

Factors Driving Indonesian Travel Agencies' Sales Performance

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ABSTRACT

This study examines the influence of social media adoption, social media marketing, and sales experience on the sales performance of Indonesian travel agencies. As digital platforms become increasingly central to global business operations, this study offers a timely perspective on how these factors contribute to competitive advantage in the travel industry. A quantitative method was applied using a Likert-scale questionnaire distributed to 111 respondents selected through purposive sampling, with participants holding managerial, supervisory, or ownership positions in travel agencies in Indonesia, who manage and obtain information regarding their business's marketing program from their company's social media platforms. Data were analysed using SmartPLS to test the direct relationships between variables. The results reveal that social media adoption and social media marketing significantly impact sales performance, underlining the critical role of digital engagement in reaching and converting customers to purchase. In contrast, sales experience does not have a significant effect, suggesting that traditional experience alone may not directly contribute to improved sales outcomes in today's digitally driven environment. These findings encourage travel agencies to focus on optimizing their digital presence and marketing strategies to enhance their performance in a competitive tourism market.

Keywords: Social Media Adoption, Social Media Marketing, Sales Experience, Sales Performance, Indonesian Travel Agencies.

INTRODUCTION

The travel agency industry is facing increasingly complex challenges due to intense competition in the global market. The rapid development of technology shifts in preferences, and changes in consumer behaviour are aspects that influence the success of travel agencies in the modern era. Each consumer has different expectations regarding the value they can receive from using a travel agency's services (Zhou et al., 2024). Consumer behaviour in the travel sector is now more influenced by online interactions, where purchasing decisions are often shaped by customer reviews, easily accessible online information, and visual content shared on social media (Gavina & Silva, 2022). Consumers increasingly rely on social media platforms, such as Instagram and TikTok, to explore destinations and seek inspiring travel ideas. Companies are also adopting social media as a means of marketing their businesses, with technological and environmental factors serving as the main drivers of adoption (Lim & Kesumahati, 2023). Sales performance, as a key indicator of business success, depends not only on traditional factors but also on the adoption of digital technologies, such as social media and more targeted marketing strategies to attract consumer attention (Bunghez, 2020). Leveraging technology in business is now widely acknowledged, as it has been proven to positively impact business performance (Sentoso et al., 2024). Moreover, if a company can effectively utilize technology, it will enhance its sustainable performance (Cuandra & Candy, 2024). Although many travel agencies have adopted social media platforms, a comprehensive understanding of the direct impact of social media adoption, social media marketing, and sales experience when integrated into sales performance remains limited. This study aims to identify and analyse the various factors that influence the sales performance of travel agencies in the digital era.

This study also focuses on the utilization of social media and the role of sales experience in driving the sales performance of travel agencies. The research framework integrates the factors of social media adoption, social media marketing, and sales experience to analyse their relationship with the sales performance of travel agencies. Social media adoption in business activities can help companies enhance their connections and collaborations

with the market (DaMonte & Vaden, 1987). On the other hand, using social media for marketing is highly useful for disseminating information to the market easily and affordably, which can contribute to achieving success in the sustainability and growth of businesses (Chatterjee et al., 2021).

The use of social media in business activities must be carried out effectively and carefully to attract the attention of the desired target market. Therefore, this study also considers an individual's knowledge and ability to enhance business sales performance through sales experience. Using up-to-date data sources and relevant analytical methods, this study provides a new perspective on how these factors contribute to improving sales performance in the ever-changing global market. Additionally, this study is expected to assist future research in gaining a better understanding of the integrated and current influence of social media utilization and sales experience on consumer behaviour.

LITERATURE REVIEW

Social Media Adoption

Social media adoption is the use of social media platforms such as Instagram, Facebook, and TikTok to support business activities. Social media adoption is important because of its significant benefits through broader communication, increased brand engagement with online media, and the ability to influence consumers' perceptions of the company, which ultimately has a diverse effect on sales performance (Hadiyati, 2024). The rapid dissemination of information through social media greatly helps companies achieve business success (Chatterjee et al., 2021). The dissemination of information not only comes from the company, but can also originate from consumers, such as Electronic Word of Mouth (E-WOM), which refers to consumers' responses or recommendations on social media from those who have used a product or service to other social media users. E-WOM has been proven to support business growth and increase sales, even during difficult times, such as the economic challenges of the COVID-19 pandemic (Asnawati et al., 2022). This makes social media adoption an important factor to consider when examining its influence on improving a company's sales performance.

