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Examining The Effect of Travel Influencers on Travel Intention in Indonesia's Super-Priority Tourism Destinations

Ivo Novitaningtyas[1*], Ni Made Adelia Clarita[2], Gracia Alya Quina Akhmad[3], Niken Nur Fanydia Ningsih[4]

[1-4] Magister Sains dan Doktoral Manajemen, Universitas Gadjah Mada, Indonesia

*Corresponding Author ivo.novitaningtyas@untidar.ac.id

Abstract:
The widespread adoption of social media has reshaped how travelers gather information and form travel intentions, particularly through the influence of travel influencers. As Indonesia promotes its super-priority tourism destinations, understanding this influence becomes increasingly relevant. This study examines the impact of travel influencers, modeled as a second-order construct with five dimensions: content expertise, inspiration, attractiveness, trustworthiness, and authenticity on travel intention. This study using a quantitative approach and data from 121 respondents collected via online survey. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that travel influencers significantly and positively influence travel intention to visit super-priority tourism destinations in Indonesia. Theoretically, this study contributes by offering a multidimensional conceptualization of travel influencers in tourism marketing research. Practically, it provides insight for tourism stakeholders and tourism marketers to collaborate with influencers who demonstrate credibility, inspiration, and authenticity in promoting super-priority tourism destinations in Indonesia.

Keywords: Tourism Marketing; Travel Influencer; Travel Intention

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Introduction

The development of digital technology has changed the way tourists search, access, and process information related to tourist destinations (Hatibie et al., 2025; Kapoor et al., 2022). Travelers use social media such as Instagram (Hernández-Méndez & Baute-Díaz, 2024; Virdani et al., 2020), TikTok (Rimadias et al., 2021; Tham et al., 2024), and YouTube (Leite et al., 2024) to search for information related to tourism destinations, especially among highly digitally active social media users. Travelers now rely not only on information from brochures or travel agents, but also from personal experiences shared by other users through social media content (Du et al., 2023). Most marketers are starting to switch to using user-generated zcontent because it is considered to have more influence on their followers than content created by marketers (Leung et al., 2022). This approach is also known as influencer marketing or social media influencer marketing (Manthiou et al., 2024).

One of the key actors in influencer marketing and social media marketing within the tourism context is travel influencers. Travel influencers are individuals who become opinion leaders, help inspire travelers, and encourage them to visualize their trip before deciding to travel (Manthiou et al., 2024). They work by sharing content with their followers. The content is designed to introduce products or persuade followers to make purchases, with influencers receiving incentives from

marketers in return (Leung et al., 2022). In the context of tourism, the use of influencer marketing services has increased in line with the increasing number of travel influencers (Manthiou et al., 2024).

Travel influencers are known for their authentic narrative power, compelling visuals, and the social connections they build with their followers (Manthiou et al., 2024; Wahba et al., 2024). Some of the characteristics often associated with travel influencer effectiveness include physical attractiveness, authenticity of content, trust built, inspiration offered, and expertise in conveying information (Manthiou et al., 2024). These dimensions have been discussed in a number of previous studies, but not many studies have examined their influence within an integrated model framework (Manthiou et al., 2024). In addition, research that highlights whether the dimensions of travel influencers are able to encourage travel intentions in the context of tourism destinations has not been widely conducted. Whereas, intention is one of the key indicators of consumer behavior in tourism marketing, as it predicts actual tourist behavior (Leung et al., 2025). Therefore, research is needed to understand the relationship between travel influencer characteristics and travel intentions, based on the five dimensions of travel influencers' (attractiveness, authenticity, content expertise, inspiration, and trustworthiness) developed by Manthiou et al. (2024).

In the Indonesian context, issues related to travel intentions are becoming increasingly important along with the direction of government policies that emphasize the development of quality tourism. The Indonesian government through the Ministry of Tourism has established a national strategy to encourage tourists who not only come in large numbers, but also have interest, loyalty, and awareness of quality experiences (Putranto & Ariani, 2024). One of the concrete implementations of this strategy is the development of five super-priority tourism destinations, which include Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang in the period 2025-2029 (Putranto & Ariani, 2024; Satiadji et al., 2024). The success of this strategy is highly dependent on how tourist intentions can be increased sustainably, especially through digital approaches that are able to reach and influence tourist behavior. Therefore, understanding the factors that drive travel intentions is relevant in supporting national policies in Indonesia's tourism sector.

