



# The impact of presenter attractiveness, video design, content vividness, and destination attractiveness on travel intentions

Author Name(s): Atini Rahmatika, Fauzi Murod, Rifelly Dewi Astuti

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# The impact of presenter attractiveness, video design, content vividness, and destination attractiveness on travel intentions

**Atini Rahmatika<sup>\*)</sup>, Fauzi Murod, Rifelly Dewi Astuti**

Magister of Management, University of Indonesia, Depok, Indonesia

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## ABSTRACT

Tourism marketing trends increasingly utilize short videos to foster travel inspiration and drive travel intention. This study specifically examines the influence of presenter appeal, video design appeal, content vividness (as a new construct), and destination attractiveness on travel inspiration and its impact on travel intention. Furthermore, this study examines the mediating role of travel inspiration and openness to experience. Data were collected through an online survey of 522 respondents using purposive sampling and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM), chosen for its ability to test complex models exploratively. The results showed that presenter attractiveness ( $\beta = 0.282$ ;  $p < 0.001$ ), video design attractiveness ( $\beta = 0.116$ ;  $p = 0.019$ ), content vividness ( $\beta = 0.118$ ;  $p = 0.014$ ), and destination attractiveness ( $\beta = 0.334$ ;  $p < 0.001$ ) significantly influenced travel inspiration, which in turn influenced travel intention ( $\beta = 0.461$ ;  $p < 0.001$ ). However, the moderating effect of openness to experience was not significant. These findings provide practical implications for tourism marketers to optimize the design of engaging, clear, and inspiring short videos to increase travel intention. Limitations of the study include the use of perceptual data and a single sample. Future research is recommended to examine additional factors and cross-cultural contexts.



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## Corresponding Author:

Atini Rahmatika Fauzi Murod,

University of Indonesia

Email: [atini.rahmatika@ui.ac.id](mailto:atini.rahmatika@ui.ac.id)

## Introduction

Based on the 2022–2024 National Medium-Term Development Plan (RPJMN), the tourism sector is expected to attract between 9.5 and 14.3 million foreign tourist arrivals and 1.25 to 1.5 billion domestic tourist trips by 2024. As of November 2023, data from the Ministry of Tourism and Creative Economy shows a significant increase in international tourist arrivals of 30.17% compared to the previous year. To strengthen this growth, digital-based marketing strategies, particularly marketing through short videos on social media, have become increasingly important as they can reach a wider audience and

effectively promote priority destinations such as Borobudur, Likupang, Mandalika, Lake Toba, and Labuan Bajo.

During the pandemic, short videos became the dominant content format on social media. According to Data Reportal (2023), TikTok recorded over 1 billion monthly active users globally, while YouTube Shorts were viewed over 50 billion times per day (Horani et al., 2023; Sabla & Gour, 2023). This trend shows a significant shift in consumer behavior in seeking travel inspiration. Mulier et al. (2021) also found that vertical video ads on mobile devices have higher engagement rates because this format is in line with content consumption patterns on smartphone screens.

Short videos differ from mini-films primarily in their duration, typically lasting 1 minute or less, with many even shorter than 30 seconds, catering to the fast-paced modern lifestyle (Cao et al., 2021). Watching short-duration videos, especially through smartphones, has become the primary method for most consumers to obtain information, and short-video platforms such as TikTok, Youtube Shorts, and Instagram Reels have competed simultaneously as strategic marketing media (Dong et al., 2023; Song et al., 2021). This is also supported by Wisnawa (2024) study, which found that the increasing integration of the Internet into daily life has made it a necessity for people to search for information, especially related to vacation destinations and tourist spots, to create a positive image of holiday destinations. G. Wu & Ding (2023) research confirms as smart mobile devices and network development become more popular, advances in information technology have made it easier for users to express themselves through social media, resulting in the emergence of many short tourism videos created by users.

Factors in short video marketing such as presenter appeal, video design, content vividness, and destination appeal are thought to be interrelated in influencing tourist behavior. Presenter appeal and video design play a role in attracting viewers' initial attention, while content vividness determines the extent to which information about the destination can be understood and build positive perceptions (Gan et al., 2023; Wang et al., 2024). Furthermore, the appeal of the destination reinforces the audience's emotional desire to visit. The combination of these factors creates a mechanism that triggers travel inspiration, which in turn can encourage the formation of travel intentions (Dai, 2024). By understanding these relationships, marketing strategies can be designed to optimize the elements that most influence tourist decisions.

The relationship between these variables can be explained through several relevant theoretical frameworks. The Stimulus-Organism-Response (SOR) theory explains that digital marketing elements, such as the appeal of the presenter or video design (stimulus), influence consumers' internal states, such as the desire to travel (organism), which then triggers a response in the form of travel intent (response) (Renner, 2020; Wei et al., 2025). Additionally, the Theory of Planned Behavior (TPB) supports the understanding that positive perceptions and attitudes formed by the experience of watching videos can increase a person's intention to travel (Hamid & Bano, 2022). The integration of these two theories provides a strong conceptual framework for explaining how short video marketing can influence tourist behavior.

Numerous studies have demonstrated that short video content incorporated into marketing strategies can have a significant influence on an individual's intention to visit a place, provided that the content is relevant, engaging, and informative (Liu et al., 2023). When viewers are immersed in captivating narratives and visuals presented in vlogs, they are more likely to travel to the actual destination (Cheng et al., 2020). Social media content such as short videos has been found to have a significant impact on travel inspiration before traveling (Dai et al., 2022). Moreover, according to Fang et al. (2023), short video marketing indirectly affects travel intentions through travel inspiration.

