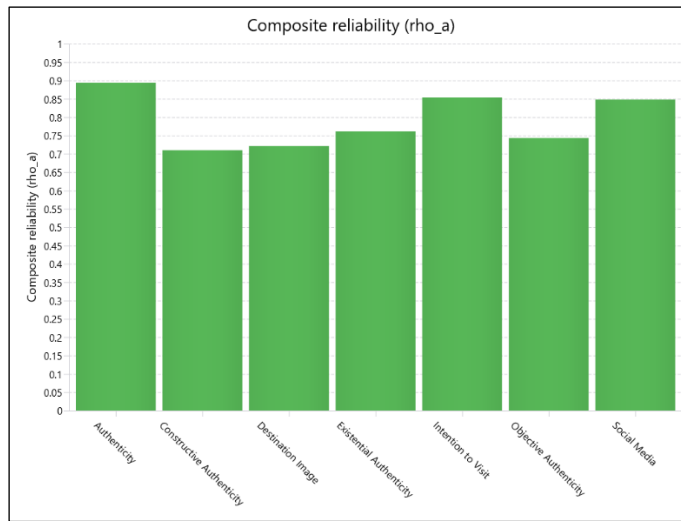


Figure 4. 4 Composite Reliability
Sources: Data Processing Results (2026)

Every construct exceeds the 0.70 threshold for composite reliability, meeting the fit criteria and showing strong internal consistency across each construct's indicators. Composite reliability outperforms Cronbach's alpha here because it accounts for each indicator's individual contribution to the construct, which is why PLS-SEM analysis treats it as the primary reliability criterion. Both Cronbach's alpha and composite reliability confirm every construct in this study meets reliability requirements, giving the measurement model the internal consistency it needs to move to structural model analysis.

Across convergent validity, discriminant validity, and reliability, every construct in the measurement model checks out the indicators measure their constructs accurately and consistently. The measurement model is ready for structural model analysis, where the study examines relationships between variables and tests its hypotheses.

4.5 Structural Model (Inner Model)

After the evaluation of the measurement model (outer model) confirms that all indicators and constructs meet the established criteria, the analysis proceeds to the structural model (inner model). At this stage, testing is conducted to examine the causal relationships between variables in the research model, measure the ability of exogenous constructs to explain endogenous constructs, and test previously formulated hypotheses.

4.5.1 Coefficient of Determination (R^2)

With multicollinearity ruled out, the analysis turns to R^2 , which measures how well the model's independent constructs explain variance in its dependent constructs a higher R^2 meaning stronger predictive power. Hair et al. (2022) classify 0.75 as substantial, 0.50 as moderate, and 0.25 as weak. This study examines R^2 across every endogenous construct to gauge how well the structural model explains the relationships it tests.

Table 4. 27 Coefficient of Determination (R^2)

Relationship	R-square	Percentage	R-square adjusted	Percentage	Category
Destination Image	0.666	66.6%	0.662	66.2%	Substantial
Intention to Visit	0.394	39.4%	0.391	39.1%	Moderate

Sources: Data Processing Results (2026)

Table 4.27 reports R^2 for two endogenous constructs: destination image and intention to visit. R^2 captures how much of each construct's variance the model's exogenous constructs explain. Authenticity and social media explain 66.6% of the variance in destination image ($R^2 = 0.666$, adjusted $R^2 = 0.662$). Other factors outside the model account for the remaining 33.4%. This falls in the substantial category: authenticity and social media, combined, carry strong explanatory weight over how destination image

forms. Tourists build their image of a destination largely from how authentic they perceive it and what they see about it on social media. Intention to visit tells a different story. The model explains 39.4% of its variance ($R^2 = 0.394$, adjusted $R^2 = 0.391$), which Hair et al. (2022) classify as moderate. Something else drives the remaining 60.6%: individual motivation, travel preferences, economic circumstances, third-party recommendations, and other contextual factors the model doesn't capture. Authenticity does the heavy lifting here. It explains destination image substantially. Visit intention depends on more than this model measures.

4.5.1 Collinearity Assessment (VIF)

With the measurement model confirmed valid and reliable, the analysis moves to the structural model, starting with collinearity, which checks the model's predictive structure for multicollinearity problems. In PLS-SEM, this test runs through the variance inflation factor (VIF): Hair et al. (2022) set the threshold at below 5.00, or more conservatively below 3.00, for a model free of multicollinearity, a check that matters because excessive correlation between independent variables can distort the relationships the model is meant to reveal. Table 4.22 reports the VIF results for the structural model.

Table 4. 28 Collinearity Assessment (Outer VIF Values)

Indicators	VIF	Result
CA1: I expect interactions with local residents in NTT to feel genuine.	1.713	No collinearity issue
CA1: I expect interactions with local residents in NTT to feel genuine.	1.278	No collinearity issue
CA2: I consider traditional ceremonies in NTT to be a living tradition of the local people.	1.610	No collinearity issue
CA2: I consider traditional ceremonies in NTT to be a living tradition of the local people.	1.833	No collinearity issue
CA3: I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	2.113	No collinearity issue

Indicators	VIF	Result
CA3: I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.	1.437	No collinearity issue
DI1: I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape.	1.532	No collinearity issue
DI2: In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed.	1.254	No collinearity issue
DI3: I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur.	1.582	No collinearity issue
EA1: I feel that visiting NTT tourist destinations will provide inner peace.	1.778	No collinearity issue
EA1: I feel that visiting NTT tourist destinations will provide inner peace.	2.203	No collinearity issue
EA2: Traveling to NTT makes me feel closer to pure nature.	1.702	No collinearity issue
EA2: Traveling to NTT makes me feel closer to pure nature.	2.071	No collinearity issue
EA3: I believe the experience in NTT can help me find new enthusiasm.	1.869	No collinearity issue
EA3: I believe the experience in NTT can help me find new enthusiasm.	1.355	No collinearity issue
ITV1: I plan to visit tourist destinations in NTT in the near future.	2.232	No collinearity issue
ITV2: I will make NTT my top priority for my next holiday destination.	2.081	No collinearity issue
ITV3: I am willing to recommend NTT to others as a must-visit place.	1.654	No collinearity issue
OA1: I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	1.775	No collinearity issue
OA1: I think the architecture of buildings at NTT destinations still maintains its historical authenticity.	1.332	No collinearity issue
OA2: I believe that traditional clothing in NTT reflects authentic local culture.	2.054	No collinearity issue
OA2: I believe that traditional clothing in NTT reflects authentic local culture.	1.531	No collinearity issue

Indicators	VIF	Result
OA3: I believe that tourist destinations in NTT will still maintain their original form.	2.126	No collinearity issue
OA3: I believe that tourist destinations in NTT will still maintain their original form.	1.699	No collinearity issue
SM1: I feel the information about NTT destinations on social media is very accurate.	2.248	No collinearity issue
SM2: I think that the social media managers of NTT tourism are responsive to questions.	2.353	No collinearity issue
SM3: I easily find real experiences of tourists in NTT through social media.	1.699	No collinearity issue

Sources: Data Processing Results (2026)

Table 4. 29 Collinearity Assessment (Inner VIF Values)

Relationship	VIF	Criteria	Result
Authenticity → Destination Image	2.034	< 5.00	No collinearity issue
Social Media → Destination Image	2.034	< 5.00	No collinearity issue
Destination Image → Intention to Visit	1.000	< 5.00	No collinearity issue

Sources: Data Processing Results (2026)

Regarding the evaluation of external VIF values based on Tables 4.28 and 4.29, all indices included in this study have VIF values below the upper limit of 5.00. The lowest VIF value is 1.254 for the DI2 index, and the highest VIF value is 2.353 for the SM2 index. In general, all indices of the developed constructs (authenticity, existential authenticity, objective authenticity, social media, destination image, and visit intention) show VIF values within the acceptable range. These results indicate no multicollinearity problem between indices in the measurement model: each index represents the relevant structure without excessive correlation with other indices.

The internal VIF test shows VIF values below 5.00 for all relationships between latent variables in the structural model. Authenticity's influence on destination image and social media's influence on destination image both score 2.034. Destination image's

influence on visit intention scores 1.000. None of these values signal multicollinearity among the endogenous variables: authenticity and social media don't correlate highly when explaining destination image together, and destination image explains visit intention independently. The external and internal VIF results together confirm the model meets the no-multicollinearity assumption at both the index and structural levels, so each index and each latent variable contribute distinct value, qualifying the model for structural model analysis and hypothesis testing.

4.5.2 Hypothesis Testing Results

The final stage of structural model analysis (inner model) is hypothesis testing. The purpose of this testing is to determine whether the relationships between variables proposed in the research model are empirically supported. In PLS-SEM analysis, hypothesis testing is performed using the bootstrap method, obtaining path coefficients, t-statistics, and p-values for the relationships between each construct. The path coefficient is used to represent the direction and magnitude of the influence between variables, while the t-statistic and p-value are used to determine the significance of the relationship. In this study, if the t-statistic is greater than 1.645 and the p-value is less than 0.05, the relationship between the variables is considered significant at the 95% confidence level, and the hypothesis is accepted.

