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How Digital Content Influences Visit Intention through the Psychological Evaluation Process of Potential Tourists

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Abstract: The purpose of this study is to examine the influence of firm-generated content (FGC) and user-generated content (UGC) on visit intention to Pahawang Island through psychological evaluation processes presented by destination image and perceived value. This study employed a numerical approach with a causal research design. Data were gathered through an online survey administered to 216 TikTok users who had been exposed to travel agent (FGC) and tourist content (UGC) about Pahawang Island, but had never visited the destination. The Partial Least Squares with Structural Equation Modeling (PLS-SEM) was applied, with assistance from SmartPLS software, to analyze data. The results demonstrate that FGC and UGC had a positive and significant effect on destination image and perceived value, while the direct influences of FGC and UGC on visit intention were insignificant. Conversely, destination image and perceived value are confirmed to have a significant effect on visit intention, and act as mediators. These findings suggest that digital content on TikTok influences visit intention through a psychological evaluation process, not through direct effects. These findings facilitate the advancement of a theory by expanding the S-O-R (Stimulus-Organism-Response) framework and provide practical implications for social media-based destination marketing on TikTok.

Keywords: Firm-Generated Content, User-Generated Content, Destination Image, Perceived Value, Visit Intention.

INTRODUCTION

With increasing mobility and digital transformation, tourist behavior and destination marketing patterns are changing. This change shifts the role of visual-based platforms, such as TikTok, beyond just entertainment media to also a channel for destination information (Mariani, 2020). Short-form, engaging, and easily accessible TikTok content facilitates tourists' access to information and unlocks opportunities for destinations to gain widespread exposure quickly (Huang et al., 2024). Most current destination promotion strategies still assume that the more engaging and viral a piece of content is, the more likely it is that potential tourists visit. This assumption drives the creation of digital content that focuses solely on

visuals without considering the psychological evaluation processes underlying visit intention (Armucu et al., 2023).

Within the term of marine tourism, the decision-making requires complex considerations that are not impulsive. Therefore, exposure to digital content should be understood as an initial stimulus that does not necessarily result in an immediate behavioral response (Zhou et al, 2023). The underlying cause of the issue presents a challenge for destination managers to move beyond reliance on natural beauty alone, but also on their ability to design effective promotional strategies to compete in the digital era and attract visitors (Dong et al., 2023). Associated with destination marketing, TikTok showcased two dimensions of content: Firm-Generated Content (FGC), formulated by travel agents for promotional purposes, and User-Generated Content (UGC), formulated by tourists to share their travel experiences (Grosso et al., 2024). Both forms of content have distinctive characteristics, with FGC perceived as more informative and persuasive, while UGC is perceived as more authentic and emotional.

Previous empirical findings have revealed inconsistent results regarding the direct effects of FGC and UGC on visit intention. Some studies confirm that FGC and UGC directly affect visit intention (Adeloye et al., 2021; Shneikat et al., 2025). However, other studies indicate that this influence does not occur directly (Tang et al., 2024; Wijaya et al., 2025) but is mediated by certain psychological factors, namely destination image and perceived value (Stojanovic et al., 2022; Wang & Butskouskaya, 2023).This inconsistency indicates a research gap in accounting for how the psychological evaluation process underlies the effects of digital content on travel behavior. Destination image is conceptualized as a comprehensive overview of a destination formed in the memories of tourists. Meanwhile, perceived value is understood as the evaluation of tourists regarding the suitability of the benefits obtained, with the exertion expended (Asyraff et al., 2024; Rasoolimanesh et al., 2023). From the perspective of the S-O-R theory, digital content on social media operates as a stimulus that influences organismic processes such as destination image and perceived value, before triggering a response manifested as a desire to visit.

According to statistics published by Statistics Indonesia (BPS), the visitor count to Lampung province in 2025 has surpassed West Sumatra province's by the second in Sumatra and the ninth position nationally. One of Lampung's leading destinations aggressively promoted to increase its popularity through TikTok is Pahawang Island, a small island located in Punduh Pidada Subdistrict, Pesawaran Regency (Wahyudi et al., 2022). Although Pahawang Island is renowned for its natural beauty, limited access can create uncertainty for potential tourists. Moreover, travel costs, including accommodation and transportation, are not yet comparable to the anticipated benefits and experiences by potential tourists (Hadrian & Ratnasari, 2025). Therefore, the high level of interest in Pahawang Island has not been fully accompanied by the formation of a strong image and value similar to those of destinations in other provinces.

