Demystifying Tourists' Intention to Visit Destination on Travel Vlogs: Findings from PLS-SEM and fsQCA

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Abstract

With the advent of digital technologies (i.e., social media), tourism has evolved its marketing strategies. Even though published literature discusses the importance of tourism content on social media from various consumer perspectives, much more work must be done to examine how consumers make travel decisions based on tourism content. This study proposes a model for analyzing travel intent based on consumer motivations (e.g., novelty, entertainment, and relaxation) to watch social media travel videos. Consumers' travel intentions are influenced by trust and parasocial relationships. Through an online survey, 215 responses were collected and analyzed using a structural equation modeling (SEM) approach using Smart-PLS 3.0 and fuzzy set qualitative comparative analysis (fsQCA). In the study, relaxation ranked most highly among the three motivations for viewers to watch travel videos on YouTube for building parasocial relationships. In contrast, consumers seeking entertainment are more likely to form trust, which will result in consumers' intentions to travel. Based on intermediate solutions generated by the fsQCA, two causal configurations can be used to explain consumer travel decisions influenced by social media tourism content. The study also discusses theoretical and practical guidelines in depth.

1- Introduction

YouTube is a video-sharing platform that began operating in 2005 [1]. Since its first appearance as an interactive medium, YouTube has been the most popular social media platform in Indonesia, with 93.8% of its 170 million users [2]. Due to its increasing popularity, YouTube has proven to be a valuable marketing tool [3, 4]. It can also disseminate digital video content rapidly [5]. Marketing professionals are currently focusing on the benefits of YouTube [6]. In order to establish a mutually beneficial business model between marketers and consumers [7], the YouTube platform may be viewed as a form of social commerce [6]. Shin (2013) [7] argues that using social commerce platforms such as YouTube allows marketers to reduce marketing and advertising expenses. These platforms can boost consumers' purchasing decisions. Using YouTube's social commerce features can create marketing opportunities [8]. The platform can serve as a promotional medium for disseminating information, advertising, and building a brand [9, 10]. Using promotional media, one can achieve interactivity by offering a compelling appeal and an engaging user experience [9].

The tourism industry began utilizing YouTube as a promotional medium to disseminate tourism information to potential tourists in the market after YouTube became a widely used and highly interactive medium. It is common for tourism managers to share travel video content on YouTube to provide information on destinations and accommodations to potential tourists and to allow users to gain tourism knowledge as a result [11–12]. Therefore, Reino & Hay (2011) [13] assert that YouTube has become a significant source of travel information for constructing a destination's image. Yoo et al. (2021) [14] also indicate that YouTube serves as a medium for tourism promotion. A video can stimulate a tourist's interest in visiting a destination and can also serve as a marketing tool. It is possible for tourists to select their travel destination differently when they view a video [8]. In turn, this will affect the decision-making process of YouTubers [15]. YouTubers have a significant influence on tourist interest through their online reviews.

Travel vlog videos are among the most popular types of video content on YouTube, reaching 126.31 million viewers [2]. These are videos of tourists, such as vloggers or YouTubers, that incorporate video content and unbiased commentary [3]. The YouTuber will record, produce, and upload videos on YouTube in order to provide viewers with real-life experiences and travel insights. In addition, viewers gain a deeper understanding of tourist destinations, increasing their likelihood of including them in their travel plans [8]. By viewing video content, viewers can form an image of tourist attractions and provide travel recommendations [16], thereby increasing the number of tourists visiting these sites [4]. As a result, YouTube travel vlogs are increasingly relevant and have broad marketing potential [17], since they are used for information, knowledge, and inspiration during travel. Tourists will become familiar with tourist attractions throughout the travel video production process, participate in the narration, and travel to the tourist destinations included in the video [8].

Travelers can search for and access videos based on their preferences, making it easier to share video content with other travelers [18]. Consumers view travel vlogs for various reasons, including novelty, entertainment, and relaxation [19, 20]. Due to this motivation, consumers will eventually trust YouTube content and develop a parasocial relationship with YouTubers. In the future, visitors will seek new experiences from video content that presents the latest information [21]. Additionally, tourists can look for amusing entertainment to keep themselves entertained and get involved with video content [22]. The quality of YouTube travel vlogs has allowed tourists to relax and increase their satisfaction [23]. Tourists will form a parasocial relationship and build trust with YouTube travel vloggers as they watch them as a source of novelty, entertainment, and relaxation. The active participation of YouTubers in responding to tourist comments in the comment section illustrates this point. Consequently, tourists' trust in YouTubers will automatically increase [24]. Thus, trust has proven essential to a successful and sustainable relationship between YouTubers and tourists [25] and has significantly influenced visit intentions [26, 27].

Several studies have investigated the effects of specific media on tourists' intentions to visit a particular destination. Bi et al. (2021) [28] identify four consumer motives for watching television: leisure, entertainment, passing time, information, and relaxation, with parasocial interaction as an essential factor that affects travel interest. As Chen et al. (2014) [29] suggest, novelty, reliability, understanding, interest, and perceived enjoyment play a role in tourists' desire to visit. Trust is discussed as a mediator in brand equity relationships in Dwivedi & Johnson (2013) [30] and celebrity endorsement in terms of customer satisfaction. Sokolova & Perez (2021) [31] assert that viewers' behavior is influenced by their parasocial relationship with YouTubers. This study identified a research gap: the need to examine further tourist visit intention through YouTube travel videos by considering aspects of motivation, trust, and parasocial relationships. Introducing trust into this research model will provide a new paradigm for understanding tourist intentions by using consumer motivation from YouTube travel vlogs as a basis for forming parasocial relationships with YouTubers. In this study, new knowledge was provided for tourism business managers regarding the behavior of tourists' visit intentions as reflected through social media platforms such as YouTube. Therefore, tourism managers can formulate digital content marketing strategies based on our analysis of audience motivation, trust, and parasocial relationships.

As YouTube travel videos have become increasingly popular, numerous studies have examined tourism concepts such as destination image and travel destinations [3, 17]. Regarding tourism visit intention, little attention is paid to consumer motivations, parasocial relationships, and trust in YouTube content. We examined consumer motivations for watching YouTube travel videos to examine audience engagement with these videos. According to the findings of this study, the consumer motivations behind watching YouTube travel videos, such as novelty, entertainment, and relaxation, will result in a parasocial relationship between viewers and YouTubers, leading to trust in YouTube content and, as a result, a visit intention. We examine the role of YouTube travel vlogs in influencing audience visit intentions to a tourist destination using two quantitative methods: SEM and fsQCA. This study employs both types of analytical approaches in order to investigate causal interactions and interdimensional relationships between variables. This study developed tourism marketing strategies using configurational analysis based on the identified solutions.

2- Literature Review and Hypothesis Development

2-1- YouTube Travel Vlogs and Tourism Marketing

YouTube is a social media platform that plays a significant role in developing the tourism industry by promoting travel videos and vlogs [32]. Travel vlogs are used in the travel industry to stimulate the market cost-effectively [33]. In the tourism business, travel vlogs can be used to promote destinations since they can communicate the destination's image to consumers [17]. Travel vlogs allow tourists to learn about and select their trips by incorporating travel experiences [8]. Travel vlogs can influence tourists' interest in visiting a given tourist destination with content that contains relevant destinations. As a result of their ability to showcase real experiences, YouTube travel vlogs are likely to attract tourists [17]. It is anticipated that this experience will encourage tourists to engage in vlogs, thereby sharing information with other tourists [3]. Travelers who participate in blog stories can increase their interest in visiting and are more likely to travel to the destinations described in the blogs. The perception of vlogs by tourists significantly influences their decision to travel. In this case, their perceived credibility and experience with YouTube travel vlogs will impact their interest in travel [34]. YouTubers' credibility depends on their attractiveness, expertise, and confidence in their ability to meet expectations. YouTubers are the most influential individuals in influencing visitor interest [35]. By viewing YouTube travel vlogs, travelers can select their destination based on the video content [32].

2-2- Consumer Motivation in Watching YouTube Travel Vlogs

Travel vlogs on YouTube are an effective marketing tool for tourism promotion [17]. According to Cheng et al. (2020) [3], YouTube travel videos are one of the most influential resources influencing tourists' decisions to visit a particular destination. YouTube travel vlogs allow YouTubers to share their experiences visiting a destination, which can serve as a reliable source of information for tourists. YouTubers have the potential to influence the perceptions of their viewers since they are regarded as opinion leaders [8, 15]. The use of YouTube travel vlogs as a marketing channel has the advantage of building the credentials of the tourism destination and strengthening its image through the reviews submitted to facilitate real-life experiences that encourage tourists to visit. Therefore, tourism managers must understand the motivations of YouTube travel vloggers that influence their visitation decisions. As a result, YouTube travel vlogs are becoming increasingly popular because tourists can use them as a reference to decide on and plan their travel itinerary. According to this study, the determination of consumers' motivation to watch YouTube travel vlogs was based on factors related to novelty, entertainment, and relaxation, which were derived from previous studies [19, 20, 36]. In previous research, consumers' motivation was identified as one of the critical factors influencing their decisions [33].

