



Effects of TikTok Content Marketing, Perceived Value, and Trust on Purchase and Repurchase Decisions in an Online Travel Platform

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ABSTRACT

The rapid growth of online travel agencies (OTAs) has intensified competition, requiring companies to understand the factors influencing consumers' purchase and repurchase decisions. This study aims to examine the effects of TikTok content marketing, perceived value, and trust on purchase decisions and repurchase decisions among online travel consumers in Surabaya. A quantitative approach was employed using a structured questionnaire distributed to 120 respondents selected through purposive sampling. The data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with AMOS. The results indicate that TikTok content marketing, perceived value, and trust have positive and significant effects on purchase decisions. Regarding repurchase decisions, perceived value has a positive and significant effect, whereas TikTok content marketing and trust do not have significant effects. In addition, purchase decisions significantly and positively influence repurchase decisions, confirming their important role in encouraging repeat purchases. Among the examined variables, perceived value is the strongest determinant of repurchase decisions. These findings suggest that online travel service providers should prioritize delivering superior value while maintaining effective TikTok marketing strategies and consumer trust to strengthen purchase and repurchase decisions.

Contribution to Sustainable Development Goals (SDGs):

SDG 8: Decent Work and Economic Growth

SDG 9: Industry, Innovation and Infrastructure

1. INTRODUCTION

1.1. Research Background

The rapid development of digital technology has significantly transformed consumer purchasing behavior, particularly in the tourism industry. The increasing adoption of online travel agencies (OTAs) has intensified competition among service providers, requiring companies to develop effective marketing strategies to attract and retain customers. Social media has become one of the most influential digital marketing channels, enabling businesses to communicate directly with consumers and shape their purchasing decisions. [1], [2]. Among various social media platforms, TikTok has experienced remarkable growth due

to its ability to deliver engaging short-form videos that effectively promote products and services.

TikTok has become an important marketing platform for online travel businesses because it enables companies to showcase travel destinations, promotional campaigns, and customer experiences through interactive, visually appealing content. Effective content marketing on TikTok can increase consumer awareness and encourage purchase decisions. However, attractive content alone does not always lead consumers to complete a purchase. Consumers also evaluate whether the offered services provide sufficient value and whether the platform can be trusted before making a transaction. Therefore, the effectiveness of content marketing is closely



related to consumers' perceived value and trust toward the platform [3].

In online transactions, trust plays a crucial role because consumers cannot directly evaluate service quality before making a purchase. Instead, they rely on information provided by the platform, promotional content, and reviews from other users. Doubts regarding transaction security, pricing accuracy, or service reliability may discourage consumers from purchasing. Consequently, establishing and maintaining consumer trust has become one of the key determinants of online purchasing decisions. [4]. Furthermore, companies are challenged not only to encourage initial purchases but also to retain customers by stimulating repurchase behavior. Consumers who perceive high value and consistently positive experiences are more likely to continue using the same platform rather than switching to competitors. [5].

Previous studies have consistently reported that social media marketing positively influences consumers' purchase intentions. [1], [2]. Likewise, trust has been identified as an important determinant of online purchasing behavior [6], [7], while perceived value and trust have also been found to influence repurchase intention [8]. Nevertheless, most previous studies have examined these variables separately or within the context of general e-commerce platforms. Empirical studies that simultaneously investigate the effects of TikTok content marketing, perceived value, and trust on both purchase and repurchase decisions in the online travel industry remain limited, particularly in the Indonesian context.

Therefore, this study aims to examine the effects of TikTok content marketing, perceived value, and trust on purchase and repurchase decisions among consumers of an online travel agency in Surabaya, using the Covariance-Based Structural Equation Modelling (CB-SEM) approach. The findings are expected to enrich the literature on digital marketing and consumer behaviour while providing practical insights for online travel service providers to design effective marketing strategies that improve customer acquisition and retention.

1.2. Literature Review

1.2.1. TikTok Content Marketing

Content marketing refers to the process of creating and distributing valuable, relevant, and engaging content to attract consumers and support business objectives. Through TikTok, businesses can deliver promotional messages using short-form videos that are informative, creative, and interactive. This approach enables companies to increase consumer engagement and influence purchasing behavior by providing useful information and enhancing customer experiences. [9].