Social Media Marketing

Social media marketing activities involve using social media to market products or services online through various methods that attract consumer attention. Social media marketing is closely related to sales performance because its purpose is not only to showcase attractive offers but also to understand consumer needs, engage with them online, and provide relevant information (Ancillai, 2019). One common marketing method used by businesses is to create engaging social media content. The content shared on social media platforms can be functional, highlighting the benefits or functions of a product or service being sold, or emotional, focusing more on the brand's presence within the social environment (Liadeli, 2023). Companies can adjust their marketing strategies according to their business goals, resulting in many variations in marketing efforts from different businesses competing to attract consumers' attention. Social media marketing can also involve third parties, such as Instagram influencers or celebrities, to reach a wider market share. This activity is called celebrity endorsement. Involving right-wing third parties, such as influencers, has been proven to improve business sales performance (Geng, 2020). Many other forms of social media marketing have been implemented by businesses across various industries; therefore, it is important to consider social media marketing as a factor in increasing the sales of travel agencies in the digital era.

Sales Experience

Sales experience refers to an individual's ability to sell products and services (Hernanto et al., 2022). Whether in B2C (Business Customer) businesses that sell products directly to customers or B2B (Business to Business) businesses that sell products to other companies, sales experience is essential for building and maintaining relationships with customers or business networks (Purwantini et al., 2020). In the digital era, sales experience is utilized through social media platforms to reach consumers and business partners more easily. As different individuals or businesses possess varying levels of sales experience, their impact on sales performance can vary, especially with the growing use of social media.

Sales Performance

Sales performance serves as a benchmark for a business's success, as a company's sales help it survive and grow (Dan & Minh Hai, 2023). Sales performance is defined as the seller's perception of the quality of the sales achieved (Banerjee & Bag, 2022). A company's sales performance is evaluated based on the achievement of sales targets and the execution of sales-related tasks (Gao et al., 2020). In addition, sales performance can be assessed more broadly by comparing it with that of competitors in the same industry.

Hypothesis Development

Relationship Between Social Media Adoption and Sales Performance

The adoption of social media by travel agencies plays a crucial role in enhancing sales performance and broadening their marketing reach to customers. Evidence from a 2020 study on B2B (Business-to-Business) enterprises showed that social media usage significantly influenced customer interaction with the business, which, in turn, led to increased sales (Agnihotri, 2020). This is further supported by another study in a similar context, specifically on B2B businesses, which emphasized the use of social media combined with adaptive selling (a sales strategy that adapts to customer needs), which also influences the company's sales performance (Bowen, 2021). A more in-depth study from the salesperson's perspective was conducted in 2019 with a sample of 345 salespersons to examine the impact of social media usage on improving sales performance. The results showed a positive relationship between the frequency of a salesperson's social media use at work and their sales performance (Guenzi, 2020).

A significant positive relationship with sales performance was also concluded from another study conducted with 139 entrepreneurs from Makassar, who used social media in their business activities (Ayuni et al., 2019). A major study was conducted in South Korea to discuss consumer perspectives in the digital era through social media. It analysed four million Online Consumer Reviews (OCRs) for 342 mobile games across eight different genres. This study comprehensively examined various types of OCRs on social media platforms by reviewing mobile games and their influence on sales performance. Careful analysis showed that some types of OCRs had a significant positive relationship with sales, while certain aspects, such as price and product innovation, had an insignificant relationship. The reason for the insignificance of these two aspects is consumers' subjective views on evaluating product innovation and their varying price sensitivity (Jang et al., 2021).

H1: Social media adoption has a positive impact on sales performance.

