



**THE INFLUENCE OF ARGUMENT QUALITY,  
CREDIBILITY AND PERCEIVED EASE OF USE  
TOWARDS INDONESIAN TRAVELERS' USING  
INTENTION OF TRAVEL VLOG FOR TRAVEL  
PLANNING**

**By:**

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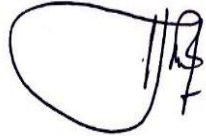
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The Panel of Examiners declare that the *Skripsi* entitled “The Influence of Argument Quality, Credibility and Perceived Ease of Use towards Indonesian Travelers’ Using Intention of Travel Vlog for Travel Planning” that was submitted by Khansa Fii Sabilillah majoring in Business Administration from the Faculty of Business was assessed and approved to have passed the Oral Examinations on 6<sup>th</sup> February 2019.



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## ABSTRACT

**Purpose** — The purpose of this study is to find out the influence of travel vlog for travel planning towards Indonesian travelers who have experienced using references from travel vlog.

**Design / Methodology / Approach** — This study is a quantitative study that is using Structural Equation Model (SEM). Non-probability technique which are purposive and snowball sampling technique were used in this study. The questionnaire consists of screening questions, demographic questions, and questions related to the variables. The questionnaire was deployed through online. Finally, the analysis was performed on 218 valid responses from Indonesian travelers who ever watched travel vlog and ever used references from travel vlog for travel planning.

**Findings** — This study shows that Argument Quality positively influences Perceived Usefulness, Credibility positively influences Perceived Usefulness, Perceived Ease of Use positively influences Perceived Usefulness, Perceived Usefulness positively influences Information Adoption, Information Adoption positively influences Intention to Use. Meanwhile, Perceived Ease of Use negatively influences Information Adoption.

**Research Limitation** — This study focuses on Indonesian travelers who have experienced using references from travel vlog.

**Keywords** — Argument Quality, Credibility, Perceived Ease of Use, Perceived Usefulness, Information Adoption, Intention to Use.

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

The presence of the internet began to shift the position of the old media to the new media, which is media that uses various applications connected to the internet such as social media, blogs, online newspapers, and so forth (Iksanti, 2018). The existence of new media includes information technology and communication technology that are complementary through internet media. This phenomenon has a positive impact towards internet users where the delivery of the information can be done quickly, with a wide range, and does not require any fees. On the other hand, internet users can also share their experiences through social media. Evans and McKee (2010) stated that people can take advantage of other people's experiences, before actually deciding to buy products or services.

Social media is a platform for people to interact with each other in cyberspace. Ron Jones defines "*Social media essentially is a category of online media where people are talking, sharing, networking, and bookmarking online*" (Malita, 2011). Nowadays, social media is not only a platform to get information, but also can be a mediator for people to participate in sharing and making the information itself. Social media is a web-based site that is used to disseminate information quickly to millions of internet users every time. Social media is able to influence a broad audience to buy a product and can also help business people to evaluate the products offered (Hanna et al., 2011). The unique aspects of the phenomenon of social media

have provided a new revolution in business practices, especially in the fields of promotions and advertising (Hanna et al., 2011).

According to We Are Social (2018), the world population reached 7.5 billion people in 2017, while 53% of the total population are active internet users and 79% of active internet users are segmented as active social media users.

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**Figure 1.1 Key Statistical Indicators for the World's Internet User**

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Published by Jakarta Globe (2018), according to the survey conducted by Indonesia Internet Service Providers Association (APJII) in 2017 shows that 143.26 million people in Indonesia are classified as internet users and 87.13% of the internet users are recorded as social media users. The number of the internet users in Indonesia has been increased by 7.9% compared to 2016.

In 2017, YouTube was in the first place as the most active social media platform in Indonesia followed by Facebook and Instagram (We Are Social, 2018). YouTube's presence in 2005 offered another way in the world of digital media. The phenomena of YouTube can be seen by the success of PewDiePie. In 2015, Business Insider list 15 names of YouTube users with the highest amount of income in the world, Felix Arvid Ulf Kjelberg or better known as PewDiePie as a vlogger and video game caster from Swedia were in the first place.

In April 2005, the first video was uploaded on YouTube titled "Me at the Zoo". This video in no way constitute the first vlog. Vlog is a creative content created by users to share their life that are intentionally broadcast to the public for free (Prasetyo, 2018). If previously the form of the blog was only in the form of writing, on YouTube, it was known that there were video blogs.



Entering 2014, the trend of video blog or vlog has begun to be welcomed in Indonesia. This is evidenced by the proliferation of video blogs on YouTube originating from Indonesia. Even the Z generation is now more familiar with vloggers than celebrities (Inaya, 2017). The content in the vlog is usually about romance, love, parody, fashion tutorials, make up, traveling, culinary, automotive, various tips, and so on. Unlike television or radio which requires production team, vlog can be controlled by the vlogger itself, since the publication and sharing of information in the form of text, audio and video on the internet is very easy and does not require high costs (Saputra, 2017). In short, even ordinary individuals can become vloggers. Starting from public figures such as Raffi Ahmad and Nagita Slavina, Baim Wong, the Sungkars Family, Deddy Corbuzier to the 7<sup>th</sup> President of Indonesia Mr. Joko Widodo also has his own YouTube account containing his vlog with his activities as the President.

Recently, travel vlog have become an important source for acquiring travel information. Social media representing various forms of Web 2.0 which is User Generated Content (UGC) such as blogs, virtual communities, social networks, collaborative tagging, and media files shared like YouTube have gained substantial popularity in online travelers' use of the internet (Bing Pan et al., 2007). Many of these social media websites assist consumers in posting and sharing their travel-related comments, opinions, and personal experiences which can serve as information for others. One of the best Indonesian travel vlogger is Arief Muhammad. According to Jeko (2017), Arief Muhammad successfully entered the top 10 of Indonesian vlogger with the highest number of subscribers along with

Raditya Dika in December 2017. This proves that, travel vlog as a platform to get informations has a big impact on Indonesian travellers.

Successful vloggers become social influencers with a lot of persuasive influence (Westenberg, 2016). Their influence and fame can be compared with traditional celebrities (Stuart, 2015). The content they share by social media has influence on the viewers, for example on viewers who are looking for product information to support their purchasing decisions (Dellarocas, 2003). Although YouTube is used by all ages, the platform is very popular among teenagers (Defy Media, 2015). According to a research by Defy Media in 2015, 96% of the youngsters aged between 13 and 24 regularly use YouTube. They consume online videos via social media sites for an average of 11 hours a week, making it their most popular website (Westenberg, 2016). This popularity is reflected again in the amount of vloggers that focus on teenagers (Westenberg, 2016). The influence vloggers have on the behavior of teenagers is increasingly unprecedented. They are seen as role models and often recognized in the streets by their fans. Although they are popular, their influence on society especially youngsters is still questionable (Stuart, 2015). In fact, a few of them were noted to bring negative influence to the young generation. According to Marinis (2018), American YouTube vlogger, Logan Paul, were often teaching the kids bad behaviour. In Indonesia, the controversial vlogger named Karin Novilda or better known as awkarin once called by KPAI for her bad behaviour seen on her videos posted on YouTube (Hidayat, 2016). With this two cases, the credibility of vloggers is still questionable.

As stated above, the form of vlog can be called Word-of-Mouth or WOM (Ananda, 2016). Ali Hasan defines Word-of-Mouth (WOM) is the act of consumers in

providing information to others (between individuals) about brands or products (Zailani, 2015). Nowadays, WOM is not only word of mouth communication, but has been upgraded to a modern version as Electronic Word-of-Mouth (eWOM). Jansen et al. (2009) stated that although similar to WOM, Electronic Word-of-Mouth (eWOM) can provide new alternatives for sharing information anonymously and confidentially, and can also cross boundaries of distance and territory. Goldsmith and Horowitz stated that internet users have changed the way consumers communicate and share opinions or reviews of products or services which has been used through social media (Prasetyo, 2018).

Previous studies done by Chong et al. (2018) and Ayeah et al.(2013), the studies were conducted to analyze the key influences of tourists' acceptance of online reviews in travel decision using integrated model of Technology Acceptance Model (TAM) and to predicting the intention to use consumer-generated media for travel planning. Hence, this study intends to look at the consumption of online information of Indonesian travelers due to their high online adoption rate. Thus, this study identifies the urgency doing research about travel vlog as the platform that can influence people towards their travel plans.

