

CHAPTER I

INTRODUCTION

1.1 Research background

The travel and tourism industry has become most significant in established and emerging nations. Modern lives and the development of a nation's economies have been extensively insignificantly increasing. Service providers develop to act and keep customers of fierce competition in the tourism industry (Han & Hwang) (2018). As a result, destination-marketing tactics are getting more attention from scholars, marketers, and policymakers. Modern travelers use information sources and incorporate them into their decision-making when choosing a destination. Numerous information-searching methods have been mentioned in the literature, but few studies have examined how various information-search services, mainly social media, affect consumer choice.

Every generation has its own set of beliefs, standards, attitudes, and interests. Generation Y comprises persons born between 1988 and 2002 and is divided into three age groups: Millennials (MilGens; tween 1985 and 1999), iGeneration, and Genera and Why (1982 to 1985). (1999-2002). The majority of the Y generation is made up of millennials (Pendergast, 2010). Bennett (2014) claims that 74% of consumers base their purchasing decisions on social media. Millennials are the people on social media with the most prominent and active purchase intention. This is an essential Millennial of people who interact with one another. Generasi Y focuses on the struggles they face, their mentors, and the fact that they are the most educated generation ever. They are newbies in the Aerowisata market (Pendergast, 2010).

Entering the industrial revolution 4.0 technology era is followed by rapid progress. All societies worldwide, including Indonesia, will experience the transition of the technological process that affects the way of life, work, and how people interact with each other. The method of communication that people usually use is social media. Social media refers to the interaction between groups or individuals

in which they produce, share, and occasionally trade ideas, images, and videos. Social media is a one-of-a-kind concept with enormous potential (Tobias Mamina.,2020). As a result of its growth, many businesses are turning to social media to better their processes. With social networking support, we may more efficiently advertise or communicate. Therefore nowadays, influencers have become one of the marketing strategies that significantly influence many platforms. From adults to a teenager, they have their idols of Influencers.

Within the 21st century, Instagram, a social media stage, has become a critical source of procuring tourism data. Social media publicizing, especially Influencer showcasing, has accumulated many intrigued with numerous businesses looking to form interactions with their customers. Influencer showcasing alludes to the promoting strategy that employments online identities whose point is to develop brand mindfulness and profile buyer states of mind through tweets, posts, blogs, or any other frame of communication on social media, such as Instagram (Warble, 2017). Hence, Instagram could be a shape of online communication where clients essentially capture and share their encounters by taking and posting photos or recordings and altering those utilizing channels. With Instagram posts, existing clients spread data and share their goal visit encounters, whereas potential travelers explore and react to the meetings.

Influencers were once considered celebrities who were used in advertising to recommend items. The following is a list of celebrity endorsement benefits: grabbing consumer attention, raising brand awareness, strengthening brand legitimacy, increasing advertising recall, and assisting in achieving synergies between the promoted product brand and the celebrity's brand (Yen & Teng, 2015). In contrast to conventional stars, influencers create value through connectedness and authentic experience (Jerslev, 2016).

An influencer can affect their content's purchasing or intention decisions (Christou, E, 2015). individuals who may act as social media influencers are trusted based on their reputation, predictability, and competence. Usually, millennials follow and see Influencer

content via social media, so when they go to places, they can get influenced by Influencer content and intend to visit the place.

Talking about the destinations in Indonesia, the researchers are very interested in Jakarta Aquarium. The Jakarta Aquarium is an indoor recreational vehicle, the first indoor animal conservation center in Indonesia that is part of Taman Safari Indonesia and in collaboration with Aquaria KLCC Malaysia. The Jakarta Aquarium presents the concept of a holiday with Indonesia's underwater natural wealth with a composition of color, beauty, and an impression of mystery with rides designed by international artists. The Jakarta Aquarium is an educational and recreational facility that displays the richness of biodiversity, aquatic animals, and land animals. Located in Neo Soho Mall, West Jakarta. In the middle of town, make the Jakarta aquarium easy to visit on the weekends with your beloved family.

This research is a replication of the study conducted by Rejoice Jealous Tobias et al. by adding the exposure to Instagram influencer because this variable has an indirect effect and mediating effect on attitude towards the advertising, brand belief, and attitude towards the brand. The author also changes the research sample toward Decision making to visit the Jakarta aquarium. Based on the explanation above, the author is engaging in further studies on the topic "The effect of influencers on decision making to visit the destination, attitude towards the advertising, brand belief and brand attitude as mediating variables." This topic was chosen because the author wants to know how high the level of people going to Jakarta Aquarium is influenced by Exposure to Instagram influencers. Therefore, as stated in the previous explanation, this study will investigate the influence of Influencers on selecting a tourist destination with the persuade theory.

1.2 Research Question

Based on the explanation from the background above, the formulation of problem research is as follows:

1. Does Exposure to Influencer Advertising affect Attitude Towards the Ad?
2. Does Exposure to Influencer Advertising affect Brand Belief?
3. Does Exposure to Influencer Advertising affect Attitude Towards The Brand?
4. Does the Attitude Towards The Ad affect Brand Belief?
5. Does the Attitude Towards The Ad affect Decision-making to visit the destination?
6. Does the Brand Belief affect Decision-making to visit the destination?
7. Does the Attitude Towards The Ad have a mediating effect on Decision-making to visit the destination?
8. Does the Attitude Towards The Ad mediate the effect of Exposure to Influencer Advertising on Decision-making to visit the destination?
9. Does the Brand Belief mediate the effect of Exposure to Influencer Advertising on Decision-making to visit the destination?
10. Does Attitude Towards The Brand mediate Exposure to Influencer Advertising on Decision-making?

1.3 Research Objective

Based on the formulation of the problem above, the purpose of this study is:

1. To analyze the Exposure to Influencer Advertising that affects Attitude Toward The Ad.
2. To analyze the Exposure to Influencer Advertising effects on Brand Belief.
3. To analyze the Exposure to Influencer Advertising effect Attitude Toward The Brand.

4. To analyze Attitude Toward The Ad's effect on Brand Belief.
5. To analyze Attitude Toward The Ad effect on Decision-making to visit the destination.
6. To analyze Brand Belief on Beliefson-making to visit the destination.
7. To analyze Attitude Toward The Brand positively impacts Decision-making to visit the destination.
8. To analyze Attitude Toward The Ad has a mediating effect on Exposure to Influencer Advertising on Decision-making to visit the destination.
9. Identifying Brand Beliefs positively impacts Exposure to influencer Advertising on Decision-making to visit the destination.
10. Identifying Attitude Toward The Brand has a mediating impact between Exposure to Influencer Advertising and Decision-making.

1.4 Research Benefits

1. Theoretical Benefits

The result of this study is expected to provide a more in-depth picture and understanding of the influence of Influencers, brand belief, Attitude towards the Ad, and Attitude towards the destination on decision-making with an Intervening variable. Besides that, it is hoped that the result of this research can contribute to the marketing field by using influencer power as a strategy and as a reference for a similar study in the future.

2. Practical Benefits

This research is expected to be a reference for Tourism marketing to use an Influencer as a promotion to increase their brand awareness and attract the consumer to come to Jakarta Aquarium based on the influence of the Influencer.

