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PENGARUH PERCEIVED MOTIVATION FOR TRAINING, PERCEIVED SUPPORT FOR TRAINING, RESPONSIBLE LEADERSHIP TERHADAP TASK PERFORMANCE PADA PT. NET MEDIATAMA TELEVISI

Bunga Dwi Rahayu, Wiwik Robiatul Adawiyah
2137-2144

PDF

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2145-2154

PDF

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ANALISIS PENERAPAN PSAK 101, PSAK 102, PSAK 105 PADA KOPERASI SYARIAH KARYAWAN PT. ASTRA HONDA MOTOR

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2155-2164

PDF

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5 SUPER PRIORITY DESTINATIONS INTENTION THROUGH INFLUENCER

Almira Zerinda, Luki Adlati Pratomo
2165-2174

PDF

Abstract views: 67 | PDF Download: 63 |

<https://doi.org/10.25105/jet.v3i2.16950>

PENGARUH SUPERVISOR SUPPORT TERHADAP EMPLOYEE PERFORMANCE DENGAN ORGANIZATIONAL IDENTIFICATION DAN OFFICE DE-CLUTTER SEBAGAI VARIABEL INTERVENING PADA KARYAWAN GEN-Z PERUSAHAAN BIDANG JASA DI JAKARTA

Raysa Hanik Alviaanita, Netania Emilisa, Tiarapuspa
2175-2184

PDF

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PENGARUH TRAINING AND DEVELOPMENT TERHADAP EMPLOYEE RETENTION YANG DIMEDIASI OLEH JOB SATISFACTION PADA KARYAWAN PERBANKAN

Winnie Puspitaning Urbani, Andreas Wahyu Gunawan, Salsabila Putri Mahardika
2185-2194

PDF

2. Focus and Scope

3. Publication Ethics

4. Editorial Team

5. Reviewer Team

6. Plagiarism Policy

7. Unique Visits

8. Journal History

9. Peer Review Process

10. Retraction Policy

11. Mailing Address

12. Journal Business Model

13. Open Access Policy

14. Indexing and Abstracting

15. Copyright Notice

16. Archiving

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- Article Title:** '5 SUPER PRIORITY DESTINATIONS INTENTION THROUGH INFLUENCER'.
- Author Information:** Alinda Jarianda, Fakultas Ekonomi dan Bisnis, Universitas Trisakti; Luki Adhik Pratomo, Fakultas Ekonomi dan Bisnis, Universitas Trisakti.
- Abstract:** Penelitian ini untuk menguji peranan penting influencer media sosial dalam mempengaruhi Lima Destinasi Super Prioritas Bali Baru. Penelitian ini menggunakan penelitian pengujian hipotesis yang dilakukan di Indonesia. Data diperoleh dengan menjabarkan kuesioner kepada responden yang mengikuti satu atau lebih influencer media sosial yang gamer berwisata di platform media sosial seperti Instagram, TikTok, dan YouTube dalam waktu bulan terakhir. Pengambilan sampel dilakukan dengan menggunakan purposive sampling sebanyak 228 responden. Data diuji dengan menggunakan Structural Equation Modeling (SEM). Hasil penelitian ini menunjukkan bahwa keterkaitan pada influencer memiliki pengaruh positif terhadap loyalitas pada influencer yang akan berdampak pada niat untuk mengunjungi destinasi wisata. Oleh karena itu, pengelola destinasi wisata dan pemerintah disarankan untuk menggunakan influencer media sosial sebagai alat pemasaran mereka.
- Metadata:** Published: Jun 26, 2023; DOI: <https://doi.org/10.25125/jet.v.30.16950>; Keywords: Keterkaitan, Loyalitas, Intenstas, destinasi.
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5 SUPER PRIORITY DESTINATIONS INTENTION THROUGH INFLUENCER

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Abstrak

Penelitian ini untuk mengkaji peranan penting influencer media sosial dalam mempromosikan Lima Destinasi Super Prioritas Bali Baru. Penelitian ini menggunakan penelitian pengujian hipotesis yang dilakukan di Indonesia. Data diperoleh dengan menyebarkan kuesioner kepada responden yang mengikuti satu atau lebih influencer media sosial yang gemar berwisata di platform media sosial seperti Instagram, TikTok, dan YouTube dalam enam bulan terakhir. Pengambilan sampel dilakukan dengan menggunakan *purposive sampling* sebanyak 218 responden. Data diuji dengan menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian ini menemukan bahwa keterikatan pada influencer memiliki pengaruh positif terhadap loyalitas pada *influencer* yang akan berdampak pada niat untuk mengunjungi destinasi wisata. Oleh karena itu, pengelola destinasi wisata dan pemerintah disarankan untuk menggunakan *influencer* media sosial sebagai alat pemasaran mereka.

