

Linking Digital Sales Promotion and Destination Image to Tourist Satisfaction through Visiting Decisions in Bali

Fadli Firman Ashaffalugina^{1*}, I Wayan Sukma Winarya Prabawa², Hanugerah Kristiono Liestiandre³

^{1,2,3}Tourism Destination Study Program, Tourism Department, Bali Tourism Polytechnic, Badung, Bali, Indonesia

Corresponding Author's e-mail : faadlifirmaan@gmail.com

ARMADA
JURNAL PENELITIAN MULTIDISIPLIN

e-ISSN: 2964-2981

ARMADA : Jurnal Penelitian Multidisiplin

<https://ejournal.45mataram.ac.id/index.php/armada>

Vol. 04, No. 07 Juli, 2026

Page: 2838-2850

DOI:

<https://doi.org/10.55681/armada.v4i7.3038>

Article History:

Received: Juni 25, 2026

Revised: Juli 13, 2026

Accepted: Juli 24, 2026

Abstract : *This study examines how TikTok-based tourism vouchers and destination image are related to tourist satisfaction in Bali, with visiting decisions as a mediating mechanism. Using the sales promotion benefit perspective, online tourism vouchers are treated as promotional cues that may offer utilitarian and hedonic value during tourists' travel decision-making. Survey data were collected from 410 tourists who had seen Bali tourism vouchers or promotional offers on TikTok and were analyzed using partial least squares structural equation modeling. The findings show that sales promotion and destination image are positively related to visiting decisions and tourist satisfaction. Visiting decisions also mediate the relationships between sales promotion, destination image, and tourist satisfaction. Practically, TikTok voucher messages should communicate savings, convenience, quality, enjoyment, exploration, and Bali's destination image.*

Keywords : *Digital Sales Promotion; Destination Image; Visiting Decisions; Tourist Satisfaction; Bali Tourism*

Abstrak : Penelitian ini mengkaji hubungan promosi voucher wisata berbasis TikTok dan citra destinasi dengan kepuasan wisatawan di Bali, serta peran mediasi keputusan berkunjung. Dengan menggunakan perspektif manfaat promosi penjualan, voucher wisata daring dipandang sebagai isyarat promosi yang dapat memberikan nilai utilitarian dan hedonis dalam proses pengambilan keputusan perjalanan wisatawan. Data survei dikumpulkan dari 410 wisatawan yang pernah melihat voucher wisata atau penawaran promosi Bali di TikTok dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa promosi penjualan dan citra destinasi berhubungan positif dengan keputusan berkunjung serta kepuasan wisatawan. Selain itu, keputusan berkunjung juga memediasi hubungan promosi penjualan dan citra destinasi dengan kepuasan wisatawan. Secara praktis, pesan voucher wisata di TikTok sebaiknya mengomunikasikan aspek penghematan biaya, kemudahan, kualitas, kesenangan, eksplorasi, serta citra destinasi Bali.

Kata Kunci : Promosi Penjualan Digital; Citra Destinasi; Keputusan Berkunjung; Kepuasan Wisatawan; Pariwisata Bali

INTRODUCTION

As one of the most popular tourism destinations in Indonesia, Bali's tourism development continues to rely on its natural attractions, cultural identity, hospitality, and various tourism experiences (Mudana et al., 2025). These tourism attributes contribute to Bali's destination image, which is closely related to tourists' perceptions of its culture, history, scenery, and attractiveness as a tourism destination (Utama, 2018). In line with the development of digital technology, the way tourists obtain information and make travel decisions has also changed (Buhalis & Law, 2008). Tourists now rely on digital platforms to obtain destination-related information, compare travel options, and assess promotional offers before making a visit decision (Xiang et al., 2015). Recent research has also suggested that smart tourism technologies may support destination image and reputation by improving information accessibility, convenience, and service personalization (Muharis et al., 2025).

In tourism marketing, digital platforms function as communication channels that help destinations and tourism businesses deliver promotional information to prospective tourists (Buhalis & Law, 2008). One of the platforms widely used to share tourism-related content is TikTok (Wengel et al., 2022). TikTok content, including short videos, user-generated posts, and promotional messages, may influence tourists' destination perceptions and their assessment of travel offers (Aboalganam et al., 2025; Liu et al., 2024). In this context, online vouchers promoted through TikTok can become a form of sales promotion that attracts tourists by offering incentives such as discounts, special packages, and other promotional benefits (Jee, 2021; Oktavia et al., 2023).

Sales promotion is considered relevant in tourism because it can provide additional value for tourists during the decision-making process (Jee, 2021). Exposure to tourism information through various forms of promotion may influence tourists' intention to visit a destination and their desire to revisit (Prabawa et al., 2025). Promotional incentives may create functional value through savings, convenience, and perceived quality, while also offering experiential value through entertainment, exploration, and value expression (Chandon et al., 2000). These benefits may increase the perceived attractiveness of tourism offers and support tourists when evaluating destination choices (Jee, 2021). Therefore, perceived sales promotion benefits from online vouchers on TikTok may meaningfully influence tourists' visiting decisions and satisfaction.

Besides sales promotion, destination image is also an important factor in Bali tourism (Diposumarto et al., 2015). Destination image reflects tourists' perceptions, impressions, and emotional responses toward a destination (Baloglu & McCleary, 1999). Bali's destination image is associated with its cultural uniqueness, natural beauty, holiday atmosphere, and tourism services (Utama, 2016). In a related tourism context, destination image has also been linked to revisit-related responses, suggesting its relevance in understanding post-visit tourist behavior (Liestiandre et al., 2024). A positive destination image may strengthen tourists' confidence in choosing Bali as a travel destination and influence their visiting decisions (Baloglu & McCleary, 1999; Diposumarto et al., 2015).

