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

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Abstract

This study aims to analyze the effects of YouTube influencers' source credibility and the information quality of the platform on destination image and young travellers' intention to visit a destination. Stimulus-organism-response (SOR) theory was adopted to develop 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. The PLS-SEM technique was utilized to assess the structural model in the study. The results of this study show that source credibility had a significant positive effect on information quality, destination image, and visit intention. The information quality positively affected destination image but did not directly impact 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 travellers' 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 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.

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 & Yiliyasi, 2010). Jakopović (2020) stated that many tourism industries use social media because brochures and travel guidebooks are no longer sufficient in to

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provide the most updated and easily accessible information for tourists. YouTube has become one of the most useful advertising platforms for the tourism industry because videos provide clearer information about tourist destinations (Trinh & 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 in Indonesia (Kemp, 2020). Statista (2019) showed that 29.8% of Indonesians aged 16 to 39 subscribe to the travel influencer's YouTube channels. Young people are pretty active in accessing YouTube information and seeking for references on tourist destinations they would like to visit.

Before visiting a destination, tourists hold an image of a destination. Exposure and engagement with various travel-related information on social media such as Facebook, Instagram, and YouTube will shape a certain image of the destinations (Kim et al., 2017). Such an image would turn influence the travel decision-making process (Nakhlah, 2018). Previous studies have shown that destination image is a significant factor affecting tourists' visit intention (Prayogo et al, 2016; Whang et al., 2016; Zulzilah et al., 2019). Therefore, creating a positive image is crucial for destination marketing organizations (Li, 2019). In the last ten years, we have witnessed the increased use of influencers as they are more effective in building an intensive relationship with their followers on various social media platforms (Alic et al., 2017). Destination marketing organizations collaborate with social media influencers to promote and encourage tourists to travel there (George, 2020).

Given the important of social media influencers, it is interesting to investigate how their credibility and the quality of content they post on the media could lead to a favorable destination image and tourists' visit intention. Many studies have examined the relationship between source credibility, information quality, destination image, and visit intention. However, to the authors' knowledge very little empirical research has been conducted to analyze these variables comprehensively. This study therefore aims to examines the relationships between YouTube influencer source credibility, information quality, destination image, and visit intention. It also examine the role of destination image as a mediating variable between the effects of source credibility and information quality on tourists' visit intention.

II. LITERATURE REVIEW

A. *Stimulus Organism Response Theory*

The Stimulus-organism-response theory states that external input from an open environment (stimulus) triggers internal emotion (organisms), which elicits a behaviour (response) (Nunthiphatprueksa & Suntrayuth, 2018). This theory has been widely adopted in tourism science research (George, 2020; Li, 2019; Nunthiphatprueksa & 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 interacting 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 how information is distributed, developing effective marketing communication (Jakopović, 2020). According to Trinh and Nguyen (2019), YouTube has become the most helpful advertising platform in the tourism industry because video communication provides more precise information on tourist destinations, furthermore, the combination of the five sensory elements in the video eases viewers' emotional and psychological message interpretation.

Social media influencers provide a more personal marketing approach that significantly impacts on the traditional method. 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 more profound 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 on the channel (Xiao et al., 2018). When many followers recognize Youtube influencers, 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 researchers have analyzed source credibility through trustworthiness and expertise dimensions (Aye et al., 2013; Luo et al., 2013; Magno & Cassia, 2018; Ohanian, 1990; Xiao et al., 2018; Xu & 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 & Lata, 2019; Blasco-Lopez et al., 2019; Kim et al., 2017; Magno & Cassia, 2018; Nunthiphatprueksa & Suntrayuth, 2018; Rodríguez et al., 2019; Trinh & 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 behavioural 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 & 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 & 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 one after he has visited a destination.

Destination image influences tourists in the attraction selection process, where the destination with positive and robust images will be chosen because they attract attention, emphasize competitive advantages, and differentiate (Kim & Kwon, 2018). Destination images help adjust behaviour after decision-making through experience, evaluation, and future intentions, such as the desire to revisit (Chi & 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 & 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 represents a tourist's plan for future travel behaviour that becomes cognizable. Visit intention is a desired strategic aim for a destination marketing organization (van der Veen & 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; Zulzilah et al., 2019). Other factor that can affect visit intention include familiarity, tourist's attitude, electronic word of mouth, social media, social media influencers, and celebrities (Armielia, 2018; Arora & Lata, 2020; Blasco-Lopez et al., 2019; Kim & Kwon, 2018; Magno & Cassia, 2018; Prayogo et al.,2016; Whang et al., 2016; Xu & Pratt, 2018; Zulzilah 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 assessing the quality of information (Agarwal & Yiliyasi, 2010). According to Aye 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). 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 essential role in shaping the destination image, especially for tourists visiting for the first time (Nunthiphatprueksa & Suntrayuth, 2018). The dimensions of completeness, relevancy, interestingness, and value-added on Sina Weibo and Facebook positively affect 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 & 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. previous studies revealed that complete and up-to-date information on YouTube, Facebook, blogs, and Instagram influences visit intention (Arora & Lata, 2020; Blasco-Lopez et al., 2019; Magno & Cassia, 2018; Zulzilah et al., 2019). Relevant information (Arora & Lata, 2020; Zulzilah et al., 2019) and reliable (Blasco-Lopez et al., 2019; Magno & Cassia, 2018) have a positive effect on visit intention. Zulzilah et al., (2019) stated that interesting information could 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 essential role in the destination selection process, such that attractions with a positive and robust perception will be chosen by tourists (Kim & 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; Zulzilah 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 study's conceptual framework that was empirically tested.

