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THE INFLUENCE OF GOOGLE MAPS REVIEWS AND TIKTOK CONTENT CREDIBILITY ON TOURISTS' VISITING INTENTION TO DUSUN SEMILIR

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ABSTRACT
The growing utilisation of digital media has transformed how tourists seek information before visiting a destination, including through Google Maps reviews and short-form TikTok videos. This phenomenon is evident at Dusun Semilir, Semarang Regency, where visitor numbers have continued to decline since peaking in 2022, despite ongoing promotional activities across both platforms. Grounded in the *Theory of Planned Behaviour* as its overarching conceptual framework, this study examines the role of Google Maps reviews and TikTok content credibility in shaping tourists' inclination to visit Dusun Semilir, considering each factor's individual contribution and their combined explanatory power regarding visitation intention. The research adopts a quantitative paradigm with an associative design, collecting survey data from one hundred participants. Sample size was determined using the Lemeshow formula, while respondents were selected through purposive sampling. Data analysis employed multiple linear regression using SPSS, with empirical evidence obtained from a five-point Likert-scale questionnaire. The combination of Google Maps reviews and TikTok content credibility accounted for 63.5% of the variance in tourists' visitation intention towards Dusun Semilir. The model's statistical significance was demonstrated by an F-statistic of 87.018, with a significance value of 0.000. Analysis of individual predictors revealed that Google Maps reviews constituted the most dominant factor, with a t-statistic of 9.577 and a significance value of 0.000, indicating a positive and statistically significant influence on visitation intention. TikTok content credibility likewise demonstrated a positive and statistically significant influence, as evidenced by a t-statistic of 9.189 and a significance value of 0.000. Practically, these findings underscore digital reputation management and promotional authenticity as strategic priorities for

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Dusun Semilir's management, particularly through active responses to Google Maps reviews and TikTok content that accurately reflects the destination's actual conditions.

I. INTRODUCTION

Tourism is one of the sectors that continues to grow in Indonesia because it has a positive impact on the economy, from creating jobs to increasing regional income. As digital technology has developed, the way tourists look for travel information has also changed. Whereas people once learned about tourist attractions through brochures or television advertisements, tourists now more often search for information on the internet, from reviews on Google Maps to short videos on social media such as TikTok, which has become one of the main sources of travel references, especially for the younger generation (Widiawanti et al., 2023). As a result, tourists' decisions to visit a destination are now strongly influenced by the digital information they find before departing.

This condition can also be seen at Dusun Semilir, a tourist destination in Semarang Regency, Central Java, which is widely promoted and rated by tourists through digital platforms. Based on visit data for the last five years, the number of tourists at Dusun Semilir rose from 391,568 in 2021 to 736,176 in 2022, but then continued to fall to 633,734 in 2023, 510,871 in 2024, and 429,034 in 2025 (Kabsemarangtourism.Id, 2026). In other words, within three years visitor numbers fell by about 41.7% from their peak. This decline occurred at a time when social media and digital platforms were increasingly used to promote tourist destinations. This indicates a mismatch between the digital promotion that continues to be carried out and tourists' desire to visit in person. If the cause is not promptly understood, the decline in visits could continue and weaken the competitiveness of Dusun Semilir amid increasingly intense competition among tourist destinations. Therefore, it is necessary to examine the digital information that triggers tourists' visiting intention.

Visiting intention can be defined as a person's feeling or desire to go to a place regarded as attractive (Meliantari & Tarmizi, 2025; Najwati & Zaenudin, 2023). This intention is important to study because it is the initial stage before tourists actually make a visit. TPB is positioned as an umbrella theory that links behavioural intention with personal evaluation, subjective social expectations, and individuals' perceptions of their capacity to control their actions. (Nazarudin & Sayd, 2023). In the context of this study, Google Maps reviews and TikTok content are viewed as sources of information that shape tourists' attitudes and perceptions towards Dusun Semilir, which ultimately influence their intention to visit.

The first factor is Google Maps reviews, namely ratings and comments from previous visitors that can be openly accessed by prospective tourists. Online reviews are considered more trustworthy than official promotion by tourist attraction managers (Rofiah, 2020). Permata & Nasir (2026) Theory of Planned Behaviour (TPB) serves as the theoretical foundation of this study, with behavioural intention influenced by attitudinal orientation, social expectations, and perceived behavioural control., whereas Amanda et al. (2026) show that

records of reviews and visitors' opinions on social networks also help construct a destination's credibility in the eyes of prospective tourists. However, Rofiah (2020) found that online reviews have no significant direct effect on visiting decisions and only become influential when mediated by destination image. This difference in results indicates that Google Maps reviews do not necessarily always encourage tourists to visit, so this still needs further research.

The second factor is TikTok content credibility, namely the extent to which the information in a video can be trusted and corresponds to actual conditions on the ground (Raihani & Arianto, 2026). A number of scholarly studies reveal that visiting intention is affected by exposure to TikTok content, such as the study by Suyasa et al. (2025) at Pengelukatan Tirta Empul and the study by Meliantari & Tarmizi (2025) which found that TikTok content has a stimulating effect on tourists' interest in visiting a destination. Nasikah & Nathanael (2025) on the TikTok account @jktgo also showed that user engagement with TikTok content can explain most of the variation in tourists' visiting intention. In contrast, Amanda et al. (2026) found that TikTok has a negative and significant effect on tourists' visiting decisions at Arena Kalikesek, which is presumed to be caused by a mismatch between the content displayed and actual conditions on the ground. These findings show that engaging content alone is not enough if it is not supported by credible information.

