
The Influence of Digital Marketing and Fomo for Tourist Destinations on Social Media on Tourist Behavior

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Abstract

This study aims to analyze the influence of digital marketing and the phenomenon of Fear of Missing Out (FoMO) on tourists' behavioral intentions in the context of family tourism destinations through social media. The research adopts a quantitative approach using data collected via questionnaires distributed to respondents who had engaged with online tourism content. The data analysis technique used in this study is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), with the assistance of SmartPLS 4.0 software. PLS-SEM was chosen due to its capability to simultaneously analyze relationships among latent variables and its suitability for predictive models and non-normally distributed ordinal data. The analysis consisted of two stages: evaluating the measurement model for construct validity and reliability, and evaluating the structural model to examine inter-construct relationships. The findings indicate that tourists' perceptions of the quality of tourism destination online content (TDOC) and FoMO significantly influence satisfaction, digital interaction, and behavioral intentions, including intentions to revisit and to share recommendations (eWOM). This study provides both theoretical and practical contributions to the development of psychologically grounded digital marketing strategies for family tourism destinations in the age of social media.

Keywords: Digital Marketing, FoMO, Tourist Behavioral Intentions, Tourist Satisfaction, Digital Interaction, eWOM, TDOC, PLS-SEM

1. Introduction

Tourism is one of Indonesia's primary sources of foreign exchange and plays a vital role in national development and economic growth (Ayu, 2021). In recent years, this sector has undergone a profound transformation driven by the emergence of digital marketing and social media. This shift has notably impacted the family tourism segment, where destinations such as theme parks, recreational centers, and educational attractions increasingly rely on digital platforms for promotion and engagement (Veseli et al., 2025). Families represent a significant market segment, with over 50% of travelers reportedly planning their trips with family members (Blueprint RF, 2025). This encourages family-oriented destinations to establish a robust online presence through platforms like Instagram, Facebook, YouTube, and TikTok to showcase their appeal interactively and widely.

Digital marketing has become a highly favored tool to support tourism activities, encompassing not only technological aspects but also psychological, anthropological, and human dimensions

(Ratna Gumilang, 2019). Its growth has been fueled by the rising number of internet users in Indonesia (Yanti, 2020). Activities such as the use of websites, social media, mobile applications, and online advertising are now integral to marketing strategies. Through these digital channels, tourists can discover and assess destinations, which in turn influences their travel behaviors (Armutcu et al., 2023). Social media, being accessible to all, has evolved into a powerful promotional tool that allows businesses to reach wider audiences effectively (Susanto & Astutik, 2020), although challenges such as misinformation and unrealistic expectations remain (Kurniasari et al., 2024).

The rapid growth of digital content about tourist destinations has increased the volume of online information and media related to travel (Kaosiri et al., 2019). However, few studies have explicitly examined the influence of social media-based digital marketing on tourist behavior (Edosomwan et al., 2011). In today's digital era, social media platforms serve as interactive, web-based environments for individuals to exchange ideas and experiences (Islam, 2021). Businesses are increasingly adopting content-driven strategies involving captivating visuals, compelling videos, and high-quality blog posts to influence travelers' decision-making (M. Kim & Kim, 2020; Toral et al., 2018). Moreover, these platforms facilitate meaningful interaction between tourists and local communities, enhancing destination authenticity (Stylidis, 2022).

Recent literature highlights the importance of Tourist Destination Online Content (TDOC), which significantly affects tourists' decision-making processes. Studies by Mehra (2023) and Ramkissoon (2017) found that tourists commonly seek online information first when planning trips. Wang & Li (2019) emphasize that tourists value websites that not only provide information but also allow digital interaction. Similarly, Law et al. (2018) note that tourism websites help travelers organize accommodation, itineraries, and other arrangements entirely online. While some studies, such as Pino et al. (2019), have explored the role of digital marketing in shaping online tourist activities, the relationship between digital marketing interaction, TDOC perception, and tourist behavioral intentions (TBI) remains underexplored. Although prior research by Deb et al. (2022) and Pektas & Hassan (2020) has addressed links between digital interaction and tourist satisfaction, the extent to which this interaction impacts repeat visitation intentions is still unclear. Additional research is needed to understand how digital interactions shape tourists' perceptions and influence their loyalty (García-Milon et al., 2020; Jiménez-Barreto et al., 2019).

Simultaneously, the rising use of social media has introduced the psychological phenomenon of Fear of Missing Out (FoMO), which increasingly influences consumer behavior, including that of travelers. FoMO is defined as the anxiety that others are experiencing rewarding moments from which one is absent (Harahap et al., 2024). It reflects a psychological condition where individuals fear being disconnected from social experiences and updates (Kang et al., 2019). In a tourism context, FoMO is often triggered by travel content posted by friends or influencers, evoking anxiety and urgency to visit similar destinations (Kim & Kim, 2024). Family travelers, in particular, may feel a compelling urge not to let their children miss out on trending experiences.

