THE ROLE OF SOCIAL MEDIA INFLUENCERS IN INCREASING TOURISTS' VISIT INTENTION IN INDONESIAN MARINE NATIONAL PARK

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ABSTRACT: This study aims to determine the role of influencers in encouraging tourists' desire to visit the Indonesian Marine National Park. This research will measure the influencer's source characteristics and subjective norms influencing attitudes toward marketing communication and risk perception. Finally, it will investigate the effect of risk perception on tourists' visit intention. 190 respondents of consumers familiar with tourism influencers serve as the data for the analysis of covariant-based SEM. This research finds that source characteristics and subjective norms positively influence attitudes toward marketing communication. Attitude toward marketing communication does not affect the perceived risk of consumers. Otherwise, the perceived threat does not affect consumer visit intention. Implications and further research are provided.

Keywords*:* Source Characteristics; Subjective Norms; Attitudes; Perceived Risk; Visit Intention

INTRODUCTION

Tourism is one of the sectors that contributes significantly to the Indonesian economy. This can be seen from the tourism direct growth domestic product (TDGDP) since 2017 worth 635,320 billion rupiahs increased to 728,907 in 2018, then 2019 to 786,303 (Ayuni et al., 2023). Indeed, there has been a decline since 2020, 2021, which only reached 389,695 due to COVID-19, but since the pandemic sloped, the Ministry of Tourism seems optimistic that there will be an increase again (Ayuni et al., 2023).

Indonesia is indeed an attractive tourist destination for people due to its many attractions, such as culture and cuisine (Hariyanto, 2016; Hasanah, 2019; Wibawati & Prabhawati, 2021; Wijayanti, 2020), nature, and uniqueness (Priyanto, 2016; Ridwanudin & Ahmad, 2022). Nature tourism that attracts foreign and domestic tourists is visiting national parks (Harianja et al., 2022; Novrani, 2014; Susanti et al., 2021).

One of Indonesia's essential types of tourism is marine tourism, considering that Indonesia is an archipelago. According to a report from the Ministry of Environment and Forestry, the National Park Management Authority, the total number of tourist visits to all-natural attractions in Indonesia reached 5.29 million people in 2022 (Prihadi & Anugrah, 2023). Based on this number, natural tourism has contributed to PNPB from tourist attraction entrance fees reaching 96.7 billion rupiahs (Prihadi & Anugrah, 2023).

Currently, there are 54 national parks, and the ten most visited parks in 2019 and 2020 are those with forest and mountain vegetation located on land (Pusat Data dan Informasi KLHK, 2020). Besides, there are also seven marine national parks, as described under Bill Number 1/2014 (Presiden Republik Indonesia, 2014), namely Teluk Cendrawasih, Kepulauan Seribu, Karimun Jawa, Kepulauan Togean, Wakatobi, Bunaken, and Taka Bonerate.

These seven marine national parks are popular destinations for tourists who enjoy underwater activities such as snorkeling and diving. Several studies have been conducted to understand tourists' interest in visiting them. For example, the image that drives the desire to visit Thousand Islands (Keban et al., 2020) and the importance of social media in promoting Karimunjawa (Hikmawan & Pradhanawati, 2016). Therefore, service quality and perceived value are essential factors in increasing tourist satisfaction in Bunaken and strengthening the destination image of the Wakatobi islands (Suleman et al., 2015). However, these studies are still minimal, especially for other marine national parks such as Togean, Takabonerate, and Teluk Cendrawasih.

Despite ongoing efforts in tourism development in seven marine national parks, it is essential to acknowledge the concern that visitors may potentially disturb the delicate coral reefs in the area (Limbong & Soetomo, 2014; Madyaningrum et al., 2019; Susmita & Soenyoto, 2022; Umardiono, 2011). However, the seven marine national parks have not been able to enter the top 10 most visited areas. Therefore, it can be concluded that visit intention in marine national parks is still low.

One of the efforts to introduce and market national parks was carried out by the Directorate of Environmental Services Utilization of Conservation Areas of the Environment and Forestry Ministry using social media, such as YouTube and Instagram, with the official account name @ayoketamannasional. Based on data obtained from the socialblade.com site, the engagement rate of Instagram @ayoketamannasional is still at grade C +, with 18,000 followers. Meanwhile, @ayoketamannasional YouTube engagement rate is at grade C, with 2,000 followers. This is very small compared to the number of social media users in the country, reaching 167 million. This condition shows a gap and an opportunity to perform social media marketing with influencers to increase engagement and minimize the perceived risk, leading to increased visits (visit intention).

