

# The Influence of the Usefulness of Electronic Word of Mouth Information on Tourists' Visiting Intentions

*E-WOM and  
Tourists' Visiting  
Intentions*

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## **ABSTRACT :**

This study aims to examine the effect of argument quality, source credibility, information needs, and quantity of Electronic Word of Mouth (EWOM) information on information usefulness and the effect of information usefulness on visiting intentions. This research focuses on Tiktok social media users who are looking for information about tourist attractions in the Thousand Islands. The method used in this research is quantitative method with Structural Equation Modeling (SEM) technique using SmartPLS 3.0 software. Data were collected through an online survey involving 120 respondents. The results showed that argument quality, source credibility, and EWOM information needs have a significant positive influence on the usefulness of EWOM information. However, information quantity does not have a significant influence on information usefulness. In addition, information usefulness is shown to have a significant positive influence on visit intention. This research provides important implications for digital marketing strategies, particularly in the context of tourism, by emphasizing the importance of the quality and relevance of information delivered through social media platforms such as Tiktok. The findings also show that although the quantity of information available is high, the quality of relevant and credible information remains a key determinant in increasing information usability and driving consumer intention to visit. This research is expected to contribute to the EWOM literature and become a reference for the development of marketing strategies in the digital era.

**Keywords:** EWOM, information usefulness, visit intention, source credibility, argument quality

## **INTRODUCTION**

Electronic Word of Mouth (EWOM) can be developed through social media to provide comprehensive and accurate information to consumers regarding products and services (Cheung & Thadani, 2012; Diatmono et al., 2020; Rumaidlany et al., 2022). Consumers can participate by sharing their opinions, experiences, information, and thoughts about the promoted products or services with content and reviews, thus influencing their decision-making (Chandra et al., 2019; Imran, Mariam, et al., 2020; Silaban et al., 2023; Sukarno et al., 2020). However, inaccurate recommendations to users regarding products or services can lead customers to easily use incorrect information (Din et al., 2018; Imran,

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Arvian, et al., 2020; K. Kurniawati et al., 2024; Mariam et al., 2021). Therefore, the usefulness of information is crucial in searching for information on social media and is a consideration in decision-making for travel (Ghazmahadi et al., 2020; Meidiyanty et al., 2023; Nurdiansyah et al., 2020; Sinurat et al., 2024).

Promotion through social media is one of the key factors for the success of a digital marketing program in providing information about a product (Ramli, 2019; Rezaldi & Mariam, 2021). Social media is an effective way to spread information and promote products to the wider public (Kadir & Ramli, 2024; Maharani & Ramli, 2024; Mariam, Aryani, et al., 2023; Salma & Ramli, 2023). This is because nowadays, word-of-mouth influence can occur through social media networks, where people can freely share their opinions with each other (Achmadi & Sutawidjaya, 2024; Imran, Mariam, et al., 2020; Thamanda et al., 2024). In line with the research by Mariam & Ramli (2022) stating that the ease of finding information on social media can increase someone's likelihood to visit a website. One of the social media platforms is Tiktok.

According to the We are Social report in January 2024, there are 126.83 million people in Indonesia using Tiktok (DataIndonesia.id, 2024). This indicates that Tiktok is one of the interesting social media platforms for marketing, especially in tourism. In the past two years, Tiktok has become the most popular short video platform and has a significant impact on tourism, where users can get travel inspiration and seek recommendations from other users (Jun et al., 2023; Mariam et al., 2020; Sukarno et al., 2020). In Indonesia, the content and reviews on Tiktok have interesting evaluations, and can then increase the intention of tourists to visit a destination (Almunawaroh & Djamhur, 2024; Fachridian et al., 2024; K. Kurniawati et al., 2024; R. A. Pratama et al., 2023).

