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UNDERSTANDING FACTORS INFLUENCING TRAVELER'S ADOPTION OF TRAVEL INFLUENCER ADVERTISING: AN INFORMATION ADOPTION MODEL APPROACH

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Abstract. In the service sector, such as tourism and hospitality, a traveler often tries to find information about their destination digitally, comparing it to alternatives available to have the best option. This demand businesses that are in the tourism and hospitality sector to advertise their destination more creatively and informatively, such as using a travel influencer. The present research was conducted to explore how the public adopts information advertised by a social media influencer that promotes travel or leisure places, better known as a travel influencer. The Information Adoption Model (IAM) was used to explore the factors that could affect people's perception of Information Usefulness (IU), which then affects Information Adoption (IA). Several hypotheses that were built from the IAM theoretical framework were tested using Partial Least Square Structural Equation Modelling (PLS-SEM) with 150 people as respondents; four out of the seven hypotheses were accepted. From the accepted hypotheses, it was revealed that more dimensions in the Source Credibility construct influence Information Usefulness compared to the dimensions from the Argument Quality constructs.

Keywords: information, Information Adoption Model, travel influencer, online reviews, tourism and hospitality, structural equation modelling, consumer behavior.

JEL Classification: Z31, Z32.

Introduction

Today's diffusion of technology contributes to a more efficient and easy spread of information, which in turn makes information spread faster (Apulu & Latham, 2011). In the distant past, people only able to communicate directly. While it is a more intimate form of communication, it has several downsides: it is effortful, inefficient, and sometimes disruptive (Apulu & Latham, 2011; Nardi & Whittaker, 2002). In the business perspective, information plays an even important role, one that can significantly affect the environment and behavior of an enterprise (Wood & Robertson, 2000). In order to make an important business decision, decision-makers need the appropriate information (Wood & Robertson, 2000). Therefore, business owners often utilize information as a reliable tool to make business decisions (Kumar, 2006). This is also supported by plenty amount of information from varying sources and the increasingly easier access information (Höpken et al., 2019).

Businesses need to be able to maintain their existence by better understanding their customer and potential

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customers; in other words: market themselves better (Reinstein & Snyder, 2005). Marketing itself is defined as the process of exploring, identifying, and satisfying demands and customer needs through products or services (Sheth & Uslay, 2007). In this process, as noted by Wang et al. (2008) and Wang (2016), information has a crucial role. Marketers could innovate more creatively today with the help of digital tools and other technological advancements. One innovation that currently stands out from the others is how companies are starting to use social media influencers as one of their marketing tools.

A social media influencer (or influencer for short) is an individual that has many active social media followers and able to influence them (and possibly other people) with the contents that they created (Rios et al., 2019). In the last few years, there is a significant increase of influencer, which makes them have increasing importance in promoting a product or service to the public (Gross & Wangenheim, 2018). This increase in the number of influencers and its impact is supported by a report published by Guttmann (2018) in Statista, which stated that the global advertising spending of influencer marketing on Instagram in 2018 reached 5.67 billion US dollars, it is also predicted that at the end of 2020, the number will grow further to 8.08 billion. Compared to the "classic" and well-known marketing medium of billboards, which have an advertising spending value of 10,027 billion US dollars in the same year, this new and unconventional influencer marketing performed relatively excellent (IAB/PwC). Having reviewed the numbers and some of the pieces of research on influencers, it can be concluded that influencer is very important aspect of today's marketing.

However, the effectiveness of influencer marketing is also significantly affected by how the public adopts the information that is provided by the influencers. Many pieces of research also addressed this issue, especially on how information that is generated by an influencer affects the existence of a brand, however many of these research focused only on a particular industry such as food or technology Kim et al. (2015). Research on this subject but on different sectors is needed, specifically in the tourism and hospitality sector, which is rarely explored Kim and Forsythe (2008).