Riordan et al. (2015) describe FoMO as a psychological disturbance that can influence attitudes and behaviors. It has both direct and indirect impacts on individual choices. Individuals with high FoMO tendencies may adjust their behaviors to conform with perceived group norms. In

tourism, FoMO positively influences travel intentions and satisfaction levels, though its outcomes may vary depending on individual behavior patterns (Lee & Park, 2021). Tan et al. (2023) further note that higher FoMO levels are associated with greater revisit intentions, with satisfaction serving as a mediator. Other studies, such as Al-Sulaiti (2022), found that factors like shopping experiences, perceived value, trust, and environment significantly affect revisit intentions. Wiskulski (2024) also confirmed that high satisfaction levels strongly influence Polish tourists' likelihood to revisit destinations in Croatia.

Despite these insights, few studies have simultaneously examined the effects of TDOC and FoMO on tourist behavioral intentions with mediating roles of tourist satisfaction and digital marketing interaction. Previous studies tend to isolate these variables or focus narrowly on general digital marketing or FoMO in non-tourism contexts (Mehra, 2023; Wang & Li, 2019; Law et al., 2018; Lee & Park, 2021). Moreover, there is a lack of research specifically addressing family tourists and how emotionally driven marketing strategies like FoMO influence them. Practically, few destinations have deliberately implemented FoMO-based digital strategies.

This research aims to fill these theoretical and empirical gaps by proposing a comprehensive model that examines how tourists' perceptions of TDOC measured through Online Information Quality (OIQ) and User-Friendly Accessibility (UFA) along with FoMO, affect Tourist Behavioral Intentions (TBI), which include electronic word-of-mouth (eWOM) and intentions to revisit the tourist destination (IRTD). This study further investigates the mediating roles of tourist satisfaction and digital marketing interaction in this relationship. Employing a quantitative approach and Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, this research not only contributes theoretically to tourism behavior literature but also offers practical implications. Destination marketers particularly in the family tourism sector can leverage emotionally engaging content and FoMO-driven strategies to enhance digital interaction, satisfaction, and ultimately, tourist loyalty.

Research Questions

Based on the background and identified research gaps, the following research questions are proposed to examine the issues comprehensively:

1. Does tourists' perception of Tourist Destination Online Content (TDOC) quality influence tourist satisfaction at family tourism destinations?
2. Does tourists' perception of TDOC quality influence their behavioral intentions at family tourism destinations?
3. Does tourists' perception of TDOC quality influence digital marketing interaction at family tourism destinations?
4. Does the fear of missing out (FoMO) affect tourist satisfaction at family tourism destinations?
5. Does FoMO influence tourists' behavioral intentions at family tourism destinations?
6. Does FoMO influence digital marketing interaction at family tourism destinations?
7. Does tourist satisfaction influence tourists' behavioral intentions at family tourism destinations?
8. Does digital marketing interaction influence tourists' behavioral intentions at family tourism destinations?

Research Objectives

- 1) To analyze the influence of tourists' perceptions of Tourist Destination Online Content (TDOC) quality on tourist satisfaction at family tourism destinations.
- 2) To analyze the influence of tourists' perceptions of TDOC quality on their behavioral intentions at family tourism destinations.
- 3) To analyze the influence of tourists' perceptions of TDOC quality on digital marketing interaction at family tourism destinations.
- 4) To analyze the influence of fear of missing out (FoMO) on tourist satisfaction at family tourism destinations.
- 5) To analyze the influence of FoMO on tourists' behavioral intentions at family tourism destinations.
- 6) To analyze the influence of FoMO on digital marketing interaction at family tourism destinations.
- 7) To analyze the influence of tourist satisfaction on tourists' behavioral intentions at family tourism destinations.
- 8) To analyze the influence of digital marketing interaction on tourists' behavioral intentions at family tourism destinations.

This study aims to analyze the key factors influencing tourists' behavioral intentions in the context of modern tourism. Specifically, it seeks to explore whether tourists' perceptions of Tourism Destination Online Content (TDOC) significantly shape their behavioral intentions. The research also investigates the impact of Fear of Missing Out (FoMO) on tourists' behavioral responses. In addition, the study examines the correlations between tourist satisfaction, digital marketing interaction, and behavioral intentions. Finally, it assesses the interrelationships among TDOC perception, FoMO, satisfaction, and digital marketing interaction. Through this comprehensive analysis, the study is expected to provide deeper insights into the psychological and digital dynamics that influence tourist decision-making in the digital era.

2. Theoretical Framework and Conceptual Model

2.1 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), serves as the main theoretical foundation for this study. TPB assumes that an individual's perception of a service or product significantly influences their satisfaction and behavioral intentions. Specifically, TPB predicts a person's intention to engage in a behavior at a particular place and time based on three main factors: attitude, subjective norms, and perceived behavioral control (Armutcu et al., 2023; Maslim & Andayani, 2023). Attitude refers to an individual's positive or negative evaluation of a specific behavior, shaped by their beliefs about the likely outcomes and benefits of that behavior. Subjective norms involve the perceived social pressure to perform or not perform the behavior, reflecting beliefs about the expectations of important others and the motivation to comply with these expectations (Felya & Budiono, 2020). Perceived behavioral control refers to the individual's perception of their ability or control over performing the behavior (Putri, 2019). According to TPB, these three factors together influence behavioral intention, which is the immediate antecedent of actual behavior. The theory identifies three types of beliefs underlying these factors: behavioral beliefs, normative beliefs, and control beliefs, which guide human actions (Afdalia et al., 2019).

