

Credibility Increases Visit Intention, but Misinformation Risk Weakens It: Evidence from TikTok F&B Search

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Abstract

TikTok increasingly serves as an experiential search environment for Indonesian Gen-Z, shaping how food and beverage (F&B) venues are discovered, evaluated, and chosen. This study investigates how perceived affordances and perceived search value influence perceived credibility in TikTok-based F&B search, how credibility and search satisfaction subsequently shape visit intention, and under what conditions perceived misinformation risk weakens this process. A cross-sectional survey of Gen-Z TikTok users in Greater Jakarta (N = 234) was analyzed using partial least squares structural equation modeling. The results indicate that both perceived affordances and perceived search value enhance perceived credibility, with search value emerging as the relatively stronger route. Credibility increases search satisfaction, and together credibility and satisfaction are associated with higher intention to visit F&B venues found via TikTok. The findings also show that when users perceive higher misinformation risk on the platform, the positive relationship between credibility and visit intention becomes weaker, indicating that trust in content does not automatically translate into action under conditions of platform-level skepticism. The study contributes an integrated mechanism that links platform design and experiential value to credibility, satisfaction, and behavioral intention, while identifying perceived misinformation risk as a boundary condition for conversion. For managers, the findings highlight the importance of designing high-fit, low-friction discovery experiences and strengthening transparent integrity signals so that short-video search more reliably leads to offline visits.

Keywords: TikTok Marketing, Experiential Search, Perceived Credibility, Misinformation Risk, Gen-Z.

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INTRODUCTION

The rise of short-video platforms such as TikTok has transformed the logic of digital marketing and consumer decision making (Hou et al., 2025; Al-Marroof et al., 2021). What began as an entertainment ecosystem has evolved into a search-based environment in which users scroll to search and discover restaurants, cafés, and lifestyle experiences through algorithmically curated videos (Almoqbel, 2025; Brookbank, 2025). In Indonesia this shift is amplified by demographic and cultural factors. Gen-Z dominates digital consumption and often assigns greater weight to visual and social cues than to purely textual information, which helps explain the platform's traction for discovery and evaluation (DataReportal, 2025; Rahayu et al., 2025; Cervi, 2021; Kembau & Winarko, 2025). Parallel evidence outside Indonesia also suggests substitution of traditional search with TikTok for exploratory queries, particularly among younger users (Nieman Lab, 2022; Erdmann et al., 2022). As TikTok increasingly functions as a hybrid of search engine, social network, and entertainment

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channel, the question shifts from whether users rely on it for search to how platform design shapes judgment and action (Diep et al., 2025; Molem et al., 2024).

From a theoretical standpoint, the intersection of platform affordances and perceived search value represents an important yet under examined frontier in digital marketing. Affordances are features that enable user action and structure what information is accessible as well as how it is perceived and trusted (Treem & Leonardi, 2012; Roberts et al., 2025). Perceived search value, a construct rooted in information system success and consumer value theory, captures relevance, efficiency, and enjoyment that motivate satisfaction and continued use (DeLone & McLean, 2003; Zeithaml, 1988; Hadji & Degoulet, 2016). Prior studies typically analyze these constructs in separate streams, with affordances discussed in social media design and search value examined in e-commerce or information retrieval usability. Much less is known about their joint influence on credibility formation and downstream behavior in short-video search contexts, where content is highly experiential and socially endorsed. This gap becomes practically salient as Gen-Z consumers treat TikTok as a first touchpoint for discovery and evaluation of F&B options in dense urban markets (Diep et al., 2025; DataReportal, 2025).

At the same time, misinformation risk is an unavoidable tension in algorithmic environments. Algorithmic amplification and user-generated endorsements can raise engagement while distorting credibility, creating simultaneous forces of trust and distrust that complicate decision making (ISD, 2025; Kirkpatrick et al., 2024; Ecker et al., 2022; Filieri, 2015; Metzger & Flanagin, 2013). In the F&B domain, this tension is especially consequential because decisions are immediate, hedonic, and sensory, making credibility shifts directly affect visit intention and purchase behaviors. Focusing on Gen-Z consumers in Jakarta provides a theoretically informative and policy-relevant setting. This cohort shows high TikTok adoption and strong social sharing norms, while Jakarta's urban density concentrates brands, outlets, and peer signals that make algorithmic discovery highly salient and measurable (DataReportal, 2025; Rahayu et al., 2025; Felix et al., 2024). Positioning the study in this context clarifies the boundary conditions under which experiential cues interact with perceived misinformation risk, shaping whether TikTok search reliably converts into offline action.

Despite TikTok's rapid emergence as a search tool, empirical work has not yet explained how experiential short-video cues such as affordances and perceived search value jointly build credibility, nor when credibility successfully translates into actual visit intention. Moreover, no prior study examines whether perceived misinformation risk disrupts this conversion process, even though concerns about biased, promotional, or manipulated F&B content on TikTok are increasingly widespread in Indonesia (ISD, 2025; Finkelstein et al., 2025). These unresolved issues motivate the central research question: How do experiential search features on TikTok shape Gen-Z users' credibility judgments and visit intentions, and under what conditions does perceived misinformation risk weaken these relationships? Addressing this question is essential for understanding the fragility of digital trust in algorithm-driven markets and for explaining why some TikTok-driven recommendations lead to real-world visits while others do not.

This study advances scholarship by integrating these strands into a single model of experiential search on TikTok. First, it extends affordance theory into the behavioral stage of consumer decision making by testing how perceived affordances and perceived search value jointly build credibility in a short-video search setting (Treem & Leonardi, 2012; DeLone & McLean, 2003; Roberts et al., 2025). Second, it situates credibility and satisfaction as psychological bridges that connect digital search experiences to offline visit intention in the F&B context, consistent with work on online review helpfulness and credibility processing heuristics (Filieri, 2015; Metzger & Flanagin, 2013; Cheung et al., 2009). Third, it theorizes perceived misinformation risk as a platform-level boundary condition that weakens these links, thereby specifying when digital trust is fragile and when it reliably converts to action in algorithm-driven markets (ISD, 2025; Ecker et al., 2022; Kirkpatrick et al., 2024). By foregrounding the interaction of experiential cues, credibility processes, and perceived risk, and by anchoring the analysis in a high-adoption and high-noise Indonesian context, the study clarifies a theoretically significant mechanism of conditional trust in short-video search ecosystems. By moving beyond classic e-WOM approaches that emphasize message or source-level factors and by explaining when credibility does or does not convert into conative outcomes, the study responds to recent calls for integrative models of algorithmic trust and social search behavior and provides an empirically grounded account of how credibility, satisfaction, and behavioral intention operate in short-video environments (Metzger & Flanagin, 2013; Filieri, 2015; Diep et al., 2025).