In a previous study, they researched how the adoption of Electronic Word-of-Mouth (EWOM) information on Instagram influences tourists' intention to visit (Bachtiar et al., 2023; Nurcahyani et al., 2023; Rizky et al., 2023; Silaban et al., 2023). While in this study, there is a difference in the social media platform object, Tiktok, and an additional variable, the quantity of information on the usefulness of adopting information from the research (M. P. Pratama et al., 2023; Sutriani et al., 2024; Yunus et al., 2023; Zhang et al., 2014). The quantity of information was added in this study because when customers have limited knowledge about a place, the quantity of EWOM becomes very important (Mariam, Putra, et al., 2023; Megawaty et al., 2024). This statement is based on research by Anubha & Shome (2021) which illustrates that consumer trust in a place can be enhanced through reviews collected from various sources, which in turn can learn more about that place. By using a different social media platform (Tiktok) and adding the quantity of information variable, this study aims to determine what should be considered when searching for information on social media and also hopes to strengthen previous research results on the influence of EWOM on social media on tourism.

## **LITERATURE REVIEW**

### ***Electronic Word of Mouth (EWOM)***

Electronic Word-of-Mouth (EWOM) is a form of communication for marketing where consumers exchange information, both positive and negative, about products or services they have used through online media Ismagilova *et al.* (2017). Kotler *et al.* (2018) state that Electronic Word of Mouth (EWOM) is the transformation of word-of-mouth advertising in the digital age. Word of Mouth (WOM) is considered one of the most effective ways to spread information (Amalia et al., 2024; Jalilvand et al., 2011; Kalim et al., 2024; Sinurat et al., 2024).

### **Argument Quality**

Argument quality refers to the quality of the message being conveyed (Ghazmahadi et al., 2020; Kalim et al., 2024; Mariam et al., 2022; Yeap et al., 2014). Argument quality is also measured based on the level of belief of the message recipient in the argument to strengthen their stance (Khasanah et al., 2021; Mulyadi et al., 2020; Takaya et al., 2019; Teng et al., 2014). According to Park et al. (2007) argument quality is defined as the

quality of review content evaluated from the perspective of information such as relevance, comprehensibility, sufficiency, and objectivity.

### **Source Credibility**

In the digital age, source credibility is becoming more complex as it includes influencers, bloggers, and other social media users (Freberg et al., 2011; Ramli et al., 2020; Situmorang et al., 2023; Utama et al., 2020). According to (Aini, 2022) consumers will evaluate information based on the credibility of the source; the higher the credibility of the source, the greater the likelihood that consumers will believe the information conveyed. Source credibility is a source that has qualities such as being able to convince the message recipient and believe the information conveyed, coming from a trusted source that has expertise in their field, is accurate, and reliable (Chandra et al., 2019; Erkan & Evans, 2018; Mariam et al., 2021; Miaty et al., 2024).

### **Information Needs**

According to Yusuf & Subekti (2010) information needs are a state where an individual experiences a lack of information or knowledge in their thinking system, which can arise due to task demands or a drive for curiosity (Mariam & Ramli, 2021, 2022, 2023; Ramli, 2020b). Information needs are the desire to get more information from someone or something (Baloochi Beydokhti et al., 2020; Febriani et al., 2023; Supiati et al., 2021; Takaya et al., 2020). In the context of tourism, information needs relate to the search for information about destinations, accommodation, and activities (Novianti & Ramli, 2023; Nurdiansyah et al., 2020; Steven et al., 2023; Yin & Lin, 2022).

### **Quantity of Information**

The quantity of information, according to Alabdullatif & Akram (2018) is the number of online reviews reflecting the number of comments consumers give about a particular product or service. The quantity of information reflects the amount of information shared by individuals online, and the number of online reviews or comments can indicate that the product is valuable and liked (Ismagilova et al., 2017; Novianti & Ramli, 2023; Ramli, 2020a; Wang et al., 2015). Therefore, customers may believe that more reviews indicate the level of popularity and importance of the product (Gunawan & Ramli, 2023; Lee & Youn, 2009; Sylvia & Ramli, 2023; Sylvyani & Ramli, 2023). The quantity of information is the number of comments published on a website (Cheung et al., 2008; Harahap & Ramli, 2023; Mulya & Ramli, 2023; Sari & Ramli, 2023).

