

YouTube Influencer: How Source Credibility and Information Quality Influence Destination Image and Visit Intention of Young Travelers?

by Angelina Alice Laurance Serli Wijaya Sienny Thio

Submission date: 14-May-2023 10:23PM (UTC+0700)

Submission ID: 2092744357

File name: Manuscript-Youtube_Influencer_and_Destination_Image.docx (279.36K)

Word count: 6621

Character count: 39971



This Journal is available in Telkom University online Journals

Jurnal Manajemen Indonesia

Journal homepage: journals.telkomuniversity.ac.id/ijm



YouTube Influencer: How Source Credibility and Information Quality Influence Destination Image and Visit Intention of Young Travelers?

Angelina Alice Laurance¹, Serli Wijaya², Sienny Thio³

¹²³ Faculty Business and Economics, Petra Christian University, Surabaya, Indonesia

Abstract

The purpose of this study is to analyze the effects of YouTube influencer's source credibility and the information quality of the platform on destination image and young travelers' intention to visit a destination. Stimulus-organism-response (SOR) theory was adopted as a basis for developing the tested research model. This study applied a quantitative approach where primary data was collected through online surveys to 198 YouTube subscribers who had watched the examined YouTube channels' content. PLS-SEM technique was utilized to assess the structural model in the study. The results of this study show that source credibility had a positive significant effect on information quality, destination image, and visit intention. The information quality had a positive significant effect on destination image but no direct impact on the visit intention. Furthermore, the destination image significantly mediates the effect of source credibility and information quality on visit intention. This study enriches the literature on the relationships among source credibility, information quality, and how these credibility and information quality could influence the destination image and young traveler's intention to visit a destination in an emerging country like Indonesia.

Keywords— Destination Image; Information Quality; Source Credibility; Visit Intention; YouTube Influencer; Young Travelers.

Abstrak

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh kredibilitas sumber dari pemengaruh YouTube dan kualitas informasi terhadap citra destinasi dan niat wisatawan muda untuk mengunjungi sebuah destinasi wisata. Teori stimulus-organisme-respon (SOR) diadopsi sebagai dasar untuk mengembangkan model penelitian yang diuji. Penelitian ini menggunakan pendekatan kuantitatif dimana data primer dikumpulkan melalui survei online kepada 198 pelanggan YouTube yang telah menonton konten kanal YouTube yang diteliti. Teknik PLS-SEM digunakan untuk menguji model struktural dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa kredibilitas sumber berpengaruh positif dan signifikan terhadap kualitas informasi, citra destinasi, dan niat berkunjung. Kualitas informasi berpengaruh signifikan positif terhadap citra destinasi namun tidak berpengaruh langsung terhadap niat berkunjung. Selanjutnya, citra destinasi secara signifikan memediasi pengaruh kredibilitas sumber dan kualitas informasi terhadap niat berkunjung. Studi ini memperkaya literatur tentang hubungan antara kredibilitas sumber, kualitas informasi, dan bagaimana kredibilitas dan kualitas informasi ini dapat memengaruhi citra destinasi dan niat wisatawan muda untuk mengunjungi destinasi di Indonesia.

Kata kunci — Citra Destinasi; Kualitas Informasi; Kredibilitas Sumber; Intensi untuk Berkunjung; Pemengaruh Youtube.

3

Article info

Received (dd/month/year)

Revised (dd/month/year)

Accepted (dd/month/year)

Corresponding_author@email.com

DOI:

Copyright ©2019. Published by School of Economics and Business – Telkom University

I. INTRODUCTION

Social media has become a part of people's lives by providing a platform where users can share daily activities, experiences, interests, and opinions (Agarwal and Yiliyasi, 2010). Jakopović (2020) stated that many tourism industries use social media because the brochures and travel guidebooks are insufficient in providing updated and easily accessible information. For instance, YouTube has become one of the most useful advertising platforms for the tourism industry because videos provide clearer information about tourist destinations (Trinh and Nguyen, 2019). Crowel et al. (2014) stated that 88% of YouTube searches focus on tourist destinations, attractions, or travel ideas.

YouTube is the most widely used social media by people aged 16 to 64 years in Indonesia (Kemp, 2020). Data from Statista (2019) showed that 29.8% of Indonesians aged 16 to 39 subscribe to the travel influencer's YouTube channels. Students are quite active in accessing YouTube information and references on tourist destinations, which influences the travel decision-making process (Nakhlah, 2018).

The concept of social media influencers has developed in the last 10 years because of providing a closer and more intimate marketing approach (Alic et al., 2017). Currently, destination marketing organizations collaborate with social media influencers to promote destinations and impact visit intention (George, 2020).

Destination image is enhanced by organizing various social media such as Facebook, Instagram, and YouTube (Kim et al., 2017). This is conducted because the destination image is a major factor affecting visit intention (Prayogo et al, 2016; Whang et al., 2016; Zulzilah et al., 2019). Before visiting a destination, tourists have different destination images. Therefore, understanding and creating a positive image is an important strategy for destination marketing organizations (Li, 2019).

Many studies have examined the relationship between source credibility, information quality, destination image, and visit intention. However, no research has comprehensively analyzed the relationship between these variables. This study comprehensively analyzes the relationship between YouTube influencer source credibility, information quality, destination image, and visit intention. It also analyzes the destination image role in mediating source credibility and information quality effect on visit intention.

II. LITERATURE REVIEW

A. Stimulus Organism Response Theory

Stimulus-organism-response theory states that external input from an open environment (stimulus) triggers internal emotion (organisms) which elicits a behavior (response) (Nunthiphatprueksa and Suntrayuth, 2018). This theory has been widely adopted in tourism science research (George, 2020; Li, 2019; Nunthiphatprueksa and Suntrayuth, 2018). Li (2019) stated that tourism experiences and activities are influenced by a stimulus such as advertisements, videos, and television programs that generate visit intention. For instance, YouTube influencers are the stimulus for source credibility and delivered information quality, the organism is a destination image, and the response is visit intention, as shown in Figure 1.

