

## MUSEUM VISIT INTENTION: THE EFFECT OF SOCIAL MEDIA MARKETING AND INFLUENCER'S CREDIBILITY

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### ABSTRACT

*Social media marketing and influencer credibility are viewed as marketing tools in the destination industry. This study explores the influence of social media marketing and influencer credibility on visit intention at the Moja Museum destination. The study expanded the source credibility theory to the use of social media marketing and influencer credibility on the intention to visit. The respondents obtained in this research were 261 who knew the Moja Museum destination and had watched the social media content of @azizsyafiullah and other influencers regarding Moja Museum. Data collection was obtained from distributing questionnaires via Google Form by using purposive sampling techniques. The measurement of this study used a 5-point Likert scale. Analyses on this study were conducted on 236 valid respondents by using Structural Equation Modeling. Results indicated that social media marketing and influencer credibility significantly positively influence visit intention. The implications of this research state that the increases uses of social media marketing and influencer credibility as a marketing method can influence the intention to visit a destination.*

**Keywords:** *Social media marketing, influencer credibility, visit intention*

### 1. INTRODUCTION

The use of technology influences various aspects. These influences are essential in the tourism industry and in tourists' decisions. According to Buhalis (2020); and Zhang (2020), the internet, mobile devices and social play an important role in assessing the experience of a destination. Social media marketing is believed to be effective in marketing business because it can enable business people to achieve broader targets, increase brand awareness, interact with customers, and create a mutual relationship between brands and customers (Akpatel, 2022). Besides the use of social media marketing as a marketing tool, the credibility of influencers also plays an important role in the destination industry.

At this time, influencers are very important in social media because they are considered a marketing tool many brands have used to influence purchasing decisions (Claude *et al.*, 2018). An influencer can influence his followers' behavior, opinions or purchasing decisions (Claude *et al.*, 2018; Glucksman, 2017). This is due to having popularity, expertise, or interests that seem attractive to followers on social media platforms. The use of social media is very impactful and can change consumer behavioral intentions (Leung *et al.*, 2019). If social media users feel an influencer's credibility is high, this will influence the user's intention to visit the place suggested by the influencer (Cheng *et al.*, 2020).

Indonesia has various tourist attractions ranging from historical tourism, such as temples; religious tourism such as places of worship, and natural tourism such as beaches. One of the historical tourism destinations in Indonesia is museum tourism. Museums are institutions that have the function of protecting, developing and communicating to the public about

historical relics (Kemdikbud, 2019). This function makes the museum an attraction for tourists to visit as a tourist attraction. It is hoped that the public will be interested in visiting and can understand the value of the nation's past heritage through museum tourism destinations. According to data from the Ministry of Education and Culture in 2019, the number of museums in Indonesia was recorded at 439 museums. The province with the largest number of museums is DKI Jakarta, which has 63 museums. However, unfortunately, visitor interest in making museums a tourist destination in DKI Jakarta is decreasing every year seen from data from the Central Statistics Agency (BPS) for 2019-2021.

The existence of museums is often only considered as a place to store ancient items that are only used as a study tool. Therefore, museums must continue to be able to make changes and innovate in order to increase public interest in visits among millennials (Binekasri, 2023). Museums are tourist destinations that teenagers avoid because the contents of museums are usually monotonous and look boring. In Jakarta there is a museum that has its own uniqueness, this museum is Moja Museum. The uniqueness of Moja Museum is has lots of rooms with different concepts. The rooms at the Moja Museum also have very Instagrammable designs for teenagers. The room concepts at the Moja Museum include RoJa by MoJa, MoPaint, and Golf by MoJa. Each room has different activities that can be visited (Putri, 2023).

Research by Gaffar *et al.* (2022), found a positive and significant relationship between social media marketing and visit intention. On the other hand, research by Baber & baber (2022) showed an insignificant relationship between social media marketing and visit intention. Research by Han & Chen (2022) found a positive and significant relationship between influencer credibility and visit intention. This study investigates the impact of filling the inconsistent gaps and strengthening research on social media marketing and influencer credibility on visit intention.