### **Usefulness of Information**

The usefulness of information is often linked to purchase decisions and user satisfaction (Mariam & Ramli, 2022, 2023; Mudambi & Schuff, 2010; Ramli, 2012). The usefulness of information is something that is linked to an individual's belief that the information can increase their knowledge (Dewi & Ramli, 2023; Rabjohn et al., 2008; Rahmawati & Ramli, 2024). Research by Abedi *et al.* (2019) explains that the usefulness of information is information that is useful, informative, and useful in making a decision.

### **Visiting Intention**

In the research by Chen *et al.* (2014), visiting intention is defined as the level of willingness of tourists to go to a tourist destination. In tourism, visiting intention is influenced by various factors including motivation, information needs, and social influence (Arbol & Ramli, 2024; E. Kurniawati & Ramli, 2024; Mariam & Ramli, 2020; Ramli, 2013). Visiting intention can be interpreted as the desire and tendency of individuals to visit a particular tourist destination, which is influenced by various internal and external information, such as the characteristics of the destination itself and the information obtained from social media (Mariam & Ramli, 2023; Samuel & Ramli, 2024; Su et al., 2020; Sylvyani & Ramli, 2023).

## **RELATIONSHIPS BETWEEN VARIABLES**

### **Argument Quality and Information Usefulness**

Previous research by Ayu & Waisnawa (2020) found a positive influence of argument quality on information usefulness. This suggests that consumers value information

presented with strong and logical arguments. High-quality content provides more useful information for consumers. Similarly Cheng & Ho (2015) found that authors who possess expertise in providing reviews, incorporate images, and use a high volume of quality words positively influence readers regarding the usefulness of the information. This leads to the following hypothesis:

**H<sub>1</sub>** : Argument quality has a positive influence on information usefulness.

#### **Source Credibility and Information Usefulness**

Credible sources are crucial for information users. Reviews from trusted EWOM sources provide more useful information for potential consumers because they feel confident and trust the information (Ayu & Waisnawa, 2020). Customer perception of information is influenced by the reputation of the source. A source with high credibility will have a greater impact on consumer information usefulness than a source with low credibility (Aini, 2022). This leads to the following hypothesis:

**H<sub>2</sub>**: Source credibility of EWOM has a positive relationship with the usefulness of EWOM information.

#### **Information Needs and Information Usefulness**

Consumers are motivated to engage in EWOM and e-commerce due to information needs. Phung *et al.* (2020) argue that the more consumers utilize EWOM to seek information, the more likely they are to find information they need and can use. Consumers will consider information useful if the information obtained meets their needs (Leong *et al.*, 2022). Therefore, consumers need information to understand the products or services available and turn it into useful information (Novi & Ellyawati, 2021). This leads to the following hypothesis:

**H<sub>3</sub>**: Information needs of EWOM have a positive influence on the usefulness of EWOM information..

#### **Quantity of Information and Information Usefulness**

A high volume of information allows users to find useful information they are looking for more easily and quickly (Indrawati *et al.*, 2023). Research by Ngarmwongnoi *et al.* (2020) suggests that the quantity of EWOM plays a significant role in shaping consumer perceptions of its usefulness. In this regard, the number of product reviews can be a crucial factor in determining product popularity. This leads to the following hypothesis:

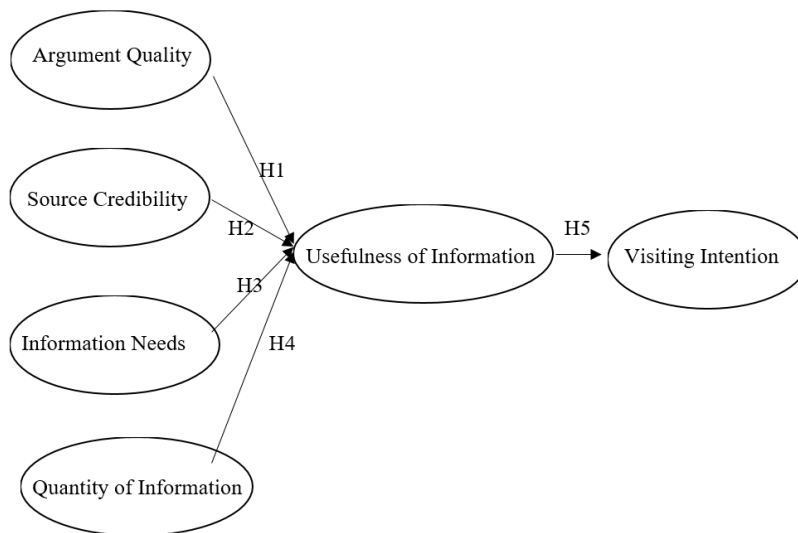
**H<sub>4</sub>** : The quantity of EWOM information has a positive influence on the usefulness of EWOM information.