Keywords: Keterikatan, Loyalitas, Intensitas destinasi

Abstract

This research is to examine the important role of social media influencers in promoting the Five New Bali Super Priority Destinations. This research is using hypothesis testing research conducted in Indonesia. Data was obtained by distributing questionnaires to respondents who follow one or more social media influencers who like to travel on social media platforms such as Instagram, TikTok, and YouTube in the last six months. 218 respondents were collected using purposive sampling to determine the sample. Data were tested using Structural Equation Modeling (SEM). The results of this study found that attachment to the influencer has a positive influence on loyalty to the influencer which will have an impact on the intention to visit tourism destinations. Therefore, managers of tourist destinations and the government are advised to use social media influencers as their marketing tools.

Keywords: Attachment, Loyalty, Destination intention

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INTRODUCTION

The COVID-19 pandemic has damaged Indonesia's tourism industry and creative economy, according to (Kementrian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023). The tourism industry has suffered from a drop in the number of tourists, particularly foreign tourists, as a result of the adoption of social reforms (PSBB and PPKM), versions of COVID-19 such as Delta and Omicron, and the closure of international access from various nations. Lake Toba, Borobudur, Mandalika,

Labuan Bajo, and Likupang have been declared as National Tourism Strategic Areas (KSPN) or New Bali with Super Priority (DSP) designation by the government. These five Super Priority Destinations are part of the "10 New Bali" program, which is intended to diversify Indonesia's tourist destinations beyond Bali, which was previously regarded as the country's main tourist attraction.

Using social media as a key instrument for promoting a destination is a solid start toward sustaining the tourism industry during this pandemic since social media could provide a channel for both the promotion and distribution of an offering or service (Yuan et al., 2022). Having billions of daily users on major social media platforms like Twitter, Instagram, YouTube, and TikTok. Social media continues to be utilized for promoting businesses and influencing customer behaviour (Statista, 2023). Social media may have had an impact on the way consumers behave and make decision processes, but it has also had an impact on how travellers access information, pick where to vacation, and share what they've experienced. As consumers and travellers grow more reliant on reviews and postings that differ from those generated by users' information, it is critical to harness various social media platforms (Qu et al., 2022). Influencer marketing is a popular social media strategy that many businesses employ to influence their customers' purchasing decisions. SMI (social media influencer marketing) is a trendy issue in the marketing industry nowadays since it has the potential to reach a large audience through transferring information. Despite their prominence in the tourism industry, social media influencers have an influence on the travel behaviour intentions of Millennials. Millennials are the generation that is eager to spend more money on experiences and is going to continue to support the tourism industry in the future since they will have the greatest level of purchasing power (SOFRONOV, 2018). Millennials trust social media influencers and their content, the content created by an influencer plays an essential role in determining this generation's decision-making process. Furthermore, the interactive characteristics of social media allow several individuals to establish a broad network through which they may influence other users. As a result, influencers who communicate with their followers often can considerably impact decision-making (D. Y. Kim & Kim, 2023). Attachment theory was recently applied to investigate how emotional attachment functions in influencer marketing (Ladhari et al., 2020). This study focuses on the antecedents of attachment, including influencer attributes and the need for competence, ideality, and relatedness (Angelina & Kurniawati, 2023; Tuzzahra & Kurniawati, 2023). The results show how influencers are engaged but no more explanation about further processes, such as how attachment changes follower responses to marketing messages. As a result, not many people know how attachment influences followers' perceptions and behaviour.

The 5 Super Priority Destinations have the potential to become popular destinations for people with diverse interests. One of the weaknesses of influencers is the lack of engagement and interaction they do with their followers or potential followers in promoting a tourism destination. In addition to

the lack of knowledge about Super Priority Destinations in New Bali programs and marketing, social media users have difficulty accessing marketing resources such as social media influencers who create appropriate content through social media platforms and find trusted sources of information or influencers who have credibility. As a result, assistance from government departments and academia is urgently needed to help social media users be precise and careful in selecting the correct information and have credibility in promoting a tourism destination supported by a marketing strategy. Therefore, promoting 5 Super Priority Destinations requires teaching, persuading, or reminding social media users, especially tourists, to arouse their interest in visiting tourist destinations through social media influencers.

LITERATURE REVIEW

Attachment to the influencer

Attachment is described as a dimension that represents an individual's distinctive cognitions, emotions, and actions in close relationships and predicts how people interact with friends and strangers (Hart et al., 2015). The interpersonal attachment has a considerable influence on group attachment, indicating that the combination of interpersonal and group attachments on social media platforms is a crucial driver for building influencer attachment (Ren et al., 2012). There is an emotional connection to social media when the desire of a user to stay engaged with social media indicates an emotional commitment, according to, (Cao et al., 2020). Social media users might gain emotional interaction and support from their peers.