Literature Review

From a broader management and consumer-behavior perspective, this study is grounded in value-based decision making and information-systems success logic, where consumers evaluate digital touchpoints based

on perceived usefulness, enjoyment, and trust and then form behavioral intentions accordingly (Zeithaml, 1988; DeLone & McLean, 2003; Bhattacharjee, 2001). This logic is consistent with intention-based frameworks in consumer behavior, such as theory-of-reasoned-action and expectation–confirmation perspectives, where evaluations of value and credibility precede conative outcomes.

Perceived Affordances and the Formation of Credibility

On short-video platforms, what users can do with the system, such as seeing rich multimodal cues, interacting, personalizing feeds, and navigating dense social traces, shapes how trustworthy the content appears. Classic affordance theory explains how visibility, editability, persistence, and association enable users to access diagnostic signals and reduce ambiguity (Treem & Leonardi, 2012; Faizza & Roostika, 2024). Perceived affordances refer to users' perceptions that TikTok's technical features (interactivity, personalization, short-video modality, and community signals) enable them to explore, evaluate, and refine F&B search results effectively, consistent with prior conceptualizations of platform affordances (Treem & Leonardi, 2012; Roberts et al., 2025). Recent work comparing TikTok's tech affordances to other short-video apps shows that these features heighten informational diagnostics available within the feed and support rapid impression formation (Roberts et al., 2025). TikTok-as-search studies further report that affordances such as creator profiles, comments, stitched content, and engagement traces are actively used as credibility cues during exploratory search (Almoqbel, 2025; Brookbank, 2025; Diep et al., 2025). In online evaluation under bounded attention, users rely on cognitive heuristics; credibility judgments accelerate when platforms expose richer, task-relevant cues (Metzger & Flanagin, 2013; Filieri, 2015). Thus, stronger perceived affordances should translate into higher perceived credibility in the search episode.

H₁: Perceived Affordances positively influence Perceived Credibility.

Perceived Search Value as a Predictor of Credibility

Perceived search value captures the relevance, efficiency, and enjoyment users obtain from using TikTok to search for F&B options. It functions as an outcome-based cue that users often treat as a proxy for truth under time pressure (Metzger & Flanagin, 2013; Erdmann et al., 2022). In information-systems evaluation, value and success perceptions tend to cohere: when a system delivers task fit and fluency, users infer that the underlying information is reliable (DeLone & McLean, 2003). Empirical work on TikTok search shows that when users perceive the feed as useful and effort-saving, they also report higher confidence in the content and greater willingness to adopt the recommendations (Almoqbel, 2025; Diep et al., 2025). Studies with student and Gen-Z samples indicate that perceived usefulness and enjoyment on TikTok are intertwined with content quality judgments during exploratory lookups (Brookbank, 2025). In eWOM contexts, usefulness and diagnosticity consistently feed adoption through credibility pathways (Cheung et al., 2009; Filieri, 2015). Consequently, when users experience high search value on TikTok, they are more likely to judge the surfaced information as credible.

H₂: Perceived Search Value positively influences Perceived Credibility.

The Influence of Credibility on Search Satisfaction

Perceived credibility reflects the extent to which TikTok search results are judged accurate, reliable, and unbiased for a given F&B query (Metzger & Flanagin, 2013; Filieri, 2015). Search satisfaction reflects the resolution of uncertainty and the confirmation that the retrieved information meets expectations (Bhattacharjee, 2001; DeLone & McLean, 2003). Credible results reduce cognitive dissonance and post-search doubt, thereby elevating satisfaction with the search episode. In short-video search, users often complete micro-verifications through creator cues, comment quality, and cross-clip consistency, and when these cues align and the content is judged credible, satisfaction with the search process increases (Diep et al., 2025; Brookbank, 2025; Almoqbel, 2025). This mechanism mirrors broader online information adoption, in which credibility undergirds perceived success and post-use affect (Cheung et al., 2009; Filieri, 2015). Studies of review platforms and social commerce similarly show that when users trust the information source, they report higher satisfaction with both the search process and its outcome (Filieri, 2015; Hadji & Degoulet, 2016). Hence, perceived credibility should positively predict search satisfaction in TikTok-based exploratory search.

H₃: Perceived Credibility positively influences Search Satisfaction.

The Role of Credibility in Shaping Visit Intention

Visit intention is conceptualized as a conative outcome in which users form readiness or plans to visit a recommended venue after evaluating content, consistent with consumer-behavior and technology-adoption perspectives. Behavioral intention in persuasive search journeys depends on whether users judge the information as trustworthy enough to act upon. In eWOM and social commerce, credibility consistently drives adoption and downstream conative outcomes (Cheung et al., 2009; Filieri, 2015; Jia et al., 2023). Short-video persuasion research shows that credible TikTok content, supported by authentic cues and platform-native diagnostics, more readily converts to action than content perceived as dubious (Molem et al., 2024; Roberts et al., 2025). Studies on TikTok search similarly note that credibility operates as a proximal determinant of intention, beyond experiential appraisals such as enjoyment alone (Almoqbel, 2025; Diep et al., 2025; Barta et al., 2023). Accordingly, when users deem TikTok search results credible, they are more inclined to form intentions to visit the recommended venue.

H₄: Perceived Credibility positively influences Visit Intention.

The Effect of Search Satisfaction on Visit Intention

Search satisfaction in this model captures users' cognitive and affective evaluation that their TikTok F&B search went well, resolved their needs, and justified the effort. Satisfaction signals expectation confirmation and the perception that search costs were justified, two conditions that set the stage for action (Bhattacharjee, 2001; Wang & Liu, 2024). Within information-systems success frameworks, satisfaction is a key antecedent of continued use and behavioral intention (Hadji & Degoulet, 2016). In TikTok search contexts, a satisfying episode characterized by fit, clarity, and low friction supports stronger readiness to enact the recommendation (Almoqbel, 2025; Diep et al., 2025; Brookbank, 2025). Complementary evidence from persuasive short-video research shows that positive affect and felt fluency increase compliance with suggested behaviors (Molem et al., 2024). This pattern aligns with expectation-confirmation logic, where satisfied users are more likely to convert intentions into concrete behavioral plans. Therefore, greater search satisfaction should translate into higher visit intention.

H₅: Search Satisfaction positively influences Visit Intention.

