

Digital Content Marketing for Enhancing Indonesia's Tourism Industry

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Abstract

Indonesia is one of the world's leading tourism destinations, supported by its rich cultural heritage, diverse natural attractions, and extensive archipelago. Along with the rapid growth of digital technology, Digital Content Marketing (DCM) has become an important tool for influencing travelers' decisions. However, empirical studies examining DCM in Indonesia's tourism sector remain limited, particularly those extending the Technology Acceptance Model (TAM) by incorporating innovation and trust. This study develops an extended TAM framework to examine the influence of DCM on consumer behavior in Indonesia's tourism industry. A quantitative approach was employed using survey data from 298 Indonesian respondents and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that 11 of the 12 proposed hypotheses are supported. Perceived ease of use, perceived enjoyment, and perceived convenience significantly influence attitudes toward using DCM, while attitude, innovation, and trust positively affect behavioral intention, which subsequently drives actual DCM usage. In contrast, perceived usefulness does not significantly influence attitude. These findings extend TAM in the context of digital tourism marketing and provide practical insights for tourism stakeholders to develop innovative, trustworthy, and engaging digital content that encourages consumer travel decisions and supports the sustainable growth of Indonesia's tourism industry.

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Introduction

The tourism industry is one of the largest industries in the world, with approximately 1.4 billion international tourist arrivals recorded in 2024, while involving multiple interconnected sectors that contribute to economic development (Izurieta et al., 2021; UN Tourism, 2025). The industry comprises the government, business, community, and tourism sectors. Therefore, the tourism sector greatly affects the development of the world economy because 10% of workers in the world work in this sector, contribute 10% of the total gross domestic product (GDP) from all over the world, and contributes 7% or 1.4 trillion USD of world exports (Zulvianti, Aimon, and Abror 2022). Tourism is essential for a country's economic income, especially in developing countries (Ningsih & Sudono, 2016).

Indonesia is a developing country with extraordinary tourism potential (Pratomo, 2017). Indonesia ranks fourth in population globally, with more than 270 million people. In addition, Indonesia is known as the world's largest archipelago (Pratomo, 2017; Sugiyarto, Blake, & Sinclair, 2003). Tourism is a prioritized sector in Indonesia's economic development, overseen by the Ministry of Tourism and Creative Economy (Antara & Sumarniasih, 2017; Wulandari, Yadnya, Suryana, & Susanto, 2023). Tourism is an essential sector of the Indonesian economy because it significantly contributes to economic development (Santi, Oktarina, & Kustiari 2014). The tourism sector in Indonesia does not only depend on foreign tourists but is also supported by local travelers or can also be called domestic tourists (Pratomo, 2017). The country's large domestic market provides substantial opportunities for tourism development by supporting sustainable demand from domestic travelers.

The rapid advancement of information technology brings significant changes to business and marketing (Mardhatillah, 2020). Advances in information technology also provide convenience for the community through communication, access to needed information, entertainment, social media use, knowledge-seeking, and business promotion (Rahardja & Anandya, 2020). One of the significant developments in technological progress is the emergence of digital marketing, which has transformed traditional marketing and become an essential factor for a business to survive in the new digital era (Baltes, 2015). Digital marketing enables companies to create business-related content, communicate, promote, and distribute it, and to shape long-term consumer engagement and trust (Mathew & Soliman, 2021). Digital marketing refers to the set of actions, entities, and methods that use digital technologies to create, communicate, and deliver value to customers and other interested parties (Kannan, 2017). One form of digital marketing widely used by companies is content marketing.

Content marketing is a strategy for creating and disseminating relevant content to attract, acquire, and interact with target consumers, gain profits, and build engagement and loyalty to the company's brand (Lou & Xie, 2021). This definition highlights the urgency for companies to produce engaging, relevant content that has value to consumers. Content marketing does not focus solely on increasing sales but aims to establish long-term

relationships between companies and consumers (Pulizzi, 2013). Digital Content Marketing (DCM) is an essential and valuable marketing tool for creating consumer relationships and influencing organizational performance (Jefferson & Tanton, 2015). The goal is to build engagement, trust, and relationships to increase the company's profits (Mathew & Soliman, 2021). Therefore, despite the growing importance of DCM, limited empirical studies have examined the determinants of consumers' adoption and actual use of DCM in Indonesia's tourism industry, particularly by integrating innovation and trust into the Technology Acceptance Model (TAM). This gap provides the motivation for the present study.