Loyalty to the influencer

In recent decades, loyalty has been increasingly defined and characterized from the twin perspectives of attitude and behaviour (Cachero-Martínez & Vázquez-Casielles, 2021). Influencer interaction may be related to technical interactivity because it is based on social media. The challenge of dealing with clients is readily defined as human for an influencer, that is, an influencer who has his or her own views and feelings. As a consequence, influencer participation involves interpersonal connection and dialogue among individuals, which results in them becoming followers on their social media platforms (Jun & Yi, 2020).

Destination intention

A consumer's purchase intention improves when he or she favours a certain product. The same effect might happen when a social media user's favourite influencer advertises a location or trip. Various sectors have provided research on the influencers' impact on customer attitudes and behaviours (Lim et al., 2017). Influencer marketing has been found to affect the decisions of Millennials when selecting a rural tourist destination (Chatzigeorgiou, 2017). Once there is a stronger bond between the travellers and the Social Media influencers, millennial tourists' attitudes about the advertisement lead to positive attitudes toward the recommended location, which may lead to a greater potential to visit (Xu (Rinka) & Pratt, 2018).

CONCEPTUAL FRAMEWORK

According to (D. Y. Kim & Kim, 2023; Laparojkit & Suttipun, 2022) this study aims to look at the influencer of attachment to the influencer, loyalty to the influencer, and destination intention. (D. Y. Kim & Kim, 2023; Laparojkit & Suttipun, 2022) revealed that tourists' attachment to a destination stems from the power of social media concerns that affect strong attachment between social media users, which develop loyalty to the influencer that raises destination intentions to visit.



HYPOTHESIS DEVELOPMENT

The relationship between social media influencers is the main key to the successful promotion of a tourist destination. that way attachment to influencers will strengthen and increase follower's loyalty to influencers. In addition, engagement will reduce follower resistance to marketing messages by influencers because engagement can increase the promotion of a tourism destination. Because the higher the influencer follower relationship or connection, the more influential the influencer follower is from the credibility of social media influencer sources and the Intention to visit tourist destinations.

The positive impacts of attachment to the influencer towards loyalty to the influencer

According to (Samarah et al., 2022), followers who interact with influencers and create a strong emotional bond will wish to keep the relationship going. As a result, a connection to the influencer develops, and loyalty increases (Thomson et al., 2005). When followers get an advertising post from an influencer with whom they have an attachment, they are more likely to project a positive message and regard it as a genuine endorsement (Pratap Jain Durairaj Maheswaran, 2000).

H1: Attachment to the influencer is positively impacting on Loyalty to the influencer.

The positive impacts of loyalty to the influencer toward destinations intention

This is compatible with the notion of social exchange in terms of the effect of social exchange creating pleasant feelings and a bond between influencer followers and the influencer itself and fits with (Lawler, 2001) research. The more positive feelings and attachments influencer followers have, the more loyal they will be to the influencer, the influencer's content, and the brand or location, as seen by supportive behaviors such as visit intentions. Commitment to the influencer has been discovered as a key predictor of visitors engaging in word-of-mouth behaviour (Jalilvand et al., 2017).

H2: Loyalty to the influencer is positively impacting on Destination intention.

RESEARCH METHOD

The research design is hypothesis testing, where the testing is done to explain the discrepancy of the variables or the outcome prediction. The research was conducted utilizing a cross-sectional study, in which data was collected once by answering research questions using a questionnaire (Sekaran & Bougie, 2016). The data used in this study is primary data collected directly from respondents in order to answer hypothetical questions (Gumussoy & Koseoglu, 2016). Primary data was gathered by sending surveys to respondents both online and in person. According to (J. Hair et al., 2019) to determine the number of samples can be 5-10 times the number of indicators owned, this study has 23 indicators and the total number of respondent collected are 218 respondent. The sampling approach employed in this study is nonprobability sampling, which means that not everyone has the same chance of becoming a respondent. A purposive sampling methodology is a process of choosing a sample based on standards or conditions that qualify it to serve as a sample (Ahmad et al.,

2019). Those who follow and interact (watch, like, and comment on their content) with one or more influencers who like to travel and know one of the tourism destinations from the Five Priority Destinations for the past 6 months are eligible.

Table 1. Validity & Reliability

Variable	Factor Loading	Cronbach Alpha
Attachment To The Influencer		0.888
I have a desire to be friends with the influencers.	0,873	
In the future, I want to have an interaction with these influencers.	0,928	
I have a desire to know more about the influencers.	0,915	
Loyalty To The Influencer		0.866
I intend to notify my family and friends about the influencer.	0,844	
I'll be complimentary of the influencer.	0,842	
I'll keep watching this influencer's content.	0,865	
Every time I use social media, I'll keep updated on this influencer.	0,839	
Destination Intention		0.856
The tourism locations listed in the influencer's social media postings are places I desire to visit.	0,797	
Visiting the tourist attractions highlighted in the influencer's social media postings about these places is a possibility.	0,853	
I'll be considering going to tourist attractions that are advertised by the social media influencer that I follow.	0,825	
My desire to visit tourism locations highlighted on influencer pages is extremely strong.	0,869	

Source: Data processed using SPSS.