Many factors, such as knowledge, can promote people's intention to visit tourist destinations (Kristaung & Pratomo, 2020). Meanwhile, encouraging people to visit tourist destinations repeatedly is influenced by the number of previous visits, satisfaction, motivation, and the ratio of quality and price (Alegre & Cladera, 2009). This is also strongly influenced by the risk imagined where there is an inverse relationship between the people's concern and visit intention to the destination (Khan et al., 2019; Matiza, 2020; Teeroovengadum et al., 2021).

Several studies affirmed that the pandemic ranks among the risks that concern people about travel (Godovykh et al., 2020; Nazneen et al., 2021; Sujood et al., 2021). Although different results are found for Generation Z, risks, such as the pandemic, do not discourage individuals from traveling (Kharuhayothin et al., 2023). Many studies have been conducted to determine the role of influencers. Social media influencers (SMI) have been widely studied for their role in influencing people to be interested in a product (Chetioui et al., 2020; Cheung et al., 2022; Dinh & Lee, 2021; Sun et al., 2021). The strength of the role can be assessed from the influencer characteristics such as attractiveness, trustworthiness, credibility, and expertise (Berne-Manero & Marzo-Navarro, 2020; Broers, 2020; Li & Peng, 2021; Taillon et al., 2020)

In the hospitality, tourism, and travel industry, SMI can encourage people to travel (Han & Chen, 2021) and build trust with reviews of tourist destinations (Dutta et al., 2021). The high perceived risk when traveling is also influenced by cognitive factors such as destination characteristics and ease of obtaining information (Godovykh et al., 2020). This causes the importance of reviews in deciding to visit a tourist destination (Dutta et al., 2021). Individual inclination to make a purchase can become more potent when reviews are conducted by reputable influencers (Singh & Banerjee, 2018). Even though the influence of review on people's intention to purchase goods or services has often been studied (Chetioui et al., 2020; Cheung et al., 2022; Dinh & Lee, 2021; Weismueller et al., 2020), only a few discussed the influence of SMI in reducing concern about traveling. Therefore, the role of SMI in lowering the perceived risk should be addressed to promote visit intention to marine national parks. Based on this rationale, this study aims to determine the antecedents of visit intention to Indonesian marine national parks.

THEORETICAL REVIEW

Social Media Influencers and Source Characteristics

In recent years, influencers have become one of the marketing communication methods, leading to many discussions about the role (Sundermann & Raabe, 2019; Ye et al., 2021). For this reason, it is necessary first to understand the meaning of influencers from several experts (De Veirman et al., 2017). SMI are people who build communities on social media platforms, resulting in a large number of followers. These influencers create exciting content about their daily lives and experiences using certain online products or services, facilitating more accessible interaction (Lou & Yuan, 2019). SMI has become a marketing tool that provides followers with information on products, services, travel, and opinions (De Veirman et al., 2017).

The ability to influence followers is not inherent in all influencers but requires specific characteristics. The delivered content enhances belief and encourages followers to purchase the offered products or services (Ki & Kim, 2019). Several essential characteristics have been widely studied, such as attractiveness, trustworthiness, credibility, homophily, and similarity (Khan et al., 2021; Li & Peng, 2021; Taillon et al., 2020). Based on a previous result conducted in China to measure image satisfaction and advertising trust, attractiveness, expertise, and homophily strongly influence image satisfaction (Li & Peng, 2021). Furthermore, expertise, originality, homophily, and interaction can promote advertising trust (Li & Peng, 2021). The variables of trustworthiness, attractiveness, and similarity of influencers strongly influence trust when viewing product brands posted (Lou & Yuan, 2019). Attractiveness and likeability are predictors of attitudes toward the influencers, word-of-mouth, and purchase intention in American college students who are followers of influencers on Instagram, YouTube, and Facebook (Taillon et al., 2020).

