

Social media vlogs and e-wom on man-made tourism destination: Insights from Indonesia

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ABSTRACT

The use of social media Vlogs and WOM has not been thoroughly researched to stimulate the intention to visit tourist destinations, especially man-made destinations. However, social media is currently an effective promotion and branding tool. The purpose of this study is to test whether e-WOM and social media vlogs have an impact on interest in visiting tourist destinations, whether social media vlogs have an impact on e-WOM, and whether e-WOM can be a moderating variable. The object of research is tourists who have visited man-made destinations in Indonesia, with a total of 414 respondents. Data collection is done through an online survey using Google Forms. Structural Equation Modeling (SEM) was used to analyze all hypotheses using SmartPLS 4.0 statistical software. The findings showed that social media vlogs and e-WOM effectively drive intention to visit artificial tourism destinations, with e-WOM positively moderating the relationship between social media vlogs and intention to visit. These results make a significant contribution to tourism theory and practice in formulating the most appropriate marketing promotion strategy for man-made tourism destinations today.

ABSTRAK

Penggunaan media sosial Vlog dan WOM belum diteliti secara menyeluruh untuk menstimulasi niat mengunjungi destinasi wisata, terutama destinasi buatan manusia. Namun, saat ini media sosial merupakan alat promosi dan branding yang efektif. Tujuan penelitian ini menguji apakah e-WOM dan social media vlog berdampak terhadap minat berkunjung destinasi wisata, apakah social media vlog berdampak terhadap e-WOM dan dapatkan e-WOM menjadi variable memoderasi. Objek penelitian pada wisatawan yang pernah mengunjungi destinasi buatan manusia di Indonesia, dengan total responden sebanyak 414 orang. Pengumpulan data dilakukan melalui survey online dengan menggunakan Google Forms. Structural Equation Modeling (SEM) digunakan untuk menganalisis semua hipotesis dengan menggunakan perangkat lunak statistik SmartPLS 4.0. Temuan penelitian menunjukkan bahwa Vlog media sosial dan eWOM secara efektif mendorong niat untuk mengunjungi destinasi wisata buatan, dengan eWOM secara positif memoderasi hubungan antara Vlog media sosial dan niat untuk berkunjung. Hasil ini memberikan kontribusi yang signifikan terhadap teori dan praktik pariwisata dalam merumuskan strategi promosi pemasaran untuk destinasi wisata buatan manusia yang paling tepat saat ini.

Keywords:
e-WOM, Social media vlogs, Tourism destinations.

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Received January 29, 2023

Revised April 17, 2024

Accepted April 23, 2024

JEL Classification:

M00, M30, M51

DOI:

[10.14414/jbb.v13i2.4454](https://doi.org/10.14414/jbb.v13i2.4454)

Journal of
Business and Banking

ISSN 2088-7841

Volume 13 Number 2
November 2023 - April
2024

pp.321-339



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1. INTRODUCTION

A few years ago, the tourism industry continued to grow rapidly with the increasing interest of the public in traveling (Juliana et al., 2022). Several travel industries also underwent changes in promotional strategies, utilizing websites and social media platforms such as Instagram, WhatsApp, YouTube, and TikTok to seize opportunities by providing information about travel destinations and experiences (Sano, 2016). Additionally, these individuals can express opinions both online and offline and are trusted by their social media followers to provide recommendations.

At present, following the resolution of COVID-19 (Selvam et al., 2022), global tourism has grown exponentially over the last six decades, with an estimated 350 million new international tourists expected worldwide by 2030 (Reportlinker, 2022). Several countries around the world have begun to change their policy direction towards the tourism industry through programs creating man-made destinations. For example, Saudi Arabia has Vision 2030 (Wikipedia, 2023), reducing dependence on limited oil, gas, and mining resources, and South Korea has K-POP contributing to GDP (Scotland Institute, 2022). Madden (2020) notes that Bangladesh, India, and Pakistan heavily depend on the tourism industry. For instance, it mentions that Singapore, an ultra-modern and cosmopolitan city, continues to utilize its colonial history to build a brand with cultural attractions such as traditional rickshaws used during colonial times, Raffles Hotel, and beautiful memories. Meanwhile, Indonesia ranks 20th in world tourism (Wikipedia, 2022). Man-made destinations provide a solution for countries lacking natural tourist attractions (Pearce, 2020), such as the Eiffel Tower (Paris), The Palm Jumeirah (Dubai), Bayfront Avenue (Singapore), Dupan, Farm House Lembang, Ancol, and Trans Studio Bandung (Indonesia) (Dunia, 2023).