#### **Perceived Usefulness and Purchase Intention**

Useful information plays a vital role in someone's intention to visit a destination. In line with research by Aini (2022) when consumers find useful information, they will use it to make a visiting intention. Consumers will also have the intention to visit a place based on information available on social media if the information they need is met, and consumers feel that the information they receive is useful (Afrizal, 2021). This leads to the following hypothesis:

**H<sub>5</sub>**: The usefulness of EWOM information has a positive relationship with visiting intention.

Referring to the hypothesis framework presented earlier, the research model can be outlined as follows :



**Figure 1 Research Model**

## RESEARCH METHODS

The quantitative method is used in this research to identify the relationship between the variables under study. There are a total of 6 variables in this study, with 4 statements adapted for argument quality (Park *et al.*, 2007), 4 statements for source credibility *E-WOM and Tourists' Visiting Intentions* by (Erkan & Evans, 2018), 4 statements for information needs by (Silaban *et al.*, 2023), 4 statements for information quantity by (Pratista & Marsasi, 2024), 4 statements for information usefulness by (Abedi *et al.*, 2019), and 4 statements for visiting intention by (Silaban *et al.*, 2023). The total number of indicators is 24.

This research involves Tiktok social media users as the main population. The selection of Tiktok users is based on their role in adopting Electronic Word of Mouth (EWOM) information on social media, particularly in specific contexts such as tourism. This study focuses on tourist attractions in the Thousand Islands based on Electronic Word of Mouth (EWOM) information found on the Tiktok platform. In determining the sample, this research uses nonprobability sampling with purposive sampling technique to determine the sample size according to the established criteria. Sugiyono (2019) explains that purposive sampling is a technique of sampling considering specific aspects. The sample criteria in this study are: (1) Tiktok users, (2) Residing in Jakarta, (3) Aged between 19-40 years, (4) Minimum education of Bachelor's degree/ currently studying, and (5) Have searched for information related to the Thousand Islands at least once in the last year on Tiktok.

The number of respondents is set at 120 people. This number is based on the provision by Hair *et al.*, (2019) with the sample calculation being sample (n) = 5 x (Indicators), thus 5 x 24 = 120 samples. Data analysis in this research is conducted using Structural Equation Modeling (SEM) with Smart-PLS 3.0 software. Data is collected through an online survey shared via Google Form on WhatsApp, Telegram, and Tiktok, in an online questionnaire format. The scale measurement in this study applies a 5-point Likert scale, where the data collected from respondents are scored as 1= Strongly Disagree (SD), 2 = Disagree (D), 3 = Neutral (N), 4 = Agree (A), and 5 = Strongly Agree (SA).

The researcher also conducted validity and reliability tests, where the validity test is done by testing if the maximum significant value  $r$  is 0.05 then it is considered valid, if the significant value  $r$  is greater than 0.05 then it is considered not valid, another way is to compare the calculated  $r$  value with the  $r$  value on the table, if the calculated  $r$  is greater than the table value (0.361) then it is considered valid. Meanwhile, according to (Sekaran & Bougie, 2017) in testing the degree of consistency of the measuring instrument conducted in the research is reliability testing. Reliability testing is done using the

Cronbach's alpha (a) technique, where if a is greater than 0.60, then the questionnaire can be considered reliable (Hair *et al.*, 2020).

