STIMULATING VISIT INTENTION USING SOCIAL MEDIA INFLUENCER: MEDIATING ROLE OF ENJOYMENT

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Abstract: Social media influencer (SMI) has emerged as one of a powerful approach in building customer's intention to visit a tourism destination. This research therefore tries to uncover the mechanism on how the dimensions of SMI, namely attractiveness, trustworthiness, and expertise, influence visit intention by incorporating enjoyment as mediator by applying Stimuli-Organism-Response (SOR) Theory. Using purposing sampling, 115 usable samples of those who experienced an SMI's posts regarding Aceh tourism, are gathered online. Data were analyzed by using Partial Least Square-Structural Equation Modelling (PLS-SEM). In testing the hypotheses, we conduct a Bootstrapping procedure using 5000 sub-samplings. The finding highlights that SMIs' attractiveness and SMIs' expertise, are found to be a strong predictor of enjoyment, of which has a significant relationship with visit intention. However, SMI trustworthiness failed to predict enjoyment. Except for SMI trustworthiness-visit intention relationship, this study also found the role of enjoyment as mediator for both SMI attractiveness and SMI expertise in predicting visit intention. Consequently, this research pinpoints two routes to obtaining visitors' intention to visit a tourism site. They are attractiveness-enjoyment-intention and expertise-enjoyment-intention with the second pathway have bigger contribution to visit intention. The findings can be used as a guide to assist tourism destination marketers in developing effective advertising that use SMI to communicate with their visitor and differentiate themselves from the tourism destination intense competition.

Keywords: social media influencers, enjoyment, visit intention, SOR theory, tourism destination

Abstrak: *Influencer media sosial (IMS) kini muncul sebagai salah satu pendekatan yang ampuh dalam membangun niat pelanggan untuk berkunjung ke destinasi pariwisata. Oleh karena itu, penelitian ini mencoba menjelaskan mekanisme bagaimana dimensi IMS, yaitu attractiveness, trustworthiness, dan expertise, mempengaruhi niat kunjungan dengan memasukkan enjoyment (kenikmatan) sebagai mediator dengan menerapkan Teori Stimuli-Organism-Response (SOR). Dengan menggunakan purposive sampling, 115 sampel digunakan yaitu mereka yang memiliki pengalaman setidaknya satu IMS yang telah mengunggah tentang pariwisata Aceh, dikumpulkan secara online. Data dianalisis dengan menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM). Dalam menguji hipotesis, kami melakukan prosedur Bootstrapping menggunakan 5000 sub-sampling. Hasil ini menyoroti bahwa attractiveness dan expertise, ditemukan sebagai prediktor enjoyment yang kuat, yang memiliki hubungan signifikan dengan niat kunjungan. Namun, trustworthiness gagal memprediksi enjoyment. Penelitian ini juga menemukan peran enjoyment sebagai mediator dalam hubungan attractiveness dan expertise kepada niat kunjungan, namun tidak demikian dengan hubungan trustworthiness-niat kunjungan. Oleh karena itu, penelitian ini menunjukkan dua jalur untuk meraih niat pengunjung untuk mengunjungi sebuah lokasi wisata. Mereka adalah attractiveness-enjoyment-niat dan expertise-enjoyment-niat dengan jalur yang kedua memiliki efek yang lebih besar kepada niat kunjungan. Temuan ini dapat digunakan sebagai panduan untuk membantu pemasar destinasi pariwisata dalam mengembangkan iklan efektif yang menggunakan IMS untuk berkomunikasi dengan pengunjung mereka dan membedakan diri dari persaingan destinasi wisata yang ketat.*

Kata kunci: *influencer media sosial, kenikmatan, niat kunjungan, theory sor, destinasi pariwisata*

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INTRODUCTION

The natural geographic circumstance of Indonesia, for example, mountains, beaches, rivers, seas, and whatnot, have nurtured the tourism industry in the country vastly grown. Some of the tourism area, such as Bali, Lombok, Bandung, and Yogyakarta are among the destinations that have affirmed the tourism industry as its main flagship industry. However, the pandemic that has hit the World has caused paralysis in this sector. In fact, the tourism sector is the sector most severely affected by this global pandemic, including in Aceh province. The implementation of movement restrictions (PPKM) in Aceh province at that time caused limited tourist trips to Aceh. As a result, the number of visits in Aceh was drastically reduced. Data from the ministry of tourism published by the Badan Pusat Statistik (BPS) shows that, there has been a significant decrease (more than 80 percent) in the number of domestic tourist visits to Aceh province in 2020 compared to one year earlier (Table 1).