In the service sector, such as tourism and hospitality, a traveler often tries to find information about their destination digitally, comparing it to alternatives available in order to have the best option (Buhalis & Law, 2008). This, in turn, demands the businesses that are in the tourism and hospitality sector to advertise their destination more creatively and informatively. Social media influencer is a very potential answer to this problem. Social media influencer who has travelers as their main subject is called travel influencer. Furthermore, Ho and Lee (2015) defined a travel influencer as an individual who gives reviews on travel destinations via any medium: online reviews, photos, videos, or comments. Travel influencer's main platform is usually social media; this coincides with how social media can be essential for promoting travel packages, furtherly increasing the effectiveness of travel influencer (Guleria, 2018; Kim & Forsythe, 2008).

To find out whether the Travel influencer's effort that has been undertaken is successful or not, it is necessary to carry out promotional research. Promotion research aims to determine the effectiveness of promotional programs and evaluate promotional campaigns to consider future promotional programs and strategies. As with promotional effectiveness research in general, tourism promotion research seeks to measure the target Travel influencer's audience's response at the level of cognition, affection, and behavior. Firstly, cognition is a person's mind and mentality in exposing, understanding and interpreting promotional message stimuli. Have potential travelers seen/read/heard/accessed Travel influencer's messages? Do they understand the contents of the Travel influencer's message? Do they know how to order a tourism package from the promotional information? Secondly, affection is the component of potential consumer's feelings or emotions on persuasion and information from the Travel influencer's promotion. Do potential travelers like the tourism promotion persuasion information? Do interested in potential travelers booking and visit the tourist attractions that are promoted? Will potential travelers book and see the tourist attractions? Thirdly, behavior is sometimes also called the conative stage, which is the action, action, or conduct of the target group. Have travelers made reservations and purchases? What is the opinion of tourists after traveling? Are they satisfied with the attractions and tourist services? Will they visit again? Do they recommend services and tourist attractions? The three audience response measures indicate that any activity needs to be measured for its success rate to evaluate, which will be used as a basis for subsequent decision making.

Thus, the present research will try to explore further how the public adopts information advertised by an influencer (Sussman & Siegal, 2003). Past research pieces have identified some variables that can influence Information Adoption, including Argument Quality, Information Credibility, and Information Usefulness (Sirithanaphonchai, 2017; Sussman & Siegal, 2003; Wang, 2016). The present research will use these variables, which, when used in conjunction, is also referred to as the Information Adoption Model. This model is able to explain information adoption behavior of consumers and suitable to be used for the purpose of this study (Wang, 2016).

1. Literature review

1.1. Travel influencer

A travel influencer is an individual who has a sizable number of active followers in their social media; they are known to post travel-related content and reviews. Travel influencer utilizes photos, videos, comments, and captions to share their experience on a travel destination; often influencing their followers' perception towards the destination in the process, and in turn, shaping their followers travel decision (Guleria, 2018; Ho & Lee, 2015; Rios et al., 2019). There is a unique advantage when using influencer as a marketing tool: influencer could affect its followers' opinion more powerfully. This is due to how there is no significant difference between when an individual sees a paid endorsement or a genuine one (Woods, 2016). Furthermore, the Travel Influencer strategy is an activity that involves stakeholders in tourism promotion, especially those who have experience visiting the objects offered. Tourists and travel agents are relevant interested parties to become reliable influencers. The important thing is how tourism objects have an adequate service quality, and this can happen because of the strong coordination between parties. Influencers as figures who influence society are ideally people or organizations – travel agents who have experience visiting a promoted tourism object. The uniqueness, specificity, advantages, and quality of the tourism objects offered are the essential parts of the promotion. However, in practice, companies should be able to anticipate the different responses of consumers towards the content of travel influencers; considering factors such as different individuals perception, influencers' credibility, and the quality of information given by the influencers (Filieri & McLeay, 2014). Therefore, companies should also consider how to optimize their travel influencer and messages that are more likely to affect the public positively. The selection of travel influencers should be made by also analyzing the reliability of travel influencers from a variety of factors, including external and internal factors (Filieri & McLeay, 2014).

1.2. Information Adoption Model

Sussman and Siegal constructed a theoretical model, namely the Information Adoption Model (IAM) (Figure 1), to better understand what influences people to adopt a message or a piece of information (Sussman & Siegal, 2003). The IAM tries to include both external and internal factors to explain information adoption behavior. These factors consisted of three main variables derived from the Technology Acceptance Model and the Elaboration Likelihood Model: Argument Quality, Information Credibility, and Information Usefulness (Shu & Scott, 2014; Sirithanaphonchai, 2017).