**RESULTS AND DISCUSSION**

**Demographic Test**

This questionnaire was distributed online with data from 120 respondents who met the criteria. The demographic data from the 120 respondents showed a majority of female respondents (60.8%) and mostly aged 19-23 years (73.3%). All respondents were undergraduate students, with the majority being students (79.2%) and only a few working in the public or private sector (1.7% each). All respondents were Tiktok users from Jakarta, and all of them had searched for information related to the Thousand Islands on Tiktok.

**Validity and Reliability Test**

The reliability test indicated that all research variables met the established standards. Cronbach's Alpha and Composite Reliability for each variable were greater than 0.70, indicating good internal consistency in measurement. For example, the Information Needs variable had a Cronbach's Alpha value of 0.869 and Composite Reliability of 0.911, while the Source Credibility variable had higher values with Cronbach's Alpha at 0.891 and Composite Reliability at 0.925. Additionally, the Average Variance Extracted (AVE) values for all variables also met convergent validity standards, with AVE values exceeding 0.50. These results indicate that the indicators used in the questionnaire are not only constructively valid but also reliable, meeting the validity and reliability criteria required for further analysis in the structural model.

**Table 1. Construct Reliability And Validity**

	<i>Cronbach's Alpha</i>	<i>rho_A</i>	<i>Composite Reliability</i>	<i>Average Variance Extracted (AVE)</i>
<b>Information Needs</b>	0,869	0,873	0,911	0,719
<b>Usefulness of Information</b>	0,847	0,852	0,897	0,686
<b>Source Credibility</b>	0,891	0,891	0,925	0,754
<b>Argument Quality</b>	0,888	0,893	0,922	0,748
<b>Quantity of Information</b>	0,829	0,832	0,886	0,661
<b>Visiting Intention</b>	0,884	0,886	0,920	0,743

Source: data processed by the author, 2024

**R-Square**

The R-Square analysis indicates that the structural model in this study has varying predictive strengths for each dependent variable. The Information Usefulness variable has an R-Square value of 0.720, meaning the model can explain 72% of the variance in the Information Usefulness variable, showing a high predictive strength. Meanwhile, the Visiting Intention variable has an R-Square value of 0.603, indicating that the model can explain 60.3% of the variance in that variable, also demonstrating a fairly good predictive ability. With these R-Square values, the structural model shows a substantial level of explanation for both dependent variables, meeting the criteria for predictive strength considered moderate to substantial, in line with the standard R2 values outlined earlier.

**Table 2. R-Square**

	<i>R-Square</i>	<i>R-Square Adjusted</i>
<b>Usefulness of Information</b>	0,720	0,710
<b>Visiting Intention</b>	0,603	0,600

Source: data processed by the author, 2024

**Hypothesis Testing**

The results of the hypothesis test reveal significant findings in the relationship between variables in this study. Based on Table 3, all hypotheses have T-values greater than the T table value (1.96) and P-values smaller than the significance level of 5% (0.05), meaning the data supports all proposed hypotheses except for hypothesis H4. Hypotheses H1, H2,

and H3, which test the influence of Argument Quality, Source Credibility, and Information Needs on Information Usefulness, as well as hypothesis H5, which tests the influence of Information Usefulness on Visiting Intention, are all significant with T-values exceeding 1.96 and P-values less than 0.05, indicating that the relationships between these variables support the proposed hypotheses. Conversely, hypothesis H4, which tests the influence of Information Quantity on Information Usefulness, does not support the hypothesis due to its low T-value and P-value significantly higher than 0.05, showing that the relationship is not significant.

### **Discussion**

The research results indicate that the quality of EWOM arguments has a positive influence on the usefulness of EWOM information, thus hypothesis 1 is accepted. This finding aligns with previous research by Ayu & Waisnawa (2020), which suggests that consumers value information presented with strong and logical arguments. In the context of this study, the majority of respondents are undergraduate students aged 19-23 who actively use Tiktok as a source of information. This demographic group tends to seek out high-quality and reasoned information when making decisions, so strong argument quality enhances their perception of the information's usefulness. In the digital age, especially among younger generations, convincing argument quality is a crucial factor in evaluating information obtained online. Therefore, this finding emphasizes the importance of providing strong arguments backed by relevant evidence in EWOM content to enhance its usefulness for consumers.