Travel vlogs on YouTube are popular because tourists are looking for novelty. Novelty is considered an essential factor [37]. Travel vlogs provide tourists with new experiences that will be better than other experiences by communicating new and unique information to affect their intention to visit [29]. In addition, entertainment is a significant reason for watching YouTube travel videos [38]. In order to provide an immersive travel experience and make the audience feel involved in the video, it can entertain the audience through fandom, humor, and aesthetic video content [22]. Obtaining entertainment will encourage tourists to share their experiences. Travelers are likely to recommend vlog trips that make them feel relaxed, entertained, and fun to other travelers [3]. Entertainment positively affects tourist attitudes [39], and entertainment plays a vital role in influencing tourists' visit intentions [40]. Watching travel vlogs on YouTube is a way to relax the mind by imagining another world [41]. With YouTube travel vlogs, audiences will be able to engage in a satisfying and enjoyable experience, allowing them to spend more time relaxing, as YouTubers do. When tourists' relaxation motivation is satisfied through watching YouTube travel vlogs, it will influence their desire to visit. Hence, consumers' motivation to watch YouTube travel vlogs in search of novelty, entertainment, and relaxation will influence their purchase decisions [42].

2-3- Parasocial Interaction with YouTuber

Horton & Richard Wohl (1956) [43] first described parasocial relationships as friendly relationships or attachments among characters appearing in mass media. Media performers and their audiences form relationships based on their affective connections. A parasocial relationship occurs when an affective bond is formed between the audience and media stars, celebrities, influencers, artists, presenters, and so forth [43]. The parasocial interactions that attract the audience's attention will become parasocial relationships. Parasocial relationships are those in which viewers are loyal to and connected to media performers. They are connected to close friends and family through appearance, gestures, voice, conversation, and behavior [44].

In the YouTube travel vlog, the media performer is a YouTuber. Parasocial relationships are formed when viewers participate in video content and interact through comments to establish a close relationship with YouTubers [45]. Furthermore, YouTubers with exciting characters will create strong parasocial relationships, whereby viewers perceive YouTubers as their friends. If viewers make friends with YouTubers, they desire to meet them in person [31, 46]. As such, parasocial relationships are an antecedent to the long-term use of YouTube travel vlogs [47]. A connected viewer is more likely to follow the YouTuber during the video. Similarly, if the YouTuber does not appear on the YouTube travel vlog, the audience will miss him/her, so they will follow him on other platforms [31]. Accordingly, the parasocial relationship that develops with YouTubers may affect their desire to continue watching YouTube travel videos.

The parasocial relationships in YouTube travel vlogs are essential to tourism marketing. In this regard, YouTubers have played a vital role in promoting tourism destinations. As a result, tourism businesses can work with YouTubers to promote their destination's products and image [48]. Additionally, the antecedents of audience visit intention derived from emotional engagement and pleasant interactions have also contributed to tourism marketing [49]. Further, relationships with YouTubers will increase the awareness of viewers' trust, which will influence their behavior [50]. In previous research, parasocial relationships in travel vlogs have increased travel satisfaction and tourist welfare [51].

Information obtained from independent sources, such as YouTube travel videos, influences the decision to visit a tourist destination. Many travel vlogs are available, but not all have the same effect on tourists [29]. Therefore, it is imperative to have novelty in travel videos to influence tourists' behavior. The novelty of watching YouTube travel vlogs contributes to parasocial relationships among tourists. As a result of the new experiences shared by YouTubers in their travel videos, they become a form of novelty that can contribute to the formation of tourists' parasocial relationships [29]. Accordingly, YouTubers need to be able to share the latest and most innovative video content to become trusted recommendations for tourists. In addition to tourists' parasocial relationships with YouTubers being formed through the uploaded novelty of travel vlogs [52], the following hypothesis is proposed:

H1: *Consumers motivation seeking for novelty in watching travel vlogs significantly influences parasocial relationships with YouTuber*

Tourists watch travel vlogs on YouTube to provide entertainment [53]. In addition, this motivation may establish a parasocial relationship between tourists and YouTubers, affecting the degree of interest in planning trips [31, 54]. Kim et al. (2021) [55] describe entertainment as influencing tourists' intimacy with YouTubers. Like a travel vlog, it can entertain consumers and make them feel involved in the video, so they wish to share the experience. Tourists can feel an affective bond with YouTubers' travel vlogs, thus forming parasocial relationships [56]. A parasocial relationship with YouTubers is formed when tourist entertainment needs are met by watching YouTube travel vlogs [57]. Accordingly, the hypothesis is:

H2: *Consumer motivation seeking entertainment in watching travel vlogs significantly influences parasocial relationships with YouTuber*

One reason tourists watch YouTube travel vlogs is to relax [58]. It is helpful to search for relaxation. As a result, viewers can imagine another world [41], primarily through the pleasurable and rewarding experiences obtained from viewing YouTube travel vlogs [8]. While watching YouTube travel vlogs for relaxation purposes is relaxing, it also leads to a closer parasocial relationship between tourists and YouTubers [23]. Parasocial relationships allow consumers to spend more time relaxing and, in turn, influence their desire to visit. Therefore, the hypothesis formulated is:

H3: *Consumer motivation seeking relaxation in watching travel vlogs significantly influences parasocial relationships with YouTuber*

2-4- Trust

Trust is essential to maintaining long-term consumer relationships in YouTube vlog marketing activities [27]. Consumer trust is established through interactions with YouTube videos. YouTubers can establish relationships with their viewers through these interactions, which will lead them to follow them and influence their behavior in the future [59]. Moreover, consumers will feel more confident if YouTubers can meet their expectations, thus making them feel that YouTubers are concerned about their subscribers. Similarly, viewers will trust YouTubers by commenting on video content based on their perception of closeness, desire to connect, and belief that they provide truthful information [60]. YouTube travel vloggers are therefore seen as trustworthy, honest, and reliable individuals [15].

Trust in YouTubers and the information they convey is helpful for tourists planning their trips. The effectiveness of YouTubers in promoting destination destinations is based on their popularity and credibility [35]. Additionally, YouTubers' posts of their reviews of traveling experiences will influence the interest of visiting tourists [61]. Moreover, the higher the quality of information submitted by YouTubers regarding tourist destinations, the greater the perception of tourist trust, influencing their visit intention [62]. Consequently, tourists who trust YouTubers will follow their travel recommendations. Therefore, the tourism industry can use YouTubers to market and promote tourist destinations because they can be trusted to influence tourist visit intentions [63].

Consumers' desire to find novelty plays an essential role in their decision-making for watching YouTube travel videos [64]. Searching for novelty in YouTube travel videos can help create trust and form visitors' intentions to visit [65]. Accordingly, trust will increase when travelers search for unique travel information [66]. In turn, the novelty of using YouTube travel videos will influence trust in the available information and the intention to visit [67]. Due to the content, travel vlogs can be characterized as unique, innovative, original, and comfy. The greater the trust tourists have in the tourist destinations recommended by YouTube travel vlogs, the greater the likelihood that tourists will consider YouTube travel vlogs reliable and trustworthy. In the end, novelty forms trust and positive attitudes towards a destination among tourists [65]. Accordingly, the hypothesis is as follows:

H4: Consumer motivation seeking novelty in watching travel vlogs significantly increases trust

Travel vlogs on YouTube provide tourists with entertainment or pleasure [20, 68]. YouTubers' travel vlogs that satisfy their entertainment needs will develop trust in the channel. Watching travel vlogs while enjoying leisurely entertainment can build trust [69]. Moreover, trust is also formed through communication, which occurs in fan comments [70]. YouTubers who actively respond to comments will automatically be entertained [24]. Interactivity fosters trust that YouTubers can be relied upon as a source of entertainment. Accordingly, viewing YouTube travel vlogs provides a pleasant experience, fostering trust and increasing visit intention [29]. The hypothesis is as follows:

H5: Consumer motivation seeking entertainment in watching travel vlogs significantly increases trust

Tourists watch YouTube travel vlogs searching for relaxation [58]. Travel vlogs that allow tourists to feel relaxed and at ease will affect their trust and willingness to share information [3]. The motivation to relax while watching travel videos is one factor that drives trust with YouTubers [33]. YouTubers perceive relaxation in tourists through their video content [71]. The perceived benefits of watching YouTube travel videos form the trust that shared information will enhance their relaxation. As a result, tourists who trust a YouTube travel vlog and feel comfortable with it are likely to consider it a credible source and an enjoyable travel recommendation [72]. Therefore, this study hypothesize as follows:

H6: Consumer motivation seeking relaxation in watching travel vlogs significantly increases trust

Creating travel vlog content by YouTubers can contribute to parasocial relationships that foster trust between tourists and tourist destinations [73]. The dispersed amount of information causes tourists to look for sources that they can trust [56]. In this scenario, tourists who see YouTubers as friends will perceive them as a trustworthy source of information, thereby creating greater trust [15]. Trust is a significant factor in forming parasocial relationships between consumers and YouTubers and ultimately plays an essential role in decision-making [56]. For example, creating parasocial relationships within YouTube travel vlogs makes YouTubers a trustworthy and reliable source of information for planning trips [15]. Moreover, the ability of YouTubers to provide recommendations through honest reviews is an essential factor that impacts the trust of tourists. Through the parasocial relationship that is formed between tourists and YouTubers, they are more likely to trust and follow the recommendations given. Accordingly, the hypothesis is as follows:

H7: When consumers increase the parasocial relationship with YouTubers, it significantly influences trust

2-5- Outcome Behavior

Trust is essential to tourists' behavior intentions and can motivate tourists to visit [27]. The information tourists adopt via YouTube travel vlog content can build trust and influence their decision to visit. For tourists, YouTube travel vlogs are the first source of information that tourists look at before considering the reliability of the content and, finally, generate interest in making visits [1]. Moreover, tourists who trust YouTube travel videos as tourism information sources are more likely to use them to plan their trips [71]. Hence, YouTubers must pay attention to the quality of their conveying since tourists will consider the reviews submitted before deciding to visit if they are satisfied with the information provided. Accordingly, the following hypothesis is proposed:

H8: When consumers trust the YouTubers, it significantly increases visit intention to the destinations featured in the travel vlogs

3- Research Model

In this study, we explore consumer motivation for watching YouTube travel videos to develop parasocial relationships and trust that influence visit intention. Based on the objectives, this study examines several dimensions of consumer motivation (novelty, entertainment, and relaxation) that may influence the formation of trust and parasocial relationships. The term "parasocial relationship" describes friendship and attachment between travelers and YouTube travel bloggers to establish trust. Accordingly, trust will ultimately influence the intention of tourists to visit specific sites, as shown in Figure 1.

