

MARKET IMAGE, TIKTOK PROMOTION, AND VISIT INTENTION: THE MEDIATING ROLE OF PERCEIVED SHOPPING ACCESSIBILITY IN A TRADITIONAL MARKET

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Abstract

Traditional markets face increasing competition from modern retail and digital commerce, requiring effective strategies to sustain consumers' visit intention despite physical accessibility constraints. This study investigates the effects of market image and TikTok promotion on consumers' visit intention, with perceived shopping accessibility serving as a mediating variable in the context of Pasar Cidu Makassar. A quantitative approach was employed using survey data collected from 130 consumers who had visited Pasar Cidu Makassar. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings reveal that market image and TikTok promotion have positive and significant effects on both perceived shopping accessibility and visit intention. Perceived shopping accessibility also has a positive and significant effect on visit intention. However, it does not mediate the relationships between market image and visit intention or between TikTok promotion and visit intention. These findings suggest that consumers' intention to visit a traditional market is influenced more by favorable market image and effective digital promotion than by perceived shopping accessibility. Traditional market managers can utilize TikTok to promote market products, atmosphere, and activities through engaging and informative content to strengthen consumers' intention to visit. Consistent TikTok promotion can also serve as a practical digital marketing strategy to increase the market's visibility among potential visitors. This study contributes to the literature on traditional market marketing by demonstrating the importance of integrating market image and social media promotion to strengthen consumers' visit intention despite physical accessibility limitations.

Keywords: Market image; TikTok promotion; perceived shopping accessibility; traditional market; visit intention.

1. INTRODUCTION

Traditional markets remain an essential component of Indonesia's retail sector by supporting local economic activities and providing affordable goods that contribute to community welfare. However, the rapid expansion of modern retail and digital commerce has intensified competition, requiring traditional markets to adopt more adaptive marketing strategies to maintain consumers' visit intention (Kotler et al., 2018). At the same time, the increasing penetration of the internet and social media has transformed how consumers

search for information and evaluate shopping destinations before making actual visits. In Indonesia, TikTok has become one of the most widely used social media platforms, reaching approximately 108 million adult users in early 2025, while the total number of social media identities exceeded 143 million, highlighting its growing role as a digital marketing channel (Kemp, 2025). Furthermore, digital promotion through social media enables consumers to develop perceptions of shopping destinations based on visual information and shared experiences before visiting the location directly (Gretzel et al., 2015). Consequently, consumers' visit intention is increasingly influenced not only by the functional characteristics of a market but also by the image and digital information associated with the destination (Kotler et al., 2018).

Although accessibility has traditionally been recognized as an important factor influencing consumers' decisions to visit a shopping destination, it is not always determined solely by objective physical conditions. Páez et al. (2012) emphasized that accessibility can also be understood from consumers' perceptions of the ease and convenience of reaching and utilizing a destination. In the context of Pasar Cidu Makassar, the market continues to attract a high number of visitors despite experiencing physical accessibility limitations, such as congestion and limited parking facilities. This phenomenon indicates that consumers' perceived shopping accessibility may differ from the market's objective accessibility and suggests that consumers' subjective evaluations play an important role in shaping their visit intention. Therefore, this study positions perceived shopping accessibility as a mediating variable to explain how consumers interpret external stimuli before deciding to visit the market.

Market image and TikTok promotion are considered important external stimuli that shape consumers' perceptions and behavioral intentions before visiting a shopping destination. A positive market image, reflected in product quality, price affordability, product variety, and shopping atmosphere, contributes to favorable consumer evaluations of a traditional market (Martineau, 1958; Kotler et al., 2018). Meanwhile, TikTok promotion enables consumers to obtain visual information regarding market conditions, culinary offerings, and shopping experiences through short-video content, thereby influencing their perceptions before an actual visit (Kaplan & Haenlein, 2010). In line with the Stimulus Organism Response (SOR) framework proposed by Mehrabian and Russell (1974), both market image and TikTok promotion function as external stimuli that may influence consumers' internal evaluations, which subsequently encourage their intention to visit Pasar Cidu Makassar.

In this study, the majority of respondents were Generation Z, who tend to consider shopping experiences, product attractiveness, and digital information when selecting shopping destinations. According to Liu *et al.* (2023), Generation Z is particularly responsive to social media marketing, as digital content serves as an important source of information and a basis for developing preferences. TikTok content showcasing the market atmosphere,

trading activities, product variety, and local culinary offerings at Pasar Cidu may generate consumer interest through visually engaging information. This indicates that, among the predominantly Generation Z respondents in this study, market attractiveness and exposure to TikTok content may constitute more salient considerations in shaping visit intention, such that limited parking availability does not necessarily represent a primary barrier to visiting Pasar Cidu.

