

Analisis Pengaruh Travel Vlogger terhadap Sikap dan Intensi Social Commerce dari Pengguna Media Sosial di Indonesia = Analysis of the Influence of Travel Vloggers on Social Media Users' Attitudes and Social Commerce Intentions in Indonesia

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh travel vlogger terhadap sikap dan intensi terhadap social commerce audiens dalam konteks pariwisata dan perdagangan sosial di Indonesia. Dengan menggunakan metode kuantitatif, penelitian ini menguji pengaruh advertising content value dalam konten travel vlogger terhadap viewer's attitudes terhadap video dan destinasi yang dipromosikan. Selain itu, penelitian ini juga menganalisis bagaimana faktor-faktor influencer credibility dari travel vlogger memengaruhi viewer's attitudes terhadap destinasi wisata yang ditampilkan dalam video. Terakhir, penelitian ini mengevaluasi pengaruh viewer's attitudes terhadap video dan destinasi dengan intensi mereka untuk melakukan social commerce. Data dikumpulkan melalui survei online yang melibatkan 147 responden pengguna media sosial yang mengikuti konten video travel vlogger dalam dua bulan terakhir. Hasil penelitian menunjukkan bahwa advertising content value seperti informative value dalam video travel vlogger berpengaruh positif terhadap viewer's attitudes terhadap video dan destinasi yang ditampilkan. Entertainment value berpengaruh positif terhadap viewer's attitudes terhadap konten video travel vlogger, tetapi tidak terhadap destinasi yang dipromosikan. Selain itu, influencer credibility seperti expertise dan trustworthiness memengaruhi viewer's attitudes terhadap video dan destinasi yang dipromosikan. Attractiveness memengaruhi viewer's attitudes terhadap video, Similarity antara travel vlogger dan audiens memengaruhi viewer's attitudes terhadap destinasi yang dipromosikan. Viewer's attitudes terhadap video dan destinasi ini berpengaruh positif terhadap intensi social commerce mereka. Temuan ini memberikan wawasan yang berguna bagi praktisi pemasaran, khususnya dalam industri pariwisata, untuk memanfaatkan kekuatan travel vlogger sebagai alat pemasaran yang efektif, serta pentingnya mempertimbangkan pengaruh emosional yang tercipta antara travel vlogger dan audiens dalam mempromosikan destinasi wisata.

.....This study aims to analyze the impact of travel vloggers on viewers' attitudes and intentions toward social commerce in the context of tourism and social commerce in Indonesia. Using a quantitative method, this research examines the influence of advertising content value within travel vlogger content on viewers' attitudes toward the video and the promoted destination. Furthermore, this study analyzes how influencer credibility factors from travel vloggers impact viewers' attitudes toward the tourism destinations featured in the videos. Finally, the study evaluates the effect of viewers' attitudes toward the video and destination on their social commerce intentions. Data was collected through an online survey involving 147 social media users who followed travel vlogger content in the past two months. The results show that advertising content value, such as informative value in travel vlogger videos, positively influences viewers' attitudes toward both the video and the destination featured. Entertainment value positively affects viewers' attitudes toward the travel vlogger video content, but not toward the promoted destination. Additionally, influencer credibility, such as expertise and trustworthiness, influences viewers' attitudes toward both the video and the promoted destination. Attractiveness impacts viewers' attitudes toward the video, while similarity between

the travel vlogger and the audience influences viewers' attitudes toward the promoted destination. Viewers' attitudes toward the video and the destination positively influence their social commerce intentions. These findings provide valuable insights for marketing practitioners, particularly in the tourism industry, on leveraging the power of travel vloggers as an effective marketing tool, and emphasize the importance of considering the emotional connection created between the travel vlogger and the audience in promoting tourism destinations.