However, most studies still focus on the general functions and design aspects of short videos, while specific elements such as content clarity or content vividness are often overlooked. Content vividness refers to how well the content of a video can convey information or messages to the audience. Li & Zhang (2023) found that content vividness has a significant positive influence on consumers' emotional experiences in the context of destination brand marketing. Vivid and clear content in destination short videos not only enhances consumers' emotional experiences but also strengthens their identification and loyalty to the destination brand. Additionally, differences in audience characteristics, such as

openness to new experiences, have not been extensively studied, despite the potential for these factors to influence how individuals respond to short video-based marketing content. This study aims to complement previous research by adding an analysis of content vividness and the moderating role of individual characteristics, thereby providing a more comprehensive understanding of the mechanisms through which short video marketing influences travel intentions. Thus, the core issue underlying this research is the limited study of how specific elements in short videos and audience characteristics work together to influence travel inspiration and intent.

To bridge this research gap, this study specifically aims to explore the factors in short video marketing that can trigger travel inspiration by adding the content vividness indicator, understand the mechanism through which short video marketing influences viewers' travel intentions via the mediating role of travel inspiration, and investigate the moderating effect of openness to new experiences as an individual characteristic in strengthening or weakening the relationship between short video marketing and travel intentions. Academically, this study is expected to contribute to the development of digital marketing theory and consumer psychology by providing new insights into the role of content vividness and audience characteristics in the context of destination marketing. Practically, the findings of this study can serve as a reference for tourism industry players and digital marketers in designing more effective, personalized short video-based marketing strategies that can increase tourist interest in visiting premier destinations.

## Method

### Design and data collection method

The research design adopted for this study entails a cross-sectional approach, employing quantitative methods. Utilization of a structured questionnaire as the primary data collection instrument is intended to facilitate the examination of causality and relationships among variables within a specified timeframe. The back-translation method will be employed to ensure questionnaire accuracy, involving translation of the questionnaire into the target language followed by translation back into the original language to verify consistency and precision. Data collection will be conducted via an online platform to enhance reach and diversity among potential participants efficiently. Distribution of the questionnaire will occur through social media platforms and relevant online communities frequented by individuals interested in travel. The sample will comprise individuals meeting specific criteria defining the target population, namely social media users with a penchant for travel. Purposive sampling will be employed to select participants meeting defined characteristics and parameters, ensuring alignment with research objectives. A target sample size of 500 respondents is deemed adequate to yield sufficient statistical power for analysis, with calculations based on guidelines for Structural Equation Modeling studies. Additionally, a short-form travel video showcasing super-priority destinations (Likupang, Danau Toba, Candi Borobudur, Mandalika, Labuan Bajo) created by various travelers and posted on social media platforms will be included. Respondents will be required to select one destination to watch and view the entire 60-second short-form video before answering questions.

### Measurement

Part One contains the measurements of eight variables with a total of 53 items. Specifically, the measurements of two dimensions of presenter attractiveness, namely expertise and physical attractiveness, as well as the three dimensions of destination attractiveness: destination reputation, destination novelty, and destination aesthetic value (Mensah et al., 2023; Mohd Salim et al., 2024; X.-W. Xu et al., 2020; Xue et al., 2022).

Additionally, video aesthetic design, inspired-by and inspired-to (Khoi et al., 2021), travel intention (Ying et al., 2022), content vividness (Yang et al., 2022), and openness to experience (Im et al., 2021) were primarily adapted from established scales, considering the context of short-form travel videos. The questionnaire utilized a 5-point Likert scale ranging from 1 "completely disagree" to 5 "completely agree." To ensure that this scale was able to adequately capture variations in respondents' perceptions, the scale was validated through comparative testing in a preliminary survey stage prior to the collection of main data.

Part Two comprised questions aimed at collecting respondents' demographic information, including gender, age, education, occupation, monthly expenditure, expenditure on travel, frequency of travel per year, frequency of watching short travel videos per week, and preferred locations visited during travel (mountains, beaches, etc.). A pilot survey involving 30 respondents was conducted to assess the validity and reliability of the questionnaire instrument.

### Data analysis

The data will be analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) because this method is considered most appropriate for exploring complex relationships between variables in predictive models. PLS-SEM was chosen over other methods such as Covariance-Based SEM (CB-SEM) or multivariate regression because it has several key advantages. First, PLS-SEM is more effective for exploratory research focused on prediction, especially when the model involves many latent variables with both formative and reflective indicators. Second, PLS-SEM is more tolerant of relatively small sample sizes and non-normally distributed data, thereby enhancing the flexibility of the analysis. Third, this method allows for the testing of complex models without requiring strict covariance assumptions as in CB-SEM.

Additionally, PLS-SEM can evaluate construct reliability and validity using relevant statistical indicators, such as Composite Reliability (CR), Average Variance Extracted (AVE), and the loading values of each indicator. This approach is considered capable of providing a more comprehensive understanding of inter-variable relationships and supporting research objectives in developing predictive and applicable models.

