

THE POWER OF SOCIAL MEDIA MARKETING AS INFORMATION TECHNOLOGY FOR TOURISM INDUSTRY REVITALIZATION: STUDY ON INDONESIAN SMES AGROTOURISM

O PODER DO MARKETING EM MÍDIAS SOCIAIS COMO TECNOLOGIA DA INFORMAÇÃO PARA A REVITALIZAÇÃO DA INDÚSTRIA DO TURISMO: UM ESTUDO SOBRE O AGROTURISMO EM PEQUENAS E MÉDIAS EMPRESAS INDONÉSIA

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Abstract

Purpose –The purpose of this study is to investigate the impact of social media marketing on the revitalization of the tourism industry in Indonesia, with a specific focus on the role of small and medium-sized enterprises (SMEs) in agrotourism. **Design/methodology** – A quantitative approach was used, quantitative data collected through online surveys distributed to SMEs involved in agrotourism in the East Java Province, Indonesia. **Findings** – This study highlights the significance of perceived quality in enhancing the repurchase intention of SMEs Agrotourism products in East Java Province, Indonesia. While Social Media Marketing (SMM) influences perceived quality and price fairness, it's only perceived quality that acts as a mediator between SMM and repurchase intention. The findings highlight the importance of concentrating on improving perceived quality through effective SMM strategies, ensuring that

Resumo

Objetivo – O objetivo deste estudo é investigar o impacto do marketing em mídias sociais na revitalização da indústria do turismo na Indonésia, com foco específico no papel das pequenas e médias empresas (PMEs) no agroturismo. **Metodologia** – Foi utilizada uma abordagem quantitativa, com dados coletados por meio de questionários online distribuídos a PME atuantes no agroturismo na província de Java Oriental, Indonésia. **Resultados** – Este estudo destaca a importância da qualidade percebida para aumentar a intenção de compra de produtos de agroturismo de PMEs na província de Java Oriental, Indonésia. Embora o marketing em mídias sociais (SMM) influencie a qualidade percebida e a justiça do preço, apenas a qualidade percebida atua como mediadora entre o SMM e a intenção de compra. Os resultados ressaltam a importância de concentrar esforços na melhoria



products and services possess quality, value, and fair pricing to elevate repurchase intention. Originality –This study is one of the first to explore the role of social media marketing in the revitalization of the tourism industry in Indonesia, with a particular emphasis on agrotourism and SMEs. It provides insights for policymakers, tourism marketers, and SMEs on the importance of social media as a promoting tool agrotourism and rebuilding tourism industry in rural area.

Keywords: Social Media Marketing. Tourism Revitalization. Agrotourism SMEs. Indonesia.

da qualidade percebida por meio de estratégias eficazes de SMM, garantindo que os produtos e serviços possuam qualidade, valor e preços justos para elevar a intenção de recompra. Originalidade – Este estudo é um dos primeiros a explorar o papel do marketing em mídias sociais na revitalização da indústria do turismo na Indonésia, com ênfase particular no agroturismo e nas PMEs. Ele fornece informações para formuladores de políticas, profissionais de marketing turístico e PMEs sobre a importância das mídias sociais como ferramenta de promoção do agroturismo e reconstrução da indústria do turismo em áreas rurais.

Palavras-chave: Marketing em Mídias Sociais. Revitalização do Turismo. Agroturismo. PMEs. Indonésia.

1 INTRODUCTION

Following the Covid-19 pandemic, global tourism experienced a sharp rebound (Sigala, 2020; Supriono *et al.*, 2023). Despite this, the UNWTO projected a 58% to 78% drop in international arrivals (UNWTO, 2020a). Nonetheless, the strong desire to escape lockdowns led to a significant rise in travel activity (Brouder *et al.*, 2020; Gursoy & Chi, 2020). Indonesia was considered particularly vulnerable to the pandemic's impact (OECD, 2020), with the IMF estimating a -2.1% GDP contraction in 2020 (IMF, 2020). The crisis also accelerated trends like digitization, sparking transformative changes in sectors including tourism (Kock *et al.*, 2020; OECD, 2020). Social media usage surged in Indonesia, becoming a major source of travel inspiration. As of January 2023, there were 167 million users—around 60.4% of the population (WeAreSocial, 2023). Indonesia's Ministry of Tourism and Creative Economy (Kemenparekraf) responded actively to these changes to revive the tourism sector (Sigala, 2020). East Java emerged as a focus area due to its natural and cultural richness.

According to Gursoy & Chi (2020) and Yulianto *et al.* (2024), empowering Micro, Small, and Medium Enterprises (MSMEs) is key to tourism development. In East Java, MSMEs have engaged in agrotourism—travel to rural farms where visitors participate in agricultural life and activities (Brouder *et al.*, 2020; Hasan, 2023). Social media is crucial in promoting agrotourism, helping MSMEs market their offerings, connect globally with

travelers (Kock *et al.*, 2018), and enhance local community income and well-being (Gursoy & Chi, 2020; Ji *et al.*, 2020; Riyanto *et al.*, 2023). Social media marketing helps shape positive perceptions of product quality (Sigala, 2020), pricing fairness (Kock *et al.*, 2018), and value (Gursoy & Chi, 2020). These perceptions increase visitor interest and repeat purchase intentions (Brouder *et al.*, 2020). While social media is often tied to physical goods (Dahnil *et al.*, 2014; Hanaysha, 2022; Stephen, 2016), under the Destination Marketing Organization (DMO) framework, it serves as a strategic tool for promoting tourism destinations (Pike, 2004). Within this framework, agrotourism MSMEs are considered destinations needing effective promotion—especially via social media (Sigala, 2021).