### **1.1.2 Research Question**

From the problem identification above, some questions are generated as the research question:

1. To what extent does Argument Quality influences Perceived Usefulness?
2. To what extent does Credibility influence Perceived Usefulness?
3. To what extent does Perceived Ease of Use influences Perceived Usefulness?

4. To what extent does Perceived Ease of Use influences Information Adoption?
5. To what extent does Perceived Usefulness influences Information Adoption?
6. To what extent does Information Adoption influences Intention to Use Travel Vlog for Travel Planning?

### **1.1.3 Research Objective**

From the research questions, the objectives of this study constructed and stated as follows:

1. To determine to what extent does Argument Quality influences Perceived Usefulness.
2. To determine to what extent does Credibility influences Perceived Usefulness.
3. To determine to what extent does Perceived Ease of Use influences Perceived Usefulness.
4. To determine to what extent does Perceived Ease of Use influences Information Adoption.
5. To determine to what extent does Perceived Usefulness influences Information Adoption.
6. To determine to what extent Information Adoption influences Intention to Use Travel Vlog for Travel Planning.

### **1.2 Significant of the Study**

By conducting this research, the researcher hopes that this research paper will give benefits such as:

1. For the researcher, this research is made to fulfill the requirement given in order to achieve the bachelor degree in President University.

2. For the readers, this research is expected to provide better understanding on the factors influencing Indonesian travelers' acceptance of travel vlog for travel planning.
3. For future researcher, this research can be a reference for further research regarding this kind of topic. It will provide a new point of view about factors influencing Indonesian travelers' acceptance of travel vlog for travel planning. For better result, the researcher recommends the future researcher to widen the scope and add more variables of analyzing.

### **1.3 Scope of Research**

It is unavoidable that there are some limitations in this research which can be modified in the future. This research is only based on respondents from Indonesia who had experience using references from travel vlog towards their travel planning.

### **1.4 Organization of the Skripsi**

The skripsi is structured as follows: opened by introductory chapter, followed by the reviews of literature. The methodology is then presented, followed by the results of the study. Finally, the findings are discussed and suggestions are made for future research.

The first chapter is to explain the background of the problem identification which used in this research. The second chapter discusses theoretical models and explaining the relation between the variables which used in this research. The third chapter is to explain the research framework, methodology of the research, hypotheses, and sampling plan which used in this research. The fourth chapter is to provide the result of the research by using statistical software output. The last

chapter is to summarize in the form of answers to the research question, recommendation for future researchers also included in this chapter.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Intention to Use**

##### **2.1.1 Definition of Intention to Use**

According to Venkatesh (2006), intention to use is a central concept of the technology acceptance models. He also stated that, intention to use define as the individual willingness to use and continue to use a technology, and the factor that determines the usage of a technology (Miladinovic & Xiang, 2016). Fishbein and Ajzen stated that intention to use is the strength of one's intention to perform a specified behaviour (Nysveen & Pedersen, 2005).

##### **2.1.2 Construct Measurement of Intention to Use**

Argument quality can be measured with indicators as stated below, such as: **easiness**, **effectiveness**, and **motivation** (Chong et al., 2018) with following statements: "This website made it easier for me to make holiday/travel purchase decision"; "This website has enhanced my effectiveness in making holiday/travel purchase decisions"; "This website motivated me to make travel/holiday purchase actions".

#### **2.2 Argument Quality**

##### **2.2.1 Definition of Argument Quality**

According to Petty and Cacioppo, argument quality defines as bits of information contained in a communication that is relevant to a person's subjective determination of true merits of an advocated position (Luttrell et al., 2017). It is believed by Petty et al. that argument quality is "the most relevant information to explain true

meaning” (Cokki, 2016). According to Fennis and Stroebe, argument quality defines as the persuasiveness of the arguments used to support a position or offer (Drake, 2017).

### **2.2.2 Construct Measurement of Argument Quality**

Argument quality can be measured with indicators as stated below, such as: **review relevance** (Chong et al., 2018; Filleri & McLeay, 2013), **review accuracy** (Chong et al., 2018; Filleri & McLeay, 2013), **review comprehensiveness** (Chong et al., 2018), **argument strength** (Chong et al., 2018; Wang, 2015) and **confirmation of prior belief** (Chong et al., 2018) with following statements: “I think the reviewers’ comment in this website gave me relevant information”; “I think the viewers’ comment in this website are informative”; “I think the reviewers’ comment in this website are accurate”; “I think the reviewers’ comment in this website are reliable”; “I think the reviewers’ comment in this website sufficiently complete my needs”; “I think the reviewers’ comment in this website are convincing and persuasive”; “I think the reviewers’ comment in this website support my impression of place I would like to visit”.

## **2.3 Credibility**

### **2.3.1 Definition of Credibility**

According to Hovland, Janis and Kelly, credibility is an important aspect to the influence and persuasive of eWOM that will affect receivers’ intention and attitude towards the information presented (Shan, 2016). It is believed by Ohanian, credibility is a multidimensional concept, and expertise and trustworthiness are the two well-established dimensions (Ohanian, 1990; Chong et al., 2018; Shan, 2016).



In the current study, credibility defined as aspect that is perceived by the travelers that is believable (Chong et al., 2018)

### **2.3.2 Construct Measurement of Credibility**

Credibility can be measured with indicators as stated below, such as: **sources credibility** (Chong et al., 2018; Shan, 2016), **sources expertise** (Chong et al., 2018; Shan, 2016; Wang, 2015), **source trustworthiness** (Chong et al., 2018; Shan, 2016; Wang, 2015), and **review rating** (Chong et al., 2018) with following statements: “Based on the comment rating, I think the reviewers of the comments in this website are reputable”; “I think the viewers of the comments in this website are knowledgeable in evaluating quality of traveling goods and services”; “I think the reviewers of the comments in this website are trustworthy”; “Based on the review rating, review was found to be favorable by other audiences”; “Based on the review rating, review is considered good by other audiences”.

## **2.4 Perceived Ease of Use**

### **2.4.1 Definition of Perceived Ease of Use**

Perceived ease of use is a key component of technology adoption and usage behavior (Davis, 1989; Chong et al., 2018). Davis also stated that perceived ease of use is the degree to which a person believes that use of a particular system would be free of effort i.e. easy to comprehend or use (Ozturk, 2016). In terms of perceived ease of use, this concept represents an assessment of the degree to which interaction with a system or a specific information technology is free of mental effort (Agrebi, 2015). In the current study, perceived ease of use is the belief that eWOM information requires minimum effort for them to use and understand (Chong et al., 2018).

## **2.4.2 Construct Measurement of Perceived Ease of Use**

Perceived ease of use in this study can be measured with indicators as stated below, such as: **physical effort**, **mental effort**, and **perception of how easy** (Yoshida, 2016; Davis, 1989) with following statements which are adopted by Chong et al. (2018), Kucukusta et al. (2015) and Ayeh et al. (2013), such as; “It is easy for me to use this website”; “I know how to use this website”; “Using this website requires minimum effort”; “It is easy for me to left some comments on this website”.

## **2.5 Perceived Usefulness**

### **2.5.1 Definition of Perceived Usefulness**

According to Davis, perceived usefulness is the degree to which the users believe that the information system will enhance his or her work. Perceived usefulness is related to how a person believes that technology will help their work (Davis, 1989; Chong et al., 2018). Agrebi stated that perceived usefulness is defined as the perception of individuals with regard to the improvement of the task performed when using the system. In the current study, perceived usefulness is the belief of the users that information in eWOM will be helpful for travelers’ travel planning (Agrebi, 2015).

### **2.5.2 Construct Measurement of Perceived Usefulness**

Perceived usefulness in this study can be measured with indicators as stated below, such as: **relevancy**, **compatible**, and **applicable** (Yoshida, 2016; Davis, 1989) with following statements which are adopted by Chong et al. (2018), Kucukusta et al. (2015) and Ayeh et al. (2013) such as: “The comments on this website are relevant to my traveling purchasing decision”; “The comments on this website are

appropriate to my traveling purchasing decision”; “The comments on this website are applicable to my traveling purchasing decision”.

