DETERMINANTS OF INTEREST IN USING TRAVEL VLOGS ON YOUTUBE AS A REFERENCE FOR TRAVELING

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Abstract: This study aims to analyze the demographic characteristics, usage behavior, and things that have an impact on attracting viewers to watch and utilize travel vlogs on YouTube as a travel reference. Respondents in this study 131 were selected based on criteria aged 18 years and over and had watched travel vlogs on YouTube at least once in 3 months to find travel reference information. The analytical tool used in this study is the Structural Equation Model (SEM) using LISREL software. The results of this study are to find out things that affect interest in using travel vlogs on YouTube based on nine hypotheses. First, the popularity of the travel vlog variable does not affect the credibility of the perception variable. Variable perception of interest, attitude variables towards use have a significant effect. Second, the video characteristic variable influences the perception of credibility. Third, the video characteristic variable influences the perception of benefits. Fourth, the credibility perception variable influences perceived usefulness. Fifth, video characteristics influence attitudes towards use. Sixth, the credibility variable influences attitudes toward use. Seventh, perceived usefulness variables influence attitudes toward use. Eighth, the perception of video characteristics influences the use of interest. Ninth, Attitudes toward use affect the interest to use.

Keywords: use of interest, LISREL, SEM, travel Vlog, YouTube


Based on APJII (2018), the data showed that Indonesian internet user’s growth in 2013 to 2017 seen an increase in internet users with an average of 15.32 percent per year. The data indicated the internet use of human activities the higher the level of internet usage. This is also supported by Afifah (2018), researched that marketing strategies through internet media have a positive influence on their business performance. Human activities in using the internet according to APJII (2017), consist of chat services, social media, search engines, viewing images/photos, viewing videos, downloading images, articles, uploading
Determinants of Interest in Using Travel Vlogs on Youtube as a Reference for Traveling

files, emails, buying goods, registering, buying goods, and banking. Most of these activities in the latest developments can be accessed through social media.

Social media in the present tend to become an important link that can connect people over the world to interact with each other (Ahmad et al., 2016). The features of social media allow people to make a conversation about the same interests, sharing the same thoughts or experiences (Evans, 2008). Touchette et al. (2015), explained that social media provide some spaces for the user and the account holder to make communication and interact.

Social media user often shares the detail of information about products or brands which increase the impact on other social media users who are looking for the same product information (Mir and Zaheer, 2012). That phenomenon makes social media become the source of marketing communication where gives the way for the company to make interact with the users directly with time relatively and lower cost (Kaplan and Haenlin, 2010).

Social media has made information about the product/information known quickly to other consumers who have bought and used the product, including the tourist information provided in this study. Information can be in the form of text, images, sound, and video.

One of the most popular social media with video content is YouTube social media. Video content can contain advertisements, video clips, and product/service reviews; information; lip songs, tutorials, daily life about the outpouring of video makers, even the vlog trip discussed in this study.

YouTube is the first choice of many people because it is one source of social media information that has several advantages. The first advantage is that content consisting of videos can be easily accepted by the public. Second, YouTube supports all online-based devices which means it can support a large number of viewers; Third, YouTube is a long-established social media so users have a better understanding; Fourth, show YouTube as simple as dedicated to sharing videos; Fifth, YouTube features such as uploaded videos can be searched using search keywords, comments, hashtags and filters which are all features that can make it easier for respondents to find the information they are looking for. A large number of videos available on YouTube activities is a potential resource for information retrieval.