Although the five Indonesian super-priority tourism destinations represent highly heterogeneous tourism products and market segments, ranging from cultural heritage tourism to sport and marine tourism, travel influencers may still exert a meaningful influence on travel intention because their persuasive role operates primarily at the psychological and symbolic level of consumer perception. Prior studies suggest that social media influencers shape travelers' emotional engagement, destination imagination, trust, and parasocial interaction regardless of the specific type of destination being promoted (Leung et al., 2025; Manthiou et al., 2024). In this regard, dimensions such as authenticity, trustworthiness, attractiveness, inspiration, and content expertise may function as universal persuasive cues in digital tourism communication, enabling influencers to stimulate travel intention across diverse tourism contexts (Manthiou et al., 2024). This implies that the effectiveness of travel influencers may not necessarily depend on similarities in destination characteristics, but rather on how influencers create meaningful and emotionally engaging narratives for their audiences (Leung et al., 2025). Therefore, examining travel influencer dimensions within the context of heterogeneous super-priority tourism destinations remains theoretically relevant and important for understanding digital tourist behavior in Indonesia.

Moreover, based on literature review, previous studies have shown that content created and shared by social media users significantly influences the perceived value and purchase intention of

tourism products (Cheung et al., 2022). In addition, content on social media has also been shown to encourage travel desire and directly contribute to increasing travel intention (Nguyen & Tong, 2022). In another study, it was found that some dimensions of social media influencers, especially expertise and similarity, affect travel intention through trust, while the attractiveness dimension did not show a significant effect (Chen et al., 2023). Previous findings are in line with the findings of Kilipiri et al. (2023), who pointed out the importance of credibility and authenticity of messages in increasing positive perceptions of sustainable tourism destinations. Mack & Huang (2023) also emphasized that influencers' empathy and transparency can build trust that strengthens travel intentions. Meanwhile, Leung et al. (2025) highlighted the role of influencer personality and expertise in forming parasocial relationships that impact repeat visit intentions. Nonetheless, most of these studies have only highlighted some dimensions of travel influencers and have not examined the influence of the five key dimensions in an integrated model. Therefore, this study offers a novel contribution by examining the five key dimensions of travel influencers such as content expertise, inspiration, attractiveness, trustworthiness, and authenticity on travel intention. The focus of this research is also directed at the strategic context of Indonesia, especially in supporting the development of national super-priority tourism destinations in 2025-2029.

The Findings from previous research serve as a foundation for building hypotheses in this study. The influence of social media content on travel intention justifies that digital communication has a significant role in driving traveler decisions (Cheung et al., 2022; Nguyen & Tong, 2022). In addition, certain dimensions of influencers such as expertise, similarity, credibility, and authenticity have an impact on trust and travel intention (Kilipiri et al., 2023; Leung et al., 2025; Mack & Huang, 2023). These findings indicate that the personal and professional characteristics of travel influencers have the potential to shape traveler behavior. Based on the multidimensional structure of the travel influencer construct, this study formulates the following hypothesis: H1. perceived travel influencer (as a second-order construct comprising content expertise, inspiration, attractiveness, trustworthiness, and authenticity) has a positive effect on travel intention. Thus, the study expands the understanding of the impact of travel influencers in the Indonesian national tourism context with a more comprehensive structural model approach.

This study aims to examine the influence of travelers' perceptions of the five dimensions of travel influencers, such as attractiveness, authenticity, content expertise, inspiration, and trustworthiness, on travel intentions in the context of super-priority tourism destinations in Indonesia. It should be emphasized that the five dimensions are not examined as separate independent variables. Rather, they collectively form a higher-order latent construct of travel influencer that represents a multidimensional perception in this study. Figure 1 illustrates the conceptual framework of this study, in which the five dimensions collectively form a higher-order construct of travel influencer that influences travel intention. By examining this relationship simultaneously through a structural modeling approach, this study is expected to make a theoretical contribution to the tourism marketing literature, particularly to understand the effectiveness of the role of travel influencers in shaping tourists' travel intentions. From a practical perspective, the results of this study can be utilized by policymakers and tourism industry in designing communication and marketing strategies that are more relevant and also impactful to the target market.