Electronic word-of-mouth (e-WOM) refers to comments made online by customers about a company or product they have used. These comments can be either favorable or unfavorable (Handi et al., 2018). Through e-WOM, customers can communicate and express their thoughts in a variety of online venues (Zeqiri et al., 2023). Since both purchase and tourist visit intention are determined by the same indicators—transactional, referential, preferential, and exploratory—they can be compared (Saputro, 2020). The intention of tourists to visit originates from their perception and awareness of the desired goods, which is indicative of the consumer attraction stage (Sanny et al., 2020). Meanwhile, vlogging is a new type of video blogging in which users share their experiences with products and services on social media platforms by using storytelling tools and audiovisuals (Liu et al., 2019). In the tourism sector, social media use influences how people obtain information (Mi-Nazzi, 2015).

Previous research by Adam et al. (2023) indicates that e-WOM has a positive impact on repeat visitation in the tourism industry of Aceh. Through eWOM comments on social media and online platforms, consumer opinions and practices when choosing travel destinations can be accurately reflected (Baber et al., 2022). Japanese and Indonesian tourists demonstrate that e-WOM has a positive effect on the destination image and the intention to visit, although it doesn't necessarily influence trust in the destination. However, it can convey the intention to visit (Setiawan

et al., 2021). Luh & Yasa (2021) found that e-WOM influences the interest of tourists visiting Ubud in Bali. Meanwhile, social media vlogs aid in generating electronic word-of-mouth (e-WOM), influencing people, and spreading knowledge globally (Choi & Lee, 2019).

On the contrary, previous studies show that e-WOM is influenced by factors such as social media images' value, consumer engagement, and involvement at tourism destinations (Abbasi et al., 2023), interactions on Twitter, macro- and micro-level social network analysis on destinations (Williams et al., 2017), and perceived risk and information usefulness for Chinese tourists (González-Rodríguez et al., 2022). Popularity heuristics, performance visual heuristics, and user-generated pictures at tourist destinations also play a role (Filieri et al., 2021).

Furthermore, existing studies indicate that the intention to visit is influenced by activities, interests, opinions, values, and lifestyle (Petrović et al., 2023) and destination image for tourists in Pakistan (Kanwel et al., 2019). However, none of these studies have tested the impact of Vlog social media and e-WOM on man-made destinations. Meanwhile, moderation studies on e-WOM have been conducted, showing its influence on consumer perceptions and behaviors for consumer brands in China (Lin et al., 2023). The credibility of e-WOM information is positively related to its usefulness, highlighting the moderating impact of e-WOM on consumer perceptions and intentions for new-flavored bubble tea (Leong et al., 2021). However, there is yet to be a role for e-WOM moderation between social media vlogs and the intention to visit man-made destinations.

Therefore, based on previous studies, there has been no research on the interest in visiting man-made tourist destinations. Most studies have focused on general tourist destinations, including Health Tourism, the Fashion Industry, Chinese tourists, the Hijab industry, Halal Destination, Bali Tourism, and Destination UAE (Adam et al., 2023; Arefieva et al., 2021; Kumail et al., 2021; Setiawan et al., 2021; Rahman et al., 2021). This study also addresses important variables for the development of man-made tourist destinations: e-WOM, Vlog media social, and intention to visit. No previous research has explored the model development of intention to visit artificial tourist destinations using these variables.