For less popular destinations like Pahawang Island, visit intention is a crucial variable because it reflects potential tourists' readiness to visit (Li & Jiang, 2025). Low visit intention makes it difficult for destinations to develop, reduces the ability to attract new tourists, and ultimately lags behind competitors that are more aggressive in digital promotion. Therefore, essential to probe the determinants that effectively influence visit intention to gain an understanding of how to develop a more effective digital promotion strategy and be oriented towards the behavior of potential tourists (Santiago et al., 2022). Promotion strategies through FGC and UGC should deliver clear, authentic, and solution-oriented information to strengthen the psychological evaluation process of potential tourists, before decision-making.

This study offers novelty by empirically testing the effect of FGC and UGC on visit intention through the multiple mediation role of destination image and perceived value anchored in the S-O-R model, and uncovering structural path differences between FGC and

UGC that have not been widely studied by previous research. This study not only contributes empirically to expanding theoretical understanding of how digital content works through the psychological evaluation process before generating behavioral responses from tourists, but also practically contributes to providing data-based recommendations for designing more effective digital promotion strategies, identifying aspects of perceived value and destination image that need to be strengthened, and supporting more targeted long-term tourism development. In this way, Pahawang Island can be recognized as one of the promising destinations in the future, not only in Lampung but also nationally.

METHODS

A numerical approach with an exploratory design was applied in this research to test the correlation between variables in the research model. The population in this study is prospective tourists of Pahawang Island who have been exposed to agent travel and other tourists' content on TikTok. A minimum sample of 196 participants was obtained through a purposive sampling technique, assisted by a sampling calculator. The sample was increased to 216 participants to avoid the possibility of inaccurate questionnaire completion or inappropriate data. Data were assembled through a Likert scale-based online survey and processed by utilizing SmartPLS 4.0 software, which consisted of an outer model test to assess the instrument's quality and an inner model to test the significant association between variables. UGC and FGC serve as independent variables, destination image (DI) and perceived value (PV) serve as mediating variables, and visit intention (VI) serves as the dependent variable. The conceptual framework proposed in this study is presented as follows.

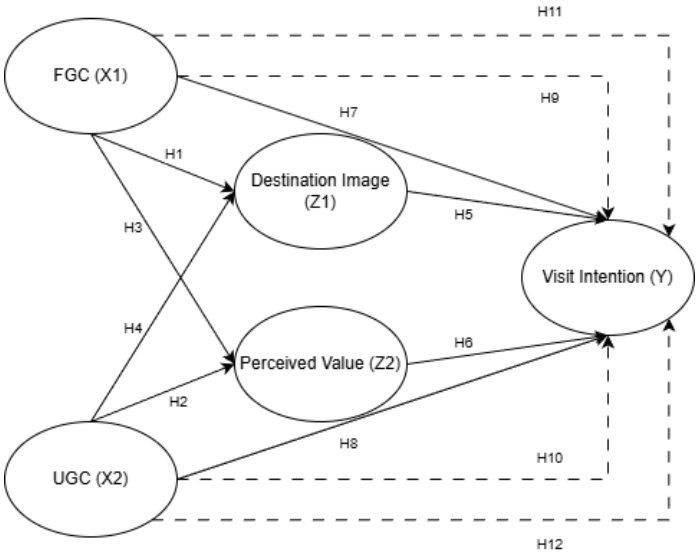


Figure 1. Conceptual Framework

RESULTS AND DISCUSSION

Result

Profile of Participants

The survey participants, who included 216 prospective tourists of Pulau Pahawang, were divided into four groups based on gender, age, status, monthly budget allocation, and province of origin, as listed below.

Table 1. Demographic Results of Participants (N=216)

Classification	Item	F	%
Gender	Female	132	61
	Male	84	39

Age	18-24	138	64
	25-31	40	18.5
	32-38	18	8
	39-45	8	4
	> 45	12	5.5
Status	College Students	119	55
	Workers	88	41
	Housewives	9	4
Monthly Budget Allocation	< IDR 1,000,000	34	16
	IDR 1,000,000 – IDR 3,000,000	104	48
	IDR 3,000,001 – IDR 5,000,000	50	23
	> IDR 5,000,000	28	13
Total		216	100

Source: Processed Data (2026)

Table 1 demonstrates that the largest share of respondents are female students aged 18-24 with limited spending. This dominance suggests that young women tend to be more active and receptive to consuming tourism content on social media, acquiring travel information, Itinerary planning, and making travel decisions. Furthermore, this study primarily represents a group with relatively flexible time and budget considerations, as well as a strong interest in exploring marine tourism activities.