## **2. RESEARCH METHOD**

According to Fogg and Tseng (1999); Jaso (2011); Hovland and Weiss (1951); Ohanian (1991); Umeogu (1991), source credibility theory can be defined as an approach by each individual to provide their own views on an object or information and influence decision making. Source credibility is trust, which is an important component in persuasion and states that people will more easily feel confident and trusted if the information source is credible. Source credibility theory is a very popular theory because it has been thoroughly tested and has received comprehensive testing in marketing and its relationship with consumers in the online world (Ayeh, 2015; Lowry et al., 2013). Amos et al (2008) define source credibility theory as having important points such as expertise, trustworthiness, and attractiveness.

McCroskey et al., (1974), found that recipients tend to have respect and are ready to accept the words of communicators who have high source credibility. According to source credibility theory (Hovland and Mandell, 1952), source credibility can influence consumers starting from their beliefs, attitudes and behavior towards a topic. Coombs and Holladay (2008) found that recipients of online communications rely on judgments of the source's credibility and validity regarding the information provided. In marketing science literature, source credibility theory is often used to test the effectiveness of endorsements from celebrities. In communication science research, this theory is also often used to compare the credibility of various and different media channels (Johnson & Kaye, 2009).

This research is based on the Source Credibility Theory which has been used as a reference to explain the influence relationship between social media marketing and influencer credibility on visit intention.

Social media is a web-based application that is usually used as a source of social interaction, collaboration and creativity (Alzaydi & Elsharnouby, 2023). Tuten and Solomon (2018) say that social media marketing is defined as the use of social media channels, software and technology to create, communicate, deliver and disseminate offers of value to organizational stakeholders. Social media marketing is using social media technology to convey and communicate company values to customers (Ponarwan & Tjokrosaputro, 2020).

Based on the concepts that have been explained regarding social media marketing, it can be concluded that social media marketing is a marketing strategy that uses social media platform tools aimed at promoting products or services, services and brands to appropriate targets. Social media marketing aims to interact with a target audience, build brand awareness, and hopefully encourage purchasing action on a product or service.

According to Prayoga & Artanti (2021), influencer credibility is the role of the endorser to measure the effectiveness of the way a message is delivered. Generally, credibility is a view or perception about how someone has certain knowledge or expertise so that the recipient of the message or consumer can trust the message conveyed. Influencer credibility usually focuses on how consumers view the message conveyed by the source.

According to AlFarraj *et al.* (2021), influencer credibility is a credible party or person who can be trusted. Credibility has several related dimensions, namely expertise and willingness (trustworthiness) (Aladwani & Dwivedi, 2018). According to Yan *et al.* (2023), influencer credibility is an important core source in influencing a consumer's attitude towards the advertised object. Ohanian (1991) defines trustworthiness as a consumer's trust in a source that has provided objective and honest information.

Based on the concept explained above regarding influencer credibility, it can be concluded that influencer credibility is seen as a source that can be trusted from a consumer's perspective. The information provided by the influencer is considered credible.

Visit intention can be defined as a person's decision to visit a destination by considering the situations and conditions that may occur and in other words, visiting intention also means that tourists will continue to visit a destination (Özel & Çoban, 2022). Visit intention is a term for a person's interest or desire to visit a place or destination to discover novelty and beauty for recreation or entertainment (Morrison *et al.*, 2023). Visit intention is someone's desire to visit or travel to a desired location or place (Supriwanto & Tunjungsari, 2020).

Based on the concept that has been explained regarding visit intention, it can be concluded that visit intention is a tourist's intention or goal that a tourist has when they have a plan or have decided to visit a place and have considered a location to visit.

Gaffar *et al.* (2022) conducted research to get 363 valid respondents using a questionnaire distributed to 400 populations in Indonesia. This research uses structural equation modeling

(SEM) as an analysis technique. This research found that social media marketing positively influences tourists' intention to visit a destination.