The IAM was used in many previous pieces of research and shown good explanatory power in topics such as online reviews, buying decisions, even choosing a campus for studying abroad; the similarity of previous objects and the present study's object is the main rationale for why we choose the IAM (Cheung et al., 2008; Shu & Scott, 2014; Sussman & Siegal, 2003). For this study, the IAM model developed by Cheung et al. (2008) we adapted, which have additional factors substituting the original model's Information Usefulness antecedents (Figure 2). The additional factors in the Cheung et al. (2008) model can be beneficial in explaining in more detail how the public adopts information advertised by an influencer. Further rationale and the hypothesis of this study is explained.

2. Hypotheses development

2.1. Argument quality

In an information system, argument quality is considered an essential factor that influences an individual's perception and engagement of information (Shu & Scott, 2014). The argument quality, being an aspect of information that can be carefully thought, shapes an individual's attitude through the central route of information processing (Petty et al., 1983). Argument quality is defined as a construct that entailed the strength of an argument embedded in information (Bhattacherjee & Sanford, 2006). Furthermore, consistent with past works from Filieri and McLeay (2014) and Cheung et al. (2008) we decompose argument quality into four main dimensions such as Timeliness, Accuracy, Relevance, and Comprehensiveness.

In the tourism and hospitality context, information timeliness speciefies consider how newest the information is. When travel influencer is unable to provide timely information, it is unlikely for their followers to think that information is useful (Cheung et al., 2008). Thus, Information Timeliness is critical aspect of information to considered as a tool for determining a decision (Nelson et al., 2005). Thereby, the hypothesis is:

$H_{1:}$ Information Timeliness has a significant positive correlation with Information Usefulness.

Relevancy as a dimension is an essential consideration for an individual when evaluating information. Information Relevancy is the degree of how an individual evaluates the importance of information (Filieri et al., 2018). An individual will judge information as relevant when they see the information that relates strongly to their decision making needs (Demoulin & Coussement, 2020). Previous research has shown that Information Relevance has a positively influences on an individual's recognized Information Usefulness (Demoulin & Coussement, 2020). Thereby, the hypothesis is:

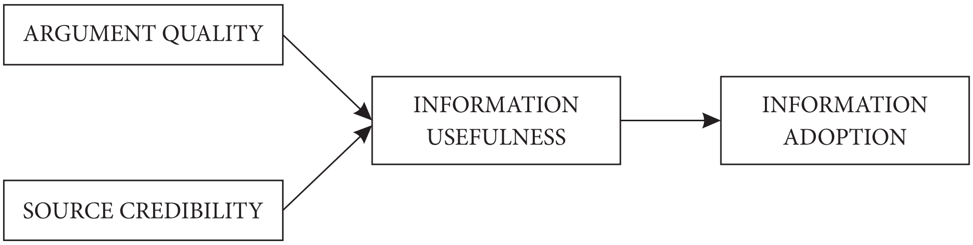
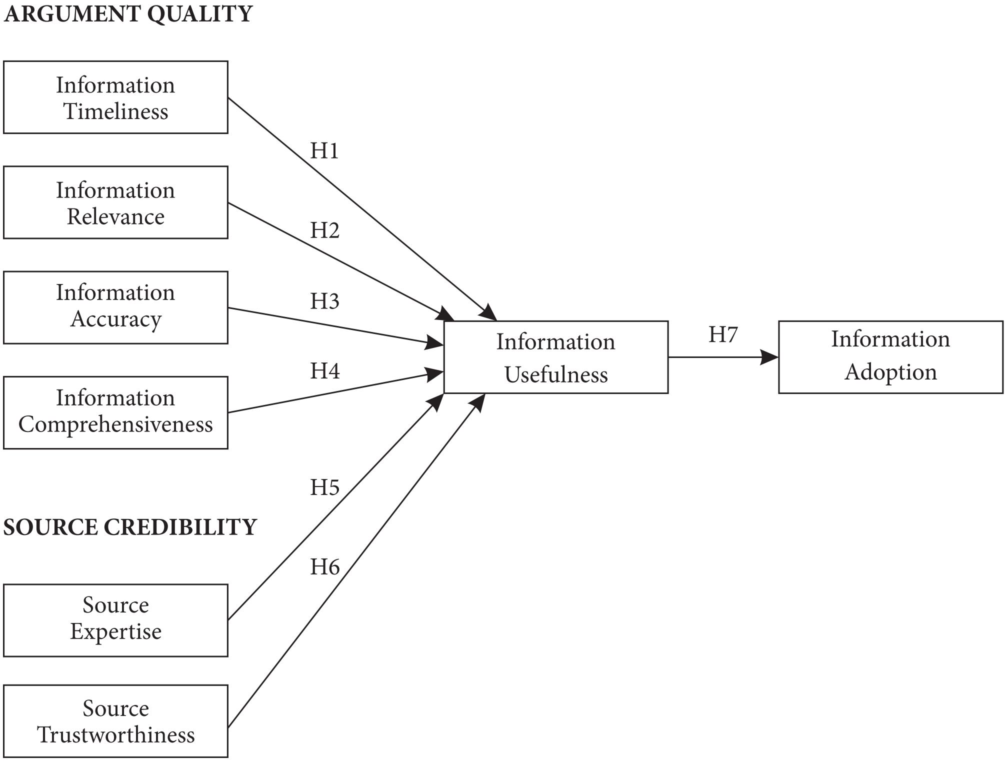