1.2.2. Perceived Value

Perceived value is defined as consumers' overall evaluation of the benefits they receive from a product or service relative to the costs incurred. Consumers tend to purchase products or services that provide greater functional, emotional, social, and economic value. Therefore, perceived value plays an important role in influencing consumers' purchasing decisions and their evaluation of alternative products or services. [10], [11], [12].

1.2.3. Trust

Trust refers to consumers' confidence in a company's ability to provide reliable services while protecting customers' interests during online transactions. In the context of online platforms, trust reduces consumers' perceived risk and uncertainty, encouraging them to complete transactions and maintain long-term relationships with the service provider [13], [14].

1.2.4. Purchase Decision

The purchase decision is the process by which consumers evaluate available alternatives and decide whether to purchase a product or service. This decision is influenced by consumers' evaluation of product attributes, expected benefits, and personal preferences. A favorable purchase decision reflects consumers' confidence that the selected product or service best satisfies their needs. [15], [16].

1.2.5. Repurchase Decision

The repurchase decision refers to consumers' willingness and commitment to purchase the same product or service after prior purchase experiences. Consumers who perceive positive experiences and satisfaction are more likely to continue using the same service and recommend it to others. Therefore, repurchase decisions indicate long-term customer loyalty and business sustainability. [17], [18].

1.3. Research Objective

This study aims to examine the effects of TikTok content marketing, perceived value, and trust on purchase decisions and repurchase decisions among online travel agency consumers in Surabaya.

2. MATERIALS AND METHODS

This study employed a quantitative research approach to examine the effects of TikTok content marketing, perceived value, and trust on purchase decisions and repurchase decisions. The study was conducted in Surabaya, Indonesia, involving consumers who had purchased travel services through an online travel agency at least once. Primary data were collected through an online questionnaire distributed via WhatsApp, TikTok, and X between May and June 2026 until the required number of responses was obtained. A purposive sampling technique was used, yielding 120 valid respondents. The questionnaire was developed using a five-point Likert scale. Data were analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) with the Maximum Likelihood estimation method in AMOS.

Although Covariance-Based Structural Equation Modelling (CB-SEM) generally benefits from larger sample sizes, several studies have indicated that a sample size of 100-150 respondents is acceptable for models with moderate complexity and normally distributed data. The adequacy of the sample size depends on model complexity, estimation method, and data characteristics rather than a fixed minimum number. Therefore, a sample size of 120 respondents was considered sufficient to estimate the proposed structural model using maximum likelihood estimation [19].

3. RESULT AND DISCUSSION

3.1. Measurement Model

In the measurement model stage, the relationships between the latent variables and their respective indicators were evaluated to ensure that each indicator adequately reflected its underlying construct. The measurement model used in this study is presented in Figure 1.

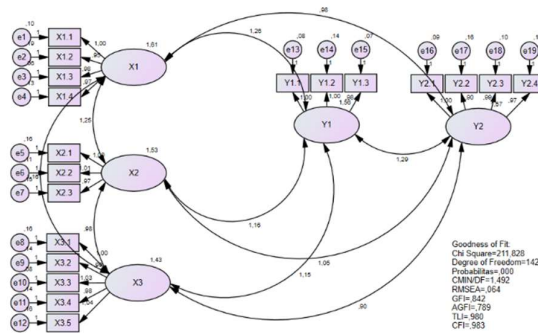


Fig. 1 Path Diagram Measurement Model

Furthermore, a goodness-of-fit test was conducted to assess the adequacy of the measurement model by comparing the obtained fit indices against the recommended cut-off values. The results are presented in Table 1.

Table 1. Goodness of Fit Test Measurement Model

Criteria	Model Result	Cut-off value	Interpretation
X ² Chi Square	211.828	Expected to be small, with df = 142 and $\alpha = 0.05$ (170.809)	Poor fit
Probability	0.000	≥ 0.05	Poor fit
CMIN/DF	1.492	≤ 2.00	Good fit
RMSEA	0.064	≤ 0.08	Good fit
GFI	0.842	≥ 0.90	Marginal fit
AGFI	0.789	≥ 0.90	Poor fit
TLI	0.980	≥ 0.95	Good fit
CFI	0.983	≥ 0.95	Good fit

Subsequently, validity and reliability tests were conducted to evaluate the adequacy of the measurement model. The results of the validity and significance tests are presented in Table 2.

