

How Short-Form Travel Videos on TikTok Drive Intention Through Presence, Enjoyment, Flow Experience in Indonesian Gen Z

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ABSTRACT

The growth of Indonesia's tourism industry encourages fierce competition in the fight for the attention of tourists, especially Generation Z, who allocate around 29 percent of their income to tourism activities. This group makes short-form video content on TikTok the main reference in determining travel destinations. This study aims to examine the influence of the quality of tourism short video information, including information usefulness, information ease of use, and information comprehensiveness, on travel intention through the mediating roles of presence, enjoyment, and Flow experience in Generation Z Indonesia. A quantitative approach with a causal design was applied using purposive sampling of 237 respondents of Generation Z TikTok users in Indonesia. Hypothesis testing was carried out through Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis using SmartPLS. The results showed that information ease of use and information comprehensiveness had a significant effect on presence, while information usefulness did not. The three dimensions of information quality have a positive effect on enjoyment, with information ease of use as the strongest predictor. Flow experience was found to be the strongest predictor in forming travel intention, followed by enjoyment and presence. This study concludes that deep psychological involvement while consuming tourism content is the main catalyst for the birth of the intention to visit domestic destinations in Generation Z Indonesia.

1. INTRODUCTION

Indonesia's tourism industry is entering a significant revival phase. The latest data notes that throughout 2025, foreign tourist visits to Indonesia will reach 15.39 million visits, the highest

number since 2020, while more than 9.16 million international trips were made by national tourists in the same period, or grew 2.45 percent from the previous year (BPS, 2026). As tourism activities continue to recover, destinations are competing more intensively to attract visitors. In this increasingly competitive environment, understanding the factors that influence tourists' destination choices has become a strategic priority for both destination managers and tourism marketers.

Among all tourist segments, Generation Z has emerged as one of the most influential markets. On average, this generation takes nearly five trips each year and allocates approximately 29% of its income to travel experiences (Hinton, 2024). This behaviour is consistent with the youth tourism literature, which suggests that younger travellers are generally more willing to explore new destinations than previous generations (Yunusovich, 2018). At the same time, the way Generation Z searches for travel information has changed substantially. Rather than relying on conventional information sources, they increasingly use social media to discover destinations, compare alternatives, and seek travel inspiration, with short-form video platforms becoming one of their primary information sources (APJII, 2025).

The rapid growth of short-form video platforms has fundamentally transformed destination marketing. Compared with traditional travel vlogs, short-form videos deliver tourism information through concise, visually engaging, and highly interactive content that aligns with contemporary media consumption habits (Zhou et al. 2023). Previous studies have shown that tourism short videos enhance audience involvement and strengthen travel intention (Han et al., 2022). They also stimulate psychological responses, such as presence and flow experience, which encourage viewers to develop stronger intentions to visit destinations (J. Liu et al., 2023). Furthermore, tourism content that is both informative and emotionally engaging positively shapes viewers' attitudes towards destinations (Guo et al., 2025). Compared with conventional destination advertising, user-generated tourism content is often perceived as more authentic and credible, making it more persuasive in influencing travel intention (Irfan et al., 2022).

Recent studies further suggest that the persuasive power of tourism videos depends not only on the content itself but also on the quality of the information being delivered. Information usefulness, information ease of use, and information comprehensiveness have consistently been identified as key dimensions of information quality that stimulate presence, enjoyment, and flow experience, which subsequently strengthen travel intention (Zhou et al., 2023). These findings

indicate that information quality serves both cognitive and affective functions by helping viewers evaluate destinations while simultaneously creating immersive psychological experiences during content consumption.

Despite these advances, important research gaps remain. First, the information quality framework proposed by Zhou et al. (2023), was developed in the context of conventional travel vlogs. Whether the same mechanism operates in TikTok's algorithm-driven short-form video environment remains unclear. Unlike traditional travel vlogs, TikTok relies on short viewing duration, personalized content recommendations through the *For You Page* (FYP), and continuous content exposure, all of which may influence how users process tourism information and form travel intentions. Second, C. Liu et al. (2024) note that although recent studies have examined the relationship between TikTok tourism content and travel behavior, previous research has not integrated information usefulness, information ease of use, and information comprehensiveness within a comprehensive framework that simultaneously explains the mediating roles of presence, enjoyment, and flow experience. Consequently, the psychological mechanisms through which information quality influences travel intention in the context of TikTok tourism content remain insufficiently understood.

Therefore, this study investigates how information usefulness, information ease of use, and information comprehensiveness influence the travel intention of Indonesian Generation Z through the mediating roles of presence, enjoyment, and flow experience in the context of TikTok tourism videos. By extending the information quality framework from conventional travel vlogs to an algorithm-driven short-form video platform, this study contributes to the growing literature on digital tourism marketing while providing practical insights for destination marketers and content creators seeking to engage Generation Z audiences.