This decrease in tourists also causes tourist actors, for example travel agencies, lodging provider entrepreneurs, restaurant owners, retail traders in tourist attractions to lose resources its income. In other words, the livelihood of local tourists depends largely on the presence of tourists to the tourist destination. In the tourism industry, visitor attendance in tourist destinations has an important role in supporting the success of a tourist destination (Wu et al. 2015). Therefore, restoring the tourism industry can be started by stimulating the visiting intentions of potential domestic tourists.

On the other hand, nowadays, people are very much attached to social media in their smartphones.. According to the research from "We are Social" in collaboration with "Hootsite", in 2021, Indonesians spend about three hours and 14 minutes a day in social media. The severe use of social media in the current Indonesia peoples' social life has publicized the notion of social media influencer in the marketing literature. Social media influencer is now become the marketing channel that used by an individual or organization in encouraging consumers' intention to buy or use the service (Wu et al. 2015). Social media influencers are now being used to endorse products or services. Using their social media platform, influencers show how they use the product and how the products and services fit them. They also explain the advantages of using the product or services. In other words, consciously or not, influencers are pursuing their followers and audience regarding the product/service.

The intention of visitors to visit a destination has consistently been the focus of tourism research. In marketing, intention is a circumstance in which a customer expresses a behavioral desire to acquire a product. Equally, in tourism, visit intention is defined as visitors' behavioral interest in returning to the place, suggesting the destination to colleagues and friends, and speaking positive things about the destination. Visit intention, for example, might be defined as the likelihood that visitors will see the goal in the future. Likewise, visit intention is also known the driver to destinations' competitive advantage. Therefore, achieving visit intention is crucial in order to gain tourist destinations' competitiveness. The question arises, how to stimulate the intention of visiting tourists?

The capacity to stimulate tourists' desire to visit a specific destination has become an intriguing topic in current tourism industry and literature. A superior tourist product marketed by a certain destination does not automatically imply that people intend to come (Wu et al. 2015). However, there are numerous reasons why people do not intend. For example, the fact that a location is less popular or that no well-known celebrity has visited that location may lead to a decrease in people's desire to come. Because a tourism destination is depending on a promotional strategy, it is crucial to make sure that potential visitors are motivated to visit the tourism site when they witness endorsement from well-known celebrities. As a result, encouraging people to have this intention is a difficult challenge in tourism setting, yet it will improve the destinations' competitive advantage in the long run. Thus, this research will help to give proof for the importance of well-known encouragement in today's tourism business environment.

Table 1. Number of Indonesian Tourist Trips for 2015-2020

Province	Number of Trips by Nusantara Tourists (People)					
	2015	2016	2017	2018	2019	2020
ACEH	3. 023. 768	4. 306. 217	4. 410. 969	6. 518. 831	25. 523. 219	4. 647. 806

Source: Central Statistics Agency Publications

Prior study in tourism demonstrates that clear information, activity involvement, and site authenticity are among the factors that serve as stimulators (S) in motivating people's intention to come, in accordance with the Mehrabians' Paradigm. These aspects are discovered to be critical in creating positive emotion (O), which leads to the intention to visit (R). As social media influencer comprises multiple dimensions, such as attractiveness, trustworthiness, and expertise (Caraka et al. 2022), their effects can vary greatly depending on the circumstances. For example, in cosmetics industry, AlFarraj et al. (2021) found that social media influencer trustworthiness is found to be insignificant with customers' emotion, while a significant effect was found in the crowdsourcing context (Lou & Yuan, 2019). AlFarraj et al. (2021) also found the significant mediating role of emotion in the relationship between SMI attractiveness and customers' intention, while Lim et al. (2017) claim that the mediating role may not significant in SMI attractiveness and intention to purchase product among university students. These inconsistencies provide an opportunity to go deeper into how this interaction works.