Relationship Between Social Media Marketing and Sales Performance

In a rapidly evolving world, marketing through social media has become increasingly important in digital marketing strategies. Marketing strategies must also be tailored to the type of business. This is supported by research conducted on major online retail businesses in the UK, which states that the impact of different product marketing campaigns and targeting different market segments has a significant variation in their effect on sales. Therefore, it is important to consider the effectiveness of marketing strategies used for different products and target markets (Dolega et al., 2021). Besides the effectiveness of the strategy, how important is it to pay attention to the frequency of content posts in marketing? A statistical analysis study conducted on 61 Food & Beverage (F&B) MSMEs in North Sulawesi, Indonesia, showed that the frequency of marketing content posts does not significantly affect sales. However, the number of consumer reactions or comments on each post had a significantly positive impact on increasing sales. Thus, indirectly, content postings contribute to boosting sales through consumer comments; however, without consumer responses or comments, the frequency of postings cannot directly influence sales performance (Sondakh et al., 2022).

Referring to research conducted in Indonesia, a study was conducted on 92 offline family businesses affiliated with Ciputra University in Surabaya that used social media to market their businesses and utilized e-commerce platforms. The statistical analysis showed that social media marketing had an insignificant effect on sales performance. Conversely, the use of e-commerce platforms has been proven to have a significant positive impact on increasing sales (Gunarto & Susanto Pranoto, 2023). Expanding the scope of the research, Enyinda et al. (2020) studied multinational electronics companies in Africa and the Middle East. Using information obtained from 30

Social Media Marketing (SMM) managers, the study concluded that SMM platforms have a significant impact on increasing sales, and that using different SMM platforms has its own advantages in helping businesses carry out sales transactions and interact effectively with consumers. These results are supported by other research in the B2B organizational context, which concluded that the use of social media for marketing helps provide information to consumers, enhances interaction, and increases sales (Cartwright, 2021).

H2: Social media marketing has a positive impact on sales performance.

Relationship Between Sales Experience and Sales Performance

Apart from using social media to enhance sales performance, it is important for a business to have adequate experience in managing marketing strategies and improving sales performance effectively. Sales experience is also useful for implementing various social media campaigns to make them appealing to consumers. This statement is supported by research examining the influence of experience, quality of interaction, and overall sales effectiveness in an advertising company. Focusing on PT. Citra Televisi Indonesia shows that sales experience significantly affects the overall effectiveness and quality of interaction in improving sales performance (Utomo, 2019). A similar study was conducted with 95 salespersons to examine the impact of sales training and sales experience on sales performance through adaptive selling. Statistical analysis shows that both sales training and sales experience influence sales performance through the development of adaptive selling skills (Hernanto et al., 2022).

Slightly different from previous studies on the effect of sales experience on sales performance through adaptive selling, the research conducted by Purwantini et al. (2020) placed sales experience as both an independent and moderating variable, with the research results indicating that adaptive selling has a significant effect on sales performance, whereas sales experience does not have a significant effect on sales performance through adaptive selling. Another finding is that through customer orientation, sales experience significantly influences sales performance. Another study was conducted in the real estate sector with a sample of 87 salespeople to further explore how the combination of sales experience and sales training manifests as selling ability, which has been proven to significantly affects sales performance (Indrawati, 2021). This is further supported by another recent study involving 517 responses from salespersons, which concluded that sales experience positively relates to sales performance (Silva et al., 2023).

H3: Sales experience has a positive impact on sales performance.

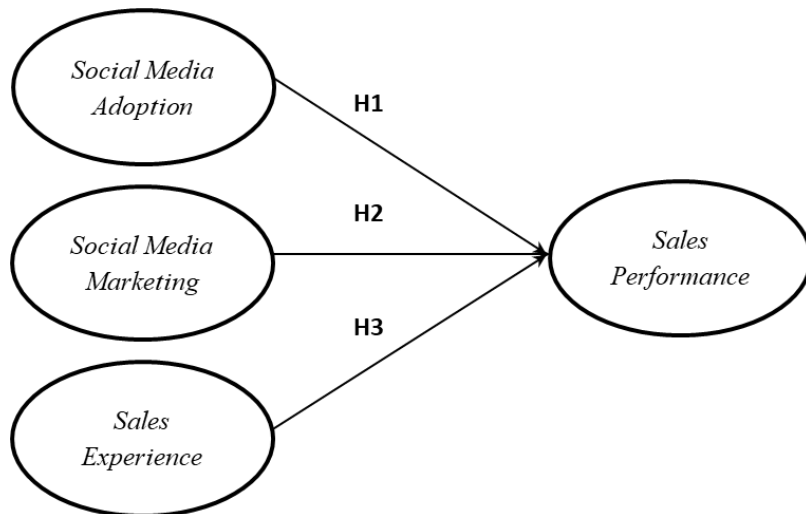


Fig 1. Research Model

METHODOLOGY

This study uses a quantitative research method, in which data collection was conducted through the distribution of online questionnaires via Google Forms to target respondents to gather responses regarding the influence of the studied variables on the sales performance of travel agencies. The data were collected using a linear scale

