

Online Advertising, Brand Image, and Engagement: Cultivating Tourist Loyalty through Perceived Value

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Abstract

This study examines how short-video online advertising, brand image, and customer engagement shape perceived value and, in turn, tourist loyalty in the hotel sector. Grounded in the Stimulus–Organism–Response perspective, advertising quality and brand image are conceptualised as stimuli, engagement and perceived value as organism states, and loyalty as the response. A cross-sectional survey was administered to hotel consumers in Jakarta and West Java who had viewed hotel advertisements on TikTok, Instagram Reels, or YouTube Shorts within the previous three months (N = 390). All constructs were measured reflectively and analysed using partial least squares structural equation modelling with bootstrapping. The results show that brand image is the strongest antecedent of perceived value, with online advertising also contributing positively; customer engagement does not significantly predict value. Perceived value does not directly influence loyalty. By contrast, customer engagement is the dominant predictor of tourist loyalty, while advertising quality and brand image exert additional, statistically significant direct effects on tourist loyalty. The model explains a substantial portion of the variance in perceived value and loyalty, exhibiting strong predictive relevance. These findings refine theory by indicating that under rapid, feed-based exposure, loyalty arises primarily through immediate engagement pathways rather than value appraisals. Hotels should prioritise credible, informative, relevant, and entertaining content that elicits behavioural engagement, alongside consistent brand signals that project reliability and modernity.

Keyword: short-video advertising; brand image; customer engagement; perceived value; tourist loyalty; hotels

1. Introduction

Short-video consumption has surged across TikTok, Instagram Reels, and YouTube Shorts, reshaping digital advertising in hospitality and altering how travelers search and book on their phones (Lee et al., 2020; Zhao & Agyeiwaah, 2024). Hotels are increasingly crafting snackable, visually rich ads to capture attention in these feeds, a shift that aligns with mobile, inspiration-led decision journeys among younger segments (Lukitaningsih & Hartono, 2024; Pratminingsih et al., 2024).

Within Indonesia, Jakarta and West Java form a compelling setting: a dense urban–nature mix with volatile occupancy and price sensitivity, where properties compete for mindshare across fragmented platforms (Nathan et al., 2020; Rini & Khasanah, 2021). Managers face

rising media costs, ad fatigue, and the perennial challenge of converting impressions into enduring loyalty (Pachucki et al., 2021). In this context, understanding how online advertising quality and brand image work in conjunction with customer engagement to build perceived value—and ultimately, tourist loyalty—is not only timely but strategically necessary (Karl et al., 2022).

Despite rapid adoption of short-video formats, few hospitality studies integrate online advertising, brand image, and engagement into a unified model that explains perceived value and loyalty, particularly in hotel settings (Juliana et al., 2021; Zou & Petrick, 2020). Empirical evidence from Indonesia remains scarce; Jakarta and West Java are underrepresented despite distinctive cultural and market dynamics and the multi-platform reality of consumption (Rachbini, 2024; Su et al., 2023).

Methodologically, the literature seldom models higher-order constructs to capture the multidimensionality of advertising (informativeness, entertainment, credibility, relevance, and irritation) and engagement (cognitive, affective, and behavioral), nor does it routinely compare paths across regions or platforms (Jiménez-Barreto et al., 2021; Putri & Alversia, 2024). Addressing these theoretical, empirical, and methodological gaps can clarify the mechanism by which digital ads and brand signals translate into value appraisals and loyal behaviour in hotels.

The strength and pathways through which online advertising, brand image, and customer engagement shape tourist loyalty—with perceived value as a central mechanism—remain insufficiently understood in Indonesian hotel markets. Managers lack evidence on which levers most effectively enhance value perceptions and loyalty under short-video conditions in Jakarta and West Java.

Building on the gaps identified, this study asks whether online advertising, brand image, and customer engagement exert direct effects on tourist loyalty in the hotel context of Jakarta and West Java; whether these drivers also enhance perceived value among consumers exposed to short-video promotions; and whether perceived value, in turn, increases loyalty while functioning as an intervening mechanism that mediates the relationships from online advertising, brand image, and engagement to loyalty. As a supplementary line of inquiry, the study examines whether the magnitude of these paths varies across platforms (TikTok, Instagram Reels, YouTube Shorts) and regions (Jakarta vs. West Java).

This study aims to: (a) test the direct effects of online advertising, brand image, and engagement on tourist loyalty; (b) examine their effects on perceived value and the subsequent effect of perceived value on loyalty; and (c) assess the mediating role of perceived value in these links. An additional objective is to compare path strengths across regions and platforms, generating actionable, context-specific insights (Nathan et al., 2020).

Theoretical contribution. The research positions perceived value as the organising mechanism within the Stimulus–Organism–Response (S–O–R) framework, connecting advertising and brand stimuli with engagement states and loyalty responses (Pachucki et al., 2021; Raharja, 2021).

Practical contribution. Findings will indicate which ad qualities and engagement behaviors most effectively elevate perceived value and loyalty in hotel markets characterized by price competition and media saturation (Karl et al., 2022), making this a methodological contribution. By employing higher-order, two-stage modeling and multi-group comparisons,

the study provides rigorous reliability and validity checks while reflecting the complexity of short-video advertising and engagement in hospitality (Jiménez-Barreto et al., 2021).