This study reveals the configuration of a series of causal conditions and examines the relationship between each variable and consumer motivation to watch YouTube travel vlogs (novelty, entertainment, and relaxation), parasocial relationships, and trust toward high visit intentions. Using YouTube travel videos, all constructs are described as concurrent and interrelated drivers in tourism marketing [8, 33]. Consequently, these causal conditions are combined in the configuration to explain the results supporting the formation of the visiting interest. As an example, tourists tend to travel when they watch YouTube travel videos searching for novelty, entertainment, and relaxation. Accordingly, if parasocial relationships and trust are developed with YouTubers' travel vlogs, tourists will also show a willingness to travel. In light of the factors that drive the formation of visitor intention, and based on the research, various possibilities can be identified, and the best conditions that could lead to high visitor interest will be determined. Thus, this study proposes that each configuration of causal conditions, consumer motivation, parasocial relationship, and trust in high visit intention consists of different and unique configurations. The conceptual framework is illustrated in Figure 2.
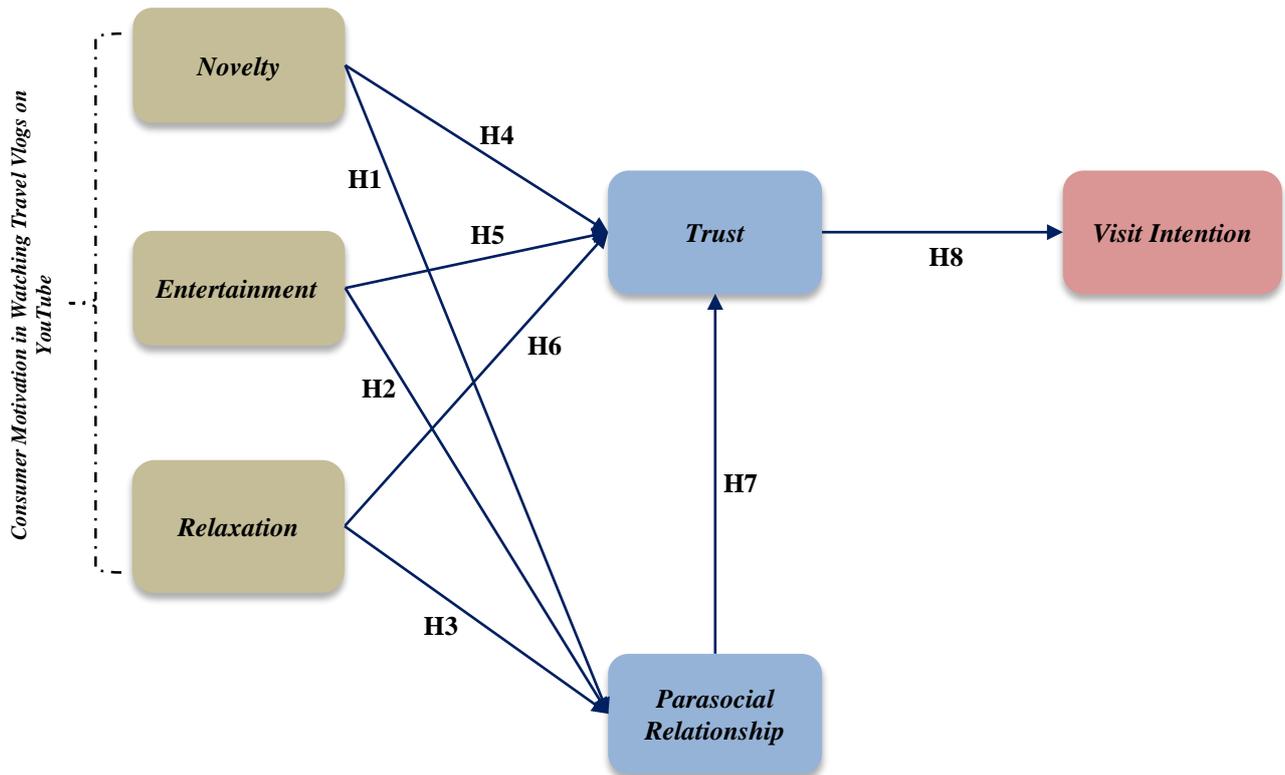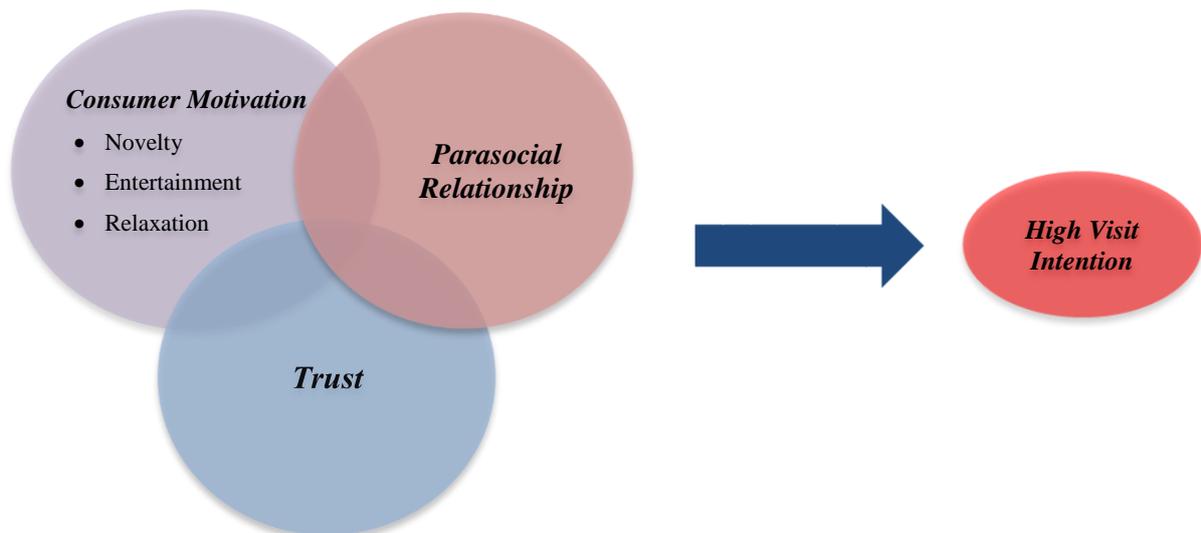
Figure 1. SEM model

Figure 2. Configurational model

4- Method

4-1- Construct Definition and Measurement

This study examines the role of YouTube travel vlogs in influencing tourist travel intentions. The variables included in this study are consumer motivation with three dimensions (novelty, entertainment, and relaxation), parasocial relationships, trust, and visit intention. This study adapted all the definitions of variables from previous studies. The operational definitions of each variable are presented in Table 1.

This study used a questionnaire item based on previous research and modified to measure consumer motivation (novelty, entertainment, and relaxation), parasocial relationships, trust, and intention to visit. The table of questionnaire (see Appendix I) represents the measurement items for each construct. The study adapted novelty items from Chen et al. (2014) [29], entertainment and relaxation items adapted from Bi et al. (2021) [28], and Rubin & McHugh (1987) [77]. The parasocial relationship includes items from de Bérail et al. (2019) [46]; Sokolova & Perez (2021) [31]. Trust was adapted from Han (2014) [78], and visit intention was adapted from Arora & Lata (2020) [1]. Considering the respondents of this study were Indonesian tourists, the questionnaire was written in Indonesian. The study used a 7-point Likert scale (1 "Strongly Disagree" to 7 "Strongly Agree").

Table 1. Construct definition

Construct	Operational Definition	Adapted Sources
Novelty	An individual seeks out new information and adopts it to gain new experiences.	Wang et al. (2018) [74]
Entertainment	Social media usage to gain pleasure and fulfill psychological needs.	Kim et al. (2011) [75]
Relaxation	Use social media to find peace and relaxation by imagining another world.	Bi et al. (2021) [28]
Parasocial Relationship	Affective ties result from friendship relationships and attachments with media figures who appear in mass media.	Horton & Richard Wohl (1956) [43]
Trust	A relationship in which individuals are willing to enter an affective stage, in which one party is confident enough to turn to the other for help in making decisions.	Larson et al. (2018) [76]
Visit Intention	Behavior is intended to reinforce tourists' commitment to visit tourist destinations since they perceive the benefits of an alternative as a result of mental processes that result in behaviors.	Shawn Jang & Feng (2007) [65]

4-2- Sampling Technique and Data Collection Procedure

In this study, convenience sampling was used to determine a sample of consumers who had visited destinations based on watching travel vlogs on YouTube made by people who had already visited them. The study included consumers who viewed travel vlogs on YouTube before visiting destinations. We gathered data through an online survey. As part of the survey, we describe the characteristics of respondents, such as how often and what type of travel videos they watch. A second part of the survey describes respondents' characteristics, including gender, age, and education. YouTube videos explain tourism-related activities in the third section. The fourth part presents questionnaire items that measure the variables measured in this study. Between November 2021 and April 2022, we collected data using Google Forms and distributed it via WhatsApp, Facebook, and Instagram.