Based on the above explanation, there are two research gaps. First, the results of previous studies on the influence of online reviews and TikTok content on visiting behaviour remain inconsistent, ranging from positive effects and no direct effect to negative effects. Second, most previous studies have tested online reviews and social media content separately, so as far as the authors' search shows, few studies have tested Google Maps reviews and TikTok content credibility simultaneously in a single model, let alone at Dusun Semilir, which is experiencing a decline in visits. Thus, the distinction of this study lies in testing both variables in a single analytical model, with an emphasis on content credibility, on an object and period that have not been studied before.

This study is aimed at examining the influence of Google Maps reviews and TikTok content credibility on tourists' visiting intention to Dusun Semilir, both in terms of the contribution of each predictor and their combined effect. Based on the preceding conceptual synthesis, the hypothetical propositions put forward are: H1, Google Maps reviews contribute positively to travellers' visiting tendency to Dusun Semilir; H2, the reliability of TikTok content likewise affirms that visiting intention; and H3, the two variables jointly influence tourists' intention to visit. Conceptually, this study is expected to broaden the body of knowledge on tourism consumer behaviour by examining the applicability of TPB in articulating visiting intention in the digital landscape. Practically, the findings of this study are expected to serve as a consideration for the management of Dusun Semilir and similar destinations in formulating more targeted digital promotion strategies, especially through quality assurance of Google Maps reviews and the reliability of TikTok content.

II. RESEARCH METHOD

This study is based on a quantitative paradigm with an associative orientation, which relies on statistical processing of numerical data to obtain measurable and objective empirical inferences (Irvan et al., 2023). The associative character of this study goes beyond describing variables by examining the determination among the components under study (Setiawan & Sutrisno, 2023). In this study, the influence tested is that of Google Maps reviews (X1) and TikTok content credibility (X2) on tourists' visiting intention (Y). The research object is the Dusun Semilir Tourism Village, Semarang Regency, Central Java, with data collection lasting four weeks.

Interdependence among variables is elaborated based on theoretical synthesis and previous empirical findings, as illustrated in the research framework in Figure 1.

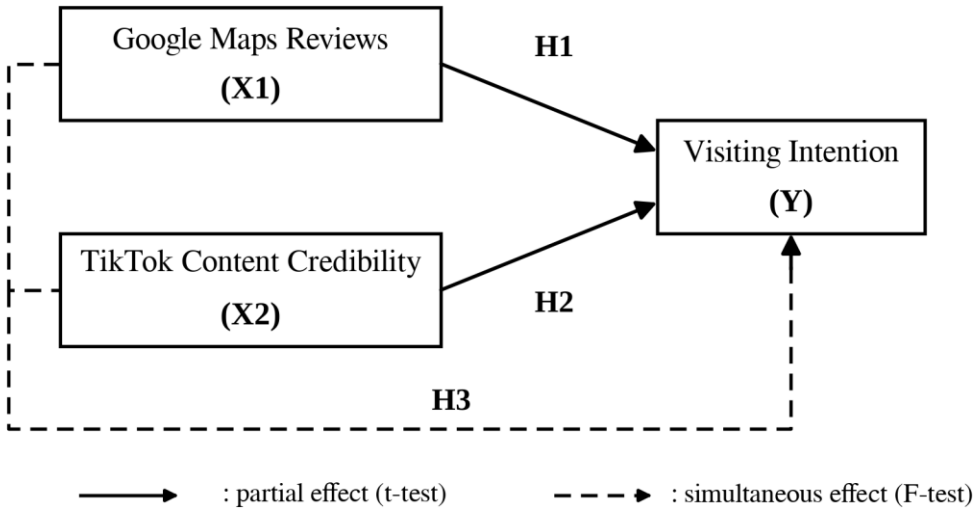


Figure 1. Research Framework

Figure 1 shows that this study consists of two independent variables, namely *Google Maps* Reviews (X1) and TikTok Content Credibility (X2), and one dependent variable, namely Visiting Intention (Y). The independent variables function as explanatory factors, while the dependent variable is the entity that is affected. The solid arrows depict partial influence, namely the influence of each independent variable individually on visiting intention. The arrow from X1 to Y shows the first hypothesis (H1), namely that the better the *Google Maps* reviews, as seen from the rating, review content, number of reviews, and the conformity of reviews with actual conditions, the higher tourists' intention to visit is presumed to be. The arrow from X2 to Y shows the second hypothesis (H2), namely that the higher the quality, authenticity, trustworthiness, and conformity with actual conditions of the TikTok content viewed by tourists, the higher their intention to visit is likewise presumed to be. Meanwhile, the dashed line depicts the third hypothesis (H3), namely the collective influence of the two independent variables on visiting intention. H1 and H2 are tested using the t-test, while H3 is tested using the F-test.

This conceptual foundation refers to the *Theory of Planned Behaviour* (TPB), which constructs behavioural intention through attitude, subjective norms, and perceived behavioural control. In this study, *Google Maps* reviews and TikTok content serve as sources of information that shape tourists' attitudes and perceptions towards Dusun Semilir, which then foster the emergence of visiting intention. The two variables are presumed to complement each other. *Google Maps* reviews play a greater role in building trust because they stem from the real experiences of previous visitors, while TikTok content serves to trigger attention and sow initial interest through attractive visual presentation. Therefore, both variables are tested simultaneously in one research model.