Figure 1. Information Adoption Model



Note: **p < .01; *p < .05; n.s. not significant

Figure 2. Conceptual model structure

$H_{2:}$ Information Relevance has a significant positive correlation with Information Usefulness.

Individuals also tend to consider the accuracy of the information. Information Accuracy is defined as how information has several vital aspects such as consistency, correctness, and objectiveness (Nelson et al., 2005; Sirithanaphonchai, 2017) thus:

H_3: Information Accuracy has a significant positive correlation with Information Usefulness.

Information Comprehensiveness refers to how information is perceived as complete and more detailed (Cheung, 2014; Demoulin & Coussement, 2020). Since comprehensive information can be seen as rich information, it will also be perceived as more useful for the receiver. This construct was also proven to have a positive correlation with information usefulness in previous research (Cheung et al., 2008). Thus, the next hypothesis was proposed:

$H_{4:}$ Information Comprehensiveness has a significant positive correlation with Information Usefulness.

2.2. Source credibility

Different from Argument Quality, Source Credibility influences people, not through the central route of information processing but the peripheral route: whether the information receiver associates the information with a positive or negative cue (Petty et al., 1983). Source Credibility identifies that the accuracy of the source of information, instead of information itself, and how it can affect the receiver's attitude towards the information (Cheung et al., 2008; Petty et al., 1983). There are two dimensions than can better reflect the essence of this construct: Source Expertise and Source Trustworthiness.

Not every information is perceived as useful when a potential traveler is bombarded by many information from different influencers. This is due to how travelers will perceive information differently, depending on their perception of whether or not the influencer has the capacity and enough experience on the subject of the information (Neeleman & Van de Koot, 2016). This is also known as a construct named Source Expertise, the degree of competency and knowledge of the information provider in doing travel review. Previous research also revealed that Source Expertise affects Information Usefulness (Willemsen et al., 2011) positively. Thus the next hypothesis was proposed:

H_5: Source Expertise has a significant positive correlation with Information Usefulness.

The abundance of travel-related information given by many influencers could make travelers more selective in believing information. However, when an influencer is seen as trustworthy, it is likely for travelers to see them as more believable and, in turn, increase their perceived Information Usefulness (Ismagilova et al., 2020). Previous research has also investigated this relationship and have found that there is a positive relationship between both variable (Ayeh, 2015); thus:

H_6: Source Trustworthiness has a significant positive correlation with Information Usefulness.

If information is not reliable or valuable for the receiver, it would not have a consequential effect on them; this effect is defined as perceived Information Usefulness. Since information receivers would not get involved with information that has no use for them, Information Usefulness will have a positive effect on Information Adoption (Hussain et al., 2017). Thus, the last hypothesis was:

H_7: Information Usefulness has a significant positive correlation with Information Adoption.