Visiting decisions represent the process through which tourists evaluate information, consider available alternatives, and decide to visit a particular destination (Loi et al., 2024; Sirakaya & Woodside, 2005). Digital platforms may also be related to tourists' decisions because online information and promotional content can shape their perceptions and confidence in selecting a destination (Xiang et al., 2015). Therefore, visiting decisions may represent an important decision-related mechanism that links sales promotion and destination image with tourist satisfaction.

Destination management performance should be assessed not only from tourist arrivals, but also from tourists' evaluations after experiencing the destination. Tourist satisfaction is formed when tourists compare their expectations with the actual experience received during the visit (Pizam & Milman, 1993). When the experience meets or exceeds expectations, tourists are more likely to feel satisfied (Oliver, 1980). Therefore, tourist satisfaction becomes an important outcome in understanding tourist behavior after visiting a destination.

Building on these issues, this study examines how sales promotion and destination image are connected with tourists' visit-related evaluations and satisfaction. Although previous tourism studies have examined promotion, destination image, visiting decisions, and tourist satisfaction,

limited attention has been given to how perceived sales promotion benefits in TikTok-related tourism promotion contexts influence tourists' decision-related evaluations and satisfaction. Accordingly, this study develops a Bali-specific model that links perceived benefits from online tourism vouchers, destination image, visiting decisions, and tourist satisfaction under TikTok-related promotional exposure. In this model, visiting decisions are used to explain the indirect links from sales promotion and destination image to tourist satisfaction.

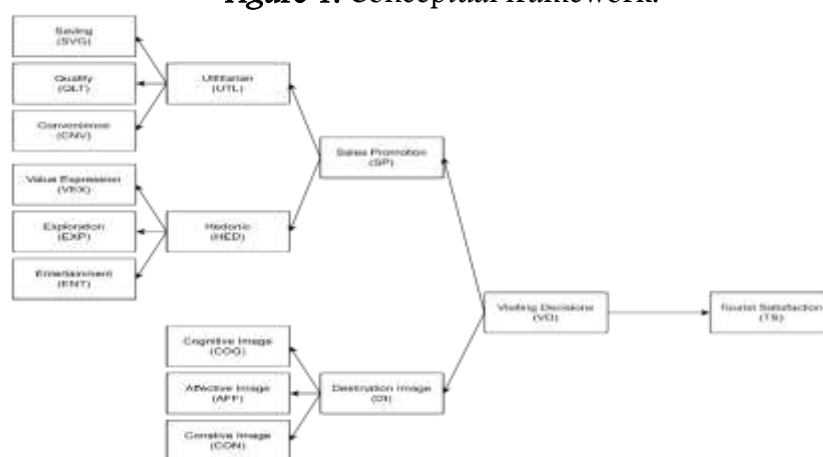
This study aims to examine whether TikTok-based sales promotion and destination image are related to tourists' visiting decisions and satisfaction in Bali and whether visiting decisions explain their indirect links to tourist satisfaction. This study extends prior promotion and tourism marketing research by applying the utilitarian–hedonic sales promotion benefit framework to TikTok-based tourism vouchers and by examining visiting decisions as a mechanism linking promotional benefits and destination image with tourist satisfaction in Bali. This integration provides a more specific explanation of how digital voucher benefits and destination perceptions are associated with tourists' decision-related and post-visit evaluations.

In this study, sales promotion refers to TikTok-based tourism vouchers as promotional offers in the Bali tourism context. The perceived benefits of these vouchers are conceptualized through utilitarian benefits, including saving, quality, and convenience, and hedonic benefits, including entertainment, exploration, and value expression, based on the sales promotion benefit framework (Chandon et al., 2000). Destination image refers to tourists' cognitive, affective, and conative evaluations of Bali as a tourism destination (Agapito et al., 2013; Baloglu & McCleary, 1999). Visiting decisions refer to tourists' decision-related evaluations when choosing Bali, while tourist satisfaction refers to tourists' post-visit evaluation after comparing their expectations with the actual tourism experience (Oliver, 1980; Pizam & Milman, 1993).

Previous studies indicate that sales promotion is associated with tourists' visiting decisions and satisfaction when promotional offers communicate relevant benefits and perceived value (Febrilia et al., 2024; Ilham, 2022; Malik et al., 2024; Milala & Fakhri, 2022). Destination image has also been associated with visiting decisions and tourist satisfaction in different tourism contexts (Hapsara & Ahmadi, 2022; Janchai et al., 2020; Riyadi & Nurmahdi, 2022; Tedjakusuma et al., 2023). In addition, visiting decisions have been linked to tourist satisfaction and may explain the indirect relationship between destination image and tourist satisfaction (Kasih et al., 2024; Kristiutami, 2017; Maulidiyah & AS, 2024).

Based on these concepts, this study tested seven hypotheses: sales promotion is positively related to visiting decisions (H1); sales promotion is positively related to tourist satisfaction (H2); destination image is positively related to visiting decisions (H3); destination image is positively related to tourist satisfaction (H4); visiting decisions are positively related to tourist satisfaction (H5); visiting decisions mediate the relationship between sales promotion and tourist satisfaction (H6); and visiting decisions mediate the relationship between destination image and tourist satisfaction (H7).

Figure 1. Conceptual framework.



RESEARCH METHODS

This study used a quantitative approach with a cross-sectional survey design. The research examined tourists who had visited or were visiting Bali and had encountered Bali-related tourism vouchers or promotional offers on TikTok. Purposive sampling was used because the study required respondents with specific experience related to Bali tourism and exposure to TikTok-based promotional content.