The population of this study is all tourists who are interested in Dusun Semilir, especially tourists who have seen *Google Maps* reviews and TikTok content about the destination. Given that the tourist population is not definitively identified, the sample was determined using the Lemeshow formula, a formula commonly used for populations of unknown size (Yosandri & Eviana, 2022). The formula is as follows.

$$n = Z^2 P (1 - P) / d^2$$

Description: n denotes the sample size; Z = 1.96 refers to the standard constant for 95% confidence; P = 0.5 serves as the assumption of maximum proportion; and d = 10% is the tolerated margin of error. This calculation yields a minimum threshold of 97 respondents, which was then rounded up to 100 to make data processing more efficient. Sampling applied *non-probability sampling* through a *purposive sampling* approach, namely the selection of respondents based on specific criteria in line with the research orientation (Setiawan & Sutrisno, 2023). These criteria are: (1) having watched TikTok content that discusses or recommends Dusun Semilir; (2) having seen reviews and/or ratings of Dusun Semilir on *Google Maps*; and (3) having an interest in or plan to visit Dusun Semilir. These criteria were set so that respondents truly understand what is asked in the questionnaire.

This research relies on two data sources, namely primary and secondary. Primary data were extracted directly from respondents using an electronic questionnaire via *Google Form*. The questionnaire was distributed through Dusun Semilir's tourism community networks, including recreation enthusiast groups. Secondary data were obtained from scientific publications, books, and relevant official portals, along with records of tourist visit numbers. Each statement item uses a five-level Likert scale, from a score of 1 (strongly disagree) to 5 (strongly agree), to map respondents' attitudes and perceptions. (Karini & Azziz, 2024). The definition of each variable and the indicators measured are presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Operational Definition	Indicators	Scale
Google Maps Reviews (X1)	A collection of ratings and written comments from tourists who have visited a place, openly published on *Google Maps*, and used as a consideration before	1. Rating/star score 2. Written review content 3. Number of reviews	Likert

	visiting (Amanda et al., 2026; Permata & Nasir, 2026).	4. Conformity of reviews with actual conditions	
TikTok Content Credibility (X2)	The level of tourists' trust in a TikTok video, seen from the quality, authenticity, and conformity of the information with actual conditions at the tourist location (Raihani & Arianto, 2026).	1. Content quality 2. Content authenticity 3. Information credibility 4. Conformity with actual conditions	Likert
Visiting Intention (Y)	Tourists' drive or desire to visit a tourist destination, formed from positive attitudes and perceptions after obtaining information about the destination (Meliantari & Tarmizi, 2025).	1. Preferential interest 2. Exploratory interest 3. Transactional interest 4. Referential interest	Likert

Descriptive statistics serve to describe the characteristics of empirical data without generalising findings to a wider scope. The descriptive presentation covers delineation of respondent profiles and articulation of responses to each variable studied. Respondent profiles by gender and age are tabulated in frequency distributions along with their percentages. Responses to *Google Maps* Reviews (X1), TikTok Content Credibility (X2), and Visiting Intention (Y) are examined through the mean of each statement item. The mean is calculated using the following formula.

$$\bar{x} = \Sigma(f_i \times s_i) / n$$

Description: $\bar{x}$ is the mean value of the statement item; f_i is the number of respondents who chose the i-th score; s_i is the answer score, namely 1 (strongly disagree) to 5 (strongly agree); and n is the total number of respondents. To interpret these mean values, a scale range is used, calculated with the following formula.

RS = (Highest score − Lowest score) / Number of categories = (5 − 1) / 5 = 0.80

The calculation results underlie the interpretive categorisation of mean values as set out in Table 2. An increase in the mean indicates an increasingly positive response tendency towards the statement items.

Table 2. Interpretation Criteria for Mean Values

No	Mean Range	Category
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Moderate
4	3.41 – 4.20	High

No	Mean Range	Category
5	4.21 – 5.00	Very High

Before entering the analysis stage, the questionnaire instrument was first evaluated to confirm its suitability as a measurement tool. The validity of the instrument was examined to confirm the accuracy of each item in representing the construct measured, through Product Moment correlation. The validity criterion is met when the r-value exceeds the r-table value at the 5% significance level. Next, the instrument's reliability was examined to confirm response consistency through the *Cronbach's Alpha* coefficient. The instrument is considered reliable when *Cronbach's Alpha* is above 0.60. (Permatasari, 2025).

Data that passed the feasibility tests were analysed further using multiple linear regression modelling with the aid of SPSS (Nazarudin & Sayd, 2023). Before the regression was implemented, the data first underwent classical assumption testing to verify the soundness of the model and minimise potential bias. This testing covers three aspects: (1) normality, to identify the data distribution through the Kolmogorov–Smirnov test, with a significance above 0.05; (2) multicollinearity, to assess independence among predictors based on a *Tolerance* value above 0.10 and a *Variance Inflation Factor* (VIF) below 10; and (3) heteroscedasticity, to detect unequal variance of the residuals through a random *scatterplot* pattern without any specific shape, accompanied by the Glejser test with the significance of each predictor above 0.05. The mathematical specification of the regression model is formulated as follows.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description: Y is visiting intention; a is the constant; b_1 and b_2 are the regression coefficients; X_1 is *Google Maps* reviews; X_2 is TikTok content credibility; and e is the *error (residual)*. The final stage is hypothesis testing. Partial testing through the t-test is aimed at examining the influence of each predictor (H1 and H2), while the F-test identifies the collective influence of the two independent variables (H3). A hypothesis is supported when the t-value exceeds the t-table value or the F-value exceeds the F-table value, accompanied by a significance below 0.05. The coefficient of determination (R^2) indicates the proportion of visiting intention explained by *Google Maps* reviews and TikTok content credibility. The closer the value is to 1, the greater the explanatory power of the model. Because the model involves more than one predictor, the interpretation of determination refers to the *Adjusted R Square*.

III. RESULTS

Data Description

The research data were collected through an online questionnaire instrument using *Google Form*s, which were distributed to tourists in accordance with the study's inclusion criteria. At the beginning of the questionnaire, respondents were asked a screening question, namely whether they had seen reviews or ratings of Dusun Semilir on *Google Maps* as well as TikTok content about the place.

