



Submission 3803

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## IEEE EM-RITE 2022 Submission 3803

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### Submission 3803

Title	How Travel Vlogs on YouTube Influence Consumer Travel Behavior in Indonesia: Empirical Evidence from fsQCA
Paper:	 (Jun 17, 13:13 GMT) ( <a href="#">previous versions</a> )
Author keywords	Travel behavior Parasocial relationship Consumer motivation fsQCA Travel Vlogs YouTube
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, parasocial relationships, and trust, which lead to unique and different outcomes. The data were collected from 215 respondents through an online survey and analyzed using the fsQCA. The results show distinct and unique causal conditions for each configuration that supports the proposition. The results suggest that the best chance for increasing visit intention is based on the highest raw coverage and consistency values, through the presence of conditions such as novelty, entertainment, relaxation, and trust. Additionally, this study examines the implications of leveraging travel vlogs on YouTube as marketing tools for academics and tourism managers.
Submitted	May 22, 22:32 GMT
Last update	May 22, 22:32 GMT

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