4-3- Analysis Techniques

Partial least squares (PLS) are used to evaluate the research hypothesis. With Smart-PLS 3.0, it is possible to analyse complex structural equation models using the partial least squares approach. First, the validity and reliability of the measurement model is evaluated; and second, the models and hypotheses. Several steps are used to assess the validity and reliability, including an evaluation of the average variance extracted (AVE), composite reliability (CR), Cronbach's alpha for internal consistency, and an assessment of discriminant validity such as Fornell-Larcker and Heteroit-Monotrait criterion. Furthermore, to calculate the percentage value of R-squared (R^2) as the variance of the endogenous variable determined by the exogenous variable as a sign of the model's strength [79, 80]. Also, the fit model will be evaluated using fit indices such as the SRMR, d_ULS, d_G, and NFI criteria [81]. As a result, hypothesis testing occurs after the model fit criteria for structural equation modelling have been met.

We also used fuzzy set qualitative comparative analysis (fsQCA) to analyze the path configuration on high visit intention. The study used FsQCA to estimate the complexity of the interdependence relationship between each constructs to establish the configurational path that leads to outcome variable. FsQCA contributes to theory development and practical guidance through asymmetric analysis. This fsQCA test is performed in three steps. First, we perform a calibration selection. This entails converting a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree) into fuzzy data sets, namely "2" for full non-membership, "6" for full membership, and "4" for the median [82]. Second, the modified fuzzy data sets will be compiled into a truth table and analyzed. Based on the causal conditions of the independent variable, an analysis of the data was performed to find a solution for the dependent variable. Furthermore, the XY axis will be used to test the predictive validity of the findings from the fsQCA.

5- Results

5-1- Sample Demographics

A total of 215 valid responses were generated from the data collection. The majority of the respondents, 50.4%, were male. According to the age range, 45.5% were between the ages of twenty-five and twenty-nine. The majority of respondents were single (50.9%). Seventy-two percent of respondents have an undergraduate degree. Meanwhile, 37.9% are students based on occupation, and 30% are government employees. Regarding how often respondents view YouTube in a day, 31.6% spend between two and three hours per day. Furthermore, 27% of the YouTube travel vlog category watched consisted of culinary videos. The following Table 2 summarizes the demographic characteristics of those who watched the videos.

Table 2. Sample profile

Measure	Items	Frequency	%
Gender	Male	108	50.4
	Female	107	49.6
Age	19 or below	12	5.6
	20-29	98	45.5
	30-39	60	28
	40-49	32	15
	50 or above	13	5.9
Marital Status	Married	106	49.1
	Single	109	50.9
Level of Education	High School Equivalent	53	24.7
	Bachelor	151	70.2
	Master	9	4.3
	Doctoral	2	0.8
Occupation	Undergraduate Student	81	37.9
	State Civil Apparatus	65	30
	State-Owned Enterprises Employee	4	1.8
	Private Employee	56	26.2
	Entrepreneurs	9	4.1
Frequency of Watching YouTube in a day	Less than 2 times a day	56	26
	2-3 times a day	68	31.6
	4-5 times a day	32	15
	More than 5 times a day	59	27.5
YouTube travel vlog category watched	Nature Exploration (Mount and Forest)	49	22.6
	Culinary	58	27
	Water (Beach, Sea, Lake)	38	17.6
	Culture	45	20.6
	History	27	12.2

5-2- Results from Structural Equation Modelling

5-2-1- Validity and Reliability Assessment

Construct validity is assessed to test the validity and reliability of research results. According to Hair et al. (2017) [81], construct validity was tested by comparing the factor loading value of each construct item to 0.7. The results indicate that the value of each factor loading is higher than 0.7, and thus, the research construct validity has been established. Next, a convergent validity test was conducted by comparing the AVE value to 0.5. The AVE value in this study was higher than 0.5. In addition, a test of the internal consistency of the research construct was conducted using Cronbach's alpha and composite reliability values. Cronbach's alpha and composite reliability values are considered to be met if the value is more significant than 0.7, as suggested by Hair et al. (2017) [81]. In the study, both values were met, so the construct is internally consistent and in a strong position. Table 3 presents the results of construct validity, convergence, and internal consistency.

Table 3. Results of Validity and Internal Consistency

Constructs	Code	FL	CA	CR	AVE
Novelty	NVT.1	0.924			
	NVT.2	0.887			
	NVT.3	0.926	0.962	0.969	0.839
	NVT.4	0.918			
	NVT.5	0.919			
	NVT.6	0.923			

Entertainment	ENT.1	0.938			
	ENT.2	0.945			
	ENT.3	0.94	0.967	0.974	0.882
	ENT.4	0.928			
	ENT.5	0.945			
Relaxation	RLX.1	0.9			
	RLX.2	0.938	0.946	0.961	0.86
	RLX.3	0.937			
	RLX.4	0.935			
Parasocial relationship	PSR.1	0.897			
	PSR.2	0.912			
	PSR.3	0.917			
	PSR.4	0.922	0.969	0.974	0.822
	PSR.5	0.923			
	PSR.6	0.894			
	PSR.7	0.873			
	PSR.8	0.915			
Trust	TST.1	0.914			
	TST.2	0.94	0.953	0.966	0.878
	TST.3	0.948			
	TST.4	0.944			
Visit Intention	VI.1	0.936			
	VI.2	0.962	0.964	0.974	0.903
	VI.3	0.965			
	VI.4	0.938			

Notes: FL, Factor Loading ≥ 0.7; CA, Cronbach's Alpha ≥ 0.7; CR, Composite Reliability ≥ 0.7; AVE, Average Variance Extracted ≥ 0.5.

A discriminant validity test was conducted using the Fornell-Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), and the cross-loading matrix. To begin, the Fornell-Larcker Criterion was used, which stipulates that the square root of AVE must be higher than the inter-construct correlation [83]. Table 4 presents the results of discriminant validity based on the Fornell-Larcker criteria. According to the findings of this study, the square root AVE exceeded the value of the inter-construct correlation; therefore, the Fornell-Larcker Criterion approach achieved discriminant validity.

Table 4. Discriminant Validity with Fornell-Larcker Criterion

Constructs	NVT	ENT	RLX	PSR	TST	VI
Novelty (NVT)	*0.916*					
Entertainment (ENT)	0.754	*0.939*				
Relaxation (RLX)	0.621	0.746	*0.928*			
Parasocial Relationship (PSR)	0.682	0.808	0.808	*0.907*		
Trust (TST)	0.685	0.800	0.774	0.817	*0.937*	
Visit Intention (VI)	0.676	0.748	0.769	0.789	0.808	*0.950*

Notes: The diagonal and bold values represent the square of AVE.

Second, the discriminant validity was tested using the Heterotrait-Monotrait Ratio (HTMT). Henseler et al. (2015) [84] recommend that the HTMT value be determined as 0.85. The study's findings showed that the HTMT value for each construct was less than 0.85. This indicates that the HTMT approach has achieved a high degree of discriminant validity and is in the strong discriminant validity category. Table 5 presents the HTMT values for each construct in more detail

Table 5. Discriminant Validity with Heterotrait-Monotrait Ratio

Constructs	NVT	ENT	RLX	PSR	TST	VI
Novelty (NVT)	-					
Entertainment (ENT)	0.781	-				
Relaxation (RLX)	0.650	0.779	-			
Parasocial Relationship (PSR)	0.705	0.833	0.842	-		
Trust (TST)	0.714	0.832	0.814	0.849	-	
Visit Intention (VI)	0.702	0.812	0.805	0.816	0.842	-

Notes: Threshold of HTMT, ≤ 0.85, strong ≤ 0.90, weak.

To determine discriminant validity, we used a cross-loading matrix approach. In a study, discriminant validity is demonstrated when the factor loading values for one construct are more significant than the correlation coefficients for the other constructs. The Cross-Loading Matrix obtained from this study is presented in Table 6. Based on the findings of this study, it appears that the discriminant validity of the model has been satisfied since all constructs have correlation coefficients more significant than the correlation coefficient for all other constructs.