Table 2. Distribution of respondents based on province of origin

No.	Province of Origin	F	%
1.	Lampung	50	23
2.	South Sumatra	32	15
3.	Jakarta	24	11
4.	West Sumatra	22	10
5.	Riau	15	7
6.	North Sumatra	14	6.5
7.	Jambi	12	5.5
8.	Banten	10	4.6
9.	Bengkulu	10	4.6
10.	East Java	7	3.2
11.	Bangka Belitung Islands	6	2.8
12.	West Java	5	2.3
13.	Riau Islands	4	2
14.	Central Java	2	1
15.	Yogyakarta	2	1
16.	West Kalimantan	1	0.5
	Total	216	100

Source: Processed Data (2026)

Based on Table 2, the majority of respondents came from Lampung Province, followed by South Sumatra, Jakarta, and West Sumatra. This dominance indicates that this study more represents the perceptions of the local community and the surrounding region. Potential tourists from geographically adjacent regions, such as DKI Jakarta, South Sumatra, and West Sumatra, tend to be more responsive to digital promotional content about Pahawang Island and have a greater chance of converting their intention to visit into a real visit. The presence of respondents from various provinces outside Lampung, particularly from Sumatra and Java, reflects the potential for a broader market to be developed.

Outer Model

Appraisal of the outer model measured by assessing convergent validity through reviewing the outer loading and average variance extracted (AVE) values, assessing discriminant validity through the composite reliability (rho_a) value, and assessing reliability through the HTMT and Fornell-Larcker criterion. The output of a series of outer model tests is reported in the following explanation.

Table 3. Outer Loadings and AVE

Variable	Indicator	Outer Loadings	AVE
Firm-Generated Content	FGC1	0.847	0.706
	FGC2	0.807	
	FGC3	0.845	
	FGC4	0.830	
	FGC5	0.870	
User-Generated Content	UGC1	0.745	0.685
	UGC2	0.854	
	UGC3	0.865	
	UGC4	0.841	
Destination Image	DI1	0.916	0.839
	DI2	0.916	
Perceived Value	PV1	0.853	0.729
	PV2	0.830	
	PV3	0.867	
	PV4	0.866	
Visit Intention	VI1	0.836	0.708
	VI2	0.862	
	VI3	0.821	
	VI4	0.848	

Source: Processed Data by SmartPLS (2026)

Table 3 shows that the indicators for each construct meet the criteria of an outer loading value exceeding 0.70 and an AVE value exceeding 0.50. This demonstrates that each indicator represents the construct being measured, and each construct has sufficient capability to explicate the variance of its indicators. Therefore, it can be inferred that all constructs in this study conform to the criteria of convergent validity.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

	FGC	UGC	DI	PV	VI
FGC					
UGC	0.711				
DI	0.819	0.817			
PV	0.739	0.747	0.807		
VI	0.673	0.659	0.820	0.757	

Source: Processed Data by SmartPLS (2026)

Table 5. Fornell-Larcker Criterion

	FGC	UGC	DI	PV	VI
FGC	0.840				
UGC	0.624	0.828			
DI	0.697	0.680	0.916		
PV	0.656	0.648	0.679	0.854	
VI	0.593	0.570	0.685	0.658	0.842

Source: Processed Data by SmartPLS (2026)

Based on Tables 4 and 5, all constructs achieve an ideal HTMT value of < 0.85, and the square root of AVE values for each construct exceeds the correlation with other constructs. Thus, this research model has good discriminant validity because each construct measures a different concept.

Table 6. Composite Reliability

Variable	Composite Reliability (Rho_a)
FGC	0.898
UGC	0.858
DI	0.808
PV	0.876
VI	0.863

Source: Processed Data by SmartPLS (2026)

The presentation in Table 6 shows that all constructs have met the reliability test criteria. A composite reliability value surpassing the recommended threshold of 0.70 proves that the research instrument's reliability is established.

Inner Model

The inner model is appraised by viewing the R^2, f^2, Q^2, and p-value. The output of a series of inner model tests is reported in the following explanation.