B. YouTube Influencer

YouTube is a popular video-sharing site and has become a hub for amateurs, actors, musicians, politicians, and users who publish audio-visual material teaching millions (Jakopović, 2020). The advantages include the possibility to interact with other users through the comment column. Furthermore, YouTube visual content is more interesting because users can adjust the quality from standard to high (Jakopović, 2020).

YouTube influences and changes the way information is distributed which develops effective marketing communication (Jakopović, 2020). According to Trinh and Nguyen (2019), YouTube has become the most useful advertising platform in the tourism industry because video communication provides clearer information on tourist destinations, furthermore the combination of the five sensory elements contained in the video eases viewers' emotional and psychological message interpretation.

Social media influencers provide a more intimate marketing approach that has a major impact on the traditional method (Alic et al., 2017). Social media influencers are users who have many followers and their credibility, high reach, and authenticity can persuade followers in every interaction (Alic et al., 2017). The phenomenon of social

media influencers brings deeper potential or the power of ordinary people who can bring in followers to generate persuasion and trust and it becomes a source of strength in reaching the target audience credibly and effectively (Alic et al. 2017).

A YouTube influencer produces and uploads videos informative to a group of followers in the channel (Xiao et al., 2018). When YouTube influencers are recognized by many followers they get the opportunity to impact and persuade people in other areas, this motivates marketers to collaborate with YouTube influencers and take advantage of the follower trust (Xiao et al., 2018).

C. Source Credibility

Source credibility is a communicator trait to persuade and influence individual perceptions (Xiao et al., 2018). The majority of researches have analyzed source credibility through trustworthiness and expertise dimensions (Ayeh et al., 2013; Luo et al., 2013; Magno and Cassia, 2018; Ohanian, 1990; Xiao et al., 2018; Xu and Pratt, 2018; Zhang et al., 2014). Expertise refers to the extent to which communicators are considered a source who can make good statements, while trustworthiness is the belief one uses valid and honest opinions. (Xiao et al., 2018). Ohanian (1990) adds physical attractiveness to examine source credibility. Moreover, Xiao et al. (2018) add likability and homophily dimensions to analyze YouTube influencer credibility.

D. Information Quality

Information quality is the extent to which information is suitable for performing tasks specified by users in a particular context (Emamjome et al., 2013). Information quality in tourism decision-making refers to the available information about tourism products and attributes that helps tourists evaluate the product (Chen et al., 2014). The most studied dimensions of information quality include completeness, timeliness, relevancy, value-added, interestingness, reliability, and understandability (Arora and Lata, 2019; Blasco-Lopez et al., 2019; Kim et al., 2017; Magno and Cassia, 2018; Nunthiphatprueksa and Suntrayuth, 2018; Rodríguez et al., 2019; Trinh and Nguyen., 2019; Zulzilah et al., 2019).

E. Destination Image

Destination image refers to a mental representation of individual knowledge, feelings, and all perceptions that can affect behavioral intentions (Prayogo et al., 2016). Echtner and Ritchie (1991) stated that the destination image is defined by an individual's perception and overall holistic combination of functional and psychological characteristics.

Destination images are formed from cognitive and affective perceptions that are positively related. Cognitive images are beliefs and knowledge about a destination, while affective include emotional responses (Kim and Kwon, 2018). Destination image can be influenced by various sources, such as electronic word of mouth, social media, and destination source credibility (Kani et al., 2017; Kim et al., 2017; Nunthiphatprueksa and Suntrayuth, 2018; Prayogo et al., 2016; Rahman et al., 2020; Rodríguez et al., 2019; Veasna et al., 2013). Echtner and Ritchie (1991) stated that there are two important considerations a destination image formation. Seemingly, a tourist has an image of a destination from books, brochures, and promotional media the destination before visiting. Additionally, a tourist will modify the image of a destination to a more realistic and complex after he has visited a destination.

Destination image influences tourists in the attraction selection process, where the destination with positive and strong images will be chosen because they attract attention, emphasize competitive advantages, and differentiate (Kim and Kwon, 2018). Destination images help adjust behavior after decision-making through experience, evaluation, and future intentions such as the desire to revisit (Chi and Qu, 2008; Jalilvand et al. 2012; Prayogo et al., 2016).

F. Visit Intention

The intention is the possibility of a person intending to do something, self-prediction, or expectation that one will act (van der Veen and Song, 2014). Visit intention is a tourist's willingness or the possibility to go to a destination within a given period (Chen et al., 2014; Whang et al. 2016). Moreover, Kim and Kwon (2018) stated that visit intention representing a tourist's plan for future travel behavior that becomes cognizable. Visit intention

is a desired strategic aim for a destination marketing organization (van der Veen and Song, 2014). Several factors affect tourist's visit intention. Destination image is an important antecedent that affects tourist's visit intention, due to the intangible nature of the destination and tourist's limited knowledge of the location (Molinillo et al., 2018; Prayogo et al., 2016; Whang et al., 2016; Zulzilal et al., 2019). Another factor that can affect visit intention including familiarity, tourist's attitude, electronic word of mouth, social media, social media influencers, and celebrities (Armielia, 2018; Arora and Lata, 2020; Blasco-Lopez et al., 2019; Kim and Kwon, 2018; Magno and Cassia, 2018; Prayogo et al., 2016; Whang et al., 2016; Xu and Pratt, 2018; Zulzilal et al., 2019).