Method

This study uses a quantitative approach to examine the influence of perceptions of five dimensions of travel influencers: attractiveness, authenticity, content expertise, inspiration, and trustworthiness, on travel intention. Data was collected through an online survey using a questionnaire designed in Google Forms. The questionnaire was disseminated through various social media. Table 1 shows the travel influencer variables were measured using 5 dimensions consisting of 3 indicators on the content expertise dimension, 2 indicators on the inspiration dimension, 4 indicators on the attractiveness dimension, 2 indicators on the trustworthiness dimension, and 2 dimensions on authenticity, while travel intention variables were measured based on 6 indicators.

The sampling method in this study used purposive sampling, where respondents were determined based on certain criteria relevant to the research objectives (Hartono, 2012). The criteria used are: (1) a follower of the travel influencer's social media account, and (2) has seen or accessed content about the five super-priority destinations in Indonesia (Lake Toba, Borobudur, Mandalika, Labuan Bajo, and Likupang) uploaded by the travel influencer. Screening questions were inserted at the beginning of the questionnaire to ensure that only respondents who met the criteria continued to complete the questionnaire. A total of 126 respondents completed the questionnaire, but after the screening process, only 121 respondents met the inclusion criteria and were used in the analysis.

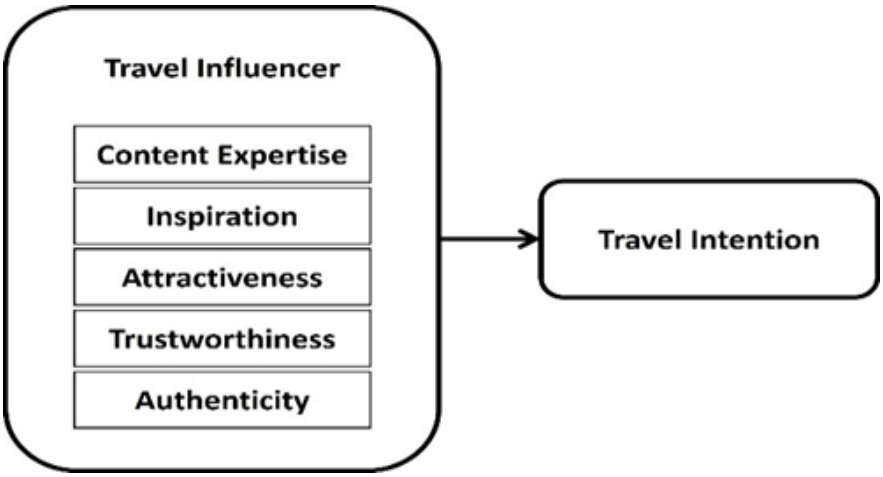


Figure 1. Research Framework
Source: Researchers, 2025

The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with SmartPLS software. PLS-SEM is used as an estimation method because it is suitable for testing complex models with a limited number of samples (Hair et al., 2019). PLS-SEM is used due to the study's use of a reflective-reflective second-order construct, moderate sample size, and the model's predictive and exploratory nature, which is suitable for theory extension in emerging contexts. This research model consists of a second-order construct in which the latent variable travel influencer is formed by five dimensions as first-order constructs. The travel influencer is modeled as a second-order reflective construct, composed of five reflective first-order dimensions. The repeated indicators approach was used to estimate the second-order model in SmartPLS (Hair et al., 2019). The number of indicators and dimensions used to represent the travel influencer construct as one latent variable. The use of a second-order model is intended

to simplify the structure of the conceptual model while capturing a multidimensional representation of the influence of travel influencers in a holistic model. The analysis process includes reliability testing, convergent and discriminant validity, and outer and inner model evaluation.

The outer model or measurement model test is used to test validity and reliability. The validity test consists of convergent validity and discriminant validity. Convergent validity is tested based on the loading factor value and AVE value. The results must show > 0.6 for the loading factor and > 0.5 for AVE (Dash & Paul, 2021; Hair et al., 2019). Discriminant validity is assessed based on the comparison of the square root of the AVE score with the square root of the correlation score. Reliability is assessed based on the Composite Reliability (CR) value > 0.7. Furthermore, the inner model or structural model test is used to measure how good the proposed model is based on the R-squared value.