The research results show that the credibility of EWOM sources has a positive influence on the usefulness of EWOM information, thus hypothesis 2 is accepted. This research is consistent with Aini (2022), study, which highlights the importance of the reputation of information sources in building consumer trust in the usefulness of information. Given that all respondents are active Tiktok users, they are likely more selective in evaluating information sources. In this case, source credibility becomes a primary indicator that influences consumers' assessment of information usefulness. Respondents who are students tend to be more critical and cautious in accepting information, so only sources deemed credible are considered useful. This condition suggests that to increase the usefulness of information in the context of EWOM, attention needs to be paid to enhancing the credibility of information sources, especially on digital platforms widely accessed by younger generations.

Furthermore, the need for EWOM information based on the research has a positive influence on the usefulness of EWOM information, thus hypothesis 3 is accepted. This result aligns with research by Phung *et al.* (2020) which suggests that the higher the consumer's need for information, the more likely that information will be perceived as useful. Respondents who are active students and Tiktok users tend to have specific information needs, especially regarding tourist destinations like the Thousand Islands. In this case, when the information obtained meets their needs, the usefulness of that information increases. Younger generations who tend to search for information more frequently online, particularly through social media like Tiktok, will consider information useful if it can meet their needs and desires for relevant and current knowledge.

Unlike other hypotheses, Hypothesis 4 was not supported in this research. This hypothesis states that the quantity of EWOM information will have a positive influence on the usefulness of EWOM information, but the results indicate that there is no significant influence. This means the hypothesis does not align with Ngarmwongnoi *et al.* (2020) and (Sylvia & Ramli, 2023; Sylvyani & Ramli, 2023) research, which suggests that the quantity of EWOM plays a significant role in shaping consumer perceptions of its usefulness. Different results might occur if the respondents were children or elderly individuals. These age groups tend to prioritize the quantity of information without considering its quality. However, since the respondents in this study are highly educated, they prioritize the quality of information over quantity. In the era of abundant information, especially on social media, consumers may prefer specific, relevant, and high-quality information over a large amount of information that is less relevant.

Hypothesis 5, which states that the usefulness of EWOM information is positively related to visiting intention, is supported by the results of this study. This aligns with previous findings Afrizal (2021) which indicate that when consumers find useful information, they are more likely to take action, such as visiting a tourist destination. In the demographic context of this study, where all respondents are Tiktok users seeking information about the Thousand Islands, the usefulness of the information they find becomes a key factor motivating their intention to visit. This shows that in digital marketing strategies, especially those targeting younger generations, providing information that is not only engaging but also useful and relevant can significantly influence consumer decisions to take real action.

Therefore, the results of this study largely support the proposed hypotheses, aligning with previous literature, except for the relationship between information quantity and information usefulness. These findings provide valuable insights for practitioners and academics in understanding the factors that influence the usefulness of information and visiting intentions in the context of EWOM, particularly for young populations actively engaged in social media like Tiktok.

### **CONCLUSION**

This research shows that Tiktok has a significant influence on the tourism industry. Based on the survey conducted by the author, it is evident that the quality of arguments, source credibility, and information needs in the context of EWOM (Electronic Word of Mouth) have a positive and significant impact on the perception of information usefulness among Tiktok users. Additionally, this information usefulness also significantly impacts the intention to visit the reviewed tourist destinations, such as the Thousand Islands in this study. This indicates that information deemed useful by consumers, especially when delivered with quality arguments from credible sources, will greatly influence their decisions to take real actions, such as visiting tourist sites. Based on the above conclusion, Tiktok becomes one of the social media platforms that have a significant impact on tourists, as travelers can access quality and credible information related to their destinations.

#### **Limitations of the Study**

This research has several limitations. First, the sample used in this study is limited to Tiktok users residing in Jakarta and its surrounding areas, so the results may not fully reflect a broader population or Tiktok users in other regions. Second, this study used nonprobability sampling with purposive sampling techniques, which may not entirely represent the entire Tiktok user population. Third, this research only focuses on one social media platform, Tiktok, so the results may not be applicable to other platforms with different characteristics and patterns of use.