One of the video information that is increasingly sought after is travel videos. This is consistent with data Think With Google (2018), available at thinkwithgoogle.com. Increased content in the form of video travel from 2017 to 2018 increased by about 41 percent. This is directly proportional to the increase in a travel keyword search on YouTube, increasing an increase of about 115 percent per year (Satrianti, 2016) so there are a demand and supply for tourism information. The study emphasizes travel video makers called travel Vlogs, which have increased from year to year in line with the increase in social media users and YouTube. The basic and important thing to know the answer especially for Travel Vlog on YouTube is what are the characteristics and behavior of vlog travel viewers and what factors encourage, influence, or determine the people who use YouTube to find information, especially for traveling. If these factors are known, efforts to increase public interest in using Travel Vlog on YouTube as a means of finding information can be done effectively and efficiently. Furthermore, if interest in using YouTube can be increased, the behavior of using YouTube as information retrieval is also expected to increase. The explanation above shows that vlog is a new phenomenon that continues to develop. Therefore, this research explores the factors that influence interest in using Travel Vlog on YouTube.

This research will discuss the interest in using travel vlogs on YouTube to find travel information that has not been widely discussed. Determination of these factors is based on the development of previous research by Yuksel (2016), researched that on buying interest on YouTube. Mir and Rehman (2013), research on the factors that influence consumer attitudes and intentions towards product con-
tent made by users on YouTube, both of which were developed towards the interest of using travel vlogs on YouTube as a reference for traveling.

Based on the background that has been described, the purpose of this study is to (1) Analyze the characteristics of respondents who view Vlog travel on YouTube. (2) Analyzing the usage behavior of Vlog travel audience respondents on YouTube. (3) Analyzing the influence of the popularity of travel vlogs on perceptions of credibility and the effect of perceptions of video characteristics on perceptions of credibility, perceptions of benefits, attitudes towards use, and interests. (4) Analyzing the effect of perceived credibility on perceived usefulness and perceived credibility and perceived usefulness towards attitudes. (5) Analyzing the influence of attitude factors on the interests of Vlog travel users on YouTube. (6) Formulating managerial implications for related parties.

METHOD

This research was conducted through a one-month online survey from April 2019 to May 2019. The study population was YouTube travel vlog viewers who watched at least once in the last three months aged 18 years and over. The sample of this study was 131 people. The results of the validity test of the research instrument \((r\) arithmetic) ranged from 0.406 to 0.821 greater than the \(r\) table (0.361) so it was said to be valid. The reliability test results of the research instrument with a value of 0.924 are greater than the \(r\) table (0.70) so that this research instrument shows that the instrument is reliable. Primary data obtained through questionnaires and observations. Secondary data was collected from data from related institutions, previous research, journals, and the internet. Data analysis for the influence between variables using the Lisrel 8.8 software. In this study, six latent variables can be seen in Figure 1.

RESULTS

Demographic Characteristics

The majority of respondents obtained were from provinces in Java. The following provinces with the top five respondents consisted of West Java (52.67%), Jakarta (12.21%), Central Java (9.92%), Banten (6.11%), and Riau (3.82 percent). This indicates that Javanese residents have a greater interest in tourism and have a better understanding of travel vlogs on YouTube and information and better internet access than residents who are far from the capital. This fact when analyzed occurs because the development of the capital region and its surrounding buffer in this case is the island of Java faster than those far from the capital.

Gender is a component that can be used to find out information such as certain products that are more likely to be used by whom. Gender in this study showed there were more female respondents (59.54%) compared to male respondents (40.46%). Respondents in this study were divided into five age groups based on screening starting from the age of 18. The age is considered as an age that can understand sufficiently in decision making and age grouping based on Sumarwan (2011). The age of most of the respondents is the age group of 25-35 years (64.12%) which is an adult age. Second, the early adult category in the age range of 19-24 years (22.90%). Third, the age range is 51-65 years (8.4%) which is the old category. Fourth, the age range is 36-50 years (3.82%) in the middle-aged category. Fifth, the age range is less than 65 years (0.76%) with the elderly category. This finding is consistent with the results of Cross-Platform Report research (Nielsen, 2017), more than 60 percent of consumers in the age group 21-49 often make further searches after seeing online video ads. This is also consistent with the statement of Azzahrani (2018), archipelago tourists with the age of 20-34 years who appear to be potentially active ages who can travel. Both of these statements support the dominant age of the respondents in this study. Marital status shows that the majority of respondents are not married (63.36%), then married (35.88%), and widows/widowers (0.76%).