G. Hypothesis Development

Interactive social media and the low barriers to publication allow users to share daily activities, experiences, interests, and opinions. However, this presents a challenge to assess the quality of information (Agarwal and Yiliyasi, 2010). According to Aych et al. (2013), communicators' trustworthiness in social media affects the usefulness of the information. Additionally, the communicator's trustworthiness and expertise affect the completeness and persuasiveness of information (Luo et al., 2013; Zhang et al., 2014). Xiao et al. (2018) stated that the trustworthiness, expertise, and homophily of YouTube influencers affect information trustworthiness, reliability, credibility, and accuracy. Therefore, it is hypothesized that:

H₁: Source credibility has a significant effect on information quality

Veasna et al. (2013) stated that source credibility determines the extent to which tourists perceive statements made, to be honest, and trustworthy. The trust of tourists in management to fulfill promises affect the destination image (Kani et al., 2017; Rahman et al., 2020; Veasna et al., 2013). Armielia (2018) and Trinh and Nguyen (2019) stated that the celebrity's and YouTube influencer's credibility does not affect the destination image. According to Magno and Cassia (2018) and Xu and Pratt (2018), trustworthy social media influencers impact the visit intention. Furthermore, the expertise and attractiveness of social media influencers affect visit intention (Xu and Pratt, 2018). The celebrity credibility in promoting a country can influence the visit intention of foreign tourists (Armielia 2018). Thus, the following hypotheses are proposed:

H₂: Source credibility has a significant effect on destination image

H₃: Source credibility has a significant effect on visit intention

Information in social media plays an important role in shaping the destination image, especially for tourists visiting for the first time (Nunthiphatprueksa and Suntrayuth, 2018). The dimensions of completeness, relevancy, interestingness, and value-added on Sina Weibo and Facebook have a positive effect on cognitive and affective images (Kim et al., 2017; Rodríguez et al., 2019). Nunthiphatprueksa and Suntrayuth (2018) stated that timeliness and understandability affect cognitive images. However, the dimension of reliability on YouTube affects the destination image (Trinh and Nguyen 2019).

Magno and Cassia (2018) stated that the intention of blog readers to visit a destination also depends on the blog's information quality. Several previous studies revealed that complete and up-to-date information on YouTube, Facebook, blogs, and Instagram influence visit intention (Arora and Lata, 2020; Blasco-Lopez et al., 2019; Magno and Cassia, 2018; Zulzilal et al., 2019). Relevant information (Arora and Lata, 2020; Zulzilal et al., 2019) and reliable (Blasco-Lopez et al., 2019; Magno and Cassia, 2018) has a positive effect on visit intention. Zulzilal et al., (2019) stated that interesting information can influence the visit intention. On this basis, the following hypotheses are proposed:

H₄: Information quality has a significant effect on destination image

H₅: Information quality has a significant effect on visit intention

Destination image plays an important role in the destination selection process, such that attractions with a positive and strong perception will be chosen by tourists (Kim and Kwon, 2018). Previous research established that destination image affects the visit intention of tourists (Molinillo et al., 2018; Prayogo et al., 2016; Whang et al., 2016; Zulzilal et al., 2019). However, no research examined the role of destination image in mediating the source credibility and information quality effect. Previous research analyzed the role of destination image in mediating the effect of source credibility on visit intention (Hutami, 2019) and the role of destination image in mediating user-generated content family or friend recommendations, social and mass media, online reviews, and blogs on visit decisions (Alcázar et al., 2014; Aminudin et al., 2017). Based on previous research, the following hypotheses are developed:

H₆: Destination image has a significant effect on visit intention

H₇: Destination image is a variable that significantly mediates the effect of source credibility on visit intention

H₈: Destination image is a variable that significantly mediates the effect of information quality on visit intention

Based on the above discussions, the following research model was proposed as the conceptual framework of the study that was empirically tested.

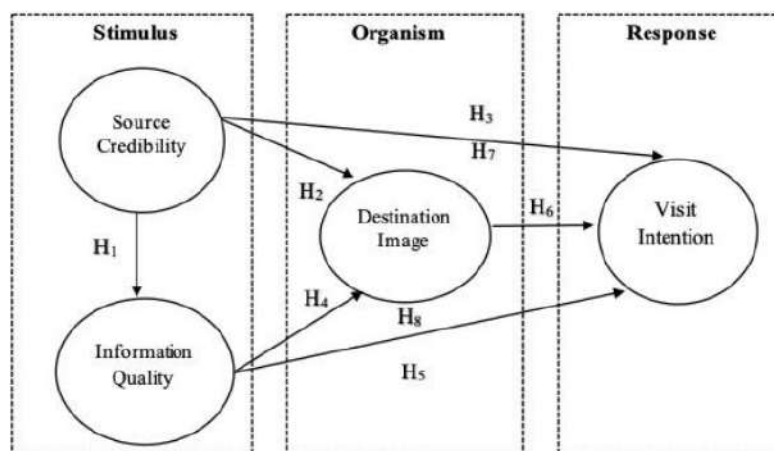


Fig. 1. Proposed Research Model (proposed by the authors)

III. RESEARCH METHODOLOGY

This research used three video content¹ about traveling around Indonesia from three different YouTube channels with subscribers above 500,000. These channels include Kevin Hendrawan with the Ekspedisi Segaris content, Ric Sent with the Keliling Indonesia Gratis content, and Malesbanget.com with Jalan2Men content. Purposive sampling technique was used to identify at least 16 years old subscribers who watched the research object video content. Kemp (2020) and Statista (2019) stated that most YouTube users who subscribe to travel influencer's channels are at least 16 years old.

The google form link containing the questionnaire was distributed via the direct message feature to followers of @ykhendrawan, @ricsnt and @jalan2menofficial Instagram accounts from September to October 2020. Study questionnaires consisted of three parts, including screening, which meant watching YouTube channels, and video content for a respondent to choose 1. The second part contained demographic questions, YouTube viewing, and traveling behavior. The third part contained questions regarding source credibility (Ohanian, 1990; Xiao et al., 2018), information quality (Chen et al., 2014; Kim et al., 2017), destination image (Chi and Qu, 2008), and visit intention (Chen et al., 2014) which were measured on a Likert scale with seven points ranging from very strongly disagree to very strongly agree.

A pilot test of 30 respondents was conducted to ensure the validity and reliability of the measurement scale. The number of questionnaires obtained was 238, but 30 did not fulfill the criteria, and 8 were answered with the same numbers. Only 198 questionnaires were processed for further analysis after the Mahalanobis distance test was employed that showed two cases detected as outliers.