Table 7. R-square (R^2)

Variable	R-square Adjusted
DI	0.580
PV	0.519
VI	0.537

Source: Processed Data by SmartPLS (2026)

Table 7 shows that FGC and UGC explicate 58% of the variation in destination image and 52% in perceived value, which is considered quite strong. Furthermore, FGC, UGC, destination image, and perceived value has a fairly strong ability to clarify 54% of the variation in visit intention.

Table 8. F-square (f^2)

	FGC	UGC	DI	PV	VI
FGC			0.294	0.218	0.009
UGC			0.236	0.195	0.004
DI					0.113
PV					0.089
VI					

Source: Processed Data by SmartPLS (2026)

Table 8, which displays the f^2 values, reveals that FGC and UGC have a moderate effect on destination image and perceived value. Furthermore, destination image and perceived value have a small effect on visit intention. Meanwhile, FGC and UGC have no effect on visit intention.

Table 9. Predictive Relevance (Q^2)

Variable	Q^2
DI	0.471
PV	0.374
VI	0.369

Source: Processed Data by SmartPLS (2026)

Observing Table 9, the test results indicate that the research model has robust predictive capability, as evidenced by Q^2 values above 0.35, which satisfy the applicable criteria.

Hypothesis Testing

Hypothesis testing was undertaken with a bootstrapping procedure by observing the p-value obtained for each relationship between variables. The criteria tests are if the p-value is < 0.05, the effect is declared significant. The following are the bootstrapping results in SmartPLS 4.0.

Table 10. Prosedur Bootstrapping

Hypothesis	Original Sample (O)	T-statistics |O/STDEV|	P-values	Remarks
FGC-DI	0.447	6.240	0.000	Accepted
UGC-DI	0.401	4.528	0.000	Accepted
FGC-PV	0.412	4.894	0.000	Accepted
UGC-PV	0.390	4.196	0.000	Accepted
DI-VI	0.367	3.096	0.002	Accepted
PV-VI	0.304	3.171	0.002	Accepted
FGC-VI	0.099	0.798	0.425	Rejected
UGC-VI	0.062	0.633	0.527	Rejected
FGC-DI-VI	0.164	2.534	0.011	Full Mediation
UGC-DI-VI	0.147	2.611	0.009	Full Mediation
FGC-PV-VI	0.125	2.684	0.007	Full Mediation
UGC-PV-VI	0.118	2.491	0.013	Full Mediation

Source: Processed Data by SmartPLS (2026)

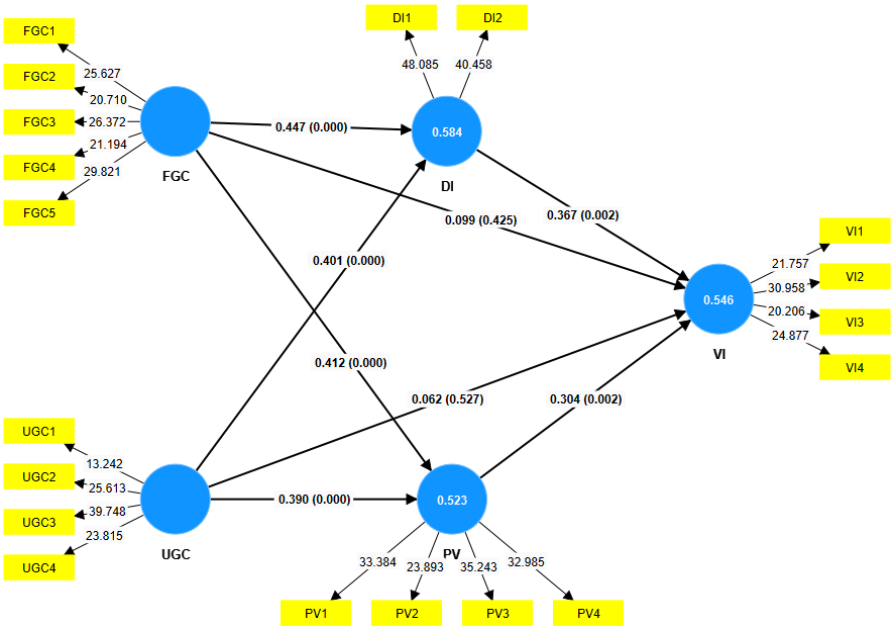


Figure 1. Output SmartPLS 4.0.

The outcomes of empirical tests illustrated in Table 10 and Figure 2 show p-values that meet the criteria, except for the seventh and eighth hypotheses, which showed insignificant results. The discussion regarding the acceptance and rejection of these hypotheses is further explained below.