In the tourism industry, SMI is also needed to promote visit intention to a particular destination (Han & Chen, 2021). Therefore, when the credibility of influencers strongly influences the attitude of American millennial Instagram users, people will be promoted to visit the DTW (Han & Chen, 2021). The intriguing aspect lies in the impact of trustworthy instafamous individuals whose credibility can enhance a positive attitude toward tourist destinations (Jin et al., 2019). Based on the various studies, the following hypothesis regarding the characteristics of influencers is developed:
H1: Source characteristics have a positive influence on attitude toward marketing communication

Subjective Norms

Ajzen and Fishbein (1977) developed a theory that people's behavior was predicted based on interest in purchasing goods or services. Interest is influenced by attitude and subjective norms (Ajzen, 1985). Furthermore, subjective norms are the belief that behavior influenced by friends or family is necessary (Ajzen, 1985, 2002; Ajzen & Fishbein, 1977). This theory has developed, and various

studies have been conducted to prove the role of family and friends in carrying out specific actions.

An exciting study in Saudi Arabia found that one of the factors that encouraged interest in online shopping was subjective norms (Al-maghrabi et al., 2011). Furthermore, a study conducted in the United Arab Emirates showed that subjective norms were also significant predictors, promoting people to make online reservations (Mouakket & Al-Hawari, 2012). In a study on people's adoption of environmentally friendly products, it is also strongly influenced by subjective norms because environmental pressures such as friends, family, and bosses can enhance purchases (Gupta, 2018; Ham et al., 2015; Mohammadi, 2015; Tarkiainen & Sundqvist, 2005).

Subjective norms also influence the decision to travel to a tourist destination. The opinions of friends and people considered necessary will greatly promote visit intention (Jalilvand & Samiei, 2012). A study in Chile showed that this variable enables people to visit Chile on a short or long trip (Bianchi et al., 2017). According to several studies, subjective norms promote a positive attitude before influencing people's purchasing intention (Alavion et al., 2017; Botetzagias et al., 2015; Chetioui et al., 2020). Based on the various studies, the following hypotheses are developed:

H2: Subjective norms have a positive influence on attitude toward marketing communication

Attitude toward Marketing Communication

According to the Theory of Planned Behavior (TPB), attitude is the main predictor of interest in taking a particular action to adopt a new idea or purchase new goods and services (Ajzen, 1985, 1991a). This variable can be defined as an evaluation of a concept (goods and services) or a specific action (adopting new technology) (Solomon, 2018). A positive or negative assessment will lead to an attitude toward the object or behavior (Ajzen, 1991b; Al-Debei et al., 2015).

Since the development of TPB, many studies have been conducted to evaluate the role of attitude (Gibson et al., 2013; Husted et al., 2014; Mathew, 2016; Staus, 2011). Many studies in the online shopping industry reported that attitude drove people to purchase goods through marketplaces and social media (Al-Debei et al., 2015; Ayo et al., 2016; Mathew, 2016). Similarly, the purchase of environmentally friendly products is strongly influenced by this variable (Chen, 2009; Esmaeilpour & Bahmiary, 2017; Jeong et al., 2014; Jun et al., 2014).

Attitude toward marketing communication, both word of mouth and advertising, influences people's intention to purchase products or services and perception (Gvili & Levy, 2016). This variable can also affect people's perceived risk based on previous studies. The better the information obtained from influencers, the lower the perceived risk. Therefore, the following hypothesis is developed:

H3: Attitude toward marketing communication has a negative influence on perceived risk.

Perceived Risk

According to prospect theory, in every decision-making process, people always consider the potential gain and loss and avoid loss or risk (Kahneman & Tversky, 1979). Similarly, in purchasing decisions, people always have perceived risks that promote or hinder the purchase (Jordan et al., 2018). In adopting Internet technology, such as mobile banking payment, perceived risk negatively influences people's willingness to use mobile banking payment (Thakur & Srivastava, 2014). Similarly, people's concern about online shopping negatively affects their interest, even when the company website has a good reputation (Tangmanee, 2016).

During the COVID-19 pandemic, people's concerns about becoming infected are very high, leading to a drastic decrease in the desire to travel (Nazneen et al., 2021). People also have perceived risk when going to specific destinations due to the intangible nature of tourism services (Şengel et al., 2022) and are concerned when heading to dangerous areas (Shahrabani et al., 2020), worrying about food safety in tourist destinations (Yeung & Yee, 2020), and the risk of contraction while traveling (Godovykh et al., 2020). The perception of high travel risk is also influenced by cognitive factors such as destination characteristics and ease of obtaining information (Godovykh et al., 2020). Based on the previous results, the following hypothesis is developed:
H4: Perceived risk has a negative influence on visit intention.