The Moderating Influence of Perceived Misinformation Risk

Perceived misinformation risk denotes users' awareness and concern that the TikTok environment may expose them to biased, low-quality, or manipulated content during F&B search (Ecker et al., 2022; Siani et al., 2024). This risk acts as a skepticism lens that attenuates the behavioral potency of credibility. Even when a given item appears credible, heightened platform-level risk lowers the user's willingness to convert that belief into action, consistent with infodemiology and content-moderation findings on TikTok (Kirkpatrick et al., 2024; Finkelstein et al., 2025). Policy and audit reports similarly warn that algorithmic biases and search-layer distortions can erode trust at the point of decision (ISD, 2025; Nieman Lab, 2022). TikTok search research highlights that users' evaluation behaviors are sensitive to such ambient risk cues during exploratory search (Diep et al., 2025; Brookbank, 2025). Hence, perceived misinformation risk should weaken the positive effect of credibility on visit intention.

H₆: Perceived Misinformation Risk weakens the positive effect of Perceived Credibility on Visit Intention.

Below Figure 1, we conceptualize an experiential-search mechanism in which perceived affordances (personalization, interactivity, multimodality, social traces) and perceived search value (relevance, efficiency, enjoyment) operate as upstream drivers of perceived credibility. Credibility reduces ambiguity during exploratory search and elevates search satisfaction, which together shape visit intention. The model also specifies perceived misinformation risk as a platform-level boundary that weakens the credibility–intention link.

This logic is consistent with consumer decision-making and information-adoption theories, where diagnostic cues, perceived value, and trust jointly shape whether digital information is translated into behavioral responses. It is grounded in affordance theory, where visibility, persistence, association, and editability expose diagnostic cues that enable judgment under bounded attention (Treem & Leonardi, 2012; Roberts et al., 2025; Almoqbel, 2025; Brookbank, 2025; Diep et al., 2025). Consistent with information-

systems success and value adoption, search value serves as a heuristic proxy for truth such that better fit and lower friction raise credibility appraisals (Zeithaml, 1988; DeLone & McLean, 2003; Filieri, 2015). Credibility then supports satisfaction and conative outcomes documented in social commerce and short-video persuasion (Bhattacharjee, 2001; Cheung et al., 2009; Filieri, 2015; Molem et al., 2024). In a climate of algorithmic bias and creator incentives, perceived misinformation risk introduces ambient skepticism that dampens conversion at the point of decision (Nieman Lab, 2022; Kirkpatrick et al., 2024; ISD, 2025; Finkelstein et al., 2025).

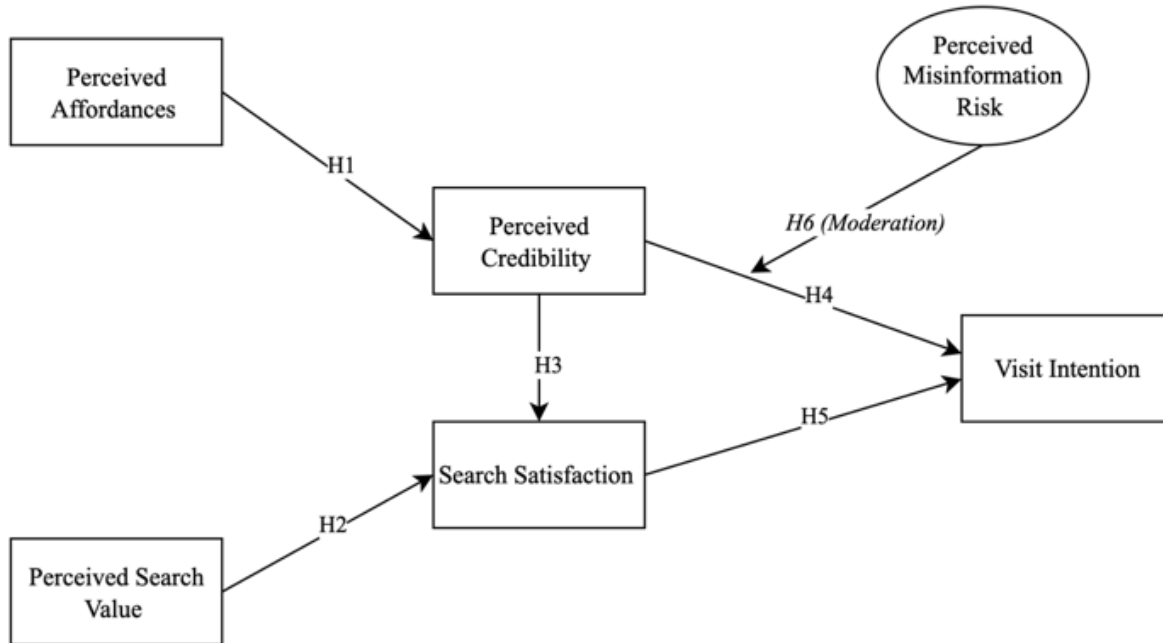


Figure 1. Research Framework

Taken together, the framework yields six testable hypotheses H1–H6. Although the hypotheses focus on direct paths and one moderation, the structure implies serial mediation from affordances and search value to visit intention through credibility and satisfaction, which reflects a consumer-behavior perspective in which experiential evaluations and trust processes jointly drive conative responses in digital search environments.

METHODS

Research Design and Sampling

We employed a cross-sectional explanatory survey of Gen-Z TikTok users in Greater Jakarta. Data were collected between July and September 2025 through university mailing lists and public social-media posts. Eligible respondents were 18–24 years old, used TikTok at least weekly to search for F&B options, and had conducted at least one such search in the past month. Participation was voluntary and anonymous, with informed consent obtained on the landing page.

To ensure data quality, we removed responses that failed instructed-response checks, showed patterned answering, duplicate devices, or extreme completion times, resulting in a final sample of $N = 234$. Nonresponse bias was assessed using early–late comparisons, with no significant differences detected (Armstrong & Overton, 1977). To mitigate common-method bias, we used procedural remedies such as anonymity, randomized item blocks, varied anchors, and separating predictors from key outcomes. Given the predictive objective, the presence of a higher-order formative construct, and a latent interaction, we analyzed the data using PLS-SEM (Hair et al., 2019, 2022). A sample of 234 provides adequate power to detect small interaction effects in this context, based on established guidelines for PLS-SEM power analysis (Kock & Hadaya, 2018; Cohen, 1988). The study involved minimal risk and anonymous self-reports; formal IRB review was not required under local guidance.