2. LITERATURE REVIEW

Digital Tourism and Tourist Behaviour in the Social Media Era

Advances in information and communication technology have given birth to a new paradigm in the world of tourism known as Digital Tourism, namely the use of digital technology and online platforms in the entire travel cycle starting from searching for information to sharing experiences after the trip is completed (Armutcu et al., 2023). In this ecosystem, social media occupies a strategic position as the main reference for tourists in finding destination inspiration,

comparing travel options, and evaluating experiences through content shared by other users. Digital marketing has shifted tourists' dependence from official sources of information to official sources of information Tourist-Generated Content (TGC), which is considered more authentic, relevant, and able to shape the image of the destination while strengthening the intention to visit (H. Wang & Yan, 2022). The role of social media is getting stronger as the consumption of video-based platforms increases among the younger generation, where exposure to short-form tourism videos has been proven to be able to increase audience engagement, build psychological closeness to destinations, and encourage tourism intentions (Han et al., 2022).

Collectively, these studies demonstrate that digital tourism environments, particularly short-form video platforms, have fundamentally changed how tourists search for information, evaluate destinations, and develop travel intentions. As tourists increasingly rely on tourism-related short videos, the quality of information presented through these platforms becomes an important factor influencing both psychological responses and behavioural intentions. Accordingly, this study focuses on how different dimensions of information quality shape travel intention through viewers' psychological experiences.

Information Quality

Information Quality refers to the extent to which the information presented is able to meet the needs of users in terms of accuracy, relevance, completeness, novelty, and ease of understanding. In the realm of digital tourism, the dimensions of Content Quality, which include relevance, timeliness, and completeness, and Non-content quality, such as page design, it has been shown to have a different influence on the cognitive and affective image of the destination, which ultimately forms intention to visit (Hu et al., 2025). In the context of tourism video content, the quality of information is operationalized through three main dimensions, namely Information usefulness, Information ease of use, and Information comprehensiveness that together affect Presence, enjoyment, Flow Experience, to Travel intention (Zhou et al., 2023).

Information Usefulness

Information usefulness refers to the extent to which the information in a content is considered to help users achieve certain goals such as planning a trip or understanding the characteristics of the destination. This concept is in line with perceived usefulness in the

Technology Acceptance Model, which describes the belief that the use of a source of information provides real benefits to its users, thus encouraging users to use the platform as their primary source of travel information (Xu et al., 2023).

Since useful tourism information helps viewers better understand destinations and supports travel planning, it is expected to strengthen viewers' psychological responses while consuming tourism short videos. Therefore, the following hypotheses are proposed:

H1A: Information usefulness positively affects presence.

H2A: Information usefulness positively affects enjoyment.

Information Ease of Use

Information ease of use refers to the extent to which the information in a piece of content feels easy for users to find, follow, and understand, which is reflected in the use of simple language, systematic explanatory sequences, and visuals that support understanding. In the framework of the Technology Acceptance Model, perceived ease of use is defined as the perception that the use of a technology does not require complicated effort, so that users can find travel information faster and without significant barriers (Davis, 1989).

Tourism information that is easier to understand reduces viewers' cognitive effort and enables them to focus more on the viewing experience. Consequently, information ease of use is expected to enhance both presence and enjoyment while watching tourism short videos.

H1B: Information ease of use positively affects presence.

H2B: Information ease of use positively affects enjoyment.

Information Comprehensiveness

Information comprehensiveness refers to the level of completeness of the information presented, covering various relevant aspects such as key attractions, facilities, accessibility, local culture, and potential risks to the destination. The completeness of information has been proven to contribute significantly to cognitive and affective country image, which then strengthens a positive attitude and *intention to visit* the destination (Guo et al., 2025).

Comprehensive tourism information enables viewers to develop a more complete understanding of destinations and facilitates stronger psychological engagement during content

consumption. Accordingly, comprehensive information is expected to increase both presence and enjoyment.

H1C: Information comprehensiveness positively affects presence.

H2C: Information comprehensiveness positively affects enjoyment.

Presence

In the context of tourism videos, Presence or Telepresence refers to the condition when the audience feels as if they are actually present at the destination shown, and the virtual sensation ultimately triggers the audience's interest and intention to visit. Conceptually, Presence serves as a psychological bridge that connects Information Quality with Travel intention, where the audience will feel Telepresence, which is more powerful when the videos being watched are entertaining, professionally presented, and interactive (J. Liu et al., 2023).

Previous studies indicate that presence not only enhances viewers' enjoyment but also facilitates deeper immersion and encourages behavioral intention. Therefore, the following hypotheses are proposed:

H3: Presence positively affects enjoyment.

H4: Presence positively affects flow experience.

H6: Presence positively affects travel intention.