According to the table above, the validity test is pronounced valid for all instruments from the three variables if the loading factor value is more than 0.40. Cronbach's Alpha values greater than 0.60 imply that the reliability test with four variables is reliable (J. F. Hair et al., 2019).

Table 2. Goodness of Fit Model

Goodness of Fit Measure	Level of Acceptance	Calculating Measure	Acceptable
Chi-square	Small chi-square	377,366	<i>POOR FIT</i>
p-value	p-value ≥ 0.05	0.000	<i>POOR FIT</i>
RMSEA	< 0.10	0.057	<i>GOOD FIT</i>
RMR	< 0.10	0.053	<i>GOOD FIT</i>
NFI	> 0.90 or close to 1	0.898	<i>MARGINAL FIT</i>
TLI	> 0.90 or close to 1	0.949	<i>GOOD FIT</i>
CFI	> 0.90 or close to 1	0.955	<i>GOOD FIT</i>
IFI	> 0.90 or close to 1	0.955	<i>GOOD FIT</i>
Normed Chi-square	Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0	1.700	<i>GOOD FIT</i>

Source: AMOS output.

The Goodness of fit test results in Table 2 indicates an absolute fit measure; the chi-square has a value of 377.366 when it will qualify as close to 0 or a tiny chi-square, according to that it can be concluded that this model is a poor fit. When the p-value is 0.000 means that it is ≥ 0.05 it signifies that the model has a poor fit, as determined by the other Goodness of Fit statistic. Meanwhile, RMSEA is $0.000 < 0.10$, showing that this model fits well. The criteria based on the RMR Incremental Fit Measure have a value of $0.064 < 0.10$, indicating that this model is a good fit. NFI = 0.898, this model determined as marginal fit. TLI = 0.949, CFI = 0.955, and IFI = 0.955 (as it will be determined if > 0.90 or closer to 1), indicating goodness of fit. By using the normed chi-square (CMIN/DF) of 1.700 (qualifies for the lower limit of 1 and the upper limit of 2.0/3.0 or 5.0) It is feasible to conclude that this model fulfills the goodness of fit requirements when combined with the Parsimonious Fit Measure criterion. One condition was contented, according to (J. F. Hair et al., 2019); this model is deemed to as excellent or have an acceptable fit. The above-mentioned model's viability was evaluated using the Absolute Fit Measures and Parsimonious Fit Measures techniques, and a goodness of fit result was achieved. It has been proposed that the model test may be developed through hypothesis testing.

RESULTS AND DISCUSSION

Table 3. Statistic Descriptive

Indicator	N	Mean	Std. Deviation
Attachment to the influencer	218	3.84	0.97
Loyalty to the influencer	218	3.85	0.83
Destination intention	218	4.04	0.77

Source: Data processed using SPSS.

Based on Table 3, the attachment to the influencer variable is evaluated using respondents' responses which show the respondents' attachment to the social media influencers they follow on social media platforms, with an average score of 3.84. The interaction that creates interaction between social media influencers and their followers fosters a sense of closeness to their followers. The sense of closeness between the two that is created through influencer interactions on social media makes their social media users or potential followers want to know more about these influencers. The average characteristic standard deviation of 0.97 reflects the respondent's reaction to the attachment to the influencer. the loyalty of a follower to an influencer has a significant impact on spreading the promotion of a tourism destination through social media with an average of 3.85. Respondents also stated that those who already have loyalty to influencers will recommend these influencers to the people around them by saying positive things and watching content created by these influencers every time they play or use social media. In addition, the average standard deviation characteristic of environmental concerns is 0.97, indicating the respondents' reactions to influencer loyalty. The influence exerted by an influencer has a significant impact on the decision-making process of a social media user or follower in visiting tourism destinations promoted by the influencer they follow with an average of 4.04. As a result, the destinations promoted by these influencers become desirable and considered travel destinations. They found that respondents' reactions to destination intentions varied; the characteristic standard deviation of the average is 0.77.