In the era of digitalization, consumer attitudes, behaviors and preferences are strongly influenced by the information presented on social media (Floreddu and F. Cabiddu, 2016), such as Instagram, Facebook, Whatsapp and Youtube (Floreddu & Cabiddu, 2016). Information seen from the particular social media account may trigger a person's emotions which is then manifested in the form of behavior (Magno and Cassia, 2018). As a result, social media has become an important strategy to stimulate buying intentions for consumers in current business environment. Similarly in the tourism industry, social media has been inferentially proven to be a brilliant strategy in building tourists' interest in visiting (Caraka et al. 2022). The owner of a social media account (influencer), through the information posted, has indirectly carried out the process of persuading, wooing, and influencing his followers to become resembling her/him. In other words, social media influencers have the potential to stimulate tourists' visiting intentions for a tourist destination. Therefore, research on the influence of social media influencers on tourists' intention in visiting a particular destination is necessary explained further.

In previous studies, visit intention has been extensively studied. Several variables have also been proven as the antecedents, such as visitor satisfaction, destination image, visitor experience and so on so forth. However, although research on the role of social media influencers in influencing visit intentions has been carried out in the tourism literature, the operationalization of SMI is conducted as unidimensional (Magno & Cassia, 2018). Measurement like this is considered less effective as there is a propensity that it does not capture the role of the influencer capacity based on its attractiveness, trustworthiness, and expertise. In fact, knowing influencers capacity based on its elements may enhance our understanding about in which way SMIs influence visit intention. Thus, the role of each dimension in affecting the intention of the visit is needed to understand.

Furthermore, the literature exhibits the significant relationship between social media influencer construct and visit intention (Caraka et al. 2022). However, the mechanism on how SMIs and its dimensions affect visit intention has not been comprehensively studied. Similarly, the role of mediation construct in this relationship, such as, enjoyment, is also still rarely encountered. Eventually, the application of the Stimuli-Organism-Response (SOR) theory (Mehrebian, 1974) in research related to SMI is also still rare. Therefore, this study tries to prove the influence of the SMIs' dimensions, namely attractiveness, trustworthiness, expertise on tourists' visits intentions mediated by enjoyment using the Stimuli-Organism-Response paradigm.

Social media influencers have also now become a hot topic that is often talked about these days by academics as well as tourism industry practitioners. Clarification, conceptualization, validation, and measurement of the influence of social media influencers on visiting intentions have been carried out by several empirical studies of tourism (Magno & Cassia, 2018; Caraka et al. 2022; Pop et al. 2021). However, the mechanism for how these social media influencers affect visiting intentions is still limited and rarely studied. Therefore, a study explaining the procedure for social media influencers in influencing visitors' visit intention needs to be carried out. Besides, the role of enjoyment in mediating the relationship between social media influencers and visit intentions is also scarce in the literature.

This study, thus, tries to investigate several questions: First, does social media influence (a) attractiveness, (b) trustworthiness, and (c) expertise, influence enjoyment? Second, does enjoyment influence visit intention? And third, does enjoyment mediate the relationship between social media influencer (a) attractiveness, (b) trustworthiness, and (c) expertise and visit intention? Therefore, by addressing these questions, this study aims to inspect: Firstly, the positive relationship between social media influencer (a) attractiveness, (b) trustworthiness, and (c) expertise with enjoyment; Secondly, the positive relationship between enjoyment and visit intention; And thirdly, the role of enjoyment in mediating the relationship between social media influencer (a) attractiveness, (b) trustworthiness, and (c) expertise and visit intention.

METHODS

The design of this quantitative research is survey-based using a close-ended questionnaire. The population of this research was local tourist in Aceh province, Indonesia. Thus, the unit analysis of this study was at the individual level, i.e: local tourists in Aceh. Due to the difficulty in determining the exact number of populations and our restriction only for those who experienced social media influencer's regarding Aceh tourism, the non-probability sampling techniques, namely purposive sampling, is employed. 115 responses were received and analyzed. The size of the sample is satisfactory as we follow the (Hair et al (2019)'s suggestion, which multiplies the number of indicators by the range from 5 to 10. As this study involved 24 indicators, the 115 data taken in this study should has passed the minimum sample size suggested. Data were obtained through an online questionnaire conducted in August 2022.