SPSS version 25 software was utilized to conduct validity and reliability tests during the pilot study and normality tests. Furthermore, SmartPLS 3.0 software was utilized to test the measurement model and hypotheses. The validity test was carried out by comparing the r-count value of 0.368-0.947 with the r-table score of 0.361 (Ghozali, 2012). Cronbach's Alpha reliability value ranges from 0.760 to 0.867 and this study fulfilled the minimum requirements of 0.60 (Malhotra, 2012).

IV. RESULT/ FINDING

A. Respondent Profiles

Tables 1 and 2 summarizes the respondents' demographic profile, travel behavior, and YouTube usage pattern data. Among 198 usable responses, 60,1% were males and 39,9% were females, with the majority of the respondents (81.8%) aged between 16 to 25 years old, followed by those aged 26-35 years old (17.2%). Most respondents were students (42.9%) and half of the total respondents (52.5%) attained a bachelor's degree as their highest educational level. The majority of respondents had an average income of less than IDR 4.9 million per month.

Table 1. Demographic Profile

| Respondent Profile | Frequency | Percentage |
|--------------------------------|-----------|------------|
| 1. Gender | | |
| Male | 119 | 60.1% |
| Female | 79 | 39.9% |
| 2. Age group | | |
| 16 – 25 years | 162 | 81.8% |
| 26 – 35 years | 34 | 17.2% |
| 36 – 45 years | 2 | 1% |
| 3. Occupation | 85 | 42.9% |
| Students | 65 | 32.3% |
| Employees | 40 | 20.2% |
| Self-employed | 8 | 4% |
| 4. Highest education attained | | |
| Undergraduate Program | 104 | 52.5% |
| Senior High School | 82 | 41.4% |
| Diploma/ equivalent | 9 | 4.5% |
| Graduate/Postgraduate Program | 3 | 1.5% |
| 5. Average monthly income | | |
| ≤ IDR 4,999,999 | 147 | 74.2% |
| IDR 5,000,000- IDR 9,999,999 | 41 | 20.7% |
| IDR 10,000,000- IDR 19,999,999 | 9 | 4.5% |
| ≥ IDR 20,000,000 | 1 | 0.5% |

With regards to travel behavior, most respondents travel domestically to any destination in Indonesia between 1 to 2 times per year (43.9%); preferably traveled with friends (50%) compared to with family (39.4%). Out of various sources of information that the respondents refer to before their travel, it can be seen in Table 2 that most respondents chose to search from social media platforms such as, Instagram (28.8%), online articles (15.8%), Trip Advisor (8.1%), Facebook (6.23%), and from official government tourism website (3.7%). With YouTube, in particular, the majority of respondents watched Indonesian travel content on YouTube between 1-2 times (39.4%) and even more than 4 times a week (26.3%).

Table 2. Travel-Related Behavior and YouTube Platform Usage

| Characteristics | Frequency | Percentage |
|--|-----------|------------|
| 1. Frequency of traveling to Indonesian tourism destinations in 1 year | | |
| 1 - 2 times | 87 | 43.9% |
| Not necessarily once | 47 | 23.7% |
| 3 - 4 times | 40 | 20.2% |
| More than 4 times | 24 | 12.1% |
| 2. Travel partner | | |
| Friends | 109 | 55.1% |
| Family | 78 | 39.4% |
| Solo-traveling | 11 | 5.6% |
| 3. Tourism destinations visited in the last one year (can be more than one) | | |
| Borobudur temple | 30 | 7.58% |
| Mount Bromo | 29 | 7.32% |
| Bali | 25 | 7.32% |
| Dieng | 14 | 3.54% |
| Prambanan temple | 13 | 3.28% |
| None | 12 | 3.03% |
| Others | 273 | 68.93% |
| 4. Sources of information about tourism destinations other than YouTube (can be more than 1) | | |
| Instagram | 148 | 28.8% |

| | | |
|---|-----|-------|
| Recommendations of family or friends | 148 | 28.8% |
| Online articles | 81 | 15.8% |
| Trip Advisor | 42 | 8.17% |
| Tour and travel agents | 41 | 7.98% |
| Facebook | 32 | 6.23% |
| Official website from the local tourism authorities | 19 | 3.70% |
| Others | 3 | 0.58% |
| 5. YouTube Channel Subscriber and Content Name | | |
| Subscriber of Kevin Hendrawan channel and Ekspedisi Segaris Content | 90 | 35.4% |
| Subscriber of Ric Snt channel and Keliling Indonesia Gratis content | 96 | 37.8% |
| Subscriber of Malesbanget.com channel and Jalan2Men content | 68 | 26.8% |
| 6. Frequency of watching Indonesian travel content on YouTube in 1 week | | |
| 1-2 times | 78 | 39.4% |
| Not necessarily once | 35 | 17.7% |
| 3 - 4 times | 33 | 16.7% |
| More than 4 times | 52 | 26.3% |

B. Measurement Model

Table 3 shows the results of measurement model test which include the validity and reliability tests. There are eight indicators whose outer loading value below 0.600, meaning that these indicators do not fulfill the convergent validity requirement, thus they are dropped from the model. As to the AVE values, all has fulfilled the requirements with a minimum value of 0.5 (Hair et al., 2017).

Table 3. Outer Loading of the Measurement Items, Cronbach Alpha, Composite Reliability (CR) and AVE