The number of respondents who completed the questionnaire fully and whose data were fit for processing was 100. This number matches the sample size determined using the Lemeshow formula. The questionnaire in this study contains 24 statement items for three variables, namely *Google Maps* Reviews (X1), TikTok Content Credibility (X2), and Visiting Intention (Y). Each variable has four indicators, and each indicator is measured with two statement items, so that each variable consists of eight items. All instrument items were operationalised through a Likert scale with five response levels.

Respondent Characteristics

This study used tourist respondents who had seen *Google Maps* reviews and TikTok content about Dusun Semilir, by administering a questionnaire via *Google Form* to 100 respondents. The distribution of respondent characteristics is reviewed on the basis of two demographic attributes, namely gender and age, as presented in Table 3 and Table 4.

Table 3. Respondent Characteristics by Gender

No.	Gender	Number of Respondents	Percentage (%)
1.	Male	61	61%
2.	Female	39	39%
Total		100	100%

The tabulation in Table 3 indicates that male respondents account for 61% of all participants, namely 61 people, while female respondents account for 39%, or 39 people. This shows that more male respondents were found among tourists seeking information about Dusun Semilir through *Google Maps* and TikTok than female respondents, although the number of female respondents is also fairly large.

Table 4. Respondent Characteristics by Age

No.	Age	Number of Respondents	Percentage (%)
1.	< 18 years	10	10%
2.	18–25 years	50	50%
3.	26–35 years	22	22%
4.	36–45 years	13	13%
5.	> 45 years	5	5%

No.	Age	Number of Respondents	Percentage (%)
Total		100	100%

Based on Table 4, the largest age group is 18–25 years, namely 50 people (50%). The next groups are 26–35 years (22%), 36–45 years (13%), under 18 years (10%), and over 45 years (5%). The representation of young respondents is in line with Widiawanti et al. (2023), who emphasise the role of TikTok as a vehicle for destination reference searching by the younger generation.

Descriptive Statistics Results

Descriptive analysis serves to construct a summary of the data through the parameters of minimum, maximum, mean, and standard deviation. A summary of the descriptive processing results is contained in Table 5.

Table 5. Descriptive Statistics Results

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Google Maps Reviews (X1)	100	21	40	31.87	4.826
TikTok Content Credibility (X2)	100	16	39	31.05	5.229
Visiting Intention (Y)	100	22	39	31.50	3.486

The mean values in Table 5 are the average total scores of each variable, which consists of eight items. To allow comparison with the 1–5 Likert scale, these values were divided by eight to obtain the per-item average. The mean of each item is interpreted by reference to the classification in Table 2, namely very low (1.00–1.80), low (1.81–2.60), moderate (2.61–3.40), high (3.41–4.20), and very high (4.21–5.00). The elaboration of each variable is presented below.

1. The *Google Maps* review variable (X1) shows a score range of 21–40, a mean of 31.87, and a standard deviation of 4.826. The item mean achievement of 3.98 falls in the high category, reflecting an affirmative tendency in respondents' perceptions of destination reviews.
2. The tabulation for the TikTok content credibility variable (X2) yields a lowest score of 16, a highest of 39, a mean of 31.05, and a standard deviation of 5.229. The per-item mean of 3.88 falls in the high gradation, indicating respondents' acceptance of the reliability of information about Dusun Semilir.
3. The visiting intention construct (Y) has a score range of 22–39, with a mean of 31.50 and a standard deviation of 3.486. The item mean of 3.94 is at the high level, suggesting respondents' strong tendency to visit Dusun Semilir.

Validity and Reliability Tests

The validity test is used to verify the soundness of the questionnaire, particularly in ensuring correspondence between the content of the statements

and the intended measurement construct. The item validity analysis was carried out using SPSS involving 100 respondents. An item qualifies as valid when its r-value exceeds the r-table value, while a value that does not reach that threshold indicates invalidity. A summary of the validity test results is contained in Table 6.

Table 6. Validity Test Results

Variable	Item No.	r-value	r-table	Remarks
Google Maps Reviews (X1)	X1.1 – X1.8	0.775 – 0.841	0.1966	Valid
TikTok Content Credibility (X2)	X2.1 – X2.8	0.750 – 0.854	0.1966	Valid
Visiting Intention (Y)	Y.1 – Y.8	0.765 – 0.865	0.1966	Valid

The critical r value of 0.1966 was obtained from the calculation df = n - 2 = 98, based on 100 respondents and a statistical significance limit of 5%. The results reveal that the correlation coefficients of each item range between 0.750 and 0.865, with all values exceeding the r-table comparison parameter. The test results affirm that the 24 statement items across the three variables meet the validity parameters and are fit to be used in this research.

The internal consistency of the instrument was verified through the Cronbach's Alpha coefficient to gauge the stability of respondents' responses. Based on the criterion of Permatasari (2025), a value above 0.60 indicates variable reliability. The verification results are presented in Table 7.

Table 7. Reliability Test Results

Variable	Cronbach's Alpha	Remarks
Google Maps Reviews (X1)	0.925	Reliable
TikTok Content Credibility (X2)	0.927	Reliable
Visiting Intention (Y)	0.934	Reliable

The tabulation in Table 7 shows a Cronbach's Alpha coefficient of 0.925 for *Google Maps* Reviews, 0.927 for TikTok Content Credibility, and 0.934 for Visiting Intention. Because all coefficients exceed the 0.60 threshold, the instrument meets the reliability criterion and can be used in the next stage of analysis.