Table 4 Hypothesis Testing Result

Hypothesis	Estimate	P-Value	One Tail	Conclusion
H1. Attachment is positively impacting on loyalty to the influencer.	0.857	0.000	0.000	Supported
H2. Loyalty to the influencer is positively impacting on the intention to visit.	0.699	0.000	0.000	Supported

**error tolerance limited is 5% ($\alpha=0.05$)*

Based on Table 4, there are 2 influential hypotheses. The findings of hypothesis testing confirm the stated hypothesis, influencing attachment to the influencer in a direct and positive way. Respondents who feel related to the influencer through befriending the influencer on social media see the influencer's material more frequently and are more likely to refer the influencer to their friends and relatives to follow or befriend the influencer. According to researchers (Cao et al., 2020), there is a commitment among social media users when they want to stay connected through social media, so they are involved and have support from other users. Respondents will continue to watch the content uploaded by the influencer anytime they use or open their social media to learn more about and get to know the influencer in their everyday lives. The findings of hypothesis testing confirm the suggested hypothesis, influencing loyalty to the intention to visit in a direct and favourable way. It has an effect when respondents are encouraged to recommend influencers they believe are good and have high-quality content because they are already loyal followers of these influencers. For instance, if an influencer mentions a tourist destination in their content, many people will visit that tourist destination. These findings are provided by researchers (Goutam & Gopalakrishna, 2018; A. J. Kim & Johnson, 2016), who found that social media users evaluate the credibility of influencers based on the quality of information they provide, which leads to follower satisfaction, which is important for maintaining long-term relationships.

CONCLUSION

This study shows that there is a positive influence between attachment to the influencer and loyalty to the influencer it leads to positive destination intention. According to the research, the managerial implications that can be used as input for destination managers and the government in developing marketing strategies will increase by being able to see influencers who have strong connections with followers as it is essential for them to utilize influencer services. Because a high degree of engagement between influencers and followers indicates trust, loyalty, and belonging. Aside from that, destination management and government should prioritize influencers who connect with their followers; the number of followers has no bearing. Even though these influencers do not have many followers, they are devoted, therefore you must pay attention since every move they perform can affect the audience's choice. This will encourage the influencer's dedicated followers to visit tourist places that the influencer has suggested. More characteristics, such as loyalty, are planned to be included in future studies. Future research is expected to add more variables, such as loyalty. Further research can be carried out on the other 10 Destinations of New Bali programs besides the 5 Super Priority Destinations.

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5 SUPER PRIORITY DESTINATIONS INTENTION THROUGH INFLUENCER

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5 SUPER PRIORITY DESTINATIONS INTENTION THROUGH INFLUENCER

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Abstrak

Penelitian ini untuk mengkaji peranan penting influencer media sosial dalam mempromosikan Lima Destinasi Super Prio³⁵s Bali Baru. Penelitian ini menggunakan penelitian pengujian hipotesis yang dilakukan di Indonesia. Data diperoleh dengan menyebarkan kue³⁶ kepada responden yang mengikuti satu atau lebih influencer media sosial yang gemar be³⁸sata di platform media sosial seperti Instagram, TikTok, dan YouTube dalam enam bulan terakhir. ¹⁵gambilan sampel dilakukan dengan menggunakan *purposive sampling* sebanyak 218 responden. Data diuji dengan menggunakan *Structural Equation Modeling* (SEM). Hasil penelitian ini menemukan bahwa keterikatan pada influencer memiliki pengaruh positif terhadap loyalitas pada *influencer* yang akan berdampak pada niat untuk mengunjungi destinasi wisata. Oleh karena itu, pengelola destinasi wisata dan pemerintah disarankan untuk menggunakan *influencer* media sosial sebagai alat pemasaran mereka.

Keywords: Keterikatan, Loyalitas, Intensitas destinasi

20 Abstract

This research is to examine the important role of social media influencers in promoting the Five New Bali Super Priority Destinations. This research is using hypothesis testing research conducted in Indonesia. Data was obtained by d¹⁶istributing questionnaires to respondents who follow one or more social media influencers who like to travel on social media platforms such as Instagram, TikTok, and YouTub⁸ in the last six months. 218 respondents were collected using purposive sampling to determine the sample. Data were tested using Structural Equation Modeling (SEM). The results of this study found that attachment to the influencer has a positive influence on loyalty to the influencer which will have an impact on the intention to visit tourism destinations. Therefore, managers of tourist destinations and the government are advised to use social media influencers as their marketing tools.

Keywords: Attachment, Loyalty, Destination intention

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INTRODUCTION

The COVID-19 pandemic has damaged Indonesia's tourism industry and creative economy, according to (Kementrian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2023). The tourism industry has suffered from a drop in the number of tourists, particularly foreign tourists, as a result of the adoption of social reforms (PSBB and PPKM), versions of COVID-19 such as Delta and Omicron, and the closure of international access from various nations. Lake Toba, Borobudur, Mandalika,

Labuan Bajo, and Likupang have been declared as National Tourism Strategic Areas (KSPN) or New Bali with Super Priority (DSP) designation by the government. These five Super Priority Destinations are part of the "10 New Bali" program, which is intended to diversify Indonesia's tourist destinations beyond Bali, which was previously regarded as the country's main tourist attraction.