## **2.6 Information Adoption**

### **2.6.1 Definition of Information Adoption**

According to Sussman and Siegal, information adoption is a process in which users engage in using information (Chong et al., 2018). Meanwhile, Zhang and Watts stated that information adoption is the extent to which people accept content that they are presented with as meaningful, after assessing its validity (Tseng & Wang, 2016). Cheung, Lee and Rabjohn mentioned that information adoption is a procedure of useful information for customers to get involve with suggested comments and opinions for decision making (Hussain et al., 2017).

### **2.6.2 Construct Measurement of Information Adoption**

Information adoption in this study can be measured with indicators as stated below: **review framing, review sidedness, review timeliness** (Chong et al., 2018; Erkan, 2016) with the following statement: “I will closely follow the suggestions of the positive evaluation and purchase for the targeted traveling goods and services”; “I agree with the suggestions/comments in this website”; “Information from this website contributed to my knowledge of discussed holiday/travel product/service”.

## **2.7 Relationship among Variables**

### **2.7.1 Argument Quality and Perceived Usefulness**

Argument quality is important in the online environment, the review content should be sufficiently abroad and comprehensive and provide useful and quality information for making a purchase decision. (Filiteri, 2015; Zheng et al., 2013;

Nelson et al., 2005), if buyers consider the seller's online platform to provide quality information, they will perceive that the seller is working to maintain accurate, relevant, up-to-date and in-depth information.

Argument quality consisted of five significant measured, namely **review relevance, review accuracy, review comprehensiveness, argument strength, and confirmation prior of belief** (Chong et al., 2018; Wang, 2015; Filleri & McLeay, 2013) which five of them have important role in completing argument quality. argument quality and perceived usefulness have positive relationship that can be seen in previous research conducted by Chong et al. (2018) using Structural Equation Model (SEM) technique from 193 respondents that are classified as Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

### **2.7.2 Credibility and Perceived Usefulness**

Online review have also become a relevant source of information for other customers (Chevalier & Mayzlin, 2006). Thus, if an online review is persuasive and has a logical structure, consumers will be more likely to rely on it. In the online context, users share not only personal opinions but also their positive and negative emotions towards a product or a services and this kind of personal information improves perceived usefulness, since the customers consider other users' reviews as more authentic and useful than information provided by the seller (Henning-Thurau et al., 2004)

Credibility consisted of four significant measured, namely **source credibility, source expertise, source trustworthiness, and review rating** (Chong et al., 2018;

Shan, 2016; Wang, 2015) which four of them have important role in completing credibility. Credibility and perceived usefulness have positive relationship that can be seen in previous research conducted by Chong et al. (2018) using Structural Equation Model (SEM) technique from 193 respondents that are classified as Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

Another study come from Ayeh et al. (2013) which conducted by using Partial Least Squares (PLS) technique. This study was conducted in the USA during 9<sup>th</sup>-20<sup>th</sup> September 2011 with 276 respondents which 52.7% of the respondents are female and most of the respondents are 21-30 years old (26.5%).

### **2.7.3 Perceived Ease of Use and Perceived Usefulness**

Past studies have confirmed the importance of these two variables in the context of technology adoption in the hospitality and tourism business (Ayeh et al., 2013; Oh et al., 2013; Casalo et al., 2010). According to Davis, individuals could also be involved in the cognitive trade-off process between the efforts required to successfully apply the technology in front of the benefits and advantages attained by using such technology (Alalwan et al., 2016).

Perceived ease of use and perceived usefulness have positive relationship that can be seen in previous research conducted by Chong et al. (2018) using Structural Equation Model (SEM) technique from 193 respondents that are classified as Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

Another study come from Ayeh et al. (2013) which conducted by using Partial Least Squares (PLS) technique. This study was conducted in the USA during 9<sup>th</sup>-20<sup>th</sup> September 2011 with 276 respondents which 52.7% of the respondents are female and most of the respondents are 21-30 years old (26.5%).

#### **2.7.4 Perceived Ease of Use and Information Adoption**

According to Chong et al. (2018), the information will be more useful for potential travelers if the information itself is easy to use and easy to understand. In keeping with the argument of Davis et al., individuals could also be involve in the cognitive trade-off process between the efforts required to successfully apply and adopt the information by using such technology (Alalwan et al., 2016).

Perceived ease of use and information adoption have positive relationship that can be seen in previous research conducted by Chong et al. (2018) using Structural Equation Model (SEM) technique from 193 respondents that are classified as Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

#### **2.7.5 Perceived Usefulness and Information Adoption**

In line with the relationship between perceived ease of use and information adoption, Chong et al. (2018) stated that the information will be more useful for potential travelers if the information itself is easy to use and easy to understand.

Perceived usefulness and information adoption have positive relationship that can be seen in previous research conducted by Chong et al. (2018) using Structural Equation Model (SEM) technique from 193 respondents that are classified as

Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

### **2.7.6 Information Adoption and Intention to Use**

Up until now, the relationships between these two variables were only studied by Chong et al. (2018). However, Chong et al. (2018) stated that information adoption and intention to use has a positive relationship. Meanwhile, Zhang et al. (2018) and Cheung & Thadani (2012) in their study only examine the relationship between purchasing intention and intention to use (Chong et al., 2018).

Information adoption and intention to use have positive relationship that can be seen in previous research conducted by Chong et al. (2018). The study done by using Structural Equation Model (SEM) technique from 193 respondents that are classified as Chinese travelers which 70.47% of the respondents are female and most of the respondents are 31-41 years old (52.33%).

### **2.8 Research Gap**

This study is adopted from Chong et al. (2018) with the title “Analyzing Key Influences of Tourists’ Acceptance of Online Reviews in Travel Decisions”. The previous study was conducted in China with 193 usable respondents. In common with Chong et al. (2018), Ayeh et al. (2013) investigates the intention to use User Generated (UGC) media for travel planning in the USA. Meanwhile, this study is conducted in Indonesia and focuses on travel vlog as the platform which have never been investigated in the previous studies.

## **CHAPTER III**

### **METHODS**

The Chapter III of this research documents the methodology and procedures utilized in the present study. The measurement items were adapted from previous study which written by Chong et al. in 2018. Quantitative method was applied. Quantitative research concentrates on gathering numerical data and generalizing it across groups of people or to explain a particular phenomenon (Babbie, 2010). All the data were collected through online questionnaires. Statistical software was used in the final statistical analysis, and the result are presented in Chapter IV.

#### **3.1 Theoretical Framework**

In order to help reader to have a better understanding, the theoretical framework is provided into theoretical framework chart that is shown on figure 3.1. The theoretical framework is adopted from Chong et al. (2018).

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**Figure 3.1 Theoretical Framework**

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#### **3.2 Hypothesis**

There are six hypotheses developed based on the theoretical framework as stated below:

H1: Argument Quality influences Perceived Usefulness.

H2: Credibility influences Perceived Usefulness.

H3: Perceived Ease of Use influences Perceived Usefulness.

H4: Perceived Ease of Use influences Information Adoption.



H5: Perceived Usefulness influences Information Adoption.

H6: Information Adoption influences Intention to Use Travel Vlog for Travel Planning.

### **3.3 Operational Definition**

---

**Table 3.1 Operational Definition**

---

### **3.4 Instrument**

The questionnaire consists of 3 parts such as screening questions, demography questions, and questions related to variables. The screening question were placed in the first part which will collect information regarding to the respondent whether the respondent have ever used references from travel vlog or no. Demography questions were placed in the second part, which includes respondent's gender, age, marital status, education level, and how much time do respondent have spent on watching travel vlog for each of their travel planning. In the last part, variables from theoretical framework were used. There are 25 statements in total of independent, mediating, and dependent variables, but only 23 statements were valid.

Seven points of likert scale has been applied in the questionnaire. By using the seven point likert scale, the selection of categories in the questionnaire will be more specific, this will provide the opportunity for respondents to be able to choose their answer specifically (Joshi et al., 2015). Respondent need to give a score in a scale 1 to 7 to the given statement where 1 is strongly disagree, 2 is disagree, 3 is slightly disagree, 4 is neutral, 5 is slightly agree, 6 is agree, and 7 is strongly agree. Statistical software has been applied in collecting and proceeding the data.