During the pandemic, social media's role in tourism marketing became more prominent (Greenhow & Chapman, 2020; Salam *et al.*, 2021). With physical movement restricted, people turned to digital platforms for communication and entertainment (Mason *et al.*, 2020; Naeem & Ozuem, 2021). Thus, tourism marketers should leverage social media to share travel-related information (Chatterjee & Dsilva, 2021; Chu *et al.*, 2020; Supriono & Yulianto, 2021; Iqbal *et al.*, 2025; Xiang & Gretzel, 2010). It is also a key channel for promoting safety protocols and keeping destinations visible to potential tourists (Gursoy & Chi, 2020; Kock *et al.*, 2020). In today's digital era, perceptions of quality are shaped not only by direct experiences but also by online content. High-quality content enhances perceived product value (Kim *et al.*, 2018; Zang & Du, 2020; Galiano-Coronil *et al.*, 2023). Price fairness—consumers' perception of getting value for their money—is also a critical factor influencing return intentions (Muskat *et al.*, 2019; Xia *et al.*, 2004). In tourism, this applies to costs like accommodation and entrance fees (Zeithaml, 1988). Clear, honest communication about prices and benefits via social media helps strengthen this perception (Brouder *et al.*, 2020). Perceived value—how consumers assess what they get versus what they give—is essential in encouraging tourism decisions (Zeithaml, 1988).

Still, developing East Java into a leading destination faces challenges. This study aims to examine how social media marketing affects perceptions of quality, price fairness, and value, as well as its impact on repeat visit intentions, using East Java as a case study. Research shows many MSMEs in Indonesia struggle with adopting digital tools (Bai *et al.*, 2021; Kurniawan, 2022; Yulianto & Supriono, 2023). Therefore, this study adopts the DMO approach to develop East Java's agrotourism through social media. As noted by

Kong *et al.* (2015) and Kurniawan *et al.* (2022), the DMO concept supports destination branding and sustainable tourism growth. Understanding how social media drives perceptions and behaviors is vital to strengthening agrotourism MSMEs, building competitive destinations, and encouraging tourism sustainability in East Java.

2 LITERATURE REVIEW

A tourist destination involves various businesses and individuals, though not all prioritize sustainability—especially small or lifestyle-driven enterprises (Chung *et al.*, 2020; Thomas *et al.*, 2011). Yet, their success depends on destination competitiveness and stakeholder collaboration (Cai *et al.*, 2007; Pike, 2004a; Leiper, 2008). Destination marketing is now essential for sustaining tourism in a global market (UNWTO, 2011), with many regions funding Destination Marketing Organizations (DMOs) to promote unique places (Sorokina *et al.*, 2022).

Tourism research now emphasizes both destination branding and operational efforts to attract visitors (Fyall *et al.*, 2012; Wang & Pizam, 2011; UNWTO, 2007, 2011). A deep understanding of DMO strategies is crucial to identifying what supports or hinders their effectiveness. To compete, DMOs must grasp visitor needs, segment markets, craft relevant products, and communicate effectively (Sorokina *et al.*, 2022). These tasks rely on accurate information and strategic planning within a fast-changing environment (Middleton *et al.*, 2009). Thus, integrating information technology into marketing is vital for DMOs' decision-making and long-term success (Machlouzarides, 2010; Mansi, 2020).

2.1 Social media marketing on perceived quality

Social Media Marketing (SMM) significantly shapes customer perceptions of quality (Zolo *et al.*, 2020). Kaplan and Haenlein (2010) define social media as internet-based platforms rooted in Web 2.0 that facilitate the exchange of user-generated content. SMM thus extends beyond promoting products—it fosters strong relationships with customers (Kaplan & Haenlein, 2010; Sun & Wang, 2020). According to Smith *et al.* (2012), direct engagement through social media builds trust and customer involvement. Perceived quality refers to consumers' subjective judgment about a product or service

and includes functional, emotional, and aesthetic dimensions (Zeithaml, 1988; Parasuraman *et al.*, 1985). Companies that respond promptly to feedback and queries via social platforms strengthen customer relationships and boost perceived quality (Cheung *et al.*, 2020; Hennig-Thurau *et al.*, 2004; Abdillah *et al.*, 2022). User-generated content—like reviews and testimonials—has a strong influence on quality perception, as consumers often trust peer recommendations more than traditional advertising (Cheung & Thadani, 2012; Bickart & Schindler, 2001; Schivinski & Dabrowski, 2016). Sharing behind-the-scenes content, including sourcing and sustainability efforts, enhances transparency and loyalty (Schniederjans *et al.*, 2017). When customers feel part of a brand’s community, they’re more likely to view its products as high quality (Algesheimer *et al.*, 2005; Liu *et al.*, 2016).