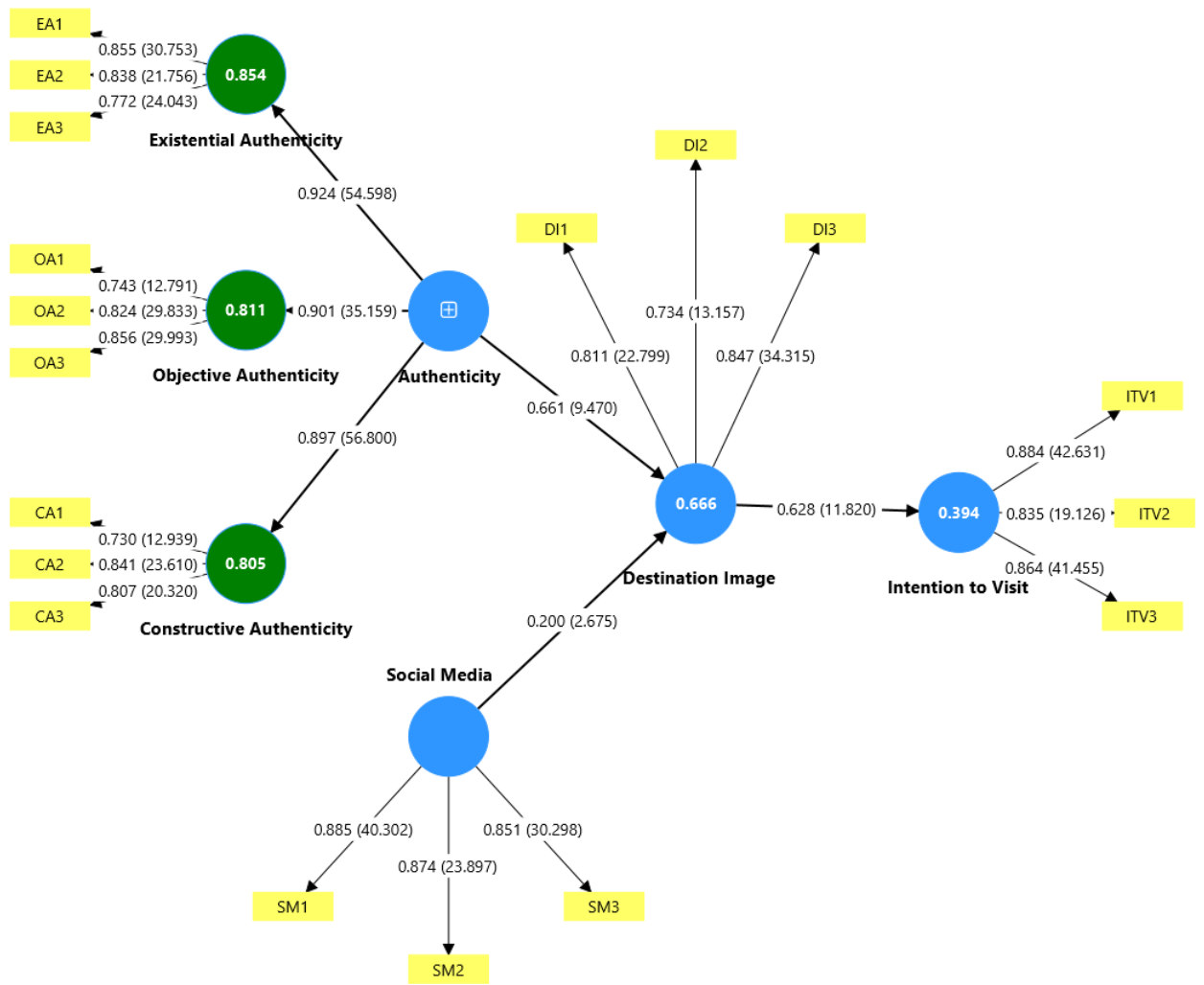


Figure 4. 5 Hypothesis Testing Results
Sources: Data Processing Results (2026)

Table 4. 30 Hypothesis Testing Results

Hypothesis	Original sample	T statistics	P values	Result
H1: Authenticity has a positive and significant effect on Destination Image in Nusa Tenggara Timur Province	0.661	9.470	0.000	Accepted
H2: Social Media has a positive and significant effect on Destination Image in Nusa Tenggara Timur Province	0.200	2.675	0.004	Accepted
H3: Destination image has a positive and significant effect on intention to visit Nusa Tenggara Timur Province.	0.628	11.820	0.000	Accepted

Sources: Data Processing Results (2026)

Overall, the results of the hypothesis testing indicate that all hypotheses in this study are accepted. This indicates that the developed research model can empirically explain the relationship between variables. This study shows that authenticity and social media have a significant positive impact on destination image, and destination image has a significant positive impact on visit intention. These results indicate that tourists' perceptions of destination authenticity and the tourism information disseminated through social media both shape the formation of tourist destination image in Nusa Tenggara Timur. A positive destination image also increases tourists' intention to visit.

Among the path coefficients in the inner model, authenticity's relationship with destination image (H1) shows the strongest influence, at 0.661. Tourists' perception of a destination's authenticity, including its local culture, environmental characteristics, traditions, and unique tourism experiences, shapes a positive destination image: the higher tourists rate NTT's authenticity, the stronger the image they form. This effect matters most for destinations built on cultural richness, natural beauty, and local

identity. H3, the relationship between destination image and visit intention, shows the second-highest coefficient at 0.628: the more positive the image, the stronger tourists' intention to visit. Destination image functions as a comprehensive evaluation that shapes behavioural decisions. When tourists perceive Nusa Tenggara Timur as attractive, unique, safe, and valuable, that perception increases their desire to choose it as a destination, extending beyond attribute perception into visit intention itself.

H2 found a positive correlation between social media and destination image, with a coefficient of 0.200. This influence runs lower than the other hypotheses, but social media still shapes destination image: potential tourists use it to gather information, view visual content, read other traveller's reviews, and form expectations before they visit. Its influence, though, doesn't match tourists' direct experiences or their perceptions of the destination's authenticity. In Nusa Tenggara Timur, the destination's main attraction comes from its intrinsic nature, not its social media representation.

The t-statistic reveals the strength of statistical support for each relationship. H3 showed the highest t-statistic at 11.820, followed by H1 at 9.470, and H2 at 2.675: destination image's relationship with visit intention carries the strongest statistical support, ahead of authenticity's relationship with destination image and then social media's relationship with destination image. The t-statistic measures how confidently we can call a relationship significant, while the path coefficient measures how large that influence is. By that distinction, H1 wields the most influence, and H3 carries the strongest statistical support.

Based on these general findings, it can be concluded that the image of tourist destinations in Nusa Tenggara Timur Province primarily depends on tourists' perceptions of the authenticity of the destination, while social media plays a supporting role in strengthening this image formation through the dissemination of information and visual representation of the destination. Furthermore, a positively formed destination image significantly contributes to increasing tourists' intention to visit.

Therefore, the results of this study support the idea that tourism development efforts in Nusa Tenggara Timur Province should not only focus on digital promotion through social media, but also on maintaining and strengthening the authentic elements of the destination. This is because these elements are the most important factors in shaping a destination's image and have been proven to ultimately increase tourists' intention to visit.

4.5.3 Effect Size (f^2)

Evaluating the overall model with R^2 isn't enough. Validating the relationships between individual variables requires effect size (f^2), which measures how much an exogenous construct impacts an endogenous construct, specifically, how much the endogenous construct's R^2 changes when you remove the exogenous construct from the model. Futri, Risfandy, and H. Ibrahim (2022) set the thresholds: 0.02 signals a small effect, 0.15 a medium effect, 0.35 a large effect. This test identifies which variables carry real weight in explaining the dependent variable.

Table 4. 31 Effect Size (f^2)

Relationship	f-square	Category
Authenticity → Destination Image	0.643	Large
Social Media → Destination Image	0.059	Small
Destination Image → Intention to Visit	0.650	Large

Sources: Data Processing Results (2026)

Based on Table 4.31, the effect size (f^2) value indicates the degree of influence of each exogenous construct on the endogenous construct in the research model. According to the test results, the f^2 value for the relationship between authenticity and destination image is 0.643, which is classified as large. This result indicates that authenticity makes a significant contribution in explaining the destination image. In other words, respondents' perceptions of the authenticity of tourist destinations in Nusa Tenggara Timur play a significant role in shaping destination image. This indicates that removing

the authenticity construct from the model reduces the model's ability to explain destination image. Social media's relationship with destination image falls into the small category, with an f^2 value of 0.059: social media contributes to destination image, but its influence trails authenticity by a wide margin, and removing it from the model reduces its ability to explain destination image. Destination image's relationship with visit intention shows a large f^2 value of 0.650. Destination image carries real weight in explaining visit intention: the more positive respondents' image of the destination, the stronger their intention to visit tourist attractions in Nusa Tenggara Timur. Removing destination image from the model would collapse its power to explain visit intention.