Previous studies have examined the relationships among market image, digital promotion, accessibility, and consumers' visit intention. However, most of these studies have focused on modern retail settings or tourism destinations and have predominantly treated accessibility as an objective physical attribute. Limited attention has been given to traditional markets, particularly those that develop organically, by integrating TikTok promotion and perceived shopping accessibility within a single research model. Moreover, the mediating role of perceived shopping accessibility in explaining the relationships between market image, TikTok promotion, and consumers' visit intention remains underexplored. Therefore, this study addresses these gaps by investigating these relationships in the context of Pasar Cidu Makassar.

This study extends the existing literature by integrating market image and TikTok promotion to explain consumers' visit intention through the mediating role of perceived shopping accessibility in the context of a traditional market. Unlike previous studies that primarily conceptualize accessibility as an objective physical condition, this study emphasizes consumers' subjective perceptions of shopping accessibility as a psychological mechanism linking external marketing stimuli to behavioral intention. Furthermore, by adopting the Stimulus Organism Response (SOR) framework, this study provides a more comprehensive understanding of how digital promotion and market image jointly influence consumers' intention to visit Pasar Cidu Makassar.

Based on the identified research gaps and the unique characteristics of Pasar Cidu Makassar, this study aims to examine the effects of market image and TikTok promotion on consumers' visit intention, with perceived shopping accessibility serving as a mediating variable. By investigating these relationships, this study seeks to provide empirical evidence that contributes to a better understanding of consumers' visit intention toward traditional markets in the digital era.

2. RESEARCH METHOD

This study employed a quantitative research approach to examine the relationships among market image, TikTok promotion, perceived shopping accessibility, and consumers' visit intention at Pasar Cidu Makassar. A quantitative approach was adopted because it enables the measurement and statistical analysis of relationships among research variables (Sugiyono, 2013). The study was conducted at Pasar Cidu, Makassar, South Sulawesi, Indonesia. The population comprised Generation Y (Millennials) and Generation Z

consumers residing in Makassar who actively use TikTok and had been exposed to promotional content related to Pasar Cidu. The selection of these generations was based on the demographic characteristics of TikTok users, which are predominantly concentrated among young adults (Maheswara, 2025), and supported by the population structure of Makassar City reported by the Central Bureau of Statistics (BPS Kota Makassar, 2023). A non-probability sampling technique with purposive sampling was employed because only respondents meeting the predetermined research criteria were eligible to participate (Sugiyono, 2013). A total of 130 valid questionnaires were obtained for subsequent analysis. Primary data were collected through a structured questionnaire, while secondary data were obtained from publications of the Central Bureau of Statistics (BPS), relevant literature, scientific journals, and other supporting documents. Data collection employed a four-point Likert scale ranging from 1 (*strongly disagree*) to 4 (*strongly agree*). The forced-choice format was adopted to minimize central tendency bias and encourage respondents to express more definite attitudes toward each statement (Garland, 1991; Preston & Colman, 2000).

Table 1. Operational Definition of Variables

Variable	Indicators	Source
<i>Market Image</i>	Product completeness, Product quality, Price affordability, Market atmosphere.	Köseoğlu & Tuncer (2023), Widiyani et al. (2025), Gulo & Zebua (2025), Martineau (1958)
<i>TikTok Promotion</i>	Entertainment, Informativeness, Interactiveness, Trendiness.	Liu et al. (2024), Madaniah et al. (2024), Widianoro et al. (2024), Liu et al. (2024)
<i>Perceived Shopping Accessibility</i>	Ease of reaching the market, Ease of transportation access, Ease of locating the market, Ease of shopping activities within the market.	Meidona (2022), Widiyani et al. (2025), Gehrke & Wang (2020), Theodoridis & Chatzipanagiotou (2009)
<i>Visit Intention</i>	Desire to visit, Intention to visit in the near future, Visiting preference, Willingness to recommend.	Meidona (2022), Liu et al. (2024); Hoyer et al. (2018), Ajzen (1991), Liu et al. (2024)

Source: Data Processed, 2026

The research instrument consisted of four latent variables: market image, TikTok promotion, perceived shopping accessibility, and consumers' visit intention. Each construct was operationalized using four measurement indicators adapted from established theories and previous empirical studies, as presented in Table 1. Data were analyzed using Partial

Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software because this method is appropriate for predictive research involving complex structural relationships and mediating variables (Hair et al., 2019). The analysis included evaluation of the measurement model (outer model) through convergent validity, discriminant validity, Cronbach's alpha, and composite reliability, followed by evaluation of the structural model (inner model) using the coefficient of determination (R^2), predictive relevance (Q^2), and hypothesis testing through the bootstrapping procedure. Following Hair et al. (2019), hypotheses were considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05.