Table 2. Validity and Significance Test Results of the Measurement Model

	Estimate	S.E.	C.R.	2.S.E.	Validity Status (C.R>2.S.E)	P	Significance Status (C.R>1,729)	Estimate Standardized Regression Weight
X1.1 <--- X1	1.000							0.969
X1.2 <--- X1	0.950	.039	24.38	0.078	Valid	***	Significance	0.941
X1.3 <--- X1	0.985	.030	32.96	0.060	Valid	***	Significance	0.981
X1.4 <--- X1	0.967	.035	27.78	0.070	Valid	***	Significance	0.959
X2.1 <--- X2	1.000							0.952
X2.2 <--- X2	1.012	.040	25.01	0.080	Valid	***	Significance	0.966
X2.3 <--- X2	0.973	.042	23.07	0.084	Valid	***	Significance	0.951
X3.1 <--- X3	1.000							0.948
X3.2 <--- X3	0.990	.042	23.33	0.084	Valid	***	Significance	0.953
X3.3 <--- X3	1.031	.039	26.28	0.078	Valid	***	Significance	0.975
X3.4 <--- X3	0.975	.042	23.28	0.084	Valid	***	Significance	0.953
X3.5 <--- X3	1.043	.045	23.07	0.090	Valid	***	Significance	0.951
Y1.1 <--- Y1	1.000							0.977
Y1.2 <--- Y1	1.002	.035	28.55	0.070	Valid	***	Significance	0.957
Y1.3 <--- Y1	0.980	.029	34.02	0.058	Valid	***	Significance	0.977
Y2.1 <--- Y2	1.000							0.973
Y2.2 <--- Y2	0.900	.035	25.37	0.070	Valid	***	Significance	0.944
Y2.3 <--- Y2	0.995	.032	30.77	0.064	Valid	***	Significance	0.969
Y2.4 <--- Y2	0.973	.033	29.57	0.066	Valid	***	Significance	0.965

After that, the reliability of the measurement model was assessed. The results of the reliability test are presented in Table 3.

Table 3. Reliability Test Measurement Model

Variabel	(X1)	(X2)	(X3)	(Y1)	(Y2)
Reliabilitas	0,98998	0,98433	0,99046	0,98961	0,99005
Interpretation	Reliable	Reliable	Reliable	Reliable	Reliable

A construct is considered reliable if it has a reliability value of at least 0.70. As shown in Table 3, all variables met the reliability criterion, indicating that the measurement model was reliable.

Furthermore, a correlation test was conducted to examine the relationships among the variables in this study. The results are presented in Table 4.

Table 4. Correlation

	Estimate
X1 <--> X2	0.798
X1 <--> X3	0.765
X1 <--> Y1	0.798
X1 <--> Y2	0.615
X2 <--> X3	0.663
X2 <--> Y1	0.755
X2 <--> Y2	0.679
X3 <--> Y1	0.770
X3 <--> Y2	0.603
Y1 <--> Y2	0.823

The correlation test was performed to examine the relationships among the variables. As shown in Table 4, all correlation coefficients were below 0.80, indicating that the correlations among the variables were not excessively high. Therefore, the measurement model did not exhibit multicollinearity.

3.2. Structural Model

In the structural model stage, the relationships among the latent variables were evaluated to determine whether the proposed structural model adequately fit the research data. The structural model is presented in Figure 2.

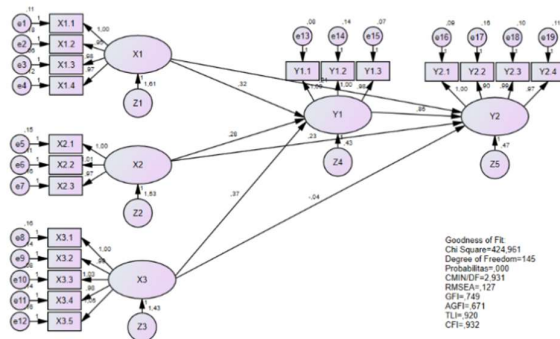


Fig 2. Path Diagram Structural Model

Furthermore, the goodness-of-fit test was conducted to evaluate the adequacy of the structural model. The results of the structural model goodness-of-fit test are presented in Table 5.