3. Research method

3.1. Sampling and survey administration

In this study, we used primary data gathered through an online questionnaire distributed in September to December 2019. A total of 150 people participated in this present study. Respondents were distributed equally in terms of gender with male 50.67 percent, female 48.67 percent, and choosing not to answer 0.67 percent. We limit our respondents to tourists who have traveled at least two times in the last year and have adopted information from online Travel Influencer reviews.

3.2. Instrument

The instrument used in this study as a means of collecting data using a questionnaire. This questionnaire is used to measure the traveler satisfaction index for travel influencer content. Statements are compiled using a Likert scale with five respondents' answers to travel influencer online reviews, namely: Strongly Agree (SA), Agree (A), Doubt (D), Disagree (DS), and Strongly Disagree (SD). The higher the score obtained, the higher the traveler satisfaction

Table 1. Questionnaire items (Cheung et al., 2008; Evans & Erkan, 2015)

Construct	Items
Information Timeliness	Travel influencer's contents are current
	Travel influencer's contents are timely
	Travel influencer's contents are up-to-date
	I always adopt current information in Travel Influencer contents
Information Relevance	Travel influencer's contents are relevant
	Trave Travel influencer's contents are appropriate
	Travel influencer content is able to meet the needs of information about my travel plans.
	Travel influencer's contents are applicable
Information Accuracy	Travel influencer's contents are accurate
	Travel influencer's contents are correct
	Travel influencer's contents are reliable
	Travel influencer's contents are not misleading
Information Comprehensiveness	Travel influencer's contents cover my needs
	Travel influencer's contents include all necessary values
	Travel influencer's contents sufficiently complete my needs
	Travel influencer's contents have sufficient breadth and depth
Source Expertise	How knowledgeable is the travel influencer who posted content?
	To what extent is the travel influencer who posted content an expert on traveling?
	Travel influencer who posted contents are knowledgeable in evaluating the quality of travel
	Travel influencer who posted contents is an expert in evaluating the quality of travel
Source Trustworthiness	How trustworthy is Travel Influencer who wrote contents?
	How reliable is travel influencer who wrote online content?
	Travel influencer who gives comments in contents are trustworthy
	Travel influencer who left comments in contents are reliable
Information Usefulness	Travel influencer contents are valuable
	Travel influencer contents are informative
	Travel influencer contents are helpful
	Travel influencer contents are useful
Information Adoption	You accept the opinion suggested by travel influencer in their contents
	Travel influencer contents motivate you to take action.
	I followed travel influencers' advice and went to the destinations described in the content
	I always choose to travel influencer recommended destinations

index to traveler influencer content. Conversely, the lower the score obtained, the lower the traveler's satisfaction with traveler influencer content. Table 1 shows the main contents of the questionnaire. We have seven constructs which four questions represent each construct.

3.3. Data processing

The research data collected was tested and processed using the Partial Least Squares (PLS) approach with the smart-PLS 3.0 software. PLS is a structural modeling technique that can identify individual behavior, including adopting information (Esfandiar et al., 2020; Lowry & Gaskin, 2014). The use of the PLS-SEM can solve problems with very complex models and relationships between variables. PLS-SEM can be used in a research model consisting of many dependent variables and many independent variables. Since a PLS-SEM technique was used, there is no assumption about the data distribution (Lowry & Gaskin, 2014). Before doing data analysis, we first tested the validity and reliability of PLS-SEM data such as Cronbach Alpha, Rho_A, Average Variance Extracted (AVE), and Composite Reliability (CR). AVE and CR were used to measure the data's convergent validity, while Cronbach Alpha and Rho_A measure the internal consistency of the data. The following describes the testing of the goodness of the measurement model in SEM-PLS as follows: First, Convergent validity, illustrating that a set of indicators represents one latent variable and underlies the latent variable. This explains that the indicators of a latent variable must have a high correlation. Second, Discriminant