H1: Social Media Marketing has a positive effect on Perceived Quality

2.2 Social media marketing on price fairness

Social Media Marketing (SMM) also influences customer perceptions of price fairness. Price fairness refers to consumers' perception of whether the price they pay is justified by the value they receive (Pratiwi *et al.*, 2020; Xia *et al.*, 2004). Effective SMM strategies can help companies communicate the value offered by their products or services, aiding customers in understanding and appreciating that value (Grewal *et al.*, 2017). For example, by sharing information about production processes, quality of materials, and sustainability efforts, companies can explain to customers why the price is fair and reasonable (Bolton *et al.*, 2003; Kusumawati *et al.*, 2022). Additionally, social media allows customers to share their experiences and opinions about the pricing of products or services, which can influence the price fairness perceptions of other customers (Haws *et al.*, 2012). Positive reviews and testimonials from customers who feel they are getting good value for the price they paid can enhance trust and customer satisfaction (Maxham III, 2001), ultimately impacting their perceptions of price fairness. Therefore, managing communication and content on social media can be a highly valuable tool to influence customer perceptions of price fairness and, consequently, enhance customer satisfaction and loyalty (Liu *et al.*, 2016).

H2: Social Media Marketing has a positive effect on Price Fairness

2.3 Social media marketing on perceived value

Perceived value is consumers' judgment of the benefits gained from a product or service compared to the costs incurred to obtain it (Zeithaml, 1988). Social Media Marketing (SMM) can enhance perceived value by facilitating two-way communication between companies and customers, as well as among customers themselves (Hennig-Thurau *et al.*, 2004; Lin *et al.*, 2021). Companies can share information about the features, advantages, and benefits of their products or services, as well as the stories behind their brand, which helps customers understand and appreciate the offered value (Schivinski & Dabrowski, 2016). Moreover, customers can share their experiences, reviews, and recommendations, which can help other customers in assessing the relative value of the product or service (Cheung & Thadani, 2012). According to Bagozzi *et al.* (2007), user-generated content, such as reviews and testimonials, can enhance customer trust, satisfaction, and consequently, their perceived value. Therefore, managing and promoting user-generated content can be an effective strategy to enhance customer perceived value (Liu *et al.*, 2013). SMM also enables companies to offer additional value to customers through exclusive content, special offers, and interactive experiences (Grewal *et al.*, 2017). Moreover, social media allows companies to build loyal and engaged customer communities, which can enhance the emotional and relational value of the product or service (Laroche *et al.*, 2012). According to Algesheimer, Dholakia, & Herrmann (2005), when customers feel they are part of a community, they are more likely to perceive the product or service as having higher value. Therefore, effective SMM strategies can enhance the functional, emotional, and social value of the product or service, which, in turn, can increase customer satisfaction and loyalty (Smith *et al.*, 2012).

H3: Social Media Marketing has a positive effect on Perceived Value

2.4 Perceived quality on repurchase intention

Perceived quality is the customer's assessment of how well a product or service meets their expectations (Zeithaml, 1988). It strongly influences repurchase intentions (Anderson & Sullivan, 1993) and includes both product attributes like durability and reliability, and service aspects such as responsiveness and empathy (Parasuraman *et al.*, 1985). Perceived quality is closely linked to trust and satisfaction—when expectations

are met or exceeded, satisfaction increases, boosting the likelihood of repurchase (Laroche *et al.*, 2012; Oliver, 1999). Beyond physical performance, perceived quality also includes emotional and social value (Zeithaml, 1988; Laroche *et al.*, 2012). Positive experiences with a brand, whether online or offline, enhance quality perceptions and loyalty (Smith *et al.*, 2012; Supriono *et al.*, 2023; Kusumawati *et al.*, 2024). Emotional connection further strengthens perceived quality (Algesheimer *et al.*, 2005; Yin *et al.*, 2020), making it essential for companies to foster engaging and meaningful customer relationships (Bagozzi *et al.*, 2006). Price also serves as a signal of quality. When customers feel that price aligns with quality, their intention to repurchase increases (Xia *et al.*, 2004; Lichtenstein *et al.*, 1993; Grewal *et al.*, 2017). Effective communication and managing online reputation also play a role in shaping these perceptions (Cheung & Thadani, 2012; Liu *et al.*, 2013).

H4: Perceived Quality has a positive effect on Repurchase Intention

2.5 Price fairness on repurchase intention

Price fairness refers to how customers judge whether a product's price is reasonable based on its perceived value (Xia *et al.*, 2004). This perception directly affects satisfaction and repurchase intentions—fair pricing leads to higher satisfaction and greater loyalty (Grewal *et al.*, 1998; Oh, 2000; Pan *et al.*, 2020). In contrast, perceived unfairness can result in dissatisfaction and reduced likelihood to repurchase (Kukar-Kinney *et al.*, 2007).