The motivation for this research is to contribute to the future development of the global and Indonesian tourism industries, particularly for policymakers such as the government and stakeholders in the industry to implement these findings. The originality of this research is evident in the object of study, namely man-made destinations, the variables tested in e-WOM and Vlog media social concerning the intention to visit, and the moderating role of e-WOM. The results of this research are highly needed by stakeholders and the tourism destination marketing literature globally. To achieve the research objectives, a description of the background of the tourism industry and artificial tourist destinations is introduced, along with the research gap related to Vlog social media, e-WOM, and interest in visiting as the model to be developed. Subsequently, the conceptual framework and research hypotheses are discussed, along with relevant literature. Then, the methodology used for data collection and analysis is outlined, utilizing structural equation modeling (SEM) with SmartPLS software (partial least squares). Finally, the research findings

are presented, along with limitations and directions for further research, describing the research's contributions to theory and practice.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS

Tourist visit intention is analogous to purchase intention as it is measured by similar indicators: transactional intention, referential intention, preferential intention, and explorative intention (Saputro, 2020). Tourist visit intention arises from customer awareness and perception of the desired product, representing the stage of customer attraction (Sanny et al., 2020). Social media marketing plays a crucial role in changing consumer perceptions and encouraging visit intentions (Zhang & Zhang, 2022). When consumers plan to visit tourist locations, they often seek reviews and comments about other consumers' experiences on social media and the Internet (Zeqiri et al., 2023). e-WOM is an online consumer statement about a product or company they have consumed and can be positive or negative (Handi et al., 2018). Therefore, tourism destination actors must use a signaling theory approach by providing signal information or positive information to prospective visitors through social media (Wu et al., 2022). e-WOM allows consumers to interact and share opinions in various online forums (Zeqiri et al., 2023).

There are four main dimensions to measure online WOM: WOM intensity, positive valence, negative valence, and content (Ledikwe et al., 2020; Duarte et al., 2018). Several studies show that tourist visit intention is influenced by attitudes toward behavior (Jang, 2022). Social media eWOM is a strong predictor of revisit intentions post-COVID-19 (Azhar et al., 2022). e-WOM on Instagram positively influences travel intentions and decisions (Silaban et al., 2023). The credibility of eWOM vloggers plays an important role in influencing tourist visit intentions (Sheng et al., 2022). e-WOM positively affects revisit intentions in Yogyakarta, Japan, and Bangladesh (Apriani et al., 2023; Setiawan et al., 2021; Shetu, 2020). So, the hypothesis proposed is:

H1: e-WOM has a positive impact on Interest to visit

Vlogging is a new form of video blogging where vloggers use storytelling tools and audiovisuals to share product or service experiences across social media platforms (MT Liu et al., 2019). The use of social media affects how knowledge is accessed in the tourism industry (Minazzi, 2015). Vlogs are classified based on their content, such as personal life, beauty, fitness, food, travel, and gaming (Choi & Lee, 2019). Social media vlogs can promote products through influencer marketing (Khalid & Siddiqui, 2019; YC Liu et al., 2018). Vlogger attractiveness is an important factor in measuring the success of social media vlogs (Wen & Huang, 2021). When consumers emotionally engage with travel vlogs on YouTube, they are highly motivated to provide eWOM through social media (Silalahi et al., 2022; Silaban et al., 2023). Vloggers significantly influence visit decisions (Le & Ryu, 2023). Positive social media vloggers significantly influence eWOM on hedonic tourism (Filieri et al., 2023). The quality of vlog content and vlogger reviews can moderate the impact of eWOM (Le & Ryu, 2023). Thus, the proposed hypothesis is:

H2: Social media vlogs have a positive impact on eWOM.

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H2: Social media vlogs have a positive impact on eWOM.