Table 2. Validity and reliability test result

Factor	Item	Factor Loading	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Information Adoption	IA1	0.848	0.829	0.835	0.886	0.66
	IA2	0.803				
	IA3	0.787				
	IA4	0.812				
Information Usefulness	IU1	0.884	0.898	0.901	0.929	0.767
	IU2	0.812				
	IU3	0.911				
	IU4	0.892				
Information Accuracy	IAC1	0.867	0.876	0.882	0.915	0.728
	IAC2	0.88				
	IAC3	0.852				
	IAC4	0.813				
Information Comprehensiveness	IC1	0.777	0.895	0.896	0.928	0.763
	IC2	0.909				
	IC3	0.917				
	IC4	0.884				
Information Relevancy	IR1	0.817	0.827	0.832	0.886	0.66
	IR2	0.806				
	IR3	0.866				
	IR4	0.756				
Information Timeliness	IT1	0.833	0.855	0.861	0.902	0.697
	IT2	0.784				
	IT3	0.878				
	IT4	0.842				
Source Expertise	SE1	0.853	0.88	0.884	0.917	0.735
	SE2	0.901				
	SE3	0.844				
	SE4	0.831				
Source Trustworthiness	ST1	0.749	0.835	0.835	0.89	0.671
	ST2	0.835				
	ST3	0.861				
	ST4	0.827				

validity describes the ability of each latent variable to discriminate against other latent variables. This explains that a latent variable's indicators must be highly correlated with the underlying latent variable and weakly correlated with other latent variables. To test the discriminant validity, the parameter that must be considered is the cross-loading value. Third, a Reliability test is carried out to measure the consistency, accuracy, and accuracy of an indicator in making measurements.