### **3.5 Sampling**

The population of this research are Indonesian travelers who have ever used references from travel vlog for their travel planning. Roscoe (1975) proposed the rule of thumb to follow the determining sample size, which is the number of respondents should be more than 30 and less than 500 (Ye et al., 2017). Thus, this study uses minimum 200 samples.

For the sampling technique, non-probability sampling technique were used in this study. Purposive and snowball sampling were used to select the respondents. According to Lewis and Shepard (2006), purposive sampling technique is a non-random technique that does not underlying theories or a set number of respondents. Simply, purposive sampling focuses on several characteristic that can provide the information by virtue of knowledge and experience (Etikan et al., 2016). Meanwhile, snowball sampling is a technique in which intially identified members of the population to help the researcher to identify and locate others (Etikan et al., 2015).

### **3.6 Data Collection**

Google form questionnaire has been used in this study in order to collect the data answered by respondents. Questionnaire was spread out through social media such as WhatsApp, Line, Twitter, Instagram, and Facebook. The first step is, respondents could answer whether they have ever used references from travel vlog or no. The data has been collected with total number of 312, but 6 of them were invalid and 88 of them answered no in the screening question, in the result there are 218 answers were valid. In this study, SPSS and AMOS were used in analyzing the collected data.

The next step is, respondents were directed to fill their personal data such as gender, age, marital status, education level, and time they have spent on watching travel vlog for each of their travel planning. Gender was divided into male and female. The age was divided into several range which are below 17 years old, 18-25 years old, 26-33 years old, 34-41 years old, and above 41 years old. Education level was divided into Senior High School and Below, Undergraduate Student, Bachelor Degree, and Master Degree or above. And the time that respondents spent on watching travel vlog was divided into below 2 hours, 2-5 hours, 5-10 hours, above 10 hours.

This study is using likert scale in range 1 to 7 which has a good and significant result form respondent (Joshi et al., 2015). 1 is interpreted as strongly disagree, 2 is disagree, 3 is slightly disagree, 4 is neutral, 5 is slightly agree, 6 is agree, and 7 is strongly agree.

Secondary data such as journals and online articles were also used in this study to strengthen the primary data.

### **3.7 Data Analysis**

#### **3.7.1 Validity**

In validity test, a few criteria must be fulfilled in order to check whether the construct measurements are really measured the construct it represents:

1. The value of KMO and Bartlett Test must have a greater number than .5 and sig. < .05.
2. Communalities demonstrate the measure of variance in every factor that is represented. It should have a number bigger than .50.

3. Total Variance Explained should be at least 60%.
4. Rotated Component Matrix should be greater than .55.

### **3.7.2 Reliability**

Reliability test alludes to how much a test is stable in estimating what it is expected to measure. It can be assessed by having Cronbach alpha more than 0.6.

### **3.7.3 Hypothesis Testing**

To identify model fit and hypothesis testing, Structural Equation Model (SEM) is adopted. These are the criteria that should be followed so that it is characterized as a good model fit:

1. CMIN < 5
2. RMSEA < .08
3. IFI, TLI, CFI  $\geq$  .9
4. AGFI, GFI  $\geq$  .9

Meanwhile, hypothesis testing's criteria are consist of critical ratio (CR) and probability value (P Value). CR value shows the correlation strength between variables, while the sign shows the correlation direction whether it is positive relationship or negative one. The higher the value means the stronger the correlation. The value of Critical Ratio (CR) of all relationships should be greater than 1.96 ( $CR > 1.96$ ) and the significance below 0.05 ( $P < 0.05$ ) (Schumacker & Lomax, 2010). The other items are looked to measure to what extent the predictors influence dependent variable. Standardized Regression Weight that explains the tendency of influence from one variable to another variable. When estimate shows value below ( $<$ ) 0.5, it is considered as weak relationship. While Squared Multiple Correlation ( $R^2$ ) is explaining the ability of the predictors to explain their variance.

## CHAPTER IV

### RESULT AND DISCUSSION

In this chapter discussed the results of the test that have been done via questionnaire and ensure the variables tested are match with the hypothesis. The result measures using statistical software.

#### 4.1 Validity and Reliability Test

##### 4.1.1 Validity Test

As shown on table 4.1 the outcome value of KMO test for the independent variable is .934 and for Bartlett's test is .000. The independent variable is included Argument Quality, Credibility, and Perceived Ease of Use. Argument Quality has rotated component matrix of: .664, .960, .769, .846, .630. The rotated component matrix of Credibility are: .721, .587, .640, .958, .883. Lastly, rotated component matrix of Perceived Ease of Use are: .663, .602, .968, .850.

Secondly, the KMO result of mediating variable which consists of Perceived Usefulness and Information Adoption are .728 for PU and .685 for IA; Bartlett's test is .000 for each variable. There is no rotated component matrix since each variable was extracted one by one.

Lastly, the KMO result of dependent variable, Intention to Use is .696; Bartlett's test is .000. There is no rotated component matrix as it only has one component to extract.

---

**Table 4.1 Validity Test**

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#### **4.1.2 Reliability Test**

This research assessed 6 variables: Argument Quality, Credibility, Perceived Ease of Use, Perceived Usefulness, Information Adoption, and Intention to Use. Argument Quality has as result of .874, Credibility is .899, Perceived Ease of Use is .774, Perceived Usefulness is .845, Information Adoption is .732, and Intention to Use is .813. The value of 6 variables are above .6 so they are considered as reliable.

---

**Table 4.2 Reliability Test**

---

#### **4.2 Respondents' Profile**

The targeted respondents of this research were Indonesia travelers who have used references from travel vlog for their travel planning. 312 questionnaires were returned whereas only 218 had valid answers.

##### **4.2.1 Gender**

The respondents who are participated in this research consist of 64.2% female and 35.7% male.

---

**Table 4.3 Gender**

---

##### **4.2.2 Marital Status**

The respondents who are participated in this research consist of 78.4% single and 21.5% married.

---

**Table 4.4 Marital Status**

---

### **4.2.3 Age**

The respondents who are participated in this research consist of 0.4% is 17 years old and below, 72.9% is categorized as 18-25 years old, 10% is 26-33 years old, 9.6% is 34-41 years old, and 6.8% is 41 years old and above.

---

**Table 4.5 Age**

---

### **4.2.4 Education Level**

The respondents who are participated in this research consist of 55.9% undergraduate, 26.6% bachelor degree, 11.4% master degree and above, and 5.9% senior high school.

---

**Table 4.6 Education Level**

---

### **4.2.5 Frequency of Watching Travel Vlog**

Based on the data, 67.4% watch travel vlog for less than 2 hours, 27.9% watch travel vlog for 2 until 5 hours, 3.2% watch travel vlog for 5-10 hours, and 1.3% watch travel vlog for more than 10 hours.

---

**Table 4.7 Frequency of Watching Travel Vlog**

---

## **4.3 Descriptive Analysis**

### **4.3.1 Argument Quality**

There are 5 statements of Argument Quality. **AQ1** measured the question of “I think references from travel vlog gave me relevant information”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 0.4% chose 3 meaning that they are somewhat

disagree, 15.6% are neutral about it. On a scale 5 there are 29% respondents who somewhat agree. 34.4% are agree and 20.1% are strongly agree.

**AQ3** measured the question of “I think references from travel vlog is accurate”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 5.8% chose 3 meaning that they are somewhat disagree, 21.9% are neutral about it. On a scale 5 there are 29% respondents who somewhat agree. 29% are agree and 13.8% are strongly agree.

**AQ4** measured the question of “I think references from travel vlog is reliable”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 2.2% chose 3 meaning that they are somewhat disagree, 15.6% are neutral about it. On a scale 5 there are 32.1% respondents who somewhat agree. 33% are agree and 16.1% are strongly agree.

**AQ5** measured the question of “I think references from travel vlog sufficiently complete my needs”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 4.5% chose 3 meaning that they are somewhat disagree, 16.5% are neutral about it. On a scale 5 there are 29% respondents who somewhat agree. 29.5% are agree and 20.5% are strongly agree.

