

# The Influence of Social Media Marketing on Revisit Intention Mediated by Tourist Satisfaction

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## Abstract

This study investigates the influence of social media marketing on revisit intention with tourist satisfaction serving as a mediating variable. A total of 75 respondents were selected using an accidental sampling technique, in which questionnaires were distributed to tourism consumers through platforms such as WhatsApp groups and Instagram. The variables examined in this research include social media marketing, tourist satisfaction, and revisit intention. Data were analyzed using the Structural Equation Model (SEM) with the Partial Least Squares (SmartPLS) approach. The findings reveal that social media marketing has a significant direct effect on revisit intention and that this relationship is strengthened through the mediating role of tourist satisfaction. The novelty of this research lies in demonstrating that tourist satisfaction substantially enhances revisit intention and plays a pivotal mediating role in linking social media marketing to behavioral intentions. Practically, the results contribute to the development of consumer behavior models and offer valuable implications for tourism marketing strategies.

**Keywords:** Social Media Marketing, Tourist Satisfaction, Tourist Behavior, Revisit Intention



## INTRODUCTION

The tourism industry has experienced rapid development in recent years, driven by increasing societal mobility and the growing need for leisure and recreation. As a strategic sector, tourism plays a vital role in regional promotion and economic enhancement. According to Maulina et al., (2023), revisit intention among tourists is often shaped by several key determinants. National tourism statistics show that domestic tourist visits declined in 2020 and 2021 but began to recover significantly thereafter. In 2023, domestic tourism continued its upward trajectory, recording an increase of 12.37 percent compared to 2022. The Peak of Figures, known for its natural scenic beauty, attracts both domestic and international tourists with its panoramic sunrise and sunset viewpoints, along with various entertainment facilities available for visitor engagement.

Despite the rising popularity of digital media in tourism promotion, empirical findings regarding the relationship between social media marketing and revisit intention remain inconsistent. Studies by Syafrida et al., (2023) confirm the mediating effect of tourist satisfaction in the influence of social media marketing on revisit intention. In contrast, studies conducted by Muhammad Rizky et al., (2023) report a direct and significant effect of social media marketing on revisit intention without mediation. This inconsistency highlights the need for further empirical investigation. Moreover, recent literature continues to emphasize the importance of reexamining digital marketing mechanisms across different tourism destinations to address contextual variations in tourist behavior (Armutcu et al., 2023).

A growing body of research has explored revisit intention from the perspective of online engagement and destination marketing. Pahor Zvanut & Zabukovec Baruca (2025) social media marketing as the strategic use of online platforms for communication and destination promotion. (Li et al., 2021) further assert that social media fosters strong relational ties between users and tourism platforms. Similarly, Armutcu et al., (2023) explain that social media marketing enhances brand awareness, increases brand recall, and facilitates consumer engagement. Tafesse & Wien (2018) considers social media marketing an integrated communication tool capable of elevating brand recognition and product memory. Recent studies further demonstrate that social media content quality and interactive features significantly strengthen tourists' destination perceptions and behavioral intentions.

Tourist satisfaction plays an equally important role in shaping behavioral outcomes. Satisfaction is defined as an emotional response that follows cognitive evaluation of a consumption experience Abbasi et al., (2021). However, achieving tourist satisfaction is often challenging because it constitutes a subjective behavioral response (Syakier & Hanafiah, 2022). Prior studies, such as Sharafuddin et al., (2024), confirm the positive contribution of digital marketing strategies to enhancing tourist satisfaction. Syafrida et al., (2023) also document that tourist satisfaction significantly mediates the effect of social media marketing on revisit intention. Recent empirical evidence continues to support the notion that satisfaction is a decisive predictor of loyalty and destination revisitation in the post-pandemic tourism landscape (Kusumah, 2024).

Drawing on these discussions, the present study seeks to address the empirical inconsistencies regarding the relationship between social media marketing, tourist satisfaction, and revisit intention. The research focuses on The Peak of Yogyakarta Figures as a popular tourism

destination with intensive social media exposure yet limited academic evaluation. Given the increasing reliance on digital platforms for tourism promotion, exploring how social media marketing shapes tourists' post-visit behaviors becomes increasingly essential for both theory and practice. Accordingly, this study aims to analyze (1) the influence of social media marketing on revisit intention, (2) the influence of social media marketing on tourist satisfaction, (3) the influence of tourist satisfaction on revisit intention, and (4) the mediating role of tourist satisfaction in the relationship between social media marketing and revisit intention.