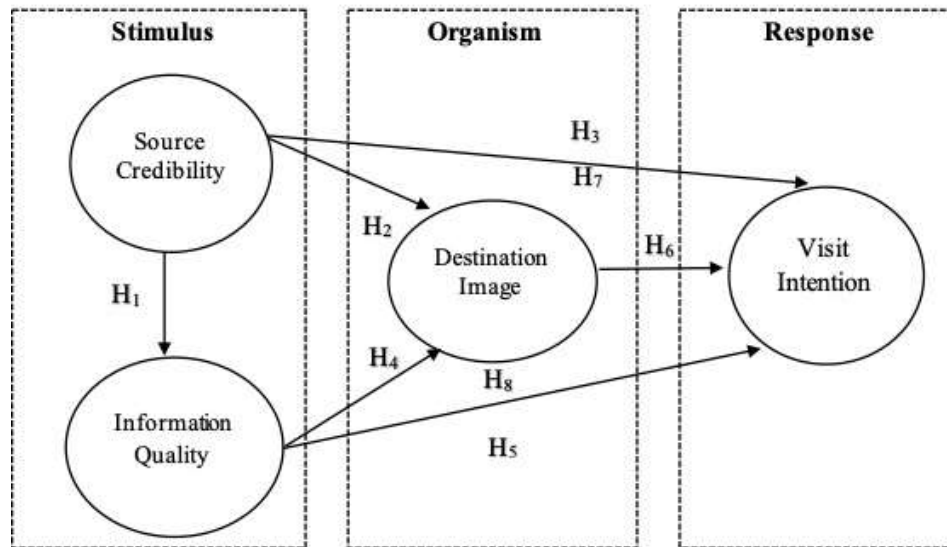


Figure 1. Research Model

III. RESEARCH METHODOLOGY

This research used three videos containing travel activities around Indonesia from three different YouTube channels with subscribers above 500,000 people: 1) Kevin Hendrawan with the Ekspedisi Segaris content; 2) Ric Sent with the Keliling Indonesia Gratis content; and 3) Malesbanget.com with Jalan2Men content. Kemp (2020) and Statista (2019) stated that most YouTube users who subscribe to travel influencer's channels are at least 16 years old. On this basis, a purposive sampling technique was used to identify and screen at least the selected respondents were aged a minimum of 16 years old. Moreover, they have to be subscriber of at least one YouTube channel and have ever watched YouTube video content of one of the three YouTubers being examined.

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. The questionnaires consisted of three parts. The first part was screening questions to ensure only the eligible respondents participated in the survey. The second part contained demographic profile questions, YouTube viewing intensity, and travel behaviour. The third part consisted of questions measuring source credibility (Ohanian, 1990; Xiao et al., 2018), information quality (Chen et al., 2014; Kim et al., 2017), destination image (Chi & 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. After meeting the validity and reliability criteria in the pilot study, the online survey was conducted. A total of 238 responses were collected, but 30 did not fulfill the sample criteria. Eight responses were dropped as all questions were answered with the same numbers, indicating that respondents did not cooperate seriously in the survey. Two responses were detected as outliers after completing the Mahalanobis distance test. Eventually, a total of 198 questionnaires were proceeded for further analysis and thus, obtained a response rate of 83.19%. SmartPLS 3.0 software was utilized to test the measurement model and the proposed hypotheses. The validity test was conducted 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 behaviour, and YouTube usage pattern data. Among 198 usable responses, 60,1% were males, and 39,9% were females, with the majority (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. Most 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 behaviour, most respondents travel domestically to any destination in Indonesia between 1 to 2 times per year (43.9%); preferably travelling 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, Most respondents watched Indonesian travel content on YouTube between 1-2 times (39.4%) and even more than 4 times in 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 measurement model test result including the validity and reliability tests. There are eight indicators whose outer loading value is below 0.600, meaning that these indicators do not fulfil the convergent validity requirement. Thus they are dropped from the model. As to the AVE values, all have 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 & 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 more significant 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 latent solid endogenous variables. Therefore, the value of information quality, destination image, and visit intention were moderate, weak, and weak, respectively. A 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 |
|--|---------|--------------|----------|
| H ₁ Source credibility → information quality | 0.707 | 20.169 | Accepted |
| H ₂ Source credibility → destination image | 0.230 | 3.017 | Accepted |
| H ₃ Source credibility → visit intention | 0.209 | 2.181 | Accepted |
| H ₄ Information quality → destination image | 0.458 | 6.339 | Accepted |
| H ₅ Information quality → visit intention | -0.037 | 0.370 | Rejected |
| H ₆ Destination image → visit intention | 0.312 | 3.812 | Accepted |
| H ₇ Source credibility → destination image → visit intention | 0.072 | 2.266 | Accepted |
| H ₈ Information quality → destination image → visit intention | 0.143 | 3.111 | Accepted |