Table 6. Cross-Loadings Matrix

Items	Entertainment	Novelty	Parasocial Relationship	Relaxation	Trust	Visit Intention
ENT.1	*0.938*	0.712	0.766	0.697	0.756	0.713
ENT.2	*0.945*	0.720	0.786	0.721	0.774	0.767
ENT.3	*0.940*	0.731	0.764	0.699	0.756	0.752
ENT.4	*0.928*	0.681	0.739	0.697	0.722	0.705
ENT.5	*0.945*	0.694	0.736	0.691	0.745	0.743
NVT.1	0.729	*0.924*	0.639	0.578	0.662	0.666
NVT.2	0.652	*0.887*	0.574	0.564	0.612	0.592
NVT.3	0.709	*0.926*	0.636	0.561	0.624	0.608
NVT.4	0.689	*0.918*	0.640	0.589	0.626	0.639
NVT.5	0.670	*0.919*	0.623	0.560	0.613	0.592
NVT.6	0.691	*0.923*	0.635	0.562	0.626	0.617
PSR.1	0.713	0.565	*0.897*	0.756	0.720	0.678
PSR.2	0.751	0.644	*0.912*	0.724	0.749	0.700
PSR.3	0.769	0.683	*0.917*	0.750	0.758	0.714
PSR.4	0.737	0.649	*0.9 22*	0.729	0.744	0.720
PSR.5	0.763	0.634	*0.923*	0.753	0.768	0.740
PSR.6	0.693	0.571	*0.894*	0.689	0.718	0.708
PSR.7	0.675	0.558	*0.873*	0.718	0.705	0.720
PSR.8	0.752	0.636	*0.914*	0.738	0.760	0.741
RLX.1	0.742	0.625	0.780	*0.900*	0.746	0.725
RLX.2	0.720	0.582	0.734	*0.938*	0.722	0.734
RLX.3	0.635	0.518	0.716	*0.937*	0.675	0.686
RLX.4	0.667	0.573	0.762	*0.935*	0.724	0.705
TST.1	0.720	0.583	0.738	0.692	*0.914*	0.741
TST.2	0.760	0.649	0.762	0.722	*0.940*	0.765
TST.3	0.781	0.671	0.797	0.760	*0.948*	0.772
TST.4	0.735	0.661	0.762	0.724	*0.944*	0.748
VI.1	0.750	0.642	0.747	0.712	0.785	*0.936*
VI.2	0.760	0.648	0.753	0.719	0.766	*0.962*
VI.3	0.742	0.664	0.775	0.753	0.765	*0.965*
VI.4	0.728	0.617	0.723	0.740	0.754	*0.938*

Notes: The bolded values indicating the value of construct factor loadings.

5-2-2- Hypothesis Results

This study uses a structural analysis model and Smart-PLS 3.0 software to determine the strength of the research model. First, the R^2 value derived from the path coefficients between constructs is evaluated. To determine whether the model can be used, R^2 must be higher than 0.1 or close to 1 [80]. Figure 3 illustrates the results of the structural modeling of the study. The parasocial relationship constructs obtained from the path coefficients of the novelty, entertainment, and relaxation constructs were found to have an $R^2 = 0.752$. The trust construct was derived from the path coefficients of the novelty, entertainment, relaxation, and parasocial relationship constructs, with an R^2 value of 0.7466. Furthermore, the construct of visit intention was obtained through the trust path coefficient with an R^2 of 0.652. The results indicate that the research model is viable based on the value of R^2, which is greater than 0.1. Furthermore, the model fit is evaluated based on the SRMR, d_ULS, d_G, and NFI. Results showed that the model fit criteria were met with SRMR = 0.032, d_ULS = 0.497, d_G = 0.645, and NFI = 0.914, as recommended by Hair et al. (2017) [81].
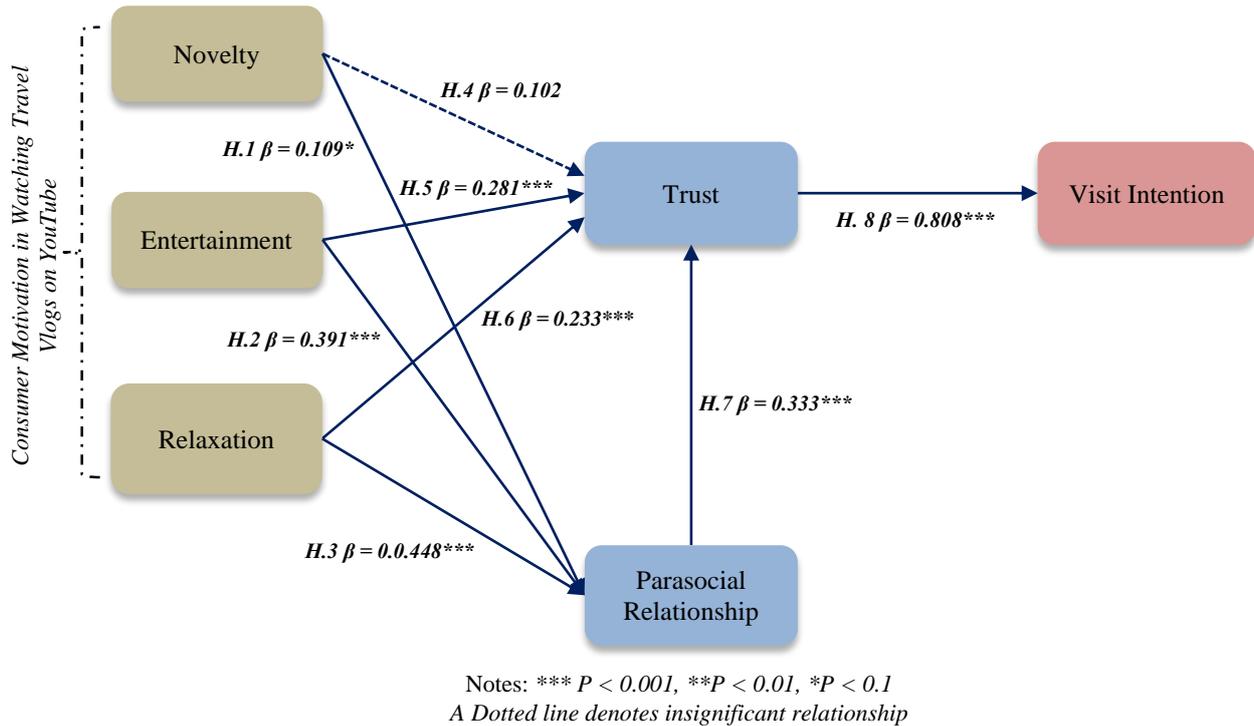

Notes: *** P < 0.001, **P < 0.01, *P < 0.1
A Dotted line denotes insignificant relationship

Figure 3. Structural Equation Modeling Results

According to Figure 3 and Table 7, novelty, entertainment, and relaxation significantly affect parasocial relationships. Therefore, H1, H2, and H3 are supported (β = 0.109, 0.391, and 0.448; t = 2,332, 5.830, and 8,448, respectively). Entertainment and relaxation significantly impacted trust, supporting H5 and H6 (β = 0.281 and 0.233; t = 1.733 and 3.960, respectively). Furthermore, novelty does not substantially affect trust; therefore, H4 is unsupported with β = 0.102, t = 0.084. Additionally, parasocial relationships significantly affect trust, which supports H7 (β = 0.333, t = 4.865). Furthermore, it is found that consumers who trust YouTubers' travel vlogs are likely to increase their visit intention, indicating support for H8 (β = 0.808, t = 29.627).

Table 7. Summary of hypothesis results

Hypothesis	Path Coefficient	T-Value	Conclusion
H1 Novelty → Parasocial Relationship	0.109*	2.331	Supported
H2 Entertainment → Parasocial Relationship	0.391***	5.830	Supported
H3 Relaxation → Parasocial Relationship	0.448***	8.448	Supported
H4 Novelty →Trust	0.102	1.733	Unsupported
H5 Entertainment → Trust	0.281***	3.960	Supported
H6 Relaxation → Trust	0.233***	3.594	Supported
H7 Parasocial Relationship → Trust	0.333***	4.685	Supported
H8 Trust → Visit Intention	0.808***	29.627	Supported

Notes: ***P < 0.001; **P < 0.01; *P < 0.1

5-3- Results from fsQCA

5-3-1- Calibration Selection and Truth Table Construction

This study examines five constructs: novelty, entertainment, relaxation, parasocial relationships, and trust, which form the causal conditions for high visit intention. In order to perform the fsQCA analysis, as suggested by Ordanini et al. (2014) [85] and Pappas and Woodside (2021) [82], first is the transformation of the 7-Likert scale data into fuzzy sets, namely "6" as the full membership, "4" as the intersection, and "2" as a full non-membership. The calibrated data were then converted into a fuzzy score of "0," "Low," and "1," "High." Therefore, in Table 8, we obtain a truth table containing all-composite conditions reflecting high visit intention.

Table 8. Truth Table and Composite for Outcome High Travel Intention

					Antecedents for Visit Intention		
NVT	ENT	RLX	PSR	TST	Cases	Outcome (VSINT)	Raw Consistency
High	High	High	High	Low	8	Yes	0.983
High	High	Low	High	High	19	Yes	0.978
High	Low	High	High	High	4	Yes	0.976
High	High	High	Low	High	8	Yes	0.972
Low	High	High	High	High	8	Yes	0.969
High	High	High	High	High	88	Yes	0.967
High	High	Low	Low	Low	4	Yes	0.937
High	Low	Low	Low	Low	9	No	0.764
Low	Low	Low	Low	Low	67	No	0.325

Notes: NVT, Novelty; ENT, Entertainment; RLX, Relaxation; PSR, Parasocial Relationship; TST, Trust; VSINT, Visit Intention.