3. RESULTS AND DISCUSSION

3.1 Pretest

Table 2. Pretest Cronbach's Alpha

Variables	Cronbach's alpha
<i>Perceived Shopping Accessibility</i>	0.824
<i>Market Image</i>	0.935
<i>Visit Intention</i>	0.879
<i>TikTok Promotion</i>	0.930

Source: Data Processed, 2026

A pre-test involving 30 respondents was conducted to evaluate the reliability of the research instrument before the main data collection. As presented in Table 2, all constructs achieved Cronbach's alpha values above the recommended threshold of 0.70, indicating satisfactory internal consistency (Hair et al., 2019). These results confirm that the measurement items were reliable and suitable for use in the main survey involving 130 respondents.

3.2 respondent characteristics

Table 3. Respondent Characteristics

Characteristic	Category	Frequency	Percentage
Age	Millennials (>29 years)	29	22.3%
	Generation Z (<29 years)	101	77.7%
	Total	130	100.0%
Gender	Male	78	60.0%
	Female	52	40.0%
	Total	130	100.0%
Occupational Status	University Student	54	41.5%
	School Student	18	13.8%
	Employee	55	42.3%
	Others	3	2.3%
	Total	130	100.0%

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TikTok Content Source	@SimplyDedep	25	19.2%
	@Imran	10	7.7%
	@lylyadalahpetualang	19	14.6%
	@KulinerMakassarEnak	26	20.0%
	@Ceritamakan.mks	31	23.8%
	@Nongki_rong	19	14.6%
	Others	0	0.0%
	Total	130	100.0%
Exposure Frequency	Viewed once	49	37.7%
	Viewed several times	47	36.2%
	Viewed frequently	34	26.2%
	Total	130	100.0%

Source: Data Processed, 2026

The demographic profile of the 130 respondents indicates that the sample was predominantly composed of Generation Z consumers (77.7%), while the remaining 22.3% belonged to the Millennial generation. Male respondents accounted for 60.0% of the sample, whereas females represented 40.0%. Regarding occupational status, most respondents were employees (42.3%) and university students (41.5%), followed by school students (13.8%) and respondents with other occupations (2.3%). Overall, these characteristics indicate that the respondents were primarily young and productive-age consumers who are highly relevant to the study's focus on TikTok-based digital promotion.

Regarding exposure to TikTok promotional content, @Ceritamakan.mks was the most frequently viewed creator account (23.8%), followed by @Kuliner Makassar Enak (20.0%) and @SimplyDedep (19.2%). In terms of exposure frequency, 37.7% of respondents had viewed Pasar Cidu content once, 36.2% had viewed it several times, and 26.2% reported frequent exposure. These findings indicate that all respondents had prior exposure to TikTok content related to Pasar Cidu, supporting the suitability of the sample for examining the effects of TikTok promotion on perceived shopping accessibility and visit intention.

3.3 Descriptive Analysis

The Market Image variable achieved an average index score of 455.5, indicating a very high category. Among its indicators, Product Completeness recorded the highest index, with the statement "I have the desire to visit Pasar Cidu" obtaining the highest score (485). This finding suggests that respondents perceived Pasar Cidu as having a highly positive market image. The TikTok Promotion variable obtained an average index score of 463.0, which falls within the very high category. The Content Interactiveness indicator recorded the highest index, with the statement "I am encouraged to share Pasar Cidu TikTok content with others" achieving the highest score (481). This result indicates that TikTok promotional content successfully encouraged consumer engagement. The Perceived Shopping Accessibility

variable recorded an average index score of 458.8, indicating a very high category. The Ease of Reaching the Location indicator obtained the highest index, with the statement "The distance to Pasar Cidu is relatively close and easy to reach" receiving the highest score (470). This finding reflects respondents' positive perceptions regarding the accessibility of Pasar Cidu. The Visit Intention variable achieved an average index score of 463.0, which is categorized as very high. The Visiting Preference indicator obtained the highest index, with the statement "Pasar Cidu is one of my preferred places to visit" recording the highest score (475). This result indicates that respondents demonstrated a strong intention to visit Pasar Cidu.