The hypothesis is accepted when the t-statistics value exceeds 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 significant positive 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 significant positive 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 positively affected visit intention ($\beta = 0.311$, $t = 3.809$). H₆, H₇, and H₈ were accepted since destination image significantly mediates source credibility ($\beta = 0.072$, $t = 2.308$) and information quality effect on visit intention ($\beta = 0.142$, $t = 3.150$).

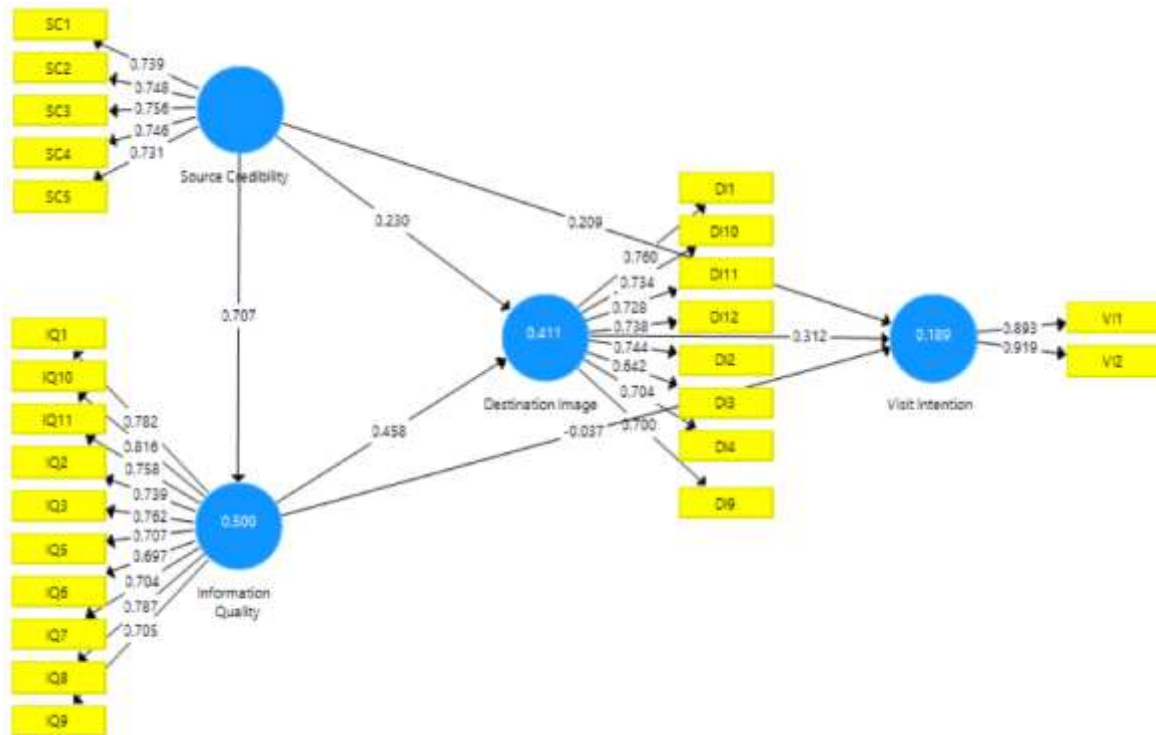


Figure 2. Result Model

V. DISCUSSION

YouTube as a promotional medium has increased because video communication provides more precise information and other interesting elements compared to stationery media (Trinh & Nguyen, 2019). Moreover, videos can convey the destination image more clearly, create a strong tourism atmosphere, and stimulate viewers' imagination (Li, 2019). This study comprehensively analyzes the relationship between source credibility, information quality, destination image, and visit intention, specifically on YouTube. The results validate previous research on source credibility effect on information quality, destination image, and visit intention (Armielia, 2018; Ayeh et al., 2013; Kani et al., 2013; Luo et al., 2013; Magno & Cassia, 2018; Rahman et al., 2020; Veasna et al., 2013; Xiao et al., 2018; Xu & Pratt, 2018; Zhang et al., 2014). It also confirms past studies on the effect of quality information on destination image (Kim et al., 2017; Nunthiphatprueksa & Suntrayuth, 2018; Rodríguez et al., 2019; Trinh & 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).