YouTube Vlog Travel Usage Behavior

The majority of respondents who watch YouTube travel vlogs make it the main source of
Determinants of Interest in Using Travel Vlogs on Youtube as a Reference for Traveling

The majority of respondents in this study witnessed travel vlogs using personal devices, amounting to 96.95 percent, and for those who did not use personal 3.05 percent. The amount of ownership of personal devices is caused by economic growth and lifestyle. The types of devices used in this study the majority of respondents used smartphone devices at 77.86. Other devices used by respondents, namely laptops (11.45%), PCs (5.34%), feature phones (2.29%), tablets (2.29%), and finally smart TVs (0.76%).

The place that is often used to watch YouTube travel vlogs is at home (82.44%). Then, followed by workplaces (10.69%), schools (3.82%), and others were answered (3.05%).

The majority of respondents know about YouTube travel vlogs coming from mass media such as print media, electronic media, and online media (64.89%). Furthermore, tofu from friends (22.90%), tofu from family (5.34%), and the last came from others by (3.05%). The majority of respondents answered the reason for using travel vlogs on YouTube because travel vlogs on YouTube are practical and flexible (35.88%). Then, followed by reasons that can be used at any time for (13.74%), reasons because of friends/colleagues and family use (9.92%), and reasons for advertising (0.76%).

The intensity of the use of YouTube travel vlogs is in the range of 1-3 times a month (52.67%). Then, followed by 4-6 times at (23.66 percent, more than 10 times at 14.50 percent and last 7-10 times 9.16 percent.

Results Based on SEM

The latent variables of this research are Travel Vlog (KTV) Popularity, Video Characteristics (KV), Travel Vlog (PK) Credibility Perception, Perceived Vlog Travel Benefits (PM), Attitudes Towards Use (STP) and Interest in Using YouTube Travel Vlog (MM). The validity test can be seen from the Standardized Loading Factor (SLF). Variables can be declared valid if they have a good criterion of SLF which is ≥ 0.50 with t-value > 1.96. Based on Table 2, it can be seen that all the variables have to meet the validity values specified. Testing the reliability can be known from the value of construct reliability (CR) ≥ 0.70 and Variance Extracted (VE) ≥ 0.50. As shown in Table 2, the value of CR and VE variables have been good so it can be said that all variables and indicators in this research can represent the latent constructs and the indicators that used in this research are valid for measuring latent constructs.

Overall Model Fit

Based on the measurement of goodness of fit shown that all the results of the test criteria have met a good result and included in the criteria of good fit and marginal fit so the overall model that used in the construct can be said to be feasible. The GOF obtained, five GOF measurements show a match that is marginal fit namely RMSR, GFI, AGFI, RFI, and for GOF sizes that are included in good fit sizes, including RMSEA, CFI, NFI, NNFI, and IFI. Based on the values from table 3 most of the values meet the suitability requirements of the model, it is concluded that in general, the model has a good level of compatibility.

Structural Model Fit

The structural model fit test can be determined by comparing the coefficient of the structural equation with a predetermined level of significance. Based on table 2, it can be said that the suitability of the structural model is said to be valid and reliable. The structural suitability level of the model used in this study is 0.05 significance level or at a 95% confidence level. At the 0.05 significance level, the t-value must be >1.96.
Figure 1  Results of loading factor SEM models