Table 1. Measurement Items

Variable	Dimension	Indicators
Travel Influencer	Content Expertise	CE1. Uniqueness of content.
		CE2. Influencer's personality.
		CE3. Engaging storytelling about destinations.
	Inspiration	I1. Inspirational influence to travel.
		I2. Source of travel inspiration.
	Attractiveness	AT1. Aesthetic appeal.
		AT2. Content quality.
		AT3. Harmony with destinations.
		AT4. Influencer's style.
	Trustworthiness	T1. Trust in shared information.
		T2. Perceived honesty.
	Authenticity	AU1. Authenticity of the influencer.
		AU2. Realistic representation of travel experiences.
Travel Intention		INT1. Intention to visit recommended destinations in the near term.
		INT2. Searching information about influencer-featured destinations before planning.
		INT3. Desire to visit when influencer shares positive experience.
		INT4. Increased confidence to visit after influencer's review.
		INT5. Preference for destinations discussed by followed influencers.
		INT6. Preference for influencers as primary source of travel inspiration.

Source: Manthiou et al., 2024

Results and Discussion

Results

The characteristics of respondents are necessary for understanding their background and serve as critical inputs for interpreting the study's results. Table 2 shows the characteristics of the respondents in this research.

Table 2. Characteristics of Respondents

Item	Category	Frequency	Percentage
Gender	Male	35	29%
	Female	86	71%
Age	Gen Y (29-44)	15	12%
	Gen Z (13-28)	106	88%
Number of Influencers Followed	1	80	66%
	>1	41	34%

Source: Data Analysis, 2025

The respondents consist of females, with 86 individuals (71%) out of a total of 121, while males account for 35 individuals (29%). The majority of respondents are from Generation Z (ages 13-28), comprising 106 individuals (88%), while Generation Y (ages 29-44) includes 15 individuals (12%). Of the respondents, 80 individuals (66%) follow a single travel influencer who has provided content on super-priority tourist destinations in Indonesia, whereas 41 individuals (34%) follow multiple accounts. Based on these results, it appears that the majority of respondents are Generation Z members who are active on social media and demonstrate a preference for selectively following travel influencers. These characteristics provide a preliminary assessment of the demographic profile and digital behaviour of respondents within the framework of tourism promotion. Given the non-probability sampling technique, the findings of this study are context-specific and may not be generalized to a wider population.

This finding is consistent with the research conducted by Leung et al. (2025), which suggests that younger audiences are more likely to establish a strong connection with one or two influencers who are viewed as authentic and resonate with their personal values. Generation Z shows selectivity in influencer choice, prioritising the quality of digital content provided (Suprapto et al., 2025). In this study, the top three most followed travel influencers among respondents are: (1) Ria SW (55 respondents), (2) Backpackertampan (38 respondents), and (3) Trinitytraveler (26 respondents). Additional influencers include Fiersa Besari, Nex Carlos, Leonardo Edwin, mas dolan, kang dolan, Nadine Chandrawinata, and Karin Novilda. This illustrates diverse preferences while preserving the distinct selectivity of Generation Z as the predominant group of respondents. Given that Generation Z constitutes the vast majority of the sample (88%), the findings are likely to reflect generational patterns rather than those of the broader population. Therefore, the interpretation of the results should take into account the generational context, as preferences for social media and responsiveness to travel influencers may be strongly shaped by traits unique to Generation Z, such as digital nativeness and a selective affinity for authentic content.

Subsequently, the evaluation of the outer model or measurement model shows valid and reliable results. Table 3 shows the validity and reliability assessment of all constructs. The results of the outer model analysis indicate that all constructs inside the model demonstrate sufficient reliability and validity. All constructions exhibit Composite Reliability (CR) values beyond the 0.70 threshold, hence exceeding the reliability criterion. All Average Variance Extracted (AVE) values surpass the minimum threshold of 0.50, signifying that over 50% of the volatility in the indicators could be explained by their corresponding latent components. These findings fulfil the requirements for convergent validity. Thereafter, discriminant validity was assessed by comparing the square root of the Average Variance Extracted (AVE) with the correlations among constructs.

The findings indicate that the square root of the AVE (shown on the diagonal) exceeds the correlations among components (off-diagonal), thereby validating that all constructs satisfy the Fornell-Larcker criterion for discriminant validity. For example, the square root of the AVE for Trustworthiness is 0.880, exceeding its correlations with other variables, including Authenticity (0.617) and Attractiveness (0.518). This signifies that each construct is adequately differentiated from the others in the model. Furthermore, all indicator components have loading factor values exceeding 0.70. Consequently, it can be inferred that all constructs inside this study's model demonstrate sufficient measurement quality and are appropriate for subsequent examination in structural modelling (inner model).