Theoretically, this study contributes to the advancement of consumer behavior and digital marketing literature, particularly within the tourism sector. Practically, the findings are expected to provide strategic insights for tourism managers, especially at The Peak of Yogyakarta Figures, in optimizing social media-based promotional approaches to strengthen tourist satisfaction and enhance revisit intention. Furthermore, the results may guide policymakers and destination managers in designing data-driven digital marketing strategies that align with evolving tourist behavior patterns in the digital era.

## **LITERATURE REVIEW**

### **Social Media Marketing**

Social media marketing refers to strategic promotional activities carried out through digital platforms to increase brand awareness, stimulate consumer engagement, and influence behavioral decisions (Pahor Zvanut & Zabukovec Baruca, 2025). Social media, as emphasized by Li et al., (2021), enables interactive communication between users and brands through user-generated content that fosters stronger relational ties. Suparto (2024) explains that social media marketing embodies direct and indirect marketing efforts aimed at generating brand recognition and recall through web-based tools. The effectiveness of social media marketing is commonly assessed through indicators such as entertainment value, content personalization, interactive communication, timeliness or trendiness, and electronic word-of-mouth (eWOM), which allows users to share experiences and recommendations across platforms. In the tourism sector, social media marketing plays a critical role in shaping destination image by providing easily accessible visual and experiential information that enhances tourists' decision-making processes.

### **Tourist Satisfaction**

Tourist satisfaction is conceptualized as an emotional response that arises when perceived performance of a tourism experience meets or exceeds visitor expectations (Abbasi et al., 2021; Kotler et al., 2019). Satisfaction represents a subjective evaluation shaped by cognitive judgments and affective reactions, making it a complex construct to measure consistently (Syakier & Hanafiah, 2022). Key dimensions of tourist satisfaction include attraction quality, safety and security, and the availability of tourism facilities that support convenience and comfort during the travel experience (Hermawan et al., 2019). High satisfaction levels indicate the success of destination development efforts and serve as a major driver for future behavioral intentions such as revisiting and recommending destinations to others (Rahayu & Candera, 2023). In digital tourism ecosystems, satisfaction is increasingly influenced by online interactions and digital service quality, reflecting changing expectations of modern travelers.

## **Revisit Intention**

Revisit intention is defined as a traveler's likelihood or willingness to return to a previously visited destination, reflecting behavioral loyalty shaped by accumulated experiences and overall destination evaluations (Chan et al., 2022; Seetanah et al., 2020). It is commonly expressed through several behavioral indicators such as willingness to revisit, willingness to recommend the destination to others, willingness to share positive experiences, and prioritizing the destination for future travel plans (Zeithaml et al., 2018). Positive tourist experiences, especially those that produce high satisfaction levels, are consistently found to be the strongest predictors of revisit intention (Abbasi et al., 2021). This behavioral intention aligns with consumer loyalty theory, wherein revisit intention mirrors a post-purchase intention similar to repurchase behavior in marketing contexts (Kotler et al., 2019). Revisit intention is considered a critical metric for destination sustainability, as recurring visitors contribute more consistently to long-term tourism revenue and word-of-mouth promotion.

## **METHOD**

This study employed a descriptive-quantitative research design aimed at examining the influence of social media marketing on revisit intention with tourist satisfaction as a mediating variable. The population in this study consisted of all visitors who follow or interact with the Figure Peak tourism destination through social media platforms. Because the exact number of this population is unknown, the sample was determined using an accidental sampling technique, resulting in 75 respondents who met the criteria of having visited Figure Peak at least once and accessed its social media content. Primary data were collected through a structured questionnaire distributed online to ensure accessibility and accuracy of responses.

The research instrument consisted of several constructs measured using Likert-scale indicators that had undergone validity and reliability testing prior to full distribution. Data analysis was conducted using Structural Equation Modeling with SmartPLS to evaluate both the measurement model and the structural model, including assessment of convergent validity, discriminant validity, composite reliability, and path coefficients (Hair et al., 2019). This approach enabled a comprehensive evaluation of the direct and indirect relationships between social media marketing, tourist satisfaction, and revisit intention in accordance with the objectives of the study.