Then in research conducted by Isman *et al.* (2020), managed to get 323 valid respondents and only took a portion of 150 respondents from Jatim Park 3 social media followers by distributing questionnaires as a data collection method. The analysis techniques used in this research is multiple linear regression and hypothesis testing. This research found an influence between social media marketing and visitation.

Apart from that, there was also research conducted by Pramudhita (2021), which got 400 respondents from a population of 276,000 followers of one of the Instagram travel social media accounts in Indonesia by distributing questionnaires. The sampling technique used in this research is simple random sampling and the analysis technique used is smart PLS. This research found a positive and significant influence between social media marketing and visit intention.

***H<sub>1</sub> : Social media marketing has a positive influence on visit intention***

According to research conducted by Han & Chen (2022), they managed to get 212 valid respondents through an online survey in the USA. The analysis techniques used in this research are structural equation models and hierarchical multiple regressions for hypothesis testing. This research found that social media influencers positively influenced intentions to visit a destination.

Apart from that, research conducted by Anuar *et al.* (2021) managed to get a total of 366 respondents in Malaysia by distributing questionnaires to the population aged 18-30 years from social media followers of travel influencers. The sampling technique is quantitative non-probability sampling, and smart equation model 3 is used as an analysis technique. This research found that trust in an influencer significantly influences intention to visit a tourist destination.

Then research conducted by Seçilmiş *et al.* (2022) with a population of 510 social media users in Turkey managed to get 403 valid respondents through an online survey. The research was conducted via social media platforms using snowball sampling and structural equation modeling (SEM) as analysis techniques. This research found that trust in an influencer positively influences visiting intentions.

***H<sub>2</sub> : Influencer credibility has a positive influence on visit intention***

This study tested the relationship among social media marketing and influencer credibility on visit intention. Moja Museum is one of the museums that uses social media as a marketing tool. The social media used by the Moja Museum is very active in providing content regarding the facilities and activities that can be done at the Moja Museum. Moja Museum's active social media helps provide an overview of what Moja Museum sells. Therefore, this research examines the social media marketing variables used by the Moja Museum in marketing its destination.

Moja Museum is different from museums in general because it has a contemporary concept, making it attractive for young people to visit. Influencers are one of the young people who visit the Moja Museum to create content. Content created by influencers regarding the Moja Museum must contain facts and be in accordance with reality. Therefore, this research wants

to examine the influencer credibility variable who has created content about the Moja Museum.

The unique concept of the Moja Museum not only provides interest in visiting but also arouses curiosity because it can provide an interesting and different experience from other museums. A different atmosphere can increase the intention to visit of potential visitors. Therefore, this research wants to examine the visit intention variable for the Moja Museum tourist destination.

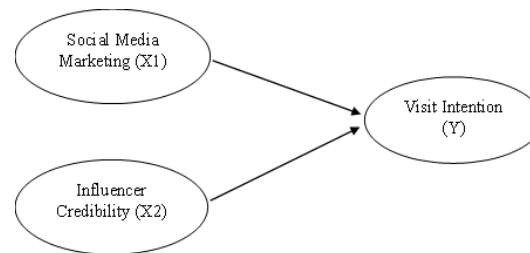


Figure 1. Research Model

The research method that will be used in this research is descriptive method which is used to explain ongoing phenomena in the social sphere and this research is used to describe the conditions of these phenomena. This research aims to determine and test the influence of social media marketing and influencer credibility on visit intention at the Moja Museum tourist destination through destination image.

Tabel 1. Variable Operationalisation and Research Indicators

Variable	Indicators	Code	Reference
Social Media Marketing	The liveliness	SMM1	Gaffar <i>et al.</i> (2020)
	The attractiveness of the information	SMM2	
	The quality of information	SMM3	
	The variety of information	SMM4	
Influencer Credibility	The content is accurate.	IC1	Han and Chen (2020); Yan <i>et al.</i> (2023)
	The content is consistent with facts.	IC2	
	The content of this influencer's post is reliable.	IC3	
	This influencer knew the product well.	IC4	
Visit Intention	The intention to visit in the future.	VI1	Gaffar <i>et al.</i> (2020); Han and Chen (2020)
	Choose as the future destination.	VI1	
	Favor this destination compared to others.	VI3	
	Higher probability to visit the destination	VI4	