4. Result

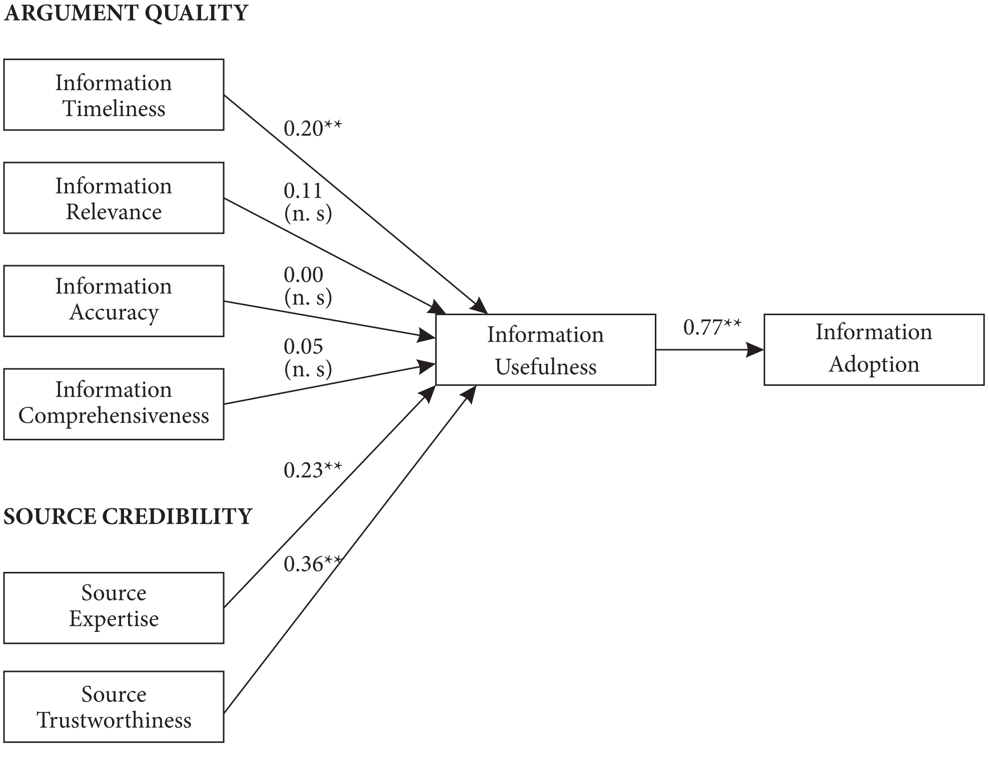
4.1. Data analysis

This sub-chapter will explain our data analysis and procedure; we checked whether our variables are represented by the questionnaire items and how fit is the model for this analysis. Firstly, convergent validity can be tested by the value of the correlation between the item/indicator score and the construct score. The indicator is considered reliable if the correlation value is > 0.7. However, for research at the development stage, the loading scale of 0.50–0.60 is still reliable. Furthermore, the indicator is declared reliable for reliability if the composite reliability value is > 0.70 (Cheung et al., 2008). The CR of the present study's constructs was ranging from 0.87 to 0.93, and the AVE was ranging from 0.66 to 0.77. Rho_A and Cronbach's α measured items' internal reliability; both have 0.7 as the minimum value, which all our items have surpassed (Hair et al., 2006). For factor loadings, which are the basis for CR and AVE calculation, all have surpassed the minimum value (0.7). The complete result of the validity and reliability measurements is provided in Table 2.

After evaluating the validity and reliability, we need to do another test: the model fit test. This test is useful to identify whether the model fits the data in our research. Some parameters commonly used to test model fit with the PLS method are Standardized Root Mean Square Residual (SRMR) (< 0.082) (Hair Jr et al., 2016) and Normed Fit Index (NFI) (>0.75) (Matsuno et al., 2005). With our SRMR of 0.064 and NFI of 0.764, we consider fitness in our model. After seeing the model fit test, then in testing the PLS model, it can also be done by evaluating the value on the Q square predictive relevance for the construction model. The results show that the Q-square value is above zero, indicating that the predictive relevance model is because the Q-square predictive relevance value is 0.60. Testing is done using the t-test. If T statistic > 1.96, because the significance level is 5%, it is concluded that it is significant and vice versa.

5. Discussion

After testing the data from the bootstrapping method (see Figure 3), we tested our hypotheses: evaluating the path estimates and significance value from the bootstrapping method. We find that Information Usefulness significantly boosted Information Adoption with positive correlation positive correlation to information adoption (b = 0.78, p < 0.01); thus, H7 is supported. The acceptance of H7 means that useful information is necessary for travel influencers in order for their message to be adopted by their followers.



Note: **p < .01; *p < .05; n.s. not significant

Figure 3. PLS Path model and result (source: developed by the authors)

This suggests that businesses in the travel and tourism industry, when considering using a travel influencer, need to prioritize the usefulness and the factors affecting it in order for their messages to be adopted by their target market.

Moreover, this present study investigated the variables that precede (antecedents) information usefulness. The hypothesized correlation between information timeliness and information usefulness is positive significant (b = 0.203, $p < 0.05$), thus H1 is supported; an earlier study also found this relationship (Manthiou & Schrier, 2014). This can be interpreted as when information is up to date, followers of travel influencers will perceive that information as more useful. Since sometimes there is multiple information that is posted by travel influencers and how there are also multiple influencers available, potential travelers may need the most recent information at their disposal. For instance, potential travelers will see a week-old post of a travel site from influencer A as more useful compared to a year old post of a travel site from influencer B, which might have outdated information such as ticket price or accommodation

Source Expertise is also shown to have a positive correlation to Information Usefulness (b = 0.270, $p < 0.05$), consistent with findings in a previous study (Manthiou & Schrier, 2014); thus, H5 is supported. This means that followers of travel influencers need to first believe that travel influencer is an expert on tourism, before perceiving the information that they give as useful. Businesses in the tourism and travel industry should consider the expertise of a travel influencer before hiring one. The expertise of the influencer should also be advertised properly. Hirers could ask their influencers to put the influencer's level of expertise in their profile information and/or messages (Sirithanaphonchai, 2017).

Source Trustworthiness (b = 0.360, $p < 0.01$) also have a positive correlation to Information Usefulness, making H6 supported. Travelers need to believe that they have a trustworthy source of information in order for them to perceive the information as valuable. In tourism and travel influencers perspective, the trustworthiness of travel influencers can be evaluated by how travelers perceive the reviews or messages provided by the influencers as genuine; a genuine, honest, and from the heart messages can lead to evaluation from travelers that the messages that is conveyed and the deliverer of the messages are trustworthy (Sirithanaphonchai, 2017). Additionally, the identity and the personal information of the influencer also plays an important role in building their trustworthiness. Hence, hirers of travel influencers should seek a travel influencer, which is perceived as a genuine deliverer of the message and is seen as a credible and trustworthy individual. Another proxy for credibility for the influencer, which uses social media as a platform, is how many their followers are.