Several factors shape price fairness, including reference price—the price customers expect or compare with actual prices (Asadi *et al.*, 2014; Kalyanaram & Winer, 1995). If the actual price aligns with or is lower than the reference, fairness perception improves (Bolton *et al.*, 2003; Gumussoy & Koseoglu, 2016). High product quality also reinforces fairness, even at higher prices (Zeithaml, 1988; Voss *et al.*, 2003). Thus, enhancing perceived quality supports fair price perception and encourages repurchase (Grewal *et al.*, 1998).

Finally, customers' overall experience with the company, including customer service, can also influence perceptions of price fairness and intention to repurchase (Cronin *et al.*, 2000; El Haddad *et al.*, 2015). A positive experience with the company, such as responsive customer service, timely delivery, and easy return policies, can

enhance perceptions of price fairness and increase the intention to repurchase (Anderson & Sullivan, 1993). Therefore, businesses should not only focus on the product or service itself but also on the overall customer experience to ensure price fairness and increase the intention to repurchase (Parasuraman, Zeithaml, & Berry, 1985).

H5: Price Fairness has a positive effect on Repurchase Intention

2.6 Perceived value on repurchase

Perceived value is a key factor in marketing, reflecting how customers evaluate the benefits and costs of a product or service compared to alternatives (Zeithaml, 1988; Ramseook-Munhurrun *et al.*, 2015). It strongly influences both purchase decisions and repurchase intentions (Anderson & Sullivan, 1993). High perceived value—shaped by quality, fair pricing, and positive experiences—increases the likelihood of repeat purchases (Parasuraman *et al.*, 1985; Xia *et al.*, 2004).

When customers perceive high quality, they often assign higher value to the product, enhancing loyalty (Zeithaml, 1988; Supriono *et al.*, 2024). Similarly, fair pricing and strong customer service improve perceived value and drive repurchase (Cronin *et al.*, 2000). Positive customer experiences also reinforce this effect (Anderson & Sullivan, 1993). However, satisfaction moderates this relationship—dissatisfied customers may not return even with high value (Rambocas *et al.*, 2018). Therefore, enhancing value, quality, fairness, and satisfaction is essential to encourage repurchase. Satisfied customers are more likely to repurchase even with low perceived value, whereas dissatisfied customers are less likely to repurchase even with high perceived value. Hence, businesses should also concentrate on enhancing customer satisfaction to increase repurchase intention.

H6: Perceived Value has a positive effect on Repurchase Intention

2.7 The mediating role of perceived quality, price fairness, and perceived value in the

In the relationship between Social Media Marketing (SMM) and Repurchase Intention, Perceived Quality, Price Fairness, and Perceived Value act as key mediators. SMM enables real-time interaction, helping companies understand customer needs and improve perceived quality (Zeithaml, 1988; Parasuraman *et al.*, 1985), which boosts

repurchase intentions (Anderson & Sullivan, 1993). Price Fairness, or the sense that a price matches product value, is enhanced when companies explain pricing and offer deals via social media (Xia *et al.*, 2004). These actions help shape fairness perceptions.

Perceived Value, defined as customers' judgment of benefits versus costs (Zeithaml, 1988), improves when quality and fairness align (Parasuraman *et al.*, 1985). Thus, effective SMM that enhances both quality and fairness ultimately strengthens value perception and drives repurchase (Anderson & Sullivan, 1993). In other words, SMM can elevate Repurchase Intention by enhancing Perceived Quality, Price Fairness, and Perceived Value. Hence, companies should incorporate a robust SMM strategy to elevate customers' perceptions of quality, price fairness, and value, which ultimately augments their intent to repurchase.

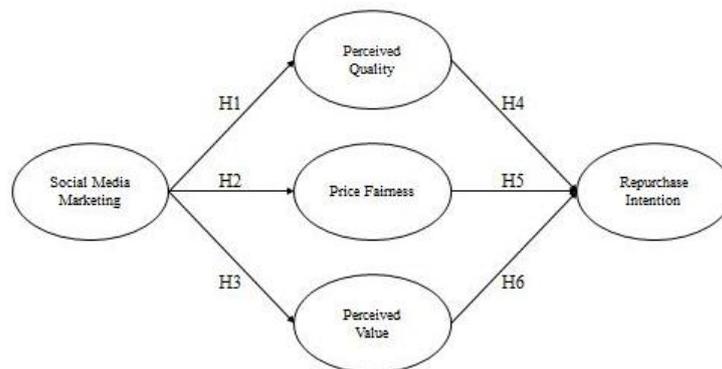
H7: Perceived Quality mediates the influence of Social Media Marketing on Repurchase Intention

H8: Price Fairness mediates the influence of Social Media Marketing on Repurchase Intention

H9: Perceived Value mediates the influence of Social Media Marketing on Repurchase Intention

Figure 1

Conceptual Framework



Source: Author (2025)

3 METHOD

3.1 Survey instruments

Quantitative approach was employed in this study, with primary data collected through a questionnaire. The participants of this research were consumers of agrotourism-based SMEs in East Java Province. The questionnaire was developed based on an extensive review of previous literature concerning Perceived Quality, Price Fairness, Perceived Value, Social Media Marketing, and Repurchase Intention. This section includes 29 attributes using a five-point Likert scale measurement. The research instrument, which was adopted, is presented in Table 1. Prior to completing the questionnaire, respondents were informed that their participation was voluntary, and the data provided would be kept confidential and solely used for the purpose of this study. Consequently, respondents were given the option to decide whether they were willing to participate in the research or not. If willing, they can proceed by filling out the questionnaire; if not, they could choose not to participate.