Table 3. Outer Model Test Results

Construct	Item	Factor loading> 0.7	CR >0.7	AVE >0.5	Square roots of AVEs and correlations (Discriminant Validity)					
					CE	I	AT	T	AU	INT
Content Expertise (CE)	CE1	0.827	0.836	0.629	0.793					
	CE2	0.812								
	CE3	0.738								
Inspiration (I)	I1	0.814	0.829	0.708	0.415	0.841				
	I2	0.868								
Attractiveness (AT)	AT1	0.775	0.856	0.599	0.557	0.468	0.774			
	AT2	0.823								
	AT3	0.763								
	AT4	0.731								
Trustworthiness (T)	T1	0.879	0.872	0.774	0.570	0.356	0.518	0.880		
	T2	0.880								
Authenticity (AU)	AU1	0.890	0.891	0.804	0.578	0.339	0.512	0.617	0.897	
	AU2	0.903								
Travel Intention (TI)	INT1	0.706	0.882	0.556	0.455	0.478	0.554	0.432	0.457	0.746
	INT2	0.720								
	INT3	0.822								
	INT4	0.780								
	INT5	0.726								
	INT6	0.712								

Source: Data Analysis, 2025

The outer model testing indicates that the travel influencer construct comprises five principal dimensions: content expertise, inspiration, attractiveness, trustworthiness, and authenticity. Each dimension shows loading factor values exceeding the minimum threshold of 0.70 and satisfies the criteria for reliability (CR > 0.70), convergent validity (AVE > 0.50), and discriminant validity. The content expertise dimension has the greatest loading value on the CE1 indicator (0.827), signifying that the perception of content knowledge is a crucial factor in the development of the construct. The inspiration dimension significantly contributes with loading values over 0.8, indicating that the influencer's capacity to inspire is pivotal in the development of the construct. Attractiveness demonstrates consistent contributions by its four characteristics,

highlighting physical and visual appeal as additional components. Moreover, the dimensions of trustworthiness and authenticity have exceptionally high loading values over 0.8, signifying that views of integrity and genuineness are vital components in cultivating a favourable view of travel influencers overall. These findings confirm that these five characteristics are both statistically valid and theoretically pertinent as elements of the travel influencer construct. This strengthens the findings of prior study that established these five characteristics as metrics for the travel influencer construct (Manthiou et al., 2024). Collectively, these factors constitute a second-order construct that significantly affects Travel Intention. Table 4 and Figure 2 present the results of the structural model and hypothesis testing, including the path coefficient, t-statistic, p-value, and the explanatory power (R^2) of the proposed model.

Table 4. Hypotheses Test Result

Path	β	T-statistic	P-Value	Result
Travel Influencer -> Travel Intention	0,621	10,485	0,000	Supported
R2=0,386				