2. Literature Review

2.1 Theoretical Foundations

This study adopts the Stimulus–Organism–Response (S–O–R) framework as its core lens, clarifying how external cues shape internal states and culminate in behavioural outcomes. In our setting, the stimuli comprise the quality of online advertising and the brand image of hotels as conveyed through short-video platforms—TikTok, Instagram Reels, and YouTube Shorts—whose rich visuals and interactivity can recalibrate perceptions and invite deeper involvement (Dedeoğlu et al., 2020). The organism corresponds to customer engagement and perceived value, two evaluative states that govern how consumers interact with hotel brands online and appraise the benefits they expect to receive (Fan et al., 2022). The ultimate response is tourist loyalty, a central objective of hotel marketing. Within this architecture, stronger advertising quality and a more favourable brand image are expected to heighten engagement, which in turn enhances perceived value and nurtures loyalty (He et al., 2021).

To enrich this primary lens, we draw on complementary perspectives. The Hierarchy of Effects model describes the progression from awareness and interest to desire and action, suggesting that carefully designed advertising and engagement tactics can guide consumers through these stages (Li et al., 2022). The Elaboration Likelihood Model (ELM) explains that message processing may follow a central route—when motivation and ability are high—or a peripheral route—when they are not—both of which remain relevant to how audiences respond to short-video promotions (Fan et al., 2022). Signalling Theory further clarifies the role of brand image as a quality cue that shapes expectations and, ultimately, loyalty to hotel brands (Yu et al., 2024). Taken together, these theories provide a coherent foundation for examining how online advertising, brand image, and customer engagement jointly contribute to the perception of value and sustain tourist loyalty within the hospitality sector.

2.2 Online Advertising and Brand Image as Direct Drivers of Tourist Loyalty

Online advertising on short-video platforms—TikTok, Instagram Reels, and YouTube Shorts—draws on a bundle of attributes to spark interest and sustain interaction: informativeness, entertainment, credibility, relevance, personalization, and the capacity to elicit user engagement (Kim et al., 2024). Informative messages equip prospective guests with the essentials of a hotel's offerings, while engaging storytelling holds their attention in fast-scroll environments. Equally important, credibility underpins persuasion; audiences must trust the claims they encounter, a condition that elevates perceived service quality (Guo et al., 2024). As travelers increasingly expect tailored touchpoints, personalized executions help align promotions with individual preferences, encouraging deeper engagement in turn. Running alongside these ad attributes, brand image—anchored in reliability, modernity, and consistency—functions as a salient market signal that shapes attitudes and behavioural intentions (X. Yang et al., 2023). In crowded categories where choice overload is common, a strong image reassures guests about expected quality and nurtures trust and loyalty (Kapoor et al., 2021). Taken together, higher-quality exposures and robust brand cues tend to shift evaluations in a favourable direction, translating into intentions that culminate in tourist loyalty; evidence from hospitality research consistently links online advertising and brand

image to loyalty outcomes, especially when consumers prize reliability and relevance in accommodation decisions (Tang et al., 2024).

H1: Online advertising positively influences tourist loyalty.

H2: Brand image has a positive influence on tourist loyalty.

2.3 Customer Engagement as a Direct Driver of Tourist Loyalty

Customer engagement refers to the cognitive, affective, and behavioral states elicited by hotel advertising. This process is particularly pronounced on short-video platforms, where content is delivered rapidly and interactively (Fan et al., 2022). At the cognitive level, engagement reflects the mental effort consumers devote to interpreting claims and cues within hotel ads; at the affective level, it encompasses the emotions that such content triggers, which can cultivate brand closeness and a sense of intimacy with hotel brands (Dedeoğlu et al., 2020). Behavioral engagement, by contrast, is observable in actions—such as saving, sharing, or clicking on ads—that serve as conversion precursors and signal a deeper interaction with the brand (Lee et al., 2020). A growing body of evidence suggests that higher engagement not only strengthens the brand–consumer bond but also influences travelers' intentions to revisit and recommend hotels to others (Bird et al., 2022). Within the intensely competitive hotel markets of Jakarta and West Java, advertisements that resonate and mobilize engagement are therefore pivotal to consolidating brand loyalty, making engagement a critical construct for investigation (Ngwira et al., 2022). Consequently, this study posits the following hypothesis:

H3: Customer engagement has a positive influence on tourist loyalty.

2.4 Antecedents of Perceived Value: Online Advertising, Brand Image, and Customer Engagement

Perceived value refers to the consumer's assessment of the benefits derived from a product or service in relation to the sacrifices required to obtain it. Within online advertising—especially on short-video platforms—messages that are informative, relevant, credible, and enjoyable tend to elevate both functional benefits (e.g., quality, convenience) and hedonic benefits (e.g., enjoyment, emotional satisfaction) for prospective guests (C. Yang & Hu, 2023). When advertisements effectively convey hotel quality and distinctive offerings, they reduce perceived risk, reinforce the brand image, and reassure consumers about their choices (Su et al., 2020). A strong brand image, in turn, cultivates trust and a sense of security in purchase decisions, thereby raising perceived value (Shin & Perdue, 2021). Moreover, customer engagement meaningfully contributes to value formation: cognitive, affective, and behavioural states deepen the processing of advertising content and generate more positive affect towards the brand (Kim et al., 2024). Observable, active engagement—such as saving, sharing, or reacting to content—signals heightened attachment to the brand and ultimately enhances perceived value (Šegota, 2023). Accordingly, we posit a synergistic relationship in which online advertising quality, brand image, and customer engagement jointly contribute to the perceived value of hotel accommodations in Jakarta and West Java.