Data were collected through online and offline surveys from February to March 2026. The survey initially obtained 420 responses. After screening incomplete and ineligible responses, 410 valid responses were used for analysis. The questionnaire operationalized the four constructs defined in the Introduction: sales promotion, destination image, visiting decisions, and tourist satisfaction. Sales promotion was measured through utilitarian benefits, including saving, quality, and convenience, and hedonic benefits, including entertainment, exploration, and value expression. The dimensional structure was based on the sales promotion benefit framework, while the item contextualization was supported by previous studies on promotional incentives, sales promotion benefits, and consumer responses (Chandon *et al.*, 2000; Jee, 2021; Liao *et al.*, 2009; Palazon & Delgado-Ballester, 2009; Sinha & Verma, 2020).

Destination image was measured through cognitive image, including attractions, quality of experience, infrastructure, activities, and cultural traditions; affective image, including pleasant, arousing, relaxing, and exciting feelings; and conative image, including revisit intention, recommendation intention, and willingness to speak positively. These dimensions were informed by previous destination image studies (Agapito *et al.*, 2013; Baloglu & McCleary, 1999; Kim & Richardson, 2003; Martin & del Bosque, 2008; Pike & Ryan, 2004; Qu *et al.*, 2011; Stylos *et al.*, 2016; Wang *et al.*, 2023).

Visiting decisions were measured using indicators related to service, travel arrangement, type of trip, cost, time, and destination area, representing tourists' decision-related evaluations when selecting Bali as a destination (Andini *et al.*, 2024; Fikri *et al.*, 2020; Kusumawati *et al.*, 2022; Moore *et al.*, 2012; ZA & Tricahyadinata, 2025). Tourist satisfaction was measured through overall satisfaction, expectation confirmation, enjoyment of experience, willingness to recommend, and revisit intention, representing tourists' post-visit evaluations and satisfaction-related behavioral responses (Castro *et al.*, 2017; Chiu *et al.*, 2016; Hikmah *et al.*, 2024; Song *et al.*, 2012; Žabkar *et al.*, 2010).

All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The data were analyzed using SmartPLS 4 software through partial least squares structural equation modeling (PLS-SEM). PLS-SEM was selected because the model was prediction-oriented and included several latent constructs, higher-order components, and mediation paths (Hair *et al.*, 2019; Ringle *et al.*, 2018). The analysis covered common method bias, measurement model assessment, structural model assessment, and mediation testing. Statistical significance was assessed using bootstrapping with 5,000 resamples and a 95% percentile confidence interval. A descriptive mean comparison was also conducted to describe response patterns among domestic and international tourists. The demographic and travel-related characteristics of the respondents are presented in Table 1.

Table 1. Demographic profile of the respondents.

Demographic variable	Levels	Frequency (n = 410)	Percentage (%)
Origin	Indonesia	205	50
	Asia	88	21.46
	Europe	85	20.73
	Australia	18	4.39
	Americas	10	2.44
	Africa	4	0.98
Gender	Female	213	51.95
	Male	197	48.05
Age	21-30 years	261	63.66
	31-40 years	100	24.39

Occupation	18-20 years	31	7.56
	41-50 years	13	3.17
	>50 years	5	1.22
	Students	136	33.17
	Employees	108	26.34
	Others	84	20.49
	Government Officer	52	12.68
Visit frequency in the last 3 years	Professional	30	7.32
	2-3 times	156	38.05
	4-5 times	133	32.44
Purpose of visit	1 time	77	18.78
	>5 times	44	10.73
	Holiday	281	68.54
	Business	66	16.10
	VFR	37	9.02
	Others	26	6.34
Travel arrangement	Family/group	119	29.02
	Independently	117	28.54
	Combination (agent & independent)	101	24.63
Types of Bali tourism vouchers and promotions on TikTok	Travel agent	73	17.81
	Tourism activities	314	76.59
	Tourist attractions	298	72.68
	Accommodation	277	67.56
	Restaurants	191	46.59

RESULTS AND DISCUSSION

Results

Common Method Bias (CMB)

Because all constructs were measured using the same questionnaire, common method bias was assessed (MacKenzie & Podsakoff, 2012). Harman's single-factor test showed that the first factor explained 36.70% of the total variance, below the 50% threshold; therefore, serious common method bias was not indicated (Eichhorn, 2014).

Measurement Model Assessment

The measurement model assessment showed that the constructs met the required reliability and validity criteria. Standardized factor loadings can be evaluated using several recommended thresholds, with loadings of at least 0.50 considered acceptable and loadings of 0.70 or higher considered ideal (Cheung et al., 2023). In this study, the outer loading values ranged from 0.677 to 0.852. The indicator with a loading of 0.677 was retained because it exceeded the acceptable minimum and its construct satisfied the reliability and AVE criteria. Cronbach's alpha, rho_A, and composite reliability values showed satisfactory internal consistency, with rho_A referring to the consistent reliability coefficient proposed by Dijkstra and Henseler (2015). The AVE values exceeded the 0.50 criterion, indicating adequate convergent validity (Rasoolimanesh et al., 2017).

Table 2. Reliability and validity statistics of constructs.