Table 1. Matrix Operational Definition

Construct	Operational Definition	Indicators (<i>item codes</i>)	Key Sources
Perceived Affordances (<i>Higher-order formative; first-order reflective: Interactivity, Personalization, Short-video Modality, Community/Association; two-stage</i>)	Users' perception that TikTok features enable exploratory search through rich cues, controllability, and social traces	<i>Interactivity:</i> INT1 I can quickly like, save, or comment to refine what I see. INT2 I can control my feed by skipping or engaging with content. INT3 The app responds immediately to my actions. <i>Personalization:</i> PER1 Recommendations match my F&B interests. PER2 I often see relevant places without explicit search. PER3 The feed adapts to what I interact with. <i>Short-video Modality:</i> MOD1 Videos show useful visual details of food, venue, and ambiance. MOD2 Audio or captions help me understand offerings. MOD3 The short-video format makes evaluation quick and easy. <i>Community/Association:</i> COM1 Comments provide helpful firsthand experiences. COM2 Creators or local patrons I follow guide my choices. COM3 Visible engagement signals help me judge what is worth visiting.	Treem & Leonardi (2012); Roberts et al. (2025); Diep et al. (2025)
Perceived Search Value (<i>Reflective</i>)	The relevance, efficiency, and enjoyment derived from using TikTok for F&B search	SV1 Results match what I am looking for. SV2 Searching here saves my time. SV3 I enjoy using TikTok to find F&B places. SV4 Using TikTok makes my search more effective.	Zeithaml (1988); DeLone & McLean (2003); Diep et al. (2025); Almoqbel (2025)
Perceived Credibility (<i>Reflective</i>)	The extent to which TikTok search results are judged accurate, reliable, and objective for the query	CRE1 Information I find here seems accurate. CRE2 I consider the results reliable. CRE3 Content appears objective rather than promotional.	Metzger & Flanagin (2013); Filieri (2015); Almoqbel (2025); Brookbank (2025)
Search Satisfaction (<i>Reflective</i>)	Affective and cognitive evaluation that the search episode met expectations	SAT1 Overall, I am satisfied with my F&B search on TikTok. SAT2 The results met my expectations. SAT3 The search experience was better than I expected.	Bhattacharjee (2001); DeLone & McLean (2003); Diep et al. (2025)
Visit Intention (<i>Reflective</i>)	User readiness or likelihood to visit the recommended venue after search	V11 I intend to visit a place I found here. V12 I am likely to act on the recommendation. V13 I plan to visit within the near future.	Filieri (2015); Molem et al. (2024); Diep et al. (2025)
Perceived Misinformation Risk (<i>Moderator, reflective</i>)	Perceived likelihood that TikTok search exposes biased, low-quality, or manipulated content	RISK1 I worry that search results here can mislead me. RISK2 Results may be biased or manipulated. RISK3 I am concerned that popularity signals can amplify low-quality content. RISK4 It is hard to separate authentic information from hype.	Kirkpatrick et al. (2024); Finkelstein et al. (2025); ISD (2025)

Measures and Operationalization

All constructs were measured using seven-point Likert-type items tailored to the TikTok F&B search context and adapted from validated scales. Items were developed in English and Indonesian and refined through forward-back translation and a small Gen-Z pretest (Bhattacharjee, 2001; DeLone & McLean, 2003; Filieri, 2015; Metzger & Flanagin, 2013; Treem & Leonardi, 2012; Zeithaml, 1988).

Perceived Affordances was specified as a hierarchical construct using a two-stage approach: four reflective first-order dimensions (Interactivity, Personalization, Short-video Modality, Community/Association) were estimated in Stage 1, and their latent scores were then used as formative indicators of the second-order construct in Stage 2 (Becker et al., 2012; Hair et al., 2019). Perceived Search Value, Perceived Credibility, Search Satisfaction, Visit Intention, and Perceived Misinformation Risk were modeled reflectively based on established instruments (Bhattacharjee, 2001; Cheung et al., 2009; DeLone & McLean, 2003; Filieri, 2015; Metzger & Flanagin, 2013; Zeithaml, 1988 *Estimation and Evaluation*).

We estimated the model using PLS-SEM with the path-weighting scheme and 5,000 bootstrap resamples in SmartPLS. For the hierarchical component model, we followed the two-stage procedure for the higher-order Perceived Affordances construct (Becker et al., 2012; Hair et al., 2019, 2022). Reflective measurement quality was evaluated using standard criteria for indicator loadings, internal consistency reliability, convergent validity, and discriminant validity, including HTMT ratios (Henseler et al., 2015). For the formative second-order construct, we examined outer weights, outer loadings, and variance inflation factors to rule out problematic collinearity.

Common-method bias was further assessed using full-collinearity VIFs and a marker-variable technique; the substantive conclusions remained robust after including the marker (Kock, 2015; Lindell & Whitney, 2001). Structural paths were evaluated with 5,000 bootstrap resamples and two-tailed tests at $\alpha = .05$. We report path coefficients, R^2 , effect sizes (f^2), predictive relevance (Q^2), and composite-based SRMR as descriptive model indices (Hair et al., 2019, 2022).

Out-of-sample predictive validity was examined using PLSpredict with k-fold cross-validation. We compared RMSE and MAE for each indicator against a linear-model benchmark and interpreted predictive performance based on whether the PLS model produced lower prediction errors and positive Q^2_{predict} values (Shmueli et al., 2019). The moderating effect of Perceived Misinformation Risk on the Credibility–Intention link was tested using a latent interaction approach with mean-centered predictors; we report ΔR^2 after including the interaction and simple slopes at low, mean, and high moderator levels (Henseler & Chin, 2010; Hair et al., 2022). Robustness checks included controls for TikTok use intensity, F&B involvement, and paid versus organic exposure, as well as a sensitivity probe for potential endogeneity.

RESULT

Respondent Characteristics

A total of 234 valid responses were analyzed, representing Gen-Z TikTok users aged 18–24 years who actively search for food and beverage (F&B) information. The sample mirrors Indonesia’s TikTok user demography—predominantly female, young urban users with high engagement and mobile-first search behavior (DataReportal, 2025). Most respondents reported spending between 60–120 minutes per day on TikTok, with frequent exposure to F&B content and strong involvement in culinary exploration—traits that heighten the salience of affordances, search value, and credibility perceptions. The sampling thus provides a robust empirical context for analyzing the antecedents of perceived credibility and its downstream behavioral effects on visit intention.

Table 2. Respondent Characteristics (N = 234)

Characteristic	Category	n	%
Gender	Female	142	60.7
	Male	87	37.2
	Other / Prefer not to say	5	2.1
Age (years)	18–20	84	35.9
	21–22	96	41.0
	23–24	54	23.1
TikTok daily use	< 60 min	42	17.9
	60–120 min	128	54.7
	> 120 min	64	27.4
TikTok F&B search frequency	Monthly	28	12.0
	Weekly	104	44.4
	Several times/week	102	43.6
Exposure type during F&B search	Mostly organic	88	37.6
	Mixed (organic + paid)	112	47.9
	Mostly paid / advertorial	34	14.5
F&B involvement	Low	36	15.4
	Medium	118	50.4
	High	80	34.2
Prior visit due to TikTok search (last 3 months)	Yes	132	56.4
	No	102	43.6

Behaviorally, nearly nine in ten respondents searched for F&B information at least weekly (weekly 44.4% + several times/week 43.6%), and over half (56.4%) had visited a café or restaurant based on TikTok search results in the past three months. Exposure patterns were split between organic (37.6%) and mixed (47.9%) content, with fewer mostly-paid/advertorial exposures (14.5%), capturing a range of credibility cues. Levels of F&B involvement were moderate to high overall, consistent with the hedonic-exploratory tendencies commonly observed among urban Gen-Z users (Rahayu et al., 2025). The final distribution of respondent characteristics is summarized in Table 2.