## Results and Discussions

### Validity and Reliability Test

This study used a validity test at the pre-test stage to evaluate the suitability of the measurement scale and check whether there were differences between the observed indicators, involving 30 respondents who met certain criteria. The validity of each indicator was evaluated using factor analysis, ensuring the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), anti-image matrix, and Component Matrix was above 0.5. The validity test results show that all indicators, such as Presenter Attractiveness (Expertise, Vocal Attractiveness, Physical Attractiveness), Destination Attractiveness (Destination Reputation, Destination Novelty, Destination Aesthetic Value), Video Design Attractiveness, Content Vividness, Travel Inspiration (Inspired-by and Inspired-to), Travel Intention, and Openness to experience, meet the validity criteria.

In addition, this study also conducted a reliability test to assess the consistency of indicators on the variables tested. The reliability test uses Cronbach alpha values, where each variable is considered reliable if its value exceeds 0.7. The reliability test results show that all variables, such as Presenter Attractiveness (Expertise, Vocal Attractiveness, Physical Attractiveness), Destination Attractiveness (Destination Reputation, Destination Novelty, Destination Aesthetic Value), Video Design Attractiveness, Content Vividness, Travel Inspiration (Inspired-by and Inspired-to), Travel Intention, and Openness to experience, have adequate Cronbach alpha values, indicating that the measurement instruments used in This research is consistent and reliable. Thus, this study has met the requirements of validity and reliability to proceed to the next stage of analysis.

### Fit Test (Model Fit) Structural Model

In this test, structural model compatibility will be measured by checking SRMR, Chi-Square, and NFI values. The results of the structural model fit test can be seen as follows.

**Table 1.** Fit Model Test Results

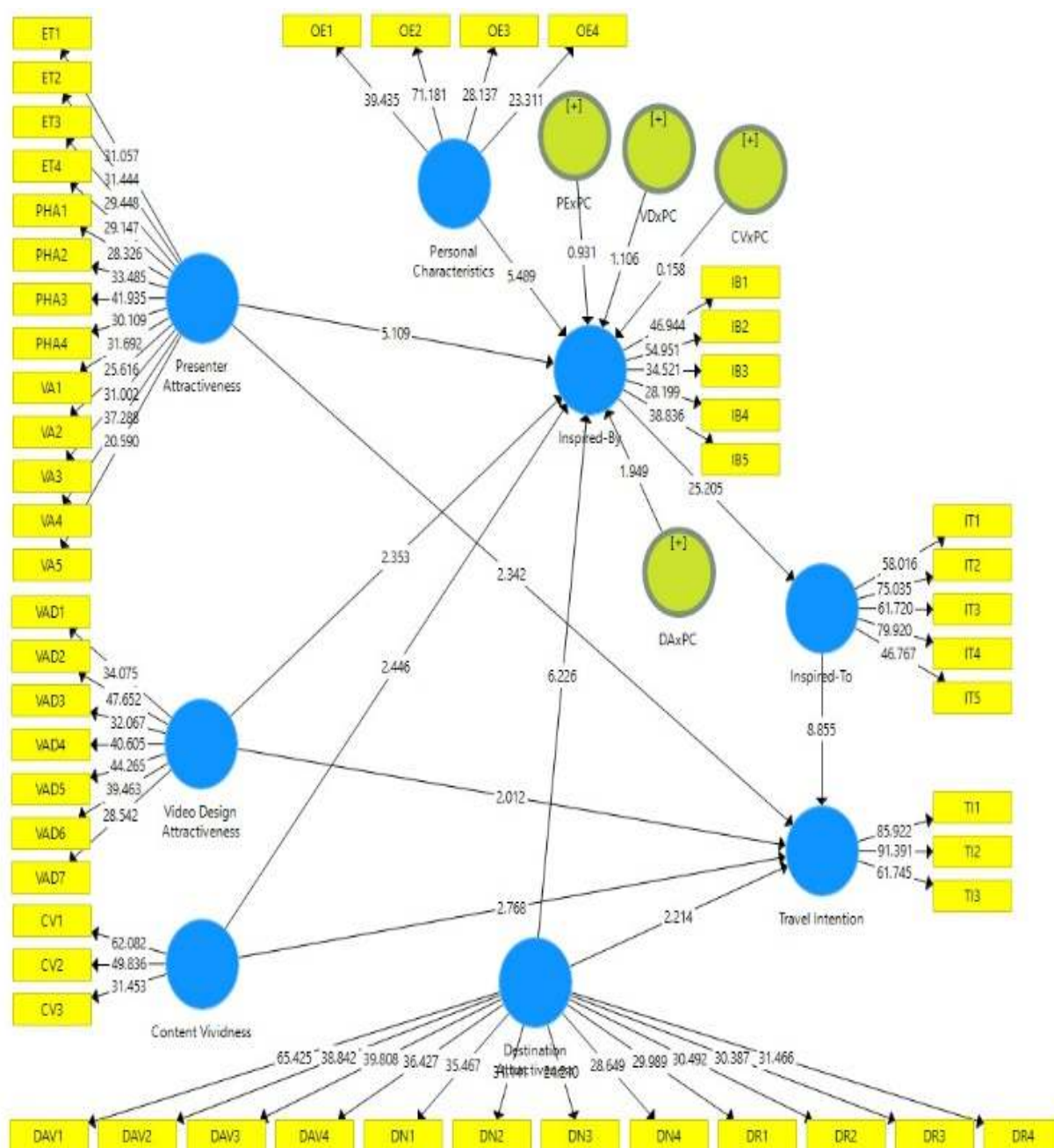
	Saturated Model	Estimated Model
SRMR	0.067	0.077
Chi-Square	8053.809	8108.131
NFI	0.678	0.676



Based on the table above, it is obtained that the SRMR value of the estimated model is  $0.077 < 0.10$  which can be stated that this structural model has solid content and relationships between variables so that it can be interpreted that the model can measure data consistently.