Source: Data Analysis, 2025

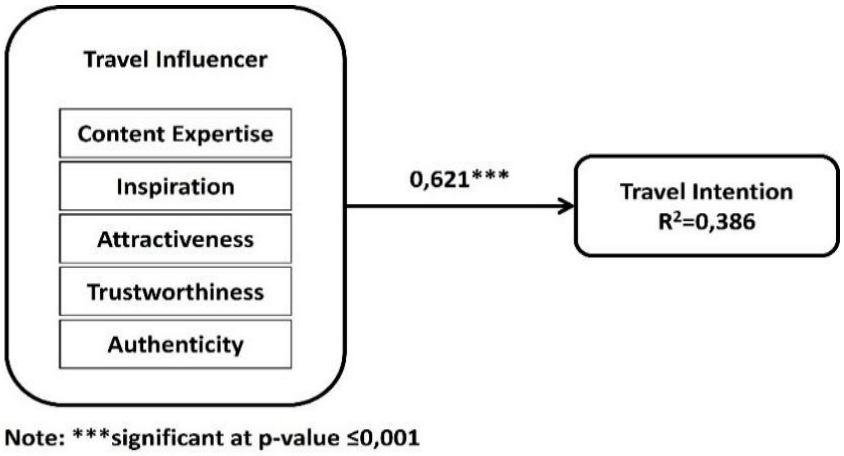


Figure 2. Structural Model
Source: Data Analysis, 2025

Based on the structural model assessment, the path from travel influencer to travel intention shows a path coefficient (β) of 0.621. The t-statistic value of 10.485 exceeds the critical threshold of 1.96 at the 5% significance level, indicating that the relationship is statistically significant. Furthermore, the p-value of 0.000 confirms the significance of the relationship and supports the proposed hypothesis. These findings suggest that perceptions of travel influencers positively and significantly affect travel intention. The R-squared (R^2) value of 0.386 indicates that the travel influencer construct explains 38.6% of the variance in travel intention, demonstrating a substantial and meaningful effect of influencers on tourists' intention to visit super-priority destinations in Indonesia. Therefore, to strengthen tourists' travel intentions toward super-priority destinations, marketing strategies utilizing travel influencers should consider these five dimensions.

Discussion

Although this study presents detailed discussions of the five dimensions (content expertise, inspiration, attractiveness, trustworthiness, and authenticity) the empirical test was conducted using a second-order reflective construct. Therefore, these dimensions are not tested individually but are conceptually and statistically modeled as forming the higher-order latent variable of travel influencer. The discussion of each dimension serves to enrich the understanding of how each contributes to the formation of the overarching construct. The second-order modeling approach using PLS-SEM enables this study to capture the multidimensionality of the travel influencer construct while maintaining model parsimony and predictive accuracy, especially under sample size limitations. The purpose of discussing each dimension individually is to provide theoretical insight into their contribution to the holistic perception captured by the second-order construct.

Based on the measurement model results, the content expertise dimension is one of the strongest components contributing to the overall perception of travel influencers, which subsequently affects travel intention. The measurement results indicate that the three indicators of the content expertise dimension possess a high loading factor, signifying that an influencer's ability to provide precise, in-depth, and pertinent information about a place is greatly esteemed by their followers. This outcome aligns with the research conducted by Leung et al. (2025), which demonstrated that the trustworthiness of influencer content influences audience trust regarding sustainable destinations. This study examined content expertise as a foundational dimension contributing to the overall perception of travel influencers, which in turn statistically influences travel intention. Incorporating expertise as a fundamental element of the influencer framework demonstrates that the quality of the content is more significant than mere visual appeal, particularly when the advertised destination is associated with a government priority program.

Inspiration contributes meaningfully to the higher-order construct of travel influencers, reinforcing its impact on travel intention. The loading factor results for the two inspiration indicators are significantly high, suggesting that the audience perceives the role of influencers as crucial in stimulating the desire and imagination to travel. This supports the findings of Mack & Huang (2023), who asserted that influencers, particularly expatriates, can cultivate a favorable perception of a destination through inspirational storytelling. In contrast to that study, this research portrays inspiration as a fundamental element of the travel influencer framework and determines that inspiration significantly contributes to the development of travel intention. This indicates that, within the Indonesian environment, travel influencers capable of stimulating travelers' expectations represent a strategic advantage in promoting super priority tourist destinations.

Moreover, attractiveness emerged as a meaningful component contributing to the overall perception of travel influencers, although its contribution appears less pronounced compared to the other dimensions. The four indicators that form it continue to satisfy the standards of validity and reliability. However, the values appear to be more moderate in comparison to the other dimensions. Chen et al. (2023) observed that visual appeal does not directly affect travel intention unless mediated by trust. The findings of this study indicate that attractiveness serves as a complementary factor in influencing perceptions of influencers, yet it is not the primary determinant of travel intention. Thereby, although physical and aesthetic appeal remain relevant, their strategic function should be integrated with additional factors such as credibility and authenticity in order to effectively influence travel intentions in the context of super priority tourist destinations in Indonesia.

Trustworthiness emerged as one of the most influential components shaping the overall perception of travel influencers, as evidenced by its high loading value. Influencers perceived as honest, non-misleading, and consistent in their recommendations of tourist destinations are more effective in promoting travel intentions. The findings reinforce the conclusions of Kilipiri et al. (2023), highlighting the significance of perceived trust in assessing the effectiveness of tourism campaigns utilizing social media influencers. This study confirms trustworthiness as a central component within the second-order travel influencer construct. Consequently, marketing strategies utilizing influencers must emphasize transparency and the reliability of information to establish long-term relationships with audiences.