Table 5. Goodness of Fit Test Structural Model

Criteria	Model Result	Cut-off value	Interpretation
X ² Chi Square	424.961	Expected to be small. with df = 145 and $\alpha = 0.05$ (174.100)	Poor fit
Probabilitas	0.000	≥ 0.05	Poor fit
CMIN/DF	2.931	≤ 2.00	Poor fit
RMSEA	0.127	≤ 0.08	Poor fit
GFI	0.749	≥ 0.90	Poor fit
AGFI	0.671	≥ 0.90	Poor fit
TLI	0.920	≥ 0.95	Marginal fit
CFI	0.932	≥ 0.95	Marginal fit

As shown in Table 5, several goodness-of-fit indices did not meet the recommended cut-off values, indicating that the proposed structural model had not yet achieved an acceptable level of fit. Therefore, the model was modified based on the Modification Indices (MI) to improve the overall model fit.

3.3. Modification Model

Since the initial structural model did not fully meet the recommended goodness-of-fit criteria, it was modified to improve the overall fit. The modification process was conducted using the Modification Indices (MI) generated by AMOS, while maintaining theoretical consistency among the latent constructs. The modified structural model is presented in Figure 3.

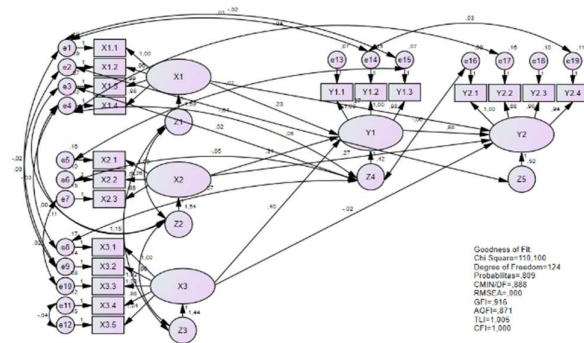


Fig 3. Path Diagram Modification Model

Furthermore, a goodness-of-fit test was conducted to assess the adequacy of the modified model by comparing the obtained fit indices against the recommended cut-off values. The results are presented in Table 6.

Table 6. Goodness of Fit Test Modification Model

Criteria	Model Result	Cut-off Value	Interpretation
Chi-Square	110.100	Expected to be small. with df = 124 and $\alpha = 0.05$ = (150.989)	Good Fit
Probability	0.809	≥ 0.05	Good Fit
CMIN/DF	0.888	≤ 2.00	Good Fit
RMSEA	0.000	≤ 0.08	Good Fit
GFI	0.916	≥ 0.90	Good Fit
AGFI	0.871	≥ 0.90	Marginal Fit
TLI	1.005	≥ 0.95	Good Fit
CFI	1.000	≥ 0.95	Good Fit

As shown in Table 6, the modified model demonstrated a substantial improvement over the initial structural model. Seven goodness-of-fit indices met the recommended cut-off values: Chi-Square, Probability, CMIN/DF, RMSEA, GFI, TLI, and CFI. Although AGFI remained slightly below the recommended threshold, it was categorised as a marginal fit. Overall, the modified model achieved an acceptable level of fit and was considered appropriate for further analysis.

Subsequently, validity and significance tests were conducted to evaluate whether each indicator adequately represented its corresponding latent construct after model modification. The results are presented in Table 7.

Based on Table 7, most estimated parameters met the validity criterion, with Critical Ratio (C.R.) values exceeding 2 times their standard errors (2S.E.). However, two parameters did not meet this criterion. Furthermore, most estimated parameters were statistically significant (C.R. > 1.729), while only two were insignificant. Overall, the modified model demonstrated satisfactory validity and significance, indicating that it was appropriate for further analysis.