Table 8 indicates nine composite indicators as predictors of high visit intention, including seven composite indicators for "high" visit intent and two for "low" visit intent. The first composite that constitutes high visit intention consists of 88 cases from five independent constructs with the condition "high." In addition, there are five composites containing 47 cases based on the "High" condition in four different constructs to represent high visit intention. The condition of high visit intention consists of two constructs: "High" contains four cases. Moreover, the fifteenth composite indicator represents low visit intention, with five constructs reflecting the "Low" condition with 67 instances. The eighth composite indicator represents low visit intention with four "Low" condition constructs consisting of nine cases.

5-3-2- Analysis of Necessary Condition

Following the selection of the calibration, an analysis is conducted to identify every condition necessary, namely the state of "presence" or "absence," to achieve the desired result. Ragin (2009) [86] states that for a construct to be considered necessary, it must have a consistency score of 0.80 or 0.90. Table 9 summarizes the conditions necessary to achieve high and low visit intention levels. In summary, the results obtained suggest that (1) the presence of conditions for all constructs (novelty, entertainment, relaxation, parasocial relationship, and trust) is a necessary condition for the outcome of high visit intention, and (2) the absence of conditions for entertainment, relaxation, parasocial relationship, and trust is a necessary condition for the outcome of low visit intention.

Table 9. Analysis of Necessary Condition

Conditions	High Visit Intention		Low Visit Intention	
	Consistency	Coverage	Consistency	Coverage
NVT	0.886	0.842	0.490	0.297
~NVT	0.261	0.445	0.741	0.806
ENT	0.896	0.882	0.432	0.271
~ENT	0.259	0.417	0.812	0.833
RLX	0.806	0.921	0.399	0.291
~RLX	0.379	0.497	0.892	0.746
PSR	0.836	0.921	0.417	0.293
~PSR	0.357	0.490	0.887	0.776
TST	0.867	0.921	0.439	0.298
~TST	0.339	0.487	0.884	0.809

Notes: (~) absence of condition.

5-3-3- fsQCA Findings

FsQCA results are derived from intermediate solutions that incorporate core and peripheral conditions into the output of high visit intention. Ragin (2006) [86] suggests that the analysis results are acceptable and relevant if the consistency and coverage values exceed 0.75. Table 10 illustrates the results of the fsQCA for establishing high visit intention. Based on the results, six configurations were identified as being associated with a high degree of visit intention. The overall consistency value of the solution was 0.936, and coverage was 0.833. Hence, consistency and coverage values have been met. Moreover, the causal condition values for the six configurations have a consistency greater than 0.75. This indicates that all configurations of causal conditions are appropriate for forming high visit intention. Two configurations are most relevant to forming high visit intention, namely the second and third configurations. This research is a supporting research proposition due to the unique and distinct configuration values produced.

Table 10. fsQCA Results for Outcome High Visit Intention

Configuration	High Visit Intention					
	C1	C2	C3	C4	C5	C6
Novelty (NVT)	●	●		●		●
Entertainment (ENT)	●	●	●		●	●
Relaxation (RLX)	●	●		●	●	⊗
Parasocial Relationship (PSR)	●		●	●	●	⊗
Trust (TST)	●	●	●	●	●	⊗
Raw Coverage	0.662	0.664	0.703	0.649	0.664	0.200
Unique Coverage	0.029	0.025	0.056	0.018	0.033	0.014
Consistency	0.960	0.959	0.961	0.965	0.961	0.937
Overall Solution Coverage	***0.833***					
Overall Solution Consistency	***0.936***					

Note: Black Circle (●) indicate the presence of condition; Circle with "x" (⊗) indicate absence of conditions; Blank space indicate "don't care" conditions; Big black circle (●) denotes presence of core causal conditions; Small black circle (●) denotes peripheral presence of causal conditions

According to Table 10, each high visit intention solution configuration is unique and different. The configurations consist of the conditions of presence (*), absence (~) and don't care (blank space). The first configuration (C1) consists of causal conditions of *NVT, *ENT, *RLX, *PSR, don't care conditions of TST with consistency 0.960 and raw coverage 0.662. This indicates the design of conditions that foster high visit intention by incorporating novelties, entertainment, relaxation, and parasocial relationships. Conversely, trust appears to be don't care condition, which indicates that configuration number one trust is not as significant. The second configuration (C2) consists of causal conditions of *NVT, *ENT, *RLX, *TST, don't care conditions of PSR with consistency of 0.959 and raw coverage of 0.664. To achieve high visit intention, consumers are likely to watch YouTube travel vlogs that offer conditions of novelty, entertainment, relaxation, and trust. In contrast, parasocial relationships may be considered to be of lesser importance in configuration number two. The third configuration (C3) consists of causal conditions of *NVT, *ENT, *PSR *TST, don't care conditions of RLX with consistency of 0.961 and raw coverage of 0.703. High travel intention will be achieved through the presence of novelty, entertainment, parasocial relationships, and trust in this configuration. Relaxation appears to be less critical.

The fourth configuration (C4) consists of causal conditions of *NVT, *RLX, *PSR, *TST, don't care conditions of ENT with consistency of 0.965 and raw coverage of 0.649. This indicates that high visit intention is supported by the presence of video travel vlogs that are interesting and relaxing. The audience's parasocial relationship with YouTubers is also crucial to building trust. Through this configurational path, the entertainment construct can be ignored. Furthermore, the fifth configuration (C5) consists of causal conditions of *ENT, *RLX, *PSR, *TST, don't care conditions of NVT with consistency of 0.961 and raw coverage of 0.664. Similar to the fourth configuration, the difference is that novelty becomes a don't care condition. Thus, to achieve high visit intentions, the C5 configuration demonstrates that entertaining, relaxing travel videos can build parasocial relationships with YouTubers and increase their trust. Lastly, configuration C6 indicates that *NVT, *ENT, ~RLX, ~PSR, ~TST, with a consistency of 0.937 and raw coverage 0.200. This indicates that novelty and entertainment, as well as the absence of relaxing conditions, parasocial relationships, and trust, can lead to high visitation intentions.

According to the relevancy and consistency values, this study proposes two possible configurations that can be used to predict high visit intention. In Figures 4 and 5, the configurations with the optimal consistency and row coverage values are shown as the best possible solution for forming high visit intentions. In Figure 4, the presence of the constructs of novelty, entertainment, parasocial relationships, and trust in YouTubers' travel vlogs will lead to high visit intention

for viewers. According to Figure 5, consumers will form high visit intentions as a result of a combination of consumer motivation (entertainment and relaxation), parasocial relationships, and trust.
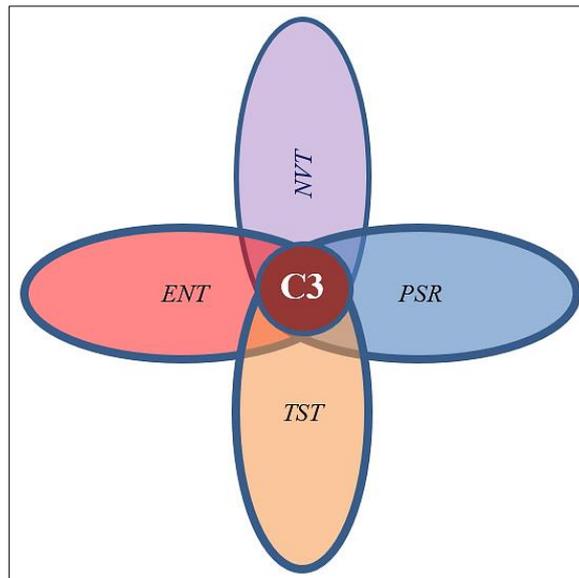

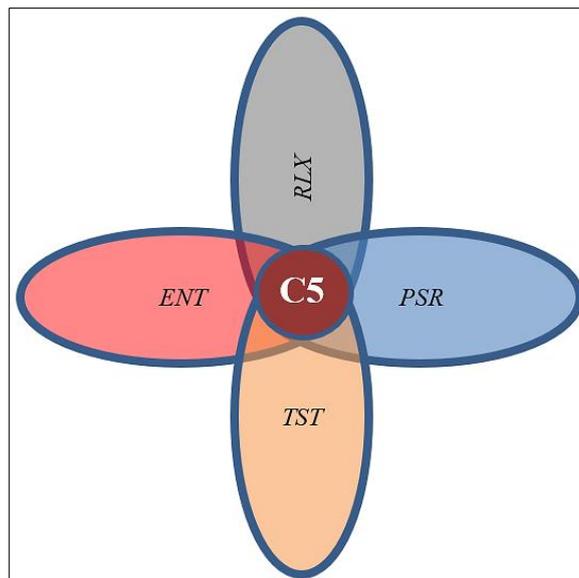**Figure 4. Configuration C3 Contributes to High Visit Intention-**(Consistency = 0.961; Coverage = 0.703)

Figure 5. Configuration C5 Contributes to High Visit Intention-(Consistency = 0.965; Coverage = 0.664)

5-3-4- Predictive Validity

Pappas & Woodside (2021) [82] and Woodside (2014) [87] define predictive validity as the ability to predict independent constructs in additional samples from a research model. In order to determine predictive validity, the data is divided into two subgroups (subsamples and holding samples). Models are considered fit and have good predictive validity if the results of the consistency of the two subgroups obtained are greater than 0.75. The solutions of the subsamples in Table 11 are the results of the analysis of f (*NVT, *ENT, *RLX, ~PSR, ~TST). Meanwhile, Figure 6 is the result of the analysis of hold samples from prepositions (*NVT, *TST, *RLX, ~PSR, ~ENT). According to the results obtained, the model calculated from subsamples shows good predictive validity, with each causal condition exceeding 0.75. On the other hand, the model calculated from hold samples (Figure 6) also possesses good predictive validity, with consistency = 0.962 and coverage = 0.204. Therefore, the results of the model from subsamples and the whole sample indicate that this study has good predictive validity.