#### **Suggestions for Future Research**

For future research, it is recommended to explore the role of EWOM on other social media platforms through a comparative study on platforms like Instagram, Facebook, and X. Differences in information characteristics, influencer influence, and user interaction patterns impacting tourism decisions can be identified. Furthermore, expanding the geographical scope by involving respondents from various regions in Indonesia, even internationally, can provide a more comprehensive understanding of platform preferences, types of information sought, and factors influencing cross-cultural tourism decisions. Additionally, future research could adopt a multi-method approach, considering qualitative methods such as in-depth interviews or content analysis to delve deeper into user motivations, perceptions, and experiences in seeking tourism information.

#### **Managerial Implications**

The findings of this research have important implications for digital marketing practitioners, especially in the tourism context. Tourism business marketers or travel agents must provide up-to-date information and keep up with digital marketing developments to attract attention and influence consumer decisions, especially among the

active social media young generation. The information presented should also be of high quality, credible, and relevant to their needs, rather than focusing solely on the quantity of information shared.

The above is based on the survey results conducted by the author, which found that respondents are more inclined to trust objective and quality arguments, credible sources, and information that meets their needs, leading to a significant impact on tourists' decisions. However, conversely, the survey results show that the abundance of information does not influence tourists' decision-making, as tourists' primary consideration is the quality of the arguments and the source of the information, making the quantity of information insignificant in influencing tourists' decisions.

Therefore, marketing practitioners should focus on providing content that is not only engaging but also useful and supportive of consumer decisions. This will increase the likelihood of consumers taking real action, such as visiting tourist destinations or purchasing products and services reviewed in EWOM content. Additionally, these findings provide insights for academics in developing theories related to the influence of EWOM in the digital age, especially among evolving social media users.

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## VARIABLE OPERATIONAL

ARGUMENT QUALITY	
1	The information provided on Tiktok feels sufficient to strengthen the opinions presented.
2	The information presented on Tiktok seems objective and unbiased.
3	The presentation of information on Tiktok feels straightforward and easy to understand.
4	I did not experience any difficulty in understanding the information Tiktok provides.
SOURCE CREDIBILITY	
5	The presentation of information on Tiktok convinces me to believe it.
6	I feel a significant influence from the information Tiktok provides.

7	I believe Tiktok provides reliable information.
8	Based on my assessment, the information on Tiktok can be verified for accuracy.
<b>INFORMATION NEEDS</b>	
9	When planning a trip to the Thousand Islands, Tiktok is my primary platform for seeking information.
10	I often use Tiktok to search for additional information about the Thousand Islands because I still don't have much experience.
11	Tiktok helps me find various alternative tourist attractions in the Thousand Islands that match my interests and needs.
12	I use Tiktok to obtain various information needed to prepare for my trip to the Thousand Islands.
<b>INFORMATION QUANTITY</b>	
13	On Tiktok, I find many useful content and information about the Thousand Islands.
14	I get a lot of promotional information about Thousand Islands tourism on Tiktok through recommendations from others.
15	I know that Tiktok is a popular media platform with a lot of information related to Thousand Islands tourism.
16	I am enthusiastic about the Thousand Islands content on Tiktok because it contains many positive reviews.
<b>INFORMATION USEFULNESS</b>	
17	Tiktok provides information that is relevant and useful to me at this time.
18	I benefit from the information presented on Tiktok.
19	The information on Tiktok is very useful in helping me consider various factors more thoroughly before making a decision to visit the Thousand Islands.
20	The information on Tiktok is very valuable to me.
<b>VISITING INTENTION</b>	
21	After learning about the Thousand Islands from Tiktok, I have a desire to visit it.
22	I have a high probability of visiting the Thousand Islands tourist destination that I found on Tiktok.
23	I always consider tourist recommendations from Tiktok when planning my trips.
24	I would recommend the Thousand Islands tourism that I found on Tiktok to my friends.