

## ABSTRACT

*The social media phenomenon has shifted and transformed the way conventional marketing works, thus creating digital marketing. Customers now rely on social media as a source of information in the purchasing process. Social media and websites are also very important in the tourism sector. This is because tourists are starting to look for information about tourist destinations through websites and social media. Information on social media and websites regarding a tourism destination is able to attract tourists' behavioral intentions to visit tourist attractions.*

*This research aims to investigate perception of tourist destination online content, online content satisfaction and digital marketing interaction on tourists' behavioral in visiting tourist destinations in Central Java. The aspects examined in this study include Tourist destination online content, Online Content Satisfaction and Digital marketing interaction in influencing Tourist Behavioral Intention. Questionnaires were distributed to 300 respondents.*

*The research methodology used in this research is a quantitative method. The data analysis technique used is Structural Equation Model (SEM) using SmartPLS software and data collection technique uses purposive sampling technique.*

*Based on the result of data analysis conducted, each hypothesis in this study has a significant positive influence. It is explained in this study that tourist destination online content has a significant positive effect on tourist behavioral intention, online customer satisfaction, and digital marketing interaction. Similarly, online content satisfaction and digital marketing interaction have a significant positive effect on tourist behavioral intention. The two mediating variables used in this study have a significant positive influence in mediating the relationship between tourist destination online content and tourist behavioral intention.*

*Based on the results of this research, tourism managers in Central Java Province can increase tourist behavioral intentions by improving the quality of tourism content, ensuring tourists are satisfied with the tourism content produced so as to reduce trips related to tourism to be visited and utilizing digital marketing channels to engage in interactions in among tourists.*

*Keywords: Tourist behavioral Intention, Central Java Tourism, Social Media, Online Platform*