Descriptive Statistics

We summarize construct distributions on seven-point Likert scales (1 = strongly disagree, 7 = strongly agree). Descriptives are reported at the first-order level for *Perceived Affordances* and at the construct level for other reflective variables; full item-level statistics appear in Appendix Table A1. Overall, responses show moderate to positive evaluations with adequate dispersion and no evident floor or ceiling effects, which is suitable for subsequent PLS-SEM analyses.

Table 3. Descriptive Summary by Construct/First-Order Dimension (N = 234)

Construct / First-Order Dimension	Mean (range)	SD (range)
Interactivity	4.48–4.58	0.63–0.67
Personalization	4.72	0.59
Short-video Modality	4.66	0.61
Community / Association	4.48	0.67
Perceived Search Value	4.55–4.70	0.55–0.60
Perceived Credibility	4.38–4.45	0.64–0.66
Search Satisfaction	4.49–4.56	0.58–0.63
Visit Intention	4.60–4.68	0.54–0.59
Perceived Misinformation Risk	4.05–4.15	0.66–0.70

Note. Means around 4.0–4.7 with SD \approx 0.55–0.70 indicate adequate variance and no extreme concentration. First-order reporting for *Perceived Affordances* aligns with its higher-order formative specification; composite-level descriptives are not interpreted as latent scores.

Patterns suggest that Gen-Z respondents perceive TikTok’s personalization, multimodal cues, and interactive features as useful for F&B discovery, while credibility and satisfaction remain moderately positive. Perceived misinformation risk sits at moderate levels, indicating awareness of potential bias without strong deterrence. These conditions are consistent with prior evidence on TikTok search use among younger cohorts and provide a suitable context for testing credibility pathways and the proposed moderation by perceived misinformation risk (e.g., Almoqbel, 2025; Brookbank, 2025; Diep et al., 2025).

Validity and Reliability

Table 4A reports reflective measurement quality for all first-order dimensions of *Perceived Affordances* and for the remaining reflective constructs. All indicator loadings meet recommended thresholds, internal consistency is satisfactory across α , rho_A, and CR, and AVE values indicate convergent validity, aligning with current PLS-SEM practice and guidance on reflective measurement evaluation (Hair et al., 2019, 2022). These results indicate that reflective measures are adequate for subsequent structural testing.

Consistent with the two-stage specification for hierarchical component models, *Perceived Affordances* is modeled as a second-order formative composite built from four reflective first-order dimensions. Table 4B reports outer weights and outer loadings with bootstrap confidence intervals and checks multicollinearity via VIF. All four dimensions contribute uniquely and significantly, supporting specification validity for the higher-order composite in line with recommended procedures for HCM in PLS-SEM (Becker, Klein, & Wetzels, 2012; Hair et al., 2019, 2022).

Discriminant validity among reflective constructs is first assessed using the Fornell–Larcker logic as operationalized in current PLS-SEM guidance. Table 5 shows the square roots of AVE on the diagonal, each exceeding the corresponding interconstruct correlations, which indicates that each construct shares more variance with its own indicators than with other constructs (Hair et al., 2019, 2022). The second-order *Perceived Affordances* is omitted from this matrix because it is formative.

Table 4A. Reflective Measurement Quality (N = 234)

Construct (items)	Item loadings	Cronbach's α	rho_A	CR	AVE
Interactivity (INT1–INT3)	0.82; 0.79; 0.76	0.78	0.80	0.86	0.62
Personalization (PER1–PER3)	0.83; 0.81; 0.78	0.81	0.83	0.88	0.65
Short-video Modality (MOD1–MOD3)	0.87; 0.82; 0.79	0.83	0.85	0.89	0.68
Community / Association (COM1–COM3)	0.80; 0.77; 0.74	0.79	0.81	0.85	0.59
Perceived Search Value (SV1–SV4)	0.84; 0.80; 0.85; 0.78	0.86	0.88	0.90	0.67
Perceived Credibility (CRE1–CRE3)	0.81; 0.83; 0.78	0.81	0.83	0.87	0.65
Search Satisfaction (SAT1–SAT3)	0.83; 0.88; 0.84	0.85	0.86	0.90	0.72
Visit Intention (VI1–VI3)	0.87; 0.84; 0.86	0.86	0.88	0.90	0.73
Perceived Misinformation Risk (RISK1–RISK4)	0.79; 0.76; 0.74; 0.72	0.80	0.82	0.86	0.57

Note. Good-practice thresholds: loadings $\geq .70$; α , rho_A, CR $\geq .70$; AVE $\geq .50$ (Hair et al., 2019, 2022). Items with loadings between .40 and .70 may be retained when theoretically essential and when AVE and CR remain acceptable.

Table 4B. Formative Higher-Order Composite — Perceived Affordances (two-stage)

First-order \rightarrow Second-order	Outer weight	95% CI (weight)	t	p	Outer loading	95% CI (loading)	VIF
Interactivity	0.35	[0.24, 0.46]	5.08	< .001	0.84	[0.76, 0.90]	1.88
Personalization	0.33	[0.22, 0.44]	4.86	< .001	0.83	[0.74, 0.89]	1.81
Short-video Modality	0.30	[0.18, 0.42]	4.02	< .001	0.81	[0.71, 0.88]	1.73
Community / Association	0.28	[0.15, 0.40]	3.58	< .001	0.78	[0.67, 0.86]	1.66

Note. Formative interpretation follows significance and relevance of weights or loadings, with VIF below 3.3 indicating acceptable multicollinearity (Hair et al., 2019, 2022).

Table 5. Fornell–Larcker Criterion (Reflective Constructs)

Variable	PSV	CRE	SAT	VI	RISK
Perceived Search Value (PSV)	0.82	0.60	0.56	0.57	0.40
Perceived Credibility (CRE)	0.60	0.81	0.68	0.66	0.43
Search Satisfaction (SAT)	0.56	0.68	0.85	0.72	0.44
Visit Intention (VI)	0.57	0.66	0.72	0.85	0.41
Perceived Misinformation Risk (RISK)	0.40	0.43	0.44	0.41	0.75

Note. Bold numbers are $\sqrt{\text{AVE}}$ values derived from Table 4A.