In the context of family tourism in the digital era, TPB helps explain how tourists' perceptions of digital content (e.g., useful and accessible information about destinations) influence their attitudes and intentions to visit or share recommendations online (eWOM). Positive perceptions of digital information quality can enhance tourists' attitudes and belief in the benefits of visiting, which in turn encourage behavioral intentions aligned with those attitudes (Salisa, 2020). Therefore, TPB provides a strong theoretical framework to understand how psychological and social factors influence consumers' intentions and behaviors, especially in digital interactions and tourists' decision-making processes in the information age.

2.2 Theory of Behavioral Intention

Behavioral intention refers to a consumer's willingness or loyalty toward a company, brand, or product, often demonstrated by their readiness to recommend it to others. When consumers are loyal, they tend to share the advantages of the company or product with others (Purwianti & Tio, 2019). Behavioral intention includes customers' likelihood to perform specific behaviors such as speaking positively about a service provider, intending to repurchase, and showing loyalty (Wibowo, 2019).

2.3 Intention to Revisit

A significant category of behavioral intention is the intention to revisit, which refers to an individual's anticipation of future behavior. Tourists' behavior can be observed in three phases: before, during, and after the visit. Revisit intention involves a person's desire to return to a previously visited place and to recommend it to others (Syahrul & Ernawadi, 2023). Revisit intention is a key indicator of successful tourism destination development, as repeat visits reflect tourists' commitment to the destination and their intention to purchase tourism products or services again in the future (Satriawan et al., 2022). Visitors decide to revisit based on factors such as their satisfaction from previous experiences. Tourists typically expect improved experiences compared to their first visit (Aswaty & Anggraini, 2022). According to Wijaksono (2019), revisit intention encompasses behaviors like willingness to return, positive word-of-mouth, extended stay durations, and higher spending. Anggraini & Wulansari (2024) similarly highlight that revisit intention influences future visitor behavior, including decisions to revisit and recommendations to others. Revisit intention is crucial for organizational performance and revenue capability (Chotimah & Dian Wahyudi, 2019). It has two main aspects: willingness to recommend and willingness to revisit (Fatimah & Mulyono, 2024). Factors influencing revisit intention include customer expectations, perceived performance, and evaluation of the service environment and transaction processes.

According to Putri et al. (2023), indicators to measure revisit intention include:

- a. Willingness to visit again;
- b. Willingness to invite others;
- c. Willingness to inform others about the products or services;
- d. Desire to prioritize the destination for future visits.

While revisit intention has been extensively studied, this research fills a gap by linking revisit intention with digital and psychological components. It explores both the direct effects of these variables on revisit intention and indirect effects through satisfaction and digital marketing interactions. This provides a novel perspective that revisit intention is influenced not only by

on-site experiences but also by the dynamic information and psychological processes occurring before and after visits.

2.4 Electronic Word of Mouth (eWOM)

Electronic Word of Mouth (eWOM) refers to the online sharing of consumers' opinions and experiences about products or services. It highlights both the strengths and weaknesses of products, with reviews widely available on the internet (Maulana et al., 2021). eWOM serves as a digital marketing method that uses platforms such as podcasts, blogs, and videos to spread information about products or services (Subhan et al., 2022). The adoption of eWOM influences consumers' perspectives and purchasing decisions because the information received significantly affects the decision-making process (Oktaviani & Estaswara, 2022). eWOM is a dynamic exchange of information among current, potential, or previous consumers through anonymous and interactive online media, impacting brand choices and sales (Putra & Taufiqurahman, 2022). The quality of eWOM depends on the accuracy and persuasive power of reviews, as well as the expertise of the sender, which affects how quickly consumers make purchase decisions (Oktaviani & Estaswara, 2022). According to Khotimah & Sulistyowati (2022), eWOM has three dimensions: intensity (number of reviews), validity of consumer opinions (positive or negative), and informational content (details about the product or service). Setiawan and Mahaputra (2019) identify eWOM indicators as:

- a. Information widely available online;
- b. Knowledge provided by social media;
- c. Responses to consumer inquiries;
- d. Trustworthiness of the information.

Recent studies confirm eWOM's importance in the tourism industry, where satisfied tourists often express their satisfaction through eWOM, such as recommending destinations on Facebook or sharing positive reviews on Instagram. Tourist satisfaction has been shown to increase eWOM intention, which parallels revisit intention. This study positions eWOM not just as an independent variable but as a form of behavioral intention influenced by tourists' satisfaction and digital interactions with destinations, aligned with the Theory of Planned Behavior (TPB).

2.5 Fear of Missing Out (FOMO)

Fear of Missing Out (FOMO) is the fear or anxiety that one might miss out on important experiences or information that others are having, especially through social media (Przybylski, 2013; Taswiyah, 2022). FOMO can cause discomfort, anxiety, and dependency on internet access to stay connected with social circles (Ayuningtyas & Wiyono, 2020). Social media is a primary cause of FOMO because it triggers feelings of envy and dissatisfaction toward others' lives (Akbar et al., 2019). According to Maulidya et al. (2023), there are three main indicators that cause FOMO:

- a) Competence — the need for information and anxiety when such information is unavailable.
- b) Autonomy — behavior influenced by others, such as following trends.
- c) Relatedness — a strong desire to connect and anxiety when others have more valuable
- d) experiences.