**AQ6** measured the question of “I think references from travel vlog is convincing and persuasive”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 4.5% chose 3 meaning that they are somewhat disagree, 15.2% are neutral about it. On a scale



5 there are 24.6% respondents who somewhat agree. 32.1% are agree and 23.7% are strongly agree.

#### **4.3.2 Credibility**

There are also 5 statements in Credibility. **CR1** measured the question of “Based on the comment rating and number of views, I think vlogger X is reputable”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 1.3% of respondents chose 2 to disagree, 3.1% chose 3 meaning that they are somewhat disagree, 9.8% are neutral about it. On a scale 5 there are 26.8% respondents who somewhat agree. 33.5% are agree and 25.4% are strongly agree.

**CR2** measured the question of “Based on the comment rating and number of views, I think vlogger X is knowledgeable in reviewing the place I would like to visit”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 2.7% chose 3 meaning that they are somewhat disagree, 11.6% are neutral about it. On a scale 5 there are 31.7% respondents who somewhat agree. 33.9% are agree and 19.6% are strongly agree.

**CR3** measured the question of “Based on the comment rating and number of views, I think vlogger X is trustworthy”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.9% of respondents chose 2 to disagree, 3.1% chose 3 meaning that they are somewhat disagree, 8.5% are neutral about it. On a scale 5 there are 31.7% respondents who somewhat agree. 35.7% are agree and 20.1% are strongly agree.

**CR4** measured the question of “Based on the comment rating and number of views, I think vlogger X was found to be favorable by vlog viewers”. On scale 1 to 7, 0.9%

of respondents rated 1 that determined the opinion of strongly disagree, 0.9% of respondents chose 2 to disagree, 2.7% chose 3 meaning that they are somewhat disagree, 7.6% are neutral about it. On a scale 5 there are 25.4% respondents who somewhat agree. 41.5% are agree and 21% are strongly agree.

**CR5** measured the question of “Based on the comment rating and number of views, I think vlogger X was considered good by vlog viewers”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 0.9% of respondents chose 2 to disagree, 2.2% chose 3 meaning that they are somewhat disagree, 9.8% are neutral about it. On a scale 5 there are 21.4% respondents who somewhat agree. 40.2% are agree and 25% are strongly agree.

#### **4.3.3 Perceived Ease of Use**

There are 4 items stated in Perceived Ease of Use. **PE1** measured the question of “It is easy for me to access travel vlog”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 0.4% chose 3 meaning that they are somewhat disagree, 7.6% are neutral about it. On a scale 5 there are 17.9% respondents who somewhat agree. 36.6% are agree and 36.6% are strongly agree.

**PE2** measured the question of “I know how to access travel vlog”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 0.0% chose 3 meaning that they are somewhat disagree, 6.7% are neutral about it. On a scale 5 there are 21.4% respondents who somewhat agree. 37.5% are agree and 33.9% are strongly agree.

**PE3** measured the question of “Accessing travel vlog requires minimum effort”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 1.3% of respondents chose 2 to disagree, 3.6% chose 3 meaning that they are somewhat disagree, 9.4% are neutral about it. On a scale 5 there are 22.3% respondents who somewhat agree. 34.8% are agree and 28.1% are strongly agree.

**PE4** measured the question of “It is easy for me to left some comments on travel vlog”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 1.8% of respondents chose 2 to disagree, 3.6% chose 3 meaning that they are somewhat disagree, 10.7% are neutral about it. On a scale 5 there are 24.6% respondents who somewhat agree. 29.9% are agree and 29% are strongly agree.

#### **4.3.4 Perceived Usefulness**

There are 3 statements measured in Perceived Usefulness. **PU1** measured the question of “I think references from travel vlog is relevant towards my travel planning”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 0.9% of respondents chose 2 to disagree, 1.8% chose 3 meaning that they are somewhat disagree, 8.9% are neutral about it. On a scale 5 there are 25.4% respondents who somewhat agree. 34.4% are agree and 28.6% are strongly agree.

**PU2** measured the question of “I think references from travel vlog is appropriate to my travel planning”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 3.6% chose 3 meaning that they are somewhat disagree, 12.1% are neutral about it. On a

scale 5 there are 34.8% respondents who somewhat agree. 30.4% are agree and 18.8% are strongly agree.

**PU3** measured the question of “I think references from travel vlog is applicable for my travel planning”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.9% of respondents chose 2 to disagree, 1.3% chose 3 meaning that they are somewhat disagree, 10.3% are neutral about it. On a scale 5 there are 29% respondents who somewhat agree. 36.2% are agree and 22.3% are strongly agree.

#### **4.3.5 Information Adoption**

There are 3 statements in Information Adoption. **IA1** measured the question of “I will closely follow the positive review of travel vlogger”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 3.1% chose 3 meaning that they are somewhat disagree, 11.2% are neutral about it. On a scale 5 there are 25% respondents who somewhat agree. 34.4% are agree and 26.3% are strongly agree.

**IA2** measured the question of “I oftenly agree with the review of travel vlogger”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.4% of respondents chose 2 to disagree, 4.9% chose 3 meaning that they are somewhat disagree, 14.7% are neutral about it. On a scale 5 there are 29.9% respondents who somewhat agree. 32.1% are agree and 17.9% are strongly agree.

**IA3** measured the question of “Information from travel vlog gives me knowledge”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 0.9% chose 3 meaning that they

are somewhat disagree, 10.3% are neutral about it. On a scale 5 there are 23.2% respondents who somewhat agree. 35.7% are agree and 29.9% are strongly agree.

#### **4.3.6 Intention to Use**

There are 3 statements found in Intention to Use. **IU1** measured the question of “Travel vlog make it easier for me to make travel planning”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 3.1% chose 3 meaning that they are somewhat disagree, 9.8% are neutral about it. On a scale 5 there are 22.8% respondents who somewhat agree. 34.4% are agree and 29.9% are strongly agree.

**IU2** measured the question of “Travel vlog has enhanced my effectiveness in making travel planning”. On scale 1 to 7, 0.0% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 2.7% chose 3 meaning that they are somewhat disagree, 7.6% are neutral about it. On a scale 5 there are 27.7% respondents who somewhat agree. 39.7% are agree and 22.3% are strongly agree.

**IU3** measured the question of “Travel vlog motivated me to make travel visit actions”. On scale 1 to 7, 0.4% of respondents rated 1 that determined the opinion of strongly disagree, 0.0% of respondents chose 2 to disagree, 1.8% chose 3 meaning that they are somewhat disagree, 8.9% are neutral about it. On a scale 5 there are 23.2% respondents who somewhat agree. 34.8% are agree and 30.8% are strongly agree.

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#### **Table 4.8 Descriptive Analysis**

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## 4.4 Inferential Analysis

### 4.4.1 Model Fit

The value of CMIN/DF is 1,620 which the result should be less than 5. GFI and AGFI must have an output equal or more than 0.9, and the result of this model fit for GFI is .885 and AGFI is .848. IFI, CFI, TLI have to be more than 0.9 as in this research, the result of IFI is .963, CFI is .963 and, TLI is .955. RMSEA has to be less than 0.08 whilst in this study is 0.053.

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**Figure 4.1 Model Fit**

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**Table 4.9 Model Fit**

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### 4.4.2 Hypothesis Testing

This research has drawn 6 hypotheses to be examined. The criteria if the hypothesis is accepted demands a Critical Ratio value  $>\pm 1.96$  and p value should be lower than 0.05.

H1: Argument Quality significantly influences Perceived Usefulness. The result reveals that Argument Quality significantly influence Perceived Usefulness with critical ratio 8.118 and p value \*\*\*.

H2: Credibility significantly influences Perceived Usefulness. The result reveals that Credibility significantly influences Perceived Usefulness with critical ratio 4.190 and p value \*\*\*.

H3: Perceived Ease of Use significantly influences Perceived Usefulness. The result reveals that celebrity endorser significantly influences brand credibility with critical ratio 6.696 and p value \*\*\*.

H4: Perceived Ease of Use significantly influences Information Adoption. The result reveals that Perceived Ease of Use does not significantly influences Information with critical ratio .957 and p value .339.

H5: Perceived Usefulness significantly influences Information Adoption. The result reveals that Perceived Usefulness significantly influences Information Adoption with critical ratio 9.447 and p value \*\*\*.

