

Halaman Sampul Conference

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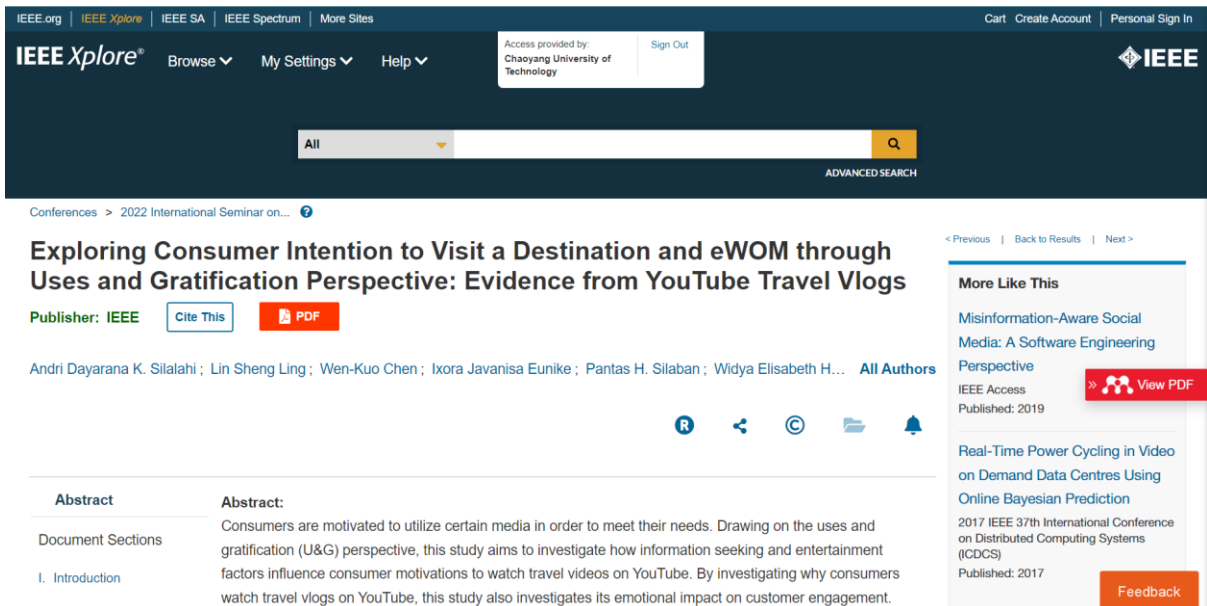
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Exploring Consumer Intention to Visit a Destination and eWOM through Uses and Gratification Perspective: Evidence from YouTube Travel Vlogs

Publisher: IEEE [Cite This](#) [PDF](#)

Andri Dayarana K. Silalahi ; Lin Sheng Ling ; Wen-Kuo Chen ; Ixora Javanisa Eunike ; Pantas H. Silaban ; Widya Elisabeth H... [All Authors](#)

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Abstract

Document Sections

[I. Introduction](#)

Abstract:

Consumers are motivated to utilize certain media in order to meet their needs. Drawing on the uses and gratification (U&G) perspective, this study aims to investigate how information seeking and entertainment factors influence consumer motivations to watch travel videos on YouTube. By investigating why consumers watch travel vlogs on YouTube, this study also investigates its emotional impact on customer engagement.

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