ranging from 1 to 5, with each scale described as strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5). Purposive sampling was used in this study to select participants. Purposive sampling is a data collection method that relies on the researcher’s judgment when selecting members of the population to participate in a study (Memon et al., 2025). The purposive sampling method is considered very effective for obtaining in-depth insights into a study (Teddle & Yu, 2007). This questionnaire is intended for participants who manage their company's social media platforms so that they can directly obtain information regarding their business's marketing. These respondent criteria ensured that this research was conducted with a quality and valid sample to provide necessary information.

Statistical analyses were conducted using SPSS and SmartPLS 3. The sample size in this study was determined based on the rule of thumb formulated by Hair et al. (2011), where the sample size is ten times the largest number of formative indicators used to measure variables. The largest number of indicators in this research is seven; therefore, the minimum sample size is 70 respondents. The total number of respondents in this study was 111, meeting the rule of thumb and allowing the analysis to proceed. The questions used in this study were adapted from previous research. Social media adoption has 5 items adapted from Bowen (2021) and Guenzi (2020), social media marketing comprises of 4 items adapted from Sutariningsih & Widagda K, (2021), sales experience has 3 items adapted from Guenzi (2020) and sales performance has 7 items adapted from Guenzi (2020) and Murshed & Sangtani, (2018).

Data were collected from November 2024 to May 2025. The frequency of each respondent’s position is shown in Table 1 below, representing that most travel agencies trust their managers to manage and control the company’s social media accounts, while some other travel agencies choose to delegate the responsibility to supervisors. This is most likely affected by the company’s scale and the different skills utilized for the company’s online presence on social media platforms.

Table 1: Sample data

Position	Frequency	%
Manager	57	51.4
Supervisor	49	44.1
Owner	5	4.5
Total	111	100

Source: Respondents data, 2025

RESULTS AND DISCUSSION

Common Method Biases Analysis (CMB) and Common Method Variance (CMV)

The Common Method Bias (CMB) test was conducted using SPSS to detect and avoid potential errors in the data. The test applied Harman’s one-factor (single-factor) method, which examines whether a single factor accounts for more than 50% of the total variance. The analysis showed that the highest variance explained by one factor was 29.426%, which was well below the 50% threshold. Therefore, this indicates that no bias was present in this study and that the data were valid for further analysis.

Table 2: Collinearity statistics test result

Variable	Variance Inflation Factor (VIF)
Sales Experience	1.717
Social Media Adoption	1.427
Social Media Marketing	1.994

Source: Processed Data, 2025

The collinearity statistics show that the variables Sales Experience (1.717), Social Media Adoption (1.427), and

Social Media Marketing (1.994) have a Variance Inflation Factor (VIF) value below 5, indicating good quality collinearity and that the data are free from Common Method Variance (CMV) (Hair et al., 2019).

Validity Tests

Table 3: AVE test result

Variable	Average Variance Extracted (AVE)
Sales Experience	0.545
Sales Performance	0.611
Social Media Adoption	0.536
Social Media Marketing	0.519

Source Processed Data, 2025

Correlation is considered valid if the Average Variance Extracted (AVE) value is greater than 0.50 (Dr. Duryadi, 2021). Based on Table 3, all four variables have AVE values exceeding 0.50. Thus, it can be inferred that all variables are valid, and we can proceed to the next testing stage.