Table 1

Measurement items for the dimensions

Measures	Items	References
Social Media Marketing	1. The social media of this product is enjoyable.	Kim & Ko, 2012; SEO & Park, 2018
	2. The content shared by the social media of this product is enjoyable.	
	3. Information sharing is possible in the social media of this product.	
	4. The discussion and exchange of opinions is possible in the social media of this product.	
	5. The expression of opinions is easy in the social media of this product.	
	6. The information shared in the social media of this product is up to date.	
	7. The use of social media by this product is fashionable.	
	8. The information that I need can be found in the social media of this product.	
	9. The social media of this product provided the information that I needed.	
	10. The social media of this product alleviated my concern(s) regarding the product's service.	
	11. The social media of this product alleviated my concern(s) about using the product.	
Perceived Quality	1. I believe this product is of high quality	Konuk (2018); Singh & Alok (2021)
	2. I believe this product is a superior product	
	3. I feel the quality of this product is remarkable	
Price Fairness	1. This product is being sold at a fair price	De Toni

	2. This product is being sold at an acceptable price	<i>et al.</i> (2018);
	3. The prices of this product are justifiable	Singh & Alok
	4. This product is sold at a reasonable price	(2021)
Perceived Value	1. The money that I spend (would spend) with this product is (would be) well spent	De Toni
	2. What I receive/would receive (benefits) by consuming this product compensates/would compensate the price that I pay/would pay for them	<i>et al.</i> (2018);
	3. The old saying: “you receive for what you pay” is true for this product	Singh & Alok
	4. This product is/would be a good buy	(2021)
	5. I am willing to pay a bit more for this product that does not harm my health	
	6. I feel that the value I receive from this product is commensurate with the price I paid for it.	
Repurchase Intention	1. I will consume this product again	De Toni
	2. I will buy larger quantities of this kind of product in the next few years	<i>et al.</i> (2018);
	3. I will consider these products as my first option for purchasing in relation to others	Singh & Alok
	4. I intend to increase the consumption volume of this product	(2021)
	5. I will encourage friends, neighbors and family to buy and consume this product	

Source: Author (2025)

3.2 Data collection

The data collection was conducted over a period of 1 month in September 2025. The questionnaire instrument was distributed via Google Form. The questionnaire link was shared via social media platforms such as Facebook, Instagram, and Twitter. In the initial stage, respondents were required to answer two preliminary questions to proceed to the subsequent questionnaire section. The eligibility criteria for respondents were being at least 17 years of age and having made a purchase from an SME product within the past two years. An initial pilot test was carried out to assess the reliability and validity of the employed instrument. To ensure the validity of the responses, various quality checks were employed, including attendance filters, questionnaire completion duration checks, and response consistency checks. A total of 210 data sets were collected during the five-day data collection period. However, only 196 data sets were deemed valid and ready for analysis.

3.3 Data analysis

The data analysis for this research was conducted using Partial Least Squares (PLS), which is a variance-based Structural Equation Modeling (SEM) method (Hair *et*

al., 2017). PLS was employed to model the relationships between variables in the study. Through PLS software such as SmartPLS, researchers can test research hypotheses involving relationships between latent variables and indicators, as well as between different latent variables (Ringle *et al.*, 2015). The first step in the PLS analysis was the measurement model assessment, which involved evaluating the validity and reliability of the constructs in the model. Construct validity was assessed by testing convergent and discriminant validity. Convergent validity refers to the extent to which indicators of a construct correlate with each other, while discriminant validity refers to the extent to which different constructs in the model are distinct from one another (Hair *et al.*, 2010). Construct reliability was measured by calculating Cronbach's alpha and Composite Reliability (CR) values for each construct. Values greater than 0.7 for both indicators indicate good reliability (Nunnally, 1978). The second step involved assessing the structural model, which included testing research hypotheses. This testing entails evaluating the strength and significance of relationships between latent variables in the model. Path coefficients and t-values generated by the PLS analysis were used to assess the significance of relationships between variables (Hair *et al.*, 2017). Path coefficients measure the strength of the influence between independent and dependent variables, while t-values are used to test the statistical significance of path coefficients. Typically, if the t-value exceeds 1.96 at a 95% confidence level, the relationship between the variables is considered significant (Hair *et al.*, 2017).

4 RESULTS

4.1 Profile of respondents

Table 2 illustrates the demographic characteristics of respondents in this study. Out of the total respondents, 69.90% were male and 30.10% were female. In terms of age, 15.82% of the respondents were aged between 17-27 years, 45.41% were aged 28-38 years, 21.94% were aged 39-49 years, 10.71% were aged 50-60 years, and 6.12% were aged over 60 years. The educational background of the respondents mostly consisted of high school graduates (74.49%), followed by bachelor's degree holders (17.35%), junior high school graduates (6.63%), and master's degree holders (1.53%). There were no respondents with a doctoral degree. The monthly income of the respondents was mainly

distributed as follows: IDR 2,000,001-4,000,000 (42.86%), followed by income below IDR 2,000,000 (34.69%), and roughly equal proportions for income ranges of IDR 4,000,001-6,000,000 and above IDR 6,000,000 (11.22 % each). Lastly, the frequency of visits indicated that the majority of respondents (79.59%) were visiting for the first time, while 20.92% of respondents were visiting for the second time or more.