Enjoyment

The main motive of the audience in consuming tourism video content on social media is not just to look for functional information, but also to find entertainment. When the motive is met, the audience becomes more emotionally attached and pays more attention to the destination being shown. The fulfilment of motivation, entertainment, and relaxation is proven to be able to foster trust and emotional closeness or prosocial relationships with creators, which ultimately triggers the audience's intention to travel (Silaban et al., 2023). Enjoyment functions as a multifunctional catalyst that strengthens psychological immersion while forming a positive perception of the destination. Enjoyable viewing experiences are expected to facilitate deeper psychological immersion and strengthen viewers' intention to visit tourism destinations.

H5: Enjoyment positively affects flow experience.

H7: Enjoyment positively affects travel intention.

Flow Experience

Flow experience is a psychological response that arises when the viewer is completely immersed in a pleasant viewing experience, as opposed to just the usual sense of interest. This condition is easier to achieve when the audience considers a tourism short video as an interesting, entertaining, and interactive show, so that the process of receiving messages is no longer purely cognitive but triggers a deep psychological resonance (Sun, 2025). In the TikTok ecosystem, information presented in a quality manner has been proven to be able to improve *Flow Experience* and audience satisfaction, which then leads to strengthening the intention of tourist behaviour (C. Liu et al., 2024). When viewers become fully immersed in tourism short videos, they are more likely to develop stronger intentions to visit the destinations presented.

H8: Flow experience positively affects travel intention.

Travel Intention

Travel intention is defined as the tendency of the audience to start considering, planning, and realizing a trip to the destination that has been witnessed. Reviewed from a theoretical perspective, Stimulus-Organism-Response (SOR), the intention to travel is the final response born after the audience processes the quality of the impression as a stimulus and experiences emotional involvement as an organism. Quality information that includes usefulness, ease of use, and comprehensiveness does not directly trigger the intention to visit, but must first go through mediation experience in the form of Presence, enjoyment, and Flow Experience that collectively translate information stimuli into real encouragement to travel (Huang et al., 2025).

3. METHODOLOGY

This study employed a quantitative approach with a descriptive and causal research design (Malhotra, 2019) to examine the relationships among information usefulness, information ease of use, information comprehensiveness, presence, enjoyment, flow experience, and travel intention. The target population comprised Indonesian Generation Z individuals who had previously watched tourism-related TikTok videos. Respondents were required to have watched content produced by at least one of four Indonesian travel creators—Leonardo Edwin (@leo_edw), Sadam JPG (@sadam.jpg), Arif through the *Kita Ulik Yok* segment (@ahmadrifyannur), or Ejaak (@ejaaak15)—as a screening criterion to ensure familiarity with

tourism-related short-form tourism content. Primary data were collected over three weeks through a self-administered online questionnaire distributed via TikTok, Instagram, and WhatsApp.

Purposive sampling was employed, resulting in 237 valid responses, which exceeded the minimum sample size recommended under the 10-times rule for PLS-SEM (Hair et al., 2017). The proposed research model was analyzed using SmartPLS to assess both the measurement model and the structural model.

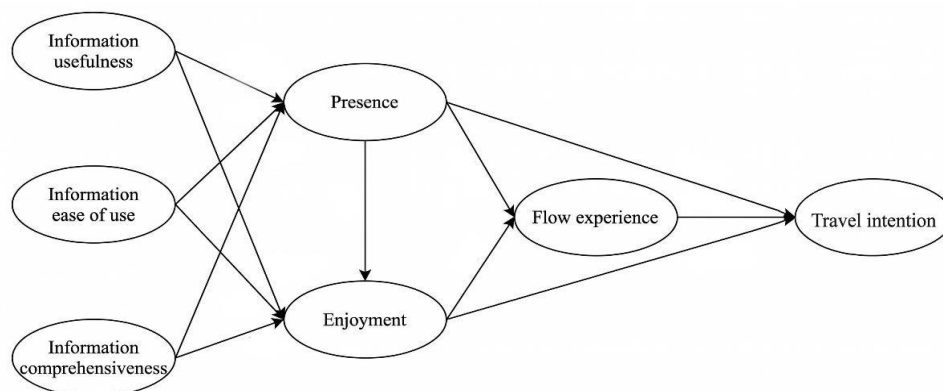


Figure 1. Adaptation of Research Models Zhou et al. (2023) (Source: Processed Research)

Eight hypotheses were formulated: (H1A) Information Usefulness, (H1B) Information Ease of Use, and (H1C) Information Comprehensiveness has a positive effect on Presence; (H2A–H2C) all three have a positive effect on Enjoyment; (H3) Presence has a positive effect on Enjoyment; (H4) Presence positively affects Flow Experience ; (H5) Enjoyment positively affects Flow Experience; (H6) Presence positively affects Travel Intention; (H7) Enjoyment positively affects Travel Intention; and (H8) Flow Experience positively affects Travel Intention. All indicators are adopted from Zhou et al. (2023) as summarized in Table 1.