3.5 Classical Assumption Tests

A series of classical assumption tests was carried out to confirm the accuracy of the regression specification and to anticipate estimation deviations, covering normality, multicollinearity, and heteroscedasticity tests.

a. Normality Test

The normality verification is intended to assess the normality of the residual distribution in the regression model. The test applies the One-Sample

Kolmogorov-Smirnov method, with the prerequisite that an Asymp. Sig. value exceeding 0.05 indicates a normal residual distribution. The verification results are presented in Table 8 below.

Table 8. One-Sample Kolmogorov-Smirnov Normality Test Results

Description	Unstandardized Residual
N	100
Mean	0.000
Std. Deviation	2.08539
Test Statistic (Kolmogorov-Smirnov Z)	0.044
Asymp. Sig. (2-tailed)	0.200

Based on the data in Table 8, the *Asymp. Sig. (2-tailed)* value reaches 0.200, which is higher than the 0.05 significance level. This result indicates that the distribution of residuals in the regression model meets the normality assumption. This conclusion is consistent with the histogram pattern and the Normal P-P Plot graph below.

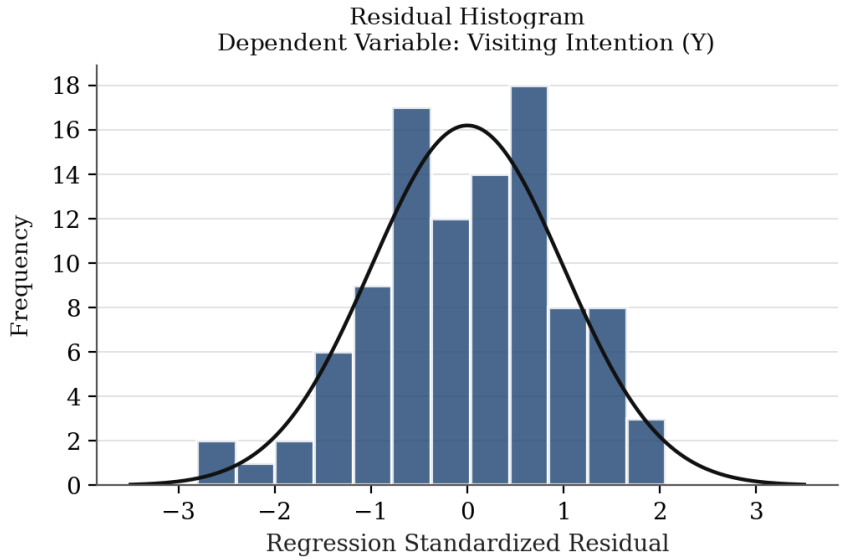


Figure 2. Residual Histogram

Figure 2 shows that the histogram bars form a bell-shaped pattern that follows the normal curve, leaning neither to the left nor to the right. This indicates that the residuals are normally distributed.

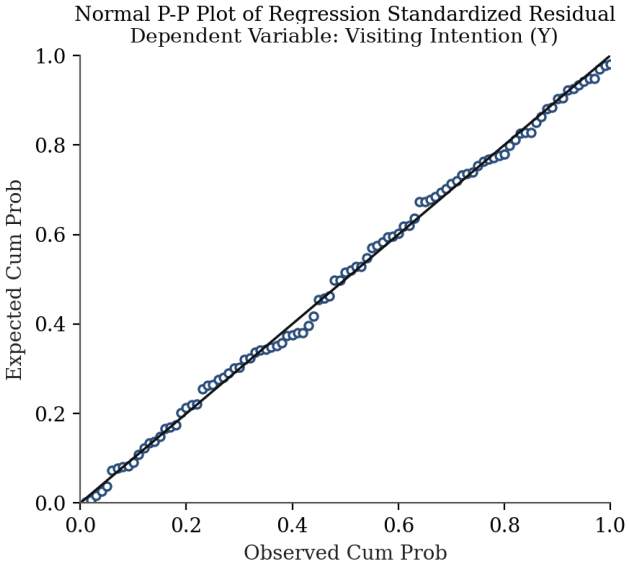


Figure 3. Residual Normal P-P Plot

Figure 3 presents a pattern of observation points scattered around the diagonal line and tending to follow its linear direction. This tendency indicates that the normality prerequisite for the regression model has been met.

b. Multicollinearity Test

The multicollinearity test was conducted to determine whether there is a strong relationship among the independent variables, namely between *Google Maps* Reviews (X1) and TikTok Content Credibility (X2). Multicollinearity verification is needed to assess whether there is excessive correlation among predictors in the regression model. The model is declared free from this symptom when the *Tolerance* value exceeds 0.10 and the *Variance Inflation Factor* (VIF) does not reach 10. The verification results are contained in Table 9 below.

Table 9. Multicollinearity Test Results

Variable	*Tolerance*	**Requirement**	**VIF**	**Requirement**	**Remarks**
Google Maps Reviews (X1)	1.000	> 0.10	1.000	< 10	No multicollinearity occurs
TikTok Content Credibility (X2)	1.000	> 0.10	1.000	< 10	No multicollinearity occurs

The test results in Table 9 show that *Google Maps* Reviews (X1) and TikTok Content Credibility (X2) have identical *Tolerance* values, namely 1.000, and likewise their VIF values. Because *Tolerance* is above 0.10 and the VIF does not reach 10, the regression model is declared to contain no indication of multicollinearity.

c. Heteroscedasticity Test

The heteroscedasticity analysis was conducted to uncover indications of differences in residual variance across observations in the regression model. This identification uses the scatter pattern in the *scatterplot* graph shown in Figure 4 below.