Table 11. Solution from the Subsamples

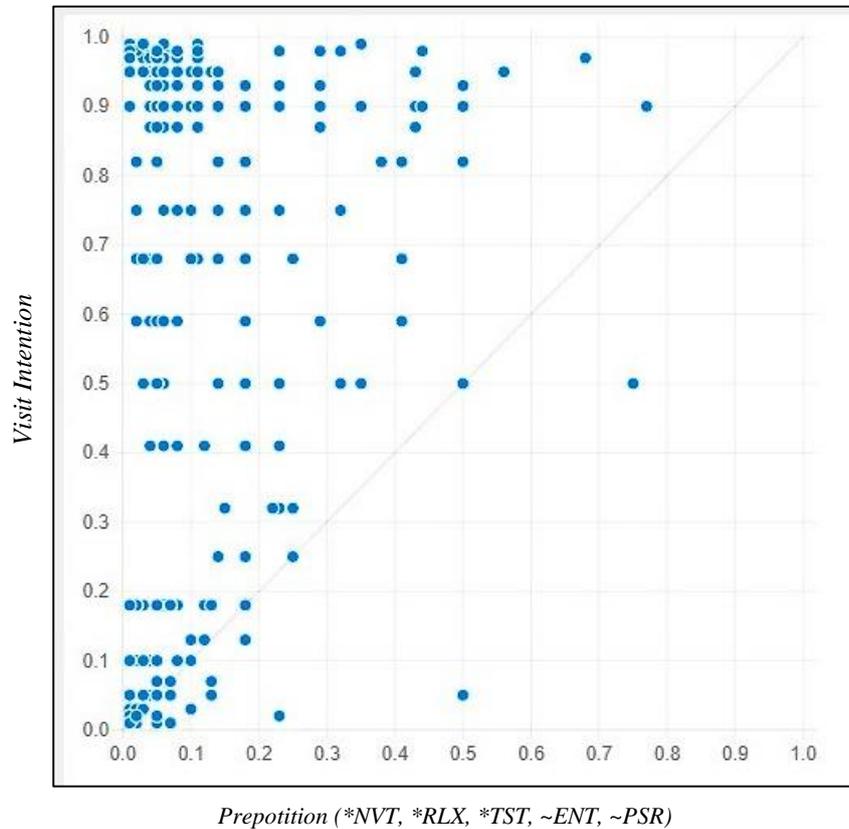| Model from Subsamples	Raw Coverage	Unique Coverage	Consistency
f (*NVT *ENT, *RLX, ~PSR, ~TST)			
NVT*ENT	0.829	0.121	0.901
NVT*RLX	0.74	0.032	0.938
ENT*RLX	0.753	0.045	0.938

*Prepotition (*NVT, *RLX, *TST, ~ENT, ~PSR)*

Figure 6. XY Plot Holdout Samples (Preposition): Consitency = 0.962 and Coverage = 0.204

6- Discussion

6-1- Main Findings

This study aims to use consumer viewing motivation (novelty, entertainment, and relaxation), parasocial relationships, and trust as indicators of tourists' motivation to watch YouTube travel videos. Consumers are motivated by novelty, entertainment, and relaxation to form parasocial relationships and trust. Additionally, parasocial relationships influence visitor intention through the perception of a friendly relationship with YouTubers through their content. Meanwhile, the trust that has been developed will lead to consumer behavior in the form of visit intent. A survey of tourism enthusiasts with access to YouTube was conducted to collect research data. Several significant findings have been derived from this study.

In this study, novelty, entertainment, and relaxation are used as motivations to observe consumers who are being tested for the formation of parasocial relationships. In the first instance, YouTubers are motivated by novelty, which refers to the ability of their videos to provide new experiences and information to consumers. According to the results of the experiment, novelty motivation (H1) plays an important role in the formation of parasocial relationships. This indicates that YouTube viewers tend to form a parasocial relationship with YouTubers when new motivation is gained through watching travel vlogs on YouTube. When consumers find new, unique, and curious information, for example, they can develop a parasocial relationship with YouTubers. Secondarily, consumers are also motivated by entertainment. Viewing YouTube for pleasure and satisfaction can be motivated by this motivation. In the study, entertainment (H2) significantly influenced parasocial relationships. This implies that consumers tend to perceive YouTubers' content to be exciting and entertaining, which they can use to form an intimate relationship with them. Consumers are more likely to form parasocial relationships with YouTubers if they feel entertained by their travel vlogs on YouTube. As for the third motive, relaxation represents the consumer's calm and relaxed state when viewing YouTube travel videos. In this study,

we demonstrate that relaxation (H3) has a significant effect on parasocial relationships. When the consumer's motivation for seeking peace and relaxation during viewing is fulfilled, he or she will have a close and friendly relationship with YouTubers. Previous studies have also confirmed these results [88].

To understand how consumer motivation shapes trust, all consumer dimensions are tested against trust. According to the findings of the study, the novelty dimension did not have a significant impact on trust (H4). It appears that consumers will not be able to form trust based on the novelty of the information obtained when watching YouTube travel videos. In addition, the test results revealed that the entertainment dimension (H5) had a significant impact on trust. A pleasant viewing experience for consumers when watching YouTube travel videos is a factor that encourages the formation of trust. Consumers will be able to develop trust in YouTube if their entertainment needs are met. This argument is supported by previous research [88]. Additionally, the relaxation dimension (H6) was found to have a significant impact on trust. The study indicates that YouTube travel vlogs that provide consumers with peace and relaxation can increase their trust in the network. Accordingly, YouTube can be relied upon to satisfy the relaxation needs of consumers.

A parasocial relationship may also play a role in the formation of trust. The results indicated that the parasocial relationship (H7) influenced the formation of trust. Consumers who develop a friendly relationship with YouTubers will form a parasocial relationship with travel videos. In addition to establishing parasocial relationships, this will also facilitate the formation of trust. Trust can be built by consumers who are comfortable, enjoy viewing posts, feel like friends, follow other channels, and rely on information submitted by YouTubers. Furthermore, this finding is also supported by previous research [44]. Additionally, the results indicated that trust (H8) was a significant predictor of forming a visit intention. Consumers tend to form visit intentions when they trust the information conveyed by YouTubers. The results of this study are also relevant to previous research [78].

Based on the findings of the fsQCA test, the dimensions of consumer motivation (novelty, entertainment, and relaxation), parasocial relationships, and trust provide predictors of high visit intention outcomes. In the fsQCA analysis, six configurations of causal conditions were identified as forming high visit intention. The study explains that YouTube travel vlogs provide causal conditions as antecedents for forming high visit intentions. The consistency and raw coverage values obtained in each configuration indicate that all solutions may be implemented to achieve high visit intention. In this study, two configurations (C3 and C5) are considered solutions for high visit intentions among the six configurations. The two configurations are the most relevant configurations to achieve high visit intention. Configuration 3 emphasizes the importance of novelty, entertainment, parasocial relationships, and trust in forming a high visit intention. In addition, relaxation is a "don't care" condition. On the other hand, the fifth configuration states that the presence of conditions of entertainment, relaxation, parasocial relationships, and trust are important factors in determining the likelihood of a visit. Novelty is a "don't care" condition. As a result, this study can be used to guide the configuration of a YouTube travel vlog based on the results of an fsQCA analysis to generate high visit intentions.

6-2- Implication for Research

This study presents an academic contribution to tourism marketing by highlighting the role of social media in tourism marketing. The importance of examining YouTube travel vlogs as a means of contributing to the growth of tourism marketing media knowledge should not be overlooked by researchers. This study identified three consumer reasons for watching YouTube travel videos (novelty, entertainment, and relaxation) as antecedents in tourism marketing that increase visit intention. The notion of novelty is defined as gaining new experiences through television viewing [74]. Entertainment refers to the act of seeking pleasure and fulfilling psychological needs in the act of watching [75]. Meanwhile, relaxation refers to the sense of calm and relaxation that consumers experience while watching [28]. As identified above, these three motivations are the ability to form friendships and attachments with YouTubers through travel vlog content. The present research has confirmed that the three consumer motivations can form a parasocial relationship.

According to this study, consumers' trust in YouTube travel videos is facilitated by parasocial relationships. Consumers must establish a parasocial relationship before they can trust YouTube travel vlog content. For shaping the parasocial relationship, YouTubers and the three most powerful consumer motivations are essential. Trust is also viewed as a link between consumer motivation and parasocial relationships leading to visit intentions. In particular, entertainment and relaxation are more significant factors in trust formation than novelty. In order to build trust, YouTube travel vlogs must include elements of relaxation and entertainment. Creating parasocial relationships with YouTube travel vloggers is an ongoing process. This explains why consumers watch YouTubers on other channels, follow the YouTuber's content, rely on the information conveyed, and have an adjectival relationship with the YouTuber. YouTubers form parasocial relationships to attract visitors. Consequently, trust is a determinant of the success of parasocial relationship episodes during visits. Consumers who like, follow, feel friends with, or wish to meet YouTubers are more likely to trust them. In the same way, trust is essential to building relationships. Consumers' feelings of friendship and attachment to YouTubers may influence their future visits.