Table 1. Variable Operationalization

Variable	Definition	Indicator	Statement Items
Information Usefulness (IU)	The extent of information in tourism short videos is considered useful to help viewers understand destinations and plan travel trips (H. Wang & Yan, 2022; Xu et al., 2023; Zhou et al., 2023).	IU1	The information in my selected Creator TikTok videos is very helpful for me to plan a trip.
		IU2	The information in my

Variable	Definition	Indicator	Statement Items
Information Ease of Use (IEU)	The extent to which the information in tourism short videos is felt to be easy to find, follow, and understand by the audience (Davis, 1989; Xu et al., 2023; Zhou et al., 2023).		selected TikTok Creator video helps me better understand the condition of tourist destinations in Indonesia in real life.
		IU3	The information in my selected TikTok Creator videos helps me understand travel destinations and plan trips more time-saving.
		IU4	The information in my chosen TikTok Creator videos makes my trip planning process more effective.
		IU5	The information in my selected TikTok Creator videos makes it easier for me to find vacation destinations.
		IU6	The information in my chosen Creator's TikTok videos makes me more productive in finding and planning vacation destinations.
		IEU1	The information in my selected TikTok Creator videos is easy for me to use.
		IEU2	The information I need is easy to get from my selected TikTok Creator videos.
		IEU3	The information conveyed in my selected TikTok Creator video is easy to understand.
		IEU4	The information conveyed in my selected TikTok Creator video is clear.
		IEU5	It's easy for me to interact with the Creator of my choice regarding the information in their videos (example: in the comment section).
Information Comprehensiveness	The extent to which the information in the tourism	IC1	The information presented in my selected TikTok Creator

Variable	Definition	Indicator	Statement Items
(IC)	short video provides a complete picture of the destination through the coverage of various relevant aspects (Hu et al., 2025; X. Wang et al., 2023; Zhou et al., 2023).		videos is complete to meet my needs.
		IC2	The information in my selected TikTok Creator videos covers all the important aspects I need to know about a destination.
		IC3	The information in the TikTok video of the creator of my choice can answer my questions about the destination.
		IC4	The information in my selected TikTok Creator videos is covered extensively and quite in-depth.
Presence (PS)	The state when the audience feels as if they are actually in the destination shown in the tourism short video (J. Liu et al., 2023; Zhou et al., 2023).	PS1	When I watch my selected TikTok Creator videos, I feel as if I am directly in that destination.
		PS2	When watching my chosen TikTok Creator videos, the atmosphere of the tourist destinations displayed felt real to me.
		PS3	When I watched the TikTok videos of my chosen Creator, I felt like I had really entered the world of the tourist destination.
		PS4	When I watched the TikTok videos of my chosen creators, I felt as if I was physically present in the place.
Enjoyment (EJ)	The feeling of pleasure, entertainment, and comfort that the audience experiences when enjoying	EJ1	When I watched my selected Creator TikTok videos, I found them interesting to me.

Variable	Definition	Indicator	Statement Items
Flow (FE)	Experience		tourism short videos (J. Liu et al., 2023; Silaban et al., 2023; Zhou et al., 2023).
		EJ2	While watching my selected Creator TikTok videos, I feel entertained.
		EJ3	When I watch my favorite TikTok Creator videos, I feel good.
		EJ4	When watching my selected TikTok Creator videos, I feel comfortable.
	A state when the audience is so focused and dissolved in watching short videos of tourism that they forget about the things around them and the perception of time changes (C. Liu et al., 2024; J. Liu et al., 2023; Zhou et al., 2023).	FE1	While watching my selected Creator's TikTok video, I found it very engrossing and dissolved in its viewing.
		FE2	When watching my selected TikTok Creator videos, I feel like I'm focused on paying attention to the mood in the video.
		FE3	When I watched my favorite TikTok Creator videos, I felt carried away.
		FE4	When watching my chosen TikTok Creator videos, I felt like my time was taken up by the impression until I forgot time.
	Travel Intention (TI)	TI1	I intend to visit the destinations in Indonesia featured in my selected TikTok Creator videos.
		TI2	I'm more interested in going to the tourist destinations recommended in my selected TikTok Creator videos than

Variable	Definition	Indicator	Statement Items
		TI3	any other tourist destination. I'm interested in visiting destinations that have been reviewed in my selected TikTok Creator videos.

Source: Processed Research

The questionnaire consists of four parts: (1) recognition of the identity of the researcher and the objectives of the study; (2) screening questions to verify Generation Z membership, domicile, and creator choices; (3) the core section with seven groups of Likert statements; and (4) respondent profiles, including 13 demographic and travel behaviour questions as well as TikTok usage intensity.

Data analysis was conducted in four stages. First, a pilot test with five respondents was conducted to assess questionnaire clarity. Second, a pre-test involving 35 respondents was performed using IBM SPSS Statistics version 27 to assess validity and reliability. Third, the measurement model was evaluated using SmartPLS through indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. Finally, the structural model was assessed through path coefficients, coefficient of determination (R^2), predictive relevance (Q^2), and bootstrapping procedures for hypothesis and mediation testing.