## **ANALYSIS AND DISCUSSION**

### **Analysis Descriptive: Respondent Characteristics**

The descriptive analysis was undertaken to present a comprehensive overview of the respondents' demographic characteristics and behavioral tendencies relevant to this study. This analysis encompasses several key aspects, including gender, age, educational attainment, occupation, information sources, visit frequency, and social media engagement patterns. These descriptive indicators serve as an essential foundation for interpreting the analytical results and understanding the contextual dynamics underlying tourists' revisit intentions.

**Table 1.** Respondent Characteristics

| <b>Respondents Characteristic</b>    | <b>Category</b>   | <b>Total</b> | <b>Percentage</b> |
|--------------------------------------|-------------------|--------------|-------------------|
| <b>Gender</b>                        | Male              | 44           | 58.7%             |
|                                      | Female            | 31           | 41.3%             |
| <b>Age</b>                           | 17-25 years       | 27           | 36.0%             |
|                                      | 26-35 years       | 43           | 57.3%             |
|                                      | 36-55 years       | 5            | 6.7%              |
| <b>Education Level</b>               | High School       | 22           | 29.3%             |
|                                      | Diploma           | 11           | 14.7%             |
|                                      | Bachelor’s Degree | 42           | 56.0%             |
| <b>Occupation</b>                    | Student           | 23           | 30.7%             |
|                                      | Entrepreneur      | 19           | 25.3%             |
|                                      | Civil Servant     | 11           | 14.7%             |
| <b>Visit Frequency</b>               | Private Employee  | 22           | 29.3%             |
|                                      | 2 times           | 50           | 66.7%             |
|                                      | 3 times           | 15           | 20.0%             |
| <b>Following Peak Figure Account</b> | More than 3 times | 10           | 13.3%             |
|                                      | Yes               | 45           | 60.0%             |
|                                      | No                | 30           | 40.0%             |
| <b>Social Media Platform Used</b>    | Instagram         | 47           | 62.7%             |
|                                      | TikTok            | 28           | 37.3%             |

Source: Processed primary data use SmartPLS, 2025

Based on Table 1, the majority of respondents are male and fall within the age range of 26 to 35 years, indicating that the sample is predominantly composed of young adults who are likely active users of digital platforms. The data also shows that more than half of the respondents hold a bachelor's degree, suggesting that they possess a relatively high level of educational attainment, which may influence how they evaluate tourism information and respond to digital marketing efforts.

The table further illustrates that the internet and family serve as the primary sources of tourism information, while Instagram is the most widely used social media platform among respondents. Additionally, most visitors have visited the destination at least two times, and a considerable number follow the official Peak Figure social media account. These findings highlight the strategic importance of visually oriented platforms such as Instagram in shaping tourists’ perceptions and behavioral intentions. Furthermore, the dominance of repeat visitors suggests that satisfaction-driven behavioral patterns significantly contribute to revisit intention, thus reinforcing the relevance of the mediation effect examined in this study.

### Validity Test Results

To evaluate convergent validity, the AVE scores of all latent variables were calculated and are presented in the following table.

**Table 2.** Average Variance Extracted (AVE)

| Variables              | Criteria | Average Variance Extracted (AVE) |
|------------------------|----------|----------------------------------|
| Social media marketing | > 0.5    | 0.715                            |
| Revisit Intention      | > 0.5    | 0.703                            |
| Tourist Satisfaction   | > 0.5    | 0.594                            |

Source: Processed primary data use SmartPLS , 2025

Based on Table 2, the Average Variance Extracted (AVE) values for all constructs exceed the recommended cutoff value of 0.50. This result indicates that each latent variable demonstrates adequate convergent validity, meaning that the indicators associated with each construct successfully capture more than half of the variance they are intended to measure. Consequently, social media marketing, revisit intention, and tourist satisfaction can be considered to have satisfactory representational power in reflecting their respective underlying concepts. Furthermore, this level of convergent validity strengthens the measurement model by ensuring that the constructs exhibit strong explanatory precision, which is essential for the accuracy of the structural model analysis.