In the tourism context, FOMO drives tourists, especially younger generations, to visit trending destinations to avoid missing out on important moments and exciting experiences shared by others (Kang et al., 2019; Zaman et al., 2023). FOMO can also affect tourists' satisfaction levels due to high expectations of "perfect" experiences seen on social media. Research on FOMO in tourism is still limited, especially in Indonesia. This study aims to fill the gap by examining how FOMO influences tourists' satisfaction and digital interaction, as well as whether FOMO encourages more active online information seeking and sharing to reduce anxiety about missing out. These findings are expected to enrich theory by incorporating FOMO as an important psychological factor affecting modern digital tourist behavior.

2.6 Hypotheses

Hypotheses 1:

Tourists' perception of destination online content (TDOC) positively affects tourist satisfaction at family tourism destinations.

Accurate information, appealing visuals, reviews, and local insights in online content enhance tourists' experience and satisfaction by helping them make better decisions and feel more confident about their destination choices.

Hypotheses 2:

Tourists' perception of destination online content (TDOC) positively affects tourists' behavioral intention at family tourism destinations.

High-quality and easily accessible online content increases tourists' interest and intention to visit a destination because they receive relevant and trustworthy information before making travel decisions.

Hypotheses 3:

Tourists' perception of destination online content (TDOC) positively affects digital marketing interaction at family tourism destinations.

Attractive and informative destination content encourages tourists to actively engage with digital marketing channels, such as reading reviews, sharing information, or exploring other users' experiences online.

Hypotheses 4:

Fear of Missing Out (FoMO) positively affects tourist satisfaction at family tourism destinations.

The fear of missing out on exciting experiences motivates tourists to follow the latest travel trends, which increases their satisfaction when the anticipated experience is fulfilled.

Hypotheses 5:

Fear of Missing Out (FoMO) positively affects tourists' behavioral intention at family tourism destinations.

FoMO enhances tourists' motivation to plan trips to avoid missing valuable moments seen on social media, thereby strengthening their intention to visit certain destinations.

Hypotheses 6:

Fear of Missing Out (FoMO) positively affects digital marketing interaction at family tourism destinations.

Tourists experiencing FoMO tend to be more active in using digital media to seek information, share experiences, and engage with online communities to reduce their anxiety about missing out.

Hypotheses 7:

Tourist satisfaction positively affects tourists' behavioral intention at family tourism destinations.

Tourists who are satisfied with their past experiences are more likely to intend to revisit the destination or recommend it to others.

Hypotheses 8:

Digital marketing interaction positively affects tourists' behavioral intention at family tourism destinations.

Activities and engagement in digital marketing, such as sharing experiences and information, influence tourists' decision-making and increase their intention to visit the destination.

2.4 Conceptual Framework

The research model developed to test the hypotheses in this study investigates whether tourists' perception of TDOC and FoMO affect their behavioral intentions. In the proposed model, tourists' perception of TDOC online information is represented by quality and user-friendly accessibility; behavioral intention is represented by the intention to visit the tourism destination and the intention to engage in electronic word-of-mouth (eWOM).

Additionally, the proposed model examines the relationships between tourists' perception of TDOC, FoMO, behavioral intention, satisfaction, and digital marketing interaction. Finally, this study also reveals the mediating roles of satisfaction and digital marketing interaction in the relationship between tourists' perception of TDOC and their behavioral intentions. Based on this, the conceptual framework of this study is illustrated in the following model diagram:

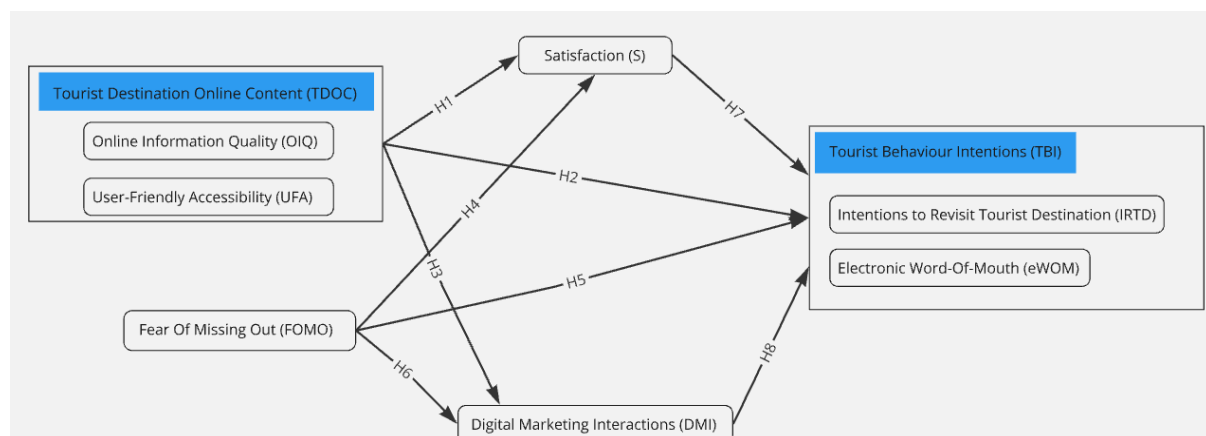


Figure 2.1 Conceptual Framework

3. Methodology

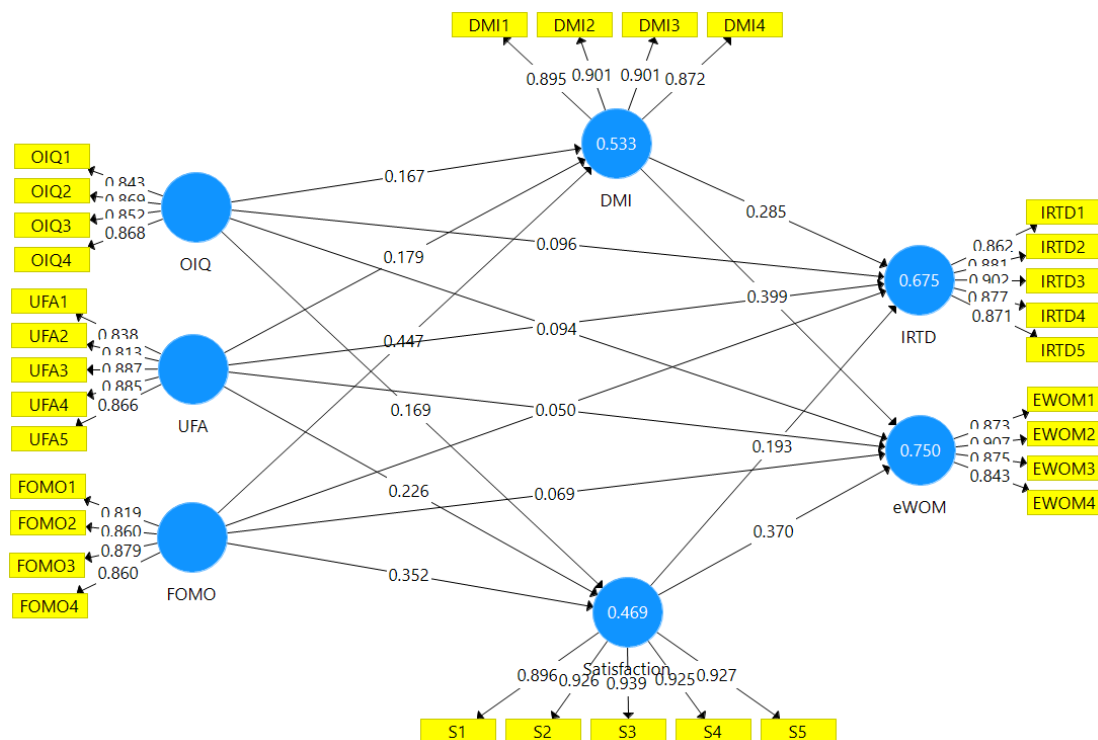
This study uses a quantitative approach aimed at investigating a specific population or sample (Sugiyono, 2018b). Descriptive quantitative research is applied to describe phenomena without altering variables or seeking causal relationships. It focuses on collecting numerical data to provide detailed descriptions of observed phenomena, with strengths in statistical presentation, pattern identification, and summarizing variable distributions. Although this approach offers comprehensive and measurable insights, it has limitations in explaining cause-and-effect or providing deep interpretations, making it suitable for describing specific aspects and providing empirical foundations for further research.

An associative research approach is used to examine relationships between two or more variables (Sugiyono, 2018b). This study explores the influence of digital marketing and FoMO on tourist behavior on social media. Quantitative methods are selected to analyze data and determine the relationships between variables. The findings are presented numerically, allowing objective statistical analysis to support conclusions about factors determining tourists' behavioral intentions.

According to Sugiyono (2019), a population is the generalization area comprising subjects or objects with specific characteristics chosen for study. This research population consists of family tourists in Indonesia who actively use social media to seek tourism information. Specifically, family tourists are defined as parents or guardians who have traveled with family in the last 12 months and used digital platforms (social media, websites, etc.) in trip planning. This population is relevant due to their exposure to digital destination content and FoMO phenomena in family tourism contexts.

Sekaran and Bougie (2017) define population as “the entire group of people, events, or things of interest that the researcher wishes to investigate.” The unit of analysis is individuals—family tourists (parents or guardians) as decision-makers with behavioral intentions related to family tourism. Each respondent represents one unit of analysis.