4. RESULTS AND DISCUSSION

Results

Validity and Reliability Tests

Table 2. Outer Loading and AVE Values

Variable	Indicator	Outer Loading	AVE
Information Usefulness	IU1-IU6	0,680–0,733	0,510
Information Ease of Use	IEU1-IEU5	0,533–0,775	0,500
Information Comprehensiveness	IC1-IC4	0,750–0,803	0,612
Presence	PS1-PS4	0,800–0,838	0,672
Enjoyment	EJ1-EJ4	0,761–0,766	0,581
Flow Experience	FE1-FE4	0,585–0,790	0,548
Travel Intention	TI1-TI3	0,716–0,810	0,579

A pre-test involving 35 respondents was conducted using IBM SPSS Statistics version 27. The results confirmed that all measurement indicators satisfied the validity and reliability criteria, including KMO > 0.50, Bartlett's Test of Sphericity ($p < 0.05$), Component Matrix loadings > 0.50,

and Cronbach's Alpha > 0.60. Subsequently, the main analysis was performed using SmartPLS 4.1.0.2. Most indicators demonstrated acceptable outer loadings, with values generally exceeding 0.70, and the remaining indicators were retained because they satisfied the recommended threshold for exploratory PLS-SEM analysis and did not compromise construct reliability or convergent validity (Hair et al., 2017).

Table 3. Internal Consistency Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Information Usefulness	0,796	0,854	0,510
Information Ease of Use	0,723	0,820	0,500
Information Comprehensiveness	0,788	0,863	0,612
Presence	0,837	0,891	0,672
Enjoyment	0,760	0,847	0,581
Flow Experience	0,719	0,827	0,548
Travel Intention	0,636	0,804	0,579

Table 3 reports the HTMT values used to assess discriminant validity. As shown, all HTMT values are below the recommended threshold of 0.90 (Hair et al., 2019), indicating satisfactory discriminant validity among the constructs. The Fornell-Larcker criterion and cross-loading assessment further support these results, confirming that each construct is empirically distinct from the others.

Structural Model Analysis (Inner Model)

The structural model assessment indicated no multicollinearity issues, as all VIF values were below the recommended threshold of 5 (Hair et al., 2017). The coefficients of determination (R^2) were 0.265 for Presence, 0.551 for Enjoyment, 0.512 for Flow Experience, and 0.445 for Travel Intention, indicating moderate explanatory power. Furthermore, all the Q^2 values of the whole construct are > 0.0, confirming the model's predictive relevance.

Table 4. Path Coefficient Results

Pathway	β	T-Stat	p	Conclusion
IU $\rightarrow$ PS	0,104	1,227	0,110	Insignificant
IEU $\rightarrow$ PS	0,256	2,775	0,003	Significant
IC $\rightarrow$ PS	0,206	2,567	0,005	Significant
IU $\rightarrow$ EJ	0,218	2,593	0,005	Significant
IEU $\rightarrow$ EJ	0,382	4,929	0,000	Significant
IC $\rightarrow$ EJ	0,090	1,714	0,043	Significant
PS $\rightarrow$ EJ	0,216	3,992	0,000	Significant

Pathway	β	T-Stat	p	Conclusion
PS $\rightarrow$ FE	0,286	5,277	0,000	Significant
EJ $\rightarrow$ FE	0,527	9,223	0,000	Significant
PS $\rightarrow$ TI	0,151	1,972	0,024	Significant
EJ $\rightarrow$ TI	0,259	3,175	0,001	Significant
FE $\rightarrow$ TI	0,360	4,864	0,000	Significant

The Effect of Information Usefulness on Presence (H1A)

To evaluate the mediating role of presence, enjoyment, and flow experience more rigorously, all 35 specific indirect effects implied by the structural model were tested through a bootstrapping procedure with 5,000 subsamples in PLS-SEM (Hair et al., 2017). Table 5 reports each specific indirect path together with its path coefficient, T-statistics, p-value, and 95% bias-corrected and accelerated (BCa) bootstrap confidence interval. A specific indirect effect is considered statistically significant when its p-value is below 0.05 and its bias-corrected confidence interval does not include zero.

Table 5. Specific Indirect Effects (Mediation Analysis)