The techniques in this research used non-probability sampling techniques and used purposive sampling. According to Sugiyono (2021), purposive sampling is a sampling technique used with certain considerations. In this research, the target population in this research are people who know the Moja Museum tourist destination in Indonesia. The considerations that will determine the selection of sample members are people who have watched social media content about the Moja Museum from @azizsyafiullah and other influencers. The distribution of questionnaires carried out in this study succeeded in obtaining a total of 261 respondents as subjects with 247 respondents who successfully passed the screening stage and 236 respondents who had appropriate characteristics and were used as samples in this study.

The indicators for each variable are measured using an interval scale. The interval scale in question uses a Likert scale with a value of 1-5 which is used to assess the score of

respondents' answers regarding the variable social media marketing, influencer credibility, destination image and visit intention.

### 3. RESULTS AND DISCUSSIONS

This research used the partial least squares-structural equation model (PLS-SEM) method. According to Ghazali and Latan (2020), PLS-SEM consists of two analyses: the outer and inner models. The outer model is used to test the construct validity and reliability of the instrument. Measurements carried out through measurement models use convergent and discriminant validity measurement models.

Tabel 2. Outer Model

Variables	Indicators	Loadings	CA	CR	AVE	HTMT		
						SMM	IC	VI
Social Media Marketing	SMM1	0.830	0.892	0.891	0,750			
	SMM2	0.890						
	SMM3	0.885						
	SMM4	0.868						
Influencer Credibility	IC1	0.888	0.889	0.900	0,754	0.702		
	IC2	0.876						
	IC3	0.852						
	IC4	0.847						
Visit Intention	VI1	0.892	0.883	0.894	0,739	0.391	0.436	
	VI2	0.873						
	VI3	0.847						
	VI4	0.826						

Notes: Loading: Standardized loading, CA: Cronbach's Alpha, CR: Composite Reliability, AVE: Average Variance Extracted, HTMT: Heterotrait-Monotrait Ratio of Correlations.

The results obtained in this research regarding validity and reliability tests show that all variables in this research are valid and reliable. The results of this research can be said to be valid if seen from the loading factor value in table 2, where each indicator gets a result  $> 0.7$ . Then the results are said to be valid and can be seen regarding the AVE test which obtained results  $> 0.5$ . Followed by the results of the convergent validity test via heterotrait-monotrait, which obtained a result of  $< 0.9$ , so the value can be said to be valid. The results of the reliability test can be seen by looking at the Cronbach alpha and composite reliability values. In the table, the results obtained for Cronbach alpha and composite reliability show a number  $> 0.7$  so the results can be said to be reliable because they comply with the test requirements. The results of the validity and reliability tests in this research can provide the conclusion that the variables used in this research are valid and reliable.

Tabel 3. Collinearity Statistics

Collinearity Statistics	VIF
SMM1	2.124
SMM2	2.681
SMM3	2.509
SMM4	2.393
IC1	2.619
IC2	2.441
IC3	2.261
IC4	2.201

VI1	2.779
VI2	2.374
VI3	2.046
VI4	2.159

In this research, the results of the data analysis assumption test can be seen in table 3 through the multicollinearity test (VIF). In this study, there was no multicollinearity because the results obtained were  $<5$ , so it was considered that there was no collinearity in this study. The Inner Model test results are presented in table 4 below:

Tabel 4. Inner Model

	Relationship Variabels	Path	$f^2$	t-statistics	p-value	Explanation
H 1	Social Media Marketing -> Visit Intention	0.184	0.025	3.149	0.001	Positive Significant
H 2	Influencer Credibility -> Visit Intention	0.277	0.057	4.857	0.000	Positive Significant

In this research, the inner model was tested through the coefficient of determination ( $R^2$ ), effect size ( $F^2$ ), predictive relevance ( $Q^2$ ), and hypothesis testing. The results of the path coefficient test in hypothesis 1 (H1) in table 4 obtained positive results because the test results were between 0 and 1 (0.184). Then the relationship between these variables obtained significant results between social media marketing and visit intention because it had a P-value below 0.05 ( $0.001 < 0.05$ ). In conclusion, there is a positive and significant influence relationship between social media marketing variable and visit intention.