Constructs	Cronbach's Alpha	ρ_A	Composite reliability (ρ_c)	Average variance extracted (AVE)
SVG	0.740	0.744	0.852	0.658
QLT	0.795	0.797	0.880	0.710
CNV	0.729	0.729	0.847	0.649
VEX	0.743	0.744	0.854	0.661

EXP	0.719	0.721	0.842	0.641
ENT	0.740	0.741	0.852	0.658
COG	0.807	0.811	0.867	0.566
AFF	0.781	0.783	0.859	0.604
CON	0.703	0.703	0.835	0.627
VD	0.850	0.854	0.889	0.573
TS	0.796	0.796	0.860	0.551
UTL*	0.875	0.877	0.900	0.747
HED*	0.856	0.857	0.887	0.713
SP*	0.920	0.921	0.930	0.881
DI*	0.895	0.896	0.913	0.777

Note: CNV: convenience; ENT: entertainment; EXP: exploration; QLT: quality; SVG: saving; VEX: value expression; AFF: affective; COG: cognitive; CON: conative; HED: hedonic; UTL: utilitarian; SP: sales promotion; DI: destination image; VD: visiting decisions; TS: tourist satisfaction; for UTL*, HED*, SP*, DI* manual calculations were done.

Because sales promotion and destination image were modeled as higher-order constructs, manual calculations were conducted for utilitarian, hedonic, sales promotion, and destination image. Higher-order constructs can be assessed through the relationships between the higher-order construct and its lower-order components (Sarstedt et al., 2019). The results show that all manually calculated reliability and validity values met the recommended requirements. This indicates that the higher-order constructs were appropriate for further structural model analysis. Discriminant validity was also established. The Fornell–Larcker criterion showed that the square root of AVE for each construct was higher than its correlations with other constructs (Fornell & Larcker, 1981). In addition, the HTMT values were below 0.90, indicating that the constructs were empirically distinct (Cheung et al., 2023).

Structural Model Assessment

The structural model assessment covered collinearity, path coefficients, explanatory power, and predictive relevance. The VIF values were below 5, indicating that multicollinearity was not a serious problem in the structural model. The hypothesis testing results showed that all proposed relationships were supported. Sales promotion was positively related to visiting decisions and tourist satisfaction. Destination image was also positively related to visiting decisions and tourist satisfaction, while visiting decisions were positively related to tourist satisfaction. The significant indirect relationships indicated that visiting decisions mediated the relationships between sales promotion and tourist satisfaction and between destination image and tourist satisfaction.

Figure 2. Bootstrapping model.

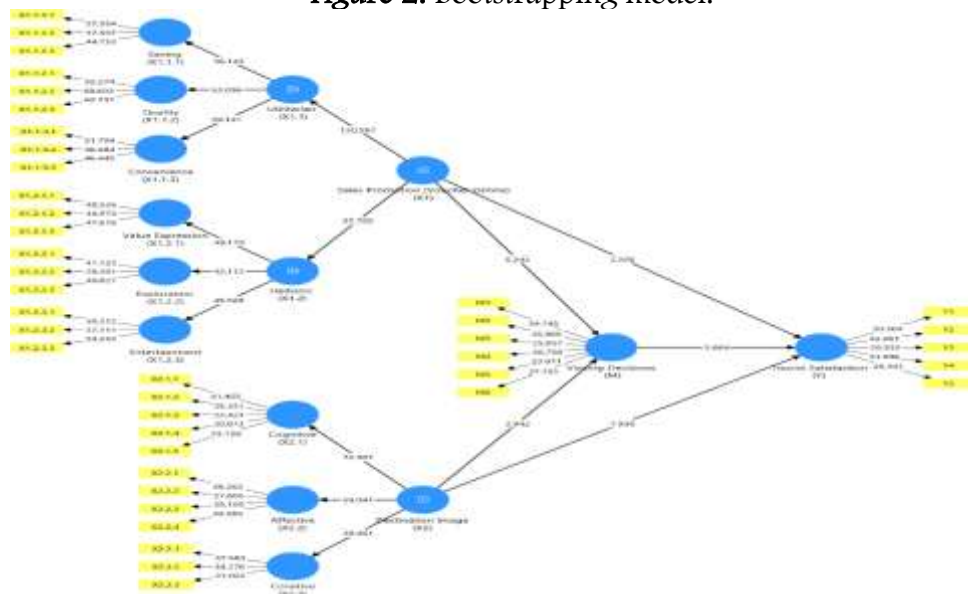


Table 3. Hypothesis testing results.

Hypotheses	Relationships	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t-Statistics (O/STDEV)	p-Values	Results
Direct relationships							
H1	SP → VD	0.402	0.402	0.064	6.242	0.000	Supported
H2	SP → TS	0.158	0.159	0.063	2.506	0.012	Supported
H3	DI → VD	0.268	0.267	0.068	3.942	0.000	Supported
H4	DI → TS	0.474	0.474	0.060	7.936	0.000	Supported
H5	VD → TS	0.217	0.216	0.059	3.664	0.000	Supported
Indirect relationships							
H6	SP → VD → TS	0.087	0.087	0.027	3.190	0.001	Supported
	DI → VD → TS						Supported
H7	TS	0.058	0.058	0.022	2.613	0.009	

Note: A bootstrapping procedure with 5,000 resamples and a 95% percentile confidence interval was used to obtain the t-values and p-values.

The model explained 40.0% of the variance in visiting decisions and 57.3% of the variance in tourist satisfaction. The Q^2 values were 0.391 for visiting decisions and 0.540 for tourist satisfaction, indicating predictive relevance because both values were above zero.

Table 4. Explanatory power (R^2) and predictive relevance (Q^2).

Construct	R-square	Q-square
VD	0.400	0.391
TS	0.573	0.540

Note: VD: visiting decisions; TS: tourist satisfaction.

Descriptive Mean Score Comparison Between Domestic And International Tourists

The descriptive mean comparison provides additional insight into the responses of domestic and international tourists. Domestic tourists reported higher mean scores for sales promotion, destination image, and tourist satisfaction, while international tourists reported a slightly higher mean score for visiting decisions. This pattern suggests that domestic tourists tended to perceive TikTok-based promotional vouchers and Bali's destination image more positively, whereas international tourists showed stronger decision-related evaluations when choosing Bali. However, these findings should be interpreted only as descriptive patterns because no formal group-difference test was conducted.