Therefore, the results of the effect size test (f^2) indicate that the authenticity variable significantly contributes to the formation of destination image, and destination image significantly contributes to the intention to visit. At the same time, social media only contributes slightly to the formation of destination image. This study supports the idea that, in the case of Nusa Tenggara Timur tourist destinations, the main factor is not only exposure to advertising through social media, but also tourists' perceptions of the authenticity of the destination and the positive image formed through experiences and representations at the destination.

4.5.4 Importance Performance Map Analysis (IPMA)

Based on the results of the structural model analysis (Inner model), it was concluded that the research model met the feasibility criteria through collinearity analysis, coefficient of determination (R^2), effect size (f^2), and hypothesis testing. These results indicate that the model does not experience multicollinearity problems, can explain endogenous variables, and shows a significant relationship between variables in accordance with the proposed hypothesis. Furthermore, the analysis continued with an importance-effectiveness mapping analysis (IPMA) to gain a deeper understanding of the level of importance and effectiveness of the impact of each construct on the research variables considered.

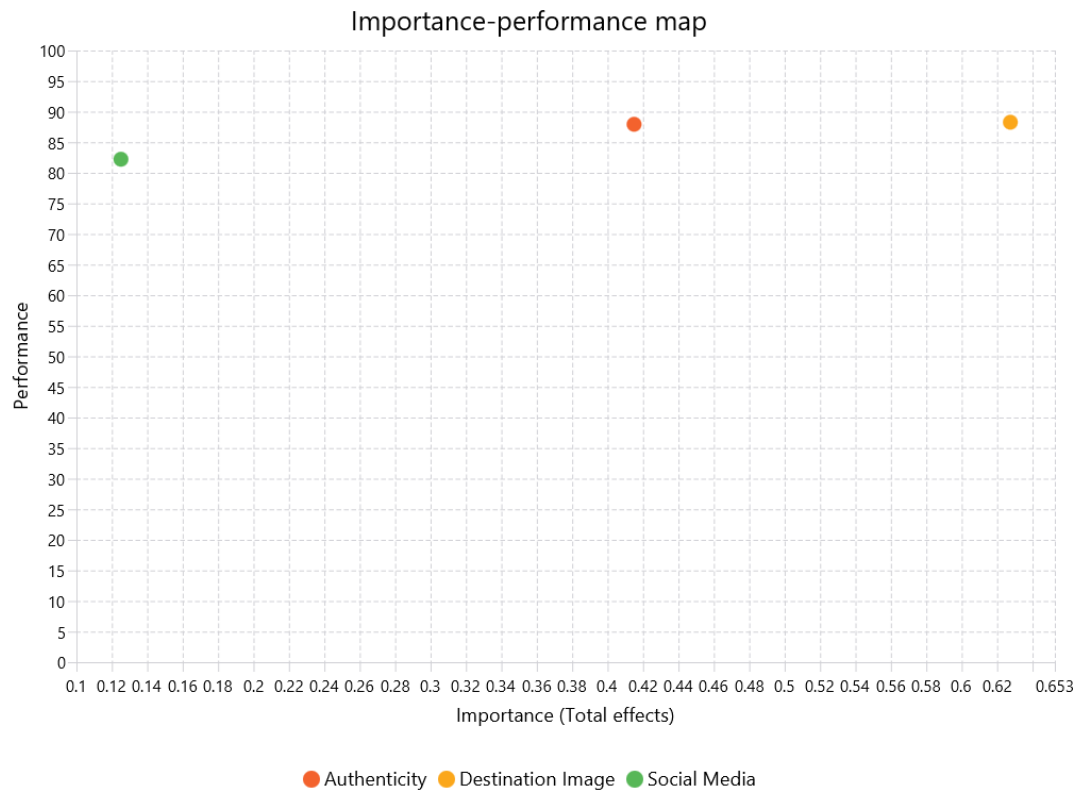


Figure 4. 6 Importance-Performance Map Analysis (IPMA)

Sources: Data Processing Results (2026)

The Importance-Performance Map (IPMA) analysis puts destination image at the top: highest importance, relatively high performance. Destination image drives the dependent variable more than any other component, and improving it can move tourists' intention to visit Nusa Tenggara Timur. Authenticity follows close behind, with relatively high importance and good performance, marking it as a key contributor to visit intention. Social media performs well but ranks low on importance compared to the other two. The IPMA results set the priorities: maintain and optimize destination image first, authenticity second, while social media supports the effort to increase visit intention.

4.6 Analysis and Discussion

This section explains the hypothesis testing results linking authenticity, social media, destination image, and visit intention. The discussion interprets the direction and significance of each variable's influence and connects these findings to theoretical concepts and prior research. Beyond confirming the hypotheses, this discussion clarifies what the results mean for tourism in Nusa Tenggara Timur province.

4.6.1 Discussion on the Influence of Authenticity on Destination Image in Nusa Tenggara Timur Province

This study's first hypothesis tested authenticity's impact on the image of tourist attractions in Nusa Tenggara Timur. The bootstrap test, run through Partial Least Squares Structural Equation Modeling (PLS-SEM), produced a path coefficient of 0.661, a t-statistic of 9.470, and a p-value of 0.000 for the relationship between authenticity and destination image. The t-statistic exceeds 1.645 and the p-value falls below 0.05, so H1 stands accepted: authenticity has a positive impact on the image of tourist attractions in Nusa Tenggara Timur.

As tourists' perceptions of authenticity rise, so does their perception of the place. Authenticity outweighs social media in shaping a destination's image; tourists' sense of a place's authenticity drives its attractiveness and the positive image it forms in their minds. In Nusa Tenggara Timur, authenticity extends beyond cultural objects, traditions, or physical characteristics to include the emotional and personal experiences tourists carry away from interacting with the place.

Based on the measurement of the authenticity construct as a high-level construct, the dimension with the highest contribution value is existential authenticity with a loading of 0.924, followed by objective authenticity with a loading of 0.901, and structural authenticity with a loading of 0.897. These results indicate that tourists' subjective experiences are the strongest factor in shaping the perception of authenticity of Nusa Tenggara Timur tourist destinations. Furthermore, the index with the highest external

loading value on the existential authenticity dimension is EA1, with a value of 0.855, which describes the belief that tourists find peace of mind by visiting NTT tourist destinations.

These results indicate that tourists seek emotional value and personal meaning alongside cultural authenticity and natural beauty. Connecting with nature, finding peace of mind, and discovering new experiences reinforce the perception that Nusa Tenggara Timur is an authentic place. The stronger the authentic experiences tourists have, the more positive their image of the destination. The respondent profile connects to the H1 results through age. Most respondents fell into working age, particularly Gen Z and Millennials. These generations seek meaningful travel experiences over simple sightseeing (Sumit Kumar, 2025), valuing emotional connections, interactions with local communities, and exposure to cultural differences. A high perception of authenticity among young respondents can push positive impressions of Nusa Tenggara Timur's tourist destinations even further.

These results align with Rasoolimanesh et al. (2021), who found authenticity crucial to shaping destination image, particularly for experiential and cultural tourism. Theoretically, this study supports the view that destinations preserving local identity and culture, and offering authentic experiences, leave a stronger positive impression on tourists. Practically, tourism managers in Nusa Tenggara Timur need to maintain and develop authenticity, particularly in experiences that build emotional value, connect tourists with local communities, and engage them with local culture.

4.6.2 Discussion on the Influence of Social Media on Destination Image in Nusa Tenggara Timur Province

The second hypothesis tested social media's impact on the image of tourist attractions in Nusa Tenggara Timur. The bootstrap test produced a path coefficient of 0.200, a t-statistic of 2.675, and a p-value of 0.004 for the relationship between social media and destination image. The t-statistic exceeds 1.645 and the p-value falls below 0.05, so H2

stands accepted: social media has a positive impact on the image of tourist attractions. Photos, videos, travelers' reviews, and shared travel experiences form tourists' first impressions before they ever visit. For Nusa Tenggara Timur, social media introduces potential tourists to its natural beauty, local culture, and available tourism experiences. Social media's influence in this study was lower than authenticity's: the path coefficient for social media was 0.200, against 0.661 for authenticity, and the effect size (f^2) for social media on destination image was only 0.059, placing it in the small category. Social media helps shape destination image, but authenticity plays the larger role in explaining tourists' perceptions of destinations in Nusa Tenggara Timur.