Visit Intention

TPB asserts that the intention to perform or purchase something is influenced by several important factors, such as attitude, perceived behavioral control, and subjective norms (Ajzen, 1991b). Furthermore, it has been extended by incorporating numerous external variables that enrich the theory's strength (Kin & Farida, 2016; Shah Alam & Mohamed Sayuti, 2011). When applied to the tourism industry, visit intention is also influenced by external variables, such as the allure of local food (Alderighi et al., 2016). Destination image motivates people to visit a place (Siregar & Pratomo, 2020). Comprehensive knowledge also drives the desire to enjoy hotels (Kristaung & Pratomo, 2020). Another crucial factor is the negative influence caused by the perceived risk of contracting COVID-19, which discourages people from traveling (Nazneen et al., 2021).

Conceptual Framework

Indonesian marine national parks are genuinely beautiful and unique. Even though COVID-19 is no longer a prevailing condition, people still have concerns about traveling. The perceived risk associated with tourism should be reduced To enhance visit intention to marine national parks. Therefore, marketers of marine national parks need to alter their attitude toward the risk encountered. The source characteristics of influencers, such as attractiveness, expertise, and homophily, are expected to influence people's attitudes toward marketing communication.

Additionally, friends and relatives are expected to influence the variable toward marketing communication. A positive attitude toward influencers is anticipated to decrease the perceived risk, thereby increasing the inclination to visit Indonesian marine national parks. Based on this idea, the authors developed a conceptual framework below:
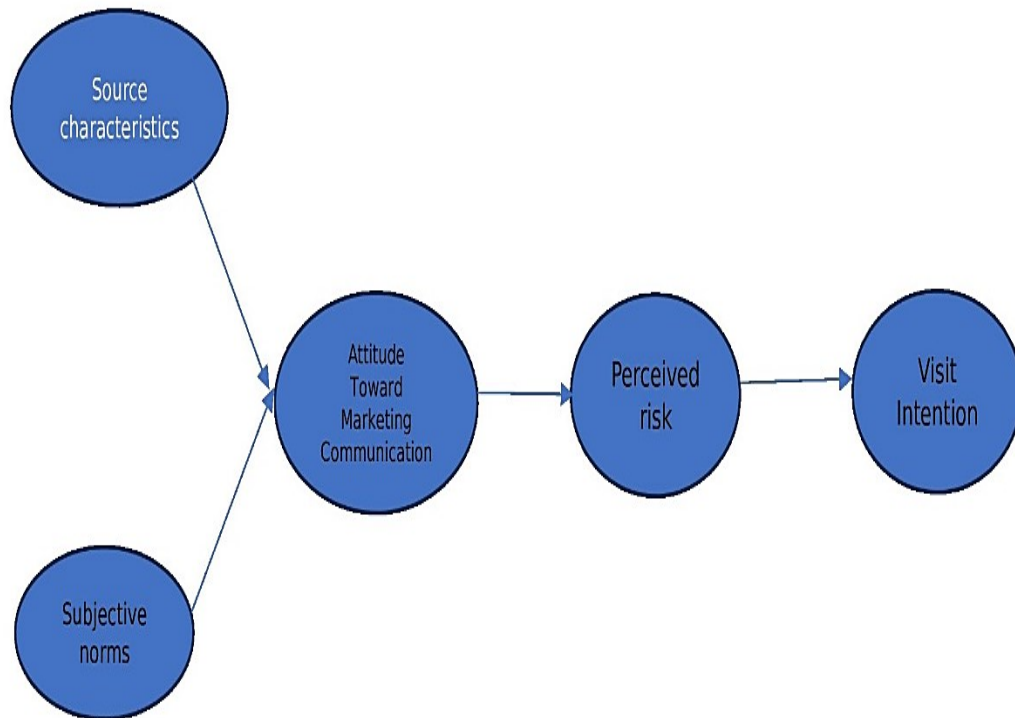

Figure 1: Conceptual Framework

METHODOLOGY

A quantitative design was developed comprising a test with four hypotheses and five variables to address the study objective of investigating the antecedents of visit intention. The sample was collected using a non-probability purposive sampling method (Uma Sekaran & Bougie, 2016). Therefore, clear criteria were required to fulfill the needs of this study, including people who knew one of the marine national parks and one of the well-known travel influencers in Indonesia.