H6: Information Adoption significantly influences Intention to Use. The result reveals that Information Adoption significantly influence Intention to Use with critical ratio 11.704 and p value \*\*\*.

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**Figure 4.2 Hypothesis Testing**

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**Table 4.10 Hypothesis Testing**

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#### **4.5 Discussion**

In this study, there are 6 hypotheses were tested. The first hypothesis is “argument quality influences perceived usefulness” is accepted and supported by (Chong et al., 2018). The second hypothesis is “credibility influences perceived usefulness” is also accepted and supported by (Chong et al., 2018; Basgoze & Ozer, 2012). Same with the other two hypotheses, the third hypothesis which is “perceived ease of use influences perceived usefulness” is also accepted and supported by (Chong et al., 2018; Ayeh et al., 2013; Agrebi, 2015). Unlike the three previous hypotheses, this hypothesis “perceived ease of use influences information adoption” is rejected. Meanwhile, in the previous study conducted by Chong et al. (2018), this hypothesis was accepted. According to Dentzel (2018), it has revolutionized the internet to the extent that it is now our preferred medium of everyday communication. Therefore,

the internet has become a common thing that everyone can access and become a necessity in everyday life. Regardless how easy or how hard to access it, people still use it and even start to depend on the internet. On the other hand, the use of YouTube as the platform to get the information become much more easy and sometimes we can get the information from the other media such as television which obtained from YouTube. It can be the reason why the fourth hypothesis “perceived ease of use influences information adoption” rejected. The fifth hypothesis is “perceived usefulness influences information adoption” is accepted and supported by (Chong et al., 2018). The last hypothesis is “information adoption influences intention to use” is accepted and supported by (Chong et al., 2018).



## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Hypothesis Answer**

The result of this research shows that 1 out of 6 hypotheses was rejected. The rejected hypothesis was H4 (perceived ease of use significantly influences information adoption). Hence, the accepted hypothesis was H1 (argument quality significantly influences perceived usefulness), H2 (credibility significantly influences perceived usefulness), H3 (perceived ease of use significantly influences perceived usefulness), H5 (perceived usefulness significantly influences information adoption), and H6 (information adoption significantly influences intention to use).

#### **5.2 Future Recommendation**

##### **5.2.1 Travel Vlogger**

As mentioned in the first chapter, travel vlogs can be a platform for people to get needed information related to their travel plan. Travel vlogger as the information provider should be more creative and informative in conveying the information that can be useful. Tips and tricks in travel would be an interesting topic to be discussed. Experience delivering and budget information also should be convey more so that the information delivered by travel vlogger can be useful for the traveler (Dave & Deb, 2018)

### **5.2.2 Online Sharing Video Platform**

YouTube suggestion videos are the first thing that viewer see. These suggestions are tailored to each viewer's behavior on the platform from their searches, watch history, likes/dislikes and even where they are watching videos, it is especially known for being able to see the viewers' watching patterns (Thakur, 2019). But, these kind of patterns only appear when the viewers' has linked their account on YouTube and shows only random videos as the suggestion if the account are not linked. Therefore, this kind of problem is one of the thing that need to be improved by YouTube so that viewers who don't link their account can also enjoy the suggestion video based on their usage pattern.

### **5.2.3 Future Research**

For future research, there are still some decisive additions for improving this research better. It is better for future researches to add more variables such as Perceived Benefit (Amaro et al., 2018; Lee, 2009) and Continuance Usage Intention (Bataineh et al., 2015). Also, is it better for future researchers to conduct the study in different country, future researches could also consider if there are cultural differences in travelers' perception of credibility and argument quality (Chong et al., 2018).

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**Table 3.1 Operational Definition**

Construct	Indicator	Item Code	Source	
<b>Independent Variable (X)</b>				
Argument Quality	Review Relevance	I think references from travel vlog gave me relevant information	AQ1	Modified from Chong et al. (2018); Filleri & McLeay (2013)
		I think references from travel vlog is informative	AQ2	
	Review Accuracy	I think the references from travel vlog is accurate	AQ3	Modified from Chong et al. (2018); Filleri & McLeay (2013)
		I think references from travel vlog is reliable	AQ4	
	Review Comprehensiveness	I think references from travel vlog sufficiently complete my needs	AQ5	Modified from Chong et al. (2018)
	Argument Strength	I think references from travel vlog is convincing and persuasive	AQ6	Modified from Chong et al. (2018); Wang (2015)
	Confirmation with Prior Belief	I think references from travel vlog support my impression of place I would like to visit	AQ7	Modified from Chong et al., (2018)
Credibility	Source Credibility	Based on the comment rating, I think vlogger X is reputable	CR1	Modified from Chong et al. (2018); Shan (2016)
	Source Expertise	I think vlogger X is knowledgeable in reviewing the place I would like to visit	CR2	Modified from Chong et al. (2018); Shan (2016); Wang (2015)



	Source Trustworthiness	I think vlogger X is trustworthy	CR3	Modified from Chong et al. (2018); Shan (2016); Wang (2015)
	Review Rating	Based on number of the views, vlogger X was found to be favorable by vlog viewers	CR4	Modified from Chong et al. (2018)
		Based on number of the views, vlogger X was considered good by vlog viewers	CR5	Modified from Chong et al. (2018)
Perceived Ease of Use		It is easy for me to access travel vlog	PE1	Modified from Chong et al. (2018); Kucukusta et al. (2015); Ayeh et al. (2013)
		I know how to access travel vlog	PE2	
		Accessing travel vlog requires minimum effort	PE3	
		It is easy for me to left some comments on travel vlog	PE4	
<b>Mediating Variable (Y)</b>				
Perceived Usefulness		I think references from travel vlog is relevant towards my travel planning	PU1	Modified from Chong et al., (2018); Ayeh et al. (2013); Kucukusta et al. (2015)
		I think references from travel vlog is appropriate to my travel planning	PU2	
		I think references from travel vlog is applicable for my travel planning	PU3	
Information Adoption		I will closely follow the positive review of travel vlogger	IA1	Modified from Chong et

		I oftenly agree with the review of travel vlogger	IA2	al. (2018); Erkan (2016)
		Information from travel vlog gives me knowledge	IA3	
<b>Dependent Variable (Z)</b>				
Intention to Use Travel Vlog for Travel Planning		Travel vlog make it easier for me to make travel planning	IU1	Modified from Chong et al. (2018)
		Travel vlog has enhance my effectiveness in making travel planning	IU2	
		Travel vlog motivated me to make travel visit actions	IU3	

## Table 4.1 Validity Test

### 4.1.1 Independent Variable

#### KMO and Bartlett's Test<sup>a</sup>

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,934
Bartlett's Test of Sphericity	Approx. Chi-Square	1772,201
	df	91
	Sig.	,000

**Communalities**

	Initial	Extraction
AQ1	1,000	,661
AQ3	1,000	,779
AQ4	1,000	,620
AQ5	1,000	,683
AQ6	1,000	,619
CR1	1,000	,683
CR2	1,000	,674
CR3	1,000	,681
CR4	1,000	,806
CR5	1,000	,774
PE1	1,000	,612
PE2	1,000	,516
PE3	1,000	,728
PE4	1,000	,653

**Total Variance Explained**

Component	Initial Eigenvalues <sup>a</sup>			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8,779	52,286	52,286	7,332	52,368	52,368	3,593	25,667	25,667
2	1,385	8,249	60,535	1,144	8,175	60,543	3,230	23,074	48,741
3	1,303	7,758	68,293	1,013	7,236	67,778	2,665	19,038	67,778
4	,911	5,427	73,719						
5	,725	4,320	78,040						
6	,585	3,485	81,525						
7	,513	3,054	84,579						
8	,499	2,974	87,553						
9	,437	2,602	90,156						
10	,384	2,286	92,441						
11	,379	2,259	94,700						
12	,337	2,009	96,709						
13	,307	1,828	98,537						
14	,246	1,463	100,000						

**Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
AQ1	,655		
AQ3	,845		
AQ4	,743		
AQ5	,756		
AQ6	,555		
CR1		,639	
CR2		,566	
CR3		,611	
CR4		,861	
CR5		,799	
PE1			,650
PE2			,650
PE3			,811
PE4			,683