In the social media variable measurements, the SM1 index carried the highest external load value at 0.885, reflecting respondents' perception that social media information about tourist destinations in Nusa Tenggara Timur runs accurate. Tourists trust accurate information because it helps them form expectations before they travel. The respondent profile connects to the H2 results through occupation: students and private company employees made up most respondents, and this group uses digital technology the most (Santus Kumar Deb, 2023), turning to social media to find travel information, check other travelers' experiences, and research destinations beforehand. Accurate, engaging social media content can strengthen Nusa Tenggara Timur's positive image as a tourist destination.

These results align with Tran & Rudolf (2022), who found social media a key information source for tourists shaping their sense of a destination. This supports the idea that social media works as a communication tool that shapes tourist perceptions, not just as an advertising medium. In practice, tourism managers in Nusa Tenggara Timur need to sharpen their digital marketing strategies around accurate information, authentic tourism experiences, and a consistent destination image across platforms.

4.6.3 Discussion on the Influence of Destination Image on Visit Intention to Nusa Tenggara Timur Province

The third hypothesis examines the impact of tourist destination image in Nusa Tenggara Timur Province on visit intention. The bootstrap test found a path coefficient of 0.628, a t-statistic of 11.820, and a p-value of 0.000 for the relationship between destination image and visit intention. The t-statistic exceeds 1.645 and the p-value falls below 0.05, so H3 stands accepted: tourist destination image has a positive impact on visit intention. A positive image of Nusa Tenggara Timur Province increases tourists' desire to visit. When tourists perceive a destination as interesting, unique, memorable, and distinct from other options, they choose it more often. The DI3 indicator recorded the highest outer loading (0.847), showing that tourists place strong importance on meaningful interactions with the local community. Destination image draws on social experience, the interactions that leave a lasting impression, as much as it draws on natural beauty and cultural heritage.

These results align with J. Wei et al. (2024), who identified destination image as a key driver of visit intention in tourism. Theoretically, this fits Ajzen's theory of planned behaviours (1991), where intention grows from individual evaluations and perceptions. Practically, tourism managers in Nusa Tenggara Timur need to keep building destination image to draw tourist interest: develop high-quality tourism experiences, preserve local culture, and deliver unique destination value.

The hypothesis testing findings were confirmed through an interview with Mrs. Shana Fatina, a tourism stakeholder in Labuan Bajo (Nusa Tenggara Timur). She said authenticity plays a role in shaping destination image: the uniqueness of nature, local culture, and authentic experiences on offer are key factors in shaping a positive perception among tourists. This view is consistent with the study's finding that authenticity has a positive impact on destination image, and it's supported by the highest score on the existential authenticity variable (EA1), which indicates that

tourists' authentic experiences and the destination's authentic nature are key to shaping Labuan Bajo's positive image.

The visit confirmed something else: tourism villages can't rely on promotional events and social media alone. Infrastructure, accessibility, tourist facilities, transportation, and travel costs matter just as much. This aligns with the study's finding that social media affects destination image positively, though less strongly than authenticity. Fatina also stressed that each tourism area in Nusa Tenggara Timur must hold onto its unique characteristics, so Labuan Bajo's overall impression doesn't get replicated elsewhere. This responds directly to the finding that destination image drives visit intention: a positive image can pull tourist interest toward Nusa Tenggara Timur through attractiveness and uniqueness alone.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

This study set out to examine authenticity's and social media's impact on the image of tourist destinations in Nusa Tenggara Timur, and how that image shapes travel intentions. A quantitative approach using partial least squares structural equation modeling (PLS-SEM) drew on data from tourists in the Jakarta metropolitan area who expressed interest in Nusa Tenggara Timur. The resulting model met the criteria for measurement validity and structural modeling, proving suitable for explaining the relationships among these variables.

The hypothesis testing confirmed all three hypotheses. H1: authenticity has a positive impact on destination image, and as tourists' perceptions of authenticity, uniqueness, and locality in Nusa Tenggara Timur's destinations rise, a more positive image forms in their minds. H2: social media has a positive impact on destination image, as digitally distributed information, visual content, travel experiences, and reviews shape tourists' perceptions. H3: destination image drives visit intention, and tourists who perceive Nusa Tenggara Timur as attractive, unique, and worthwhile are more likely to choose it as their travel destination.

The Importance-Performance Map (IPMA) analysis shows that destination image is the most important variable in increasing tourist visit intention, and therefore, it is a top priority in developing and implementing tourism destination marketing strategies in Nusa Tenggara Timur. This study confirms that building positive perceptions of a destination is key to increasing tourist visit intention. Furthermore, both authenticity and social media play a crucial role in shaping the image of a destination. Therefore, tourism destination managers need to improve tourist perceptions of their destinations by optimizing social media as a marketing communication tool while maintaining the authenticity of the destination's culture, nature, and tourism experience.

In summary, this study concludes that a tourist destination's image plays a significant role in promoting visits, while its authenticity and social media also play a significant role in shaping that image. These results suggest that efforts to increase tourist interest in Nusa Tenggara Timur rely not only on destination promotion but also on strengthening its authenticity and effectively utilizing social media to communicate its uniqueness and attractiveness. Therefore, this study supports the notion that tourist intention to visit is formed through a holistic perceptual process that encompasses authentic experiences, the influence of social media, and the formation of a positive destination image.

5.2 Implications

5.2.1 Theoretical Implications

This study offers several theoretical implications for the development of tourism marketing literature, particularly regarding authenticity, social media, destination image, and travel intentions.

- 1. This study reinforces authenticity as a critical determinant of destination image.**

Tourists' perceptions of a place's authenticity shape their entire evaluation of the travel experience, not just their impression of it. These finding fits tourism literature recognizing authenticity as central to how tourists experience and perceive a place: cultural, environmental, and regional authenticity all strengthen their positive evaluations (Li & Li, 2022).

- 2. This study broadens our understanding of social media's role in tourist behaviours.**

Social media works as an information source that shapes destination image and perception, beyond serving as a digital advertising medium. These results support social media's strategic role in the pre-travel phase: tourists use it to

learn about a destination's attractiveness, form expectations, and share them before they travel (Sultan et al., 2021).

3. This study confirms destination image as a significant driver of visit intention.

These results support destination marketing literature identifying destination image as central to tourist behavioural intentions. Destination image works as a mental representation, helping tourists evaluate a destination's attractiveness, convenience, and value (Yuan & Nyen Vui, 2023), strengthening the conceptual link between destination image and visit decisions.

4. This study contributes empirically through Nusa Tenggara Timur, an Indonesian destination rich in natural and cultural resources.

Most prior research on authenticity, social media, destination image, and visit intention focuses on established tourist destinations or tourism in general. This study extends that research to Nusa Tenggara Timur, showing how these variables function from the perspective of tourists in Greater Jakarta, a potential local market. These theoretical relationships help explain how emerging destinations rich in cultural and natural resources build their appeal.

5.2.2 Managerial Implications

These findings point management toward the variables with the greatest impact on tourists' intention to visit Nusa Tenggara Timur. Destination image drives visit intention the most, with authenticity shaping that image as a close second. Social media also impacts destination image positively and significantly, though on a smaller scale. Tourism development strategy in Nusa Tenggara Timur should prioritize strengthening destination image, built through authentic tourism experiences and supported by digital communication through social media.

1. Strengthening Destination Image Through Creating Meaningful Interactions with Local Communities

This study revealed that destination image is the most important variable for visit intention. Therefore, strengthening destination image should be a priority in Nusa Tenggara Timur's tourism development strategy. Furthermore, the highest-scoring index for this variable was DI2, meaning "I want to have meaningful personal interactions with local communities in Nusa Tenggara Timur." This study shows that positive impressions of Nusa Tenggara Timur are not based on natural beauty or visual appeal, but rather on tourists' expectations for meaningful social experiences with local communities. In other words, tourists see Nusa Tenggara Timur as a destination that can offer more personal, warm, and memorable experiences through close relationships with local communities. Therefore, the Nusa Tenggara Timur Tourism Office, tourism destination managers, and tourism businesses need to develop tourism products that create opportunities for direct interaction between tourists and local communities, such as community-based tourism, visits to tourist villages, participatory cultural events, guided tours by local communities, and local culinary and craft experiences. This strategy is crucial to enhancing the image of Nusa Tenggara Timur province as a destination that offers not only visually stunning but also meaningful and community-cantered tourism experiences.

2. Strengthening authenticity, particularly existential authenticity, as the foundation for destination image formation

This study shows that authenticity is a crucial element in shaping the image of a tourist destination. Specifically, the positive image of Nusa Tenggara Timur as a tourist destination depends heavily on the extent to which tourists perceive it as authentic, genuine, and capable of offering unique experiences. Furthermore, the criterion that most significantly contributes to the authenticity variable is existential authenticity, with the highest score being EA1, which states that "visiting NTT tourist destinations brings peace of mind." This study

suggests that the authenticity of Nusa Tenggara Timur should be understood not only in terms of cultural, traditional, or physical authenticity, but also in terms of its ability to provide tourists with peace, comfort, and personal meaning. Therefore, tourism destination managers need to design experiences that not only offer attractions but also create environments that encourage introspection, intimacy with nature, and immersive experiences. Tourism managers can pursue this through eco-friendly nature tourism, slow tourism concepts, integrated cultural and nature resorts, and health-enhancing tourism, backed by destination management that preserves environmental authenticity, manages commercialization to protect that authenticity, and promotes regional cultural values. These initiatives do more than make Nusa Tenggara Timur beautiful. They give visitors an experience that changes how they see the place.