H4: Online advertising positively influences perceived value.

H5: Brand image positively influences perceived value.

H6: Customer engagement positively influences perceived value.

2.5 Perceived Value as a Determinant of Tourist Loyalty

Perceived value is commonly understood as a consumer's judgment of the benefits obtained from a product or service in relation to the sacrifices incurred—financial, temporal, and psychological. In hospitality research, this appraisal has emerged as a consistent antecedent of loyalty behaviours, predicting revisit intentions, recommendations, and brand preference (Bagheri et al., 2023). When guests judge that hotel quality—considering price, location, and facilities—exceeds the outlay required, they are more inclined to return and to engage in positive word-of-mouth (Godovykh & Ridderstaat, 2020). Such dynamics are especially salient in Jakarta and West Java, where travellers routinely navigate trade-offs between cost and convenience; in these markets, service enhancements that elevate perceived value become decisive points of differentiation among competing properties (Stylidis, 2020). Accumulating evidence further indicates that greater perceived value is associated with stronger loyalty towards the hotel brand, a relationship that is pivotal in information-rich contexts with abundant choice (Ju & Jang, 2023). Based on this, the following hypothesis is proposed.

H7: Perceived value positively influences tourist loyalty.

2.6 The Mediating Role of Perceived Value

Perceived value occupies a pivotal position in consumer decision-making, and within the hospitality industry, it frequently serves as the conduit through which marketing inputs translate into loyal behavior. Read through the lens of the Stimulus–Organism–Response (S–O–R) framework, online advertising and brand image constitute the stimuli that trigger cognitive and affective processing in the organism; within this evaluative stage, perceived value is appraised and subsequently shapes the response of tourist loyalty (Guo et al., 2024). Empirical research indicates that advertisements that are informative, relevant, and entertaining tend to enhance evaluations of hotel offerings, thereby promoting revisit and recommendation intentions (Nguyen et al., 2023). Short-video executions—on TikTok, Instagram Reels, and YouTube Shorts—can strengthen these appraisals through vivid narratives and relatable, context-rich content that resonates with prospective guests (Guo et al., 2024). Consequently, perceived value has been found to mediate the relationships between online advertising quality, brand image, and customer engagement and loyalty outcomes. As travellers perceive superior value, their propensity to remain loyal increases. The expectation of partial rather than complete mediation aligns with accumulating evidence that perceived value adds unique explanatory power to the impact of marketing communications on loyalty, underscoring its role as the bridging mechanism from stimulus to response in hospitality contexts (Ruan et al., 2023). Based on this, the following hypotheses are proposed.

H8: Perceived value mediates the effect of online advertising on tourist loyalty.

H9: Perceived value mediates the effect of brand image on tourist loyalty.

H10: Perceived value mediates the effect of customer engagement on tourist loyalty.