Travel intentions are driven by motivations such as seeking novelty, entertainment, and relaxation, especially after watching travel videos on social media (Silaban et al., 2023). Social media vlogs have become significant tools for businesses to influence consumer behavior and visit intentions for a destination (Irfan et al., 2022). Emotional engagement and trust in vlogs play a crucial role in shaping consumer awareness and travel intentions, encouraging them to share their experiences on social media (Schreiner et al., 2019). Social media vlogs have a positive impact on shaping consumer awareness and travel intentions (Steinert & Dennis, 2022). Consumer emotional engagement with travel vlogs on YouTube plays an important role in shaping their behavior and intentions to visit as well as e-WOM (Silalahi et al., 2022). e-WOM significantly and positively moderates travel decisions (Shankar & Hampesh K. S, 2023). e-WOM positively mediates the influence of social media platforms like Instagram, Facebook, and Twitter (X) on travel decisions and visit intentions (Nur'afifah & Prihantoro, 2021; Yıldırım, 2021) (Figure 1). Thus, the proposed hypothesis is:

H3: Social media vlogs have a positive impact on interest in visiting

H4: e-WOM positively moderates the impact of social media vlogs on interest in visiting

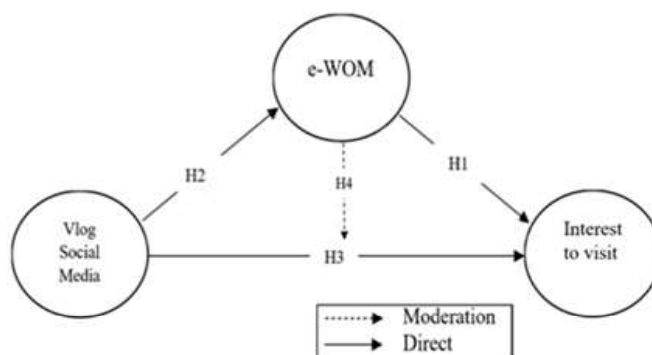


Figure 1
Research Model Relationships Between Variables

3. RESEARCH METHODS

Sample, Data Source and Measurement

Data was collected from 424 Indonesian tourists aged 18 years and older. The population size is not mentioned, so the hybrid probabilistic snowball sampling technique was chosen because this technique is effective in social media surveys and can reduce the potential bias of random oversampling in the first stage of snowball sampling (Cantone & Maselli, 2022). To anticipate common method bias and non-response bias, the questionnaire design was made easy to understand and attractive, random prizes were given to respondents, pilot testing was conducted with 30 respondents, and initial screening questions were asked: "Have you visited a man-made destination in the past year?" and "Do you look for information through social media before visiting a man-made destination?". If they answer "yes," they continue the survey; if they answer "no," they are thanked for their participation.

The sample frame consisted of individuals who had visited one or more man-made tourist attractions in Indonesia, such as Taman Mini Indonesia Indah, Dupan, Farm House Lembang, Taman Safari Indonesia, Ragunan Zoo, Ancol, Jatim Park, Trans Studio, Asia Farm, Asia Heritage, and others. The online questionnaire was created using Google Forms and distributed through social media platforms such as Facebook, Instagram, and WhatsApp. Survive data was collected for 5 months, from September 21, 2023, to February 22, 2024. Participation in the survey was voluntary and anonymous to ensure respondent confidentiality (Thavorn et al., 2022). Measurement items use three operational variables using a scale of 1 (strongly disagree) to 5 (strongly agree), namely: visiting interest with four indicators, namely transactional interest, referential interest, preferential interest, and exploratory interest (Saputro, 2020). The eWOM variable uses the dimensions of intensity, opinion value, content, and advice search (Duarte et al., 2020). Meanwhile, the social media vlog variable has the dimensions of vlogger attractiveness, perceptual interactivity, perceived fun, and perceived usefulness (Wen & Huang, 2021). Of the 424 respondents, 414 passed the screening questions, while the remaining 10 respondents were ignored.

4. DATA ANALYSIS AND DISCUSSION

The results of the respondent analysis showed (Table 1) that most respondents worked as private employees (29%), with female participation of around 63%. The dominant age group is 35–44 years old (32%). TikTok and Instagram are the main sources of information about tourist attractions (29%) and (30%), respectively. (46%) of respondents have taken 1-2 trips in the past year.