3.4 Measurement Model Assessment (Outer Model)

Convergent Validity

Table 4. Convergent Validity Results

Construct	Outer Loading (Range)	AVE	Result
<i>Market Image</i>	0.764–0.877	0.656	Valid
<i>TikTok Promotion</i>	0.795–0.812	0.648	Valid
<i>Perceived Shopping Accessibility</i>	0.780–0.837	0.655	Valid
<i>Visit Intention</i>	0.798–0.874	0.714	Valid

Source: *Data Processed, 2026*

All constructs satisfied the recommended criteria for convergent validity. The outer loading values ranged from 0.764 to 0.877, exceeding the recommended threshold of 0.70, while the Average Variance Extracted (AVE) values ranged from 0.648 to 0.714, surpassing the minimum criterion of 0.50. These results indicate that all constructs adequately explain the variance of their respective indicators and demonstrate satisfactory convergent validity (Hair et al., 2019). Therefore, all measurement items were retained for subsequent structural model analysis.

Discriminant Validity

Table 5. Discriminant Validity Results

Construct	Fornell-Larcker (Diagonal)	Maximum Correlation	Maximum HTMT	Result
Perceived Shopping Accessibility	0.809	0.453	0.532	Valid
Market Image	0.810	0.428	0.489	Valid
Visit Intention	0.845	0.498	0.575	Valid
TikTok Promotion	0.805	0.498	0.575	Valid

Source: *Data Processed, 2026*

Discriminant Validity. As shown in Table, the square root of the Average Variance Extracted (AVE) for each construct exceeded its highest correlation with other constructs, satisfying the Fornell-Larcker criterion. In addition, all Heterotrait-Monotrait (HTMT) ratios ranged from 0.397 to 0.575, which were well below the recommended threshold of 0.85 (Hair et al., 2019). These findings indicate that each construct is empirically distinct from the others, confirming satisfactory discriminant validity.

Construct Reliability

Table 6. Construct Reliability Results

Construct	Cronbach's Alpha	Composite Reliability	Result
<i>Perceived Shopping Accessibility</i>	0.824	0.828	Reliable
<i>Market Image</i>	0.826	0.852	Reliable
<i>Visit Intention</i>	0.866	0.868	Reliable
<i>TikTok Promotion</i>	0.821	0.830	Reliable

Source: Data Processed, 2026

The reliability assessment confirmed that all constructs exhibited satisfactory internal consistency. As presented in Table 9, both Cronbach's alpha and Composite Reliability exceeded the recommended cut-off value of 0.70 for every construct (Hair et al., 2019). These findings indicate that the measurement items consistently represent their respective latent variables, supporting the robustness of the measurement model.

3.5 Structural Model Assessment (Inner Model)

Structural Model Evaluation

Table 7. coefficient of determination and predictive relevance

Endogenous Construct	R ²	Adjusted R ²	Q ²	Interpretation
<i>Perceived Shopping Accessibility</i>	0.188	0.175	0.117	Weak explanatory power with small predictive relevance
<i>Visit Intention</i>	0.378	0.363	0.276	Moderate explanatory power with medium predictive relevance

Source: Data Processed, 2026

Structural model explains 18.8% of the variance in Perceived Shopping Accessibility ($R^2 = 0.188$) and 37.8% of the variance in Visit Intention ($R^2 = 0.378$). According to Hair et al. (2019), these values indicate weak and moderate explanatory power, respectively. Furthermore, the Q^2 values of 0.117 for Perceived Shopping Accessibility and 0.276 for Visit Intention are both greater than zero, indicating that the model possesses satisfactory predictive relevance. Overall, these findings suggest that the proposed structural model has acceptable explanatory and predictive capability for assessing consumers' visit intention toward Pasar Cidu Makassar.

Path Coefficient

Table 8. Results of Direct and Indirect Effects

Relationship	β	t-value	p-value	Decision
<i>Market Image → Visit Intention</i>	0.236	2.307	0.021	Accepted
<i>TikTok Promotion → Visit Intention</i>	0.326	2.961	0.003	Accepted
<i>Market Image → Perceived Shopping Accessibility</i>	0.237	2.179	0.029	Accepted
<i>TikTok Promotion → Perceived Shopping Accessibility</i>	0.293	2.119	0.034	Accepted
<i>Perceived Shopping Accessibility → Visit Intention</i>	0.253	2.231	0.026	Accepted
<i>Market Image → Perceived Shopping Accessibility → Visit Intention</i>	0.060	1.458	0.145	Rejected
<i>TikTok Promotion → Perceived Shopping Accessibility → Visit Intention</i>	0.074	1.467	0.143	Rejected

Source: Data Processed, 2026

Discussion

The Influence of Market Image on Consumer Visit Intention

Hypothesis testing confirmed that market image has a positive and significant effect on consumer visit intention ($\beta = 0.236$, T-statistics = 2.307, p-values = 0.021). This finding demonstrates that the more positive consumers' perceptions of Pasar Cidu Makassar's image, the greater their intention to visit. These results align with the Stimulus Organism Response (SOR) Theory by Mehrabian and Russell (1974), which explains that market information and impressions function as environmental stimuli processed through psychological and cognitive mechanisms before generating behavioral responses in the form of visit intention. Additionally, this finding is consistent with the Perceived Value Theory by Zeithaml (1988), which suggests that consumers' decisions are influenced by their assessment of the balance between benefits obtained and sacrifices made. Market image in this study is reflected through perceptions of product completeness, product quality, price affordability, and market atmosphere, aligning with Martineau's (1958) concept that the image of a place is formed from a combination of functional and psychological characteristics perceived by consumers.