### Test the Overall Significance of the Research Model

Researchers at this stage researchers test significance by producing *T Value*, *P-Value*, and *path coefficients*. The value of the path coefficient indicates the relationship between variables in the research model, with a range between -1 to +1. A value close to +1 indicates a strong positive relationship, while a value close to -1 indicates a strong negative relationship between variables. The value of t-value indicates the significance of the relationship between variables, where in this study the general rule is that t-value has a value above 1.96 and p-value below 0.05. The results of these measurements can be visualized through the model below.



**Figure 1** Overall Results of Research Model  
Source: Researcher's Processing Data (2024)

### Hypothesis testing

This study conducts hypothesis testing by analyzing the *P Value* contained in the structural model with a hypothetical statement accepted if the *P Value* is less than ( $<$ ) 0.05. The following is the *P value* and *sample mean* of the research model used.



**Figure 2** Results of P Value, T Value, and R Square  
Source: Researcher data from SmartPLS 4.0 (2024)

From these results, the researchers summarized the conclusions of the hypothesis test from this study in Table 2 as follows:

**Table 2.** Summary of Hypothesis Test Results

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Presenter Attractiveness has a positive influence on Inspired-By	0,282	0,282	0,055	5,109	<b>0,000</b>	H1a accepted
Destination Attractiveness has a positive influence on Inspired-By	0,334	0,338	0,054	6,226	<b>0,000</b>	H1b accepted

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Content Vividness has a positive influence on Inspired-By	0,118	0,115	0,048	2,446	<b>0,014</b>	H1c accepted
Video Design Attractiveness has a positive influence on Inspired-By	0,116	0,115	0,049	2,353	<b>0,019</b>	H1d accepted
Inspired-To has a positive influence on Travel Intention	0,461	0,464	0,052	8,855	<b>0,000</b>	H2 accepted
Inspired-By has a positive influence on Inspired-To	0,738	0,738	0,029	25,205	<b>0,000</b>	H3 accepted
Presenter Attractiveness terhadap Travel Intention	0,119	0,121	0,051	2,342	<b>0,019</b>	H4a accepted
Destination Attractiveness terhadap Travel Intention	0,123	0,121	0,056	2,214	<b>0,027</b>	H4b accepted
Content vividness terhadap Travel Intention	0,125	0,123	0,045	2,768	<b>0,006</b>	H4c accepted
Video Design Attractiveness terhadap Travel Intention	0,088	0,088	0,044	2,012	<b>0,044</b>	H4d accepted
Openness to experience strengthens the connection between Presenter Attractiveness and Inspired-By	0,054	0,055	0,058	0,931	<b>0,352</b>	H5a rejected
Openness to experience strengthens the link between Destination Attractiveness and Inspired-By	-0,113	-0,111	0,058	1,949	<b>0,051</b>	H5b rejected
Openness to experience strengthens the connection between Content Vividness and Inspired-By	0,008	0,010	0,048	0,158	<b>0,875</b>	H5c rejected
Openness to experience moderates positively between Video design attractiveness and Inspired-By	0,059	0,055	0,053	1,106	<b>0,269</b>	H5d rejected

Source: Data Processing Researchers (2024)

### Mediation Relationship Analysis

The next stage in this study is the analysis of the relationship between variables contained in the hypothesis where the mediation relationship will be seen from the direct relationship of *P Value* and *T Value* values in the mediation relationship from the results of *specific indirect effects* using SmartPLS 4.0. In order to determine the magnitude of the influence of mediation between variables, it is necessary to conduct mediation analysis so that an evaluation of the optimal path of relationships between variables can also be carried out on the dependent variable in the study.

Based on the data in Table 3, results related to *indirect effect* in the mediation chain can be found as follows: (1) The relationship between *presenter attractiveness* to *travel intention* mediated by *inspired to* and *inspired by* this is illustrated in the measurement results of *T Statistics* exceeding the standard 1.96 (significance level = 5%) and *P Value values*  $0.000 < 0.050$ ; (2) The relationship between *destination*



*attractiveness* and *travel intention* mediated by *inspired to* and *inspired by* it is illustrated in the measurement results of *T statistics* exceeding the standard 1.96 (significance level = 5%) and *P Value values*  $0.000 < 0.050$ ; (3) The relationship between *content vividness* to *travel intention* mediated by *inspired to* and *inspired by* this is illustrated in the measurement results of *T Statistics* do not meet the standard 1.96 (significance level = 5%) and *P Value value*  $0.023 < 0.050$ ; (4) The relationship between *video design attractiveness* to *travel intention* mediated by *inspired to* and *inspired by* this is illustrated in the measurement results of *T Statistics* exceeding the standard 1.96 (significance level = 5%) and *P Value values*  $0.021 < 0.050$ .