Indirect Path	B	T-Statistics	p	95% CI (LL)	95% CI (UL)	Conclusion
EJ $\rightarrow$ FE $\rightarrow$ TI	0,190	4,075	0,000	0,117	0,273	Significant
IC $\rightarrow$ EJ $\rightarrow$ FE	0,048	1,697	0,045	0,004	0,097	Significant
IC $\rightarrow$ EJ $\rightarrow$ TI	0,023	1,359	0,087	0,002	0,059	Not Significant
IC $\rightarrow$ PS $\rightarrow$ EJ	0,045	2,202	0,014	0,018	0,086	Significant
IC $\rightarrow$ PS $\rightarrow$ FE	0,059	2,175	0,015	0,023	0,110	Significant
IC $\rightarrow$ PS $\rightarrow$ TI	0,031	1,412	0,079	0,006	0,081	Not Significant
IEU $\rightarrow$ EJ $\rightarrow$ FE	0,201	4,318	0,000	0,128	0,281	Significant
IEU $\rightarrow$ EJ $\rightarrow$ TI	0,099	2,759	0,003	0,048	0,166	Significant
IEU $\rightarrow$ PS $\rightarrow$ EJ	0,055	2,442	0,007	0,025	0,103	Significant
IEU $\rightarrow$ PS $\rightarrow$ FE	0,073	2,491	0,006	0,029	0,128	Significant
IEU $\rightarrow$ PS $\rightarrow$ TI	0,039	1,689	0,046	0,010	0,088	Significant
IU $\rightarrow$ EJ $\rightarrow$ FE	0,115	2,377	0,009	0,042	0,202	Significant
IU $\rightarrow$ EJ $\rightarrow$ TI	0,057	1,773	0,038	0,015	0,123	Significant
IU $\rightarrow$ PS $\rightarrow$ EJ	0,022	1,120	0,131	-0,005	0,060	Not Significant
IU $\rightarrow$ PS $\rightarrow$ FE	0,030	1,115	0,132	-0,009	0,076	Not Significant
IU $\rightarrow$ PS $\rightarrow$ TI	0,016	0,848	0,198	-0,001	0,061	Not Significant
PS $\rightarrow$ EJ $\rightarrow$ FE	0,114	3,686	0,000	0,067	0,168	Significant
PS $\rightarrow$ EJ $\rightarrow$ TI	0,056	2,608	0,005	0,026	0,098	Significant
PS $\rightarrow$ FE $\rightarrow$ TI	0,103	3,776	0,000	0,062	0,153	Significant
IC $\rightarrow$ EJ $\rightarrow$ FE $\rightarrow$ TI	0,017	1,682	0,046	0,003	0,037	Significant
IC $\rightarrow$ PS $\rightarrow$ EJ $\rightarrow$ FE	0,023	2,149	0,016	0,010	0,046	Significant
IC $\rightarrow$ PS $\rightarrow$ EJ $\rightarrow$ TI	0,012	1,819	0,034	0,004	0,026	Significant
IC $\rightarrow$ PS $\rightarrow$ FE $\rightarrow$ TI	0,021	2,109	0,018	0,009	0,043	Significant

Indirect Path	B	T-Statistics	p	95% CI (LL)	95% CI (UL)	Conclusion
IEU → EJ → FE → TI	0,072	2,990	0,001	0,039	0,121	Significant
IEU → PS → EJ → FE	0,029	2,284	0,011	0,013	0,058	Significant
IEU → PS → EJ → TI	0,014	1,902	0,029	0,005	0,032	Significant
IEU → PS → FE → TI	0,026	2,153	0,016	0,011	0,052	Significant
IU → EJ → FE → TI	0,041	2,096	0,018	0,016	0,082	Significant
IU → PS → EJ → FE	0,012	1,131	0,129	-0,002	0,032	Not Significant
IU → PS → EJ → TI	0,006	1,051	0,147	-0,000	0,018	Not Significant
IU → PS → FE → TI	0,011	1,099	0,136	-0,002	0,029	Not Significant
PS → EJ → FE → TI	0,041	2,697	0,004	0,021	0,072	Significant
IC → PS → EJ → FE → TI	0,008	1,910	0,028	0,004	0,019	Significant
IEU → PS → EJ → FE → TI	0,010	1,889	0,029	0,004	0,024	Significant
IU → PS → EJ → FE → TI	0,004	1,073	0,142	-0,001	0,013	Not Significant

Note: IU = Information Usefulness; IEU = Information Ease of Use; IC = Information Comprehensiveness; PS = Presence; EJ = Enjoyment; FE = Flow Experience; TI = Travel Intention.

Of the 35 specific indirect paths, 27 were statistically significant ($p < 0.05$). Consistent with the direct-effect results reported in Table 4, every indirect path originating from information usefulness through presence (IU → PS → EJ, IU → PS → FE, IU → PS → TI, and their longer chains) was not statistically significant, whereas the corresponding chains originating from information ease of use and information comprehensiveness were significant in nearly all cases. This pattern confirms that presence does not meaningfully transmit the effect of information usefulness on downstream outcomes, reinforcing the boundary condition discussed for H1A.

The Effect of Information Usefulness on Presence (H1A)

Information usefulness had no significant effect on presence ($\beta = 0.104$; $T = 1.227$; $p = 0.110$), so H1A was not supported. This finding diverges from Zhou et al. (2023), who found *information usefulness* to be a significant predictor of *presence* in long-form travel vlogs, and it offers a theoretically meaningful boundary condition rather than a simple contextual anomaly. Within a fifteen-to-sixty-second short-form video, information framed as useful, such as cost estimates or itinerary tips, appears to be processed by viewers primarily as planning input, a cognitive evaluation rather than an affective, immersive one. Because the format leaves little room for elaboration, useful information tends to be stored for later decision-making rather than

experienced as part of the unfolding scene, which limits its capacity to generate the sensation of being virtually present at the destination.