Table 4: Cronbach’s alpha and composite reliability test result

Variable	Cronbach's Alpha	Composite Reliability
Sales Experience	0.616	0.781
Sales Performance	0.869	0.903
Social Media Adoption	0.570	0.776
Social Media Marketing	0.708	0.812

Source: Processed Data, 2025

Hair et al. (2019) stated that the validity test is accepted and considered valid if the measurement items’ Cronbach’s alpha and composite reliability are greater than 0.60. Based on the obtained output, the composite reliability and Cronbach’s alpha values for each variable were greater than 0.60. Therefore, the reliability requirements were declared valid and reliable for use in testing the research hypotheses.

Table 5: Outer loadings test result

Variable	Indicator	Outer Loading
Social Media Adoption	SMA1	0.733
	SMA2	0.770
	SMA4	0.691
Social Media Marketing	SMM1	0.740
	SMM2	0.669
	SMM3	0.728
	SMM4	0.742
Sales Experience	SE1	0.800
Sales Performance	SE2	0.656
	SE3	0.752
	SP4	0.823
	SP5	0.854
	SP6	0.795
	SP7	0.876

Source: Processed Data, 2025

Convergent validity data for outer loading is considered acceptable and valid if the indicator values of the latent variables are greater than 0.6 in the significance test of convergent validity (Hair et al., 2019). All indicators in the table above show valid and reliable results after the removal of indicators SMA_3, SMA_5, and SP_33, with outer loading values above the average and exceeding 0.6. Among all variables, SP2 had the lowest outer loading value at 0.606; however, this did not pose an issue because it was still above 0.6. Correlation is deemed valid if the average variance extracted (AVE) value is greater than 0.50. Based on Table 5, all four variables exceed 0.50, indicating a strong correlation between the variables and their related indicators.

Table 6: Cross loading test result

	SE	SMA	SMM	SP
SE1	0.800	0.343	0.580	0.371
SE2	0.656	0.062	0.389	0.189
SE3	0.752	0.173	0.401	0.234
SMA1	0.123	0.733	0.179	0.278
SMA2	0.234	0.770	0.329	0.220
SMA4	0.303	0.691	0.384	0.284
SMM1	0.522	0.258	0.740	0.342
SMM2	0.589	0.246	0.669	0.241
SMM3	0.508	0.317	0.728	0.247
SMM4	0.334	0.335	0.742	0.454
SP1	0.433	0.251	0.477	0.701
SP2	0.203	0.340	0.355	0.606
SP4	0.293	0.212	0.350	0.823
SP5	0.250	0.289	0.351	0.854
SP6	0.300	0.239	0.277	0.795
SP7	0.255	0.341	0.345	0.876

Source: Processed Data, 2025

According to the cross-loading criterion, each indicator loading should be greater than all its cross-loadings (Henseler et al., 2015). Based on the results of the cross-loading test, all indicators in the model satisfied this requirement, as each indicator loaded more strongly on its intended construct than on any other construct. This confirms that the model has good discriminant validity.

Table 7: Fornell-Larcker test result

	SE	SP	SMA	SMM
Sales Experience	0.738			
Sales Performance	0.382	0.781		
Social Media Adoption	0.301	0.362	0.732	
Social Media Marketing	0.642	0.475	0.406	0.721

Source: Processed Data, 2025

According to Hair et al. (2017), the Fornell–Larcker criterion establishes that a construct should share more variance with its indicators than with other constructs. This was assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs. Specifically, the square root of each construct's AVE (shown in bold on the diagonal of the table) must be higher than its highest correlation with any other construct in the model. As shown in Table 6, all constructs met this requirement, with the values of Sales Experience (0.738), Sales Performance (0.781), Social Media Adoption (0.732), and Social Media Marketing (0.721) being higher than the correlations with other variables beneath them, showing no significant overlap between one variable and another.

Table 8: HTMT test result

	SE	SP	SMA	SMM
Sales Experience				
Sales Performance	0.468			
Social Media Adoption	0.465	0.500		
Social Media Marketing	0.963	0.544	0.621	

Source: Processed Data, 2025

As shown in the table, one HTMT value between Social Media Marketing and Sales Experience was found to be 0.963. Although this exceeds the commonly cited conservative thresholds of 0.85 or 0.90, Henseler et al. (2015) emphasized that discriminant validity is still established if the HTMT value is below 1 and the bootstrapped confidence interval does not include 1. In this case, the upper bound of the confidence interval was below 1, confirming that discriminant validity remained acceptable.