#### 4.1.2 Perceived Usefulness

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,728
Bartlett's Test of Sphericity	Approx. Chi-Square	269,832
	df	3
	Sig.	,000

##### Communalities

	Initial	Extraction
PU1	1,000	,783
PU2	1,000	,745
PU3	1,000	,765

##### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,292	76,406	76,406	2,292	76,406	76,406
2	,382	12,721	89,127			
3	,326	10,873	100,000			

**Component Matrix<sup>a</sup>**

	Component
	1
PU1	,885
PU2	,863
PU3	,875

### 4.1.3 Information Adoption

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,685
Bartlett's Test of Sphericity	Approx. Chi-Square	135,962
	df	3
	Sig.	,000

**Communalities**

	Initial	Extraction
IA1	1,000	,646
IA2	1,000	,671
IA3	1,000	,639

**Total Variance Explained**

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,957	65,221	65,221	1,957	65,221	65,221
2	,544	18,118	83,338			
3	,500	16,662	100,000			

**Component Matrix<sup>a</sup>**

	Component
	1
IA1	,804
IA2	,819
IA3	,799

#### 4.1.4 Intention to Use

##### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,696
Bartlett's Test of Sphericity	Approx. Chi-Square	230,948
	df	3
	Sig.	,000

##### Communalities

	Initial	Extraction
IU1	1,000	,789
IU2	1,000	,738
IU3	1,000	,663

##### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,190	73,001	73,001	2,190	73,001	73,001
2	,494	16,464	89,465			
3	,316	10,535	100,000			

##### Component Matrix<sup>a</sup>

	Component
	1
IU1	,888
IU2	,859
IU3	,814

**Table 4.2 Reliability Test**

<b>No.</b>	<b>Factor</b>	<b>Cronbach's' Alpha</b>	<b>N of Items</b>
1.	Argument Quality	0.874	5
2.	Credibility	0.899	5
3.	Perceived Ease of Use	0.774	4
4.	Perceived Usefulness	0.845	3
5.	Information Adoption	0.732	3
6.	Intention to Use	0.813	3

**Table 4.3 Gender**

<b>Gender</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Male	78	35.7%
Female	140	64.2%

**Table 4.4 Marital Status**

<b>Marital Status</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Single	171	78.4%
Married	47	21.5%

**Table 4.5 Age**

<b>Age</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
< 17	1	0.4%
18 - 25	159	72.9%
26 - 33	22	10%
34 – 41	21	9.6%
> 41	15	6.8%

**Table 4.6 Education Level**

<b>Education Level</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
Senior High School or below	13	5.9%
Undergraduate	122	55.9%
Bachelor Degree	58	26.6%
Master Degree or above	25	11.4%

**Table 4.7 Frequency of Watching Travel Vlog**

<b>Frequency of Watching Travel Vlog</b>	<b>Number of Respondents</b>	<b>Percentage (%)</b>
< 2 hours	147	67.4%
2 – 5 hours	61	27.9%
5 – 10 hours	7	3.2%
< 10 hours	3	1.3%



**Table 4.8 Descriptive Analysis**

<b>Item Statistics</b>			
	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
AQ1	5.5826	1.01376	218
AQ3	5.2248	1.13590	218
AQ4	5.4312	1.07220	218
AQ5	5.4633	1.12000	218
AQ6	5.5688	1.13484	218
CR1	5.6606	1.12958	218
CR2	5.5642	1.03755	218
CR3	5.6009	1.04789	218
CR4	5.6606	1.11314	218
CR5	5.7339	1.10418	218
PE1	6.0092	1.02049	218
PE2	6.0000	.92582	218
PE3	5.7064	1.19371	218
PE4	5.6468	1.24398	218
PU1	5.7844	1.05227	218
PU2	5.4862	1.06138	218
PU3	5.6697	1.02553	218
IA1	5.7018	1.06822	218
IA2	5.4266	1.11819	218
IA3	5.8440	.99004	218
IU1	5.7936	1.07273	218
IU2	5.7294	.96728	218
IU3	5.8349	1.06484	218

**Table 4.9 Model Fit****a) CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	61	311,100	192	,000	1,620
Saturated model	253	,000	0		
Independence model	22	3428,744	231	,000	14,843

**b) RMR, GFI**

Model	RMR	GFI	AGFI	PGFI
Default model	,047	,885	,848	,671
Saturated model	,000	1,000		
Independence model	,562	,150	,069	,137

**c) Baseline Comparisons**

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,909	,891	,963	,955	,963
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

**d) RMSEA**

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,053	,042	,064	,291
Independence model	,253	,245	,260	,000

**Table 4.10 Hypothesis Testing**

	Estimate	S.E.	C.R.	P	Label
PU <--- AQ	,582	,072	8,118	***	par_17
PU <--- CR	,231	,055	4,190	***	par_18
PU <--- PE	,485	,072	6,696	***	par_19
IA <--- PE	,071	,075	,957	,339	par_20
IA <--- PU	,812	,086	9,447	***	par_21
IU <--- IA	1,159	,099	11,704	***	par_22