3. Optimizing social media as a means of communicating an authentic and meaningful destination image

Social media impacts destination image positively and significantly, though not as strongly as authenticity. It shapes potential tourists' perceptions of Nusa Tenggara Timur before they ever visit. But given its weaker pull compared to authenticity, social media use shouldn't stop at visual promotion. It needs to strengthen an authentic, meaningful image of the destination. This calls for the Nusa Tenggara Timur Tourism Office and destination managers to build a more focused, consistent, experience-based digital communication strategy: stories about tourists connecting with local communities, authentic cultural experiences, the peaceful atmosphere tourists encounter, unique activities that reflect the destination's identity. Storytelling, tourist testimonials, short experience-based videos, and collaborations with content creators can express Nusa Tenggara Timur's true values more naturally. Social media works best not just as a promotional tool but as a channel for conveying the destination's real appeal and strengthening its image.

These findings point tourism development strategy toward more than promotion. It needs to create meaningful perceptions and experiences for tourists. Enhancing destination image matters most, it significantly drives visit intention through meaningful interactions with local communities. Strengthening that image means managing existential authenticity, so tourists come to see Nusa Tenggara Timur as a destination offering comfort, personal experience, and depth. Social media, optimized as a strategic communication tool, can carry these authentic experiences to the target market continuously. Together, this approach can boost the destination's attractiveness and build local tourist interest sustainably.

5.3 Limitations and Recommendations

5.3.1 Limitations

This study carries several limitations worth weighing against its results. First, respondents came only from the Jakarta metropolitan area, representing the potential domestic tourist population. This region forms a large tourism market, but its respondents may not reflect perceptions of tourists elsewhere in Indonesia. Generalizing these results to all domestic tourists comes with real limits.

Second, the sampling method carries its own limitations. Quantitative research typically uses probability samples to generalize results broadly. But this study didn't know the exact population size meeting its criteria, and no clear sampling framework existed, so it relied on a non-probability sample. The results offer empirical insight into the relationships among these variables, but generalizing them across the entire Jakarta metropolitan area population has limits.

Third, this study focused on four main variables: authenticity, social media, destination image, and visit intention. Other factors, online reviews, travel motivation, perceived value, destination trust, accessibility, likely influence visit intention too, and this study left them out. The visit intention variable itself measures intention alone; it may not capture tourists' actual visit behaviour.

5.3.2 Recommendations

1. For the Government and Tourism Authority of East Nusa Tenggara

This study's IPMA results rank Destination Image as the highest managerial priority, followed by Authenticity. The government and tourism authority should strengthen destination image first, before expanding broader promotional activity. The interview findings on Labuan Bajo support this: the destination's growth did not come from isolated promotion. It came from a holistic, government-backed management approach covering the entire visitor journey, from airport facilities and transportation, through accommodation and the destination experience, to departure. Other emerging destinations in East Nusa Tenggara that aim to replicate this growth should pursue similar integrated planning, backed by national or regional prioritization status, rather than marketing efforts alone.

The highest-loading destination image indicator in this study measures meaningful personal interaction with the local community. The authority should invest in community-based tourism initiatives, such as village-based tourism and structured tourist-resident engagement programs, to reinforce this specific dimension. Authenticity showed the strongest effect on destination image, and its highest-loading indicator captures the sense of inner peace tourists feel during the NTT experience. Preservation efforts should target this emotional and experiential quality, not just physical or historical upkeep. Maintaining destinations' original form matters too; it was also a highly rated authenticity indicator.

The authority should also strengthen human resource capacity through training for tourism workers, destination managers, and local communities, to keep service quality consistent as visitor numbers grow. This addresses the service and human-resource challenges raised in the study's background. Regular monitoring and evaluation mechanisms should track progress in infrastructure, service quality, and destination image over time. Social media showed only a small effect on destination image

compared to authenticity. Promotional strategies should weight the authentic destination experience more heavily, using segmented and targeted messaging for specific tourist groups instead of broad-based digital promotion as the primary growth lever.

2. For Tourism Industry Stakeholders

Tourism industry stakeholders, including destination managers, hotel owners, travel agents, and local creative economy players, should strengthen collaboration with government bodies to build a seamless end-to-end visitor experience. This study finds destination image shaped by the broader service ecosystem around a destination, not the destination alone. Community interaction emerged as the most influential destination image indicator. Stakeholders should design tourism products and services, such as guided village visits, homestays, or cultural exchange activities, that facilitate genuine interaction between tourists and local communities.

Social media's effect on destination image stayed comparatively small, and its highest-performing indicator concerns the accuracy of destination information. Stakeholders should prioritize accurate, authentic, experience-based content over high-volume promotional material; content quality matters more to tourists than exposure volume. Stakeholders may also develop tourism offerings and packages tailored to younger prospective travellers. This study's respondents in this age range have not yet reached significant spending power, so building engagement and brand affinity now positions stakeholders well before this segment reaches its peak travel-spending years.

3. For Tourism Marketing Researchers

Future researchers should expand the sample size and include tourists from other regions in Indonesia to build a more representative picture of tourist behaviour toward East Nusa Tenggara. East Nusa Tenggara's strong appeal in the international market also makes a case for incorporating international tourists into future samples.

Destination Image explained only a moderate proportion of variance in Intention to Visit (39.4%) in this study. Future research could extend the model with additional theoretically relevant variables, such as electronic word-of-mouth (e-WOM), travel motivation, perceived value, destination trust, tourist satisfaction, and accessibility, to account for the remaining variance and sharpen the understanding of what drives visit intention. Social media showed only a small effect on destination image despite being statistically significant. Future research could develop more specific measurements for social media, distinguishing user-generated content, influencer-generated content, electronic word-of-mouth, and intensity of exposure to tourism-related content, to identify which dimensions carry greater influence.

Future studies should also apply broader, more probabilistic sampling methods to improve generalizability. They should re-examine indicators that showed conceptually conflicting patterns in this study. The item describing inner peace when visiting NTT destinations, for instance, conflicted with the item describing renewed enthusiasm from the NTT experience, even though both measure the same construct of existential authenticity. Future studies should also reconsider items whose contextual relevance may shift over time: the indicator linking traditional clothing to authentic local culture, and the indicator describing the local community's lifestyle as still holding to cultural authenticity. Tourist behaviour and cultural expression keep evolving, and these measures need to keep pace.

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APPENDIX

Appendix A: Research Questionnaire



The Effects of Authenticity and Social Media on Destination Image and Visit Intention to Tourism Sites in Nusa Tenggara Timur from the Perspective of JABODETABEK Tourists

Hello everyone,

My name is Maria Marice Jari, and I am a BBA student at IPMI International Business School. I am in the final stage of completing my thesis entitled: "The Effects of Authenticity and Social Media on Destination Image and Visit Intention to Tourism Sites in Nusa Tenggara Timur from the Perspective of JABODETABEK Tourists." This thesis is under the supervision of Dr. Liza Agustina Maureen Nelloh, S.E., MM, CDM.

To complete this research, I require comprehensive data and would humbly ask for your support and participation by filling out this questionnaire. The respondent criteria in this study include:

- 1. Domiciled in the JABODETABEK area.*
- 2. Aged between 18 – 55 years.*
- 3. Actively use social media.*
- 4. Have an interest in tourism activities in NTT.*

If you do not meet the criteria above, I would be very grateful if you could share this questionnaire with your family, friends, or colleagues. To access the questionnaire, please click the following link:

<https://forms.gle/RbVk8BanNCrgckgD6>

Your participation and honest responses are highly valued and will significantly contribute to the success of this research. Thank you for your time and kind assistance.

Warm regards,

Maria Marice Jari

Halo semuanya,

Saya Maria Marice Jari, saat ini saya adalah mahasiswa sarjana Administrasi Bisnis di IPMI International Business School. Saat ini, saya sedang berada di tahap akhir untuk menyelesaikan skripsi saya yang berjudul: "Pengaruh Otentisitas dan Media Sosial terhadap Citra Destinasi dan Niat Kunjungan ke Situs Wisata di Nusa Tenggara Timur dari Perspektif Wisatawan JABODETABEK." Skripsi ini berada di bawah pengawasan Dr. Liza Agustina Maureen Nelloh, S.E., MM, CDM.