The results of the path coefficient test in hypothesis 2 (H2) in table 4 obtained positive results because the test results were between 0 and 1 (0.277). Then the relationship between these variables obtained significant results between influencer credibility and visit intention because it had a P-value below 0.05 ( $0.000 < 0.05$ ). In conclusion, there is a positive and significant influence relationship between influencer credibility variable and visit intention.

The effect size ( $F^2$ ) value in table 4 obtained in this study resulted in a small effect. The small effect in this research was obtained from the relationship between social media marketing and visit intention and the relationship between influencer credibility and visit intention. The results of the R-Square test in this study are used to assess the influence of the independent variable on the dependent variable. Based on table 5, it can be said that social media marketing and influencer credibility influence visit intention of 0.174 or 17.4%, so this can be said to have a weak value. The remaining value of the visit intention variable of 82.6% is explained by other variables not included in this study. The results of the predict relevance test ( $Q^2$  – prediction) in this research can be seen in table 5. The results of this study show that the  $Q^2$  value in the research through the visit intention variable obtained a result of 0.149. It can be concluded that the visit intention variable can provide good model predictions because it has a value  $\geq 0$ .

After testing them in this study, the results show that there is a positive and significant relationship between social media marketing and visit intention, and influencer credibility with visit intention. The study found that social media marketing and influencer credibility could effectively the tourist intention to visit through several measures. The results obtained in this study align with the results of research conducted by Gaffar et al. (2022), which states

that there is a positive and significant influence between social media marketing and visit intention. In conclusion, if Moja Museum's social media marketing is higher or more active, the higher the customer's visit intention to the Moja Museum will increase.

Tabel 5. R Square and Q Square

Variabel	R-square	R-square adjusted	Category	Percentage	Q <sup>2</sup> predict	Category
Visit Intention	0.174	0.167	Low	17.4%	0.149	Good

The results obtained in this research are in line with the results of research conducted by Han & Chen (2022), Anuar *et al.* (2021), and Seçilmiş *et al.* (2022), which states that there is a positive and significant influence between influencer credibility on visit intention. So it can be said that in this research, if the credibility influencer who creates content about the Moja Museum is more credible and can be trusted by their followers, the greater the customer's intention to visit the Moja Museum in the future.

#### 4. CONCLUSIONS AND SUGGESTIONS

Based on the study's results, the following conclusions of this research are Social media marketing has a positive and significant influence on visit intention at the Moja Museum tourist destination and Influencer credibility has a positive and significant influence on visit intention at the Moja Museum tourist destination.

Based on the process in this research, several limitations can be used as factors to pay more attention to in future research to perfect this research. Several limitations in this research include: The limited number of respondents with 236 valid samples to describe the actual values and conditions. Limited sampling was only conducted on people who knew about the Moja Museum and had watched social media content @azizsyafullah and influencers about the Moja Museum. Limited variables used to predict visit intention variables at the Moja Museum.

This research suggests the following respondents' focus took a larger sample of respondents than in this study for better data accuracy. It adds research variables to predict the intention to visit the Moja Museum. Variables that can be added include E-WOM in previous research by Pramudhita (2021) and the E-Reputation variable in previous research by Baber & Baber (2022). Other researcher can use different perspectives such as organism stimulus – response (SOR) theory to support basic research concepts such as in research conducted by Baber & Baber (2022).

This research aims to have a positive impact so that it can be used as input for the Moja Museum and similar industries in increasing customers' intention to visit by paying more attention to the use of social media as a marketing tool and also the help of influencers in promotions. It is hoped that the results of this research can be used as input for the Moja Museum and similar industries in understanding the changes and different needs of visitors.

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