Using social media as a key instrument for promoting a destination is a solid start toward sustaining the tourism industry during this pandemic since social media could provide a channel for both the promotion and distribution of an offering or service (Yuan et al., 2022). Having billions of daily users on major social media platforms like Twitter, Instagram, YouTube, and TikTok. Social media continues to be utilized for promoting businesses and influencing customer behaviour (Statista, 2023). Social media may have had an impact on the way consumers behave and make decision processes, but it has also had an impact on how travellers access information, pick where to vacation, and share what they've experienced. As consumers and travellers grow more reliant on reviews and postings that differ from those generated by users' information, it is critical to harness various social media platforms (Qu et al., 2022). Influencer marketing is a popular social media strategy that many businesses employ to influence their customers' purchasing decisions. SMI (social media influencer marketing) is a trendy issue in the marketing industry nowadays since it has the potential to reach a large audience through transferring information. Despite their prominence in the tourism industry, social media influencers have an influence on the travel behaviour intentions of Millennials. Millennials are the generation that is eager to spend more money on experiences and is going to continue to support the tourism industry in the future since they will have the greatest level of purchasing power (SOFRONOV, 2018). Millennials trust social media influencers and their content, the content created by an influencer plays an essential role in determining this generation's decision-making process. Furthermore, the interactive characteristics of social media allow several individuals to establish a broad network through which they may influence other users. As a result, influencers who communicate with their followers often can considerably impact decision-making (D. Y. Kim & Kim, 2023). Attachment theory was recently applied to investigate how emotional attachment functions in influencer marketing (Ladhari et al., 2020). This study focuses on the antecedents of attachment, including influencer attributes and the need for competence, ideality, and relatedness (Angelina & Kurniawati, 2023; Tuzzahra & Kurniawati, 2023). The results show how influencers are engaged but no more explanation about further processes, such as how attachment changes follower responses to marketing messages. As a result, not many people know how attachment influences followers' perceptions and behaviour.

The 5 Super Priority Destinations have the potential to become popular destinations for people with diverse interests. One of the weaknesses of influencers is the lack of engagement and interaction they do with their followers or potential followers in promoting a tourism destination. In addition to

the lack of knowledge about Super Priority Destinations in New Bali programs and marketing, social media users have difficulty accessing marketing resources such as social media influencers who create appropriate content through social media platforms and find trusted sources of information or influencers who have credibility. As a result, assistance from government departments and academia is urgently needed to help social media users be precise and careful in selecting the correct information and have credibility in promoting a tourism destination supported by a marketing strategy. Therefore, promoting 5 Super Priority Destinations requires teaching, persuading, or reminding social media users, especially tourists, to arouse their interest in visiting tourist destinations through social media influencers.

LITERATURE REVIEW

Attachment to the influencer

Attachment is described as a dimension that represents an individual's distinctive cognitions, emotions, and actions in close relationships and predicts how people interact with friends and strangers (Hart et al., 2015). The interpersonal attachment has a considerable influence on group attachment, indicating that the combination of interpersonal and group attachments on social media platforms is a crucial driver for building influencer attachment (Ren et al., 2012). There is an emotional connection to social media when the desire of a user to stay engaged with social media indicates an emotional commitment, according to, (Cao et al., 2020). Social media users might gain emotional interaction and support from their peers.

Loyalty to the influencer

In recent decades, loyalty has been increasingly defined and characterized from the twin perspectives of attitude and behaviour (Cachero-Martínez & Vázquez-Casielles, 2021). Influencer interaction may be related to technical interactivity because it is based on social media. The challenge of dealing with clients is readily defined as human for an influencer, that is, an influencer who has his or her own views and feelings. As a consequence, influencer participation involves interpersonal connection and dialogue among individuals, which results in them becoming followers on their social media platforms (Jun & Yi, 2020).

Destination intention

A consumer's purchase intention improves when he or she favours a certain product. The same effect might happen when a social media user's favourite influencer advertises a location or trip. Various sectors have provided research on the influencers' impact on customer attitudes and behaviours (Lim et al., 2017). Influencer marketing has been found to affect the decisions of Millennials when selecting a rural tourist destination (Chatzigeorgiou, 2017). Once there is a stronger bond between the travellers and the Social Media influencers, millennial tourists' attitudes about the advertisement lead to positive attitudes toward the recommended location, which may lead to a greater potential to visit (Xu (Rinka) & Pratt, 2018).

CONCEPTUAL FRAMEWORK

According to (D. Y. Kim & Kim, 2023; Laparojkit & Suttipun, 2022) this study aims to look at the influencer of attachment to the influencer, loyalty to the influencer, and destination intention. (D. Y. Kim & Kim, 2023; Laparojkit & Suttipun, 2022) revealed that tourists' attachment to a destination stems from the power of social media concerns that affect strong attachment between social media users, which develop loyalty to the influencer that raises destination intentions to visit.