**Reliability Test Results**

**Table 3.** Reliability Test Results

| Variables              | Criteria | Composite reliability ( <i>rho_c</i> ) | Cronbach's alpha |
|------------------------|----------|--|------------------|
| Social media marketing | > 0.7    | 0.882                                  | 0.800            |
| Revisit Intention      | > 0.7    | 0.876                                  | 0.787            |
| Tourist Satisfaction   | > 0.7    | 0.814                                  | 0.757            |

Source: Processed primary data use SmartPLS , 2025

Based on Table 3, the composite reliability values for all constructs are above the minimum threshold of 0.70. This demonstrates that the indicators forming each latent variable possess strong internal consistency and are highly reliable in measuring the targeted construct. In addition, Cronbach’s Alpha values for all variables also surpass the recommended minimum value of 0.70, further confirming the robustness and dependability of each measurement scale. These results collectively indicate that the measurement model fulfills the reliability requirements, and therefore, the constructs are appropriate for further structural analysis.

**Quantitative Analysis**

The quantitative analysis was conducted using the Structural Equation Modeling (SEM) approach with SmartPLS. The results presented below summarize the direct and mediating effects among the constructs examined in this study, specifically the influence of social media marketing on revisit intention and the mediating role of tourist satisfaction.

**Table 4.** Bootstrapping Results for Direct Influence

| Path Coefficient                               | Original sample (o) | T Statistics ( O/STDEV ) | P values | Information |
|--|---------------------|--------------------------|----------|-------------|
| Social media marketing -> Revisit Intention    | 0.484               | 4,879                    | 0.000    | Accepted    |
| Social media marketing -> Tourist Satisfaction | 0.686               | 6,851                    | 0.000    | Accepted    |
| Tourist satisfaction -> Revisit Intention      | 0.387               | 4.456                    | 0.000    | Accepted    |

Source: Processed primary data using SmartPLS, 2025

***Effect of Social Media Marketing on Revisit Intention (H<sub>1</sub>)***

Based on Table 4, the estimated path coefficient for the effect of social media marketing on revisit intention is 0.484. This value indicates that social media marketing exerts a positive and meaningful influence on tourists’ intention to revisit. The t-statistic of 4.879 surpasses the critical threshold of 1.96, while the p-value of 0.000 is well below 0.05. These statistical results confirm that Hypothesis 1 is supported.

The findings suggest that effective social media marketing strategies, which include engaging content, consistent updates, and credible digital communication, significantly shape tourists’ behavioral intentions. This highlights the role of digital platforms as a primary touchpoint influencing post-visit behavioral outcomes, confirming the increasing relevance of online engagement in tourism decision-making.

***Effect of Social Media Marketing on Tourist Satisfaction (H<sub>2</sub>)***

The results reveal a strong positive relationship between social media marketing and tourist satisfaction with a path coefficient of 0.686. As shown in Table 4, the t-statistic reaches 6.851, vastly exceeding the minimum significance threshold, accompanied by a p-value of 0.000, which indicates a highly significant effect. Accordingly, Hypothesis 2 is supported.

This implies that the more effectively tourism destinations utilize social media to convey accurate, attractive, and interactive information, the higher the level of satisfaction experienced by tourists. A compelling social media presence not only builds expectations before visiting but also reinforces perceived value after the experience, thereby strengthening overall satisfaction.

***Effect of Tourist Satisfaction on Revisit Intention (H<sub>3</sub>)***

The results also indicate a positive association between tourist satisfaction and revisit intention, represented by a path coefficient of 0.387. With a t-statistic of 4.456 and a p-value of 0.000, the effect is statistically significant. Hence, Hypothesis 3 is supported.

This relationship demonstrates that when tourists perceive their experience as fulfilling and enjoyable, they develop a stronger desire to return. Satisfied tourists are also more likely to

engage in positive word-of-mouth, which can further enhance destination image and influence future visitation patterns.

*Mediating Role of Tourist Satisfaction (H<sub>4</sub>)*

**Table 5.** Bootstrapping Results for Direct Influence

| Path  | Original sample (o) | Standard deviation (STDEV) | T Statistics ( O/STDEV ) | P values | Information |
|---|---------------------|----------------------------|--------------------------|----------|-------------|
| Social Media Marketing -> Tourist Satisfaction -> Revisit Intention | 0.276               | 0.279                      | 0.065                    | 4.244    | Supported   |

Source: Processed primary data using SmartPLS, 2025

The results displayed in the mediation table indicate that tourist satisfaction significantly mediates the relationship between social media marketing and revisit intention. The indirect effect yields a path coefficient of 0.276, accompanied by a t-statistic of 4.244, which exceeds the critical value of 1.96, and a p-value of 0.000. These findings confirm that Hypothesis 4 is supported.