According to Boomsma (1985), the number of samples when using SEM is at least 100 or 400 depending on the ratio of indicators to research variables. If the ratio is 4, then the minimum sample is 100, but if the ratio is 2, then the minimum sample is 400. Corresponding to Boomsma (1988), they argue that if r = 3, the minimum sample is 200. This research involves 24 indicators and five variables, so the ratio is 24/5 = 4,8. Thus, the minimum sample size is 100. After distributing the questionnaire through Google Forms online for a month, 125 respondents were obtained. The inspection found that 53 questionnaires were not adequately completed, leaving only 72 usable responses. Considering the insufficient number of respondents, data collection was conducted face-to-face in

tourist destinations, resulting in an additional 118 for a total of 190 functional responses.

The four variables used are source characteristics, subjective norms, attitude toward marketing communication, perceived risk, and visit intention. The indicators for each variable were adapted from (Khan et al., 2019; Ki & Kim, 2019; Leung & Jiang, 2018; Li & Peng, 2021). The developed questionnaire was subjected to validity and reliability tests. The validity test used confirmatory factor analysis (CFA) to ensure that all indicators accurately represented the respective variables. In contrast, the reliability test used Cronbach's alpha (Uma Sekaran & Bougie, 2016). All indicators were valid after these tests because the factor loadings exceeded 0.45.

Table 1. Criteria of Respondents

No	Criteria of Respondents		Frequency	Percentage
1	Know Indonesian marine national parks		190	100%
2	Know/visit/follow influencers' social media pages (Instagram/TikTok/YouTube/Facebook/Twitter).	Hamish Daud	45	23.7%
		Kirana Larasati	20	10.5%
		Marshall Satra	25	13.2%
		Nadine Chandra winata	22	11.6%
		Nikita Willy	54	28.4%
		Trinity	24	12.6%
		Total	190	100%

Additionally, the variables were deemed reliable as Cronbach's alpha exceeded 0.60. In actuality, 214 respondents were gathered, but after a thorough examination, only 190 fulfilled the criteria to be included as the sample. Respondents were selected because they knew marine national parks and followed the social media of travel influencers. Most of these individuals knew, visited, and followed Nikita Willy's social media.

Table 2 shows the characteristics of respondents, and this study included 190 respondents who fulfilled the criteria of knowing, visiting, and following the social media of travel influencers. Out of 190 respondents, the majority were female, belonged to Generation Y (27 to 42 years old), were in the age range of 23 to 28, were students, had an income ranging from IDR 1,000,000 to IDR 5,000,000, and spent more than 2 hours on social media per day.

Table 2. Characteristics of Respondents

No	Characteristics of Respondents		Frequency	Percentage
1	Gender	Male	80	42.1%
		Female	110	57.9%
2	Age	Gen Z (17 – 26 years old)	100	52.6%
		Gen Y (27 – 42 years old)	77	40.5%
		Gen X (43 – 58 years old)	10	5.3%
		Boomer (> 58 years old)	3	1.6%
3	Occupation	Students	70	36.8%
		Private Employees	59	31.1%
		SOE/ROE Employees	13	6.8%
		Civil Servants/State Civil Apparatus	8	4.2%
		Entrepreneurs	12	6.3%
		Teachers	7	3.7%
		Health Workers	2	1.1%
		Army/Police	0	0%
		Part-Time/Freelance	1	0.5%
		Others	5	2.6%
4	Income	IDR 1,000,000 – IDR 5,000,000	82	43.2%
		IDR 5,000,000 – IDR 10,000,000	59	31.1%
		> IDR 10,000,001	49	25.8%
5	Average time using social media per day	< 30 minutes	18	9.5%
		30 minutes - 60 minutes	53	27.9%
		61 minutes - 2 hours	47	47%
		> 2 hours	72	47.5%

This study used the Structural Equation Model (SEM) method to test the hypotheses; hence, the model goodness of fit (GOF) test should be carried out first (Hair et al., 2018). Based on the results, there are eight criteria: ECVI, RMSEA, IFI, NFI, TLI, CFI, CMIN/DF, and AIC fulfilled the goodness of fit, thus suitable for proceeding to the hypothesis test stage (See Table 3.).