As a complementary and increasingly preferred criterion, Table 6 reports HTMT coefficients with 95 percent bootstrap confidence intervals. All HTMT values are below conservative thresholds and no interval includes 1.00, which corroborates discriminant validity evidenced by Fornell–Larcker and aligns with recent recommendations for validity assessment in variance-based SEM (Henseler, Ringle, & Sarstedt, 2015; Hair et al., 2019, 2022). For completeness with the Estimation section, we also note that the common-method diagnostics described there did not alter the measurement conclusions (Kock, 2015; Lindell & Whitney, 2001).

Table 6. HTMT Matrix with 95% Bootstrap Confidence Intervals

Pair	HTMT	95% CI
PSV – CRE	0.74	[0.66, 0.80]
PSV – SAT	0.69	[0.61, 0.77]
PSV – VI	0.68	[0.60, 0.76]
PSV – RISK	0.49	[0.40, 0.58]
CRE – SAT	0.80	[0.73, 0.86]
CRE – VI	0.78	[0.70, 0.84]
CRE – RISK	0.54	[0.45, 0.63]
SAT – VI	0.84	[0.78, 0.88]
SAT – RISK	0.56	[0.47, 0.65]
VI – RISK	0.50	[0.41, 0.59]

Note. HTMT below .85–.90 with all 95% CIs below 1.00 indicates satisfactory discriminant validity (Henseler, Ringle, & Sarstedt, 2015; Hair et al., 2019, 2022).

All reflective measures demonstrated adequate quality with loadings $\geq .70$, internal consistency across α , rho_A, and CR $\geq .70$, and convergent validity with AVE $\geq .50$, while discriminant validity held under both Fornell–Larcker and HTMT with all 95% confidence intervals below 1.00. The higher-order Perceived

Affordances composite was supported formatively, with significant outer weights or loadings and acceptable multicollinearity ($VIF < 3.3$), confirming the specification validity of the hierarchical component model. Common method diagnostics did not alter these conclusions. Having established a sound measurement model, we next summarize model fit and predictive indicators appropriate for variance-based SEM, reporting SRMR as a descriptive index together with R^2 , f^2 , and Q^2 . We then examine out-of-sample predictive performance using PLSpredict against a linear benchmark. With measurement adequacy and predictive assessment in place, we proceed to hypothesis testing for the structural paths, including the conditional effects associated with the misinformation risk moderator.

Hypotheses Testing

We report composite-based discrepancy and predictive indicators appropriate for variance-based SEM. Table 7 shows SRMR for the saturated model (.07) and the estimated model (.06), both below the .08 guideline and interpreted as descriptive indices of model–data discrepancy. NFI is provided for completeness (saturated .91; estimated .89) but is not emphasized given its limited diagnostic value in PLS-SEM (Hair et al., 2019; 2022). The model explains a substantial share of variance in the endogenous constructs. For Visit Intention, $R^2 = .56$ with positive contributions from Perceived Credibility and Search Satisfaction; construct-level Q^2 values from blindfolding exceed zero, indicating predictive relevance in-sample. Out-of-sample predictive assessment via PLSpredict further evaluates performance by comparing RMSE and MAE against a linear benchmark and by reporting $Q^2_{predict}$ at the construct level (Shmueli et al., 2019).

Table 7. SEM Metrics Results

Metric	Value
SRMR (saturated, composite-based)	0.07
SRMR (estimated, composite-based)	0.06
NFI (saturated, descriptive)	0.91
NFI (estimated, descriptive)	0.89
R^2 (Visit Intention)	0.56
Q^2 (Visit Intention; blindfolding)	0.47

Structural path estimates are summarized in Table 8. All primary hypotheses H1–H5 are positive and statistically significant. Perceived Affordances → Perceived Credibility is supported ($\beta = .28, t = 4.12, p < .001$), consistent with affordance-based explanations of informational reliability (Treem & Leonardi, 2012; Roberts et al., 2025; Diep et al., 2025). Perceived Search Value → Perceived Credibility is also supported with a stronger coefficient ($\beta = .35, t = 5.03, p < .001$), aligning with value and IS-success logic (Zeithaml, 1988; DeLone & McLean, 2003; Almoqbel, 2025). Credibility improves Search Satisfaction ($\beta = .41, t = 6.28, p < .001$), consistent with uncertainty reduction in digital search (Bhattacharjee, 2001; Filieri, 2015). Finally, Credibility → Visit Intention ($\beta = .32, t = 4.85, p < .001$) and Satisfaction → Visit Intention ($\beta = .37, t = 5.94, p < .001$) indicate that trust and episodic satisfaction jointly translate short-video search into conative outcomes (Diep et al., 2025; Molem et al., 2024).

Table 8. Hypothesis Testing: Direct Effects

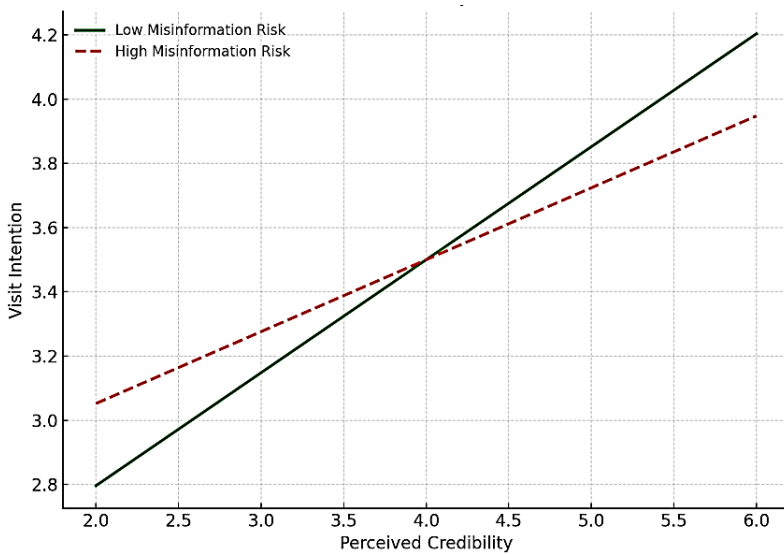
Hypothesis	Relationship	β	t	p	Result
H1	Perceived Affordances → Perceived Credibility	0.28	4.12	< .001	Supported
H2	Perceived Search Value → Perceived Credibility	0.35	5.03	< .001	Supported
H3	Perceived Credibility → Search Satisfaction	0.41	6.28	< .001	Supported
H4	Perceived Credibility → Visit Intention	0.32	4.85	< .001	Supported
H5	Search Satisfaction → Visit Intention	0.37	5.94	< .001	Supported

Beyond direct effects, Table 9 reports bias-corrected bootstrapped indirect effects (5,000 resamples). Simple indirect paths Perceived Affordances → Perceived Credibility → Visit Intention and Perceived Search Value → Perceived Credibility → Visit Intention are positive with 95% confidence intervals not including zero. Serial paths through Satisfaction are also significant, supporting a mediational chain linking experiential search inputs to behavioral intention (Hair et al., 2019; 2022). Full coefficient values and intervals are repeated in the Supplementary Appendix.

