

# Youtube Contents Effect on Destination Visit Intentions an Empirical Study in Indonesia

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**Abstract:** Currently, online videos have become the dominant means of information and education. When determining tourist destination visits, YouTube contents play an important role. YouTube content is created by travelers to share experiences, which helps other potential travelers. This study aims to comprehend how tourists assume information over YouTube content and how this affects the tourist destination according to their intentions. The study model was built and tested empirically using a sample of 154 Indonesian respondents who observed YouTube content before attending a destination. Furthermore, this research hypothesis is validated with the assistance of SEM using PLS. This study found that comprehensiveness and attitude were the utmost significant predictors of tourist destination intention over YouTube content adoption. Furthermore, relevance, source expertise, source trustworthiness, accuracy, and timeliness were not found to be statistically significant.

**Keywords:** *YouTube content, destination, Intension, SEM, PLS*

## I. INTRODUCTION

Nowadays, online videos have proven to be the most dominant means of information and education [1]. Internet users rely a lot on online information when procurement goods or services [2].

Internet usage is also broadly used for tourist activities. Many vacationers share experiences about the quality of tourist attractions along with ratings and reviews through various social media platforms such as Facebook, Instagram, Twitter [3] [4].

Subsequently its establishment in 2005, YouTube has become the largest online video distribution website in the world [1]. YouTube users create and upload videos and hundreds of millions of people can view and share them [5] [6].

Social media and online video distribution websites are the most effective channels for promoting tourist destinations [7]. Videos about tourist destinations are a powerful medium to enhance the image of tourist destinations and help increase the number of tourists visiting these tourist destinations [8].

This study explores the influence of YouTube Contents on Indonesian tourists in choosing tourist destinations. Reaching 9 out of 10 netizens are viewers, YouTube is the largest among other social media (<https://techbiz.id> and <https://katadata.co.id>). The management of tourist destinations in Indonesia has also carried out many promotions by inviting content creators from YouTube.

## II. LITERATURE REVIEW AND HYPOTHESIS

### A. Source Expertise

Source Expertise is the intention of someone who believes that the information provided by the source is valid [9] [10]. If consumers feel the expertise possessed by the source is higher, the source will have a greater influence, and is considered to provide useful information [11] [12] [13] [14] [15]. The hypothesis tested:

H1: Source expertise has a positive influence on information usefulness.

### B. Source Trustworthiness

Source Trustworthiness refers to the correctness of information provided by a person, this factor becomes important because of the demand to be critical in seeking information, when the source has good integrity, the information from that source is more reliable [16] [17] [18]. The hypothesis tested:

H2: Source trustworthiness has a positive effect on information usefulness.

### C. Accuracy

Accuracy is needed when looking for information in online media. Accuracy is the user's perception that the information provided is correct [19] [20] [21]. Hypothesis tested:

H3: Accuracy has a positive effect on information usefulness

### D. Timeliness

Punctuality is important when looking for information. Timely information is information that is updated consistently, timely and up to date [22] [23] [24]. The hypothesis developed:

H4a: Timeliness has a positive effect on information usefulness

H4b: Timeliness has a positive effect on tourist's information

### E. Usefulness Relevance

The relevance of information is the linkage of information which has a close and similar relationship. Relevance in decision making is an important factor, because information is not only accurate but also relevant [25] [26] [27] [28]. The hypothesis developed:

H5a: Relevances have a positive effect on information adoption  
 H5b: Relevances have a positive effect on tourist's destination visits *intention*

**F. Comprehensiveness**

Comprehensiveness related to the completeness of messages given by a source (online / offline). When the information provided is complete, someone will be interested in reading. A person's orientation for using the website becomes more when detailed information is provided [29] [1]. Hypothesis developed:

H6a: Comprehensiveness has a positive effect on information usefulness  
 H6b: Comprehensiveness has a positive effect on information adoption  
 H6c: Comprehensiveness has a positive effect on destination visits

**G. Attitude**

Attitudes are all actions and actions based on the position and belief that a person has, when someone gives a statement to everything, it can be an object, person or event. Attitudes reflect a person's feelings towards something [30] [31] [32]. The hypothesis stated:

H7a. Attitude has a positive effect on information adoption  
 H7b. Attitude has a positive influence on destination visit intention

**H. Information Usefulness**

In order to search for information, there is a tendency to look for its uses. The usefulness of information is a strong determinant of information adoption in various contexts, including online consumer reviews [33] [34]. The hypotheses developed:

H8. Information usefulness has a positive effect on tourist's information adoption

**I. Information Adaption**

Before making a decision, a variety of information is often adopted to avoid problems. The usual way is to scan opinions and comments posted by experienced consumers and ask questions for which we want information [35] [13] [36] [37] [38] [39]. The hypothesis developed:

H9. Information adoption has a positive effect on tourist's destination visit intention

**J. Destination Visit Intention**

Destination Visit Intention emphasizes the intention of tourists to return to tourist attractions within a certain period of time [36]. Visit Intention refers to the probability of what tourists feel at one time so that it can build a subjective perception that

will influence tourists' behavior and decisions in visiting tourist attractions [39].