4. Result and Discussion



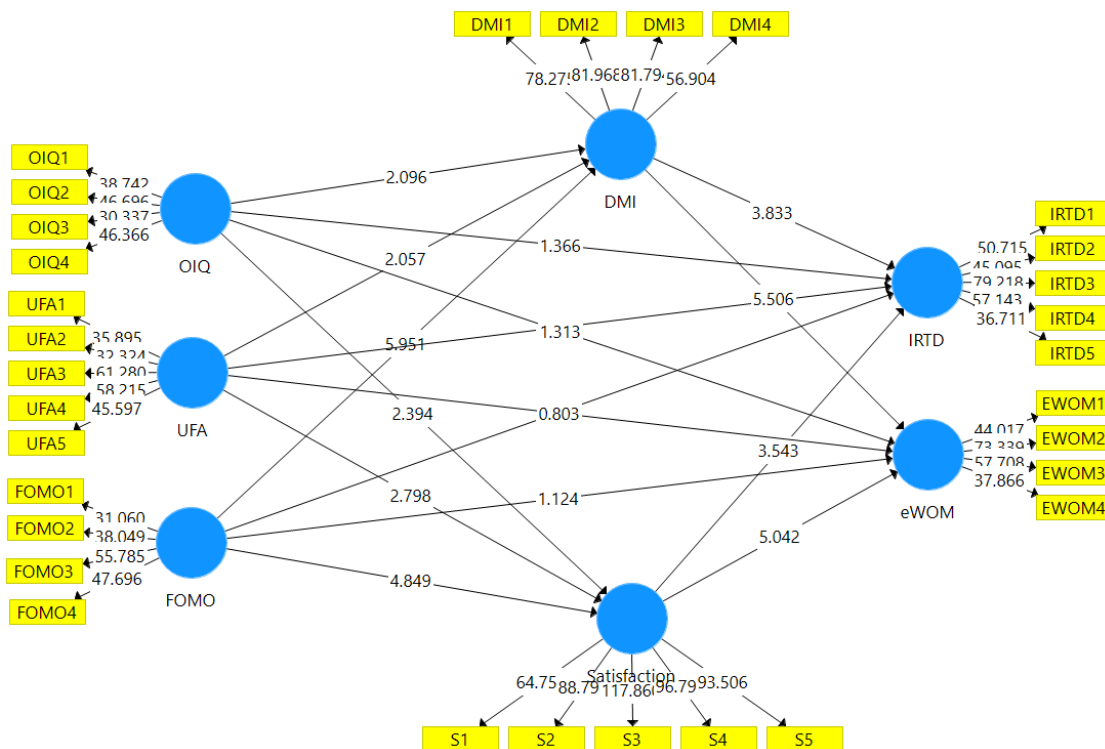
Based on the outer model diagram, all indicators or constructs in this study are confirmed valid as their outer loading values exceed 0.7. Therefore, this study further examines the outer model or measurement model in depth. Convergent validity measures the correlation between indicators and their latent variables using loading factors, where values above 0.7 are expected. It is assessed using outer loading and Average Variance Extracted (AVE). Reflective indicators are considered valid if their correlation with the construct exceeds 0.7 (Hair et al., 2022). This validity test is conducted with SmartPLS software to ensure the validity of the relationship between indicators and latent constructs.

Variable	Indicator	Outer Loading	Requirement	Description
<i>Online Information Quality (OIQ)</i>	OIQ1	0.843	>7	Valid
	OIQ2	0.869	>7	Valid
	OIQ3	0.852	>7	Valid
	OIQ4	0.869	>7	Valid
<i>User-Friendly Accessibility (UFA)</i>	UFA1	0.838	>7	Valid
	UFA2	0.813	>7	Valid
	UFA3	0.887	>7	Valid
	UFA4	0.885	>7	Valid
	UFA5	0.866	>7	Valid
<i>Fear of Missing Out (FOMO)</i>	FOMO1	0.819	>7	Valid
	FOMO2	0.860	>7	Valid
	FOMO3	0.880	>7	Valid
	FOMO4	0.859	>7	Valid
<i>Digital Marketing Interactions (DMI)</i>	DMI1	0.895	>7	Valid
	DMI2	0.901	>7	Valid
	DMI3	0.902	>7	Valid
	DMI4	0.871	>7	Valid

Variable	Indicator	Outer Loading	Requirement	Description
Satisfaction (S)	S1	0.896	>7	Valid
	S2	0.926	>7	Valid
	S3	0.939	>7	Valid
	S4	0.925	>7	Valid
	S5	0.927	>7	Valid
Intentions to Revisit the Tourist Destination (IRTD)	IRTD1	0.862	>7	Valid
	IRTD2	0.881	>7	Valid
	IRTD3	0.902	>7	Valid
	IRTD4	0.877	>7	Valid
	IRTD5	0.871	>7	Valid
Electronic Word-Of-Mouth (eWOM)	eWOM1	0.873	>7	Valid
	eWOM2	0.907	>7	Valid
	eWOM3	0.875	>7	Valid
	eWOM4	0.843	>7	Valid

Based on the table above, it can be concluded that all indicators in this study are valid. This is indicated by all indicators across the three variables having outer loading values greater than 0.7. Therefore, the Convergent Validity test is considered passed, meaning all data are valid.