This interpretation is consistent with H. Wang & Yan (2022) and Xu et al. (2023), who note that perceived usefulness primarily facilitates trip planning rather than triggering immersive experience. It is further supported by the sample's information quality preference ranking, in which ease of use was consistently prioritized ahead of usefulness and comprehensiveness; this interpretation is also consistent with respondents' preferences, indicating that many participants tended to process tourism content analytically for trip planning rather than seeking an immersive viewing experience. Taken together, these results suggest that within short-form, algorithm-driven tourism content, presence is generated primarily through affective and comprehension-based cues rather than through instrumental usefulness, a distinction that is masked in long-form formats where viewers have sufficient exposure time for useful information to also become immersive.

The Effect of Information Ease of Use on Presence (H1B)

Information ease of use had a significant positive effect on presence ($\beta = 0.256$; $T = 2.775$; $p = 0.003$), supporting H1B. Within a short-form format where viewers have only a few seconds to process each scene, clarity of presentation appears especially critical, when information is easy to follow, cognitive load is reduced and more attentional capacity remains available to process the visual and narrative cues that generate the sensation of virtual presence, rather than being consumed by decoding the message itself. This mechanism is consistent with H. Wang & Yan (2022) and Xu et al. (2023), and aligns with Zhou et al. (2023), suggesting that the role of ease of use in generating presence, unlike usefulness, is not diminished by time compression and may in fact become more decisive under it..

The Effect of Information Comprehensiveness on Presence (H1C)

Information comprehensiveness had a significant positive effect on presence ($\beta = 0.206$; $T = 2.567$; $p = 0.005$), supporting H1C. Even within a condensed format, viewers appear able to assemble complete mental pictures of a destination when creators pack multiple relevant details, such as attractions, accessibility, and atmosphere, into a short sequence, and this completeness reinforces the sensation of virtual presence (Hu et al., 2025; Zhou et al., 2023). This finding

indicates that *comprehensiveness* operates differently from *usefulness*: while *usefulness* is processed as discrete planning facts, *comprehensiveness* contributes to a cumulative scene that viewers can mentally inhabit.

The Effect of Information Usefulness on Enjoyment (H2A)

Information usefulness had a significant positive effect on enjoyment ($\beta = 0.218$; $T = 2.593$; $p = 0.005$), supporting H2A. Although usefulness did not translate into presence, it did translate into *enjoyment*, suggesting that Gen Z viewers derive genuine satisfaction from content that simplifies trip planning, treating practical value itself as a source of pleasure rather than only as a planning input (H. Wang & Yan, 2022; Zhou et al., 2023). This distinction reinforces the interpretation offered for H1A is usefulness engages viewers cognitively and affectively enough to be enjoyable, but not immersive enough to generate presence.

The Effect of Information Ease of Use on Enjoyment (H2B)

Information ease of use was the strongest predictor of enjoyment among the three information quality dimensions ($\beta = 0.382$; $T = 4.929$; $p = 0.000$), supporting H2B. A cognitively lightweight presentation appears to free viewers to focus on the entertainment value of the content rather than on decoding its message, resulting in a more enjoyable viewing experience (H. Wang & Yan, 2022; Xu et al., 2023). Combined with its role in H1B, this result positions ease of use as the single most consistently influential information quality dimension across both presence and enjoyment within the short-form format.

The Effect of Information Comprehensiveness on Enjoyment (H2C)

Information comprehensiveness had the smallest, though still significant, effect on enjoyment ($\beta = 0.090$; $T = 1.714$; $p = 0.043$), supporting H2C. While comprehensive detail contributes meaningfully to enjoyment, its comparatively modest coefficient suggests that packing extensive information into a short video carries diminishing returns for pleasure, likely because viewers can only comfortably absorb a limited amount of detail before the pacing of a short-form video starts to feel dense rather than satisfying (Hu et al., 2025; Zhou et al., 2023).

The Effect of Presence on Enjoyment (H3)

Presence had a significant positive effect on enjoyment ($\beta = 0.216$; $T = 3.992$; $p = 0.000$), supporting H3. This finding indicates that the stronger viewers' sensation of virtual presence, the more they enjoy the viewing experience, consistent with behavioral data showing that 90.27% of respondents reported that the feeling of being present at the destination increased their satisfaction and pleasure while watching (J. Liu et al., 2023; Zhou et al., 2023). Within the short-form format, this sensation appears to be reinforced by close-up, immersive camera angles and personal narration style, which allow viewers to feel involved in the scene rather than merely observing it.

The Effect of Presence on Flow Experience (H4)

Presence had a significant positive effect on flow experience ($\beta = 0.286$; $T = 5.277$; $p = 0.000$), supporting H4. The sensation of being present at the destination appears to function as an entry point into flow, as the boundary between screen and reality begins to blur and viewers become progressively absorbed in the unfolding scene (J. Liu et al., 2023; Zhou et al., 2023).