The evolution of digital marketing has led to new habits among consumers and companies, in which both seek information and interact with one another (Järvinen & Taiminen, 2016). Consumers seek information online when making decisions (Mathew & Soliman, 2021). Previous research has shown that consumers require online content to inform travel decisions (Constantinides, 2004; McMahan, Hovland, and McMillan, 2009; Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013; Ye, Law, Gu, and Chen, 2011). Previous research states that consumers are heavily influenced and strongly consider online marketing content (eg through Instagram, Twitter, YouTube, etc.) to make final decisions related to travel and tourism (Hudson & Thal, 2013; Kim & Chae, 2018; Leung, Law, Van Hoof, and Buhalis 2013; Mathew & Soliman, 2021; Zhu, Wu, Wang, Cao, and Cao 2019). Furthermore, previous research stated that DCM adds to consumer experience and brand loyalty (Lou & Xie, 2021); DCM improves customer satisfaction (Andaç, Akbiyik, and Karkar 2016); DCM as a catalyst for e-Word of Mouth (Bu, Parkinson, and Thaichon, 2021; Bowden & Mirzaei, 2021; Bowden & Mirzaei, 2021). Thus, companies operating in the travel and tourism sector must recognize the importance of keeping pace with rapid developments in marketing science (Prideaux, Lee, and Tsang 2018).

Although previous studies have investigated Digital Content Marketing (DCM) in tourism, the existing literature has primarily focused on its role in enhancing customer experience, satisfaction, engagement, and electronic word-of-mouth (e.g., Bu et al., 2021; Lou & Xie, 2021; Mathew & Soliman, 2021). Limited attention has been given to understanding the determinants of tourists' adoption and actual usage of DCM using an extended Technology Acceptance Model (TAM), particularly in developing countries such as Indonesia. Previous TAM-based tourism studies have mainly examined mobile tourism applications (Chen & Tsai, 2019; Lin et al., 2020), online booking systems (Alkhatib & Bayouq, 2021; Chen & Li, 2020), and virtual tourism (Huang et al., 2016; Wibisono et al., 2023; Yung & Khoo-Lattimore, 2019). To the best of the authors' knowledge, few studies have integrated innovation and trust into an extended TAM framework to explain consumers' actual use of DCM in Indonesia's tourism context.

Recent studies suggest that trust and innovation are important determinants of consumers' adoption of digital technologies because they enhance confidence in digital platforms and

encourage the acceptance of new technological solutions (Hajli, 2014; Harrigan et al., 2021; Chang & Lee, 2020). This study aims to develop a model based on prior research that extends the TAM to examine the influence of DCM on consumer behavior in Indonesia's travel and tourism sector. This study also addresses prior research recommendations by incorporating trust and innovation variables that influence actual usage behavior (Mathew & Soliman, 2021). The purpose of this study is to use the TAM model in the context of content marketing and Indonesia's increasingly significant tourism sector. With all its tourism potential, tourism in Indonesia is expected to play a more critical role in the long term (Sugiyarto et al., 2003). Therefore, this research contributes new insights to the development of science, particularly in marketing, and provides guidance for business actors in Indonesia's tourism sector to formulate strategies that encourage tourists to travel by considering DCM, which has been used as a travel reference.

1. Literature Review

Digital Content Marketing (DCM) and Tourism

DCM refers to marketing a product or company through digital media (Mathew & Soliman, 2021). DCM is a strategy for creating and disseminating relevant, valuable content to attract, acquire, and engage a well-defined, well-understood target audience through digital media. (Lopes and Casais 2022; Mathew and Soliman 2021). The main goal of implementing DCM is to generate profits and create customer brand engagement and loyalty (Lopes & Casais, 2022). DCM can be utilized through peer-to-peer applications that enable users to exchange travel experiences, destination information, ratings, and reviews, thereby facilitating information sharing among travelers (Mathew & Soliman, 2021; Schwabe & Prestipino, 2005). Furthermore, DCM can be disseminated through various digital channels, including company websites, blogs, social media platforms, and mobile applications.