The results indicate that the majority of respondents were male, possibly due to the tendency of males to be more involved in purchase decision-making or visits to agrotourism destinations. The majority of respondents were aged between 28-38 years, suggesting that agrotourism by MSMEs might be more popular or appealing to this age group, possibly because they have greater financial freedom and time compared to other age groups. The highest monthly income of the respondents falls within the range of IDR 2,000,001-4,000,000, indicating that agrotourism SMEs might be more affordable or attractive to individuals with such monthly income, possibly because the price of products or services offered by agrotourism SMEs aligns well with their budget. Finally, the majority of respondents visited for the first time, indicating that agrotourism MSMEs might not be widely known yet or that they have recently begun to capture public interest. This could also be attributed to suboptimal marketing strategies or the impact of the pandemic, which has restricted people's mobility

Table 2

Respondents' descriptive statistics

Demography		Frequency	Percentage
Gender	Male	137	69.90%
	Female	59	30.10%
Age (years old)	17-27	31	15.82%
	28-38	89	45.41%
	39-49	43	21.94%
	50-60	21	10.71%
	>60	12	6.12%
Education level	Middle school qualification	13	6.63%
	High school qualification	146	74.49%
	Bachelor	34	17.35%
	Masters	3	1.53%
	Doctorate	0	0.00%
Monthly Income (Rp)	<2,000,000	68	34.69%
	2,000,001-4,000,000	84	42.86%
	4,000,001-6,000,000	22	11.22%
	>6,000,000	22	11.22%
Visit Frequency	First time	156	79.59%
	Second or later visit	41	20.92%

Source: Author (2025)

4.2 Measurement models

The results of the measurement model analysis using Partial Least Squares (PLS) can be observed in Table 3. This analysis involves assessing the reliability and validity of the measurement items and constructs within the model. Outer loading indicates the extent to which the manifest variables (indicators) contribute to the latent variables. According to Hair *et al.* (2017), outer loading values greater than 0.7 are considered indicative of good convergent validity. In this table, most items have outer loading values higher than 0.7, except for PV1 and RI5 which have lower values, namely 0.606 and 0.348. Cronbach's α is a measure of internal reliability or consistency of a set of measurement items. Nunnally (1978) states that α values exceeding 0.7 are generally considered to indicate good reliability. In Table 3, all constructs have Cronbach's α values above 0.7, indicating good reliability. Composite reliability is also a measure of internal reliability or consistency of a set of measurement items. According to Fornell and Larcker (1981), values above 0.7 are considered indicative of good reliability. In this table, all constructs have composite reliability values above 0.7, indicating good reliability. AVE is a measure of the amount of variance explained by constructs compared to the amount of variance caused by measurement error. Fornell and Larcker (1981) state that AVE values exceeding 0.5 are generally considered to indicate good convergent validity. In this table, the Perceived Quality and Price Fairness constructs have AVE values above 0.5, indicating good convergent validity, while the Social Media Marketing, Perceived Value, and Repurchase Intention constructs have AVE values below 0.5, indicating less satisfactory convergent validity. Overall, the results of the measurement model analysis show that most items and constructs within the model exhibit good reliability and validity. However, there are some items with low outer loading values and some constructs with low AVE values, suggesting that model modifications or improved measurements might be needed to enhance the model's quality.

Table 3*Reliability and Validity Analysis*

Variable	Items	Mean	Standard Deviation	Outer Loading	Cronbach's α	Composite Reliability	Average Variance Extracted (AVE)
Social Media Marketing	SMM1	4.102	0.763	0.689	0.935	0.944	0.606
	SMM2	4.230	0.745	0.729			
	SMM3	4.087	0.781	0.819			
	SMM4	4.107	0.710	0.808			
	SMM5	4.107	0.710	0.720			
	SMM6	4.097	0.739	0.801			
	SMM7	4.097	0.760	0.842			
	SMM8	3.893	0.738	0.806			
	SMM9	3.867	0.687	0.755			
	SMM10	3.801	0.712	0.757			
	SMM11	4.240	0.748	0.819			
Perceived Quality	PQ1	4.112	0.705	0.869	0.845	0.906	0.763
	PQ2	4.087	0.734	0.888			
	PQ3	4.112	0.754	0.863			
Price Fairness	PF1	4.138	0.747	0.998	0.998	0.999	0.995
	PF2	4.133	0.744	0.998			
	PF3	4.143	0.749	0.998			
	PF4	4.138	0.747	0.998			
Perceived Value	PV1	4.128	0.742	0.606	0.812	0.877	0.595
	PV2	3.964	0.823	-0.024			
	PV3	4.367	0.941	0.882			
	PV4	4.082	0.928	0.913			
	PV5	4.041	0.820	0.941			
	PV6	4.005	0.918	0.841			
Repurchase Intention	RI1	4.143	0.886	0.878	0.846	0.895	0.648
	RI2	4.005	0.929	0.868			
	RI3	3.888	0.850	0.916			
	RI4	4.046	0.916	0.870			
	RI5	3.867	0.737	0.348			