The questionnaire consists of statements that are generally adopted from existing studies, namely Caraka et al. (2022) to measure SMIs' attractiveness, trustworthiness, and expertise; Chung & Koo, (2015) for measuring enjoyment; and Kim, Lee and Jung (2020) for the visit's intention construct. The responses from these respondents were measured using a Likert scale, which ranged from 1 (strongly disagree) to 7 (strongly agree).Kim et al. 2020). Respondents' demographic information are also taken, such as Age, Gender, Education level and monthly income.

The paradigm of Mehrabian and Russells' (1974), Stimuli-Organism-Response (S-O-R) speculates that the outer stimulant (S) affects the internal condition (O) which then affects the behavior (R). In the context of technology, the S-O-R paradigm assumes the consumers; feeling that the attributes of technology-based products and services will affect his cognitive and affective state which will then affect his or her intention to behave (Ahn & Seo, 2018). It is important to know that the perception of tourists toward a certain tourism destination regarding the persuasive information received from the social media influencers will affects the positive emotions of tourists. Thus, in other words, the emotion may become the source of tourists' intention to visit that certain destination (Kim & Kim, 2018). Therefore, to increase the competitive advantage as well as differentiating its tourisms' products, a tourist destination can optimize SMI capability in the marketing strategy. In this study, our S-O-R framework was used to capture and explain how tourists feel that SMI attribution (Ahn & Seo, 2018) attractiveness, trustworthiness, and expertise) affects tourists' emotional state and intention to visit the destination.

A social media influencer is a person or organization that influences a certain target audience or an online medium that a business entity uses to endorse a product and service through uploads, content, or interaction activities of a social media influencer. The goal is to increase sales, closeness, and enhance consumers' engagement of a certain brands (Kim et al. 2021; Sharma et al. 2021). Based on its empirical evidence, SMIs characteristics may trigger followers' attitudes and behaviors. Bilgin (2018) also suggest that SMIs have a great influence in generating brand awareness in digital businesses. Therefore, a content shared by SMIs in their accounts, viewed as a strategy in persuading viewers emotion as well as his/her intention to behave (Johnstone & Lindh, 2022; E. Kim et al. 2021; Sharma et al. 2021).

Social media influencers are currently known as a new model in promoting goods and services through posts shared in social media, such as on Instagram, Youtube, Tiktok, Facebook and other social media accounts. Influencers and celebrity endorsers are interchangeably used in the literature. In this study, the term of social media influencer is used to describe the influencers characteristics perceived by its followers. According to (Caraka et al. 2021), social media influencers construct can be measured based on several dimensions, namely: attractiveness, trustworthiness, expertise. Attractiveness

is referred to influencers' likability and familiarity perceived by the viewers. Trustworthiness denoted as the degree of which the viewers feel the honesty when delivering the information, while expertise infers to the degree the influencers capability in explaining the contents.

Meanwhile, the intention to visit is defined as the interest of consumers or potential consumers to behave (Caraka et al. 2022; Su et al. 2020). In tourism, consumers' interest in visiting is important, because this intention to visit has the potential to stimulate consumers to behavioral visit, spread positive impressions and recommend other potential consumers off- or on-line. So, to improve the generality of this study, we test social media influencers in the dimensional level.

In the context of social media, which is usually done online, the intrinsic and extrinsic benefits that consumers get will be important variables in determining consumer behavior (Lin & Lu, 2011). Similarly, from the perspective of social media influencers, the enjoyment feeling felt by consumers can be predicted by consumers' perceptions regarding the level of its attractiveness, trust, and expertise shown by the social media influencers in their posts. Studies in the literature, for example Magno, 2017) the study of travel bloggers, explained that the presentation of bloggers on long blogs, influences the visit intention of its readers. Halvorsen et al. (2013) also explained that the todays' digital influencers are contributed to the formation of attitudes and behaviors of their followers. As illustrated in Figure 1, we hypothesize:

H1a: SMI Attractiveness affects enjoyment
H1b: SMI Trustworthiness affects enjoyment
H1c: SMI Expertise affects enjoyment