Authenticity represents the final dimension examined, yet it plays an equally important role within the travel influencer construct. This dimension is characterized by a high loading factor and strong validity, which indicates that followers value influencers who maintain a consistent and authentic style aligned with personal experiences. This finding confirms and expands upon the argument stated by Nguyen & Tong (2022) that content authenticity influences travel desire resulting in visit intention. This study demonstrates that authenticity serves as a key defining element of the travel influencer construct and plays a meaningful role in shaping audience perceptions that influence travel intention. Therefore, in the context of promoting Indonesia's super priority destinations, local influencers who share authentic and personal experiences are more effective in influencing visit intentions compared to those who adopt a commercial or generic approach.

Overall, while the discussion elaborates on each individual dimension for theoretical clarity, the empirical results reflect the cumulative effect of these dimensions as manifested through the second-order Travel Influencer construct. This study theoretically enhances the literature on social media influencers in the context of tourism by incorporating five dimensions of travel influencers (content expertise, inspiration, attractiveness, trustworthiness, and authenticity) into a second-level reflective model that directly impacts travel intention. This study strengthens prior findings regarding the significance of trustworthiness and authenticity in digital marketing communications, while emphasizing that the dimensions of inspiration and content expertise play a key role in influencing travel intentions. This methodology enhances prior models that typically examine one or two dimensions solely, addressing the theoretical gap concerning the holistic construction of travel influencers in shaping tourist behavior. This study also enriches the discourse in the field of social media marketing and tourist behavior by contextualizing Indonesia's super priority destinations as a distinctive empirical setting, which remains relatively underexplored in the literature.

In terms of practical implications, the findings of this study present a concise direction for tourism policy makers, marketing agencies, and travel influencers in the development of more impactful digital and social media communication strategies. The government, particularly the Ministry of Tourism, may leverage these findings by collaborating with influencers who possess not just visual appeal but also informative, inspiring, and authentic content to promote Indonesia's super priority destinations. Brands or tourism industry stakeholders should encourage engagement with influencers who possess a high degree of credibility among their audiences, as this attribute has been demonstrated to significantly influence travel intentions. This study's findings indicate that for influencers, establishing credibility, authenticity, and inspirational value in each content upload is even more important than only focusing on aesthetics. By emphasizing on these five

characteristics, social media tourism marketing campaigns by travel influencers will succeed more effectively in forming positive perceptions and encouraging travel intentions, eventually resulting in actual visits to Indonesia's super-priority tourist destinations.

Conclusion

This study aims to examine the effect of travel influencers on travel intention by conceptualizing travel influencers as a multidimensional construct consisting of content expertise, inspiration, attractiveness, trustworthiness, and authenticity. The findings of this research demonstrate that travel influencers based on five dimensions (content expertise, inspiration, attractiveness, trustworthiness, and authenticity) significantly affect travelers' intention to visit destinations, particularly regarding Indonesia's super-priority destinations for tourism. The study theoretically contributes to the literature on digital and social media tourism marketing by providing a more structured method for simulating the impact of travel influencers using aspects that are pertinent to the features of contemporary social media. These findings have practical implications for stakeholders in the tourism sector and policymakers, highlighting the necessity of establishing strategic collaborations with travel influencers that possess not only popularity but also authenticity, credibility, and the ability to inspire their audience.

Despite its contributions, the study has several limitations. This study solely elucidates the direct correlation between perceptions of travel influencers and travel intention, omitting an examination of any mediating mechanisms or moderating factors that may influence the process. The intention formation process in digital and social media consumer behavior is frequently influenced by intermediary factors such as emotions, perceived value, and beliefs, and may vary based on individual characteristics including age, gender, or travel frequency. Hence, it is suggested that future study formulate a more intricate model by including mediating and moderating variables to elucidate deeper psychological mechanisms. In addition, the focus of this research remains confined to travel intention, without extending to actual tourism behavior. In turn, further study is suggested to incorporate measurements of actual visit, such as through longitudinal studies. This approach may enhance comprehension of the degree to which travel influencers' impact on travel intention actually leads to actual behavior in visiting tourism destinations, particularly those that are classified as super-priority tourism destinations in Indonesia.

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