Table 3. Mediation Relationship Analysis

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
Presenter Attractiveness -> Inspired-By -> Inspired-To -> Travel Intention	0,054	0,054	0,011	4,704	<b>0,000</b>	Significant
Destination Attractiveness -> Inspired-By -> Inspired-To -> Travel Intention	0,114	0,116	0,025	4,519	<b>0,000</b>	Significant
Content Vividness -> Inspired-By -> Inspired-To -> Travel Intention	0,040	0,040	0,018	2,267	<b>0,023</b>	Significant
Video Design Attractiveness -> Inspired-By -> Inspired-To -> Travel Intention	0,040	0,039	0,017	2,305	<b>0,021</b>	Significant

Source: Data Processing Researchers (2024)

### Moderation Effect Analysis

Analysis of the moderation effect was conducted in this study to see the effect of *openness to experience* that strengthens or weakens the relationship between *the dimensions of presenter attractiveness, destination attractiveness, content vividness, and video design attractiveness* to *inspired-by* audience.

Table 4. Moderation Effect Analysis

Moderation	Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Conclusion
<i>Openness to experience</i>	Presenter Attractiveness -> Inspired-By	0,054	0,055	0,058	0,931	<b>0,352</b>	No moderation effect
	Destination Attractiveness -> Inspired-By	-0,113	-0,111	0,058	1,949	<b>0,051</b>	No moderation effect
	Content Vividness -> Inspired-By	0,008	0,010	0,048	0,158	<b>0,875</b>	No moderation effect
	Video Design Attractiveness -> Inspired-By	0,059	0,055	0,053	1,106	<b>0,269</b>	No moderation effect

In the table above can be found moderation results that strengthen or weaken the relationship as follows: (1) The moderating effect of "Openness to experience" on the relationship between Presenter Attractiveness and Inspired-By was not significant (p-value > 0.05). A low T value does not meet the standard of 1.96 (significance level 5%) and a very high p-value indicates that "Openness to experience"

does not have a significant moderating effect on this relationship; (2) The moderating effect of "Openness to experience" on the relationship between Destination Attractiveness and Inspired-By was significant ( $p$ -value  $< 0.05$ ). A low T value that does not meet the standard of 1.96 (significance level 5%) suggests that "Openness to experience" does not have a significant moderating effect on this relationship; (3) The moderating effect of "Openness to experience" on the relationship between Content Vividness and Inspired-By was insignificant ( $p$ -value  $> 0.05$ ). A low T value does not meet the 1.96 standard (significance level 5%) and a high  $p$ -value indicates that "Openness to experience" does not have a significant moderating effect on this relationship; (4) The moderation effect of "Openness to experience" on the relationship between Video Design Attractiveness and Inspired-By was insignificant ( $p$ -value  $> 0.05$ ). A low T value that does not meet the standard of 1.96 (significance level 5%) suggests that "Openness to experience" does not have a significant moderating effect on this relationship.

#### **H1a: Presenter attractiveness in short video marketing has a positive influence on inspired-by audience**

The results of the parameter coefficient test between *presenter attractiveness* and *inspired-by* showed a coefficient value of 0.282 and a calculated t value of 5.109 with a  $p$ -value of 0.000. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $5.109 > 1.965$ ) and the  $p$ -value is smaller than 0.05 ( $p < 0.05$ ). Because the  $p$ -value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *presenter attractiveness* has a positive effect on *inspired-by*. These results indicate that the more presenters on the video are considered physically attractive, vocal and have the ability to explain well the destination in the video, the more it influences the audience to feel inspired by the travel video presented. Thus, it can be stated that the H1a hypothesis is accepted.

This finding supports previous research from (Fang et al., 2023) which showed that *presenter attractiveness* in *short video marketing* of tourist destinations has a significant impact on the sense of inspiration felt by the audience. The study by (Gao et al., 2021) also supports this research that various characteristic of content, including the presence of attractive and likable presenters, contribute significantly to customer inspiration, presenter attractiveness increases these cognitive and emotional responses, which in turn can increase inspiration levels. Psychologically, this finding can be explained through the persuasive theory of the elaboration likelihood model (ELM), which states that the source's attractiveness can function as a peripheral cue that strengthens the audience's beliefs, especially when information processing is done quickly on digital media such as short videos (Mardhatilah et al., 2023). Furthermore, according to social influence theory, a visually and communicatively engaging presenter can trigger a parasocial interaction effect, namely a pseudo-relationship between the audience and the presenter that creates a sense of emotional closeness and thus increases inspiration (Dion' isio, 2020).

#### **H1b: Destination attractiveness in short video marketing has a positive influence on inspired-by viewers**

The results of the parameter coefficient test between *destination attractiveness* and *inspired-by* showed a coefficient value of 0.334 and a calculated t value of 6.226 with a  $p$ -value of 0.000. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $6.226 > 1.965$ ) and the  $p$ -value is smaller than 0.05 ( $p < 0.05$ ). Because the  $p$ -value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *destination attractiveness* has a positive effect on *inspired-by*. These results indicate that the higher the appeal of a destination that includes popularity, beauty, uniqueness, and diversity of scenery, the more it can influence audiences to feel inspired by the travel videos presented. Thus, it can be stated that the H1b hypothesis is accepted.