Table 5. Mean score analysis of domestic and international tourists.

Constructs	Domestic Tourists	International Tourists
Sales Promotion	4.23	4.06
Utilitarian	4.25	3.98
Saving	4.31	4.02
Quality	4.18	3.94
Convenience	4.27	3.99
Hedonic	4.21	4.15
Value Expression	4.05	4.16
Exploration	4.29	4.12
Entertainment	4.30	4.16
Destination Image	4.34	4.21
Cognitive Image	4.32	4.20
Affective Image	4.31	4.19
Conative Image	4.40	4.24

Visiting Decisions	4.14	4.22
Tourist Satisfaction	4.35	4.24

Discussion

Sales Promotion and Visiting Decisions

Sales promotion was positively related to visiting decisions ($\beta = 0.402$, $p < 0.001$), supporting H1. This finding indicates that tourists who perceived greater benefits from TikTok-based tourism vouchers tended to report stronger decision-related evaluations when choosing Bali. The relationship may be understood through the utilitarian benefits of saving, quality, and convenience, as well as the hedonic benefits of value expression, exploration, and entertainment (Chandon et al., 2000; Jee, 2021). These benefits may increase the perceived attractiveness of tourism offers and assist tourists when evaluating destination alternatives. This result is consistent with previous studies showing that sales promotion and promotional mix elements are associated with tourists' visiting decisions in tourism contexts (Febrilia et al., 2024; Ilham, 2022).

Sales Promotion and Tourist Satisfaction

Sales promotion was positively related to tourist satisfaction ($\beta = 0.158$, $p = 0.012$), supporting H2. Although this relationship was weaker than the other direct relationships in the model, it indicates that tourists who evaluated TikTok-based tourism vouchers more positively also tended to report higher satisfaction. Promotional vouchers may be relevant not only before the visit, but also in tourists' evaluations of the tourism experience, particularly when the promoted benefits are consistent with the services and experiences received. Previous tourism studies have similarly shown that promotional activities can be associated with visitor satisfaction when they communicate value and support positive evaluations (Malik et al., 2024; Milala & Fakhri, 2022). Therefore, tourism marketers should ensure that voucher messages remain realistic and consistent with the actual tourism experience.

Destination Image and Visiting Decisions

Destination image was positively related to visiting decisions ($\beta = 0.268$, $p < 0.001$), supporting H3. This result suggests that tourists who evaluated Bali positively in cognitive, affective, and conative terms tended to report stronger decision-related evaluations when selecting the destination. Bali's cultural uniqueness, natural attractions, tourism facilities, activities, and emotional appeal may provide information and reassurance during tourists' destination evaluation process. This finding is consistent with previous studies that associate destination image with tourists' visiting decisions and destination selection (Hapsara & Ahmadi, 2022; Riyadi & Nurmahdi, 2022). In digital tourism marketing, destination-related promotional messages should therefore communicate not only commercial offers, but also the distinctive attributes and experiences associated with Bali.

Destination Image and Tourist Satisfaction

Destination image was positively related to tourist satisfaction ($\beta = 0.474$, $p < 0.001$), supporting H4. This was the strongest direct relationship in the structural model, indicating that tourists' evaluations of Bali were closely associated with their satisfaction. Tourists who perceived Bali as attractive, culturally distinctive, enjoyable, accessible, and memorable tended to report higher satisfaction after their visit. This result is in line with previous studies showing that destination image is associated with tourist satisfaction in different tourism settings (Janchai et al., 2020; Tedjakusuma et al., 2023). The finding highlights the importance of maintaining consistency between the image communicated through digital platforms and the experience delivered at the destination.

Visiting Decisions and Tourist Satisfaction

Visiting decisions were positively related to tourist satisfaction ($\beta = 0.217$, $p < 0.001$), supporting H5. This finding indicates that tourists who reported stronger decision-related evaluations when choosing Bali also tended to report higher satisfaction. A well-considered visiting decision may involve evaluating service options, travel arrangements, trip characteristics, costs, time, and destination areas before the visit. When these evaluations are consistent with the experience received, tourists may be more likely to report satisfaction. This result is consistent with

previous research linking visiting decisions with tourist satisfaction (Kasih et al., 2024; Kristiutami, 2017).

The Mediating Role of Visiting Decisions

The indirect relationship between sales promotion and tourist satisfaction through visiting decisions was positive and significant ($\beta = 0.087$, $p = 0.001$), supporting H6. This finding indicates that TikTok-based promotional voucher benefits were related to tourist satisfaction not only directly, but also through tourists' decision-related evaluations. Promotional benefits may strengthen tourists' evaluation of Bali as a destination choice, which is subsequently associated with satisfaction. The indirect relationship between destination image and tourist satisfaction through visiting decisions was also positive and significant ($\beta = 0.058$, $p = 0.009$), supporting H7. This result is consistent with previous studies suggesting that visiting decisions may explain part of the relationship between destination image and tourist satisfaction (Kasih et al., 2024; Maulidiyah & AS, 2024). Because the corresponding direct and indirect relationships were both positive and significant, the results were consistent with partial mediation in both pathways.

Overall, the findings add to tourism promotion research in three ways. First, destination image showed the strongest direct relationship with tourist satisfaction, whereas sales promotion showed the strongest relationship with visiting decisions. Second, the findings indicate that promotional benefits and destination image are related to satisfaction through both direct and indirect pathways. Third, the partial mediation results position visiting decisions as a decision-related mechanism linking promotional benefits and destination evaluations with tourist satisfaction. This model may also provide a basis for examining digital voucher promotion in other tourism destinations and platforms, subject to contextual adaptation.