Whereas, Information Relevance (b = 0.116, $p > 0.01$), Information Accuracy (b = 0.004, $p > 0.01$), and Information Comprehensiveness (b = 0.058, $p > 0.01$) had an insignificant influence on Information Usefulness. Previous studies have also found the insignificant relationships between these relationships (Cheung et al., 2008; Manthiou & Schrier, 2014; Sirithanaphonchai, 2017). Therefore, hypotheses 2, 3, and 4 are rejected. Information Relevance had no effect on Information Usefulness, a possible explanation for this is because although information is relevant, it can also be already common knowledge, and if that is the case, the information can be evaluated as not useful. Information Accuracy was also found to be an insignificant antecedent of Information Usefulness; a possible reason behind this is how travelers might not be able to validate the information provided by the influencers, making non-accurate information can still be perceived as useful by travelers and vice versa (Cheung et al., 2008). Lastly, Information Comprehensiveness was also found to have an insignificant correlation with Information Usefulness; it happen when information receivers intend to avoid complexity or have a limited time to access detailed information, which can be the case in this study (Cheung et al., 2008).

5.1. Theoretical implications

This research provides a new insight to the behavioral research's, especially in the context of information adoption behavior. Our finding furtherly confirms the effectiveness of the IAM model to explain information adoption behavior: showing a good model fit in our case and 0.60 R^2 value. We also enriched the field of influencer marketing by focusing on a particular sector, demonstrating that influencer marketing is a worldwide phenomenon and an up-and-coming marketing tool in this internet era. Further investigation on the topic of travel influencers using different approaches or methods is recommended.

5.2. Managerial implications

Information Usefulness with the variables that precede them include of Information Timeliness, Source Expertise, and Source Trustworthiness has a strong influence on individuals' information adoption behavior. Therefore, companies that use travel influencer as their marketing tool must ensure that the travel influencer is able to provide information (promotion) which are fresh, up to date, timely, and current. Other than the information itself, when using a travel influencer, their credibility and knowledge of tourism are very important to travelers. If a travel influencer does not have enough credibility or knowledge, travelers will unlikely to think that the information that they are presented with is valuable, which in turn, will not make them adopt it.

Conclusions

This research successfully identified the dimensions that contributed to how an individual adopts information, particularly in the case of advertisement promoted by a travel influencer. It was found that the Information

Adoption Model can explain individual information adoption behavior well. The correlation between Information Usefulness and Information Adoption shows very significant results (b = 0.78, p < 0.01), confirming that travel influencer's information needed to be useful first before travelers adopt the information. Two variables have the strongest correlation with Information Usefulness, which then will lead to Information Adoption: Source Expertise and Source Trustworthiness, both of these variables are the dimensions from the Source Credibility construct. Thus, the tourism industry needs to consider the existence of influencers who have high reliability and are able to gain public trust. Put simply, a travel influencer that has expertise in promoting tourist destinations. In addition, companies who uses travel influencer as a marketing tool must also ensure that their advertisement is up to date and timely. The results and implications of this study could also be applied in relevant contexts such as on influencers in other industries (food influencers, fashion influencers, or even gaming influencers) and e-WOM marketing in general (Matenga, 2019; Zietek, 2016)

Research limitations and future studies

Though this study has revealed novel insights related to the travel influencer phenomenon, there are a couple of limitations of this study. Firstly, the majority of our respondents were Indonesian domestic tourist. The author realizes that the use of samples in this study can still not cover the population. Therefore further research related to similar problems to increase the number of samples further. A more diverse international sample can be more favorable to improve this study. Secondly, this research does not differentiate respondents with different travel motives such as business or leisure, which can affect the information adoption process. Third, the study variables should be expanded again by developing theories related to marketing that address performance issues marketing. Third, since the world of traveling is a very broad and diverse world, the results from this study might not apply to niche travel sites or activity. For example, travelers who are interested in extreme traveling might prefer the accuracy of information (contrary to the result of this study). Lastly, other factors related to travel influencers such as Sponsorship Disclosure, Trust, and Perceived Authencity can be further investigated in future study.

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