Direct Hypothesis Testing



	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
OIQ -> DMI	0.167	0.162	0.080	2.096	0.037
OIQ -> Satisfaction	0.169	0.168	0.070	2.394	0.017

OIQ -> IRTD	0.096	0.098	0.070	1.966	0.043
OIQ -> eWOM	0.094	0.095	0.071	1.913	0.045
UFA -> DMI	0.179	0.184	0.087	2.057	0.040
UFA -> Satisfaction	0.226	0.230	0.081	2.798	0.005
UFA -> IRTD	0.180	0.175	0.080	2.250	0.025
UFA -> eWOM	0.050	0.055	0.062	1.903	0.049
FOMO -> DMI	0.447	0.448	0.075	5.951	0.000
FOMO -> Satisfaction	0.195	0.196	0.084	2.314	0.021
FOMO -> IRTD	0.352	0.348	0.073	4.849	0.000
FOMO -> eWOM	0.069	0.068	0.062	1.924	0.045
DMI -> IRTD	0.285	0.287	0.074	3.833	0.000
DMI -> eWOM	0.399	0.400	0.072	5.506	0.000
Satisfaction -> IRTD	0.193	0.192	0.054	3.543	0.000
Satisfaction -> eWOM	0.370	0.364	0.073	5.042	0.000

Summary of Direct Hypothesis Testing Results:

- a) Online Information Quality (OIQ) → Digital Marketing Interactions (DMI):
t = 2.096 > 1.650, p = 0.037 < 0.05 → Significant positive effect
- b) Online Information Quality (OIQ) → Satisfaction (S):
t = 2.394 > 1.650, p = 0.017 < 0.05 → Significant positive effect
- c) Online Information Quality (OIQ) → Intentions to Revisit the Tourist Destination (IRTD):
t = 1.966 > 1.650, p = 0.043 < 0.05 → Significant positive effect
- d) Online Information Quality (OIQ) → Electronic Word-of-Mouth (e-WOM):
t = 1.933 > 1.650, p = 0.045 < 0.05 → Significant positive effect
- e) User-Friendly Accessibility (UFA) → Digital Marketing Interactions (DMI):
t = 2.057 > 1.650, p = 0.040 < 0.05 → Significant positive effect
- f) User-Friendly Accessibility (UFA) → Satisfaction (S):
t = 2.798 > 1.650, p = 0.005 < 0.05 → Significant positive effect
- g) User-Friendly Accessibility (UFA) → Intentions to Revisit the Tourist Destination (IRTD):
t = 2.250 > 1.650, p = 0.025 < 0.05 → Significant positive effect
- h) User-Friendly Accessibility (UFA) → Electronic Word-of-Mouth (e-WOM):
t = 1.903 > 1.650, p = 0.049 < 0.05 → Significant positive effect
- i) Fear of Missing Out (FOMO) → Digital Marketing Interactions (DMI):
t = 5.951 > 1.650, p = 0.000 < 0.05 → Significant positive effect
- j) Fear of Missing Out (FOMO) → Satisfaction (S):
t = 2.314 > 1.650, p = 0.021 < 0.05 → Significant positive effect
- k) Fear of Missing Out (FOMO) → Intentions to Revisit the Tourist Destination (IRTD):
t = 4.849 > 1.650, p = 0.000 < 0.05 → Significant positive effect
- l) Fear of Missing Out (FOMO) → Electronic Word-of-Mouth (e-WOM):
t = 1.924 > 1.650, p = 0.045 < 0.05 → Significant positive effect
- m) Digital Marketing Interactions (DMI) → Intentions to Revisit the Tourist Destination (IRTD):
t = 3.833 > 1.650, p = 0.000 < 0.05 → Significant positive effect

- n) Digital Marketing Interactions (DMI) → Electronic Word-of-Mouth (e-WOM):
 $t = 5.506 > 1.650$, $p = 0.000 < 0.05$ → Significant positive effect
- o) Satisfaction (S) → Intentions to Revisit the Tourist Destination (IRTD):
 $t = 3.543 > 1.650$, $p = 0.000 < 0.05$ → Significant positive effect
- p) Satisfaction (S) → Electronic Word-of-Mouth (e-WOM):
 $t = 5.042 > 1.650$, $p = 0.000 < 0.05$ → Significant positive effect

The hypothesis testing results indicate that all independent variables in this study have a positive and significant influence on their respective dependent variables, as demonstrated by t-values greater than the t-table value (1.650) and p-values less than 0.05. These findings are consistent across all relationships examined. Online Information Quality (OIQ) significantly influences Digital Marketing Interactions (DMI), Satisfaction (S), Intentions to Revisit the Tourist Destination (IRTD), and Electronic Word-of-Mouth (e-WOM). This suggests that when the quality of online information improves, tourists are more likely to engage with digital marketing, feel satisfied, intend to revisit, and share positive e-WOM. User-Friendly Accessibility (UFA) also has a positive and significant effect on the same four outcomes (DMI, S, IRTD, and e-WOM). This implies that a more accessible digital platform enhances user experience and behavioral intentions. Fear of Missing Out (FOMO) has a strong positive influence on DMI, S, IRTD, and e-WOM, with particularly high t-values for DMI and IRTD. This indicates that psychological drivers like FOMO can greatly boost tourists' digital engagement, satisfaction, revisit intentions, and willingness to spread information online. The mediating variables, namely DMI and Satisfaction (S), also significantly affect IRTD and e-WOM. This confirms that higher levels of digital engagement and customer satisfaction translate into stronger revisit intentions and online word-of-mouth among tourists.

Indirect Hypothesis Testing

The indirect hypothesis in this study aims to test the indirect effect of co-branding and brand image on customer loyalty, with satisfaction as the mediating variable.