This finding is supported by previous studies, including Köseoğlu and Tuncer (2023), who found that market image significantly influences consumer behavioral intention; Riu (2025), whose research on Pasar Sentral Makassar showed that positive market image encourages repeat visits; and Widiyani et al. (2025), who explained that consumer preferences are shaped by product quality, price affordability, and market atmosphere. In the context of Pasar Cidu Makassar, consumers' positive perceptions of product variety,

competitive prices, adequate product quality, and distinctive traditional market atmosphere proved to be more dominant than physical limitations such as traffic congestion, limited parking space, and crowded market areas. This demonstrates that consumers' decisions to visit Pasar Cidu are more influenced by their overall assessment of market quality rather than physical conditions, as long as the market provides valuable shopping experiences.

The Influence of TikTok Promotion on Consumer Visit Intention

Hypothesis testing confirmed that market image significantly shapes consumers' perceived shopping accessibility at Pasar Cidu Makassar ($\beta = 0.237$, T-statistics = 2.179, p-values = 0.029), meeting PLS-SEM significance criteria established by Hair et al. (2019). This finding reveals that accessibility perceptions are not solely determined by objective physical conditions but are substantially influenced by holistic market perceptions. This mechanism aligns with the Stimulus Organism Response (SOR) Theory by Mehrabian and Russell (1974), where market image functions as an external stimulus processed through internal cognitive mechanisms before generating accessibility perceptions. Kim and Lennon (2013) reinforced this by demonstrating that marketing stimuli influence consumer responses through psychological processes, where positive market image affects how consumers evaluate market attributes including accessibility. Consistent with Perceived Value Theory by Zeithaml (1988), when consumers perceive high benefits from visiting Pasar Cidu through positive image perceptions of product variety, quality, and atmosphere, they tend to assess potential shopping obstacles as acceptable, causing accessibility to be perceived based on expected value rather than merely physical conditions.

Previous research provides robust support for these findings. Tavitiyaman et al. (2021) demonstrated that destination image significantly contributes to accessibility perceptions, while Meidona (2022) confirmed that accessibility assessments are closely related to overall destination perceptions through broader cognitive evaluation processes. Antika et al. (2024) reported that positive destination image correlates with enhanced accessibility perceptions and visitor comfort. In the context of Pasar Cidu Makassar, despite physical limitations such as activity density, limited parking, and traffic congestion, consumers still perceive the market as relatively accessible due to its positive image, as perceived benefits outweigh obstacles, demonstrating that stronger market image leads to more favorable accessibility perceptions.

The Influence of Market Image on Perceived Shopping Accessibility

Hypothesis testing confirmed that market image significantly shapes consumers' perceived shopping accessibility at Pasar Cidu Makassar ($\beta = 0.237$, T-statistics = 2.179, p-values = 0.029), meeting PLS-SEM significance criteria established by Hair et al. (2019). This finding reveals that accessibility perceptions are not solely determined by objective physical conditions but are substantially influenced by holistic market perceptions. This mechanism aligns with the Stimulus Organism Response (SOR) Theory by Mehrabian and

Russell (1974), where market image functions as an external stimulus processed through internal cognitive mechanisms before generating accessibility perceptions. Kim and Lennon (2013) reinforced this by demonstrating that marketing stimuli influence consumer responses through psychological processes, where positive market image affects how consumers evaluate market attributes including accessibility. Consistent with Perceived Value Theory by Zeithaml (1988), when consumers perceive high benefits from visiting Pasar Cidu through positive image perceptions of product variety, quality, and atmosphere, they tend to assess potential shopping obstacles as acceptable, causing accessibility to be perceived based on expected value rather than merely physical conditions.