Besides, Davis, (1989) claims that enjoyment has a significant effect on consumer behavior in the use of technology. Subsequently, Ha & Stoel, (2009) emphasizes that consumer intrinsic motivation can encourage the use of technology in the process of conveying information because the use of technology can cause feelings of pleasure in its use. The study of consumer spending motivation explains that, despite the advantages when a person uses technology in obtaining information, such as social media, and feels happy and enjoys it, it will shape attitudes and decisions for their followers (Magno, 2017) Therefore, as presented in Figure 1, we hypothesize:
H2: Enjoyment affects the intention of the visit

In the current tourism industry, tourism information can be obtained from social media posted by social media account owners (in this case social media influencers). Information shared on social media by IMS about a tourist destination has an impact on the intention of visiting the tourist destination (McClure & Seock, 2020). However, in the marketing literature, the characteristics of the information shared do not necessarily embody the consumer's intention to buy (Kim et al. 2020). Thus, it can be said that the relationship between SMI and visit intentions looks very dynamic and gives the possibility of another variable that bridges the SMI-visit intention relationship in the form of emotions. While paying attention to SMI posts on their social media accounts, we argue that consumers need to feel the pleasure, admiration, and enjoyment of the uploads first before the intention to visit the tourist destination arises. As exhibited in Figure 1, we argue enjoyment can be a mediator of the SMI-visit intention relationship that needs to be considered in influencing visit intentions. Thus, we hypothesize:

H3a: Enjoyment mediates the relationship between SMI attractiveness and visit intention
H3b: Enjoyment mediates the relationship between SMI trustworthiness and visit intention
H3c: Enjoyment mediates the relationship between SMI expertise and visit intention

Essentially, this study objectives are to examine the role of stimulants (i.e: SMI, such as attractiveness, trustworthiness and expertise), in unfolding its response, namely visit intention, as well as the role of organism (i.e.: enjoyment) simultaneously. Because this predictive model is relatively complex, using the Partial least Square-Structural Equation Modelling could be a wise option. Hence, to analyze the proposed research model, SmartPLS 3.0 software is used. All constructs are measured reflectively. So, we follow the advice of Hair et al. (2019) and run the "measurement mode" and a "structural model" and ensure they meet the minimum standards set. There are several criteria for reliability and validity of the measurements carried out such as indicator loading and reliability, internal consistency reliability, convergent validity, and discriminant validity. Then to ensure the validity of the structural model, we also assess on the coefficient of determination, cross-validated redundancy, and Effect size. Finally, to test the Hypothesis, we do Bootstrapping with a resampling of 5000 sub-samplings.
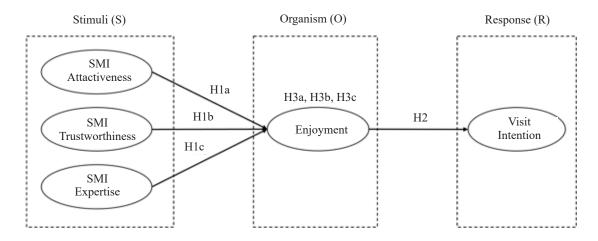
Figure 1. Research model

RESULTS

Respondents Characteristics

The data used in this study shows that among a total of 115 respondents, 45 (39%) were male, and 70 (61%) were female. Among the respondents, 66 (57.39%) were single, and 49 (42.61%) were married. Out of 115 respondents, 30 respondents (34.78%) are below 26 years old, 47 respondents (40.87%) are in 26-35 years old, 26 respondents (22.61%) are in 36-45 years old, and 2 (1.74%) respondents are 46-55 years old, while no respondents are in the group of above 55 years old. Most of the respondents are bachelor degree (64.35%), while only few are in graduate school. Furthermore, the demographics statistics also showed the domination of the respondents from government sector which has more than 45% out of total respondents.

Measurement Model Assessment

Measurement model in this study was utilized to assess the study construct's validity and reliability. In order to measure the construct, the reflective type of measurement is used. There are four criteria need to be fulfilled in reflective measurement model. They are indicator loading and reliability, internal consistency reliability, convergent validity, and discriminant validity (Hair et al. 2019). All four assessments are shown in Table 2, and also in Figure 2, which depicts the model's path coefficients and respective significance. The measurement model showed that the loading of the indicators were mostly above 0.708 which is the standard of the threshold value, except ATT3, EXP3, and VINT4. It means that all the indicators of this reflective model has a good reliability

value. Besides, the value of Cronbach's alpha, Composite Reliability, Internal Consistency were also indicates that the reflective model has a good internal consistency reliability as all the values were above 0.70. Therefore, all the value of indicators lesser than the threshold value were maintain because according to Hair et al, 2019, by eliminating these indicators, the composite reliability values above 0.50 will result not much changes. Finally, based on the result of average variance extracted, a good convergent validity of 0.50 is achieved by all the latent variables, which indicates that all the latent variables are explaining the variance of its indicators of more than 50%.