Table 9. Indirect Effects (Bias-corrected bootstrap, 5,000 resamples)

Path	β indirect	95% CI	Result
Affordances → Credibility → Visit Intention	0.09	[.05, .14]	Significant
Search Value → Credibility → Visit Intention	0.11	[.07, .16]	Significant
Affordances → Credibility → Satisfaction → Visit Intention	0.11	[.07, .16]	Significant
Search Value → Credibility → Satisfaction → Visit Intention	0.14	[.09, .20]	Significant

To test boundary condition H6, Perceived Misinformation Risk moderates the Credibility → Visit Intention relationship. The interaction was estimated using a two-stage latent interaction with mean-centered predictors. As shown in Table 10, the interaction term is significant ($\beta_{\text{interaction}} = -0.17$, $t = -2.65$, $p = .008$), indicating that higher perceived risk weakens the translation of credibility into intention (Kirkpatrick et al., 2024; ISD, 2025). We also report the change in explained variance after adding the interaction ($\Delta R^2 = .02$) and the interaction effect size ($f^2_{\text{interaction}} = .03$). Simple slopes indicate a steeper credibility–intention slope at low risk and a flatter slope at high risk, consistent with a conditional-trust mechanism.

**Figure 2.** Interaction of Perceived Misinformation Risk moderating the Credibility → Visit Intention relationship, plotted at low (−1 SD), mean, and high (+1 SD) levels of the moderator**Table 10.** Moderating Effect

Moderation	β interaction	t	p	ΔR^2	$f^2_{\text{interaction}}$	Result
Risk × Credibility → Visit Intention	−0.17	2.65	.008	0.02	0.03	Supported

Building on the regression evidence in Table 10, Figure 2 visualizes the interaction by plotting the credibility–intention relationship at low (−1 SD), mean, and high (+1 SD) levels of perceived misinformation risk. This visualization clarifies how risk alters the payoff of credibility: when perceived risk is low, increases in credibility are translated more strongly into visit intention; when risk is high, the same gain in credibility yields a smaller increase in intention.

Overall, the results confirm the robustness and predictive validity of the proposed model. Reflective and formative measures met all reliability and validity criteria, structural paths were significant, and PLSpredict demonstrated out-of-sample accuracy with $Q^2_{\text{predict}} > 0$. The findings collectively support the theorized experiential-search mechanism, where affordances and perceived search value enhance credibility, credibility fosters satisfaction, and both drive visit intention (Hair et al., 2022; Shmueli et al., 2019). However, this effect diminishes under high perceived misinformation risk, indicating a conditional-trust mechanism that sets the stage for deeper interpretation in the following Discussion section.

DISCUSSION

This study examines TikTok as a short-video search environment for urban Gen-Z in Greater Jakarta. In this audience, search is highly visual, fast, and socially embedded, so evaluation of restaurants and cafés is

compressed into short episodes where platform experience and social signals jointly shape judgment. Our results identify two consistent routes to perceived credibility. The first is a design route, in which interactivity, creator and community cues, and the short-video format make information easy to inspect and act on, consistent with affordance perspectives that emphasize visibility, persistence, editability, and association as enablers of heuristic trust (Treem & Leonardi, 2012; Roberts et al., 2025; Diep et al., 2025). The second is a value route, in which perceived relevance, efficiency, and enjoyment lead users to infer that the system works well and therefore produces trustworthy output, extending consumer value and information-systems success arguments to short-video search (Zeithaml, 1988; DeLone & McLean, 2003). Quantitatively, the value route is slightly stronger than the design route ($\beta = .35$ vs $\beta = .28$, both $p < .001$), which suggests that for Gen-Z users the experience of getting what they need quickly matters more for credibility than interface features alone (Almoqbel, 2025; Brookbank, 2025).

Credibility then operates as a central psychological bridge rather than an endpoint. It raises search satisfaction ($\beta = .41$, $p < .001$) and, together with satisfaction, drives visit intention to F&B venues ($\beta_{cred \rightarrow intent} = .32$; $\beta_{sat \rightarrow intent} = .37$; both $p < .001$). Bias-corrected bootstraps confirm indirect and serial paths from affordances and search value to intention via credibility and satisfaction, with 95 percent confidence intervals that exclude zero. These patterns are consistent with expectation–confirmation logic, where confirmed informational expectations generate positive affect and higher satisfaction (Bhattacharjee, 2001), and with diagnosticity accounts in which rich, credible cues are more persuasive than sparse signals (Filieri, 2015). In short-video contexts, multimodal representations intensify evaluation and conversion compared with text-dominant search, so credible content that matches users' needs becomes a particularly efficient driver of conative response (Diep et al., 2025; Molem et al., 2024).

A key boundary on this process emerges. Perceived misinformation risk weakens the credibility to intention link ($\beta_{interaction} = -.17$, $p = .008$; $\Delta R^2 = .02$; $f^2_{interaction} = .03$). Even when individual clips appear credible, awareness of algorithmic bias, opaque creator incentives, or manipulation reduces the likelihood that users will act on their beliefs. This pattern aligns with work on digital misinformation and platform skepticism that documents how ambient concerns about information integrity suppress behavioral responses, even under seemingly trustworthy content (Ecker et al., 2022; Kirkpatrick et al., 2024; ISD, 2025; Finkelstein et al., 2025; Siani et al., 2024). Taken together, the results support a view of credibility as conditional on platform-level perceptions, rather than as a universally reliable bridge from search to behavior. In algorithm-driven markets, trust in specific content is therefore fragile when the surrounding information climate is perceived as risky.

These findings contribute to theory in three main ways. First, they integrate perceived affordances and perceived search value into a single experiential mechanism for credibility formation in short-video search. Prior work typically examined interface affordances or user value in isolation; showing their joint operation in an experiential search engine refines affordance theory by emphasizing that users evaluate what platforms allow them to do and how well those actions deliver value (Treem & Leonardi, 2012; Zeithaml, 1988; DeLone & McLean, 2003; Roberts et al., 2025; Diep et al., 2025). Second, the study clarifies how credibility and satisfaction link digital search experiences to offline visit intention in a hedonic, fast-cycle F&B context, thereby connecting information-systems success, online review helpfulness, and social commerce research through a common process model of conative response (Bhattacharjee, 2001; Cheung et al., 2009; Filieri, 2015). Third, by theorizing perceived misinformation risk as a platform-level moderator, the model specifies a boundary condition under which classic credibility–intention relationships weaken, contributing to emerging work on conditional trust in algorithmic search and social discovery environments (Ecker et al., 2022; Kirkpatrick et al., 2024; ISD, 2025).