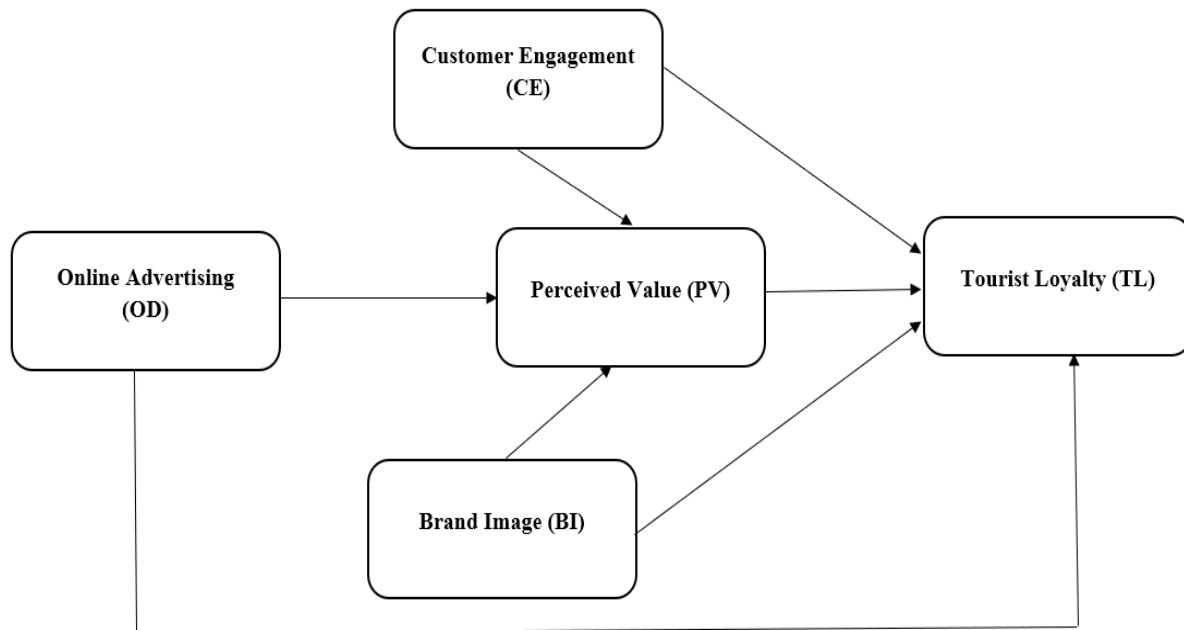


Figure 1. Conceptual Framework

3. Materials and Methods

3.1 Research Design & Context

This study adopts a cross-sectional survey to examine how online advertising (OA/OD), brand image (BI), and customer engagement (CE) shape perceived value (PV) and, in turn, tourist loyalty (TL) within the hotel/accommodation sector—grounded in the Stimulus–Organism–Response framework, OA and BI act as stimuli, CE and PV as organism states, and TL as the response. The empirical setting encompasses Jakarta (DKI) and West Java, two contiguous markets with dense competition and active short-video usage (TikTok, Instagram Reels, YouTube Shorts). The model tests both direct effects on TL and indirect effects via PV, which is consistent with the study's theoretical propositions. Measurement follows a reflective specification for all constructs, using multi-item indicators adapted to short-video advertising and hotel branding. The design prioritizes external validity by sampling active users who have recently been exposed to hotel ads on short-video platforms, ensuring that responses reflect current digital touchpoints and booking journeys.

3.2 Population, Sampling, and Data Collection

The target population comprises adults (≥ 18 years) residing in Jakarta or West Java who viewed hotel short-video advertisements in the previous three months. Data were collected via an online, self-administered questionnaire, disseminated through consumer panels and social media. Screening questions verified platform exposure and eligibility; attention-check items were embedded to enhance data quality. The final sample consists of $N = 390$, balanced by region (Jakarta = 195, West Java = 195). Respondents reported a primary platform distribution of TikTok (40%), Instagram Reels (30%), and YouTube Shorts (30%), with varied usage intensities—items were evaluated using a seven-point Likert scale. Indicators for OD (15 items), CE (9 items), BI (5 items), PV (5 items), and TL (5 items) were adapted to the local hotel context; irritation items were reverse-coded to align with the directionality. Data were

screened for missing values and outliers before modeling, and descriptive profiles were compiled (see Table 1).

3.3 Measures and Instrument Development

All constructs were operationalized reflectively using a seven-point Likert scale (1 = strongly disagree; 7 = strongly agree). Online Advertising (OD, 15 indicators) comprises five facets—credibility (CRE1–CRE3), entertainment (ENT1–ENT3), informativeness (INF1–INF3), relevance (REL1–REL3), and irritation (IRR1–IRR3, reverse-coded)—adapted to short-video contexts drawing on work linking ad quality to consumer responses (Dedeoğlu et al., 2020; Nguyen et al., 2023; Tang et al., 2024). Customer Engagement (CE, comprising nine indicators) encompasses cognitive (COG1–COG3), affective (AFF1–AFF3), and behavioral (BEH1–BEH3) states, aligned with engagement theory in hospitality social media (Lee et al., 2020; Rather et al., 2021; Shin & Perdue, 2021). Brand Image (BI, five indicators: BI1–BI5) reflects reliability, modernity, and consistency in hotel branding (Jiménez-Barreto et al., 2021; X. Yang et al., 2023). Perceived Value (PV, comprising five indicators: PV1–PV5) encompasses both functional and hedonic appraisals of the stay in relation to the sacrifices made (Su et al., 2020; C. Yang & Hu, 2023). Tourist Loyalty (TL, five indicators: TL1–TL5) measures revisit, recommendation, and preference intentions (Ju & Jang, 2023; Styliadis et al., 2020). Items were adapted to the Jakarta and West Java hotel context, pretested for clarity, and reviewed to ensure content validity and cultural relevance.

3.4 Data Analysis Procedures

Analyses employed PLS-SEM (SmartPLS), given the model's predictive focus and multi-indicator constructs. The PLS algorithm employed the path-weighting scheme, Mode A for reflective measures, with a maximum of 300 iterations and a stop criterion of $1e-7$. Reliability and convergence were evaluated via outer loadings, Cronbach's α , ρ_A , CR, and AVE; discriminant validity was assessed using Fornell–Larcker and (recommended) HTMT. Collinearity was examined through VIF for both measurement and structural components. The inner model was evaluated using path coefficients (β), t-statistics, and p-values from bootstrapping (5,000 subsamples; two-tailed, $\alpha = .05$; individual sign changes), alongside R^2 , effect sizes (f^2), and predictive relevance (Q^2) via blindfolding (Hair et al., 2024). Mediation was tested through specific indirect effects with bootstrap confidence intervals, and the findings were reported for both direct and indirect paths, aligning with the study's hypotheses.

3.5 Common Method Bias, Robustness, and Ethics

Procedural remedies to mitigate common method bias (CMB) included anonymity assurances, neutral instructions, randomisation of item order, and mixed-valence wording (with irritation indicators reverse-coded). Statistically, CMB and collinearity were examined using full-collinearity VIF and ancillary checks (e.g., Harman's single-factor/marker-variable approach, where applicable); thresholds were based on current PLS guidelines. Robustness was examined via sensitivity analyses, including re-estimation after tentative trimming of low-loading indicators and inspection of alternative specifications; substantive conclusions remained unchanged (Hult et al., 2021). All participants provided informed consent prior to commencing the survey. The study adhered to institutional ethical standards and local

regulations regarding the protection of human subjects and data privacy. Identifiable information was neither collected nor stored, and reporting adheres to the principles of transparency and reproducibility appropriate for quantitative research in hospitality and tourism.