| Empirical Variables and Indicators | Outer Loading | Cronbach's Alpha | CR | AVE |
|--|---------------|------------------|-------|-------|
| Source Credibility (Ohanian, 1990; Xiao et al., 2018) | | 0.799 | 0.861 | 0.554 |
| 1. Influencers have visited various Indonesian tourism destinations | 0.739 | | | |
| 2. Influencers have knowledge about Indonesian tourism destinations that have been visited | 0.748 | | | |
| 3. Influencers can be trusted in providing information about Indonesian tourism destinations | 0.756 | | | |
| 4. Influencers have the same interest in traveling to Indonesian tourism destinations as me | 0.746 | | | |
| 5. Influencers have the same hobby of traveling Indonesian tourism destinations as me | 0.731 | | | |
| 6. Influencers have an attractive physical appeal* | - | | | |
| 7. Influencers have beautiful or handsome faces* | - | | | |
| 8. Influencers have a fun disposition* | - | | | |
| Information Quality (Chen et al., 2014; Kim et al., 2017) | | 0.912 | 0.926 | 0.558 |
| 1. Influencers explain complete information about Indonesian tourism destinations | 0.782 | | | |
| 2. Influencers explain information about Indonesian tourism destinations in detail | 0.739 | | | |
| 3. Influencers explain the most up-to-date information about Indonesian tourism destinations | 0.762 | | | |
| 4. Influencers explain information that match to my trips** | - | | | |
| 5. Influencers explain information in an attractive way | 0.707 | | | |
| 6. Influencers explain information in an interesting way | 0.697 | | | |
| 7. Influencers explain information that are useful for planning my trips | 0.704 | | | |
| 8. Influencers explain information accurately | 0.787 | | | |
| 9. Influencers explain information that fits with facts | 0.705 | | | |
| 10. Influencers explain reliable information about Indonesian tourism destinations | 0.816 | | | |
| 11. Influencers explain information that are easily understood | 0.758 | | | |
| Destination Image (Chi and Qu, 2008) | | 0.866 | 0.895 | 0.518 |
| 1. Indonesian tourism destination is safe | 0.760 | | | |
| 2. Indonesian tourism destination is clean | 0.744 | | | |
| 3. Indonesian citizens are friendly people | 0.642 | | | |
| 4. Local Indonesians are helpful people | 0.704 | | | |
| 5. Tourism destinations in Indonesia have stunning natural tourist views* | - | | | |
| 6. Tourism destinations in Indonesia have interesting cultural festivals* | - | | | |
| 7. Tourism destinations in Indonesia have a unique historical heritage* | - | | | |
| 8. Tourism destinations in Indonesia have a variety of food choices* | - | | | |
| 9. Tourism destinations in Indonesia have various shopping facilities | 0.700 | | | |
| 10. Tourism destinations in Indonesia provide easy access to the location | 0.734 | | | |
| 11. Tourism destinations in Indonesia is affordable | 0.728 | | | |
| 12. Tourism destinations in Indonesia offer best shopping values | 0.738 | | | |

Notes:

* = indicator is reduced because it does not fulfill the AVE requirements ** = indicator is reduced because it does not fulfill the Fornell-Larcker Criterion requirements

The Fornell-Larcker criterion fulfilled the requirement where the square root of the AVE was greater than the highest correlation of other constructs, as shown in Table 4. Furthermore, the heterotrait-monotrait ratio value was lower than 0.85, showing that it fulfilled the requirements (Hair et al., 2017). Internal consistency of construct forming indicators was determined using composite reliability and Cronbach Alpha with a minimum requirement of 0.70 (Hair et al., 2017).

Table 4. Discriminant Validity

| | Source Credibility | Information Quality | Destination Image | Visit Intention |
|------------------------------------|-----------------------|------------------------|----------------------|--------------------|
| Fornell Larcker Criterion | | | | |
| Source Credibility | 0.744 | | | |
| Information Quality | 0.707 | 0.747 | | |
| Destination Image | 0.554 | 0.620 | 0.720 | |
| Visit Intention | 0.355 | 0.304 | 0.405 | 0.906 |
| Heterotrait-Monotrait Ratio (HTMT) | | | | |
| Source Credibility | | | | |
| Information Quality | 0.849 | | | |
| Destination Image | 0.661 | 0.695 | | |
| Visit Intention | 0.484 | 0.370 | 0.484 | |

C. Measurement Model

Structural model testing with an R^2 value was conducted to show the ability of exogenous variables to explain the endogenous, as shown in Figure 2 (Hair et al., 2017). Source credibility had an effect of 50% on information quality ($R^2 = 0.500$), while source credibility and information quality had 41.1% on the destination image ($R^2 = 0.411$). Furthermore, source credibility, information quality, and destination image had an effect of 18.9% on visit intention ($R^2 = 0.189$). Hair et al. (2017) stated that R^2 values of 0.25, 0.50, and 0.75 indicate weak, moderate, and strong latent endogenous variables. Therefore, information quality, destination image, and visit intention values were moderate, weak, and weak, respectively. Hypothesis t-test was conducted by comparing the t-statistics and t-table values at a margin of error of 5% or 1.96, as shown in Table 5.

Table 5. Hypothesis Testing

| Hypothesis | β | T-Statistics | Decision |
|---|---------|--------------|----------|
| Source credibility → information quality | 0.707 | 20.169 | Accepted |
| Source credibility → destination image | 0.230 | 3.017 | Accepted |
| Source credibility → visit intention | 0.209 | 2.181 | Accepted |
| Information quality → destination image | 0.458 | 6.339 | Accepted |
| Information quality → visit intention | -0.037 | 0.370 | Rejected |
| Destination image → visit intention | 0.312 | 3.812 | Accepted |
| Source credibility → destination image → visit intention | 0.072 | 2.266 | Accepted |
| Information quality → destination image → visit intention | 0.143 | 3.111 | Accepted |

The hypothesis is accepted when the t-statistics value is greater than the t-table score (> 1.96). A bootstrapping procedure with 5000 iterations was performed to test the path coefficient statistical significance. The test results showed that source credibility had a positive significant effect on information quality ($\beta = 0.707$, $t = 20.231$), destination image ($\beta = 0.231$, $t = 3.102$), and visit intention ($\beta = 0.209$, $t = 2.235$), therefore H1, H2, H3 are accepted. Comparably, information quality had a positive significant effect on the destination image ($\beta = 0.457$, $t = 6.546$), therefore H4 is accepted. However, H5 was rejected since information quality had no direct effect on visit intention ($\beta = -0.037$, $t = 0.326$). Destination image had a positive significant effect on visit intention ($\beta = 0.311$, $t = 3.809$). H6, H7, H8 were accepted since destination image significantly mediates source credibility ($\beta = 0.072$, $t = 2.308$) and information quality effect on visit intention ($\beta = 0.142$, $t = 3.150$).