This demonstrates that social media marketing affects revisit intention not only directly but also indirectly through tourists’ satisfaction. This highlights that digital promotional strategies are most effective when they also enhance satisfaction outcomes, suggesting that destination managers must ensure consistency between online communication and actual service delivery. Such alignment strengthens overall tourist experience and reinforces the intention to revisit.

*Goodness of Fit (Q-Square)*

The Q-square value as an indicator of predictive relevance in PLS bears a similar interpretation to the coefficient of determination (R-squared) in regression analysis. The Q-square value is calculated as follows:

$$Q^2 = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$Q^2 = 1 - [(1 - 0.470) \times (1 - 0.461)]$$

$$Q^2 = 1 - 0.28567$$

$$Q^2 = 0.7143$$

The resulting Q<sup>2</sup> value of 71.43 percent indicates that social media marketing and tourist satisfaction collectively explain 71.43 percent of the variance in revisit intention. The remaining 28.57 percent is influenced by other variables not included in the model.

## Discussion

### **The Influence of Social Media Marketing on Revisit Intention**

The findings indicate that social media marketing has a significant and positive effect on tourists' revisit intention to the Peak Figure attraction. This demonstrates that promotional activities conducted through social media platforms effectively shape tourists' behavioral intentions, particularly in encouraging return visits. These results are consistent with prior studies conducted by Cahyani et al., (2024), who both concluded that social media plays a crucial role in increasing tourists' intention to revisit destinations, such as Bandengan Beach Jepara.

### **The Influence of Social Media Marketing on Tourist Satisfaction**

The results show that social media marketing significantly influences tourist satisfaction at the Peak Figure attraction. This suggests that well-presented promotional content, informative posts, and engaging digital interactions contribute to shaping tourists' positive experiences. This finding aligns with the study by (Afshardoost & Eshaghi, 2020), which demonstrated the role of digital marketing in enhancing tourist satisfaction.

### **The Influence of Tourist Satisfaction on Revisit Intention**

The analysis confirms that tourist satisfaction significantly affects revisit intention to the Peak Figure attraction. This finding supports previous studies by Nguyen Viet et al., (2020), Zulfiqar et al., (2024), and (Afshardoost & Eshaghi, 2020), all of which indicated that higher satisfaction levels lead to stronger intentions to return. The results are also consistent with Hidayatullah et al., (2020), as well as the earlier study by (Azizah & Fathor, 2023), who reported that tourist satisfaction has a significant influence on revisit interest.

### **Mediating Role of Tourist Satisfaction in the Relationship Between Social Media Marketing and Revisit Intention**

The findings further reveal that tourist satisfaction plays a mediating role between social media marketing and revisit intention. This confirms that social media exposure does not solely affect revisit intention directly but also enhances tourists' satisfaction, which subsequently strengthens their desire to return. These results support the studies of Nguyen Viet et al., (2020), Zulfiqar et al., (2024), Afshardoost & Eshaghi (2020), Hidayatullah et al., (2020), and Azizah & Fathor (2023), all of which emphasized the significant contribution of satisfaction to revisit behavior.

## CONCLUSION

The findings of this study indicate that social media marketing significantly and positively influences tourists' revisit intention, demonstrating that effective digital promotional strategies play an essential role in shaping behavioral intentions. The results also show that social media marketing has a significant and positive impact on tourist satisfaction, suggesting that informative, engaging, and value-driven online content enhances tourists' overall travel experiences. Furthermore, tourist satisfaction is found to positively and significantly influence

revisit intention, confirming its role as a key determinant of repeat visitation. In addition, tourist satisfaction mediates the relationship between social media marketing and revisit intention, implying that the effectiveness of social media marketing in driving repeat visits operates both directly and through enhanced tourist satisfaction.

Future studies are recommended to extend the model by incorporating additional variables such as destination image, perceived value, or digital engagement to obtain a more comprehensive understanding of revisit behavior. Researchers may also consider expanding the sample size, employing longitudinal designs, or comparing different tourism destinations or platforms to improve the generalizability of findings and capture dynamic changes in tourist behavior over time.

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