The tourism industry comprises individuals, activities, and organizations that provide services to the community during holidays, such as hotels, restaurants, tourist attractions, and tour guides (Kaur, 2017). The growth of technology and the widespread use of the internet via digital devices such as smartphones have transformed the tourism industry, driving changes in marketing strategies across various tourism activities (Kaur, 2017; Mathew & Soliman, 2021). There is a shift in tourism marketing from reliance on conventional tools to the adoption and use of digital technologies (Chamboko-Mpotaringa & Tichaawa, 2021). Digital technology has changed the landscape of tourism marketing, revolutionizing how destinations are promoted online (Jiménez-Barreto, Rubio, Campo, and Molinillo, 2020). Research on DCM and the tourism industry has advanced significantly. Previous research examined tourism's role, trends, and new digital marketing models (Saura, Reyes-Menendez, and Palos-Sanchez 2020).f

Technology Acceptance Model (TAM)

In 1989, Davis proposed the Technology Acceptance Model (TAM) to explain technology acceptance, which is often met with resistance. This model posits that consumers' intention to adopt technology is determined by two main factors: perceived usefulness and perceived ease of use (Shanmugavel & Micheal, 2022). The TAM model was initially used to explain the acceptance of computer technology by employees, but is currently used to be applied and tested in the broader field, one of which is to predict and investigate consumer behavior and intentions (Farida & Ardiansyah, 2022; Mathew & Soliman, 2021; Oyman, Bal, and Ozer, 2022). Although the TAM model has been introduced for a long time, researchers' interest in using this model is still very high and the TAM model is used in consumer research related to DCM (Mathew & Soliman, 2021; Ritz, Wolf, and McQuitty 2019) and tourism industry (Go, Kang, and Suh 2020; Mohamad, Hanafiah, and Radzi 2021; Sadiq & Adil, 2021).

The TAM model comprises four main elements: perceived ease of use (PEO), perceived usefulness (PEU), attitude toward using the product or technology, and behavioral intention to use the product/technology (Rese, Baier, Geyer-Schulz, and Schreiber 2017). PEO and PEU are related to features of a product or technology, whereas behavioral attitudes and intentions are the effects of using a product or technology on consumers. This study adopts the constructs of perceived usefulness (PEU), perceived ease of use (PEO), perceived enjoyment (PEJ), and perceived convenience (PEC) proposed by Mathew and Soliman (2021) to examine DCM in the tourism sector. Perceived ease of use (PEO) refers to the degree to which an individual believes that using a particular system or technology would be free of effort (Davis, 1989). PEO refers to the extent to which trust affects the ease of use of a product or technology (Mathew & Soliman, 2021). PEJ refers to the extent to which a person perceives pleasure in a product or technology (Nguyen, 2015). Perceived convenience is the degree of comfort with time, place, and use that individuals experience when using a product or technology (C.-C. Chang, Yan, and Tseng, 2012; Yoon & Kim, 2007).

Hypothesis Development

PEU is the main factor influencing consumer attitudes (Dwivedi et al., 2021; Elkaseh, Wong, and Fung, 2016; Mathew & Soliman, 2021). Previous studies have found that PU influences personal attitudes toward adopting e-marketing (Dwivedi et al., 2021; Mathew & Soliman, 2021). Previous research also confirmed that PEU significantly affects human attitudes when using digital marketing content, especially in social commerce (E. Cho & Son, 2019). From the above, the hypothesis proposed is:

H1: Perceived usefulness has a positive effect on attitude toward using DCM.

PEO has been shown to positively influence attitudes toward e-marketing technology. The widely accepted TAM posits that ease of use predicts attitudes toward information system applications, which in turn influence application usage (Choe, Kim, and Hwang, 2021; Liesa-Orús, Latorre-Coscolluela, Sierra-Sánchez, and Vázquez-Toledo, 2023). Previous research

suggests that perceived ease of use positively influences DCM patterns. From the above, the hypothesis proposed is:

H2: Perceived ease-of-use has a positive effect on attitude toward using DCM.

PEO has been studied for its influence on perceived usefulness and purchase behavior. Previous research indicated a significant relationship between perceived ease of use and perceived usefulness in the adoption of online services (Kanchanatane, Suwanno, and Jarernvonggrayab, 2014). Furthermore, several studies report that perceived ease of use positively influences perceived usefulness in digital environments (Y. C. Cho & Sagynov, 2015; Mathew & Soliman, 2021). From the above, the hypothesis proposed is:

H3: Perceived ease of use has a positive effect on perceived usefulness.

PEU has been studied for its positive influence on attitudes toward purchase behavior. In marketing, perceived ease of use significantly influences perceived enjoyment (Ma, Gam, and Banning, 2017). Previous research also indicates that perceived ease of use affects perceived enjoyment in digital environments (F. Huang, Teo, and Scherer, 2022; Mathew & Soliman, 2021). From the above, the hypothesis proposed is:

H4: Perceived ease of use has a positive effect on perceived enjoyment.