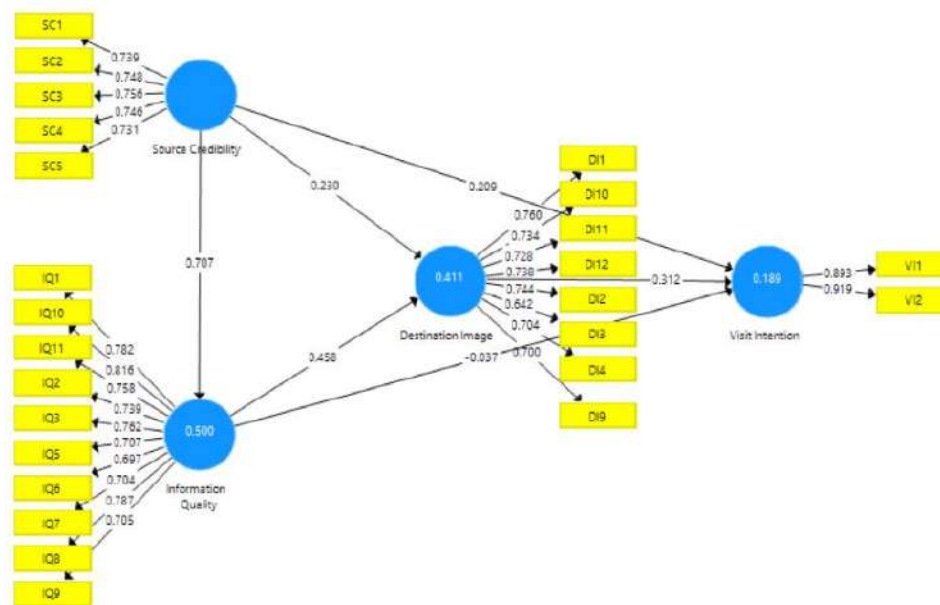


Fig. 2. Result Model

V. DISCUSSION

The use of YouTube as a promotional medium has increased because video communication provides clearer information and other interesting elements compared to stationery media (Trinh and Nguyen, 2019). Moreover, videos can convey the destination image more clearly, create a strong tourism atmosphere, and stimulate the imagination of viewers (Li, 2019). This study comprehensively analyzes the relationship between source credibility, information quality, destination image, and visit intention, specifically on YouTube.

The majority of the respondents were students ranging between 16 to 25 years. Respondents watched Indonesian tourism content on YouTube 1 to 2 times a week and visited destinations 1 to 2 times a year. This is in line with Nakhlah (2018) which stated that Indonesian students are quite active in accessing and referencing YouTube tourist destination information.

The results showed that source credibility had a positive significant effect on information quality while YouTube influencers' trustworthiness is the primary factor impacting information quality. YouTube viewers trusted the influencers because they had visited various hidden tourist destinations only known to the residents from Sabang to Merauke. Moreover, all conducted travels were planned by YouTube influencers themselves and not offered by agents. The influencers also followed residents' daily activities, especially cultural events. Consequently, viewers judged the information described by YouTube influencers as reliable information. This is in line with Xiao et al. (2018) which stated that communicator trustworthiness is the most important in evaluating the information quality because of digital media dissemination power. Seemingly, original information from honest communicators is appreciated by internet users.

The results also showed that source credibility and information quality had a positive significant effect on the destination image. Trustworthy YouTube influencers and reliable information can impact the image of Indonesian tourist destinations as a safe environment. Influencers need to emphasize good experiences without fraud or theft when traveling to Indonesian tourist destinations. YouTube viewers consider the information described by influencers to be reliable because they always confirm information related to tourist destinations. Additionally, influencers show tourist destinations conditions, residents' daily activities of residents and cultural ceremonies that are in accordance with the fact. According to Chaulagain et al. (2019), tourists are increasingly paying attention to safety and security aspects in the decision-making process where most tourists rely on reliable sources of information such as websites, word of mouth from friends, family, or people who can be trusted.

Source credibility had a positive significant effect on visit intention. The results are in line with Armielia (2018); Magno and Cassia (2018); Xu and Pratt (2018) which stated that the social media influencer or celebrities' credibility affects visit intention. On the other hand, information quality does not directly affect the visit intention. This means that YouTube viewers need positive knowledge and feelings to promote the visit intention. Glover (2009) stated that the information described by celebrities should be able to affect the cognitive and affective images of a destination by increasing positive emotions which in turn influences visit intention.

Destination image had a positive significant effect on the visit intention such that the safe destination environment influenced one's choice. This is in line with Chaulagain et al. (2019) which stated that the safety and security aspects are the biggest factors affecting the visit intention. Destination image significantly mediates source credibility and information quality effect on visit intention. Trustworthy YouTube influencers and reliable information influence the image of Indonesian tourist destinations as safe destinations that promotes intention to visit. This is in line with Chaulagain et al. (2019), which stated that safety and security aspects are considered by tourists in the decision-making process. Furthermore, the safety and security aspects are the biggest factors that affect the visit intention.

VI. CONCLUSION AND RECOMMENDATION

This study provides a theoretical contribution regarding the comprehensive relationship between source credibility, information quality, destination image, and visit intention, particularly on YouTube. The results validate previous research on source credibility effect on information quality, destination image, visit intention (Armielia, 2018; Aych et al., 2013; Kani et al., 2013; Luo et al., 2013; Magno and Cassia, 2018; Rahman et al., 2020; Veasna et al., 2013; Xiao et al., 2018; Xu and Pratt, 2018; Zhang et al., 2014), the effect of quality information on destination image (Kim et al., 2017; Nunthiphatprueksa and Suntrayuth, 2018; Rodríguez et al., 2019; Trinh and Nguyen, 2019), and the effect of destination image on visit intention (Molinillo et al., 2018; Prayogo et al., 2016; Whang et al., 2016; Zulzilah et al., 2019). This study examined the role of destination image in mediating credibility and information quality effect on visit intention. The results show that the destination image significantly mediates the source credibility and information quality effects on visit intention.