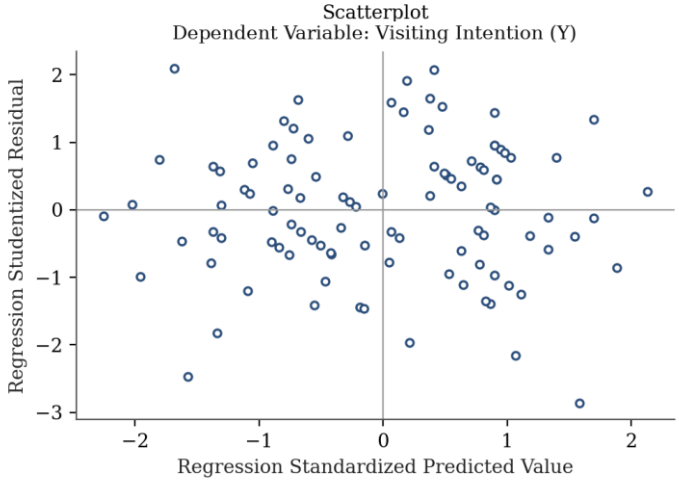


Figure 4. *Scatterplot* ***Graph of the Heteroscedasticity Test***

The constellation of points in Figure 4 shows an irregular scatter, both above and below the 0 mark, and does not indicate any particular pattern. Based on the observations, the regression model does not show any indication of non-constant residual variance. Heteroscedasticity verification does not rely solely on the graph but also involves the Glejser test to confirm the identification results. The criterion for the absence of heteroscedasticity is met when the significance values of all independent variables are above 0.05. The verification results are contained in Table 10 below.

Table 10. Glejser Test Results

Variable	t-value	Sig.	Remarks
Google Maps Reviews (X1)	0.817	0.416	No heteroscedasticity occurs
TikTok Content Credibility (X2)	0.300	0.765	No heteroscedasticity occurs

The tabulation results in Table 10 record a p-value of 0.416 for *Google Maps* Reviews and 0.765 for TikTok Content Credibility. Both values are above the 0.05 reference threshold. Thus, the Glejser test results reinforce the indication that the residual variance in the regression model is constant. The fulfilment of the three classical assumption prerequisites indicates that the regression model is adequate to be applied in the subsequent stage of analysis.

Multiple Linear Regression Analysis

Multiple linear regression modelling is used to examine the contribution of *Google Maps* Reviews (X1) and TikTok Content Credibility (X2) in explaining Visiting Intention (Y). The data analysed are the total scores of each variable for each respondent. The empirical analysis output is presented in Table 11 below.

Table 11. Multiple Linear Regression and t-Test Results

Model	B	Std. Error	Beta	t	Sig.
(Constant)	6.552	1.904		3.442	0.001
Google Maps Reviews (X1)	0.420	0.044	0.582	9.577	0.000
TikTok Content Credibility (X2)	0.372	0.040	0.558	9.189	0.000

Dependent variable: Visiting Intention (Y). B = unstandardised coefficient; Beta = standardised coefficient.

Based on the recapitulation in Table 11, a mathematical multiple linear regression model was obtained in the form of a formula showing the magnitude of the influence of *Google Maps* Reviews (X1) and TikTok Content Credibility (X2) on Visiting Intention (Y). The equation is as follows.

$$Y = 6.552 + 0.420X_1 + 0.372X_2 + e$$

The meaning of each figure in the equation is as follows.

1. The constant of 6.552 is the baseline value of Visiting Intention. This means that if the scores of *Google Maps* Reviews (X1) and TikTok Content Credibility (X2) equal zero, the value of Visiting Intention (Y) is 6.552.
2. The coefficient of *Google Maps* Reviews (X1) of 0.420 is positive. This finding indicates that each one-unit increase in the *Google Maps* Reviews score increases Visiting Intention by 0.420, when the TikTok Content Credibility score is held constant. In other words, the better the reviews of Dusun Semilir on *Google Maps*, the higher tourists' intention to visit.
3. The coefficient of TikTok Content Credibility (X2) of 0.372 is positive. This means that each one-point increase in the TikTok Content Credibility score will increase Visiting Intention by 0.372, provided that the *Google Maps* Reviews score does not change. In other words, the more trustworthy the TikTok content about Dusun Semilir, the higher tourists' intention to visit.

To find out which variable has a larger influence, the Beta value (standardised coefficient) is used, because Beta values can be compared directly across variables. The Beta value of *Google Maps* Reviews is 0.582, slightly larger than that of TikTok Content Credibility, 0.558. This finding positions *Google Maps* Reviews as a relatively stronger predictor of tourists' Visiting Intention to Dusun Semilir, although the difference in influence from TikTok Content Credibility is not very large.

Hypothesis Testing

Hypothesis testing was carried out to determine whether the research conjectures are supported, based on the results of statistical analysis. This testing involves the t-test (partial), the F-test (simultaneous), and an evaluation of the coefficient of determination (R^2), as elaborated below.

a. t-Test (Partial)

The t-test is used to investigate the individual influence of each predictor on the response variable in the research model. This test is necessary because the research data come from a sample, so it is necessary to prove that the influence found is truly real and did not occur by chance. The t-table reference value is obtained by calculating the degrees of freedom (df), namely df = n − k − 1 = 100 − 2 − 1 = 97, where n represents the number of respondents and k denotes the number of independent variables. A search of the critical value in the t distribution for df = 97 at the 5% significance level with a two-tailed test yields a t-table value of 1.985. A hypothesis receives statistical support when the t-value exceeds this critical value and the Sig. value is smaller than 0.05. The evaluation results are shown in the t and Sig. columns of Table 11, as presented below.