PEO significantly affects PEC in adopting information systems (Yoon & Kim, 2007). In the context of mobile devices and digital content, several prior studies have reported that PEO influences PEC (Mathew & Soliman, 2021; Velmurugan & Velmurugan, 2014). From the above, the hypothesis proposed is:

H5: Perceived ease of use has a positive effect on perceived convenience.

PEJ has been shown to affect consumer attitudes across a variety of contexts positively. For example, PEJ was found to positively influence consumer attitude consistency in the context of omnichannel marketing (Gao & Huang, 2023). Other studies state that consumer attitudes are influenced by the enjoyment of digital content (E. Cho & Son, 2019; Mathew & Soliman, 2021). From the above, the hypothesis proposed is:

H6: Perceived enjoyment has a positive effect on attitude toward using DCM.

PEC has positively influenced consumer attitudes towards online services and technology. In the context of using online applications, perceived convenience positively impacts consumer attitudes (Chowdhury, 2023). This is also supported by prior research, which finds that consumer attitude is influenced by perceived convenience within the extended TAM (Hsu & Chang, 2013). From the above, the hypothesis proposed is:

H7: Perceived convenience has a positive effect on attitude toward using DCM.

The relationship between PEC and PEU has been investigated within TAM and consumer behavior research. Previous research has shown that perceived convenience is crucial in technology acceptance and positively affects perceived usefulness (Bansah & Agyei, 2022; Mathew & Soliman, 2021). Previous research also states that perceived usefulness is influenced by perceived convenience (Hsu & Chang, 2013). From the above, the hypothesis proposed is:

H8: Perceived convenience has a positive effect on perceived usefulness.

Understanding attitude is essential for predicting consumer intentions and behavior (Mathew & Soliman, 2021; Wicaksono & Andajani, 2023). The relationship between attitude and intention has been explored in tourism through various theories and frameworks (Lin et al., 2020; Mathew & Soliman, 2021; Mohamad et al., 2021). Previous research stated that the higher the attitude of consumers, the intention to do something will increase (E. Cho & Son, 2019; Elkaseh et al., 2016). From the above, the hypothesis proposed is:

H9: Attitude toward using DCM has a positive effect on the intention to use DCM.

In general, innovation is an iterative process that begins with the perception of a problem or unmet customer need and culminates in the development, production, and marketing of a product or service to address the opportunity (Purchase and Volery 2020). Many researchers conduct extensive research on the development of product innovations (goods or services) and processes, but there is still little research on innovations in the field of marketing (Dziallas & Blind, 2019; Shin, Kim, Jung, and Kim, 2022; Tian, Deng, Zhang, and Salmador 2018). Evidence of innovation in marketing includes the development of product design and packaging, the use of media and technology to promote products, new distribution methods, and new pricing strategies (Purchase & Volery, 2020).

Innovation has been shown to positively influence consumers' behavioral intention toward adopting new technologies and digital services. Individuals with higher levels of innovativeness are generally more willing to experiment with and adopt innovative technologies because they perceive greater value in new products and services (Purchase & Volery, 2020). Previous studies have also demonstrated that personal innovativeness positively influences consumers' behavioral intention in technology adoption contexts (Shanmugavel & Micheal, 2022; Faqih, 2022). Furthermore, a meta-analysis in the hospitality and tourism context confirmed that personal innovativeness has a significant positive effect on technology adoption intention (Ciftci et al., 2021). From the above, the hypothesis proposed is:

H10: Innovation has a positive effect on intention to use DCM.

Trust arises when one party believes that the other party can meet their needs. According to Ponnepureddy, Priskin, Ohnmacht, Vinzenz, and Wirth (2017), trust is divided into two types, namely general trust and specific trust. General trust is understood as a personality trait and as a tendency to believe or not to believe, depending on specific situations or conditions (Kantsperger & Kunz, 2010; Ponnepureddy et al., 2017). Specific trust is a person's trust that is influenced by a company's extensive marketing activities (Kenning, 2008). It can be said that specific trust is a person's trust in certain entities or situations, for example, DCM in the context of the tourism industry. Specific trust can be fostered by developing appropriate marketing and promotional materials that provide relevant information to help potential customers understand a particular product or service, because the existence of special trust in DCM can reduce the complexity of decision-making related to consumer travel behavior (Nunkoo & Ramkissoon, 2013).

In the context of digital marketing, trust is a recurring topic and influences consumers' purchasing decisions (Hajli, 2014; Harrigan, Feddema, Wang, Harrigan, and Diot, 2021). Previous research has examined the direct effect of trust on purchase intention (Ponnepureddy et al., 2017; Zhao, Huang, and Su, 2019). From the above, the hypothesis proposed is:

H11: Trust has a positive effect on the intention to use DCM.