In addition to its contribution to the destination marketing literature, The results of this study also offer managerial implications for relevant tourism stakeholders. For instance, the Indonesian government needs to cooperate with trustworthy YouTube influencers to produce travel vlogs. This helps ensure information conveyed can be trusted and forms a positive image to promote the visit intention. Additionally, the government needs to improve road access to tourist destination locations. Tourism destination organizations need to promote on social media platforms such as Instagram, Facebook, Trip Advisor, and YouTube because many tourist destinations are only known by residents and they are expected to provide complete and detailed information such as complete addresses, directions, and unique traits. Furthermore, they could collaborate with YouTube influencers to promote Indonesian tourist destinations through video blogs. YouTube influencers are expected to visit more hidden tourist destinations and provide a positive image and useful information for planning trips such as addresses and directions to promote visit intention. Furthermore, YouTube influencers need to confirm information obtained from the internet to residents to ensure reliability and accuracy.

This study is not without limitation. Selecting YouTube influencers whose channels with 500,000 subscribers was a challenge due to extreme numbers. Therefore, future research could use a YouTube channel with subscribers under 500,000. This study analyzed source credibility, information quality, and destination image as variables the only ones that influence visit intention. Therefore, future research may add other variables such as tourist attitudes and motivation.

ACKNOWLEDGEMENT

This work was supported by the Centre of Research and Community Outreach Program, Petra Christian University, Surabaya, Indonesia [09/HB-PENELITIAN/LPPM-UKP/X/2020].

REFERENCES

Agarwal, N., & Yiliyasi, Y. (2010). Information quality challenges in social media. Paper presented at the 15th International Conference on Information Quality (ICIQ). 12-14 November 2020. University of Arkansas, Little Rock, USA.

- Alcázar, M. del C.H., Piñero, M.S., & de Maya, S.R. (2014). The effect of user-generated content on tourist behavior: The mediating role of destination image. *Tourism & Management Studies*, 10, 158–164.
- Alic, A., Pestek, A., & Sadinlija, A. (2017). Use of social media influencer in tourism. Paper presented at the 8th International Scientific Conference on Kinesiology, 10-14 May 2017. University of Zagreb, Croatia.
- Aminudin, N., Soumin, J., Razak, I.R.A., & Tarmudi, S. (2017). Effect of information source on Sabah destination image and non-visitors' behavioral intention. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 9(2), 85–96.
- Armielia, A.A. (2018). Celebrity endorsement in Japan tourism based on consumer-celebrity worship. *Ultima Management*, 10(2), 1–16.
- Arora, N., & Lata, S. (2020). YouTube channels influence on destination visit intentions: An empirical analysis on the base of information adoption model. *Journal of Indian Business Research*, 12(1), 23–42.
- Ayeh, J.K., Au, N., & Law, R. (2013). Do we believe in TripAdvisor? examining credibility perceptions and online travelers' attitude toward using user-generated content. *Journal of Travel Research*, 52(2), 437–452.
- Blasco-Lopez, F., Virto, N.R., Manzano, J.A., & Delgado, D.C. (2019). Facebook's power: factors influencing followers' visit intentions. *Spanish Journal of Marketing - ESIC*, 23(1), 95–117.
- Chaulagain, S., Wiitala, J., & Fu, X. (2019). The impact of country image and destination image on US tourists' travel intention. *Journal of Destination Marketing and Management*, 12, 1–11.
- Chen, Y.C., Shang, R.A., & Li, M.J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787–799.
- Chi, C.G.Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636.
- Crowel, H., Gribben, H., & Loo, J. (2014). *Travel Content Takes Off on Youtube*. Retrieved from <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/travel-content-takes-off-on-youtube/> (accessed date: 12 April 2020).
- Echtner, C.M., & Ritchie, J.R.B. (1991). The meaning and measurement of destination image. *The Journal of Tourism Studies*, 14(1), 37–48.
- Emamjome, F.F., Rabaa', A.A., Gable, G.G., & Bandara, W.W. (2013). Information quality in social media: A conceptual model, Paper presented at the 17th Pacific Asia Conference on Information System (PACIS), 18-23 June 2013. Tianjin University, China.
- George, S.L. (2020). *Using Social Media Influencer to Promote Qatar as a Tourist Destination*. Unpublished Master Thesis. Qatar University, Qatar. Retrieved from http://qspace.qu.edu.qa/bitstream/handle/10576/12643/Sruthika-George_OGSApproved%20Project.pdf?sequence=1
- Ghozali, I. (2012). *Aplikasi analisis multivariate dengan program IBM SPSS*, Universitas Diponegoro: Semarang.
- Glover, P. (2009). Celebrity endorsement in tourism advertising: Effects on destination image. *Journal of Hospitality and Tourism Management*, 16(1), 16–23.
- Hair, J.F., M.Hult, G.T., M.Ringle, C., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*, Second edition, SAGE: Los Angeles.
- Hutami, S.P. (2019). *Pengaruh Celebrity Endorser Dan Citra Destinasi Digital Terhadap Keputusan Berkunjung Wisatawan Milenial Di Desa Kaki Langit Bantul*. Unpublished Undergraduate Thesis. Sekolah Tinggi Pariwisata Bandung, Bandung. Retrieved from <http://repository.stp-bandung.ac.id/bitstream/handle/123456789/713/SELVIA%20PURIYANTIKA%20HUTAMI%20201520473-%202019.pdf?sequence=1>
- Jakopović, H. (2020). YouTube's Role in Destination Image Creation. *Journal of Education Culture and Society*, 6(1), 217–226.