Table 3. Goodness of Fit Test Results

Measure Type	Measure	Value	GOF Limit	Conclusion
Absolute fit measure	P	0.000	≥0.05	Poor Fit
	ECVI	2.051	Closer to the Saturated value than the Independent	Goodness of Fit
	RMSEA	0.063	≤ 0.1	Goodness of Fit
Incremental fit measure	IFI	0.957	≥ 0.90 or close to 1	Goodness of Fit
	NFI	0.905	≥ 0.90 or close to 1	Goodness of Fit
	TLI	0.933	≥ 0.90 or close to 1	Goodness of Fit
	CFI	0.955	≥ 0.90 or close to 1	Goodness of Fit
Parsimonious fit measure	CMIN/DF	1.760	Lower limit 1, Upper limit 5	Goodness of Fit
	AIC	387.550	Closer to the Saturated value than the Independent	Goodness of Fit

Source: Adapted AMOS's output

RESULTS

Descriptive statistics

The data presented in Table 4 reveals that the mean for Source Characteristics is 3.843. Therefore, most respondents believe travel influencers show traits that resonate with the established norms. The standard deviation 0.664 shows moderate variability in respondents' opinions regarding Source Characteristics. Considering the Attitude Toward Marketing Communication variable, the mean is calculated at 4.140. This indicates that a substantial portion of respondents perceive information delivered by travel influencers as engaging, accurate, and high-quality. The associated standard deviation of 0.679 shows a diversity in views of respondents on Attitude Toward Marketing Communication. Furthermore, the mean for Subjective Norms is computed to be 4.021, suggesting that most respondents believe the close associates support visits to marine national parks. The standard deviation of 0.808 signifies a considerable range in the perception of respondents on Subjective Norms. Regarding Perceived Risk, the mean is 2.963, implying that most respondents acknowledge a particular level associated with visiting marine national parks. The standard deviation of 0.811 shows respondents' perception variability on Perceived Risk. The mean for Visit Intention is established at 4.329, showing an interest among respondents in visiting marine national parks. The standard deviation of 0.775

points to the diverse nature of the visit intention of respondents to marine national parks

Table 4. Descriptive Statistics

No	Statement	Mean	Std. Deviation
1	Source Characteristics	3.843	0.664
2	Attitude Toward Marketing Communication	4.140	0.679
3	Subjective Norms	4.021	0.808
4	Perceived Risk	2.963	0.811
5	Visit Intention	4.329	0.775

Hypothesis Test

The inferential statistical test is conducted and summarized in Table 5 to address the research problems.

Table 5. Hypothesis Test Results

Hypothesis	P-Value	Estimate	Conclusion
H1: Source characteristics have a positive influence on attitude toward marketing communication	0.000	0.581	Supported.
H2: Subjective norms have a positive influence on attitude toward marketing communication	0.000	0.322	Supported.
H3: Attitude toward marketing communication has a negative influence on perceived risk	0.000	0.306	Supported.
H4: Perceived risk has a negative influence on visit intention	0.013	0.227	Supported.

Source Adapted AMOS's output.

Based on Table 5 above, the results show that two hypotheses are supported: hypotheses one and two. It is proven that source characteristics and subjective norms positively influence attitudes toward marketing communication. Hypothesis three, attitude toward marketing communication, does not negatively influence perceived risk. Likewise, hypothesis four was not supported, so it was not proven that perceived risk negatively impacts visit intention.

DISCUSSION

The first hypothesis shows that source characteristics positively influence attitudes toward marketing communication. Therefore, the better the source characteristics, the more positive the people's attitude toward marketing communication conducted by the company. The perception of travel influencers as engaging is likely to translate into a concurrent perception that the social media

content of influencers is also entertaining. Similarly, when the travel influencers possess expertise and good knowledge about the marine national parks in Indonesia, accurate information is received. As followers perceive more remarkable similarities with travel influencers, the belief in engagement and convincing qualifications increases proportionally.

The attractiveness of an influencer plays a vital role in strengthening the follower's perception when viewing the influencer's social media. The charisma of the influencer will play a significant role in making the followers believe that the information conveyed through their social media is of high quality. The influencer's qualifications in tourism, especially marine tourism, perhaps a qualified diver, will significantly influence their followers. Any information conveyed through social media, whether marine national parks or dive sites, will dramatically be received by their followers.