1. The influence of *Google Maps* Reviews on Visiting Intention (H1). The partial evaluation records a t-value of 9.577, exceeding the comparison value of 1.985. The error probability displayed, 0.000, is below the 0.05 test threshold, while the positive regression coefficient of 0.420 reflects a consistent direction of influence. Empirically, these results support H1 and imply that *Google Maps* Reviews have a positive and significant effect on tourists' Visiting Intention to Dusun Semilir.
2. The influence of TikTok Content Credibility on Visiting Intention (H2). Based on the computation results, a t-value of 9.189 exceeds the benchmark of 1.985, with a test probability of 0.000 that is below the 0.05 threshold. The regression coefficient of 0.372 also shows that changes in TikTok Content Credibility are associated in the same direction with Visiting Intention. Thus, H2 receives empirical confirmation, which indicates that content credibility on TikTok is related to strengthening tourists' intention to visit Dusun Semilir.

A unidirectional relationship is reflected in the movement of both variables in the same direction, so that an increase in the independent variable corresponds to an increase in the dependent variable. The term significant means that the influence is statistically proven to be real and did not occur by chance. A significance value of 0.000 does not mean that the probability is zero, but rather that it is smaller than 0.001, because SPSS displays only three digits after the decimal point.

b. F-Test (Simultaneous)

The F-test is applied to examine the significance of the simultaneous influence of *Google Maps* Reviews (X1) and TikTok Content Credibility (X2) on Visiting Intention (Y). The F-table value is determined by reference to the numerator degrees of freedom (df1) of 2, corresponding to the number of independent variables, and the denominator degrees of freedom (df2) of 97, obtained from the calculation 100 − 2 − 1. The decision-making reference in the simultaneous test is set through the F distribution at the 5% test level, with a

comparison value of 3.090. The significance of the model is shown by an F-value exceeding this value, accompanied by a probability below 0.05. The computation results of the F-test are presented in Table 12.

Table 12. F-Test (Simultaneous) Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	772.464	2	386.232	87.018	0.000
Residual	430.536	97	4.439		
Total	1203.000	99			

Dependent variable: Visiting Intention (Y). Predictors: (Constant), TikTok Content Credibility (X2), Google Maps Reviews (X1).

Based on Table 12, the F-value of 87.018 is obtained by dividing the *Mean Square Regression* (386.232) by the *Mean Square Residual* (4.439). The statistical computation places the F-value at 87.018, far above the reference value of 3.090. The probability shown, 0.000, is below the test level of 0.05. The convergence of these two indicators shows the significance of the regression model simultaneously. The F-test findings affirm statistical support for H3. When *Google Maps* Reviews and TikTok Content Credibility are taken into account together, both show a meaningful relationship with tourists' Visiting Intention to Dusun Semilir. These analysis results also strengthen the indication of the significance of the regression model used.

c. Coefficient of Determination Test (R^2)

The coefficient of determination test serves to gauge the explanatory power of the independent variables in accounting for the variation in the dependent variable. Given that more than one predictor is used in the regression model, the interpretation of the model's explanatory power refers to the *Adjusted R Square* value. The measurement results are contained in Table 13.

Table 13. Coefficient of Determination (R^2) Test Results

Model	R	R Square	*Adjusted R Square*	Std. Error of the Estimate
1	0.801	0.642	0.635	2.107

The data in Table 13 show a correlation coefficient of 0.801, indicating a very strong degree of association between *Google Maps* Reviews, TikTok Content Credibility, and Visiting Intention. The *Adjusted R Square* coefficient of 0.635 indicates that the two predictor variables, namely *Google Maps* Reviews and

TikTok Content Credibility, have an explanatory power of 63.5% for the variation in tourists' Visiting Intention to Dusun Semilir. The remaining 36.5%, which is not accommodated in this model, relates to other determinants, among others the completeness of tourist facilities, destination image, accessibility, entrance fees, and exposure to promotion through other social media platforms.

IV. DISCUSSION

a. The Influence of Google Maps Reviews on Visiting Intention

The statistical inference results show that *Google Maps* Reviews are correlated in the same direction with tourists' visiting intention to Dusun Semilir, with a pattern of relationship that meets the criteria of statistical significance. The empirical legitimacy of this finding is reflected in the t-test computation, with an observed value of 9.577 that exceeds the critical benchmark of 1.985. A probability value lower than 0.05 provides statistical confirmation of hypothesis H1. This finding is intertwined with the results of the study by Permata & Nasir (2026), which revealed that ratings and reviews on *Google Maps* have a unidirectional relationship with consumer trust, with a relationship that meets the criteria of statistical significance. In addition, this result is also consistent with the study by Amanda et al. (2026) which revealed that other visitors' reviews and comments play a role in building prospective tourists' confidence.

This result can be interpreted to mean that the better the rating, review content, number of reviews, and conformity of reviews with actual conditions on *Google Maps*, the higher tourists' intention to visit. This occurs because *Google Maps* reviews come from the real experiences of previous visitors, so prospective tourists regard the information as trustworthy. Based on the *Theory of Planned Behaviour* (TPB), this information forms a positive attitude towards Dusun Semilir, which then fosters the emergence of visiting intention. *Google Maps* Reviews show the largest relative contribution in the model based on the standardised Beta coefficient, which reaches 0.582. Nevertheless, item X1.7, concerning the belief that reviews describe actual conditions, obtained the lowest score (3.91), so the management of Dusun Semilir needs to keep conditions on the ground consistent with existing reviews and actively respond to visitor reviews.

b. The Influence of TikTok Content Credibility on Visiting Intention

The analytical conclusion obtained shows a unidirectional correspondence between TikTok Content Credibility and tourists' visiting intention to Dusun Semilir, as confirmed through statistical testing. The t-test conclusion shows a t-value of 9.189 > t-table 1.985 and a significance of 0.000 < 0.05, so H2 receives statistical confirmation. This constellation of results is consistent with Suyasa et al. (2025) and Meliantari and Tarmizi (2025), who identified the role of TikTok content in shaping visiting interest. Raihani and Arianto (2026) also emphasise the importance of quality, authenticity, and information credibility in forming that intention.