The results showed that source credibility had a significant positive effect on information quality, with influencers' trustworthiness as the primary aspect affecting the information quality. YouTube viewers trusted the influencers because they had visited various hidden tourist destinations in Indonesia that were little known to the viewers, even to the locals, for instance Paal Beach in Sulawesi, Ulu Kasok in Riau. The influencers arranged these travels independently, not by tour operators or travel agents. The travelling content on YouTube exposed the local culture of the destinations and the excitements of interacting with local people, such as their daily activities, food culture and other cultural events. Youtuber Kevin Hendrawan, for example, lived with The Mentawai tribe during his travel to West Sumatra and the Dani tribe when he explored Papua. Viewers assessed such information described by YouTube influencers as reliable information. This is in line with Ayeh et al. (2013), Luo et al. (2013), Xiao et al. (2018), and Zhang et al. (2014), which argued that trustworthiness is the most essential aspect that needs to be taken into account when designing the information due to digital media dissemination power. Social media users appreciate original or authentic information from honest communicators.

The results also showed that source credibility and information quality positively affected on the destination image. YouTube influencers and the reliable information they deliver can boost a robust positive image that tourist destinations in Indonesia are perceived as safe environments. Influencers need to emphasize good

experiences without fraud or theft when travelling to tourist destinations in the country. YouTube viewers consider the information influencers described to be reliable because they always confirm information related to tourist destination. Additionally, influencers show tourist destinations conditions, residents' daily activities of residents and cultural ceremonies that are by the fact. Tourists are nowadays 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 (Chaulagain et al., 2019; Veasna et al., 2013).

The result shows that source credibility had a significant positive effect on visit intention, meaning that the more a YouTube influencer is perceived as credible by YouTube viewers, the higher the YouTube audience's intention to visit Indonesian tourist destinations. Viewers' assess of Kevin Hendrawan, Ricky Santoso, Jebraw and Naya Anindita as YouTubers who can be trusted and have a credible knowledge about Indonesian tourist destinations. This finding is in accord 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 did 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 a destination's by increasing positive emotions, which in turn influences visit intention.

Destination image had a significant positive effect on the visit intention. This indicates that the more positive image of the destination held by YouTube viewers, the higher the intention of the viewers to visit Indonesian tourist destinations. This confirms the previous research by Jalilvand et al., (2012); Phillips and Jang (2007); Prayogo et al., (2017); Setiawan and Wibawa (2018); Whang et al. (2016); Yang et al. (2009); Zulzilah et al., (2019). The current study shows that tourist destinations in Indonesia were perceived as a safe environment that, is known to affect the intention of tourists to visit. Tourists are now increasingly paying attention to safety and security aspects, especially in the decision-making process where the majority of tourists will rely on reliable information sources from official tourism government websites, to word of mouth from friends, family or trusted people and e-WOM on social media platforms (Chaulagain et al., 2019).

In relation to its role as a mediating variable in this study, destination image to significantly mediate the effects of source credibility and information quality on visit intention. This means the more a YouTube influencer is perceived as credible by the viewers, the image of the destinations being portrayed on YouTube is getting more positive, the audience's intention to visit the promoted destinations. These results confirm past research by Dei and Sukaatmadja (2015); Putra and Sulistyawati (2015); Hutami (2019), which revealed that destination image can mediate the influence of source credibility on intention to travel.

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 confirm previous studies that source credibility positively and significantly affects information quality, destination image, and visit intention. It also validates the effect of destination image on visit intention. 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 must cooperate with trustworthy YouTube influencers to produce travel vlogs. This helps ensure information 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 residents only know many tourist destinations 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 valuable information for planning trips, such as addresses and directions to promote visit intention. Furthermore, YouTube influencers must confirm information obtained from the internet to residents to ensure reliability and accuracy.

This study has limitations. In this study, YouTube was the only social media that was examined. To improve the model validity, further research therefore can adopt the research model proposed in this study and test the

model on different social media platforms such as Instagram and TikTok. This study analyzed source credibility, information quality, and destination image as variables influencing visit intention. Future research may include other variables, such as tourist attitudes and travel motivation, to examine other possible variables that induce travel intention.

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