Analysis and measurement model

Structural Equation Modeling (SEM) with Smart-PLS 4.0 was used for statistical analysis to test the model (Hair et al., 2022; Sarstedt et al., 2019). The measurement model was evaluated by checking the reliability and validity of the constructs, namely the correlation coefficient, composite reliability (CR), and Cronbach's alpha. (Table 2) The measurement model results showed all item loading values were greater than 0.7, signifying significance at the 0.05% level, indicating convergent validity at the item level, as shown (in Figure 2).

Table 1 Demographic Profile of Respondents				JBB 13, 2
Classification	Category	Total	Percent	
Gender	Female	260	63%	
	Male	154	37%	
Age	18-24	48	12%	
	25-34	117	28%	
	35-44	131	32%	
	45-54	97	23%	
	55-64	19	5%	
	>65	2	0%	
Job type	University student	96	23%	
	Government employees	101	24%	
	Private employees	121	29%	
	Self-employment	96	23%	
Travel in 1 year	1-2 time	191	46%	
	3-4 time	96	23%	
	5-6 time	80	19%	
	7-8 time	7	2%	
	> 9 time	40	10%	
Sources information	YouTube	97	23%	
	TV	9	2%	
	Instagram	123	30%	
	Facebook	56	14%	
	Tiktok	119	29%	
	Website	10	2%	
Total		414	100%	

Source: Data Processed, 2024

The Cronbach's alpha values were considered for composite reliability, exceeding 0.70, indicating reliability. Therefore, the proposed model is suitable for analysis. Furthermore, the item AVE value (Table 2) exceeds 0.50, indicating this model passes discriminant validity among constructs (Henseler, 2017). Next, to determine whether one measurement reflects another, discriminant validity is examined. Sarstedt et al.'s (2021) square root of the AVE heterotrait-monotrait (HTMT) for each variable is presented in Table 3. The results show that the heterotrait-monotrait (HTMT) ratio value is lower than the maximum recommended value of 0.85 and the AVE value is smaller than the main construct (Henseler, 2017). Overall, the HTMT ratios, along with the cross-loadings, strongly support the discriminant validity of all constructs. The measurement model has been assessed, establishing the reliability and validity of the research constructs. The structural model will be further analyzed.

Table 2
Indicator Loadings Factor, CR, AVE

Constructs	Loading Factor	CR	AVE
Interest to visit		0.848	0.653
I came to the tourist attraction out of necessity	0.767		
I come to the tourist attraction and then suggest and recommend it to others	0.855		
I came to the tourist attraction because I was curious and wanted to know	0.884		
e-WOM social media		0.839	0.642
When visiting tourist destinations, I always share (photos, videos, and statuses) on social media	0.771		
I like to comment positively or negatively when visiting tourist attractions on social media	0.792		
Before going I will look for information about tourist attractions on social media	0.851		
Vlog social media		0.858	0.603
I am interested in vloggers who are beautiful/handsome and energetic at tourist attractions	0.769		
I like vloggers who can explain the attractions on social media	0.786		
I like social media vloggers who are jolly, humorous, and full of happiness	0.835		
The role of social media vloggers is beneficial for getting information from tourist attractions	0.807		
Moderating effect 1	1.480	1.000	1.000

Source: Data Processed, 2024

Table 3
Heterotrait-Monotrait (HTMT)

	Intention to visit	Moderating effect 1	Vlog Media Social	e-WOM
Intention to visit				
Moderating effect 1	0.449			
Vlog Media social	0.268	0.525		
e-WOM	0.607	0.589	0.698	

Source: Data Processed, 2024

Evaluation of Structural Model

This study presents the coefficient of determination (R^2) and path coefficients for the structural model measurements (Hair et al., 2022). The bootstrapping method was adopted in Smart-PLS with 5,000 responses as the original sample ($n = 414$) for t-values and standard errors. A graph of path coefficients and their magnitudes is displayed in the structural model; Figure 1 illustrates the path relationships between variables. The

coefficient of determination of the endogenous variables exceeds 10%, making it acceptable in this study (Hair et al., 2019). The R2 value for social media e-WOM is 0.528, and for the intention to visit, the R2 value is 0.499, considered very good and acceptable for this study.