Table 1  Model Fit Criteria Test Results

<table>
<thead>
<tr>
<th>Goodness of Fit</th>
<th>Cut off Value</th>
<th>Results</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Root Mean Square Residual (RMR)</td>
<td>( \leq 0.05 ) atau ( \leq 0.1 )</td>
<td>0.18</td>
<td>Marginal Fit</td>
</tr>
<tr>
<td>Root Mean Square Error of Approximation (RMSEA)</td>
<td>( \leq 0.08 )</td>
<td>0.08</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Goodness of Fit Index (GFI)</td>
<td>( \geq 0.9 )</td>
<td>0.78</td>
<td>Marginal Fit</td>
</tr>
<tr>
<td>Adjusted Goodness of Fit Index (AGFI)</td>
<td>( \geq 0.9 )</td>
<td>0.73</td>
<td>Marginal Fit</td>
</tr>
<tr>
<td>Comparative Fit Index (CFI)</td>
<td>( \geq 0.9 )</td>
<td>0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Norned Fit Index (NFI)</td>
<td>( \geq 0.9 )</td>
<td>0.91</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Non-Normed Fit Index (NNFI)</td>
<td>( \geq 0.9 )</td>
<td>0.94</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Incremental Fit Index (IFI)</td>
<td>( \geq 0.9 )</td>
<td>0.95</td>
<td>Good Fit</td>
</tr>
<tr>
<td>Relative Fit Index (RFI)</td>
<td>( \geq 0.9 )</td>
<td>0.89</td>
<td>Marginal Fit</td>
</tr>
</tbody>
</table>

Table 2  Match Measurement Models

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Indicator Variable</th>
<th>Loading Factor</th>
<th>T-Value</th>
<th>Information</th>
<th>CR</th>
<th>VE</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTV</td>
<td>X1</td>
<td>0.58</td>
<td>6.87</td>
<td>Valid</td>
<td>0.87</td>
<td>0.58</td>
</tr>
<tr>
<td></td>
<td>X2</td>
<td>0.8</td>
<td>10.59</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>X3</td>
<td>0.7</td>
<td>8.79</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>X4</td>
<td>0.84</td>
<td>11.29</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>X5</td>
<td>0.84</td>
<td>11.26</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KV</td>
<td>X6</td>
<td>0.681</td>
<td>8.38</td>
<td>Valid</td>
<td>0.82</td>
<td>0.54</td>
</tr>
<tr>
<td></td>
<td>X7</td>
<td>0.911</td>
<td>10.91</td>
<td>Valid</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DISCUSSION

The results of the discussion of hypothesis testing are based on nine hypotheses prepared at the beginning. The results of this research hypothesis can be seen in Table 2.

Analysis Hypothesis 1: Influence of The Popularity of Travel Vlog on Credibility Perception

Based on the results of Table 2 analysis, the travel vlog’s popularity variable did not affect the credibility perception variable. The popularity variable which has indicators of the number of comments, number of posts, number of viewers, number of likes and dislikes, and number of subscribers did not influence the perception of credibility because all of these indicators by respondents are appreciation or belief that the content produced has quality information that is done after watching. This is in accordance with Ajeng (2018), explained that the need in social relations for informants is very important, they need the presence of other people to make a reciprocal process, through this need the informant builds a positive image in the packaging vlogs show so people are interested so that after watching the informant shows them get something that inspires so that they consistently become informant customers.

Analysis Hypothesis 2: Effect of Video Characteristics on Credibility Perception

Based on Table 2, the video characteristic variable influences the credibility perception variable. The influence between these two variables is because the quality video is believed to show seriousness in making content that is useful for the audience. This is in accordance with a research by Dobrian et al. (2013), which stated that high-quality video increases user interest which indicates that the creator has seriousness in making the video by displaying clear content. Xiao et al. (2018), explained that good video can increase credibility, this is because when characteristics are not good, the audiences will decrease. Chen et al. (2017), explained that the video characteristics described from video quality can have an impact on increasing credibility, this finding is because when someone watches a video with good quality will make the viewer confident of the message conveyed.