Table 7. Validity and Significance Test Results of the Modified Model

	Estimate	S.E.	C.R.	2. S.E.	Validity Status (C.R>2.S.E)	P	Significance Status (C.R>1,729)	Estimate Standardized Regression Weight
Y1 <--- X1	0.231	.100	2.314	0.200	Valid	.021	Significance	.235
Y1 <--- X2	0.315	.089	3.553	0.178	Valid	***	Significance	.315
Y1 <--- X3	0.398	.077	5.200	0.154	Valid	***	Significance	.386
Y2 <--- X2	0.273	.108	2.529	0.216	Valid	.011	Significance	.260
Y2 <--- X3	-0.017	.100	-0.16	0.200	invalid	.867	insignificance	-.015
Y2 <--- Y1	0.882	.116	7.604	0.232	Valid	***	Significance	.838
Y2 <--- X1	-0.275	.121	-2.27	0.242	invalid	.023	insignificance	-.266
X1.1 <--- X1	1.000							.969
X1.2 <--- X1	0.955	.038	24.93	0.076	Valid	***	Significance	.941
X1.3 <--- X1	0.987	.030	32.84	0.060	Valid	***	Significance	.979
X1.4 <--- X1	0.979	.033	29.42	0.066	Valid	***	Significance	.964
X2.1 <--- X2	1.000							.951
X2.2 <--- X2	1.014	.040	25.24	0.080	Valid	***	Significance	.968
X2.3 <--- X2	0.976	.042	23.18	0.084	Valid	***	Significance	.951
X3.1 <--- X3	1.000							.946
X3.2 <--- X3	0.989	.042	23.30	0.084	Valid	***	Significance	.953
X3.3 <--- X3	1.025	.039	26.10	0.078	Valid	***	Significance	.974
X3.4 <--- X3	0.977	.041	23.78	0.082	Valid	***	Significance	.959
X3.5 <--- X3	1.043	.045	23.42	0.090	Valid	***	Significance	.956
Y1.1 <--- Y1	1.000							.977
Y1.2 <--- Y1	0.996	.035	28.88	0.070	Valid	***	Significance	.956
Y1.3 <--- Y1	0.978	.028	34.66	0.056	Valid	***	Significance	.976
Y2.1 <--- Y2	1.000							1.006
Y2.2 <--- Y2	0.879	.036	24.21	0.072	Valid	***	Significance	.945
Y2.3 <--- Y2	0.959	.033	28.85	0.066	Valid	***	Significance	.969
Y2.4 <--- Y2	0.937	.034	27.89	0.068	Valid	***	Significance	.964

After that, the reliability of the modified model was assessed to examine the internal consistency of each latent construct. The results are presented in Table 8.

Table 8. Reliability Test of the Modified Model

Variable	(X1)	(X2)	(X3)	(Y1)	(Y2)
Reliability	0,99020	0,98446	0,99084	0,98936	0,99237
Interpretation	Reliable	Reliable	Reliable	Reliable	Reliable

As shown in Table 8, all constructs achieved construct reliability values exceeding the recommended threshold of 0,70. The reliability coefficients ranged from 0,984 to 0,992, indicating excellent internal consistency among the measurement indicators. These findings demonstrate that each latent construct consistently measured the intended concept and that the modified model possessed satisfactory reliability.

Finally, standardized residual covariance was examined to evaluate the remaining residuals after model modification. The standardized residual values are presented in Table 9.