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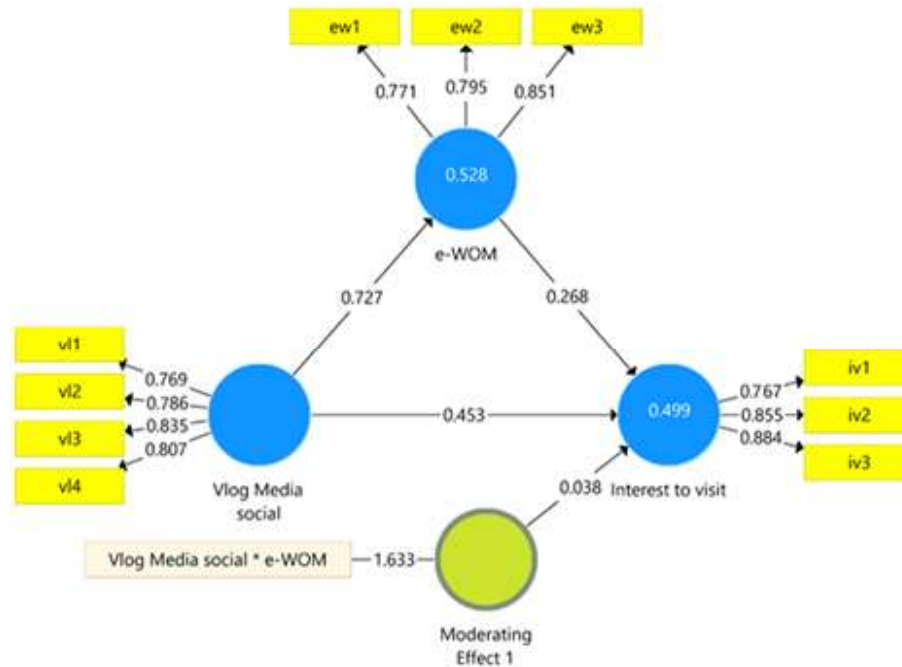


Figure 2
The Result Hypothesized and Tested Structural Model

Source: Data Processed, 2024

Table 4
Bootstrapping Results Hypothesis Direct Test

Hypo	Direct Effect	(β)	T.S	P.V	Information
H1	e-WOM→Intention to visit	0.268	3.923	0.000	Retrieved
H2	Vlog media social→e-WOM	0.727	23.083	0.000	Retrieved
H3	Vlog media social→Intention to visit	0,453	7.081	0.000	Retrieved
H4	Moderating effect 1 → Intention to visit	0.038	2.021	0.047	Retrieved

Source: Data Processed, 2024

The model depicted in Figure 2 illustrates the hypothesized and tested relationships in this study, represented by path coefficients (β) in Table 3. Regarding the influence on the interest in visiting man-made destinations, Figure 1 and Table 4 illustrate that the largest impact values are social media vlogs on e-WOM (72%), and social media vlogs on intention to visit (45%). Furthermore, e-WOM has a positive impact on the intention to visit ($\beta = 0.268$, p -value = 0.000), supporting H1. There is also a positive and significant relationship between social media vlogs and e-WOM ($\beta = 0.727$, p -value = 0.000), supporting H2. There is a positive relationship between social media vlogs and intention to visit ($\beta = 0.453$, p -value = 0.000), supporting H3. Finally, there is a positive indirect impact relationship moderated by e-WOM between social media vlog and intention to visit ($\beta = 0.038$, p -value = 0.047), supporting H4.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Conclusion

This study revealed that the use of social media vlogs and word-of-mouth (WOM) plays a significant role in influencing the intention of tourists to visit man-made tourist destinations in Indonesia. Structural Equation Modeling (SEM) analysis using Smart-PLS 4.0 indicates that social media vlogs and e-WOM positively contribute to the visitation intention, with e-WOM also demonstrating its ability as a positive moderator between social media vlogs and the intention to visit. These findings provide valuable insights for the development of marketing promotion strategies in man-made destinations, acknowledging the crucial role of social media in travelers' trip planning.