## LIST OF FIGURE

**Figure 1.1 Key Statistical Indicators for The World's Internet User**



**Figure 3.1 Theoretical Framework**

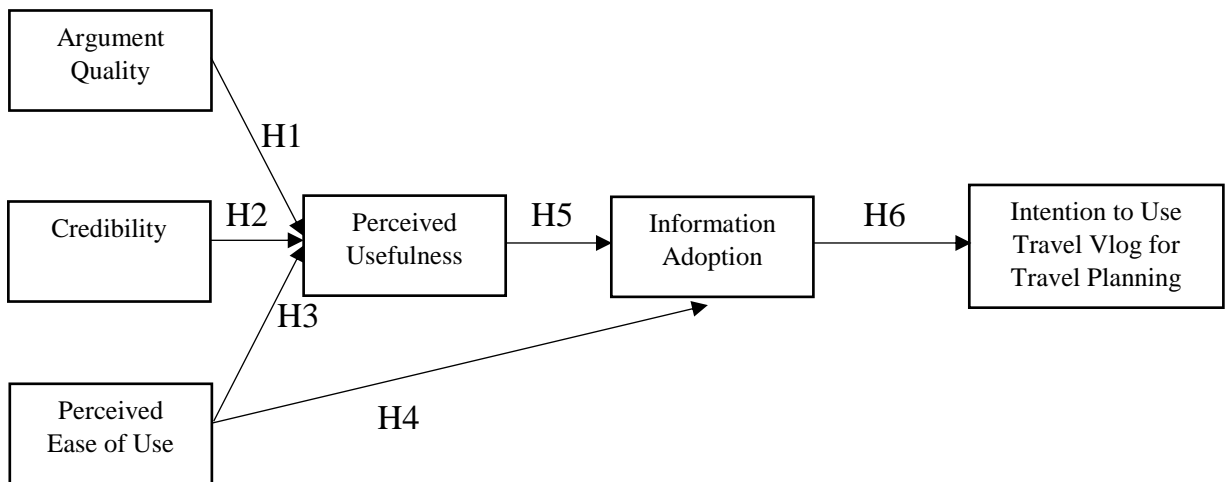


Figure 4.1 Model Fit

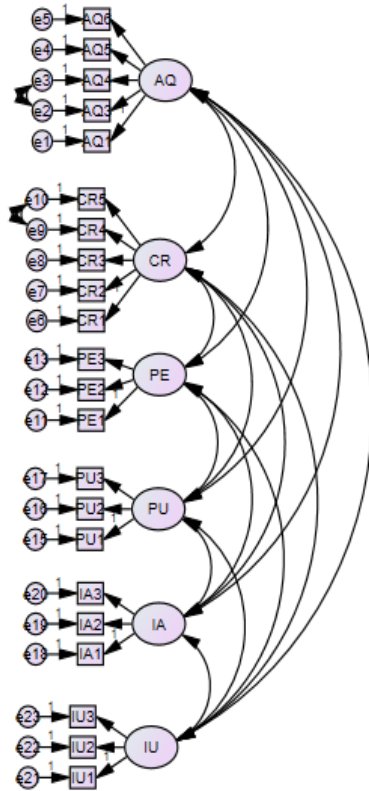
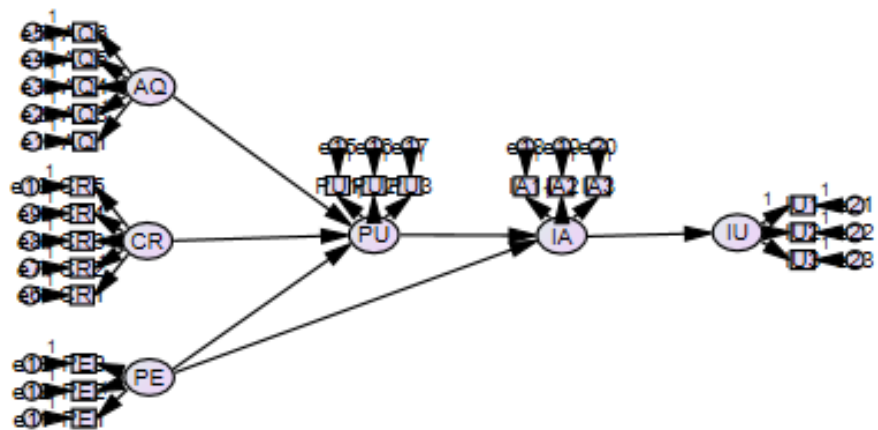


Figure 4.2 Hypothesis Testing



## APPENDICES

### I. Questionnaire

Hello everyone, my name is Khansa Fii Sabilillah. I am majoring in Business Administration of President University and concentrating in Hospitality and Tourism Business. I am currently conducting an undergraduate research in order to achieve my Bachelor Degree. This questionnaire is part of my research review entitled “The Influence of Argument Quality, Credibility, and Perceived Ease of Use towards Indonesian Travelers’ Using Intention of Travel Vlog for Travel Planning”. Therefore, I need your help to fill the following questionnaire, it may takes 5 minutes of your time. The information you provide will remain confidential. Thank you for taking the time in completing this questionnaire, your feedback is much appreciated.

#### A) Screening Questions

1. Are you domiciled in Indonesia? (Apakah anda berdomisili di Indonesia?)
  - Yes (if yes, please continue)  
Iya (jika iya, silahkan lanjutkan)
  - No (if no, you can stop here. Thank you for your participation)  
Tidak (jika tidak, anda bias berhenti di sini. Thank you for your participation)
2. Have you ever watched travel vlog? (Apakah anda pernah menonton travel vlog?)
  - Yes (if yes, please continue)  
Iya (jika iya, silahkan lanjutkan)
  - No (if no, you can stop here. Thank you for your participation)  
Tidak (jika tidak, anda bias berhenti di sini. Thank you for your participation)
3. Have you ever used references from travel vlog on you travel planning? (Apakah anda pernah menggunakan referensi dari travel vlog untuk perencanaan kunjungan anda?)
  - Yes (if yes, please continue)

Iya (jika iya, silahkan lanjutkan)

- No (if no, you can stop here. Thank you for your participation)

Tidak (jika tidak, anda bias berhenti di sini. Thank you for your participation)

## **B) Demography Questions**

### 1. Gender (Jenis Kelamin)

- Male (Laki-laki)
- Female (Perempuan)

### 2. Marital Status (Status Perkawinan)

- Single
- Married

### 3. Age (Usia)

- < 17
- 18-25
- 26-33
- 34-41
- > 41

### 4. Education Level (Tingkat Pendidikan)

- Senior High School or below (Sekolah Menengah Atas atau dibawahnya)
- Undergraduate Student (Mahasiswa Sarjana)
- Bachelor Degree (S1)
- Master Degree or above (S2 atau di atasnya)

### 5. How much time do you spend on watching travel vlog for each of your travel planning? (Berapa lama waktu yang anda habiskan dalam menonton travel vlog untuk setiap perencanaan kunjungan anda?)

- < 2 hours
- 2-5 hours
- 5-10 hours
- > 10 hours

No.	Statement	1 Strongly Disagree, 7 Strongly Agree)						
		1	2	3	4	5	6	7
<b>Argument Quality</b>								
1.	I think references from travel vlog gave me relevant information							
	Menurut saya referensi dari travel vlog memberikan saya informasi yang relevan							
2.	I think references from travel vlog is informative							
	Menurut saya referensi dari travel vlog bersifat informatif							
3.	I think the references from travel vlog is accurate							
	Menurut saya referensi dari travel vlog bersifat akurat							
4.	I think references from travel vlog is reliable							
	Menurut saya referensi dari travel vlog dapat diandalkan							
5.	I think references from travel vlog sufficiently complete my needs							
	Menurut saya referensi dari travel vlog cukup melengkapi kebutuhan saya							
6.	I think references from travel vlog is convincing and persuasive							
	Menurut saya referensi dari travel vlog bersifat meyakinkan dan persuasif							
7.	I think references from travel vlog support my impression of place I would like to visit							
	Menurut saya referensi dari travel vlog mendukung kesan saya terhadap tempat yang ingin saya kunjungi							
<b>Credibility</b>								
8.	Based on the comment rating and number of view, I think vlogger X is reputable							
	Berdasarkan rating komentar dan jumlah penayangannya, menurut saya vlogger X memiliki reputasi yang baik							
9.	Based on the comment rating and number of view, I think vlogger X is knowledgeable in reviewing the place I would like to visit							
	Berdasarkan rating komentar dan jumlah penayangannya, menurut saya vlogger X memiliki pengetahuan dalam mengulas tempat yang akan saya kunjungi							
10.	Based on the comment rating and number of view, I think vlogger X is trustworthy							
	Berdasarkan rating komentar dan jumlah penayangannya, menurut saya vlogger X dapat dipercaya							

11.	Based on the comment rating and number of view, vlogger X was found to be favorable by vlog viewers								
	B Berdasarkan rating komentar dan jumlah penayangannya, vlogger X banyak disukai oleh para penonton vlog								
12.	Based on the comment rating and number of view, vlogger X was considered good by vlog viewers								
	Berdasarkan rating komentar dan jumlah penayangannya, vlogger X dianggap bagus oleh penonton vlog								
Perceived Ease of Used									
13.	It is easy for me to access travel vlog								
	Mudah bagi saya untuk mengakses travel vlog								
14.	I know how to access travel vlog								
	Saya tahu cara mengakses travel vlog								
15.	Accessing travel vlog requires minimum effort								
	Mengakses travel vlog membutuhkan upaya yang minimum								
16.	It is easy for me to left some comments on travel vlog								
	Mudah bagi saya untuk meninggalkan komentar pada travel vlog								
Perceived Usefulness									
17.	I think references from travel vlog is relevant towards my travel planning								
	Menurut saya referensi dari travel vlog berguna secara langsung terhadap perencanaan kunjungan saya								
18.	I think references from travel vlog is appropriate to my travel planning								
	Menurut saya referensi dari travel vlog sesuai dengan perencanaan kunjungan saya								
19.	I think references from travel vlog is applicable for my travel planning								
	Menurut saya referensi dari travel vlog dapat digunakan untuk perencanaan kunjungan saya								
Information Adoption									
20.	I will closely follow the positive review of travel vlogger								
	Saya akan mengikuti ulasan positif dari travel vlogger								
21.	I oftenly agree with the review of travel vlogger								
	Saya sering setuju dengan ulasan dari travel vlogger								
22.	Information from travel vlog gives me knowledge								
	Informasi dari travel vlog memberikan saya pengetahuan								
Intention to Use									
23.	Travel vlog make it easier for me to make travel planning								



	Travel vlog mempermudah saya untuk membuat perencanaan kunjungan							
24.	Travel vlog has enhance my effectiveness in making travel planning							
	Travel vlog meningkatkan keefektifan saya dalam membuat perencanaan kunjungan							
25.	Travel vlog motivated me to make travel visit actions							
	Travel vlog memotivasi saya untuk melakukan kunjungan wisata							

Your feedback has been recorded. Thank you for your participation!

## II. Respondent Data

AQ	AQ	AQ	AQ	AQ	AQ	AQ	CR	CR	CR	CR	CR	PE	PE	PE	PE	PU	PU	PU	IA	IA	IA	IU	IU	IU
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