- Jalilvand, M.R., Samiei, N., Dini, B., & Manzari, P.Y. (2012). Examining the structural relationships of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An integrated approach. *Journal of Destination Marketing and Management*, 1(1–2), 134–143.
- Kani, Y., Aziz, Y.A., Sambasivan, M., & Bojei, J. (2017). Antecedents and outcomes of destination image of Malaysia. *Journal of Hospitality and Tourism Management*, 32, 89–98.
- Kemp, S. (2020). Digital 2020: Indonesia DataReportal Global Digital Insights, Retrieved from <https://datareportal.com/reports/digital-2020-indonesia> (accessed date: 29 March 2020).
- Kim, S.B., & Kwon, K.J. (2018). Examining the relationships of image and attitude on visit intention to Korea among Tanzanian college students: the moderating effect of familiarity. *Sustainability (Switzerland)*, 10(2), 1–15.
- Kim, S.E., Lee, K.Y., Shin, S., & Yang, S.B. (2017). Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information and Management*, 54(6), 687–702.
- Li, M.H. (2019). Exploring short video application users' visit intention: Applying the stimulus-organism-response model. *Asian Social Science*, 15(2), 8–19.
- Luo, C., Luo, X., Schatzberg, L., & Sia, C.L. (2013). Impact of informational factors on online recommendation credibility: The moderating role of source credibility. *Decision Support Systems*, 56(1), 92–102.
- Magno, F., & Cassia, F. (2018). The impact of social media influencers in tourism. *Anatolia, An International Journal of Tourism and Hospitality Research*, 29(2), 288–290.
- Malhotra, N.K. (2012). *Basic marketing research: Integration of social media*, PT. Index Kelompok Gramedia: Jakarta.
- Molinillo, S., Liébana-Cabanillas, F., Anaya-Sánchez, R., & Buhalis, D. (2018). DMO online platforms: Image and intention to visit. *Tourism Management*, 65, 116–130.
- Nakhlah, N. (2018). *Proses Pengambilan Keputusan Subscriber Untuk Berwisata Berdasarkan Karakteristik Konten Promosi Pariwisata Dunia Pada Vlog Arief Muhammad*. Unpublished Doctoral Dissertation, Universitas Brawijaya, Malang. Retrieved from <http://repository.ub.ac.id/10381/1/LAPORAN%20SKRIPSI%20NALAN%20NAKHLAH.pdf>
- Nunthiphatprueksa, A., & Suntrayuth, S. (2018). The application of stimulus organism response paradigm: The role of social media in Thailand's destination image and behavioral intentions. *ASEAN Journal of Management & Innovation*, 5(1), 15–29.
- Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising*, 19(3), 39–52.
- Prayogo, R.R., Ketaren, F.L.S., & Hati, R.M. (2016). Electronic word of mouth, destination image and satisfaction toward visit intention: An empirical study in Malioboro Street, Yogyakarta. Paper presented at the *1st International Conference on Social and Political Development (ICOSOP)*. 21–22 November 2016. Universitas Sumatera Utara, Indonesia.
- Rahman, A., Sharmin, N., & Akhter, M. (2020). The role of authenticity, source credibility, and involvement in the formation of destination image on social media platforms. *Travel and Tourism Research Association: Advancing Tourism Research Globally*, 16, 1–20.
- Rodríguez, M., Nassanbekova, S., Pérez, L.M., & Uruzbayeva, N. (2019). The impact of information quality in DMOs' Facebook pages on the formation of destination image in the Silk Road: The case of Almaty, Kazakhstan. *Current Issues in Tourism*, 23(13), 1587–1592.
- Statista. (2019). Indonesia most popular YouTube channels 2019. Retrieved from www.statista.com/statistics/1032913/indonesia-most-popular-youtube-channels/ (accessed date: 18 May 2020).
- Trinh, V.D., & Nguyen, L. (2019). How to change perceived destination image through vlogging on Youtube. Paper presented at the *1st International Conference on Management Science Digital Disruption Era: Challenges and Opportunities for Business Management*. 25 June 2019. Silpakorn University, Thailand.

Van der Veen, R., & Song, H. (2014). Impact of the perceived image of celebrity endorsers on tourists' intentions to visit. *Journal of Travel Research*, 53(2), 211–224.

Veasna, S., Wu, W.Y., & Huang, C.H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511–526.

Whang, H., Yong, S., & Ko, E. (2016). Pop culture, destination images, and visit intentions: theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research*, 69(2), 631–641.

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of Media Business Studies*, 15(3), 188–213.

Xu, X., & Pratt, S. (2018). Social media influencers as endorsers to promote travel destinations: An application of self-congruence theory to the Chinese Generation. *Journal of Travel and Tourism Marketing*, 35(7), 958–972.

Zhang, K.Z.K., Zhao, S.J., Cheung, C.M.K., & Lee, M.K.O. (2014). Examining the influence of online reviews on consumers' decision-making: A heuristic-systematic model. *Decision Support Systems*, 67, 78–89.

Zulzilah, S., Prihantoro, E., & Wulandari, C. (2019). The influence of destination image, novelty seeking and information quality in social media: The case of media news company Indonesian tourism on Instagram. Paper presented at the *5th Conference on Communication, Culture and Media Studies*. 16-18 April 2019. Universitas Islam Indonesia, Yogyakarta, Indonesia.

YouTube Influencer: How Source Credibility and Information Quality Influence Destination Image and Visit Intention of Young Travelers?

ORIGINALITY REPORT

5%

SIMILARITY INDEX

5%

INTERNET SOURCES

5%

PUBLICATIONS

2%

STUDENT PAPERS

PRIMARY SOURCES

| | | |
|---|---|----|
| 1 | icsh.petra.ac.id Internet Source | 1% |
| 2 | Submitted to IAIN Bukit Tinggi Student Paper | 1% |
| 3 | Submitted to Universitas Negeri Semarang Student Paper | 1% |
| 4 | Raffaele Filieri, Fulya Acikgoz, Hao Du. "Electronic word-of-mouth from video bloggers: The role of content quality and source homophily across hedonic and utilitarian products", Journal of Business Research, 2023 Publication | 1% |
| 5 | iceb.johogo.com Internet Source | 1% |
| 6 | Vanessa Gaffar, Benny Tjahjono, Taufik Abdullah, Vidi Sukmayadi. "Like, tag and share: bolstering social media marketing to | 1% |

improve intention to visit a nature-based
tourism destination", Tourism Review, 2021

Publication

| | | | |
|----------------------|----|-----------------|------|
| Exclude quotes | On | Exclude matches | < 1% |
| Exclude bibliography | On | | |