Analysis Hypothesis 3: Effect of Video Characteristics on Perception of Benefits

Based on Table 2, the video characteristic variable influences the perception of the benefits. The influence between the two variables is because the video that has quality video characteristics can clarify
the information to be conveyed by the travel vlogger. The information provided then increased the respondent’s knowledge. Cho (2015), the characteristics of a good product can have an impact on increasing the good view of the product is beneficial, this condition is caused by consumers who will use products that have good character. Mirkovic et al. (2015), found the characteristics of the video can make the perception of the benefits of the audience is good, this finding is known that the viewer will take advantage of videos that have clear resolution and audio than those of poor quality.

**Analysis Hypothesis 4: Effect of Perceived Credibility on Benefit Perception**

Based on Table 2, the video characteristic variable influences the perception of the benefits. The influence between the two variables is because if the travel vlogs can provide reliable information, then its users will use the information in future use. This shows that a credible travel vlog will benefit the audience, otherwise someone would not want to follow up on the information provided by the travel vlog because it would be considered too risky. This is consistent with the research of McKnight and Kacmar (2007), that the perception of credibility influences the perceived benefits of web information that has a positive relationship. Yuksel (2016), explained that video characteristics can influence the positive attitudes of consumers, this is illustrated by the presence of good attitudes depicted by beliefs and benefits. Barr (2018), explains that in the case of video games, display characteristics are very important where it can determine the attitudes and interests of its users.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Variable</th>
<th>Coefficient</th>
<th>T-Value</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>KTV → PK</td>
<td>-0.06</td>
<td>-0.67</td>
<td>Not significant</td>
</tr>
<tr>
<td>H2</td>
<td>KV → PK</td>
<td>0.69</td>
<td>5.45</td>
<td>Significant</td>
</tr>
<tr>
<td>H3</td>
<td>KV → PM</td>
<td>0.39</td>
<td>3.19</td>
<td>Significant</td>
</tr>
<tr>
<td>H4</td>
<td>PK → PM</td>
<td>0.32</td>
<td>2.56</td>
<td>Significant</td>
</tr>
<tr>
<td>H5</td>
<td>KV → STP</td>
<td>0.34</td>
<td>3.05</td>
<td>Significant</td>
</tr>
<tr>
<td>H6</td>
<td>PK → STP</td>
<td>0.26</td>
<td>2.42</td>
<td>Significant</td>
</tr>
<tr>
<td>H7</td>
<td>PM → STP</td>
<td>0.33</td>
<td>3.42</td>
<td>Significant</td>
</tr>
<tr>
<td>H8</td>
<td>KV → MM</td>
<td>0.18</td>
<td>1.52</td>
<td>Not significant</td>
</tr>
<tr>
<td>H9</td>
<td>STP → MM</td>
<td>0.58</td>
<td>4.53</td>
<td>Significant</td>
</tr>
</tbody>
</table>

**Analysis Hypothesis 5: Effect of Video Characteristics on Attitudes towards Usage**

Based on Table 2, the video characteristic variable influences the perception of the benefit variable. The influence between the two variables is due to the characteristics of quality videos that clarify information. Clarity of information provides a positive attitude by the audience to use/watch the travel vlogs again. This is consistent with Yuksel (2016), who presented that the quality and duration of videos as well as the preparation and presentation of content are important factors that influence consumer purchasing decisions.

**Analysis Hypothesis 6: Effect of Video Characteristics on Perception of Benefits**

Based on Table 2, the video characteristic variable influences the perception of the benefits. The influence between the two variables is because a travel vlog that is reliable because it provides useful information by its audience (credible) will be able to have a positive effect as will be used as a source of information related to the search for other information in the future. This is in accordance with Yuksel (2016), who found that video characteristics have a positive effect on the perception of benefits.
Analysis Hypothesis 7: Effect of Perception of Benefits Against Attitudes towards Usage

Based on Table 2, the video characteristics variable influences the perception of benefits. The influence between the two variables is due to the information given by the travel vlog which gives benefits to the respondents. These benefits shape the attitude for future use again. This is in line with the presentation of Zeng et al. (2009), that the perception of the benefits of User Generated Content (UGC) is proposed to have a positive effect on consumer attitudes because the benefits of information provide benefits to consumers. Another benefit is that UGC contains various inputs from different users, which may be valuable to other users (Cook, 2008). Yuksel (2016), explained that the perception of benefits has a significant positive effect on attitude toward purchase.