The results of the study indicate that destination attractiveness has a significant influence on being inspired. In addition to supporting research from Fang et al. (2023) and Han et al. (2022), these findings can be explained through the Stimulus-Organism-Response (SOR) model. In this study, the visual beauty, cultural uniqueness, and popularity of a destination act as stimuli that trigger an emotional reaction (organism), which then encourages the audience to feel inspired (response). Psychologically, destination aesthetics elicit a positive response because it aligns with affective response theory, where exposure to pleasing visuals improves mood and the tendency to take action (Deng et al., 2021). Socially, audience preferences are also influenced by group norms and trends on social media, popular

destinations often create a bandwagon effect that strengthens the sense of inspiration (Oan-Oon & Choibamroong, 2025).

#### **H1c: Content vividness in short video marketing has a positive influence on inspired-by viewers**

The results of the parameter coefficient test between *content vividness* and *inspired-by* showed a coefficient value of 0.118 and a calculated t value of 2.446 with a p-value of 0.014. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value (2.446 > 1.965) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that content vividness has a positive effect on *inspired-by*. Thus, it can be stated that the H1c hypothesis is accepted.

These results support previous research by Li & Zhang (2023) that content vividness that includes clarity of information, visual or story diversity, and the appeal of engaging content can increase viewers' sense of inspiration as a form of emotional experience with the destination promoted in the video. Also supported by research Ouerghemmi et al. (2023) which highlights that VR that presents clear and detailed information about tourist sites provides an immersive and realistic experience that ultimately increases the intention of tourist visits.

These findings align with research by Li & Zhang (2023) and Ouerghemmi et al. (2023), which emphasizes the importance of clarity and diversity in visual content. Psychologically, this can be explained through cognitive load theory, which states that content with clear and information-rich visuals makes it easier for audiences to understand messages without excessive cognitive load, thus enabling a deeper emotional experience. Furthermore, according to the theory of presence, vivid and realistic content enhances the feeling of being "present" at the destination, which strengthens the sense of inspiration. Socially, vivid content also facilitates social sharing, where users are more encouraged to share engaging videos with their networks, thus expanding the influence of inspiration.

#### **H1d: Video design attractiveness in short video marketing has a positive influence on inspired-by viewers**

The results of the parameter coefficient test between *video design attractiveness* and *inspired-by* showed a coefficient value of 0.116 and a calculated t value of 2.353 with a p-value of 0.019. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value (2.353 > 1.965) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *video design attractiveness* has a positive effect on *inspired-by*. Thus, it can be stated that the H1d hypothesis is accepted.

These findings are supported by research Fang et al. (2023) and D. Xu et al. (2021), which shows that aesthetic video design enhances audiences' sense of inspiration. Psychologically, this aligns with the aesthetic-usability effect, where attractive visuals enhance perceived quality and trigger positive emotional responses. Furthermore, based on dual coding theory, visual elements such as background music and creative typography can facilitate information processing while enhancing a video's emotional appeal. Socially, aesthetic video design fuels content consumption trends on platforms like TikTok or Instagram Reels, where aesthetics act as a key differentiating factor that drives audience engagement.

#### **H2: The urge to do something (inspired to) felt by viewers of short-form travel videos has a positive influence on travel intention**

The results of the parameter coefficient test between *inspired-to* and *travel intention* showed a coefficient value of 0.461 and a calculated t value of 8.855 with a p-value of 0.000. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value (8.855 > 1.965) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *inspired-to* has a positive effect on *travel intention*. Thus, it can be stated that the H2 hypothesis is accepted.

This finding supports previous research from (Fang et al., 2023) which showed that *the inspired-to* perceived by viewers of *short video marketing* tourist destinations has a significant impact on the intention to travel. The study of Gao et al. (2021) also supports this research that inspiration triggered by short videos (*Short Video Customer Inspiration* - SVCI) has a positive impact on customer engagement, including intent to make a purchase or visit, this inspiration can be formed from

interesting and inspiring video content, which then encourages viewers to take further actions such as planning trips.

The results of the study showed that feeling compelled to take action (*inspired-to*) significantly influenced travel intention, supporting findings from Fang et al. (2023) and Gao et al. (2021). Psychologically, this can be explained through self-determination theory, where inspiration arising from video content can activate the audience's intrinsic motivation to realize the travel experience. Furthermore, according to goal-setting theory, feeling inspired serves as a trigger for the formation of more specific goals, such as planning a trip to a particular destination. Economically, this factor can also be linked to perceived behavioral control in the theory of planned behavior (TPB), where audiences who feel financially capable are more likely to translate inspiration into concrete actions.

### **H3: Inspiration felt (*inspired-by*) by viewers of short travel videos has a positive influence on the urge to do something (*inspired to*)**

The results of the parameter coefficient test between *inspired-by* and *inspired-to* showed a coefficient value of 0.738 and a calculated t value of 25.205 with a p-value of 0.000. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $25.205 > 1.965$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *inspired-by* has a positive effect on *inspired-to*. Thus, it can be stated that the H3 hypothesis is accepted.

These findings are consistent with research by Fang et al. (2023) and G. Wu & Ding (2023). Psychologically, this relationship can be understood through the broaden-and-build theory of positive emotions, where positive emotions arising from inspiration (*inspired-by*) broaden individuals' thinking and encourage them to take concrete actions (*inspired-to*). Social factors such as social proof also strengthen this relationship; when audiences see that many others are also inspired by a particular video, they are more likely to adopt similar actions.