Implication Theory

This research significantly contributes to the effectiveness of the literature on intention to visit. As in previous studies, intention to visit has been investigated for various tourist destinations, such as those in India (Tariyal et al., 2022), zoo tourism in Ghana (Agyeman & Asebah, 2022), the perceived relevance of travel blogs' content (Wen & Huang, 2021), the design and eco-natural environment of shopping centers in Bogota (Ortegón-Cortázar & Royo-Vela, 2017), and pop-up stores' ephemerality in Germany (Henkel & Toporowski, 2021). Therefore, this research provides a new contribution by exploring the intention to visit in the context of man-made destinations, which is still limited.

The findings of this study also indicate, firstly, that intention to visit man-made destinations is influenced by eWOM. Thus, these findings add additional contribution and confirmation to existing studies where intention to visit was previously influenced by activities, interests, opinions, values, and lifestyle (Petrović et al., 2023) and the destination image of tourists in Pakistan (Kanwel et al., 2019). This study contributes to the theory of intention to visit influenced by eWOM, where a positive perception of the destination brand can increase the likelihood of individuals planning a visit to that man-made destination, providing a new dimension in understanding the factors influencing the intention to visit derived from eWOM (Bai et al., 2023). Therefore, the more travelers share positive photos, videos, and comments about the man-made

destination they visited on social media, the higher the intention to visit for potential tourists who view this information.

Secondly, e-WOM on man-made destinations is influenced by social media vlogs. The findings contribute further and confirm existing studies where eWOM was previously influenced by the value of social media images, consumer engagement, and involvement at tourism destinations (Abbasi et al., 2023), interactions on Twitter, macro and micro-level social network analysis on destination (Williams et al., 2017), perceived risk, and information usefulness in Chinese tourists (González-Rodríguez et al., 2022), and popularity heuristics, performance visual heuristics, and user-generated pictures at tourist destinations (Filieri et al., 2021), service quality (SQ) in heritage tourism, destination attachment (DA) for foreign tourists visiting the Golden Triangle (Pandey & Sahu, 2020), destination image on Facebook (Nechoud et al., 2021). The results of this study add a new theory that influences eWOM, indicating that social media vlogs can stimulate eWOM from tourists on social media by providing and commenting on the content of the created vlog. The more interesting, enjoyable, and complete the information in the created vlog, the more it will enhance tourists' motivation for e-WOM on social media for man-made destinations, supporting previous research findings (Silalahi et al., 2022; Le & Ryu, 2023; Filieri et al., 2023). Therefore, vlogs are not only a tool for conveying experiences but also have the potential to be a catalyst for interaction and opinion formation within the social media community.

Thirdly, the intention to visit man-made destinations is influenced by social media vlogs. The findings contribute further and confirm existing studies where the intention to visit destinations was previously influenced by perceived relevance of travel blogs' content in attracting tourists (Wen & Huang, 2021), destination image of tourists in Pakistan (Kanwel et al., 2019), destination image at Pemuteran village in Buleleng, Bali (Satyarini et al., 2017), destination image, tourist satisfaction (Maroofi & Reza Hassani, 2017), tourist attitude, destination awareness, destination personality (Ervina & Octaviany, 2022), the influence of Tourism 4.0, Information Technology, promotion strategy, accessibility (Usman, 2019), animosity (Sánchez et al., 2018), social comparison, travel envy, and self-presentation at tourist destinations (Machado et al., 2021), Instagram travel content (Amir et al., 2022), the role of information sources and image (De la Hoz-Correa & Muñoz-Leiva, 2018). Thus, the study adds new findings to the theory that influences the intention to visit: that social media vlogs can stimulate tourists' intention to visit man-made destinations. Therefore, by providing and commenting on the content of the vlog created, The more interesting, enjoyable, and complete the information in the created vlog, the more it will enhance tourists' intention to visit man-made destinations, supporting previous research findings (Silaban et al., 2023; Irfan et al., 2022; Schreiner et al., 2019). Therefore, giving positive comments on the vlog can be a key factor in stimulating tourists' interest in visiting man-made destinations. These findings enrich our understanding of the factors influencing tourist decisions and highlight the relevance of social media, especially vlogs, in shaping perceptions and intentions of tourist visits.