4. Result

4.1 Descriptive Statistics and Respondent Profile

Table 1 summarises the respondent profile (N = 390) and indicates strong coverage of the study context. The sample is evenly split between Jakarta and West Java (each 50.0%). TikTok is the principal platform (40.0%), with Instagram Reels and YouTube Shorts each at 30.0%, providing balanced exposure to short-video ecosystems. Gender is broadly even (male 51.3%; female 48.7%). The age structure is youth-skewed yet diverse, with the largest group being 25–34 (37.9%), followed by 35–44 (24.1%), 18–24 (22.1%), 45–54 (12.1%), and 55+ (3.8%). Educational attainment is relatively high (bachelor's degree 45.9%; postgraduate 16.2%). Income concentrates around IDR 5–10 million (33.3%), then 10–20 million (28.2%), and <5 million (20.5%). Leisure is the dominant trip type (67.9%), with Business/MICE at 22.1%. A slight majority (54.9%) have not previously stayed with the focal brand or hotel. Usage intensity is moderate overall, with the majority of users spending between 3–7 hours/week (35.9%) and 8–14 hours/week (28.2%).

Table 1. Attributes of Review Respondents

Respondent Attributes	Categories	Frequency (N)	Percentage (%)
Region	Jakarta (DKI)	195	50.0
	West Java	195	50.0
Primary short-video platform	TikTok	156	40.0
	Instagram Reels	117	30.0
	YouTube Shorts	117	30.0
Gender	Male	200	51.3
	Female	190	48.7
Age group (years)	18–24	86	22.1
	25–34	148	37.9
	35–44	94	24.1
	45–54	47	12.1
	55+	15	3.8
Education	High school/Equivalent	78	20.0
	Diploma	70	17.9
	Bachelor's degree	179	45.9
	Postgraduate (Master's/Doctorate's)	63	16.2
Monthly income (IDR)	< 5 million	80	20.5
	5–10 million	130	33.3
	10–20 million	110	28.2
	> 20 million	50	12.8

	Prefer not to say	20	5.2
Trip type (most recent)	Leisure	265	67.9
	Business/MICE	86	22.1
	Family/Other	39	10.0
Prior stay at brand/hotel	Yes	176	45.1
	No	214	54.9
Short-video usage intensity	< 3 hours/week	90	23.1
	3–7 hours/week	140	35.9
	8–14 hours/week	110	28.2
	> 14 hours/week	50	12.8

4.2 Measurement Model Evaluation (Outer Model)

Table 2 presents the external (measurement) model, demonstrating sound reliability and convergent validity across the constructs. Online Advertising (OD) exhibits very high internal consistency ($\alpha = 0.957$; CR = 0.962) and satisfactory convergence (AVE = 0.627), with item loadings ranging from 0.742 to 0.842; the positive loadings for IRR items indicate correct reverse-coding. Customer Engagement (CE) likewise evidences strong reliability ($\alpha = 0.950$; CR = 0.959) and excellent convergence (AVE = 0.725). Although COG1 loads at 0.619, it remains acceptable given AVE > 0.50 and the construct's theoretical breadth; its retention preserves content coverage across cognitive, affective, and behavioural facets. Brand Image (BI) meets the recommended thresholds ($\alpha = 0.900$; CR = 0.927; AVE = 0.717), with loadings ranging from 0.751 to 0.886. Perceived Value (PV) also performs strongly ($\alpha = 0.905$; CR = 0.930; AVE = 0.726), with loadings between 0.793 and 0.873. Finally, Tourist Loyalty (TL) demonstrates acceptable reliability ($\alpha = 0.851$; CR = 0.894) and convergent validity (AVE = 0.629), with loadings ranging from 0.718 to 0.857. Taken together, all constructs exceed conventional cut-offs (loadings ≥ 0.70 in the main; α /CR ≥ 0.70 ; AVE ≥ 0.50), supporting the adequacy of the measurement model and justifying progression to structural analysis and tests of mediation.

Table 2. Analyses of the External Model

Construct / Item	Loadings	Alpha	CR	AVE
Online Advertising (OD)		0,957	0,962	0,627
CRE1	0,742			
CRE2	0,764			
CRE3	0,797			
ENT1	0,752			
ENT2	0,768			
ENT3	0,831			
INF1	0,810			
INF2	0,813			
INF3	0,807			
REL1	0,800			
REL2	0,802			
REL3	0,797			

IRR1	0,749			
IRR2	0,842			
IRR3	0,797			
Customer Engagement (CE)		0,950	0,959	0,725
COG1	0,619			
COG2	0,745			
COG3	0,793			
AFF1	0,908			
AFF2	0,920			
AFF3	0,909			
BEH1	0,904			
BEH2	0,904			
BEH3	0,908			
Brand Image (BI)		0,900	0,927	0,717
BI1	0,751			
BI2	0,879			
BI3	0,886			
BI4	0,847			
BI5	0,863			
Perceived Value (PV)		0,905	0,930	0,726
PV1	0,873			
PV2	0,793			
PV3	0,855			
PV4	0,869			
PV5	0,866			
Tourist Loyalty (TL)		0,851	0,894	0,629
TL1	0,796			
TL2	0,736			
TL3	0,847			
TL4	0,718			
TL5	0,857			

Source: Author's Calculation Results.