### **H4a: Presenter attractiveness in short video marketing has a positive influence on audience travel intention**

The results of the parameter coefficient test between *presenter attractiveness* and *travel intention* showed a coefficient value of 0.119 and a calculated t value of 2.342 with a p-value of 0.019. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $2.342 > 1.965$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *presenter attractiveness* has a positive effect on *travel intention*. Thus, it can be stated that the H4a hypothesis is accepted. This shows how presenters who are charismatic, beautiful, knowledgeable about the destination in the video, and have a good narrative style can increase the intention to travel directly. This research is supported by (Yilmazdoğan et al., 2021) who shows that the attractiveness, trustworthiness, and expertise of Instagram influencers in tourism videos have a significant impact on the intention to visit destinations in the video. Finally, Presenter appeal influences attitudes toward behavior because a credible presenter increases belief in the destination's value.

### **H4b: Video design attractiveness in short video marketing has a positive influence on audience travel intention.**

The results of the parameter coefficient test between *video design attractiveness* and *travel intention* showed a coefficient value of 0.088 and a calculated t value of 2.012 with a p-value of 0.044. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $2.012 > 1.965$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *video design attractiveness* has a positive effect on *travel intention*. Thus, it can be stated that the H4b hypothesis is accepted. This research is supported by (J. Xu et al., 2023) who show that when potential travelers find the visual presentation of a tourist destination video attractive, it can directly influence their intention to visit, bypassing intermediary factors such as perceived attitude or attractiveness of the destination.

### **H4c: Content vividness in short video marketing has a positive influence on audience travel intention.**



The results of the parameter coefficient test between *content vividness* and *travel intention* showed a coefficient value of 0.125 and a calculated t value of 2.768 with a p-value of 0.006. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $2.768 > 1.965$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *content vividness* has a positive effect on *travel intention*. Thus, it can be stated that the . This research is supported by Laurence et al., (2023) who stated that clear and detailed information provided by influencers on videos can affect the image of tourist destinations which ultimately makes these tourist destinations more attractive and credible, thus making tourists more willing to visit there. Video design and content vividness reinforce subjective norms through social sharing and digital interactions, which increase social influence on the audience.

#### **H4d: Destination Attractiveness in short video marketing has a positive influence on the audience's travel intention.**

The results of the parameter coefficient test between *destination attractiveness* and *travel intention* showed a coefficient value of 0.123 and a calculated t value of 2.214 with a p-value of 0.027. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is greater than the table t value ( $2.214 > 1.965$ ) and the p-value is smaller than 0.05 ( $p < 0.05$ ). Because the p-value is smaller than 0.05 and the coefficient value is positive, it can be concluded that *destination attractiveness* has a positive effect on *travel intention*. Thus, it can be stated that the **H4d hypothesis is accepted**. This research is supported by (Ćulić et al., 2021) who stated on the other hand, research by (Ćulić et al., 2021) examines that newly opened tourist destinations and have destination attraction factors, including destination facilities and tourism infrastructure, directly affect tourist interest in visiting and the decision to visit again, which means that the more attractive the tourist destination, The more likely tourists are to visit and come back for more. Destination appeal influences perceived behavioral control because audiences view attractive destinations as worthy of achievement.

#### **H5a: Openness to experience strengthens the relationship between presenter attractiveness and inspired-by**

The results of the parameter coefficient test between *presenter attractiveness* interaction with *openness to experience* on *inspired-by* showed a coefficient value of 0.054 and a calculated t value of 0.931 with a p-value of 0.352. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is smaller than the table t value ( $0.931 < 1.965$ ) and the p-value is greater than 0.05 ( $p > 0.05$ ). Because the p-value is greater than 0.05, it can be concluded that the interaction of *presenter attractiveness* with *openness to experience* has no effect on *inspired-by*. Thus, it can be stated that the **H5a hypothesis is rejected**.

Although (Fang et al., 2023) study highlights that there is a moderating effect of openness to experience that reinforces the interaction of presenter attractiveness towards *inspired-by*, this study does not show the same. The results of this study showed the absence of a reinforcing interaction by *openness to experience* to *presenter attractiveness* with *inspired-by*. This research shows that *presenter attractiveness* directly affects the *inspired-by* audience.

#### **H5b: Openness to experience strengthens the relationship between destination attractiveness and inspired-by**

The results of the parameter coefficient test between the interaction of *destination attractiveness* and *openness to experience* on *inspired-by* showed a coefficient value of -0.113 and a calculated t value of 1.949 with a p-value of 0.051. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is smaller than the table t value ( $1.949 < 1.965$ ) and the p-value is greater than 0.05 ( $p > 0.05$ ). Because the p-value is greater than 0.05, it can be concluded that the interaction of *destination attractiveness* with *openness to experience* has no effect on *inspired-by*. Thus, it can be stated that the **H5b hypothesis is rejected**.

Although (Fang et al., 2023) study highlights that there is a moderating effect of openness to experience that reinforces the interaction of destination attractiveness with *inspired by*, this study does not show the same. The results of this study showed the absence of a reinforcing interaction by openness to experience with destination attractiveness with *inspired-by*. These factors were identified by (Khoi et al., 2021) as a more significant moderation in the relationship between destination attractiveness and traveller inspiration than openness to experience.



### H5c: Openness to experience strengthens the relationship between content vividness and inspired-by

The results of the parameter coefficient test between the interaction of content vividness and *openness to experience* on *inspired-by* showed a coefficient value of 0.008 and a calculated t value of 0.158 with a p-value of 0.875. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is smaller than the table t value ( $0.158 < 1.965$ ) and the p-value is greater than 0.05 ( $p > 0.05$ ). Because the p-value is greater than 0.05, it can be concluded that the interaction of content vividness with *openness to experience* has no effect on *inspired-by*. Thus, it can be stated that the H5c hypothesis is rejected.