The results support a study conducted in China on Weibo bloggers' followers (Li & Peng, 2021) that expertise, originality, and homophily positively influence people's attitudes (Li & Peng, 2021). Therefore, bloggers with expertise can show authenticity and are perceived as similar to followers (Li & Peng, 2021). The results are consistent with a study in Iran on a well-known culinary destination, Rasht, Iran (Soltani et al., 2021). Foreign tourists who came to enjoy local cuisine were examined in the area, and it was found that attractive and expert social media influencers could influence people's attitudes toward local food (Soltani et al., 2021). According to a study on fashion influencers in Morocco, credibility, expertise, and congruence positively influence this variable toward fashion influencers. Therefore, the better people perceive credibility, expertise, and congruence with fashion influencers, the more positive their attitude toward them (Chetioui et al., 2020).

The second hypothesis shows that the stronger subjective norms people perceive, the more positive their attitude toward the social media content communicated by travel influencers. The endorsement of the intention to visit marine national parks by close associates fosters a more positive attitude toward the information provided by travel influencers through social media. Similarly, when family and relatives endorse the idea of visiting marine national parks, the content shared by travel influencers is perceived as highly informative with exceptional quality. The opinions of family and friends, who are very important to followers, play a significant role in responding to information conveyed by influencers through their social media. When followers feel that their family and friends approve and even support their opinions about marine national parks, the followers like the information conveyed by the influencer on their social media.

Since the development of subjective norms as an essential variable in TPB, especially in influencing intentions in certain behaviors, many studies have been conducted to prove this. It is even believed that subjective norms not only affect behavioral intentions. Still, it can also affect a person's attitude. For example, research on organic products found that subjective norms affect consumer attitudes toward organic food (Tarkiainen & Sundqvist, 2005). Other studies on fair trade products also prove that the opinions of people who are considered

essential (subjective norms) have an important role in influencing consumer attitudes towards appropriate trade products (Wang & Chou, 2021).

The results are consistent with a study conducted in Taiwan when people were hesitant to travel (L. H. Wang et al., 2022). An enhanced sense of enjoyment was experienced when Taiwanese individuals received encouragement from their parents and family to engage in domestic travel (L. H. Wang et al., 2022). Similarly, there is an agreement between the results above and a study on using Personal Health Records (PHR) in Malaysia (Khor et al., 2023). Subjective norms influence people's attitudes; the more substantial the push from family and close friends to use PHR, the wiser people feel about using the concept (Khor et al., 2023).

The third hypothesis found surprising results. It shows that the influence of attitude on perceived risk is positive, thereby not supporting the hypothesis. According to the theory, the better people's attitude toward the communication transmitted by influencers, the lower the perceived risk faced while traveling. Even though people's attitude toward communication is positive, the perceived risk still increases. Concerns about contagious diseases, elevated costs, and challenges in accessing information about marine national parks also persist. It turns out that even though consumers felt that the influencers' content provided precise details on the marine national park, they were still concerned about the food in the area. Many respondents felt that the benefits of going to a marine national park still outweighed the costs. Followers even felt that preparing for a trip to a marine national park takes much time, so their limited vacation time could not be used to its full potential.

This phenomenon could be attributed to many respondents being in the younger demographic, characterized by relatively modest incomes, thereby making marine national parks financially burdensome. The increasing number of influencers and the variety of products and services posted may lead to people's doubt (Woodroof et al., 2020).

The fourth hypothesis shows that perceived risk does not negatively influence visit intention. Even though people perceive various risks related to money, time, and physical aspects, the intention to travel is still high. A possible reason for the perceived risk of not reducing visit intention to tourist destinations is the presence of 2 types of tourists, namely skeptical and pragmatic (González-Reverté et al., 2022). Wary tourists resist altering their travel practices, even with lingering COVID-19 risks. Meanwhile, pragmatic tourists acknowledge health risks and remain committed to the existing travel preferences without seeking substantial changes (González-Reverté et al., 2022). Skeptical tourists will likely visit one of the marine national parks even though time is spent searching for information.

The results support (Khor et al., 2023) since people's risk perception in using PHR does not lead to a loss of interest. In the tourism industry, a study in Portugal found that perceived safety at the destination and social risk do not negatively influence the desire to travel (Carvalho, 2022). However, the results differ from another study in that the fear of illness reduces people's willingness to travel (Hanafiah et al., 2022).