Results of Indirect Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
OIQ -> DMI -> IRTD	0.048	0.047	0.025	1.870	0.062
OIQ -> DMI -> eWOM	0.067	0.067	0.036	1.832	0.068
OIQ -> Satisfaction -> IRTD	0.033	0.033	0.016	2.007	0.045
OIQ -> Satisfaction -> eWOM	0.062	0.061	0.026	2.437	0.015
UFA -> DMI -> IRTD	0.051	0.054	0.029	1.738	0.083
UFA -> DMI -> eWOM	0.071	0.075	0.036	1.966	0.049
UFA -> Satisfaction -> IRTD	0.044	0.045	0.020	2.151	0.032
UFA -> Satisfaction -> eWOM	0.084	0.086	0.036	2.358	0.019
FOMO -> DMI -> IRTD	0.127	0.128	0.042	2.997	0.003
FOMO -> DMI -> eWOM	0.178	0.178	0.045	3.996	0.000
FOMO -> Satisfaction -> IRTD	0.068	0.067	0.026	2.576	0.010
FOMO -> Satisfaction -> eWOM	0.130	0.128	0.041	3.148	0.002

- a) OIQ → DMI → IRTD
The t-statistic value (1.870) is higher than the critical value (1.650), and the p-value (0.062) is greater than 0.05. This means the hypothesis is accepted, and Digital Marketing Interactions (DMI) mediates the relationship between Online Information Quality (OIQ) and Intentions to Revisit the Tourist Destination (IRTD), although the mediation effect is not statistically significant.
- b) OIQ → DMI → e-WOM
The t-statistic is $1.832 > 1.650$ and p-value is $0.068 > 0.05$. DMI mediates the relationship between OIQ and Electronic Word-of-Mouth (e-WOM), but the effect is not statistically significant.
- c) OIQ → Satisfaction → IRTD
The t-statistic (2.007) exceeds the critical value, and the p-value is $0.045 < 0.05$. This indicates that Satisfaction significantly mediates the relationship between OIQ and IRTD.
- d) OIQ → Satisfaction → e-WOM
With a t-statistic of 2.437 and p-value of 0.015, Satisfaction significantly mediates the effect of OIQ on e-WOM.
- e) UFA → DMI → IRTD
The t-statistic is $1.738 > 1.650$, while the p-value is $0.083 > 0.05$. DMI mediates the relationship between User-Friendly Accessibility (UFA) and IRTD, but the effect is not significant.
- f) UFA → DMI → e-WOM
The t-statistic (1.966) and p-value (0.049) indicate that DMI significantly mediates the relationship between UFA and e-WOM.
- g) UFA → Satisfaction → IRTD
With a t-statistic of 2.151 and a p-value of 0.032, Satisfaction significantly mediates the relationship between UFA and IRTD.
- h) UFA → Satisfaction → e-WOM
A t-statistic of 2.358 and p-value of 0.019 indicate a significant mediation by Satisfaction between UFA and e-WOM.
- i) FOMO → DMI → IRTD
The t-statistic (2.997) and p-value (0.003) show that DMI significantly mediates the effect of Fear of Missing Out (FOMO) on IRTD.
- j) FOMO → DMI → e-WOM
With a strong t-statistic of 3.996 and a very low p-value of 0.000, DMI significantly mediates the relationship between FOMO and e-WOM.
- k) FOMO → Satisfaction → IRTD
The t-statistic (2.576) and p-value (0.010) demonstrate that Satisfaction significantly mediates the effect of FOMO on IRTD.
- l) FOMO → Satisfaction → e-WOM
A t-statistic of 3.148 and p-value of 0.002 confirm that Satisfaction significantly mediates the relationship between FOMO and e-WOM.

The perception of TDOC, namely Online Information Quality (OIQ) and User-Friendly Accessibility (UFA), has a positive and significant effect on digital marketing interaction, tourist satisfaction, and tourist behavioral intention (measured by revisit intention and e-WOM) at family tourist attractions. Fear of Missing Out (FoMo) also positively and significantly

influences digital marketing interaction, tourist satisfaction, and tourist behavioral intention at family tourist attractions. Digital marketing interaction (DMI) positively and significantly affects tourist behavioral intention and mediates the effect of TDOC and FoMO on behavioral intention. However, the mediated effect of TDOC via digital marketing interaction on behavioral intention is not significant. Tourist satisfaction positively and significantly affects behavioral intention and mediates the effect of TDOC and FoMO on tourist behavioral intention at family tourist attractions.

5. Recommendations

- 1) Tourists are encouraged to actively provide digital feedback, such as online reviews, and use trusted digital platforms to plan and enhance their travel experience for better satisfaction.
- 2) Family tourism managers should prioritize improving the quality of digital information—accurate, engaging, and easy to access—and apply Fear of Missing Out (FoMO) marketing strategies alongside boosting digital interactions through social media and interactive content.
- 3) The government should support with policies and training on digital marketing and interactive technologies, facilitate collaboration between tourism stakeholders and tech developers to create integrated digital platforms, and promote destinations through official, trusted channels.
- 4) Technology industries and tourism startups are advised to develop tech solutions like informative local tourism apps, integrated booking systems, augmented reality features, and interactive chatbots to enhance information quality, accessibility, and FoMO-driven engagement.
- 5) Further research is recommended to explore the relationship between digital technology, tourist satisfaction, and behavioral intentions across different tourism sectors, investigate additional psychological factors, and test digital marketing models using longitudinal and field experimental methods.

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