This result can be interpreted to mean that the higher the quality, authenticity, and conformity with actual conditions of TikTok content about Dusun Semilir, the higher tourists' intention to visit. Respondents prioritised the honesty of content creators, shown by item X2.6 with the highest score (3.94),

over the visual appearance in item X2.1, which obtained the lowest score (3.82). This result shows an empirical contrast with Amanda et al. (2026), who found that TikTok correlates negatively with visiting decisions, presumably because of a misalignment between content and factual conditions. Thus, TikTok content will have a positive impact on visiting intention when the content is trustworthy and consistent with reality.

c. The Simultaneous Influence of Google Maps Reviews and TikTok Content Credibility on Visiting Intention

The statistical inference results indicate that *Google Maps* Reviews and TikTok Content Credibility are collectively associated with tourists' Visiting Intention to Dusun Semilir. Based on the statistical computation, an F-value of 87.018 exceeds the critical F-table threshold of 3.090 and a significance of 0.000 < 0.05, so H3 receives inferential confirmation. The explanatory capacity of the two variables reaches 63.5% in accounting for fluctuations in Visiting Intention, while the remaining 36.5% may be intertwined with external determinants, among them tourist facilities (Suyasa et al., 2025), destination image (Rofiah, 2020), and accessibility (Yosandri & Eviana, 2022).

This result can be interpreted to mean that *Google Maps* reviews and TikTok content complement each other in shaping visiting intention. *Google Maps* reviews play a role in building trust through the real experiences of previous visitors, while TikTok content serves as an attractive stimulus that constructs initial interest through audiovisual presentation. For example, prospective tourists may become interested in Dusun Semilir after watching a video on TikTok, and then check the reviews on *Google Maps* to make sure the place is worth visiting. When both pieces of information are positive, tourists' intention to visit will become stronger.

d. Implications of the Research Results

Theoretically, the results of this study strengthen the relevance of the *Theory of Planned Behaviour* in explaining tourists' visiting intention in the digital era. Information obtained from online reviews and social media content has been shown to form positive attitudes and perceptions that then encourage the intention to visit.

Operationally, these empirical findings can be used as a reference by the Dusun Semilir management in arranging the direction of digital promotion through the following steps.

1. Actively managing *Google Maps* reviews, for example by encouraging visitors to leave reviews and photos after visiting, as well as responding to incoming reviews, whether positive or negative.
2. Prioritising TikTok content that is honest and consistent with actual conditions, for example by working with creators who genuinely visit and convey their experiences as they are, rather than relying only on exaggerated visuals.
3. Increasing tourists' referential interest, because this indicator obtained the lowest score (3.54). Strategic steps that can be articulated include bring-a-friend programmes, group promotions, or memorable visiting experiences so that tourists are encouraged to recommend Dusun Semilir to others.

V. CONCLUSION AND RECOMMENDATIONS

Based on the data analysis results and the elaboration of the discussion, the conclusions of the study are formulated as follows.

1. *Google Maps* Reviews show a unidirectional association with tourists' visiting intention to Dusun Semilir. Improvements in the quality of ratings, substance, quantity, and alignment of reviews with the reality of the destination go hand in hand with a strengthening of this intention. Among the predictors studied, *Google Maps* Reviews have the most prominent determinative power.
2. TikTok Content Credibility shows a unidirectional association with tourists' visiting intention to Dusun Semilir. This means that the more honest, authentic, and consistent with reality TikTok content about Dusun Semilir is, the higher tourists' intention to visit.
3. The convergence of the two variables shows a statistically tested association with visiting intention to Dusun Semilir. The research model is able to account for 63.5% of the variability in Visiting Intention, while the remaining 36.5% is not yet explained by the predictors studied.

Referring to the synthesis of empirical findings, a number of applied recommendations can be outlined as follows.

1. For the Management of Dusun Semilir

a. The management should actively manage *Google Maps* reviews, namely by encouraging visitors to leave reviews and photos after visiting and responding to every review, whether positive or negative. The management also needs to ensure that conditions on the ground match what is described in the reviews, because the statement regarding the conformity of reviews with actual conditions obtained the lowest score in the *Google Maps* review variable.

b. In promotion through TikTok, the management should prioritise content that is honest and consistent with reality, for example by working with creators who genuinely visit and convey their experiences as they are, rather than relying only on attractive visuals.

c. The management needs to encourage tourists to recommend Dusun Semilir to others, because the referential interest indicator obtained the lowest score in the visiting intention variable. Strategic steps that can be articulated include bring-a-friend programmes, group promotions, or memorable visiting experiences.

2. For Future Research

Future research is advised to expand the model construction by accommodating other determinants, such as tourist facilities, destination image, accessibility, and ticket prices. The scope of the study could also be expanded to various destinations, accompanied by cross-platform comparisons such as Instagram and YouTube, and to examining the transition from intention to visiting decisions.

4.3 Research Limitations

Although this study has been carried out as optimally as possible, there are still a number of limitations that need to be noted, among them the following.

1. The scope of the research model is limited to two predictors with an explanatory power of 63.5%, so 36.5% of the variability in Visiting Intention remains outside the scope of the analysis.
2. The empirical scope of the study covers only Dusun Semilir and 100 respondents recruited using *non-probability sampling*, so the representativeness of the findings for other tourist destinations remains limited.
3. Data were collected through an online questionnaire, so respondents' answers sometimes do not fully reflect actual conditions. This phenomenon may be suspected to relate to divergences in respondents' individual perceptions and reasoning.
4. This study measures visiting intention, not visits that are actually made, so it cannot be ascertained that respondents with a high visiting intention will really come to Dusun Semilir.

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