Discussion

The Effect of FGC (X1) on Destination Image (Z1)

Empirical testing results confirm that FGC has a positive and significant impact on destination image. FGC plays a strategic role in providing an initial overview of a destination, as reported in prior research (Ghorbanzadeh et al., 2023; Sultan et al., 2021; Wijaya et al., 2025). In the context of an unpopular destination like Pahawang Island, tourists' cognitive and affective responses are more dominated by the visual stimulation of information. The dominance of visuals and tour package offers in travel agent content on TikTok encourages potential tourists to build a positive image of Pahawang Island based on its natural attractions and amenities. Even though the information presented is still less comprehensive, the significant effect of FGC on destination image can be explained by the majority of female respondents highlighting the high persuasive impact of visual content in conveying messages effectively. Therefore, visual stimuli are sufficient to shape the destination image. The evidence bolsters the S-O-R model, demonstrating that digital stimuli in the form of FGC can activate the organism's processes partially.

The Effect of UGC (X2) on Destination Image (Z1)

The evidence of empirical analysis confirms that UGC has a positive and significant impact on destination image, in accordance with prior research (Correia et al., 2025; Das et al., 2024; Xu et al., 2023). These findings suggest that the visiting experience shared by tourists on TikTok can help potential tourists experience Pahawang Island indirectly through expressions of happiness and the dynamics of the tourist activities depicted. Consequently, it establishes a positive destination image of the Pahawang Islands. This finding reinforces the S-O-R theory, which suggests that distinct digital stimuli function in a complementary manner to influence destination image. FGC works through information cues that strengthen cognitive processes. Meanwhile, UGC serves as a complement, working through social experience cues that strengthen affective processes in building a positive destination image of Pahawang Island.

The Effect of FGC (X1) on Perceived Value (Z2)

The evidence of empirical studies exhibits a positive and significant effect of FGC on perceived value, consistent with the results of previous studies (Chen & Lin, 2018; Cheng et al., 2019; Helal et al., 2023; Sohaib et al., 2024). These findings demonstrate that offering tour packages that clearly display the high value of the experience has the capacity to encourage prospective tourists to view a visit to Pahawang Island as a worthwhile investment of time, energy, and money, as reported in existing research. These findings enrich the application of the S-O-R theory, which reveals that the scale of destination popularity strength is a crucial factor in determining the value that can be built. In the context of an unpopular destination like Pahawang Island, FGC only activates the social-interactional dimension of perceived value. Meanwhile, the social-prestigious dimension is weak among prospective tourists. Nevertheless, this significant influence is reinforced by the characteristics of young respondents who have a strong interest in exploration, thus building image perceptions based on the value of the experience offered rather than social prestige.

The Effect of UGC (X2) on Perceived Value (Z2)

The results of the study exhibit a positive and significant effect of UGC on perceived value, corresponding with previous findings (Cheung et al., 2022; Choo, 2023; Trivedi et al., 2024). The sight of tourists enjoying various marine tourism activities strengthens confidence in Pahawang Island's ability to provide satisfaction commensurate with the sacrifices undertaken by potential tourists. Despite doubts about the authenticity of the content, UGC still increases perceived value through social proof and emotional resonance, consistent with previous research. Overall, this finding provides a novel insight into the understanding that although UGC is often assumed to be the most authentic information, its effectiveness does not

depend solely on perceived honesty. In the context of TikTok and marine destinations like Pahawang Island, positive emotions and representations of experiences are key factors in shaping value.

The Effect of Destination Image (Z1) on Visit Intention (Y)

The empirical analysis demonstrates a positive and significant impact of destination image on potential tourists' visit intentions to Pahawang Island. This finding suggests that positive cognitive and affective images in potential tourists' thoughts are important factors in driving visit intentions, consistent with previous findings (Ahmad et al., 2021; Maghrifani et al., 2022). Pahawang Island has a strong image of natural beauty, but limited accessibility remains a significant issue that needs to be addressed. While Pahawang Island's image is weak in terms of accessibility, this limitation does not directly undermine visit intention. This means that potential tourists' visit intention is more driven by the image of a beautiful destination. In contrast to the findings of Sabiote-Ortiz et al. (2024), which revealed that visit intention is formed by a safe and secure destination image. These findings broaden the scope of the S-O-R theory by showing that, in the context of nascent destinations such as Pahawang Island, the natural beauty dimension in the destination image exhibits sufficient strength to encourage visit intention. This result underscores that behavioral responses do not always depend on a comprehensive destination image.