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The Influence of TikTok Promotion on Perceived Shopping Accessibility

Hypothesis testing confirmed that TikTok promotion exerts a positive and significant influence on perceived shopping accessibility at Pasar Cidu Makassar ($\beta = 0.293$, T-statistics = 2.119, p-values = 0.034), meeting PLS-SEM evaluation criteria established by Hair et al. (2019). This finding reveals that consumers' accessibility perceptions are shaped not only by physical market characteristics but also by pre-visit information availability. Consistent with Hoyer et al. (2018), perceptions result from consumers' interpretative processes of received stimuli, causing formed assessments to not always align with actual objective conditions. This relationship aligns with the Stimulus Organism Response (SOR) framework by Mehrabian and Russell (1974), where TikTok promotion functions as stimulus received through visual content, location information, market atmosphere, and displayed trading activities, which is subsequently processed through consumers' internal aspects reflected in accessibility perceptions. Kim and Lennon (2013) reinforced this by demonstrating that stimuli influence consumer responses through internal psychological processes before generating specific behaviors. Furthermore, consistent with Perceived Value Theory by Zeithaml (1988), information presented through TikTok helps consumers form perceptions of benefits to be obtained when visiting, and when consumers perceive that Pasar Cidu offers high benefits through product variety, affordable prices, and attractive shopping experiences,

accessibility-related obstacles tend to be perceived as lower, consequently leading to more positive assessments of shopping ease.

Previous research provides robust support for these findings. Gehrke and Wang (2020) and Páez et al. (2012) explained that accessibility perceptions are not always formed through direct experience but can be constructed through information, visual representations, and knowledge obtained from various media. Tavitiyaman et al. (2021) demonstrated that digital application utilization and online information significantly influence visitors' accessibility perceptions, where visual and informative content presentation regarding travel routes and available facilities enables prospective visitors to gain better understanding before visiting. Huang et al. (2025) reinforced this by finding that digital media exposure positively influences consumer perceptions of destination accessibility and comfort, reducing uncertainty levels. Liu et al. (2024) reported that informative, well-structured, and visually appealing TikTok content enhances audience understanding of destination characteristics, promoting perceptions that destinations are more accessible and comfortable to visit. In the context of Pasar Cidu Makassar, TikTok promotion helps consumers obtain market condition representations before visiting, where content displaying market location, trading activity atmosphere, environmental conditions, product availability, and visitor experiences enables consumers to more easily understand their shopping processes, thereby reducing uncertainty and forming perceptions that Pasar Cidu is relatively accessible for shopping activities, ultimately increasing consumer visit intention.

The Influence of Perceived Shopping Accessibility on Consumer Visit Intention

SEM-PLS analysis demonstrated that perceived shopping accessibility exerts a positive and statistically significant impact on consumer visit intention ($\beta = 0.253$, T-statistics = 2.231, p-values = 0.026), confirming that consumers who perceive shopping accessibility more favorably exhibit stronger intentions to visit Pasar Cidu Makassar. This finding reveals that perceptions regarding ease of reaching market locations, finding targeted areas, and conducting shopping activities play crucial roles in forming consumer visit intentions. Consistent with Kotler and Keller (2018), perceptions constitute outcomes of individuals' interpretations of information and experiences received from their environment, indicating that consumer visitation decisions are determined not only by destinations' objective characteristics but also by how those characteristics are perceived. This relationship aligns with the Stimulus Organism Response (SOR) framework by Mehrabian and Russell (1974), where perceived shopping accessibility functions as organism influencing response formation in the form of consumer visit intention, such that when consumers perceive a market as easily accessible, easy to locate, and comfortable for shopping activities, their propensity to visit increases substantially. Kim and Lennon (2013) reinforced this by asserting that consumers' internal evaluations of objects influence subsequent behavioral intentions. Furthermore, through the lens of Perceived Value Theory by Zeithaml (1988), favorable accessibility perceptions reflect lower perceived sacrifices

regarding time, effort, costs, and energy associated with visiting destinations, and when consumers perceive that Pasar Cidu is easily accessible and supports efficient shopping activities, perceived value increases, ultimately stimulating consumer visit intention.

Previous research provides strong empirical support. Meidona (2022) found that accessibility positively influences revisit intentions through enhanced visitor comfort, while Antika et al. (2024) identified significant relationships between accessibility and tourist visit intentions, demonstrating that positive accessibility perceptions reduce pre-visit barriers and strengthen visitation motivation. Tavitiyaman et al. (2021) confirmed that perceived access ease influences destination evaluations and behavioral intentions, encompassing ease of reaching locations, obtaining information, and utilizing facilities. In the context of Pasar Cidu Makassar, despite possessing dense and crowded traditional market characteristics, consumer perceptions that the market remains easily accessible and supports shopping activities enhance their visitation interest, demonstrating that more positive consumer perceptions of shopping accessibility at Pasar Cidu Makassar lead to higher consumer visit intentions.