HYPOTHESIS DEVELOPMENT

The relationship between social media influencers is the main key to the successful promotion of a tourist destination. that way attachment to influencers will strengthen and increase follower's loyalty to influencers. In addition, engagement will reduce follower resistance to marketing messages by influencers because engagement can increase the promotion of a tourism destination. Because the higher the influencer follower relationship or connection, the more influential the influencer follower is from the credibility of social media influencer sources and the Intention to visit tourist destinations.

The positive impacts of attachment to the influencer towards loyalty to the influencer

According to (Samarah et al., 2022), followers who interact with influencers and create a strong emotional bond will wish to keep the relationship going. As a result, a connection to the influencer develops, and loyalty increases (Thomson et al., 2005). When followers get an advertising post from an influencer with whom they have an attachment, they are more likely to project a positive message and regard it as a genuine endorsement (Pratap Jain Durairaj Maheswaran, 2000).

H1: Attachment to the influencer is positively impacting on Loyalty to the influencer.

The positive impacts of loyalty to the influencer toward destinations intention

This is compatible with the notion of social exchange in terms of the effect of social exchange creating pleasant feelings and a bond between influencer followers and the influencer itself and fits with (Lawler, 2001) research. The more positive feelings and attachments influencer followers have, the more loyal they will be to the influencer, the influencer's content, and the brand or location, as seen by supportive behaviors such as visit intentions. Commitment to the influencer has been discovered as a key predictor of visitors engaging in word-of-mouth behaviour (Jalilvand et al., 2017).

H2: Loyalty to the influencer is positively impacting on Destination intention.

RESEARCH METHOD

The research design is hypothesis testing, where the testing is done to explain the discrepancy of the variables or the outcome prediction. The research was conducted utilizing a cross-sectional study, in which data was collected once by answering research questions using a questionnaire (Sekaran & Bougie, 2016). The data used in this study is primary data collected directly from respondents in order to answer hypothetical questions (Gumussoy & Koseolu, 2016). Primary data was gathered by sending surveys to respondents both online and in person. According to (J. Hair et al., 2019) to determine the number of samples can be 5-10 times the number of indicators owned, this study has 23 indicators and the total number of respondent collected are 218 respondent. The sampling approach employed in this study is nonprobability sampling, which means that not everyone has the same chance of becoming a respondent. A purposive sampling methodology is a process of choosing a sample based on standards or conditions that qualify it to serve as a sample (Ahmad et al.,

2019). Those who follow and interact (watch, like, and comment on their content) with one or more influencers who like to travel and know one of the tourism destinations from the Five Priority Destinations for the past 6 months are eligible.

Table 1. Validity & Reliability

Variable	Factor Loading	Cronbach Alpha
Attachment To The Influencer		0.888
I have a desire to be friends with the influencers.	0,873	
In the future, I want to have an interaction with these influencers.	0,928	
I have a desire to know more about the influencers.	0,915	
Loyalty To The Influencer		0.866
I intend to notify my family and friends about the influencer.	0,844	
I'll be complimentary of the influencer.	0,842	
I'll keep watching this influencer's content.	0,865	
Every time I use social media, I'll keep updated on this influencer.	0,839	
Destination Intention		0.856
The tourism locations listed in the influencer's social media postings are places I desire to visit.	0,797	
Visiting the tourist attractions highlighted in the influencer's social media postings about these places is a possibility.	0,853	
I'll be considering going to tourist attractions that are advertised by the social media influencer that I follow.	0,825	
My desire to visit tourism locations highlighted on influencer pages is extremely strong.	0,869	

Source: Data processed using SPSS.

According to the table above, the validity test is pronounced valid for all instruments from the three variables if the loading factor value is more than 0.40. Cronbach's Alpha values greater than 0.60 imply that the reliability test with four variables is reliable (J. F. Hair et al., 2019).

Table 2. Goodness of Fit Model

Goodness of Fit Measure	Level of Acceptance	Calculating Measure	Acceptable
Chi-square	Small chi-square	377,366	POOR FIT
p-value	p-value ≥ 0.05	0.000	POOR FIT
RMSEA	< 0.10	0.057	GOOD FIT
RMR	< 0.10	0.053	GOOD FIT
NFI	> 0.90 or close to 1	0.898	MARGINAL FIT
TLI	> 0.90 or close to 1	0.949	GOOD FIT
CFI	> 0.90 or close to 1	0.955	GOOD FIT
IFI	> 0.90 or close to 1	0.955	GOOD FIT
Normed Chi-square	Lower limit: 1.0; Upper limit: 2.0/3.0 or 5.0	1.700	GOOD FIT

Source: AMOS output.