Untuk dapat menyelesaikan tugas ini, saya memerlukan data yang komprehensif bagi penelitian ini. Dengan rendah hati, saya memohon dukungan dan partisipasi Anda untuk mengisi kuesioner ini. Adapun kriteria responden dalam penelitian ini meliputi:

- 1. Berdomisili di wilayah JABODETABEK.*
- 2. Berusia antara 18 – 55 tahun.*
- 3. Aktif menggunakan media sosial.*
- 4. Memiliki ketertarikan pada aktivitas pariwisata NTT.*

Jika Anda tidak memenuhi kriteria di atas, saya akan sangat berterima kasih apabila Anda bersedia membagikan kuesioner ini kepada keluarga, teman, maupun kolega Anda. Untuk mengakses kuesioner, silakan klik tautan berikut:

<https://forms.gle/RbVk8BanNCrgckgD6>

Partisipasi dan tanggapan jujur dari Anda sangat berharga dan akan sangat membantu keberhasilan penelitian ini. Terima kasih atas waktu dan bantuan Anda.

Salam hangat,

Maria Marice Jari

Do you currently reside in the JABODETABEK area? *

(Apakah Anda berdomisili di wilayah JABODETABEK?)

- ☐ Yes (Ya)
- ☐ No (Tidak)

Is your age between 18 – 55 years? *

(Apakah usia Anda antara 18 – 55 tahun?)

- ☐ Yes (Ya)
- ☐ No (Tidak)

Do you actively use social media (Instagram, TikTok, etc.)? *

(Apakah Anda aktif menggunakan media sosial seperti Instagram, Tik Tok, dll?)

- ☐ Yes (Ya)
- ☐ No (Tidak)

Do you have an interest in tourism activities in NTT? *

(Apakah Anda memiliki ketertarikan pada aktivitas pariwisata di NTT?)

- ☐ Yes (Ya)
- ☐ No (Tidak)

Demographic Characteristics / Karakteristik Demografis

Gender / Jenis Kelamin: *

- ☐ Male (Laki-laki)
- ☐ Female (Perempuan)

Age / Usia: *

- ☐ 18 – 25 years (tahun)
- ☐ 26 – 35 years (tahun)
- ☐ 36 – 45 years (tahun)
- ☐ 46 – 55 years (tahun)
- ☐ > 56 years (tahun)

Domicile / Domisili: *

- ☐ Jakarta
- ☐ Bogor
- ☐ Depok
- ☐ Tangerang
- ☐ Bekasi

Latest Education / Pendidikan Terakhir: *

- ☐ Elementary School (SD)
- ☐ Junior High School (SMP)
- ☐ Senior High School or equivalent (SMA/SMK/Sederajat)
- ☐ Associate Degree (Diploma/D3)
- ☐ Bachelor's Degree (Sarjana/S1)
- ☐ Master's/Doctoral Degree (Pascasarjana/S2/S3)

Occupation / Pekerjaan: *

- ☐ Student (Mahasiswa/Pelajar)
- ☐ Private Employee (Karyawan Swasta)
- ☐ Government Employee (ASN/PNS/TNI/Polri)
- ☐ Entrepreneur (Wiraswasta/Pengusaha)
- ☐ Other: _____

Monthly Expenses / Pengeluaran Per Bulan:

*

(Total expenses for all needs in one month / Total pengeluaran untuk semua kebutuhan dalam satu bulan)

- ☐ < Rp 2.000.000
- ☐ Rp 2.000.001 – Rp 5.000.000
- ☐ Rp 5.000.001 – Rp 10.000.000
- ☐ Rp 10.000.001 – Rp 15.000.000
- ☐ > Rp 15.000.000

Travel Behavior & Media Exposure / Perilaku Wisata & Paparan Media

How often do you travel for tourism in a year? *

(Seberapa sering Anda melakukan perjalanan wisata dalam 1 tahun?)

- ☐ Never (Tidak pernah)
- ☐ 1–2 times (1–2 kali)
- ☐ 3–5 times (3–5 kali)
- ☐ > 5 times (kali)

What type of tourism do you prefer the most? *

(Jenis wisata yang paling Anda minati?)

- ☐ Nature (Alam)
- ☐ Cultural (Budaya)
- ☐ Culinary (Kuliner)
- ☐ Religious (Religi)
- ☐ Other: _____

What transportation do you most frequently use when traveling? *

(Apa moda transportasi yang paling sering digunakan saat berwisata?)

- ☐ Airplane (Pesawat)
- ☐ Train (Kereta)
- ☐ Private car (Mobil pribadi)
- ☐ Bus
- ☐ Other: _____

Who do you usually travel with? *

(Dengan siapa Anda biasanya bepergian?)

- ☐ Alone (Sendiri)
- ☐ Friends (Teman)
- ☐ Family (Keluarga)
- ☐ Partner (Pasangan)

What is your average travel duration? *

(Berapa rata-rata durasi perjalanan wisata Anda?)

- ☐ 1–3 days (1–3 hari)
- ☐ 4–7 days (4–7 hari)
- ☐ > 7 days (hari)

What is your average travel spending per trip? *

(Berapa rata-rata pengeluaran Anda untuk satu kali perjalanan wisata?)

- ☐ < Rp 500.000
- ☐ Rp 500.000 – Rp 1.500.000
- ☐ Rp 1.500.001 – Rp 3.000.000
- ☐ Rp 3.000.001 – Rp 5.000.000
- ☐ > Rp 5.000.000

How often do you see content about tourism in East Nusa Tenggara (NTT) on social media? *

(Seberapa sering Anda melihat konten wisata Nusa Tenggara Timur (NTT) di media sosial?)

- ☐ Very rarely (Sangat jarang)
- ☐ Rarely (Jarang)
- ☐ Occasionally (Cukup sering)
- ☐ Often (Sering)
- ☐ Very often (Sangat sering))

Which social media platform do you use most to search for travel information? *

(Apa platform media sosial yang paling sering digunakan untuk mencari informasi wisata?)

- ☐ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ Twitter/X
- ☐ Other: _____

What is your main source of travel information? *

(Apa sumber utama dalam mencari informasi destinasi wisata?)

- ☐ Social media (Media sosial)
- ☐ Travel websites (Website wisata)
- ☐ Family (Rekomendasi keluarga)
- ☐ Friends (Rekomendasi teman)
- ☐ Travel agent
- ☐ Other: _____

Authenticity

Please rate your agreement on a scale of 1-5 (Strongly Disagree to Strongly Agree).

Mohon berikan penilaian Anda pada skala 1-5 (Sangat Tidak Setuju hingga Sangat Setuju).

EA1: *I feel that visiting NTT tourist destinations will provide inner peace.* *

(Saya merasa mengunjungi destinasi wisata NTT akan memberikan ketenangan batin.)

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| 1 | 2 | 3 | 4 | 5 |
| ☐ | ☐ | ☐ | ☐ | ☐ |

EA2: *Traveling to NTT makes me feel closer to pure nature.* *

(Berwisata ke NTT membuat saya merasa lebih dekat dengan alam yang murni.)

1	2	3	4	5
☐	☐	☐	☐	☐

EA3: *I believe the experience in NTT can help me find new enthusiasm.* *

(Saya percaya pengalaman di NTT membantu saya menemukan semangat baru.)

1	2	3	4	5
☐	☐	☐	☐	☐

OA1: *I think the architecture of buildings at NTT destinations still maintains its historical authenticity.* *

(Menurut saya rsitektur bangunan di destinasi NTT masih menjaga keaslian sejarahnya.)

0	1	2	3	4	5
☐	☐	☐	☐	☐	☐

OA2: *I believe that traditional clothing in NTT reflects authentic local culture.* *

(Saya percaya bahwa pakaian adat di NTT mencerminkan budaya lokal yang autentik.)

1	2	3	4	5
☐	☐	☐	☐	☐

OA3: *I believe that tourist destinations in NTT will still maintain their original form.* *

(Saya percaya bahwa destinasi wisata di NTT akan tetap mempertahankan bentuk aslinya.)

1	2	3	4	5
☐	☐	☐	☐	☐

CA1: *I expect interactions with local residents in NTT to feel genuine.* *

(Saya berharap interaksi dengan warga lokal di NTT terasa lebih tulus.)

1	2	3	4	5
☐	☐	☐	☐	☐

CA2: *I consider traditional ceremonies in NTT to be a living tradition of the local people.* *

(Saya menganggap upacara adat di NTT sebagai tradisi yang masih hidup di masyarakat setempat.)

1	2	3	4	5
☐	☐	☐	☐	☐

CA3: *I think that the lifestyle of the local people of NTT still holds fast to its cultural authenticity.* *

(Menurut saya gaya hidup masyarakat lokal NTT masih memegang teguh keaslian budaya.)

1	2	3	4	5
☐	☐	☐	☐	☐

Social Media

Please rate your agreement on a scale of 1-5 (Strongly Disagree to Strongly Agree).

Mohon berikan penilaian Anda pada skala 1-5 (Sangat Tidak Setuju hingga Sangat Setuju).

SM1: I feel the information about NTT destinations on social media is very accurate. *

(Saya merasa informasi tentang destinasi NTT di media sosial sangat akurat.)