FURTHER STUDY

Based on the results of hypothesis testing, two hypotheses are supported by source characteristics and subjective norms that positively influence attitudes toward marketing communication. Meanwhile, two hypotheses are not supported, i.e., attitude toward communication marketing, which should harm perceived risk, has a positive effect. Likewise, perceived risk, expected to break visit intention, does not negatively affect visitors.

This study has several limitations, including the perceived insufficiency of the number of respondents. Even though the requirements were theoretically fulfilled, obtaining more respondents may yield different results. The distribution of respondents across different generations, including Generations Z, X, Y, and Baby Boomers, is not well balanced. Therefore, future studies are suggested to gather a more balanced sample across generations.

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Appendix 1. Item Description and Specification

No	Statement	Loading	Alpha	Description
	Source Characteristics (Attractiveness)			
1	Travel influencers that people know, visit, or follow have an attractive appearance	0.577		
2	Travel influencers that people know, visit, or follow have a charismatic appearance	0.646		
	Source Characteristics (Expertise)		0.858	
3	Travel influencers that people know, visit, or follow have expertise regarding marine national parks	0.819		
4	Travel influencers that people know, visit, or follow have experience related to marine national parks	0.795		
5	Travel influencers that people know, visit, or follow have knowledge regarding marine national parks	0.866		
6	Travel influencers that people know, visit, or follow are qualified to recommend marine national parks	0.872		Valid and Reliable
	Source Characteristics (Homophily)			
7	Travel influencers that people know, visit, or follow have several similarities with them	0.53		
8	Travel influencers that people know, visit, or follow consistent values (such as caring about protecting the environment)	0.608		
9	People find travel influencers' (Instagram/TikTok/YouTube/Facebook/Twitter) content visually interesting	0.847	0.822	
10	Content from social media pages (Instagram/TikTok/YouTube/Facebook/Twitter) of travel influencers provide correct information about Indonesia's marine national parks	0.838		
11	People obtain quality information from content delivered on social media (Instagram/TikTok/YouTube/Facebook/Twitter) of travel influencers	0.892		
	Subjective Norms			
12	According to their closest associates (family and friends), people should visit Indonesian marine national parks	0.88		
13	The closest associates (family and friends) support visit of people to Indonesian marine national parks	0.911	0.893	Valid and Reliable
14	According to the closest associates (family and friends), visiting Indonesian marine national parks is a good idea	0.934		
	Attitude Toward Marketing Communication			

No	Statement	Loading	Alpha	Description
9	People find travel influencers' (Instagram/TikTok/YouTube/Facebook/Twitter) content visually interesting	0.847		
10	Content from social media pages (Instagram/TikTok/YouTube/Facebook/Twitter) of travel influencers provide correct information about Indonesia's marine national parks	0.838	0.822	Valid and Reliable
11	People obtain quality information from content delivered on social media (Instagram/TikTok/YouTube/Facebook/Twitter) of travel influencers	0.892		
Subjective Norms				
12	According to their closest associates (family and friends), people should visit Indonesian marine national parks	0.88		
13	The closest associates (family and friends) support visit of people to Indonesian marine national parks	0.911	0.893	Valid and Reliable
14	According to the closest associates (family and friends), visiting Indonesian marine national parks is a good idea	0.934		
Perceived Risk (Physical Risk)				
15	People are concerned about the safety of food available in Indonesian marine national parks	0.782		
16	People are concerned about infectious diseases that may be present in Indonesian marine national parks	0.745		
Perceived Risk (Financial Risk)				
17	The cost of a trip to Indonesian marine national parks does not match the benefits people receive	0.624	0.772	Valid and Reliable
18	A trip to Indonesian marine national parks will be more expensive than trips to other tourist destinations	0.546		
Perceived Risk (Time Risk)				
19	Traveling to Indonesian marine national parks will waste people's valuable vacation time	0.706		
20	Planning and preparing a trip to Indonesian marine national parks will take time	0.685		
Visit Intention				
21	People intend to visit Indonesian marine national parks in the future	0.900		
22	People are likely to visit Indonesian marine national parks in the future	0.934	0.908	Valid and Reliable
23	People plan to visit Indonesian marine national parks in the future	0.924		