CONCLUSION AND SUGGESTION

This study concludes that TikTok-based sales promotion and destination image are positively related to tourists' visiting decisions and satisfaction in Bali. Visiting decisions also mediate the relationships between sales promotion, destination image, and tourist satisfaction, indicating that tourists' decision-related evaluations help explain how promotional benefits and destination image are connected to satisfaction. Practically, tourism marketers should design TikTok voucher messages that communicate not only discounts, but also convenience, quality, enjoyable experiences, exploration, and Bali's destination image. Destination managers should ensure that promotional messages remain consistent with the actual tourism experience. The cross-sectional design, purposive sampling, and reliance on self-reported data limit causal interpretation and broad population-level generalization. Future research may compare different digital platforms, include variables such as perceived value or electronic word-of-mouth, and examine differences between domestic and international tourists using formal group-difference analysis.

ACKNOWLEDGEMENTS

The authors sincerely thank all respondents who took the time and willingly participated in this study. The authors also appreciate the assistance of all parties who supported the data collection process. Their participation and support made this research possible.

REFERENCES

- Aboalghanam, K. M., Alfraihat, S. F., & Tarabieh, S. (2025). The impact of user-generated content on tourist visit intentions: The mediating role of destination imagery. *Administrative Sciences*, 15(4), 1–15. <https://doi.org/10.3390/admsci15040117>
- Agapito, D., Valle, P. O., & Mendes, J. da C. (2013). The cognitive-affective-conative model of destination image: A confirmatory analysis. *Journal of Travel & Tourism Marketing*, 30(5), 471–481. <https://doi.org/10.1080/10548408.2013.803393>
- Andini, R. D., Nurfarida, I. N., & Rusno. (2024). Efek digital marketing terhadap keputusan berkunjung ke obyek wisata dimediasi oleh minat berkunjung. *Management and Business Review*, 8(1), 62–73. <https://doi.org/10.21067/mbr.v8i1.10283>
- Baloglu, S., & McCleary, K. W. (1999). U.S. international pleasure travelers' images of four

- Mediterranean destinations: A comparison of visitors and nonvisitors. *Journal of Travel Research*, 38(2), 144–152. <https://doi.org/10.1177/004728759903800207>
- Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism Management*, 29, 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
- Castro, J. C., Quisimalin, M., de Pablos, C., Gancino, V., & Jerez, J. (2017). Tourism marketing: Measuring tourist satisfaction. *Journal of Service Science and Management*, 10(3), 280–308. <https://doi.org/10.4236/jssm.2017.103023>
- Chandon, P., Wansink, B., & Laurent, G. (2000). A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(4), 65–81. <https://doi.org/10.1509/jmkg.64.4.65.18071>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41(2), 745–783. <https://doi.org/10.1007/s10490-023-09871-y>
- Chiu, W., Zeng, S., & Cheng, P. S. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: A case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), 223–234. <https://doi.org/10.1108/IJCTHR-07-2015-0080>
- Dijkstra, T. K., & Henseler, J. (2015). Consistent and asymptotically normal PLS estimators for linear structural equations. *Computational Statistics and Data Analysis*, 81, 10–23. <https://doi.org/10.1016/j.csda.2014.07.008>
- Diposumarto, N. S., Purwanto, W., & Ramdan, I. (2015). Analysis of tourism destination image and promotion through social media towards purchasing decision for Bali tourism product by foreign tourist. *Mediterranean Journal of Social Sciences*, 6(5), 175–182. <https://doi.org/10.5901/mjss.2015.v6n5s5p175>
- Eichhorn, B. R. (2014). *Common Method Variance Techniques*. 1–11.
- Febrilia, S., Setiadi, R., & Yulianto, A. (2024). Pengaruh social media marketing, sales promotion dan E-WOM terhadap keputusan berkunjung (Studi kasus wisatawan Dewi Shinta Waterpark). *INNOVATIVE: Journal Of Social Science Research Volume*, 4(5), 5144–5156. <https://doi.org/10.31004/innovative.v4i5.15620>
- Fikri, M. El, Pane, D. N., & Safitri, F. (2020). Factors influencing the tourist decision to visit the natural attractions: A case of Langkat Regency, North Sumatera Province, Indonesia. *International Journal of Economics, Commerce and Management*, 8(12), 212–226.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.2307/3151312>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hapsara, O., & Ahmadi. (2022). Analisis keputusan berkunjung melalui minat berkunjung: Citra destinasi dan aksesibilitas pada Geopark Merangin Jambi. *Jurnal Manajemen Terapan Dan Keuangan (Mankeu)*, 11(01), 64–76. <https://doi.org/10.22437/jmk.v11i01.14802>
- Hikmah, Asria, & Sanusi, A. (2024). Measuring tourist satisfaction with facilities and cleanliness at beach destinations: A case study of Air Cina Beach tourism, Lifuleo Village, Kupang Regency, East Nusa Tenggara, Indonesia. *International Journal of Sustainable Development and Planning*, 19(8), 3063–3074. <https://doi.org/10.18280/ijstdp.190821>
- Ilham, W. (2022). Pengaruh bauran promosi terhadap keputusan berkunjung wisatawan ke Kebun Raya Cibodas. *Jurnal Manajemen Kuliner*, 1(1), 13–23. <https://doi.org/10.59193/jmn.v1i1.5>
- Janchai, N., Baxter, G., & Srisaeng, P. (2020). The effects of destination image on tourist satisfaction: The case of don-wai floating market in Nakhon Pathom, Thailand. *Academica Turistica*, 13(2), 139–151. <https://doi.org/10.26493/2335-4194.13.139-151>