Understanding behavior toward tourism products and services has become an important concern for both practitioners and academics. According to the Technology Acceptance Model (TAM), behavioral intention is the most immediate antecedent of actual usage behavior. Previous studies have demonstrated that stronger behavioral intention leads to greater actual use of digital platforms and technologies (Ahmad et al., 2020; Mathew & Soliman, 2021). From the above, the hypothesis proposed is:

H12: Intention to use DCM has a positive effect on the intention of actual usage of DCM.

Research Model and Proposed Hypotheses

Although the original Technology Acceptance Model (TAM) has been widely applied to explain technology adoption, its two core constructs, perceived usefulness and perceived ease of use, may not fully capture consumers' decision-making processes in the context of Digital Content Marketing (DCM) for tourism. Tourism-related decisions often involve uncertainty, experiential evaluation, and interaction with digital content, making additional factors such as trust, innovation, perceived enjoyment, and perceived convenience important determinants of consumer behavior. Therefore, this study employs an extended TAM to provide a more comprehensive explanation of tourists' attitudes, behavioral intentions, and actual usage of DCM in Indonesia's tourism industry. Figure 1 presents the proposed research model.

3. Research Methods

The sample comprised Indonesian citizens aged 16–65 years who were familiar with Digital Content Marketing (DCM) and had previously purchased tourism products or services. Respondents' familiarity with DCM was confirmed through a screening question at the beginning of the questionnaire. This study employed a non-probability sampling approach using convenience sampling, whereby respondents were selected based on their accessibility and willingness to participate rather than through random selection. The online questionnaire was distributed via various social media platforms.

This study employs an explanatory research design to examine the causal relationships among variables based on established theories and prior empirical studies. The proposed hypotheses were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), which is appropriate for prediction-oriented research, theory extension, and the analysis of complex models involving multiple latent constructs (Hair et al., 2022). The PLS-SEM procedure consisted of two main stages: evaluation of the measurement model and assessment of the structural model. The measurement instruments were adapted from validated scales reported in previous studies, including Davis (1989), Mathew and Soliman (2021), Nguyen (2015), Chang et al. (2012), Yoon and Kim (2007), Harrigan et al. (2021), and Purchase and Volery (2020). All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