The structural model evaluation is utilized in order to test the relationship between the study's constructs. As shown in Table 3, all the HTMT values were under 0.90, and none of the confidence interval values have the value one, thus it shows the existence of the discriminant validity. Moreover, after the reliability and valid measurement model, we need to look up into its structural model evaluation. According to Hair et al. (2019), four criteria need to be evaluated in the structural model. Firstly, it's the coefficient of determination, R^2 values. The values are above the value recommended by Aprilia et al. (2022), thus the R^2 values are met. Secondly is the effect size which appraise a predictors' impact on dependent latent variable (Hair et al. 2017). The effects size in this model are as presented in Table 4 shows that SMI attractiveness has the biggest effect size on enjoyment ($f^2 = 0.079$). Thirdly, we also assess the model's predictive accuracy by using the blindfolding procedure in order to obtain the $Q2$ values. Since the $Q2$ values were above zero, concluding that the model's predictive accuracy was verified.

Table 2. Reflective measurement model assessment

Construct	Item	Indicator Loading	Indicator reliability	Cronbach's Alpha	Composite reliability	AVE
SMI_ Attractiveness	Att1	0.721	0.520	0.784	0.853	0.538
	Att2	0.761	0.579			
	Att3	0.692	0.479			
	Att4	0.717	0.514			
	Att5	0.772	0.596			
SMI_ Trustworthiness	Tru1	0.802	0.643	0.889	0.906	0.658
	Tru2	0.737	0.543			
	Tru3	0.875	0.766			
	Tru4	0.778	0.605			
	Tru5	0.858	0.736			
SMI_ Expertise	Exp1	0.810	0.656	0.792	0.858	0.548
	Exp2	0.714	0.510			
	Exp3	0.688	0.473			
	Exp4	0.773	0.598			
	Exp5	0.708	0.501			
Enjoyment	Enjoy1	0.832	0.692	0.809	0.875	0.636
	Enjoy2	0.805	0.648			
	Enjoy3	0.753	0.567			
	Enjoy4	0.799	0.638			
Visit Intention	Vint1	0.751	0.564	0.802	0.862	0.557
	Vint2	0.765	0.585			
	Vint3	0.758	0.575			
	Vint4	0.694	0.482			
	Vint5	0.761	0.579			

Table 3. Heterotrait-Monotrait Ratio of Correlations (HTMT) ratios

	ENJOY	SMI_ATT	SMI_EXP	SMI_TRU	VINT
ENJOY	N/A				
SMI_ATT	0.720	N/A			
SMI_EXP	0.880	0.762	N/A		
SMI_TRU	0.094	0.064	0.081	N/A	
VINT	0.767	0.662	0.701	0.100	N/A

*Discriminant validity using HTMT criterion

Table 4. Coefficient of determination, cross-validated redundancy, and effect size of the structured model