No studies have highlighted the moderating effect of openness to experience that reinforces the interaction of content vividness with inspired by. This study shows that there is no reinforcing interaction by openness to experience to content vividness with inspired-by. However, research by (Lin et al., 2021) shows that cognitive and affective factors, such as cognitive engagement and emotional resonance, have a greater influence in determining inspiration from video content. Cognitive engagement refers to how much a person mentally engages with content, where videos containing in-depth stories, interesting facts, or thought-provoking information can encourage viewers to be more cognitively engaged.

### H5d: Openness to experience strengthens the relationship between video design attractiveness and inspired by

The results of the parameter coefficient test between the interaction of *video design* attractiveness with *openness to experience* on *inspired-by* showed a coefficient value of 0.059 and a calculated t value of 1.106 with a p-value of 0.269. At the significance level ( $\alpha$ ) = 0.05, the calculated t value is smaller than the table t value ( $1.106 < 1.965$ ) and the p-value is greater than 0.05 ( $p > 0.05$ ). Because the p-value is greater than 0.05, it can be concluded that the interaction of *video design attractiveness* with *openness to experience* has no effect on *inspired-by*. Thus, it can be concluded that the H5d hypothesis is rejected.

This study supports the findings of (Fang et al., 2023) who stated that moderation of openness to experience does not have a significant effect on the relationship between video design attractiveness and inspired-by audience. This may be due to the characteristics of aesthetic design videos that focus more on stimulating the imagination of the audience rather than requiring high thinking skills and imagination power from individuals. This study is also supported by (Pratisto et al., 2023) who show that research focusing on the interaction between personality traits and media consumption shows openness to experience does not significantly moderate the effect of media attributes, such as the attractiveness of video design, on inspirational outcomes, instead, other factors such as content relevance and emotional appeal.

Although the results of this study indicate that openness to experience does not moderate the relationship between presenter attractiveness, destination, video design, or content vividness with being inspired by, this finding provides new insights. Psychologically, this can be explained through person-environment fit theory, which states that not all individual characteristics are directly relevant to a particular stimulus. In this study, other cognitive factors such as content relevance and emotional appeal may be more dominant than openness to experience personality. Furthermore, from a social perspective, the trend of rapid and mainstream consumption of short videos may reduce the role of individual differentiation based on personality, making the moderating effect insignificant.

### Implications

In addition to the empirical findings outlined, this study offers several practical implications relevant to the tourism industry and digital marketing. The findings can be used to design more effective short video-based marketing strategies, for example by emphasizing the use of credible and engaging presenters, presenting vivid destination content, and utilizing aesthetic video design to increase inspiration and travel intentions. Practitioners can also integrate the findings into the development of digital marketing campaigns by segmenting audiences based on demographics or social media preferences, resulting in more targeted strategies. Governments and tourism industry stakeholders can also use these findings to develop creative content-based destination promotion policies, including collaborations with professional content creators.

### Weaknesses and Recommendations

This study has several limitations that need to be considered. The online survey-based sampling method has the potential to introduce bias, such as bias due to respondents' more active social media engagement. Furthermore, the questionnaire design, which relies on perceptual statements, may be influenced by social desirability bias. These limitations need to be addressed in future research, for example by using mixed methods or experiments that allow for more robust testing of cause-and-effect relationships.

Future research should also consider additional untested variables that could potentially influence travel inspiration and intention, such as trust in content creators, perceived travel risk, or previous travel experiences. Furthermore, future research could examine dynamic contextual factors, such as technological developments (e.g., the use of artificial intelligence or virtual reality in destination promotion), changes in consumer preferences for digital media, and tourism marketing policies established by the government. By integrating these aspects, future research is expected to provide a more comprehensive picture while increasing the practical relevance of the findings for various stakeholders.

## Conclusions

This study revealed that several variables, such as presenter appeal, destination appeal, content vividness, and video design appeal, had a significant positive influence on inspiration (inspired-by) and travel intention. Furthermore, perceived inspiration (inspired-by) significantly increased the desire to act (inspired-to), which ultimately increased travel intention. These findings emphasize the importance of visual, aesthetic, and narrative elements in short video marketing for tourist destinations.

However, this study also found weak or insignificant relationships, particularly regarding the moderating role of openness to experience in the relationship between the independent variables and inspiration. These results suggest that the influence of short videos on inspiration and travel intention is not entirely influenced by personality factors, but may be more determined by cognitive and emotional factors, such as content relevance and emotional resonance with the audience. This variation in results could be due to several factors, including respondent characteristics such as age, travel experience, and level of social media engagement, which were not analyzed in depth in this study. Additionally, external factors such as tourism trends, destination promotion, or economic conditions may also influence the relationship between the study variables.

Thus, the conclusions of this study not only highlight a significant positive relationship but also emphasize the importance of understanding non-significant results as opportunities for further research. Future research is recommended to include demographic segmentation analysis, explore additional moderating variables, and consider contextual factors such as developments in digital marketing technology and changing consumer preferences. This approach will yield a more comprehensive understanding of the effectiveness of short video marketing in influencing travel inspiration and intention.

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