The Influence of Market Image on Visit Intention through Perceived Shopping Accessibility

Indirect effect testing revealed that market image does not significantly influence visit intention when mediated by perceived shopping accessibility ($\beta = 0.060$, T-statistics = 1.458 < 1.96, p-values = 0.145 > 0.05), resulting in hypothesis rejection. This finding demonstrates that consumers do not regard perceived shopping accessibility as a primary consideration when responding to Pasar Cidu Makassar's image, with market image's influence on visit intention forming directly rather than through accessibility perception mechanisms. According to Crompton (1979), a place's image constitutes beliefs, ideas, and impressions functioning as mental representations in decision-making, where positive place perceptions enable visit intention formation based on established general impressions without deep evaluations of supporting attributes. Baloglu and McCleary (1999) reinforced this through their image formation model, explaining that positively formed images generate behavioral intentions directly because consumers already possess strong beliefs about places. Afshardoost and Eshaghi's (2020) meta-analysis of 87 studies confirmed that destination image significantly influences behavioral intention, particularly through overall and affective image dimensions, indicating that place images are often sufficiently strong to form behavioral intentions without additional attribute evaluations as mediating mechanisms.

This finding aligns with previous research demonstrating unsuccessful mediation effects in various contexts. Tana (2023) found that positive anticipated emotion failed to significantly mediate destination image's influence on behavioral intention, demonstrating that strongly formed place images directly affect behavioral intentions without specific psychological mechanisms. Wareewanich and Sukpasjaroen (2021) revealed that destination

image failed to mediate relationships between costs and risks and tourist satisfaction, while Yağmur and Aksu (2022) found that only cognitive image dimensions functioned as partial mediators, with affective image dimensions lacking significant mediating influences. At Pasar Cidu Makassar, consumers prioritize core benefits embedded in market image—product completeness, affordable prices, good quality, and distinctive atmosphere—over accessibility perceptions. Despite physical limitations such as density, limited parking, and traffic congestion, consumers exhibit visit intentions because Pasar Cidu's positive image directly forms attraction. This is influenced by respondent characteristics dominated by Generation Z (77.7%) who obtained repeated Pasar Cidu exposure through TikTok (62.4% viewed content more than once). According to mere exposure effect theory by Zajonc (1968) and Bornstein (1989), repeated stimulus exposure increases familiarity, forming more positive evaluations. Liu et al. (2023) explained that Generation Z is highly responsive to social media marketing in forming destination preferences. Consistent with Zeithaml's (1988) Perceived Value Theory, benefits offered by Pasar Cidu are perceived as more valuable than encountered obstacles, enabling market image to directly form visit intentions without accessibility perceptions functioning as significant mediating variables.

The divergence from most previous research can be attributed to research object context differences. Most reference research examined tourist destinations where accessibility constitutes an important attribute in forming visit intentions, with access ease becoming primary consideration related to travel efficiency, comfort, and overall experiences. This research, however, examined traditional markets with different characteristics and consumer behaviors, where Pasar Cidu Makassar visitors prioritize core benefits embedded in market image over location access ease perceptions, indicating that visit intention formation mechanisms in traditional markets do not fully follow patterns commonly found in tourism sector research. Therefore, this study provides empirical contributions by demonstrating that in traditional market contexts, perceived shopping accessibility does not necessarily function as a significant mediating mechanism between market image and consumer visit intention. Visit intentions are more substantially influenced by Pasar Cidu's positive image formed through perceptions of product completeness, quality, affordability, and atmosphere. In this research context, market image functions as the primary factor forming consumer visit intentions, while perceived shopping accessibility has not become a sufficiently strong mechanism to transmit these influences significantly, offering novel insights into consumer behavior patterns in traditional market settings distinct from tourism destination contexts.

The Influence of TikTok Promotion on Visit Intention through Perceived Shopping Accessibility

Indirect effect testing revealed that TikTok promotion does not significantly influence visit intention when mediated by perceived shopping accessibility ($\beta = 0.074$, T-statistics = $1.467 < 1.96$, p-values = $0.143 > 0.05$), resulting in hypothesis rejection. This finding

demonstrates that consumers do not regard accessibility perceptions as primary considerations when responding to TikTok promotional content, with visit intentions forming directly after promotional content exposure. According to Uses and Gratifications Theory by Katz et al. (1973), individuals actively use media to fulfill various needs including information, entertainment, social interaction, and new experience exploration, where consumers accessing TikTok content about Pasar Cidu Makassar obtain direct gratifications through presented information, market atmosphere visualizations, trading activities, and displayed visitor experiences, enabling Pasar Cidu attraction formation without deep accessibility evaluation. Yadav and Rahman (2017) reinforced this through Social Media Marketing Activities concept, explaining that social media marketing influences consumer responses through entertainment, interaction, trendiness, and informativeness dimensions, where attractive, informative, trendy TikTok content enabling user interaction builds direct consumer interest toward promoted objects. Furthermore, consistent with the Elaboration Likelihood Model (ELM) by Petty and Cacioppo (1986), persuasive messages can be processed through central route involving deep cognitive evaluation and peripheral route based on simple cues such as visual appeal, emotions, and social context. TikTok's short, visual, and entertaining content characteristics tend to encourage consumers to process information through peripheral route, causing visit intentions to form as direct responses to received content without conducting deep evaluations of functional attributes including accessibility perceptions, explaining why perceived shopping accessibility fails to perform significant mediating functions.