Table 9: Direct effect test result

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
H1: Social Media Adoption => Sales Performance	0.198	2.153	0.032	Supported
H2: Social Media Marketing => Sales Performance	0.319	2.576	0.010	Supported
H3: Sales Experience => Sales Performance	0.118	1.033	0.302	Not Supported

Source: Processed Data, 2025

The significance of relationships in the structural model was evaluated using bootstrapped T-statistics and p-values, following the guidelines by Hair et al. (2017), which state that a path coefficient is significant at the 5% level if $T > 1.96$ and $p < 0.05$. The test results for each hypothesis are as follows:

Hypothesis 1 Test Result

As shown in Table 9, the path from social media adoption to sales performance has a T statistics value of 2.153 and a p value of 0.032, which means that social media adoption significantly influences sales performance. This means that hypothesis 1: *Social media adoption has a positive impact on sales performance*, is proven. This finding is consistent with previous research that proves that social media adoption significantly influences sales performance. One reason why this test result is in line with previous research is that all travel agencies that participated in this research used social media platforms that allowed viewers and customers to write reviews online (Jang et al., 2021). Travel agencies also operate in, but are not limited to, the B2B context, where it is beneficial for B2B businesses to leverage social media platforms in their daily activities (Agnihotri, 2020; Bowen, 2021). Social media adoption really helps businesses grow, as it was also known from research result done by Guenzi (2020) who finds that frequency in adopting or using social media increases company's sales performance. This finding also encourages entrepreneurs to implement social media adoption in their business as it has been proven to influence sales performance (Ayuni et al., 2019).

Hypothesis 2 Test Result

The relationship between social media marketing and sales performance was assessed with T statistics value = 2.576, and p value = 0.010, which supports Hypothesis 2: *Social media marketing has a positive impact on sales performance*. Previous research done with social media marketing managers from multinational companies participating in their study, also concluded that social media marketing in online platforms have significant influence on increasing sales (Enyinda et al., 2020). Back to the fact that travel agencies can also operate in B2B context, another research also supports this finding and stated that social media marketing increases sales (Cartwright, 2021). Considering the variation in results a business could get when implementing social media marketing, research by Dolega et al. (2021) found that the impact of different product marketing campaigns and

targeting different market segments has a significant variation in their effect on sales, emphasizing that the use of social media marketing has the potential to increase sales, but has to be managed effectively to get the best results.

An interesting research done by Sondakh et al., (2022) highlights how social media marketing is contributing to increase sales performance from different aspect. The research found that consumer reactions or comments on each post was proven to have a significant positive impact on increasing sales, which means that businesses should adjust their marketing strategy to raise positive reactions and increase sales through them. On the contrary with most other research result, research conducted with offline family businesses that uses social media and e-commerce to market their product concluded that social media marketing has insignificant influence on sales performance. But the research also stated that on the other hand, marketing with e-commerce platforms have significant positive impact on increasing sales. This result is likely due to the variability of business model a company could have, and whether their customer’s online presence is high or not. Considering this research using sample of offline family businesses, could mean that the companies are highly concentrating in their offline presence and are far more excel in offline business activity rather than online. Another possible factor is the business product might only be competitive in term of price, or just an everyday goods, that’s possibly why their e-commerce utilization gives better result, as it might not have high potential for customizable unique contents on social media (Gunarto & Susanto Pranoto, 2023).

Hypothesis 3 Test Result

The path from sales experience to sales performance where T statistics value = 1.033, and p value = 0.302 shows insignificant relationship between these two variables. Thus, hypothesis 3: *Sales experience has a positive effect on travel agency sales performance*, is rejected. This finding contradicts some of previous researches result that concludes a significant positive relationship (Indrawati, 2021; Silva et al., 2023). Even when previous research also focuses on a service business sector (Utomo, 2019). The other research that’s focusing from a salesperson perspective, as experience might vary among different people, study done by Hernanto et al. (2022) that conclude a positive influence of one’s sales experience to sales performance, also did not align with this research finding. Despite many mismatches of findings from some previous research with this research result, one of the previous research did find insignificant impact from sales experience to sales performance (Purwantini et al., 2020). This result proves that sales experience variable might have a potential to influence sales performance, but to assess it correctly, there might be another intermediating variable or aspects that has to be taken into account