Table 9. Standardized Residual Covariance

	Y2.4	Y2.3	Y2.2	Y2.1	Y1.3	Y1.2	Y1.1	X3.5	X3.4	X3.3	X3.2	X3.1	X2.3	X2.2	X2.1	X1.4	X1.3	X1.2	X1.1
Y2.4	-.017																		
Y2.3	-.059	-.013																	
Y2.2	-.084	-.108	-.204																
Y2.1	-.028	-.021	-.186	-.063															
Y1.3	-.341	-.278	-.302	-.120	-.142														
Y1.2	-.151	-.116	-.002	-.120	-.141	-.195													
Y1.1	-.140	-.109	-.007	-.178	-.148	-.177	-.142												
X3.5	-.216	-.254	-.282	-.411	-.140	-.069	-.195	-.000											
X3.4	-.091	-.291	-.174	-.399	-.160	-.125	-.207	-.000	-.000										
X3.3	-.308	-.303	-.330	-.497	-.298	-.022	-.216	-.008	-.027	-.009									
X3.2	-.026	-.187	-.066	-.303	-.142	-.147	-.009	-.026	-.052	-.061	-.067								
X3.1	-.011	-.122	-.012	-.209	-.049	-.080	-.064	-.011	-.121	-.069	-.052	-.098							
X2.3	-.255	-.178	-.243	-.408	-.094	-.347	-.104	-.345	-.072	-.301	-.314	-.080	-.109						
X2.2	-.059	-.129	-.130	-.121	-.031	-.288	-.148	-.412	-.157	-.359	-.315	-.016	-.093	-.071					
X2.1	-.263	-.254	-.502	-.181	-.024	-.304	-.114	-.553	-.130	-.385	-.298	-.008	-.106	-.079	-.076				
X1.4	-.680	-.528	-.451	-.273	-.167	-.560	-.158	-.035	-.279	-.324	-.224	-.366	-.077	-.026	-.181	-.050			
X1.3	-.384	-.224	-.198	-.088	-.170	-.463	-.171	-.409	-.043	-.038	-.039	-.117	-.075	-.018	-.031	-.067	-.000		
X1.2	-.356	-.185	-.194	-.107	-.162	-.373	-.155	-.485	-.184	-.146	-.156	-.034	-.195	-.088	-.166	-.002	-.063	-.009	
X1.1	-.269	-.145	-.056	-.264	-.156	-.484	-.140	-.299	-.243	-.141	-.092	-.202	-.229	-.124	-.055	-.052	-.038	-.044	-.081

The standardized residual covariance values indicate that all residuals fell within the acceptable range, suggesting that no

substantial discrepancy remained between the observed covariance matrix and the covariance matrix estimated by the

modified model. These results confirm that the model adequately represented the observed data and that no further model modification was required. Therefore, the modified structural model was considered statistically acceptable and suitable for hypothesis testing.

3.4. Structural Equations

Based on the standardized regression coefficients obtained from the modified structural model, the simultaneous structural equations can be expressed as follows:

1. $Y_1 = 0.235 X_1 + 0.315 X_2 + 0.386 X_3$
2. $Y_2 = -0.266 X_1 + 0.260 X_2 - 0.015 X_3 + 0.838 Y_1$

Where X_1 represents TikTok Content Marketing, X_2 represents Perceived Value, X_3 represents Trust, Y_1 represents Purchase Decision, and Y_2 represents Repurchase Decision.

The first structural equation indicates that TikTok content marketing, perceived value, and trust positively influence purchase decisions. Among these variables, trust has the strongest effect (0,386), followed by perceived value (0,315) and TikTok content marketing (0,235). The hypothesis testing results further confirmed that all three variables significantly influence purchase decisions.

The second structural equation shows that perceived value has the strongest total effect on repurchase decisions (0,524), followed by trust (0,308), whereas TikTok content marketing has a negative total effect (-0,069). The negative coefficient indicates that TikTok content marketing does not directly encourage consumers to make repeat purchases, even after accounting for its indirect effect on purchase decisions. Instead, consumers' repurchase decisions are more strongly influenced by the value they perceive in the service and their prior purchase experiences. These findings are consistent with the hypothesis testing results, which indicate that only perceived value and purchase decisions significantly influence repurchase decisions.

3.5. Hypothesis

After the modified model was confirmed to be valid, reliable, and statistically acceptable, hypothesis testing was conducted to examine the structural relationships among the latent variables. The significance of each hypothesis was evaluated using the Critical Ratio (C.R.) and probability (p-value). A hypothesis was accepted when the C.R. exceeded the critical value and the probability value was less than 0.05. The results of hypothesis testing are presented in Table 10.