The Effect of Enjoyment on Flow Experience (H5)

Enjoyment emerged as the strongest predictor of flow experience across the entire model ($\beta = 0.527$; $T = 9.223$; $p = 0.000$; $f^2 = 0.423$, a large effect size), strongly supporting H5. This result suggests that positive emotion is not merely a pleasant by-product of watching tourism short videos but the primary gateway into deep psychological immersion. When viewers genuinely enjoy a video, they are far more likely to lose track of time and fully absorb its content, consistent with findings from virtual reality tourism research showing enjoyment as a strong driver of flow state (Kim & Hall, 2019; Zhou et al., 2023).

The Effect of Presence on Travel Intention (H6)

Presence had a significant, though comparatively modest, positive effect on travel intention ($\beta = 0.151$; $T = 1.972$; $p = 0.024$), supporting H6. Although its direct effect is the smallest among the three mediators, presence appears to play a more substantial indirect role by feeding into both enjoyment and flow experience, suggesting that its primary contribution to *travel intention* operates through these downstream psychological states rather than through a direct pathway. The sensation of virtual presence is also understood to reduce perceived pre-visit risk,

making the destination feel more familiar and less uncertain before an actual visit (J. Liu et al., 2023; Sun, 2025).

The Effect of Enjoyment on Travel Intention (H7)

Enjoyment had a significant positive effect on travel intention ($\beta = 0.259$; $T = 3.175$; $p = 0.001$), supporting H7. This is corroborated by behavioural data showing that 88.05% of respondents acknowledged that the pleasure of watching tourism content on TikTok triggered a genuine desire to travel when time and budget allowed, a notably higher proportion than the 65.49% who identified presence as their primary trigger for travel intention (J. Liu et al., 2023; Sun, 2025). This gap reinforces enjoyment's position as the more dominant affective mediator relative to presence within this model.

The Effect of Flow Experience on Travel Intention (H8)

Flow experience had the largest path coefficient toward travel intention among all three mediators ($\beta = 0.360$; $T = 4.864$; $p = 0.000$), strongly supporting H8 and confirming its position as the most influential psychological state linking short-video consumption to the travel intention of Indonesian Gen Z. This finding is consistent with behavioural data showing that 90.71% of respondents reported that deep, focused immersion while watching short-form tourism content directly encouraged them to consider visiting the destination shown, reinforcing flow experience as the psychological state most effective at converting passive content consumption into a concrete intention to travel (J. Liu et al., 2023; Zhou et al., 2023).

Overall, the findings indicate that the effectiveness of TikTok travel videos in encouraging Travel Intention is determined not solely by Information Quality but also by the extent to which the content creates meaningful psychological experiences for viewers. Information Quality serves as the initial stimulus; however, its influence on Travel Intention becomes stronger when it generates Presence, enhances Enjoyment, and, most importantly, fosters Flow Experience during the viewing process. These findings suggest that, within the short-form video environment, viewers are influenced not only by the information they receive but also by how the content immerses them psychologically. Therefore, successful tourism communication on TikTok depends not only on delivering useful and comprehensive information, but also on creating engaging viewing experiences that encourage Generation Z to develop Travel Intention.

5. CONCLUSION

This study demonstrates that the quality of tourism short-video information on TikTok affects the travel intention of Indonesian Gen Z, but through distinct mechanisms for each dimension. Information ease of use and information comprehensiveness significantly encourage presence, whereas information usefulness does not. All three information quality dimensions significantly shape enjoyment, with information ease of use as the strongest predictor. Flow experience is the most dominant psychological state influencing travel intention, followed by enjoyment and presence, indicating that deep psychological involvement while watching tourism content is the primary catalyst for the formation of intention to visit domestic destinations.

These findings extend the information-quality to travel-intention model of Zhou et al. (2023) by identifying a boundary condition specific to short-form, algorithm-driven video within a highly condensed format, presence is generated primarily by affective and comprehension-based cues rather than by instrumental usefulness, which instead operates through a purely cognitive, enjoyment-based pathway. This distinction, not previously articulated in long-form travel vlog research, clarifies that the three information quality dimensions are not functionally interchangeable triggers of immersive experience, but instead activate different psychological mechanisms depending on the pace and depth of the content format

Managerial Implications

For tourism content creators and industry practitioners targeting Indonesian Gen Z on TikTok, these results suggest that content should be designed to sustain flow, for example through dynamic yet unhurried pacing and smooth scene transitions, since flow experience is the strongest driver of travel intention. Enjoyment should be prioritized through personal, light-hearted delivery styles, as it is both the strongest driver of flow and a direct contributor to travel intention. Because information ease of use most strongly predicts both presence and enjoyment, information should be delivered in simple language with a clear narrative structure, while comprehensiveness, though beneficial, should be balanced carefully so that additional detail does not compromise the pacing that makes short-form content enjoyable to watch.

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