Overall, the findings indicate that while social media factors significantly influence Sales Performance, Sales Experience does not have a statistically detectable impact in this study. The reason behind insignificant effect sales experience to sales performance was likely due to rapidly changing nature of digital marketing and customer engagement strategies, Nowadays, traditional experience may be insufficient without the ability to adapt to social media trends, digital tools, and evolving customer preferences. Even when it might seem logical and has been proven by many studies that one’s sales experience has positive impact to sales performance, the actual result can still differ with different business type and human resources from different background that participate in the study. Additionally, the variation in how sales experience is utilized across different agencies, whether through outdated methods or insufficient integration with modern platforms, might have reduced its direct impact on measurable performance outcomes. It is also possible that other moderating factors, such as the agency’s level of innovation, training quality, or digital literacy, contribute a more decisive role than experience alone in driving sales performance.

Table 10: R-Square test result

	R-Square	R-Square Adjusted
Sales Performance	0.309	0.289

Source: Processed Data, 2025

The R-square (R^2) value, also known as the coefficient of determination, reflects the proportion of variance in the dependent variable that is explained by the independent variables in the model. According to Hair et al. (2011)

R² values can be categorized into three levels: 0.75 as substantial, 0.50 as moderate, and 0.25 as weak. In this study, the R² value for Sales Performance is 0.309, which indicates that approximately 30.9% of the variance in Sales Performance can be explained by the predictor variables. This falls within the weak to moderate explanatory power category.

Table 11: SRMR test result

	Sample Mean (M)
Saturated Model	0.074
Estimated Model	0.075

Source: Processed Data, 2025

The SRMR (Standardized Root Mean Square Residual) is a model fit measure that captures the average difference between the observed and predicted correlations. It is commonly used to assess the overall goodness of fit in a PLS-SEM model. According to Hair et al. (2017) an SRMR values below 0.08 are often regarded as indicating a good model fit. Based on the results in Table 10, the SRMR values for both the Saturated Model (0.074) and the Estimated Model (0.075) fall below the 0.08 threshold, indicating a valid and acceptable model fit.

Goodness of Fit (GoF) Analysis

Based on the calculation, the Goodness of Fit (GoF) value obtained is 0.413, which falls into the large category based on the classification of GoF values as small (0.10), medium (0.25), and large (0.36) (Wetzels et al., 2009). This indicates that the research model demonstrates a strong overall fit, reflecting good explanatory power in capturing both the measurement and structural components of the model.

CONCLUSION

This research investigates the influence of social media adoption, social media marketing, and sales experience on the sales performance of travel agencies. Using a quantitative approach with data collected from 111 qualified respondents via purposive sampling, the research employed SmartPLS to test direct relationships between variables. The findings show that both social media adoption and social media marketing significantly and positively affect sales performance, highlighting the crucial role of digital engagement in today’s global tourism industry. However, sales experience does not significantly influence sales performance, suggesting that traditional experience alone may be insufficient without digital adaptation. These results encourage travel agencies to focus more on enhancing their social media strategies to reach broader international markets.

This study is subject to several limitations that may affect the generalizability of its findings. First, the sample size, while adequate for analysis using SmartPLS, was limited to 111 respondents and obtained through purposive sampling, which may introduce selection bias and limit representation across all travel agencies. Second, the research relied solely on self-reported data collected via questionnaires, which may be influenced by respondent subjectivity or social desirability bias. Additionally, while the study focused on three key factors, social media adoption, social media marketing, and sales experience, other potentially influential variables such as organizational culture, competitive intensity, or digital literacy were not included in the model and could be explored in future research. Future research could also expand the scope of this study by increasing the sample size and incorporating a more diverse set of travel agencies across specific regions or market segments. This would enhance the representativeness and allow for comparative analysis between countries or agency types. Additionally, upcoming studies are encouraged to include other relevant variables such as digital literacy, organizational innovation, customer satisfaction, or competitive environment, which may further explain variations in sales performance. Using a mixed-methods approach or qualitative interviews could also offer deeper insights into the strategic role of social media and human capital in global tourism sales dynamics.

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