- Jee, T. W. (2021). The perception of discount sales promotions – A utilitarian and hedonic perspective. *Journal of Retailing and Consumer Services*, 63(11), 1–9. <https://doi.org/10.1016/j.jretconser.2021.102745>
- Kasih, D. I., Herlambang, T., & Sanosra, A. (2024). Impact of social media marketing and destination image on tourist satisfaction through visit decision as a mediating variable. *Jurnal Ilmu Manajemen*, 7(2), 37–44. <https://doi.org/10.32832/manager.v7i2.19707>
- Kim, H., & Richardson, S. L. (2003). Motion picture impacts on destination images. *Annals of Tourism Research*, 30(1), 216–237. [https://doi.org/10.1016/S0160-7383\(02\)00062-2](https://doi.org/10.1016/S0160-7383(02)00062-2)
- Kristiutami, Y. P. (2017). Pengaruh keputusan berkunjung terhadap kepuasan wisatawan di Museum Geologi Bandung. *Jurnal Pariwisata*, 4(1), 53–62. <https://doi.org/10.31294/par.v4i1.1761>
- Kusumawati, A., Rahayu, K. S., & Putra, E. W. (2022). Antecedents customer decision to visit Yogyakarta as special regions in Indonesia. *Cogent Business & Management*, 9(1), 1–12. <https://doi.org/10.1080/23311975.2022.2050062>
- Liao, S., Shen, Y., & Chu, C. (2009). The effects of sales promotion strategy, product appeal and consumer traits on reminder impulse buying behaviour. *International Journal of Consumer Studies*, 33(3), 274–284. <https://doi.org/10.1111/j.1470-6431.2009.00770.x>
- Liestiandre, H. K., Morrison, A. M., Yasa, N. N. K., Sukawati, G. R. S., & Sukaatmadja, I. P. G. (2024). The impact of a local well-being philosophy on revisit intentions to Bali among digital nomads. *Tourism and Hospitality*, 5(4), 1099–1124. <https://doi.org/10.3390/tourhosp5040062>
- Liu, C., Jiang, M., & Muhammad, Z. A. (2024). The impact of TikTok short video factors on tourists' behavioral intention among Generation Z and Millennials: The role of flow experience. *PLOS ONE*, 1–23. <https://doi.org/10.1371/journal.pone.0315140>
- Loi, N. A., Nguyen, Q. N., & Huong, N. T. Le. (2024). The impact of decision-shaping factors and the moderating role of perceived risk on international tourists' destination choice: The case of the Mekong Delta, Vietnam. *Geojournal of Tourism and Geosites*, 57(4), 1964–1973. <https://doi.org/10.30892/gtg.574spl10-1363>
- MacKenzie, S. B., & Podsakoff, P. M. (2012). Common method bias in marketing: Causes, mechanisms, and procedural remedies. *Journal of Retailing*, 88(4), 542–555. <https://doi.org/10.1016/j.jretai.2012.08.001>
- Malik, A., Pasigai, M. A., & Indrayani, S. (2024). The influence of promotion and service facilities on tourist satisfaction on Punjabu Hill, Buntu Buangin Village, Pitu Riase District, Sidenreng Rappang Regency. *International Journal of Economic Research and Financial Accounting (IJERFA)*, 2(4), 914–923. <https://doi.org/10.55227/ijerfa.v2i4.143>
- Martin, H. S., & del Bosque, I. A. R. (2008). Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 29(2), 263–277. <https://doi.org/10.1016/j.tourman.2007.03.012>
- Maulidiyah, I. A., & AS, F. (2024). Peran media sosial dan citra destinasi terhadap kepuasan wisatawan melalui keputusan berkunjung pada Desa Wisata Kabupaten Sampang. *Jurnal Bina Manajemen*, 12(2), 83–105. <https://doi.org/10.52859/jbm.v12i2.570>
- Milala, B. J. S., & Fakhri, M. (2022). Analisis pengaruh promosi dan kualitas pelayanan terhadap kepuasan pelanggan pada objek wisata puncak gundaling di Kabupaten Karo. *Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(3), 1360–1367. <https://doi.org/10.32670/fairvalue.v5i3.2417>
- Moore, K., Smallman, C., Wilson, J., & Simmons, D. (2012). Dynamic in-destination decision-making: An adjustment model. *Tourism Management*, 33(3), 635–645. <https://doi.org/10.1016/j.tourman.2011.07.005>
- Mudana, I. W. M., Sinaga, F., Suarja, I. K., & Surata, I. K. (2025). Preserving local culture as a strategy for sustainable tourism in Bali. *Journal of Commerce, Management, and Tourism Studies*, 4(3), 450–459. <https://doi.org/10.58881/jcmts.v4i3.393>
- Muharis, Taufik, M., & Kencana, N. C. (2025). Implicature of smart tourism in enhancing the reputation of tourism destinations. *ARMADA: Jurnal Penelitian Multidisiplin*, 3(7), 240–