The Goodness of fit test results in Table 2 indicates an absolute fit measure; the chi-square has a value of 377.366 when it will qualify as close to 0 or a tiny chi-square, according to that it can be concluded that this model is a poor fit. When the p-value is 0.000 means that it is ≥ 0.05 it signifies that the model has a poor fit, as determined by the other Goodness of Fit statistic. Meanwhile, RMSEA is $0.000 < 0.10$, showing that this model fits well. The criteria based on the RMR Incremental Fit Measure have a value of $0.064 < 0.10$, indicating that this model is a good fit. NFI = 0.898, this model determined as marginal fit. TLI = 0.949, CFI = 0.955, and IFI = 0.955 (as it will be determined if > 0.90 or closer to 1), indicating goodness of fit. By using the normed chi-square (CMIN/DF) of 1.700 (qualifies for the lower limit of 1 and the upper limit of 2.0/3.0 or 5.0) It is feasible to conclude that this model fulfills the goodness of fit requirements when combined with the Parsimonious Fit Measure criterion. One condition was contented, according to (J. F. Hair et al., 2019); this model is deemed to as excellent or have an acceptable fit. The above-mentioned model's viability was evaluated using the Absolute Fit Measures and Parsimonious Fit Measures techniques, and a goodness of fit result was achieved. It has been proposed that the model test may be developed through hypothesis testing.

RESULTS AND DISCUSSION

Table 3. Statistic Descriptive

Indicator	N	Mean	Std. Deviation
Attachment to the influencer	218	3.84	0.97
Loyalty to the influencer	218	3.85	0.83
Destination intention	218	4.04	0.77

Source: Data processed using SPSS.

Based on Table 3, the attachment to the influencer variable is evaluated using respondents' responses which show the respondents' attachment to the social media influencers they follow on social media platforms, with an average score of 3.84. The interaction that creates interaction between social media influencers and their followers fosters a sense of closeness to their followers. The sense of closeness between the two that is created through influencer interactions on social media makes their social media users or potential followers want to know more about these influencers. The average characteristic standard deviation of 0.97 reflects the respondent's reaction to the attachment to the influencer. the loyalty of a follower to an influencer has a significant impact on spreading the promotion of a tourism destination through social media with an average of 3.85. Respondents also stated that those who already have loyalty to influencers will recommend these influencers to the people around them by saying positive things and watching content created by these influencers every time they play or use social media. In addition, the average standard deviation characteristic of environmental concerns is 0.97, indicating the respondents' reactions to influencer loyalty. The influence exerted by an influencer has a significant impact on the decision-making process of a social media user or follower in visiting tourism destinations promoted by the influencer they follow with an average of 4.04. As a result, the destinations promoted by these influencers become desirable and considered travel destinations. They found that respondents' reactions to destination intentions varied; the characteristic standard deviation of the average is 0.77.

Table 4 Hypothesis Testing Result

Hypothesis	Estimate	P-Value	One Tail	Conclusion
H1. Attachment is positively impacting on loyalty to the influencer.	0.857	0.000	0.000	Supported
H2. Loyalty to the influencer is positively impacting on the intention to visit.	0.699	0.000	0.000	Supported

**error tolerance limited is 5% ($\alpha=0.05$)*

Based on Table 4, there are 2 influential hypotheses. The findings of hypothesis testing confirm the stated hypothesis, influencing attachment to the influencer in a direct and positive way. Respondents who feel related to the influencer through befriending the influencer on social media see the influencer's material more frequently and are more likely to refer the influencer to their friends and relatives to follow or befriend the influencer. According to researchers (Cao et al., 2020), there is a commitment among social media users when they want to stay connected through social media, so they are involved and have support from other users. Respondents will continue to watch the content uploaded by the influencer anytime they use or open their social media to learn more about and get to know the influencer in their everyday lives. The findings of hypothesis testing confirm the suggested hypothesis, influencing loyalty to the intention to visit in a direct and favourable way. It has an effect when respondents are encouraged to recommend influencers they believe are good and have high-quality content because they are already loyal followers of these influencers. For instance, if an influencer mentions a tourist destination in their content, many people will visit that tourist destination. These findings are provided by researchers (Goutam & Gopalakrishna, 2018; A. J. Kim & Johnson, 2016), who found that social media users evaluate the credibility of influencers based on the quality of information they provide, which leads to follower satisfaction, which is important for maintaining long-term relationships.

CONCLUSION

This study shows that there is a positive influence between attachment to the influencer and loyalty to the influencer it leads to positive destination intention. According to the research, the managerial implications that can be used as input for destination managers and the government in developing marketing strategies will increase by being able to see influencers who have strong connections with followers as it is essential for them to utilize influencer services. Because a high degree of engagement between influencers and followers indicates trust, loyalty, and belonging. Aside from that, destination management and government should prioritize influencers who connect with their followers; the number of followers has no bearing. Even though these influencers do not have many followers, they are devoted, therefore you must pay attention since every move they perform can affect the audience's choice. This will encourage the influencer's dedicated followers to visit tourist places that the influencer has suggested. More characteristics, such as loyalty, are planned to be included in future studies. Future research is expected to add more variables, such as loyalty. Further research can be carried out on the other 10 Destinations of New Bali programs besides the 5 Super Priority Destinations.

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