The Effect of Perceived Value (Z2) on Visit Intention (Y)

The empirical analysis shows a positive and significant impact of perceived value on potential tourists' visit intentions to Pahawang Island, consistent with previous studies (Lu et al., 2022; Sodawan & Hsu, 2022; Tang et al., 2024) The perception that a visit to Pahawang Island offers high experiential value plays a greater role in driving visit intention than the prestige value, which is still weak. This contrasts with previous studies, which revealed that fulfilling prestige value is the primary factor shaping value evaluations that drive actual behavior in terms of planning future visits (Sato et al., 2018). These findings extend the application of S-O-R theory by strengthening the role of perceived value as a rational psychological evaluation process in triggering visit intentions, but within a new context in emerging destinations. When potential tourists perceive that Pahawang Island offers high value, their confidence in visiting significantly increases. Therefore, destination development strategies need to focus on creating high-value experiences that are relevant to the needs and characteristics of potential tourists.

The Effect of FGC (X1) on Visit Intention (Y)

The empirical analysis revealed that the effect of Firm-Generated Content (FGC) on the visit intention of potential tourists to Pahawang Island was found to be insignificant. Although the content generated by travel agents on TikTok was able to shape initial perceptions represented by destination image and perceived value, FGC was not strong enough to directly impact visit intention to Pahawang Island among potential tourists. This finding contrasts with previous research that found a direct effect of FGC on visit intention (Armutcu et al., 2023; Shneikat et al., 2025; Wijaya et al., 2025). However, the findings corroborate those of Tang et al. (2024), who revealed that FGC does not directly influence visit intention. This insignificant effect can be clarified by the characteristics of FGC, which is commercial and persuasive. Travel agents focus more on promoting tour packages without providing clear and comprehensive information, leaving potential tourists with incomplete information about Pahawang Island. In the context of marine tourism destinations, potential tourists require additional validation and stronger confidence before forming a visit intention (Karl et al., 2020). When FGC acts as a stimulus perceived as having commercial interests, it tends to be

processed more rationally and skeptically. Additionally, participants are predominantly young people who tend to be highly critical in consuming content. As a result, travel agent content does not immediately generate a response in the form of visit intention, but rather first influences the individual's internal state. This finding expands the understanding of the S-O-R theory by demonstrating that FGC does not fail. However, its function does not immediately influence visit intention, but instead works through a gradual evaluative process.

The Effect of UGC (X2) to Visit Intention (Y)

The empirical analysis revealed that user-generated content does not significantly impact the visit intention of potential tourists to Pahawang Island. Therefore, UGC is not necessarily a determining factor in the initial decision to visit Pahawang Island. This statement contradicts previous research that emphasized the direct impact of UGC on visit intention (Nguyen & Tong, 2022; Li & Tu, 2024). However, in alignment with the study by Wijaya et al. (2025), UGC is not directly associated with the desire to visit, because UGC is regarded as subjective and potentially biased, reflecting various perspectives and motives for its creation. This insignificant influence is due to the perception of some respondents who still consider UGC to lack truthful and authentic moments, thus reducing potential tourists' confidence that the experiences presented reflect actual conditions. UGC functions more as a source of supporting information that helps potential tourists understand the experiences of others. It remains insufficiently strong drive a visit intention without further evaluation. This finding strengthens the S-O-R model, which recognizes an individual's internal state as a crucial mediator between information stimuli and behavioral responses.

The Mediating Role of Destination Image in the Effect of FGC and UGC on Visit Intention

The test results reveal that destination image fully mediates the relationship between FGC and visit intention. This finding suggests that content produced by travel agents does not directly drive visit intention, but rather shapes tourists' cognitive and affective evaluations of the destination, as reported by previous studies (Giannopoulos et al., 2022; Shneikat et al., 2025). FGC, which emphasizes destination visuals and tour package offerings, serves as a stimulus that strengthens perceptions of Pahawang Island's beauty and attractiveness, thus forming a positive destination image before ultimately influencing visit intention. Furthermore, the test results also confirm that destination image fully mediates the impact of UGC on visit intention. UGC helps confirm these expectations through tangible evidence from other tourists, consistent with previous studies (Aboalganam et al., 2025; Al Khasawneh et al., 2022).