248. <https://doi.org/10.55681/armada.v2i6.1681>
- Oktavia, R. C. D., Nurbaeti, Ratnaningtyas, H., & Rachmadhita, M. A. (2023). The influence of TikTok and destination image on the decision to visit Taman Impian Jaya Ancol post-pandemic and visitor satisfaction. *Business and Management Research*, 149–157. https://doi.org/10.2991/978-94-6463-296-5_20
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- Palazon, M., & Delgado-Ballester, E. (2009). Effectiveness of price discounts and premium promotions. *Psychology & Marketing*, 26(12), 1108–1129. <https://doi.org/10.1002/mar.20315>
- Pike, S., & Ryan, C. (2004). Destination positioning analysis through a comparison of cognitive, affective, and conative perceptions. *Journal of Travel Research*, 42(4), 333–342. <https://doi.org/10.1177/0047287504263029>
- Pizam, A., & Milman, A. (1993). Predicting satisfaction among first time visitors to a destination by using the expectancy disconfirmation theory. *International Journal of Hospitality Management*, 12(2), 197–209. [https://doi.org/10.1016/0278-4319\(93\)90010-7](https://doi.org/10.1016/0278-4319(93)90010-7)
- Prabawa, I. W. S. W., Suwintari, I. G. A. E., Semara, I. M. T., Effendie, M. W., & Ratih, P. (2025). Tourist's bizarre behaviors in Bali: Deconstruction of irritation index theory from Gen Z perspective. *Pusaka: Journal of Tourism, Hospitality, Travel and Business Event*, 7(1), 348–357. <https://doi.org/10.33649/pusaka.v6i2.464>
- Qu, H., Kim, L. H., & Holly, H. I. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 32(3), 465–476. <https://doi.org/10.1016/j.tourman.2010.03.014>
- Rasoolimanesh, S. M., Roldán, J. L., Jaafar, M., & Ramayah, T. (2017). Factors influencing residents' perceptions toward tourism development: Differences across rural and urban World Heritage Sites. *Journal of Travel Research*, 56(6), 760–775. <https://doi.org/10.1177/0047287516662354>
- Ringle, C. M., Sarstedt, M., Mitchell, R., & Siegfried, P. (2018). Partial least squares structural equation modeling in HRM research. *The International Journal of Human Resource Management*, 31(12), 1617–1643. <https://doi.org/10.1080/09585192.2017.1416655>
- Riyadi, S., & Nurmahdi, A. (2022). The effect of destination image, electronic word of mouth and service quality on visiting decisions and their impact on revisit interest. *Journal Research of Social Science, Economics, and Management*, 1(9), 1244–1263. <https://doi.org/10.36418/jrssem.v1i9.141>
- Sarstedt, M., Hair, J. F., Cheah, J., Becker, J., & Ringle, C. M. (2019). How to specify, estimate, and validate higher-order constructs in PLS-SEM. *Australasian Marketing Journal*, 27(3), 1–15. <https://doi.org/10.1016/j.ausmj.2019.05.003>
- Sinha, S. K., & Verma, P. (2020). Impact of sales promotion's benefits on perceived value: Does product category moderate the results? *Journal of Retailing and Consumer Services*, 52(1). <https://doi.org/10.1016/j.jretconser.2019.101887>
- Sirakaya, E., & Woodside, A. G. (2005). Building and testing theories of decision making by travellers. *Tourism Management*, 26, 815–832. <https://doi.org/10.1016/j.tourman.2004.05.004>
- Song, H., van der Veen, R., Li, G., & Chen, J. L. (2012). The Hong Kong tourist satisfaction index. *Annals of Tourism Research*, 39(1), 459–479. <https://doi.org/10.1016/j.annals.2011.06.001>
- Stylos, N., Vassiliadis, C. A., Bellou, V., & Andronikidis, A. (2016). Destination images, holistic images and personal normative beliefs: Predictors of intention to revisit a destination. *Tourism Management*, 53(4), 40–60. <https://doi.org/10.1016/j.tourman.2015.09.006>
- Tedjakusuma, A. P., Retha, N. K. M. D., & Andajani, E. (2023). The effect of destination image and perceived value on tourist satisfaction and tourist loyalty of Bedugul Botanical Garden, Bali. *BASKARA: Journal of Business and Entrepreneurship*, 6(1), 85–99.

- <https://doi.org/10.54268/baskara.v6i1.18683>
- Utama, I. G. B. R. (2016). Destination image of Bali based on the push motivational factors, identity, and destination creations in the perspective of foreign senior tourists. *Jurnal Manajemen Dan Kewirausahaan*, 18(1), 16–24. <https://doi.org/10.9744/jmk.18.1.16>
- Utama, I. G. B. R. (2018). Perception of European tourist toward Bali as tourism destination. *Jurnal Manajemen Dan Kewirausahaan*, 20(1), 1–6. <https://doi.org/10.9744/jmk.20.1.1>
- Wang, X., Wang, X., & Lai, I. K. W. (2023). The effects of online tourism information quality on conative destination image: The mediating role of resonance. *Frontiers in Psychology*, 14(3), 1–12. <https://doi.org/10.3389/fpsyg.2023.1140519>
- Wengel, Y., Ma, L., Ma, Y., Apollo, M., Maciuk, K., & Ashton, A. S. (2022). The TikTok effect on destination development: Famous overnight, now what? *Journal of Outdoor Recreation and Tourism*, 37, 1–6. <https://doi.org/10.1016/j.jort.2021.100458>
- Xiang, Z., Magnini, V. P., & Fesenmaier, D. R. (2015). Information technology and consumer behavior in travel and tourism: Insights from travel planning using the internet. *Journal of Retailing and Consumer Services*, 22(1), 244–249. <https://doi.org/10.1016/j.jretconser.2014.08.005>
- ZA, S. Z., & Tricahyadinata, I. (2025). Relevance for tourist visiting decisions–destination branding vs destination image: Case study from Lariti Beach, Bima Regency. *Turyzm/Tourism*, 35(1), 111–121. <https://doi.org/10.18778/0867-5856.2025.15>
- Žabkar, V., Brenčič, M. M., & Dmitrovic, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537–546. <https://doi.org/10.1016/j.tourman.2009.06.005>