Table 10. Hypothesis Testing Result

No.	Hypothesis	Regression Coefficient	C.R.	Result	Decision
H1	TikTok Content Marketing → Purchase Decision	0.235	2.314	Positive and significant effect	Supported
H2	Perceived Value → Purchase Decision	0.315	3.553	Positive and significant effect	Supported
H3	Trust → Purchase Decision	0.386	5.200	Positive and significant effect	Supported
H4	TikTok Content Marketing → Repurchase Decision	-0.266	-2.270	No significant effect	Not Supported
H5	Perceived Value → Repurchase Decision	0.260	2.529	Positive and significant effect	Supported
H6	Trust → Repurchase Decision	-0.015	-0.160	No significant effect	Not Supported
H7	Purchase Decision → Repurchase Decision	0.838	7.604	Positive and significant effect	Supported

Based on Table 10, five of the seven proposed hypotheses were supported. TikTok content marketing, perceived value, and trust significantly influenced purchase decisions. Furthermore, perceived value and purchase decisions had significant positive effects on repurchase decisions. In contrast, TikTok content marketing and trust did not significantly influence repurchase decisions. These findings indicate that consumers' repurchase behaviour is primarily driven by perceived value after using the service and prior purchase decisions, rather than by marketing exposure or trust alone.

3.6. Discussion

The hypothesis testing results indicate that TikTok content marketing (0,235), perceived value (0,315), and trust (0,386) have positive and significant effects on purchase decisions. Among these variables, trust has the strongest influence, indicating that consumers are more likely to make purchase decisions when they perceive an online travel agency (OTA) as reliable and trustworthy. In addition, engaging TikTok content and high perceived value encourage consumers to complete their purchase decisions by increasing confidence in the platform and reducing uncertainty during online transactions. These findings are consistent with previous studies reporting that digital marketing, perceived value, and trust positively influence online purchasing behavior.

Regarding repurchase decisions, perceived value has a positive and significant effect (0,260), whereas TikTok content marketing (-0,266) and trust (-0,015) do not have a significant effect. These findings suggest that promotional content is effective in attracting first-time consumers but is insufficient to encourage repeat purchases. After consumers have completed a transaction, they tend to evaluate the actual value and overall service experience rather than relying on promotional content. Similarly, trust may play a more important role in encouraging initial purchases, whereas repurchase decisions depend more on consumers' evaluations of the benefits they receive after using the service. Therefore, online travel agencies should continuously improve service quality and customer value to strengthen consumers' repurchase intentions. Furthermore, the purchase decision has the strongest positive effect on the repurchase decision (0.838), indicating that consumers with a positive purchase experience are more likely to repurchase from the online travel platform. This finding implies that creating a satisfying initial purchase experience is essential for building long-term customer relationships. Therefore, online travel agencies should not only develop engaging TikTok content but also enhance customer value and service quality to create positive purchasing experiences that encourage long-term customer retention and repeat purchases.

The findings of this study also contribute to achieving the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation and Infrastructure). The results indicate that optimising TikTok content marketing, strengthening perceived value, and maintaining platform trust can improve consumers' decisions, while perceived value and positive purchasing experiences encourage repeat purchases. These findings suggest that online travel agencies can enhance customer retention and business competitiveness, thereby supporting sustainable economic growth in Surabaya's tourism sector, which aligns with SDG 8. Furthermore, the adoption of innovative digital marketing strategies and the continuous improvement of reliable online travel platforms strengthen digital tourism services and foster a more resilient digital tourism infrastructure, supporting the achievement of SDG 9.

4. CONCLUSION

This study aimed to examine the effects of TikTok content marketing, perceived value, and trust on purchase and repurchase decisions among consumers of an online travel agency (OTA) in Surabaya, using the Covariance-Based Structural Equation Modelling (CB-SEM) approach. The findings indicate that TikTok content marketing, perceived value, and trust significantly influence purchase decisions, with trust demonstrating the strongest effect. In contrast, repurchase decisions are significantly influenced by perceived value and purchase decisions, whereas TikTok content marketing and trust have no significant direct effects. These findings suggest that consumers' repeat purchasing behavior is driven more by the value they perceive and their previous purchasing experiences than by promotional content or initial trust. Therefore, online travel agency providers should continue to develop engaging TikTok content to attract new customers while prioritizing service quality, customer value, and positive purchasing experiences to encourage repeat purchases. Future research is recommended to incorporate additional variables, such as customer satisfaction, electronic word-of-mouth (e-WOM), or service quality, to provide a more comprehensive understanding of consumers' repurchase behavior.

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