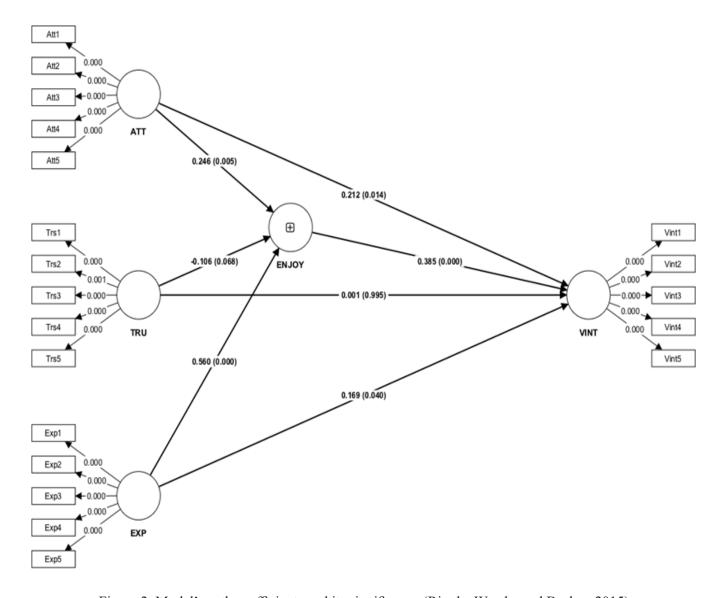|		Enjoyment	Visit Intention
Coefficient of determination, R^2		0.547	0.452
PLS predict, Q^2		0.520	0.350
Effect sice, f^2	Attractiveness	0.079	0.050
	Trustworthiness	0.025	0.000
	Expertise	0.452	0.023
	Enjoyment	N/A	0.120

Figure 2. Model's path coefficients and its significance (Ringle, Wende, and Becker, 2015)

The Influence of SMI Attractiveness on Enjoyment

The result shows that attractiveness have a direct and significant relationship with enjoyment with $\beta = 0.246$, p values < 0.05 (Table 5). Based on the results, to make the viewers enjoying the information shared, SMI needs to be well-presented in delivering information about the tourism destination. This SMIs' attractiveness could trigger the viewers' pleasure about the information. Consequently, it will lead to intention to visit the destination, e.g: Aceh. Failed to do so, when the viewers are not enjoying much, that may hinder the viewers to understand what the information is all about. As result, the message implied in the SMIs' posting may be not fully conveyed.

The Influence of SMI Trustworthiness on Enjoyment

In contrast, trustworthiness has no direct and significant relationship with enjoyment with $\beta = -0.106$, p values > 0.05 (Table 5), and thus, H1b was rejected. This research findings highlighted the insignificant relationship between SMIs' trustworthiness and enjoyment. Trustworthiness indicates the level of honesty perceived by viewers about the SMIs through their posted videos, pictures, and/or narrations. Initially, lower level of honesty is predicted to lower the liking emotion of viewer (Alhamdi, Alsayed & Alabbas, 2022). However, this research finding is contrasted. In this research, the level of trustworthiness about the SMIs are not causing viewers' amusement. This research is aligned with the previous finding about social media influencer in the context of restaurants which concludes that, instead of trustworthy, female influencer are more toward attracting positive emotions as well as positive

intention (Leung, Sun, Asswailem, 2022). For instance, female influencers are seen as attracting instead of trustworthy. In fact, the influencer who promotes Aceh are mostly female, this argument might be the source of why the linkage between trustworthiness and enjoyment is insignificant. In other words, the trustworthiness of SMI does not necessarily result an enjoyment to the viewers.

The Influence of SMI Expertise on Enjoyment

This study also found that SMI expertise has a direct relationship with enjoyment with $\beta = 0.560$, p values < 0.05 (Table 5). It shows that SMI is also valued based on his/her capability in explaining the information about the destination. This research confirms the important role of SMIs' expertise in initiating the viewers' arousal. Building a pleasurable emotion about the posting is important in social media marketing. Thus, SMI needs to upskill his/her capability in public speaking. By presenting better, he/she will become more confidence and understandable, as well as the information shared will be absolutely delivered. Thus, SMIs may consider practicing more often in explaining tourism destination and adding more knowledge through reading. As result, the viewers can be more enjoying the persuasive message spread by the SMI and unconsciously become arouse from that message.

The Influence of Enjoyment and Visit Intention

The result highlights that enjoyment positively affect visit intention with $\beta = 0.385$, $p < 0.05$ (Table 5). It infers that when viewers enjoy viewing the promotive content shared by the SMI, viewers are likely triggered to visit the certain tourism destination. This finding however is not in line with previous study in social media influencers by Almahdi et al. (2022) which stated that an audience enjoyment toward SMI persuasion through

its posts will not affect consumers intention. Yet, this study finding show that consumer's intention could be enhanced by the enjoyment of the contents motivated by an influencer. Thus, it could be an important tool for marketer in the efforts to select a suitable social media influencer.