Table 3 presents the Fornell–Larcker matrix, with the square roots of AVE on the diagonal—Brand Image (BI, 0.847), Online Advertising (OA, 0.792), Perceived Value (PV, 0.852), and Tourist Loyalty (TL, 0.793)—and the inter-construct correlations off the diagonal. For most pairs, correlations are lower than the corresponding diagonal entries, indicating satisfactory discriminant validity. Customer Engagement (CE) correlates moderately with BI (0.766), OA (0.741), PV (0.752), and TL (0.835), consistent with conceptual relatedness yet separability. A single borderline exception emerges for the BI–PV association (0.868), which slightly exceeds the diagonal magnitudes for BI (0.847) and is close to that of PV (0.852). This suggests a strong linkage between perceived brand signals and value judgments in hotel settings. To consolidate evidence of discriminant validity, we recommend complementary diagnostics—HTMT (preferably < 0.85/0.90 with bootstrap CIs not crossing 1), inspection of cross-loadings, and, if necessary, minor indicator trimming or a higher-order specification—while retaining theoretical distinctiveness across constructs.

Table 3. Result of Discriminant Validity

Variable	1	3	4	5
1. Brand Image (BI)	0,847			
2. Customer Engagement	0,766			
3. Online Advertising	0,741	0,792		
4. Perceived Value (PV)	0,868	0,752	0,852	
5. Tourist Loyalty (TL)	0,843	0,835	0,764	0,793

Source: Author's Calculation Results.

Table 4 summarises explanatory and predictive performance. Using Cohen's conventions for f^2 (≈ 0.02 small; 0.15 medium; 0.35 large), Brand Image (BI) shows a large effect on Perceived Value (PV) ($f^2 = 0,870$) and a small-to-medium effect on Tourist Loyalty (TL) ($0,127$). Customer Engagement (CE) contributes negligibly to PV (0.014) yet exhibits a significant direct effect on TL (1.987), indicating that engagement operates primarily as a direct loyalty driver rather than through value. Online Advertising (OA) displays small to medium effects on both PV (0.132) and TL (0.227). The endogenous constructs are explained very well: $R^2(\text{PV}) = 0,782$ (substantial) and $R^2(\text{TL}) = 0,936$ (very substantial). Predictive assessment via blindfolding confirms strong relevance, with $Q^2(\text{PV}) = 0.562$ and $Q^2(\text{TL}) = 0.581$ (both well above zero), indicating robust out-of-sample prediction. Overall, the pattern suggests BI is the strongest antecedent of value, while CE is the dominant direct predictor of loyalty, with OA making meaningful supplementary contributions.

Table 4. Coefficient of Effect Size (f^2), Determination (R^2) and Predictive Relevance (Q^2)

Variable	f^2		R^2	Q^2
	Perceived Value (PV)	Tourist Loyalty (TL)		
Brand Image (BI)	0,870	0,127		
Customer Engagement (CE)	0,014	1,987		
Online Advertising (OA)	0,132	0,227		
Perceived Value (PV)		0,000	0,782	0,562
Tourist Loyalty (TL)			0,936	0,581

Source: Author's Calculation Results.

4.3 Structural Model Evaluation (Inner Model)

Figure 2 illustrates the structural model, with the explained variance within the endogenous constructs. Perceived Value is well accounted for ($R^2 = 0.782$), primarily by Online Advertising (positive), while Customer Engagement contributes only marginally. Tourist Loyalty exhibits very high explanatory power ($R^2 = 0.936$), with Customer Engagement being the dominant direct driver, followed by Online Advertising and a more negligible effect from Brand Image. The direct pathway from Perceived Value to loyalty appears negligible in this sample. Overall, the pattern suggests that short-video loyalty is primarily driven by engagement, with advertising quality enhancing value perceptions and providing a direct, supportive influence.