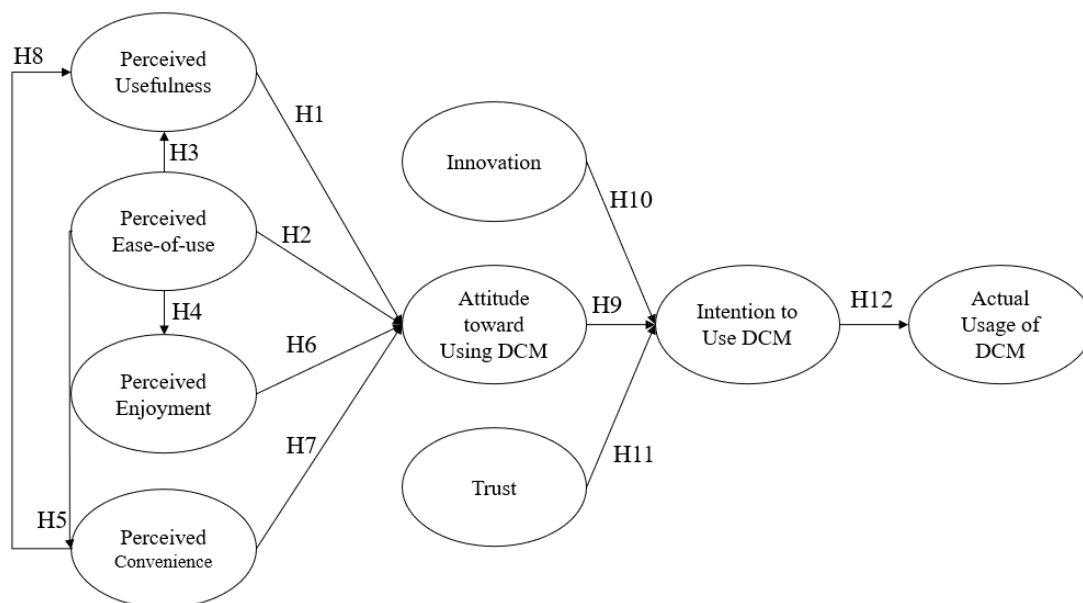


Figure 1. Proposed Research Model

The sample comprised Indonesian citizens aged 16–65 years who were familiar with Digital Content Marketing (DCM) and had previously purchased tourism products or services. Respondents' familiarity with DCM was verified through a screening question at the beginning of the questionnaire, asking whether they had previously accessed or used digital content (e.g., social media, websites, blogs, or online reviews) to obtain tourism-related information. Only respondents who met these criteria were allowed to continue the survey. This study employed a non-probability sampling approach using convenience sampling, whereby respondents were selected based on their accessibility and willingness to participate. The questionnaire was distributed online through various social media platforms. Participation was voluntary and anonymous. Before completing the questionnaire, respondents were informed of the study's purpose and assured that all responses would be kept confidential and used solely for academic research. Because the survey involved minimal risk and did not collect personally identifiable information, respondents aged 16–17 years were permitted to participate voluntarily.

A total of 298 questionnaires were returned, resulting in a 100% response rate among distributed questionnaires. Data screening was subsequently performed to identify incomplete responses, duplicate submissions, and responses that did not satisfy the predefined inclusion criteria. All returned questionnaires were complete, met the screening requirements, and were therefore retained for further analysis. The respondents were predominantly female (52%), aged 16–24 years (85%), students (86%), had a monthly income between IDR 1,000,001 and IDR 5,000,000 (35.2%), and had traveled three to five times during the previous year. Overall, the respondents represent a relatively young and well-educated segment of Indonesian tourism consumers.

4. Results

Measurement Model

Construct and indicator validity were assessed using outer loadings and the Average Variance Extracted (AVE). Following Hair et al. (2021), indicators are considered to demonstrate satisfactory convergent validity when their outer loadings are at least 0.70 and the AVE of each construct exceeds 0.50. As shown in Table 1, all outer loadings exceeded 0.70 and all AVE values were above 0.50, indicating satisfactory convergent validity. Construct reliability was assessed using Composite Reliability (CR). A construct is considered reliable when its CR value exceeds 0.70 (Hair et al., 2021). As presented in Table 1, all constructs achieved CR values above the recommended threshold, indicating satisfactory reliability.

The assessment of discriminant validity is detailed in Table 2. Assessment of discriminant validity using the Fornell-Larcker formula (Fornell & Larcker, 1981). Table 2 shows that the indicator scores for each variable exceed those of the other variables. Therefore, the structural model used in this study demonstrates good discriminant validity.

Table 1. Factor Loading, Cronbach's Alpha, rho A, CR, and AVE of constructs

Measure	Factor Loading	Cronbach's Alpha	rho_A	CR	AVE
<u>Perceived usefulness</u>		0.916	0.917	0.932	0.630
Utilizing DCM makes it easier for me to choose a travel destination.	0.780				
Utilizing DCM improves the quality of my travel experience.	0.809				
Utilizing DCM reduces the time I spend selecting a destination.	0.805				
DCM gives me the ability to select destinations more efficiently.	0.792				
Utilizing DCM helps in assessing the value of tourism services.	0.763				
DCM facilitates the decision-making process in travel and tourism.	0.820				
DCM utilization makes it easier for me to choose a travel destination.	0.759				
The use of DCM improves the quality of my travel experience.	0.821				
<u>Perceived ease-of-use</u>		0.898	0.900	0.922	0.663
Considering DCM in travel decisions keeps me from getting confused	0.800				
Searching for travel destinations through DCM does not require much mental effort	0.767				
I was confident that my interaction with the DCM in the context of tourism would be transparent and easy to understand.	0.854				
I easily remember how to select a travel destination using the DCM.	0.831				
The DCM provides useful guidance in the process of selecting a destination.	0.820				
Overall, I find it easy to use the DCM	0.812				
<u>Perceived enjoyment</u>		0.905	0.905	0.934	0.779
I am confident that using DCMs on a trip will provide enjoyment.	0.861				
The process of interacting with or viewing DCMs provides satisfaction.	0.884				
Using DCMs adds to the appeal of travel.	0.903				
I enjoy using DCM.	0.882				
<u>Perceived convenience</u>		0.884	0.885	0.928	0.812
I have the ability to make travel and tourism decisions at any time using DCM.	0.903				
I have the ability to make travel and tourism decisions in various locations through DCM.	0.912				
DCM provides convenience for me in managing travel and tourism.	0.887				