1	2	3	4	5
☐	☐	☐	☐	☐

SM2: I think that the social media managers of NTT tourism are responsive to questions. *

(Menurut saya pengelola sosial media wisata NTT responsif terhadap pertanyaan.)

1	2	3	4	5
☐	☐	☐	☐	☐

SM3: I easily find real experiences of tourists in NTT through social media. *

(Saya mudah menemukan pengalaman nyata wisatawan di NTT melalui media sosial.)

1	2	3	4	5
☐	☐	☐	☐	☐

SM4: I easily find real experiences of tourists in NTT through social media. *

(Saya mudah menemukan pengalaman nyata wisatawan di NTT melalui media sosial.)

1	2	3	4	5
☐	☐	☐	☐	☐

Destination Image

Please rate your agreement on a scale of 1-5 (Strongly Disagree to Strongly Agree).

Mohon berikan penilaian Anda pada skala 1-5 (Sangat Tidak Setuju hingga Sangat Setuju).

DI1: I believe Nusa Tenggara Timur offers an exceptionally unique natural landscape.

(Menurut saya, Nusa Tenggara Timur menawarkan pemandangan alam yang sangat unik.)

1	2	3	4	5
☐	☐	☐	☐	☐

DI2: In my opinion, the cultural heritage sites in Nusa Tenggara Timur are professionally managed. *

(Menurut saya, situs warisan budaya di Nusa Tenggara Timur dikelola secara profesional.)

1	2	3	4	5
☐	☐	☐	☐	☐

DI3: I expect to have meaningful personal interactions with the local community in Nusa Tenggara Timur." *

(Menurut saya, berinteraksi langsung dengan masyarakat lokal di Nusa Tenggara Timur akan memberikan pengalaman yang bermakna.)

1	2	3	4	5
☐	☐	☐	☐	☐

Intention to Visit

Please rate your agreement on a scale of 1-5 (Strongly Disagree to Strongly Agree).

Mohon berikan penilaian Anda pada skala 1-5 (Sangat Tidak Setuju hingga Sangat Setuju).

ITV1: I plan to visit tourist destinations in NTT in the near future. *

(Saya berencana mengunjungi destinasi wisata di NTT dalam waktu dekat.)

1	2	3	4	5
☐	☐	☐	☐	☐

ITV2: I will make NTT my top priority for my next holiday destination. *

(Saya akan menjadikan NTT sebagai prioritas utama tujuan liburan saya berikutnya.)

1	2	3	4	5
☐	☐	☐	☐	☐

ITV3: I am willing to recommend NTT to others as a must-visit place. *

(Saya bersedia merekomendasikan NTT kepada orang lain sebagai tempat yang wajib dikunjungi.)

1	2	3	4	5
☐	☐	☐	☐	☐

CLOSING

Thank you very much for your time and participation in this research. Your responses are highly valuable for my undergraduate thesis at IPMI International Business School. Please click the "**Submit**" button below to complete the process.

Have a wonderful day!

Terima kasih banyak atas waktu dan partisipasi Anda dalam penelitian ini. Tanggapan Anda sangat berharga bagi penyelesaian skripsi saya di IPMI International Business School. Silakan klik tombol "**Submit**" di bawah ini untuk menyelesaikan proses pengisian.

Semoga hari Anda menyenangkan!

Terimakasih Orang Baik kuuu 🙏👤
Salam Hormat_ Maria Marice Jari

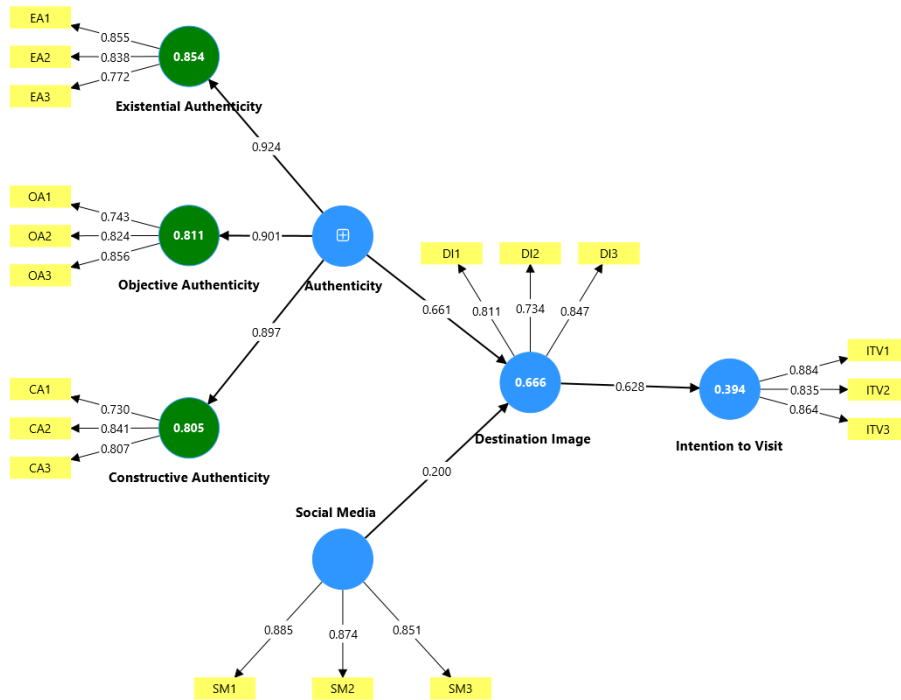


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Appendix B: Measurement Model (PLS Algorithm)



Outer Loadings - Matrix

	Authenticity	Constructive Authenticity	Destination Image	Existential Authenticity	Intention to Visit	Objective Authenticity	Social Media
CA1		0.730					
CA1	0.659						
CA2		0.841					
CA2	0.711						
CA3	0.761						
CA3		0.807					
DI1			0.811				
DI2			0.734				
DI3			0.847				
EA1				0.855			
EA1	0.773						
EA2	0.765						
EA2				0.838			
EA3				0.772			
EA3	0.741						

	Authenticity	Constructive Authenticity	Destination Image	Existential Authenticity	Intention to Visit	Objective Authenticity	Social Media
ITV1					0.884		
ITV2					0.835		
ITV3					0.864		
OA1	0.654						
OA1						0.743	
OA2						0.824	
OA2	0.771						
OA3	0.756						
OA3						0.856	
SM1							0.885
SM2							0.874
SM3							0.851

R-square Overview

	R-square	R-square adjusted
Constructive Authenticity	0.805	0.804
Destination Image	0.666	0.662
Existential Authenticity	0.854	0.853
Intention to Visit	0.394	0.391
Objective Authenticity	0.811	0.810

F-square Matrix

	f-square
Authenticity -> Constructive Authenticity	4.126
Authenticity -> Destination Image	0.643
Authenticity -> Existential Authenticity	5.858
Authenticity -> Objective Authenticity	4.302
Destination Image -> Intention to Visit	0.650
Social Media -> Destination Image	0.059

Construct Reliability & Validity Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Authenticity	0.892	0.894	0.913	0.538
Constructive Authenticity	0.705	0.710	0.836	0.630
Destination Image	0.714	0.721	0.840	0.637
Existential Authenticity	0.760	0.761	0.862	0.677
Intention to Visit	0.829	0.854	0.896	0.742
Objective Authenticity	0.735	0.743	0.850	0.655
Social Media	0.841	0.848	0.903	0.757

Fornell-Larcker Criterion

	Authenticity	Constructive Authenticity	Destination Image	Existential Authenticity	Intention to Visit	Objective Authenticity	Social Media
Authenticity	0.734						
Constructive Authenticity	0.897	0.794					
Destination Image	0.804	0.770	0.798				
Existential Authenticity	0.924	0.751	0.717	0.823			
Intention to Visit	0.669	0.598	0.628	0.637	0.861		
Objective Authenticity	0.901	0.699	0.702	0.755	0.585	0.809	
Social Media	0.713	0.622	0.671	0.672	0.753	0.646	0.870