As consumers engage in emerging technologies such as YouTube and related activities, they are exposed to enormous complexity. As a theoretical contribution, FSQCA configuration analysis can be used to examine visiting behavior in

this sense. By analyzing causal conditions, the complex theory obtained in this study provides the causal condition configuration for high visit intention. By identifying causal conditions, this research will assist scholars in understanding consumer behavior and emerging technologies. High visit intention is correlated with interdimensional consumer motivation (novelty, entertainment, and relaxation), parasocial relationships, and trust. In the first configuration (C.3), novelty, entertainment, parasocial relationships, and trust work together to create high visit intent. Consequently, trust will be created by combining two motivations (novelty and entertainment) that are influenced by parasocial relationships so that visitors are more likely to visit. In the second configuration (C.5), enjoyment, relaxation, parasocial relationships, and trust lead to high visit intentions. In addition to enhancing trust, entertainment and relaxation gained from watching and encouraging parasocial relationships will significantly increase visit intentions.

6-3- Implication for Managerial

In this study, YouTube travel vlogs were used for destination marketing, significantly contributing to their practical application. Tourism marketers use YouTube travel vlogs to reach their target audience. YouTube travel vlogs are expected to become increasingly popular among consumers to facilitate their research decisions. Travel decisions can be influenced by YouTube travel vlogs, according to research. Tourism managers can better understand consumer behavior and visit decisions influenced by social media by understanding YouTubers' role in forming trust and parasocial relationships. Tourism managers can use these findings to develop marketing strategies and understand consumer behavior on YouTube travel videos.

Also, it was found that YouTube travel vlogs can improve parasocial relationships. Furthermore, we identify three aspects of consumer motivation that can enhance parasocial relationships: novelty, entertainment, and relaxation. YouTubers tend to form parasocial relationships with consumers when they receive updated content, enjoy it, and feel relaxed. The emotional connection consumers feel can influence their behavior when they feel a sense of virtual closeness and emotional connection. Tourism managers can use YouTube travel vlogs to create parasocial relationships when they include novelty, entertainment, and relaxation content. YouTube travel vlogs can also help tourism managers build consumer intimacy with destinations. This way, YouTubers can share their travel experiences to a destination where their vlog will influence viewers to visit the destination.

Tourism managers must build consumer trust through YouTube travel vlogs by providing entertainment and relaxation. Trust strongly influences consumer decisions. Tourism managers must be more proactive in building consumer trust through YouTube travel vlogs. According to tourism managers' research, YouTubers can help market destinations with entertaining content. Trust will be formed when YouTubers share engaging travel videos on YouTube. The parasocial relationship consumers develop with YouTubers can contribute to building trust. Travel videos that are relaxing and entertaining will increase trust. Consumers are more likely to trust YouTubers if they feel close to them, such as through friendship. The parasocial relationship YouTube followers have with YouTube will benefit tourism managers. YouTubers' behavior is likely to be influenced by their perceived parasocial relationship with them. The results indicate that YouTubers tend to gain the trust of their followers when they share their travel experiences on vlogging platforms. By using YouTube travel vlogs to promote destinations, tourism managers can increase consumer awareness, trust, and closeness. Consumers tend to visit businesses when they trust them. A YouTube travel vlog's trustworthiness is considered a critical factor influencing consumer visit intentions to destinations.

Through YouTube travel vlogs, tourism managers can gain a deeper understanding of the possibility of increasing tourist destination visits by analyzing the FSQCA analysis. Various and unique causal conditions contributed to high visit intention, based on fsQCA analysis. Consumer motivation (novelty, entertainment, and relaxation), parasocial relationships, and trust combine to create this configuration. Tourism managers can form high-visit intentions using each of these configurations. Among the configurations that can result in high visit intentions are configuration (C.3), which combines novelty, entertainment, parasocial relationships, and trust. Tourism managers can generate high visit intentions and create highly novel and entertaining content by facilitating parasocial relationships and building trust among visitors. Also, C.5 consists of causal and presence conditions such as entertainment, relaxation, parasocial relationships, and trust that can result in high visit intentions. Tourism managers should focus on travel vlog content to build trust and create parasocial relationships to increase visit intentions. Tourism managers should consider the following configurations when using YouTube travel vlogs as a marketing communication tool (C.3 and C.5). We can implement a validated predictive validity model derived from each configuration for the high visit intention solution.

7- Conclusion

This study concludes that factors that motivate consumers to watch travel videos on YouTube also influence trust and parasocial interactions, which lead to the decision to travel. In this study, we examine the motivations of consumers for watching travel vlogs on YouTube to find novelty, entertainment, and relaxation. Research suggests that watching travel vlogs to seek entertainment and relaxation may lead to more trust between consumers. The three factors of consumer motivation will result in an increased amount of parasocial interaction between YouTubers and consumers. A parasocial interaction with YouTubers may also increase consumer trust in a destination, which may influence consumers' behavior

to visit destinations that appear in YouTube travel videos. Furthermore, this study provides methodological contributions as well as uses a combination of fuzzy set qualitative comparative analysis (fsQCA) and structural equation modeling for data analysis. The results of the fsQCA indicate that there are six configurations of consumer motivation, trust, and parasocial interactions that can be used to predict visit intentions to destinations based on YouTube travel vlogs.

Aside from the theoretical and practical contributions this study has made, there are also certain limitations. As an exploratory study because it only considers three dimensions of motivation when concluding the observed phenomena. Accordingly, this study suggests that future quantitative research should continue to expand and refine the concept of different types of motivation for watching YouTube travel videos. For instance, engagement, passing time, hedonism, and social motivation [89]. Involvement can be used to establish parasocial relationships [90]. Additionally, future research could further develop parasocial relationship variables into several dimensions, such as perceived friendship, self-disclosure, and understanding [44], to obtain more specific results.

8- Declarations

8-1- Author Contributions

Conceptualization, P.H.S., W.K.C. and A.D.K.S.; methodology, A.D.K.S.; software, P.H.S. and A.D.K.S.; validation, A.D.K.S., H.M.D., and I.J.E.; formal analysis, A.D.K.S.; investigation, I.J.E., P.H.S., and A.D.K.S.; resources, W.K.C. and P.H.S.; data curation, A.D.K.S., I.J.E., and H.M.D.; writing—original draft preparation, A.D.K.S., I.J.E., and P.H.S. and B.E.S.; writing—review and editing, A.D.K.S., W.K.C., I.J.E., and B.E.S.; visualization, I.J.E. and A.D.K.S.; supervision, P.H.S. and W.K.C.; project administration, P.H.S. and A.D.K.S.; funding acquisition, P.H.S. All authors have read and agreed to the published version of the manuscript.

8-2- Data Availability Statement

The data presented in this study are available on request from the corresponding author.

8-3- Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

8-4- Institutional Review Board Statement

Not applicable.

8-5- Informed Consent Statement

Not applicable.

8-6- Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this manuscript. In addition, the ethical issues, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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Appendix I

Table A-1. Research Questionnaire

Construct	Code	Measures
Novelty	NVT.1	I obtained the information from travel vlogs posted on YouTube.
	NVT.2	Travel vlogs on YouTube introduced me to various destinations I had never heard of before.
	NVT.3	The travel vlog channel on YouTube provided unique information.
	NVT.4	From a travel vlog on YouTube, I discovered a new destination.
	NVT.5	The travel vlogs on YouTube provide information about cultural destinations and life in these locales.
	NVT.6	I am curious about the destinations of this YouTube travel video.
Entertainment	ENT.1	I enjoy watching travel vlogs on YouTube.
	ENT.2	This travel vlog on YouTube is much fun to watch.
	ENT.3	It is very relaxing to watch travel vlogs on YouTube.
	ENT.4	Travel vlogs on YouTube are exciting to watch.
	ENT.5	Watching travel videos on YouTube is entertaining.
Relaxation	RLX.1	Travel vlogs on YouTube allow me to relax.
	RLX.2	Watching travel vlogs on YouTube helped me forget about work for a while.
	RLX.3	This YouTube video can distract me from what I am doing.
	RLX.4	Watching travel videos on YouTube takes my mind off what I am doing.
Parasocial Relationship	PSR.1	YouTubers on travel vlogs make me feel comfortable as if I were with friends.
	PSR.2	YouTubers in travel vlogs seem to be very natural and easy to understand.
	PSR.3	I look forward to watching the YouTuber's next travel vlog.
	PSR.4	I will watch a YouTuber's travel vlog if they appear on other channels.
	PSR.5	YouTuber travel vlog understands the things I want to know
	PSR.6	I miss seeing YouTubers' travel vlogs on their YouTube channels when they do not upload videos of their lives in various locations.
	PSR.7	I want to meet with a YouTuber who creates travel videos in person.
	PSR.8	YouTubers' travel vlogs are interesting to me.
Trust	TST.1	The travel vlogs on YouTube are credible.
	TST.2	The travel vlog on YouTube is trustworthy.
	TST.3	The travel vlog on YouTube cares about its audiences.
	TST.4	The travel vlog on YouTube is authentic.
Visit Intention	VI.1	The travel vlog on YouTube has inspired me to visit the destination.
	VI.2	I plan to visit the destination in near future.
	VI.3	I am willing to visit the destination in the near future.
	VI.4	I intend to visit the destination in near future.