Source: Author (2025)

Furthermore, this study also conducted the measurement of HTMT (Heterotrait-Monotrait Ratio of Correlations). HTMT measurement is an important indicator to assess discriminant validity in the conceptual model. As a guideline, HTMT values should be less than 0.85 or ideally below 0.90 to support discriminant validity. In this study, all HTMT values yielded satisfactory results, being below 0.85, indicating good discriminant validity between the constructs. However, it is noteworthy that the relationship between Perceived Value and Repurchase Intention shows a relatively high HTMT ratio of 0.755.

Although still below the recommended threshold, this suggests that these two constructs have a closer correlation compared to other construct pairs within the model.

Table 4
HTMT

	Perceived Price Fairness	Perceived Quality	Perceived Value	Repurchase Intention	Social Media Marketing
Perceived Price Fairness					
Perceived Quality	0.235				
Perceived Value	0.498	0.096			
Repurchase Intention	0.531	0.064	0.755		
Social Media Marketing	0.191	0.072	0.107	0.085	

Source: Author (2025)

4.3 Structural models

The hypothesis analysis conducted using the Partial Least Squares (PLS) method has revealed important findings regarding the influence of research variables on repurchase intention. Firstly, it was found that the influence of Social Media Marketing (SMM) on Perceived Quality (PQ) is highly significant, with a path coefficient of 0.930, a t-Score of 85.408, and a probability value of 0.000, thus supporting the acceptance of hypothesis H1. Additionally, it was also found that SMM has a significant impact on Price Fairness (PF), with a path coefficient of 0.194, a t-Score of 2.151, and a probability value of 0.032, which supports the acceptance of hypothesis H2. However, SMM did not exhibit a significant influence on Perceived Value (PV), with a path coefficient of -0.082, a t-Score of 1.032, and a probability value of 0.302, indicating the rejection of hypothesis H3.

Furthermore, PQ demonstrates a significant influence on Repurchase Intention (RI), with a path coefficient of 0.074, a t-Score of 2.251, and a probability value of 0.025, supporting the acceptance of hypothesis H4. However, PF did not exhibit a significant influence on RI, with a path coefficient of 0.088, a t-Score of 1.815, and a probability value of 0.070, indicating the rejection of hypothesis H5. Meanwhile, PV shows a highly significant influence on RI, with a path coefficient of 0.839, a t-Score of 21.640, and a probability value of 0.000, supporting the acceptance of hypothesis H6. The indirect influence of SMM on RI through PQ also shows significance, with a path coefficient of

0.069, a t-Score of 2.249, and a probability value of 0.025, supporting the acceptance of hypothesis H7. However, the indirect influence of SMM on RI through PF is not significant, with a path coefficient of 0.017, a t-Score of 1.230, and a probability value of 0.219, indicating the rejection of hypothesis H8. Lastly, the indirect influence of SMM on RI through PV is not significant, with a path coefficient of -0.069, a t-Score of 1.021, and a probability value of 0.308, indicating the rejection of hypothesis H9.

Table 5

Hypothesis Testing

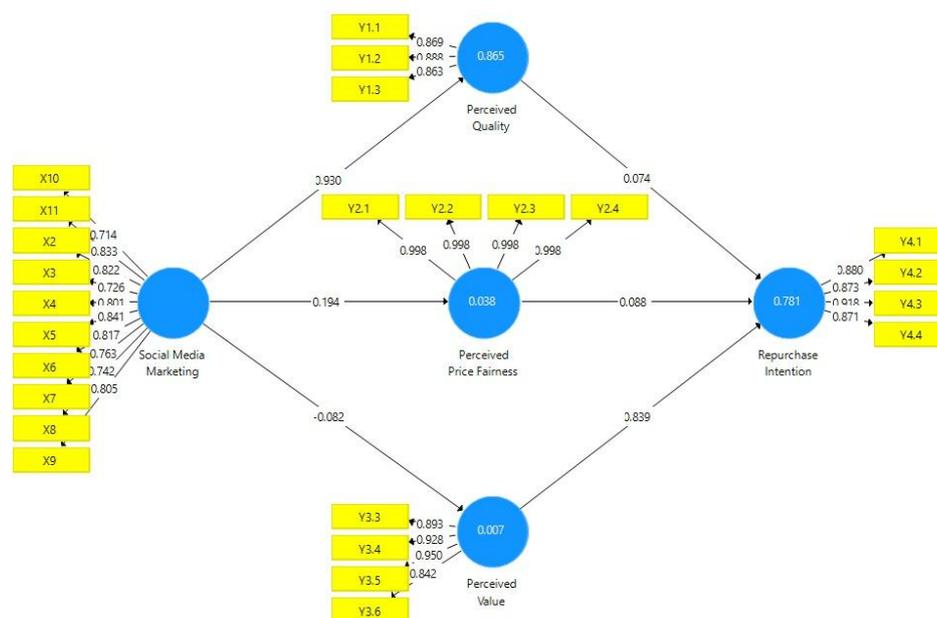
<i>Variables</i>	<i>Direct Effects</i>	<i>Indirect Effects</i>	<i>t-Score</i>	<i>Probability</i>	<i>Conclusion</i>
SMM→PQ	0.930		85,408	0,000	H1: Accepted
SMM→P.F	0.194		2,151	0.032	H2: Accepted
SMM→PV	-0.082		1,032	0.302	H3: Rejected
PQ→R.I	0.074		2,251	0.025	H4: Accepted
P.F→R.I	0.088		1,815	0.070	H5: Rejected
PV→R.I	0.839		21,640	0,000	H6: Accepted
SMM→PQ→R.I		0.069	2,249	0.025	H7: Accepted
SMM→P.F→R.I		0.017	1,230	0.219	H8: Rejected
SMM→PV→R.I		-0.069	1,021	0.308	H9: Rejected

