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### How Travel Vlogs on YouTube Influence Consumer Travel Behavior in Indonesia: Empirical Evidence from fsQCA

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**Abstract:**

Due to the rapid development of technology, various businesses have adapted their services to digital platforms. In this study, we examine whether travel vlogs on YouTube contribute to influencing travel behavior among Indonesian consumers. In light of this study, we propose that the preposition to achieve high travel intention is determined by consumer motivation, personal relationships, and trust, which lead to unique and

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## How Travel Vlogs on YouTube Influence Consumer Travel Behavior in Indonesia: Empirical Evidence from fsQCA

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