Analysis Hypothesis 8: Effect of Video Characteristics on Interest in Using

Based on Table 2, the video characteristic variable did not affect the perception of the benefits variable. Video characteristics do not influence the variable of interest to use because research respondents capture more information in general that does not need too detailed images and sounds that are very clear but can convince viewers of information about the actual conditions so that more emphasis on benefits and trust which then shapes respondents’ attitudes towards travel vlog on YouTube and then generate interest. Yuksel (2016), explained that perceived video characteristics positively affect the attitude and intention of YouTube users towards purchase which means the audience has an interest in using a product based on the video characteristics. This is in accordance with the report by Opensignal (2018), entitled The State of Mobile Video which tests the video streaming experience using an internet connection including image quality, loading time, and video lagging. The result is that Indonesia is at the bottom of the list. Based on this it greatly affects the characteristics of the video being watched.

Analysis Hypothesis 9: The Effect of Attitude Towards Use on Interest in Using

Based on Table 2, the video characteristic variable influences the perception of the benefits. The influence between these two variables due to the benefits of rich and detailed information from watching YouTube travel vlogs makes viewers believe in the travel vlog as a place of information in the future. The positive attitude of consumers towards online user-generated content increases their intention to consume the content (Daugherty et al., 2008). Qin et al. (2018), explained that two factors drive behind user’s interest to use social networking apps which are perceived enjoyment and subjective norm.

Managerial Implications

The study found that interesting video content and the recording quality of respondents were most affected. That is because visual content is dependable content on YouTube social media. Making videos with the right characteristics that fit the majority of viewers shows the seriousness of vloggers in making them. The characteristics that show the seriousness of travel vloggers are summarized in two characteristics in this study. The first characteristic is interesting content. This was supported by researcher Abdurrahim (2019), someone became interested in the promotion of a tourist destination given something was interesting at the post. Interesting content needs to be created using titles that invite the audience’s curiosity, videos that use enough animation, provide the best moment of travel, storylines that don’t bore the audience such as discussions accompanied by jokes and background music adapted to the theme used and the use of a prolog to describe the purpose of the trip.

The second characteristic is the use of recording characteristics on the video that is displayed precisely is not too high and not too low. The reason is not too high, because travel vlogs, the higher the quality of video recording, the better the connection and a large internet capacity that affects the interest in using the video, allowing viewers to watch videos to switch to other travel vlog videos. The reason is not too low because the purpose of a travel
vlog video is to clarify information through video so a clear display is needed. This can be circumvented by using a resolution in accordance with YouTube’s recommendation, which is 1280x720 with a 16:9 ratio or 640x480 with a 4:3 ratio. Above that resolution, it takes longer processing time, higher internet costs, and high internet speeds for respondents.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study aims to analyze the factors that influence the interest of respondents to use travel vlogs on YouTube as a source of information for traveling references. The results showed that travel vloggers can build interest in using respondents towards their usage content based on demographic characteristics and usage behavior. Factors that were studied based on SEM results showed that the popularity of travel vlogs according to respondents was based on YouTube’s algorithm recommendations as well as the most noticed video characteristics that were interesting and the recording quality was adjusted to the respondent’s ability to access.

Recommendations

This study has limitations so it is necessary to make improvements in several aspects of research including travel vlogs and YouTube is a phenomenon that continues to grow so that in future research is needed that is adjusted to the latest developments. Another limitation is that this study only discusses travel vlogs on YouTube, in the future, it can be done on other social media that have travel vlogs in them.

REFERENCES


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