This finding aligns with previous research demonstrating unsuccessful mediation effects in digital marketing contexts. Salhab et al. (2023) found that brand trust failed to mediate relationships between social media marketing and purchase intention, revealing that indirect social media marketing influences on purchase intention through brand trust were insignificant, demonstrating that social media marketing activities do not always form consumer behavioral intentions through specific mediating variables. Retnosari and Nadlifatin (2024) examined customer engagement's mediating role in relationships between trust in product and purchase intention in TikTok Live E-Commerce contexts, revealing that customer engagement failed to significantly mediate these relationships, demonstrating that mediating variable presence does not always transmit independent variable influences toward consumer behavioral intentions. Liu et al. (2023) examined short video influences on tourism intention using Stimulus Organism Response (SOR) approach, demonstrating that not all factors originating from digital media form expected internal psychological processes, with some factors that should stimulate user psychological conditions failing to show significant influences, causing mechanisms linking short video exposure with visit intentions to not always function effectively, explaining that user responses to digital content are influenced by various factors including individual characteristics, media usage motivations,

and information processing methods. These findings demonstrate that theoretically possible mediating relationships are not necessarily empirically proven. At Pasar Cidu Makassar, consumers dominated by Generation Z (77.7%) who previously viewed Pasar Cidu content on TikTok (62.4% viewed content more than once) tend to respond directly to TikTok promotion through information and visual attractions displayed in content. According to Liu et al. (2023), Generation Z constitutes consumer groups more responsive to social media marketing activities because they tend to use digital content as primary sources for obtaining information and forming destination preferences, enabling TikTok content displaying market atmosphere, trading activities, product variety, and Pasar Cidu's distinctive culinary offerings to rapidly form respondent interest through presented visual information.

The divergence from previous research can be attributed to research object context differences and utilized digital promotion characteristics. In tourism destination contexts, digital promotion including TikTok platforms generally displays not only destination attractions but also supporting information such as travel routes, transportation options, and location access ease (Meidona, 2022). Conversely, in traditional market contexts, TikTok promotion predominantly displays market atmosphere, visitor crowds, trading activities, product variety, and available culinary offerings, with content characteristics more oriented toward conveying visual experiences capable of attracting attention and building direct consumer interest. Consequently, consumers are more motivated to respond to visual attractions and information displayed in content rather than conducting preliminary evaluations of shopping accessibility ease aspects. This explains visit intention formation mechanisms at Pasar Cidu Makassar, demonstrating that TikTok promotion more effectively forms visit intentions directly rather than through perceived shopping accessibility as mediating variables. This finding simultaneously provides empirical contributions to digital marketing studies in traditional markets, which remain relatively limited compared to tourism sector research extensively discussed in accessibility contexts. Overall, perceived shopping accessibility has not functioned as a significant mediating variable in relationships between TikTok promotion and consumer visit intentions at Pasar Cidu Makassar. Although TikTok promotion attracts attention and builds consumer interest, indirect influences formed through accessibility perceptions remain relatively weak, failing to significantly increase visit intentions. This finding reveals that consumer visit intentions are more substantially influenced by informative, entertaining, and trending TikTok content attractions rather than considerations of perceived shopping accessibility ease, offering novel insights into digital marketing effectiveness mechanisms in traditional market settings distinct from tourism destination patterns.

4. CONCLUSION

Based on the findings, this study concludes that Market Image has a positive and significant effect on Visit Intention to Cidu Market in Makassar. TikTok Promotion also has a positive and significant effect on Visit Intention. Furthermore, both Market Image and

TikTok Promotion positively and significantly influence Shopping Accessibility Perception, while Shopping Accessibility Perception has a positive and significant effect on Visit Intention. However, Shopping Accessibility Perception does not mediate the relationship between Market Image and Visit Intention. Likewise, Shopping Accessibility Perception does not mediate the relationship between TikTok Promotion and Visit Intention. This study is subject to several limitations, as reflected by the moderate to weak R-square values, indicating that the proposed model explains only a limited proportion of the variance in the endogenous variables, and the relatively low Q-square values, suggesting limited predictive relevance. Therefore, future research is encouraged to incorporate additional relevant variables and validate the proposed model across different research settings to enhance its explanatory and predictive power.

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