R² = PQ (0.853); PF (0.036); PV (0.002); RI (0.775)

Source: Author (2025)

Figure 2

Research Model Output



Source: Author (2025)

5 DISCUSSION

This study investigates factors affecting the repurchase intention of MSME Agrotourism products in East Java Province, Indonesia, focusing on the role of Social Media Marketing (SMM) and its influence on perceived quality (PQ), price fairness (PF), and perceived value (PV). It also examines the mediating roles of PQ, PF, and PV in the relationship between SMM and repurchase intention.

The findings reveal that SMM significantly affects PQ and PF. This aligns with Destination Management Theory, which highlights the importance of managing destination resources and experiences to enhance visitor satisfaction and business success (Morrison, 2013). In this case, MSMEs in East Java use social media to market their offerings, improve product perceptions, and signal fair pricing (Xiang & Gretzel, 2010; Sigala, 2005; Seo & Park, 2018). However, SMM does not significantly influence PV, likely due to a focus on quality and pricing rather than on broader value creation (Smith *et al.*, 2012; Kim *et al.*, 2018; Chiu *et al.*, 2012).

Moreover, PQ and PV positively affect repurchase intention, consistent with the notion that consumers are more loyal when they perceive high quality and value (Zeithaml, 1988; Kotler *et al.*, 2019; Kandampully & Suhartanto, 2000). This highlights the need for MSMEs to focus on delivering superior quality and customer value to foster repurchase behavior. Contrary to some prior studies, PF does not significantly impact repurchase intention in this context. It appears that customers prioritize PQ and PV over PF when deciding to repurchase (Xia *et al.*, 2004; Grewal *et al.*, 1998). Importantly, only PQ mediates the link between SMM and repurchase intention. This confirms PQ's central role in influencing consumer behavior (Aaker, 1991; Bieger *et al.*, 2006; Han *et al.*, 2011), emphasizing that improving perceived quality through SMM is key to boosting repurchase intention among agrotourism consumers in East Java.

6 CONCLUSION

Indeed, this research has unveiled several critical findings regarding the factors influencing the repurchase intention of Agrotourism SME products in East Java Province. First, although Social Media Marketing (SMM) significantly impacts perceived quality and price fairness, only perceived quality acts as a mediator in the relationship between

SMM and repurchase intention. This highlights that, to enhance repurchase intention, Agrotourism SMEs in East Java Province should concentrate on improving perceived quality through effective SMM strategies. Second, while perceived quality and perceived value significantly affect repurchase intention, price fairness doesn't have a significant impact. This suggests that consumers are generally more sensitive to product quality and value compared to fair pricing. Therefore, to increase repurchase intention, SMEs should ensure their offered products and services maintain high quality and value, alongside reasonable pricing. Finally, this research underscores the importance of managing perceived quality in the context of destination management, as indicated by destination management theory. Thus, effective SMM strategies play a pivotal role in promoting the destination and elevating visitors' perceived quality to enhance repurchase intention.

This research is confronted with several notable limitations that must be acknowledged. Firstly, the study focuses solely on Agrotourism SMEs in East Java Province, which might limit the generalizability of findings to other contexts or locations. This is a significant limitation considering the diversity of Agrotourism SMEs across Indonesia. Second, the analysis only encompasses perceived quality, price fairness, and perceived value as mediating variables between SMM and repurchase intention. However, there could be other variables that also exert a significant influence on repurchase intention, which are not included in this model, such as customer satisfaction, customer trust, or word-of-mouth. Additionally, this study relies on cross-sectional data, which limits the ability to establish causal relationships between variables. Recommendations for future research include testing this model in different contexts and geographical locations to assess if these findings remain consistent. This would provide a deeper understanding of how SMM influences perceived quality, price fairness, and perceived value across diverse settings. Future studies should also consider the influence of other variables that might have a significant impact on repurchase intention, such as customer satisfaction, customer trust, or word-of-mouth. Furthermore, longitudinal research that gathered data at multiple points in time would aid in identifying stronger causal relationships between the variables studied.

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Authors' Contribution

All authors contributed equally to the development of this article.

Data availability

All datasets relevant to this study's findings are fully available within the article.

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