**III. RESEARCH METHOD**

This research is a causal study. Respondents are those who frequently watch travel review videos on YouTube in the past 1 year. The sampling technique used was non-probability sampling, namely purposive sampling. The research model was built and tested empirically using a sample of 154 Indonesian respondents who observed YouTube content before attending a destination. Furthermore, this research hypothesis is validated with the assistance of SEM using PLS. This study customs AMOS for data processing.

**IV. RESULT, DISCUSSION AND CONCLUSION**

The validity and reliability test of the questionnaire using 30 respondents showed that the item statements of the variable source expertise, source trustworthiness, accuracy, timeliness, relevance, comprehensiveness, attitude, usefulness, information adaptation, and destination visit intention were valid and reliable.

The number of respondents in this study was 154 people and was dominated by females (72.9%). Respondents aged 21-35 years also dominate (72.1%). As many as 65% of the respondents are students. All respondents are YouTube users and have seen travel content on various YouTube channels.

The results of processed data using SEM with AMOS in Table 1 show that the overall model tested has met the required criteria.

TABLE 1. GOODNESS OF FIT OF THE MEASUREMENT MODEL

<i>Goodness of fit</i>	<i>Criteria</i>	<i>Model Result</i>	<i>Description</i>
CMIN/DF	≤ 3.00	1.626	<i>Good Fit</i>
RMSEA	≤ 0.08	0.064	<i>Good Fit</i>
GFI	≥ 0.90	0.804	Marginal Fit
TLI	≥ 0.90	0.941	<i>Good Fit</i>
CFI	≥ 0.90	0.929	<i>Good Fit</i>

The results of the structural model processing in Table 2 show that the model is accepted based on the overall model testing, confirmatory factor analysis, and structural model analysis.

TABLE 2. STRUCTURAL MEASUREMENT MODEL

<i>Goodness of fit</i>	<i>Criteria</i>	<i>Model Result</i>	<i>Description</i>
Cmin/DF	≤ 3.00	1.579	<i>Good Fit</i>
RMSEA	≤ 0.08	0.062	<i>Good Fit</i>
GFI	≥ 0.90	0.800	Marginal Fit
TLI	≥ 0.90	0.937	<i>Good Fit</i>
CFI	≥ 0.90	0.926	<i>Good Fit</i>

Table 3 shows that in this study, the supported hypotheses are H6a, H7a, H8, H6c, H7b, and H9. H6a is supported, that is, there is a comprehensiveness effect on usefulness. This means that knowledgeable and valuable content is deemed useful to users of YouTube travel content. H7a also shows that there is an influence between attitudes and usefulness. A good YouTube user attitude shows that travel content is useful for its users.

TABLE 3. HYPOTHESIS TEST

Hypothesis		Estimate	S.E.	C.R.	P	Supported
H1	SE → U	0.095	0.161	0.589	0.556	No
H2	ST → U	-0.069	0.149	-0.461	0.645	No
H3	AC → U	-0.006	0.114	-0.052	0.959	No
H4a	T → U	-0.027	0.117	-0.227	0.821	No
H5a	R → U	0.029	0.091	0.324	0.746	No
H6a	C → U	0.754	0.25	3.01	0.003	Yes
H7a	AT → U	0.442	0.192	2.295	0.022	Yes
H6b	C → IA	-0.549	0.544	-1.01	0.313	No
H8	U → IA	1.313	0.455	2.884	0.004	Yes
H4b	T → DV	-0.182	0.129	-1.409	0.159	No
H6c	C → DV	0.35	0.137	2.548	0.011	Yes
H5b	R → DV	0.07	0.094	0.751	0.453	No
H7b	AT → DV	0.569	0.168	3.383	***	Yes
H9	IA → DV	0.139	0.077	1.799	0.072	Yes

H8 also finds a relationship between usefulness and information adaptation. If users feel that the information obtained is useful, the information obtained will be used as input in making travel decisions. H6c indicates that comprehensiveness has an effect on destination visit intention. This means that if travel content on YouTube provides knowledge and value, this will lead to the desire to visit tourist destinations according to the information in the content.

H7b proves that there is an effect of attitudes on destination visit intention. A good attitude towards travel content will lead to the desire to visit the destinations that are conveyed in the content. H9 also proves that there is an effect of information adaptation on destination visit intention. This means that if the user feels the information obtained is useful, the user will have the desire to visit the destination in the tourist content.

H1 and H3 state that there is a significant positive influence between source expertise and accuracy variables on usefulness. The usefulness of travel information conveyed via YouTube is often not influenced by whether the source in the content is an expert or not. Sometimes the source in the content is just a person who is traveling and then wants to share his activity through the content. Sources in the content can also be people who have visited a destination for the first time, so the information provided is not necessarily accurate.

H5a shows that there is no relationship between relevance and usefulness. YouTube users will see relevant content as content that is useful in making decisions. Usually, users will see some relevant content and complementary information.

H4b finds a relationship between timeliness and destination visits, that is, content users when they need information will usually search for related destinations. Sometimes the information submitted is not the latest information, as long as it is still relevant to the user's wishes in finding destination information.

H5b proves that there is an effect of relevance on destination visit intention. Relevant information is important information in deciding whether a user wants to visit a tourist destination. H6b shows that quality, knowledgeable, and valuable information does not necessarily motivate users to visit tourist destinations.

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