<u>Attitude</u>		0.907	0.909	0.935	0.782
I believe that utilizing DCM in the context of travel and tourism is a positive concept.	0.895				
DCM has a high significance for me in decision-making related to travel and tourism.	0.864				
Making travel or tourism choices through DCM is a smart move.	0.893				
Overall, I enjoy using DCM for travel and tourism purposes.	0.884				
<u>Innovation</u>		0.867	0.868	0.918	0.790
I think the DCM I use is unique	0.874				
I think the DCM I use is full of creativity	0.910				
I think the DCM I use has a novelty	0.881				
<u>Trust</u>		0.897	0.898	0.929	0.765
I believe DCM has high integrity	0.866				
I trust DCM to safeguard my travel interests	0.881				
I believe the content on the DCM is trustworthy	0.895				
I feel able to find travel truths and information on DCMs	0.855				
<u>Behavioral Intention</u>		0.857	0.861	0.913	0.778
I plan to use DCM again to select my travel destination in the future.	0.854				
My intention is to become a DCM user again to determine my travel destination on another occasion.	0.913				
I plan to recommend using DCM to my friends when choosing a travel destination.	0.878				
<u>Actual usage of DCM</u>		0.944	0.950	0.960	0.857
I consistently use DCM in making travel and tourism-related decisions.	0.963				
I allocate a lot of time to use the DCM in making travel and tourism decisions.	0.894				
The DCM is my primary source for making travel and tourism decisions.	0.926				
I regularly utilize the DCM for travel and tourism purposes.	0.918				

Table 2. Discriminant Validity

	ACU	ATD	BEI	INV	PEC	PEJ	PEO	PEU	TRT
ACU	0.926								
ATD	0.702	0.884							
BEI	0.736	0.782	0.882						
INV	0.574	0.694	0.711	0.889					
PEC	0.689	0.855	0.761	0.670	0.901				
PEJ	0.640	0.801	0.699	0.686	0.778	0.883			
PEO	0.682	0.823	0.785	0.685	0.809	0.820	0.815		
PEU	0.657	0.809	0.768	0.678	0.821	0.755	0.865	0.794	
TRT	0.637	0.689	0.722	0.740	0.641	0.660	0.684	0.654	0.874

Structural Model

Table 3 shows the results of hypothesis testing of the proposed model. One hypothesis is not insignificant among the 12 proposed. A supported and significant hypothesis must have a p-value of < 0.05. The only unsupported hypothesis is hypothesis 1.

Table 3. Hypothesis Testing

H	Hypothesis	Path Coefficient	T Statistics	P Values	Result
1	PEU → ATD	0.144	1.894	0.059	Not Supported
2	PEO → ATD	0.176	2.327	0.020	Supported
3	PEO → PEU	0.582	10.785	0.000	Supported
4	PEO → PEJ	0.820	29.432	0.000	Supported
5	PEO → PEC	0.809	27.702	0.000	Supported
6	PEJ → ATD	0.216	3.373	0.001	Supported
7	PEC → ATD	0.426	5.565	0.000	Supported
8	PEC → PEU	0.350	6.252	0.000	Supported
9	ATD → BEI	0.474	7.999	0.000	Supported
10	INV → BEI	0.192	3.020	0.003	Supported
11	TRT → BEI	0.255	4.045	0.000	Supported
12	BEI → ACU	0.734	21.928	0.000	Supported

Discussion

This study examined the determinants of Digital Content Marketing (DCM) adoption in Indonesia's tourism sector using an extended Technology Acceptance Model (TAM). The findings demonstrate that the proposed model explains consumers' attitudes, behavioral intentions, and actual usage of DCM effectively, with 11 of the 12 proposed hypotheses being supported. These results suggest that extending the original TAM by incorporating

innovation and trust provides a more comprehensive explanation of DCM adoption in tourism than relying solely on the original TAM constructs.

Among the antecedents of attitude toward using DCM, perceived usefulness (PEU) was the only construct that did not significantly influence attitude. This finding is consistent with previous studies reporting that perceived usefulness does not always determine users' attitudes toward emerging digital technologies (C.-F. Chen & Chen, 2011; Yang & Zhou, 2011). One possible explanation is that consumers increasingly access tourism-related content through social media platforms where entertainment, convenience, and user experience are emphasized. Consequently, users may evaluate DCM less on its functional usefulness and more on how enjoyable, accessible, and engaging the content is. This finding suggests that, in the context of tourism marketing, usefulness alone is insufficient to foster positive attitudes toward DCM.