The higher t-statistic value for the UGC-destination image-visit intention path indicates a more consistent influence of UGC, although its effect is relatively smaller than that of FGC. This confirms that UGC is more effective in stabilizing destination image in the minds of potential tourists, which then drives visit intention. This occurs because UGC displays happy expressions and tourist activities that are more effective in creating a stronger psychological bond between potential tourists and the destination. Therefore, the formed image is more easily translated into visit intention. This finding refutes research that claims destination image does not mediate the influence of UGC on visit intention (Nguyen & Tong, 2022; Wijaya et al., 2025). Theoretically, these findings confirm that destination image is a cognitive and affective evaluative process that bridges the influence of digital content on visit intention. The novelty of this study lies in distinguishing the roles of FGC and UGC in destination image formation, where FGC produces a greater substantive influence through destination visualization. Meanwhile, UGC produces a more stable influence through the representation of other tourists' real experiences. These findings support the S-O-R framework by broadening the understanding that, in the context of a destination that undergoes development, such as

Pahawang Island, destination image formation is the first prerequisite before visit intention is formed.

The Mediating Role of Perceived Value in the Effect of FGC and UGC on Visit Intention

The test results provide evidence that perceived value serves as a full mediator in the relationship between FGC and visit intention. This finding indicates that content produced by travel agents does not directly trigger visit intention to Pahawang Island, but rather works through shaping value evaluations made by potential tourists. This is consistent with previous findings (Stojanovic et al., 2022; Wang & Butkouskaya, 2023). Perceived value also fully mediates the effect of UGC on visit intention. This means that after being exposed to UGC, potential tourists could be attracted to visiting if the perceived value, whether functional, financial, emotional, or social, is positive, as reported in previous research (Cheung et al., 2022; Mehmood et al., 2018) UGC showcases diverse expressions of enjoyment and tourism activities on Pahawang Island, making it powerful in building emotional and social value. However, limited information regarding financial and functional aspects makes UGC less effective in forming rational value evaluations, resulting in its relatively weaker influence than FGC.

Mechanistically, the t-statistic value is greater for the influence path of FGC on visit intention through perceived value compared to UGC. This indicates that FGC has a stronger and more consistent influence on visit intention through perceived value. This occurs because FGC promotes tour packages while simultaneously displaying visual information about facilities, prices, and services that are directly related to the functional and financial value dimensions. Therefore, prospective tourists can more easily compare benefits and costs more concretely, where the perceived value formed has a strong rational basis. The result of observation aligns with the S-O-R theory, which asserts that digital stimuli generate behavioral responses through value-based internal evaluation. Perceived value represents a rational evaluation process that is a prerequisite for behavioral responses, thus confirming its role as a crucial mechanism in social media-based destination marketing. The novelty of this research lies in the finding that in forming visit intention, perceived value is more responsive to informational stimuli (FGC) than emotional stimuli (UGC). During the benefit evaluation stage, potential tourists rely more on clarity and certainty of value than solely on emotional experiences.

CONCLUSION

The empirical outcomes of this study confirm that FGC and UGC distributed on TikTok do not directly influence the visit intention of potential tourists to Pahawang Island, but through a more in-depth psychological evaluation process, which is represented by destination image and perceived value. The influence of FGC and UGC on visit intention is fully mediated by destination image through the formation process of affective and cognitive image, with the UGC effect pathway being weaker but consistent. Meanwhile, perceived value fully mediated the influence of FGC and UGC through the evaluation of benefits and experiences, with the FGC pathway being stronger and more stable. The novelty of this research lies in the development of the S-O-R model in the context of TikTok and a growing destination, by emphasizing that digital stimuli have different characteristics and varying abilities in activating the psychological evaluation process to shape visit intention.

Travel agents must enhance the quality of content by providing clear and detailed information. The firm should develop a differentiation strategy through emphasized unique packages, quality service, and authentic experiences. Additionally, tourists should play an active role as honest and responsible sources of information to create a healthier and more sustainable tourism information ecosystem. This strategy not only helps strengthen the

perceived value and destination image but also increases potential tourists' intention to visit Pahawang Island. The limitation of this study lies in its focus, which is on only one destination and one social media platform, so further research is recommended to test the model in different destination contexts and digital channels. Subsequent studies may explore other psychological variables, such as perceived credibility, perceived risk, and perceived quality of experience, to provide a more holistic understanding of the process of construction visit intention in the era of social media-based tourism marketing.

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