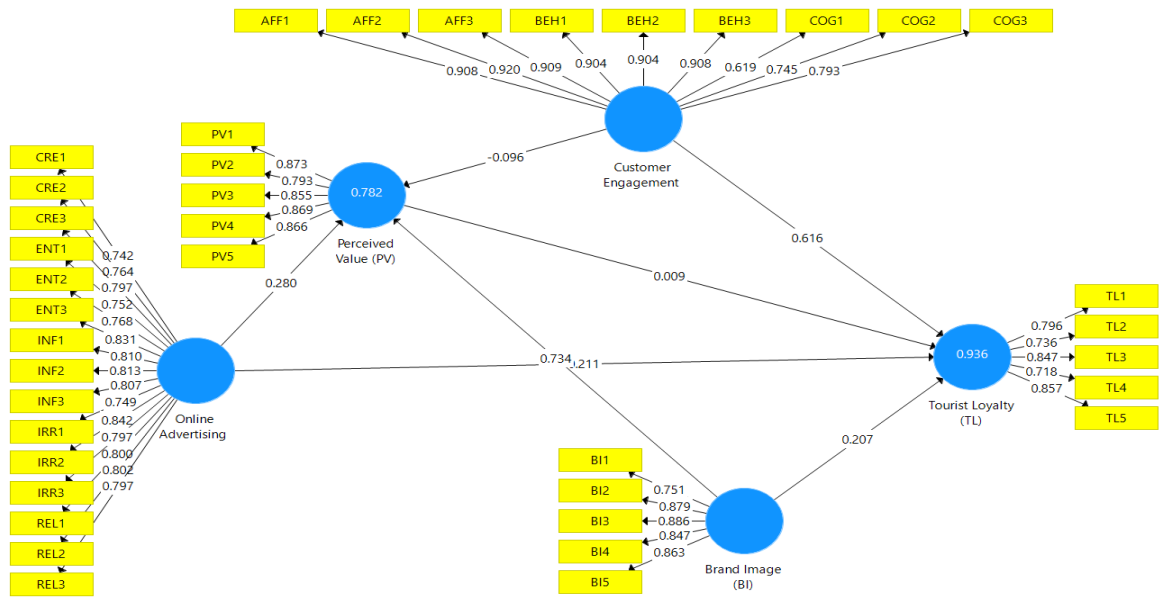


Figure 2. Construct Testing Model

4.4 Hypotheses Testing Results

Figure 3 presents bootstrapped t-statistics for the measurement and structural models. Indicator t-values are uniformly high (predominantly > 12), confirming reliable outer loadings. For the inner model, Customer Engagement → Tourist Loyalty shows the most substantial effect ($t \approx 20.545$), followed by Online Advertising → Tourist Loyalty ($t \approx 10.842$) and Brand Image → Tourist Loyalty ($t \approx 7.318$); these paths are statistically significant. Online Advertising → Perceived Value is also significant ($t \approx 5.727$). By contrast, Customer Engagement → Perceived Value is weak ($t \approx 1.703$) and Perceived Value → Tourist Loyalty is negligible ($t \approx 0.284$), offering no support for mediation via perceived value in this sample.

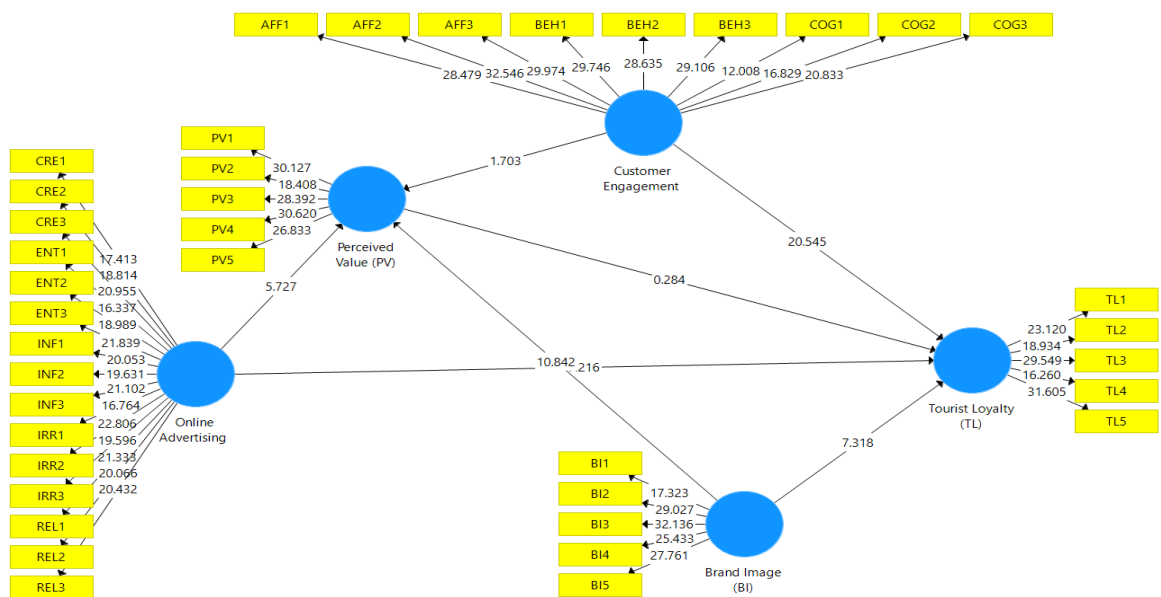


Figure 3. Bootstrapping Results

Table 5 summarises direct-path estimates. Brand Image → Perceived Value is substantial ($\beta = 0.734$, $t = 10.842$, $p < 0.001$), making brand image the strongest antecedent of value (supports H5). Customer Engagement → Perceived Value is negative and non-significant ($\beta = -0.096$, $p = 0.089$), offering no support for H6. Online Advertising → Perceived Value is positive and significant ($\beta = 0.280$, $t = 5.727$, $p < 0.001$), supporting H4. For loyalty outcomes, Customer Engagement → Tourist Loyalty is the dominant driver ($\beta = 0.615$, $t = 19.977$, $p < 0.001$), supporting H3. Brand Image → Tourist Loyalty ($\beta = 0.214$, $t = 7.623$, $p < 0.001$) and Online Advertising → Tourist Loyalty ($\beta = 0.213$, $t = 7.665$, $p < 0.001$) are both significant, supporting H2 and H1, respectively. Finally, the Perceived Value → Tourist Loyalty Relationship is negligible ($\beta = 0.009$, $p = 0.777$); thus, H7 is not supported.

Table 5. Summary of Direct Effects Testing Results

Construct	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Image (BI) -> Perceived Value (PV)	0,734	0,068	10,842	0,000
Brand Image (BI) -> Tourist Loyalty (TL)	0,214	0,028	7,623	0,000
Customer Engagement -> Perceived Value (PV)	-0,096	0,056	1,703	0,089
Customer Engagement -> Tourist Loyalty (TL)	0,615	0,031	19,977	0,000
Online Advertising -> Perceived Value (PV)	0,280	0,049	5,727	0,000
Online Advertising -> Tourist Loyalty (TL)	0,213	0,028	7,665	0,000
Perceived Value (PV) -> Tourist Loyalty (TL)	0,009	0,033	0,284	0,777

Table 6 reports the specific indirect effects via Perceived Value (PV). All three mediation paths are trivial in magnitude and statistically non-significant: Brand Image → PV → Tourist Loyalty ($O = 0.007$, $t = 0.285$, $p = 0.776$), Customer Engagement → PV → Tourist Loyalty ($O = -0.001$, $t = 0.254$, $p = 0.799$), and Online Advertising → PV → Tourist Loyalty ($O = 0.003$, $t = 0.273$, $p = 0.785$). With t-statistics well below 1.96 and p-values far above 0.05, the data provide no evidence of mediation through PV. This aligns with the non-significant direct path PV → Tourist Loyalty observed in the structural model, indicating that loyalty in short-video contexts is driven primarily by the direct effects of Customer Engagement, Brand Image, and Online Advertising, rather than by value appraisals. Conceptually, immediate, interaction-based mechanisms may dominate loyalty formation, while value judgements are limited in this sample. Thus, H8–H10 are not supported.