In contrast, perceived ease of use (PEO), perceived enjoyment (PEJ), and perceived convenience (PEC) all positively influenced attitudes toward using DCM. These findings are consistent with previous research showing that technologies perceived as easy to use, enjoyable, and convenient are more likely to generate favorable user attitudes (E. Cho & Son, 2019; Mathew & Soliman, 2021; Ritz et al., 2019). Among these constructs, perceived enjoyment and perceived convenience appear to play particularly important roles in shaping users' evaluations of DCM. Tourism-related decisions are often experience-oriented rather than purely utilitarian. Therefore, consumers tend to appreciate digital content that is entertaining, visually engaging, easy to access, and available whenever information is needed. This interpretation is also supported by the respondent profile, in which most participants reported frequently using social media platforms such as Instagram and TikTok to search for tourism-related information. The interactive features and user-friendly interfaces of these platforms facilitate content discovery and contribute to more positive attitudes toward DCM.

The results further indicate that innovation and trust significantly influence consumers' behavioral intention to use DCM. The significant role of trust supports previous studies emphasizing that trust reduces uncertainty in online environments and encourages consumers to rely on digital information when making purchase decisions (Hajli, 2014; Harrigan et al., 2021; Ponnareddy et al., 2017). In tourism, purchasing decisions often involve considerable uncertainty because consumers cannot evaluate destinations or services before consumption. Consequently, trustworthy digital content becomes an important basis for decision-making. Likewise, innovation positively affects behavioral intention, indicating that consumers are more willing to adopt DCM when they perceive the digital marketing approach as innovative, relevant, and capable of providing new experiences. This finding reinforces previous research highlighting innovation as an important determinant of technology adoption behavior (J.-I. Chang & Lee, 2020; Mathew & Soliman, 2021).

Finally, behavioral intention was found to have a significant positive effect on the actual usage of DCM. This finding is consistent with the central proposition of the Technology Acceptance Model, which posits that behavioral intention is the most immediate predictor of actual technology usage. The result indicates that consumers who develop stronger intentions to use DCM are more likely to use digital content actively when searching for tourism information and making travel-related decisions. From a practical perspective, tourism organizations should focus not only on providing useful information but also on creating enjoyable, convenient, trustworthy, and innovative digital content that strengthens consumers' intention to engage with DCM, thereby encouraging its actual use.

Overall, this study extends the application of TAM in the tourism context by demonstrating that consumers' adoption of DCM is influenced not only by traditional technology acceptance factors but also by trust and innovation. These findings contribute to the growing literature on digital tourism marketing and provide practical guidance for tourism organizations seeking to enhance consumer engagement through digital content strategies.

Theoretical and practical implications

This research enriches academic literature by extending prior models to assess the actual use of DCM. Our results are consistent with prior research and address the research gaps identified. This research contributes to the improvement and expansion of the understanding of extended TAM, variable innovation, and variable trust in the actual use of DCM in the tourism industry in developing countries, specifically Indonesia.

From a practical perspective, this study develops a model to examine the factors influencing the actual use of DCM. Therefore, parties involved in the tourism industry, such as companies (hotels, restaurants, and tourism services), the government, and society, can use this research to achieve long-term goals and advance the tourism industry. Variables that influence attitudes towards using DCM are PEU, PEJ, and PEC. To foster a positive attitude toward DCM among consumers, companies must create DCM content on a platform that is easy, convenient, and enjoyable to use. Variables that influence the intention to use DCM include attitude toward DCM, innovation, and trust. To increase behavioral intention toward DCM, content must be unique, creative, have integrity, and be trustworthy. The higher the attitude and behavioral intention toward using DCM, the greater the actual use of DCM. This research adds value to the tourism industry's potential in Indonesia to attract both domestic and international tourists. The results of this study provide guidance for parties involved in the tourism industry to achieve long-term success.

5. Conclusion and Suggestion

This research has developed a model based on prior studies that employ extended TAM to investigate the impact of DCM on travel consumer behavior. This research contributes by developing the TAM model by adding two variables, namely innovation and trust, which

have proven to influence behavioral intention. The addition of two variables is a suggestion from previous studies. The results of this study indicate that attitude towards DCM is influenced by PEO, PEJ, and PEC; intention to use DCM is influenced by attitude, innovation, and trust; and actual usage is influenced by intention to use DCM.

Despite these contributions, this study has several limitations. First, the sample was dominated by young university students, which may limit the generalizability of the findings. Future studies should include more diverse respondents. Second, this study did not incorporate moderator or control variables; future research may examine factors such as age, gender, or travel experience. Third, as the data were collected using a single self-administered questionnaire, common method bias cannot be entirely ruled out. Future studies are encouraged to use multiple data sources, longitudinal designs, or qualitative and mixed-methods approaches to strengthen the findings.

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