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#1470 Summary

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Submission

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Pantas H Silaban, Wen Kuo Chen,
Bernard E Silaban, Andri Dayarana
K. Silalahi, Ixora Javanisa Eunike,
Hanna Meilani Damanik

Title

Demystifying Tourists' Intention to
Visit Destination on Travel Vlogs:
Findings from PLS-SEM and fsQCA

Original file

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Supp. files

None [Add a Supplementary
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Submitter

Andri Dayarana K. Silalahi

Date submitted

September 6,
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Section

Research Articles

Editor

Omid A. Yamini

Author comments

Dear,

Editor in Chief

Emerging Science Journal

We wish to submit an original
research article entitled "What
Drives Consumers to Watch Travel
Vlogs and Affects Travel Behavior:
A Study of the Moderating Role of Social Media
Usage"

Insight from SEM and fsQCA" for consideration by the Emerging Science Journal. Many studies are being conducted regarding consumer behavior using emerging technologies. The tourism industry has evolved its marketing strategies into a digital era that leverages emerging technologies (i.e., social media) to influence consumer travel behavior. Although published literature has discussed the importance of tourism content on social media from various perspectives directed at consumer behavior, more investigation is required to comprehensively explore how consumers decide to travel based on the tourism content on social media. This study proposes a model to investigate travel intention based on consumer motivation (e.g., novelty, entertainment, relaxation) to watch travel videos on social media. The impact of this motivation is trust and parasocial relationships as a mechanism that drive consumers' travel intentions.

Our findings confirm relaxation is the most significant factor in building parasocial relationships with YouTubers among the three motivations for consumers to watch travel vlogs on YouTube. In contrast, consumers seeking entertainment are more relevant to forming a trust. This trust, in turn, will result in consumers' intention to travel. The results of the fsQCA indicate that two causal configurations are generated from intermediate

solutions that can be used to explain consumer decision-making for travel from tourism content on social media. Lastly, theoretical and practical guidelines are also profoundly discussed in this study.

Finally, all the authors of this work have approved the manuscript and agree with its submission to the Emerging Science Journal. We also confirm that neither the manuscript nor any parts of its content are currently under consideration or published in another journal.

Sincerely,

Correspondent Author

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Article

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#1470 Review

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Submission

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Section Research Articles

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Peer Review

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#1470 Editing

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Editor Omid A. Yamini 

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