Table 6. Summary of Indirect Effects Testing Results

Construct	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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Brand Image (BI) -> Perceived Value (PV) -> Tourist Loyalty (TL)	0,007	0,024	0,285	0,776
Customer Engagement -> Perceived Value (PV) -> Tourist Loyalty (TL)	-0,001	0,004	0,254	0,799
Online Advertising -> Perceived Value (PV) -> Tourist Loyalty (TL)	0,003	0,010	0,273	0,785

5. Discussion

The findings clarify how short-video environments shape hotel loyalty. First, customer engagement emerges as the dominant predictor of tourist loyalty ($\beta = 0.615$, $t = 19.977$), indicating that cognitive, affective, and behavioural involvement with ads translates directly into revisit and recommendation intentions—consistent with engagement scholarship in hospitality (Bird et al., 2022; Fan et al., 2022). The large f^2 for the CE \rightarrow TL path (1.987) reinforces this centrality. Secondly, online advertising and brand image also exert significant direct effects on loyalty ($\beta = 0.213$ and $\beta = 0.214$, respectively), aligning with work that links credible, informative, and relevant advertising and strong brand signals to favourable behavioural intentions (Dedeoğlu et al., 2020; Kapoor et al., 2021; Tang et al., 2024).

On the value-formation side, brand image is the strongest antecedent of perceived value ($\beta = 0.734$; $f^2 = 0.870$), with online advertising contributing positively ($\beta = 0.280$), echoing evidence that brand cues reduce perceived risk and elevate value judgements (Shin & Perdue, 2021; Su et al., 2023). By contrast, the CE \rightarrow PV path is weak and non-significant, suggesting that, in fast-scroll contexts, engagement may drive loyalty more through immediate connection and action tendencies than through deliberative value appraisals.

Contrary to much hospitality research (e.g., Bagheri et al., 2023; Ju & Jang, 2023), perceived value does not predict loyalty in this sample ($\beta = 0.009$, $p = 0.777$), and all indirect effects via value are trivial and non-significant. Two interpretations follow. First, short-video encounters may sit higher in the funnel, where engagement-to-loyalty pathways dominate and value remains latent. Secondly, the strong direct effects of CE, OA, and BI may suppress the incremental role of value when modelled jointly. Notwithstanding this, the model explains substantial variance— $R^2 = 0.782$ for value and $R^2 = 0.936$ for loyalty—with strong Q^2 for both, indicating robust predictive relevance.

Managerially, hotels should design credible, informative, and entertaining content that provokes behavioural engagement (save/share/click), while investing in brand assets that signal reliability and modernity (C. Yang & Hu, 2023). Value messaging remains useful, but the priority in short-video campaigns is to activate engagement and project brand quality succinctly. Future research could test stage-of-journey contingencies, experiment with creative formats that foreground value, and examine platform-specific effects (Nguyen et al., 2023; Ruan et al., 2023).

6. Conclusion, Implication, and Recommendation

Conclusion. The study demonstrates that customer engagement is the principal driver of tourist loyalty in short-video contexts, with online advertising and brand image exerting additional, significant direct effects. Brand image is the strongest antecedent of perceived

value, and online advertising also enhances value; however, perceived value does not predict loyalty or mediate the effects of these antecedents. The model exhibits high explanatory and predictive power (substantial R^2 and Q^2 for both endogenous constructs).

Implications. Theoretically, the results refine the S–O–R account by showing that loyalty may arise through immediate engagement pathways rather than via value appraisals under rapid, feed-based exposure. This nuances value-centric models within hospitality and suggests boundary conditions tied to media format and journey stage. Managerially, hotels should prioritise credible, informative, relevant, and entertaining creative content, engineered to elicit behavioural engagement (such as save/share/click). Parallel investment in brand signals—such as reliability, modernity, and consistent identity—strengthens value perceptions and supports loyalty. Campaign operations should manage frequency and targeting to minimize irritation, while aligning messages with platform norms (TikTok vs. Reels vs. Shorts).

Recommendations. Future work should: (1) adopt longitudinal or two-wave designs to capture value formation over time; (2) use experiments to isolate the causal roles of informativeness, credibility, and entertainment; (3) test moderators (e.g., privacy concern, prior stay, price sensitivity, platform involvement) and multi-group analyses by region and platform; (4) incorporate behavioural outcomes (e.g., booking or click-through) alongside intentions; and (5) examine alternative mediators (trust, satisfaction, brand attachment) that may operate more proximally than value in short-video feeds. Practitioners should combine engagement-optimised creative with sustained brand building, using ongoing A/B testing and dashboarded metrics to balance reach, relevance, and resonance.

7. References

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