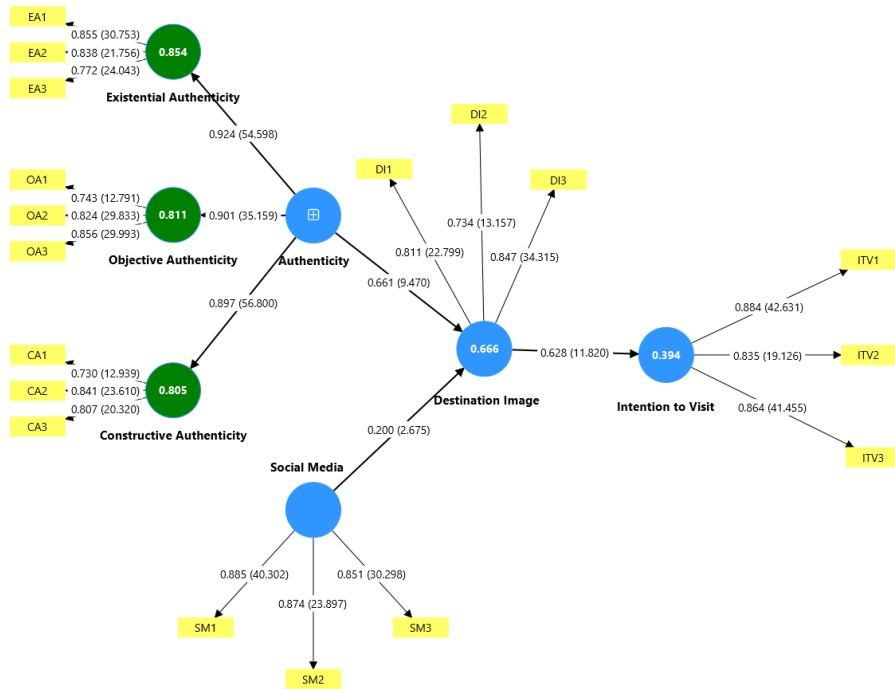
Cross Loadings

	Authenticity	Constructive Authenticity	Destination Image	Existential Authenticity	Intention to Visit	Objective Authenticity	Social Media
CA1	0.659	0.730	0.528	0.550	0.461	0.524	0.503
CA1	0.659	0.730	0.528	0.550	0.461	0.524	0.503
CA2	0.711	0.841	0.660	0.583	0.467	0.517	0.486
CA2	0.711	0.841	0.660	0.583	0.467	0.517	0.486
CA3	0.761	0.807	0.640	0.650	0.496	0.618	0.495
CA3	0.761	0.807	0.640	0.650	0.496	0.618	0.495
DI1	0.686	0.659	0.811	0.636	0.453	0.573	0.463
DI2	0.530	0.504	0.734	0.465	0.496	0.475	0.563
DI3	0.701	0.674	0.847	0.611	0.550	0.625	0.580
EA1	0.773	0.638	0.591	0.855	0.575	0.604	0.665
EA1	0.773	0.638	0.591	0.855	0.575	0.604	0.665
EA2	0.765	0.594	0.571	0.838	0.444	0.644	0.443
EA2	0.765	0.594	0.571	0.838	0.444	0.644	0.443
EA3	0.741	0.622	0.609	0.772	0.552	0.615	0.549
EA3	0.741	0.622	0.609	0.772	0.552	0.615	0.549
ITV1	0.566	0.513	0.546	0.545	0.884	0.482	0.714
ITV2	0.480	0.425	0.410	0.471	0.835	0.407	0.617
ITV3	0.652	0.580	0.625	0.605	0.864	0.589	0.617
OA1	0.654	0.527	0.548	0.510	0.434	0.743	0.471
OA1	0.654	0.527	0.548	0.510	0.434	0.743	0.471
OA2	0.771	0.609	0.574	0.669	0.487	0.824	0.552
OA2	0.771	0.609	0.574	0.669	0.487	0.824	0.552
OA3	0.756	0.559	0.582	0.644	0.496	0.856	0.540
OA3	0.756	0.559	0.582	0.644	0.496	0.856	0.540
SM1	0.668	0.561	0.611	0.640	0.683	0.615	0.885
SM2	0.548	0.512	0.496	0.505	0.684	0.474	0.874
SM3	0.631	0.546	0.626	0.592	0.605	0.578	0.851

VIF - list

	VIF
CA1	1.278
CA1	1.713
CA2	1.610
CA2	1.833
CA3	2.113
CA3	1.437
DI1	1.532
DI2	1.254
DI3	1.582
EA1	1.778
EA1	2.203
EA2	2.071
EA2	1.702
EA3	1.355
EA3	1.869
ITV1	2.232
ITV2	2.081
ITV3	1.654
OA1	1.775
OA1	1.332
OA2	1.531
OA2	2.054
OA3	2.126
OA3	1.699
SM1	2.248
SM2	2.353
SM3	1.699

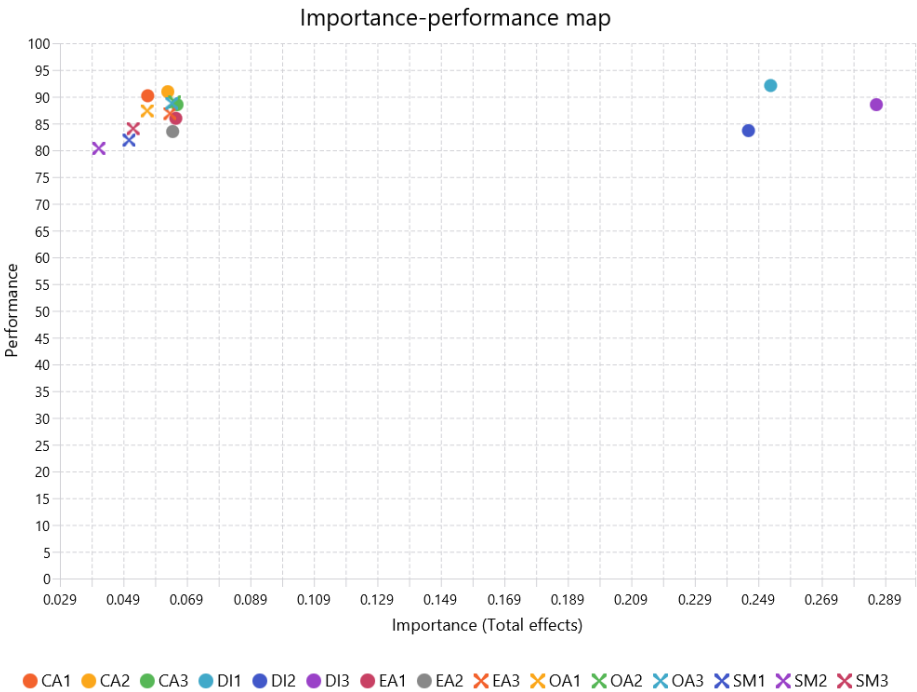
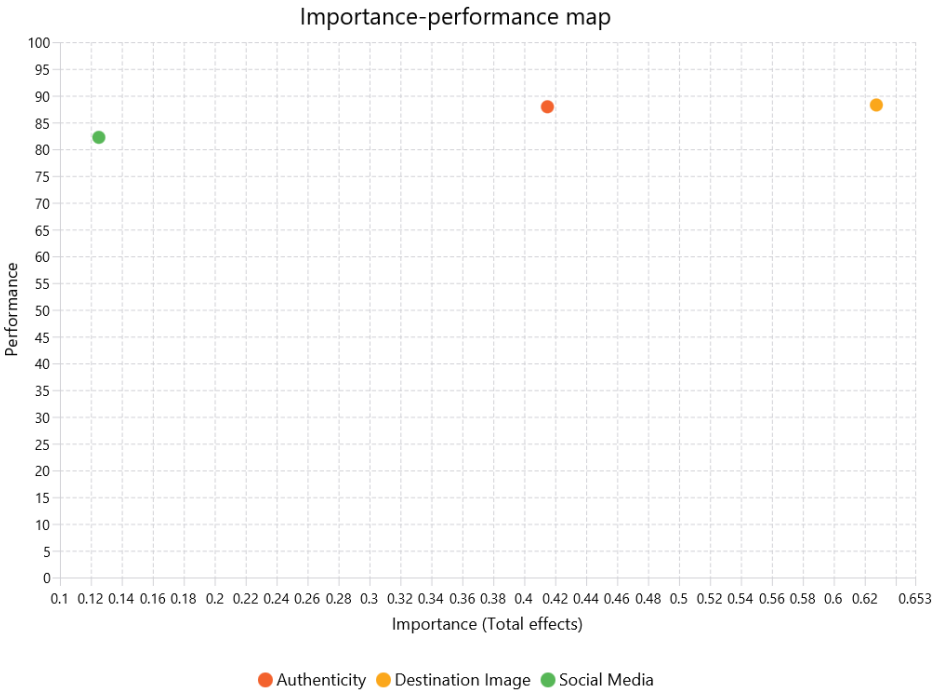
Appendix C: Structural Model (Bootstrapping)



Path Coefficients

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	P values
Authenticity→ Constructive Authenticity	0.897	0.898	0.016	56.800	0.000
Authenticity→ Destination Image	0.661	0.658	0.070	9.470	0.000
Authenticity→ Existential Authenticity	0.924	0.923	0.017	54.598	0.000
Authenticity→ Objective Authenticity	0.901	0.900	0.026	35.159	0.000
Destination Image → Intention to Visit	0.628	0.633	0.053	11.820	0.000
Social Media → Destination Image	0.200	0.207	0.075	2.675	0.004

Appendix D: IPMA Results



IPMA Table

	Intention to Visit
Authenticity	0.415
Destination Image	0.628
Social Media	0.125

Appendix E: Interview Documentation