Mediating Role of Enjoyment

This research also confirms the significant role of enjoyment as a mediator in mediating the relationship between SMIs' attractiveness and SMIs' Expertise. This result implies that when SMIs attractiveness and expertise will significantly influence visit intention through enjoyment. Thus, before expecting potential visitors to visit Aceh, they need to perceive an amusing moment when viewing the info regarding the destination shared by SMI through his/her social media account. For instance, by having an enjoyment, the viewers are triggered to visit the destination promoted, in this setting Aceh.

However, this study found that enjoyment failed to mediate the relationship between trustworthiness and visit intention, thus we rejected H3b. In this context, through the information shared, the role of SMIs is basically to give viewers an enjoyment. However, in the context of tourism destination marketing in Aceh, the feeling of enjoyment is stimulated by the performance and appearance of the SMIs only. The reliability of the information given is no longer their main attention when they perceived SMIs' postings as viewers are already attracted by seeing SMIs acts in their social media feeds. Those elements have been captured by the expertise and attractiveness elements in SMI construct. As result, this study found that the viewers' emotion of happiness in viewing the SMIs' posted information in the context of tourism destination is not stimulated by trustworthiness.

Table 5. Path coefficient dan significant hypothesize

	(β)	STD	T Values	P Values	RESULTS
Attractiveness → Enjoyment	0.246	0.087	2.835	0.005	YES
Trustworthiness → Enjoyment	-0.106	0.058	1.825	0.068	NO
Expertise → Enjoyment	0.560	0.073	7.660	0.000	YES
Enjoyment → Visit Intention	0.385	0.098	3.926	0.000	YES
Attractiveness → Enjoyment → Visit Intention	0.094	0.045	2.098	0.036	YES
Trustworthiness → Enjoyment → Visit Intention	-0.041	0.023	1.741	0.082	NO
Expertise → Enjoyment → Visit Intention	0.216	0.061	3.515	0.000	YES

Managerial Implications

In this study, we advocated the use of social media influencers to increase visit intention. It will allow tourism managers to increase the competitiveness of their tourism destinations by focusing on the attractiveness and expertise element of social media influencers, which favorably affect visitor visit intention. Managers are advised to comprehend the emotions elicited by an influencer's appearance and ability. The enjoyment of viewing the post may lead to a desire to visit. Thus, these ideas provide food for thought for promotion managers when deciding on an ideal influencer to market a tourism site in order to attract potential visitors.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study aims to test the underlying mechanism on how each of dimensions of social media influencers, i.e: Attractiveness, Trustworthiness, and Expertise, influence visit intention by incorporating enjoyment as the mediating variable. To do so, we utilize Stimuli Organism Response (SOR) theory as the supporting theory to explain the linkages between the constructs. The result of this study highlights that the attractiveness of the social media influencers, as well as its expertise has a direct relationship with viewer's enjoyment. The enjoyment is also confirmed as the mediator for both linkages, i.e: attractiveness-visit intention and SMIs' expertise-visit intention. In contrast, the result exhibits that trustworthiness has no direct relationship with enjoyment and visit intention.

Recommendations

This research is also having some suggestions for future study. Firstly, as mentioned in this study context, we confirm that enjoyment and visit intention are not stimulated by SMIs trustworthiness. Due to some restraints, the sample incorporated in our research are considered a small number. In fact, having bigger sample may enhance the findings of this linkages. Therefore, future research may consider the constructs in other context as well as enlarge the sample size. This may improve our knowledge on how the SMIs dimensions stimuli the visit intentions

Secondly, in this research we examined consumers perception about the social media influencers and its effect on intentional variables. However, behavioral constructs, such as loyalty and revisit intention which are among the construct that also may stimulated by SMIs' dimensions are not inspected. Thus, a study investigated behavioral construct resulted are fruitful to know further.

Finally, this research also considers consumers' emotion in intervening the relationship between SMIs and visit intention. This study explains the role of consumers' emotion in the mechanism of SMIs and visit intention. However, it only explained this enjoyment role and neglected other emotions variables that may also explain the mechanism. In this research enjoyment plays as Organism in SOR theory. In fact, other positive emotions can be tested in upcoming research, such as fulfillment, trust, satisfaction, and delight. Future studies examining these constructs will enrich our understanding better regarding SMIs role in predicting visit intention.

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