Fourthly, the e-WOM can act as a moderation between social media vlogs and the intention to visit man-made destinations. Thus, these findings contribute additional theory and confirmation to existing

studies where eWOM can provide a positive mediating effect between social media communication and brand equity, indicating that eWOM can influence consumer perceptions and behavior of consumer brands in China (Lin et al., 2023). The credibility of e-WOM is positively related to the usefulness of e-WOM information, highlighting the moderating impact of e-WOM on consumer perceptions and intentions for new-flavored bubble tea (Leong et al., 2021). The moderating effect of eWOM on social media marketing and purchasing intentions indicates that eWOM can moderate the relationship between social media marketing and consumer purchase intentions (Ali & Naushad, 2023). Therefore, these results provide new contributions that e-WOM can also moderate social media vlogs and the intention to visit man-made destinations, supporting the findings of previous research (Silalahi et al., 2022; Li et al., 2022; Shreeraksha Shankar & Hampesh K S, 2023; Nur Afifah & Prihantoro, 2021; Yildirim, 2021). Thus, if electronic testimonials (eWOM) related to man-made destinations shared through social media are positive, their impact on tourists' intention to visit will increase. Conversely, if the dominant e-WOM is negative, it can be reduced.

Suggestion

The practical implications of this research encompass several aspects that can serve as guidelines for practitioners and managers in the man-made destination tourism industry. Firstly, the development of the "Intention to Visit" concept for Man-Made Destinations can leverage these findings to understand and design more effective marketing strategies related to underexplored types of man-made destinations. Secondly, the significance of eWOM in shaping the intention to visit can be enhanced by strengthening positive eWOM campaigns through the promotion of man-made destinations, creating an environment where tourists are motivated to share their positive experiences through free admission tickets or complimentary rides on certain attractions in exchange for posts (videos, photos, comments) showcasing the atmosphere of the visited man-made destination. Thirdly, the vital role of Social Media Vlog in promoting destinations involves collaborating with well-known vloggers such as celebrities or influencers to create engaging, enjoyable, and informative content to boost tourist interest and interaction. Additionally, practitioners in man-made destinations can establish and train a specialized team to become social media vloggers. Fourthly, recognizing the credibility of eWOM information as a key factor involves understanding that eWOM information credibility has a significant impact. Encouraging positive testimonials and providing useful information through eWOM can strengthen the image of man-made destinations in the eyes of potential tourists, including monitoring eWOM activities, fostering positive experiences, active engagement on social media, testimonial campaigns, active participation in tourist communities, and tourist education. Fifthly, eWOM moderation strategies for increased visitation intent enable tourism practitioners to design specific strategies to influence positive perceptions and minimize their negative impact. This may include crisis management and effective responses to negative eWOM.

Limitations

Several limitations need to be considered. Firstly, this research focuses on respondents who have visited man-made destinations in Indonesia, limiting the generalization of findings to that specific geographic context. Furthermore, the data collection method using an online survey through Google Forms may introduce respondent bias or inaccuracies in responses. Additionally, this study employs SEM with Smart-PLS 4.0, suggesting the potential existence of other factors not included in the model. As a next step, future research could broaden the geographical scope and research methods to achieve more comprehensive and reliable results.

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