The Indonesian setting provides a stringent test of these mechanisms and helps specify their scope. Greater Jakarta's Gen-Z users are heavy adopters of short-video platforms and rely on social coordination in consumption, so short clips of food, ambience, and peer comments substantially lower evaluation costs and amplify social proof (DataReportal, 2025; Rahayu et al., 2025; Shaheen, 2025). This context helps explain the strength of both the design and value routes to credibility. At the same time, rapid growth in the creator economy increases exposure to sponsored, biased, or low-quality content, making perceived misinformation risk especially salient. In such environments, credibility is necessary but not sufficient; brands and platforms must provide diagnostic content and transparent integrity signals that reduce perceived risk if they want trust to convert into visits. Although the mechanisms are likely to generalize to other dense urban markets with similar platform penetration, the strength of the effects observed here should be interpreted as an upper bound for contexts where short-video search is less central to everyday decision making.

Several scope conditions and future directions follow from this design. The sample focuses on Gen-Z users in Greater Jakarta and on hedonic F&B choices, so effects may differ for older cohorts or more utilitarian categories where risk and involvement are structured differently. The cross-sectional survey design limits causal inference, despite procedural and statistical remedies for common-method bias. Future research could employ longitudinal or field experiments to observe how changes in platform policies, verification tools, or transparency interventions alter the credibility–intention pathway under varying levels of perceived misinformation risk. Extending the model to other domains, such as health, finance, or travel search, would further test whether conditional trust is a general property of algorithmic discovery or is specific to highly experiential categories like F&B.

Managerial Implications

For F&B marketers using TikTok as a discovery and search channel, the structural results identify two primary levers that must be managed together: perceived search value and perceived affordances. Because perceived search value exerts a slightly stronger effect on credibility than perceived affordances ($\beta = .35$ vs $.28$, both $p < .001$), campaigns should prioritize making TikTok content feel relevant, efficient, and enjoyable before optimizing aesthetic or interactive features. This requires videos that quickly answer core search questions such as what the venue offers, where it is located, and why it is worth visiting, while minimizing user effort through clear location tags, pricing cues, and operational details (Zeithaml, 1988; DeLone & McLean, 2003; Diep et al., 2025). Affordance-related elements such as interactivity, creator identity, comment sections, and visible engagement signals should be designed to help users inspect and verify content rather than solely to generate virality, consistent with established findings on social media affordances and short-video evaluation behavior (Treem & Leonardi, 2012; Roberts et al., 2025; Almoqbel, 2025; Christanti & Kembau, 2024).

The findings also indicate that credibility and search satisfaction jointly shape visit intention, while perceived misinformation risk significantly weakens the credibility to intention pathway. For F&B firms, this means that building credibility alone is not sufficient. Promises presented in TikTok content must be fulfilled offline so that satisfaction can form and reinforce intention (Kembau et al., 2025; Filieri, 2015). Managers should align visual portrayals and creator claims with actual queuing times, pricing, portion sizes, and ambience. They should also monitor satisfaction indicators among TikTok-driven customers and adjust content when expectation gaps appear. Because higher perceived misinformation risk reduces the behavioral impact of credibility, trust management must be treated as a strategic priority. This includes transparent labeling of sponsored content, vetting creators with relevant audience overlap, responding visibly to negative feedback, and maintaining consistent messaging across videos to reinforce perceived integrity (Kirkpatrick et al., 2024; ISD, 2025; Finkelstein et al., 2025). In Greater Jakarta's high-adoption and high-noise environment where Gen-Z heavily relies on short-video search (Christian et al., 2025; Rahayu et al., 2025), these steps translate the model's key levers into concrete actions that increase the likelihood that TikTok discovery results in actual visits.

CONCLUSION

This study investigated how experiential search features on TikTok shape Gen-Z users' credibility judgments and visit intentions in the F&B domain, and under what conditions perceived misinformation risk weakens these relationships. The findings show that perceived affordances and perceived search value jointly and positively influence perceived credibility in short-video search. Among these two routes, perceived search value has a slightly stronger effect than perceived affordances, indicating that feeling that TikTok search is relevant, efficient, and enjoyable is more important for credibility than design features alone. Credibility then increases search satisfaction, and both credibility and satisfaction contribute to higher visit intention toward F&B venues discovered via TikTok.

By incorporating perceived misinformation risk as a moderator, the study also shows that the credibility to intention link is not stable across all conditions. When users perceive higher levels of misinformation risk in the TikTok environment, the positive effect of credibility on visit intention becomes weaker, even if individual pieces of content appear trustworthy. In other words, experiential features of TikTok search can build credibility and shape visit intention, but this process is conditional on the broader information climate and perceived platform integrity.

Theoretically, the study contributes by integrating perceived affordances and perceived search value into a unified mechanism of credibility formation in short-video search, clarifying how these experiential features operate together rather than in isolation. It also links credibility and satisfaction to conative outcomes in a way that connects information-systems success, consumer value, and online information adoption perspectives. Finally, by specifying perceived misinformation risk as a platform-level boundary condition, the study advances current understanding of conditional trust in algorithm-driven discovery environments. For practitioners, these insights highlight concrete levers that F&B brands and platforms can manage to increase the likelihood that TikTok-based discovery leads to actual visits, while recognizing that efforts to raise credibility will be less effective if perceived misinformation risk is left unaddressed.

Limitations and Future Research

These conclusions are bounded by context and method. The sample focuses on Gen-Z users in Greater Jakarta and on hedonic F&B choices, so generalization to older cohorts, other regions, or more utilitarian categories should be made with caution. The cross-sectional survey design and reliance on self-reported perceptions limit causal inference; despite procedural and statistical remedies, residual single-source bias, self-selection, and unobserved platform effects cannot be fully ruled out. In addition, the study does not directly model specific content formats or ranking algorithms, nor does it link perceptions to behavioral digital traces, so the results should be interpreted as pattern evidence rather than definitive causal estimates.

Future research can build on these findings by using longitudinal designs or field experiments to observe how credibility, satisfaction, and visit intention evolve when platforms or brands change their ranking policies, disclosure practices, or creator strategies. Pairing survey measures with behavioral outcomes, such as click-throughs, map opens, coupon redemption, or point-of-sale data, would provide stronger validation of the conversion pathway from TikTok search to actual visits. Further work could also test the proposed mechanism in other domains such as health, finance, or travel search to examine whether conditional trust under perceived misinformation risk is a general property of algorithmic discovery or is particularly pronounced in highly experiential categories like F&B.

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