



Strategic: Journal of Education Business management

Homepage journals: <https://ejournal.upi.edu/index.php/strategic/>



A Quantitative Study: Attitudinal Factor Halal Tourism Visit Intention through Short Video Based Social Media

Eka Septiarini, Lukni Burhanuddin Ahmad, Novi Susyani

Management Study Program, Jenderal Achmad Yani University

*Correspondence: E-mail: eka.septiarini@lecture.unjani.ac.id

ABSTRACT

The use of digital platforms opens up opportunities to reach many potential customers because of the ease of access, so opportunities to get profitable profits are increasingly wide open. Unlike any other video platforms, short video based social media (SVBSM) platforms such as TikTok and Instagram have a unique algorithm that can produce visually appealing videos faster. Short video based social media must be easy and useful for every tourist and its away to halal tourism destination. This study aims to determine the effect technology acceptance model, halal tourism video to visit intention of halal tourism through attitude. The method used in this study are descriptive and associative. Survey is distributed to 331 muslim respondents in West Java. The data will be analyzed by Smart-PLS Software. The result show that attitude mediated technology acceptance model and halal tourism video to halal tourism visit intention while key opinion leader has no effect to attitude and visit intention.

ARTICLE INFO

Article History:

Submitted/Received 02 Jan 2024

First Revised 2 Feb 2024

Accepted 23 March 2024

First Available online 30 May 2024

Publication Date 30 May 2024

Keyword:

Technology Acceptance Model,
Halal Tourism Video, Attitude, Halal
Tourism Visit Intention, Short Video
Based Social Media

1. INTRODUCTION

The proliferation of digital information has continuously become faster and more rapid through various digital platforms worldwide. The fast pace of digital ecosystem development can be seen in various applications and software launched in the App Store. Social media is one of the most popular downloaded software used to communicate and interact with individuals. Social media has various types of platforms such as Twitter, Facebook, Instagram, YouTube, and Tik Tok, which is classified more into video editing software completed with social features. (Santiago, 2024)

One of the hype platforms in the world today is TikTok, a short video distribution platform considered as a powerful tool to promote a product or business efficiently. The function of TV as a place to display advertisements in the form of videos has begun to shift with the times. The use of digital platforms opens up opportunities to reach many potential customers because of the ease of access, so opportunities to get profitable profits are increasingly wide open.

Unlike any other video platforms, short video distribution (SVDP) platforms such as TikTok and reels have a unique algorithm that could produce visually appealing videos faster. Unlike other video platforms, short video distribution (SVDP) platforms such as TikTok and reels have a unique algorithm that can produce visually appealing videos faster. Indonesia was the second-largest Tik Tok market in the world in 2020. TikTok global monthly active users were 22.2 million in 2020 where Indonesia was in the second place (Ceci, 2024).

The popularity of TikTok began in 2020. The popularity of TikTok is also felt in Indonesia. Indonesia even became the country with the most downloads of TikTok in August 2020. According to The Pew Research, Indonesia has 11 percent of the total 63.3 million TikTok downloads on iOS and Android. (The Pew Research, 2022)

Based on Global Muslim Index (2022), the Muslim Travel market has shown an upward trend from 2013 until 2023. The International Muslim traveler arrivals reached 100 million in 2013 and 160 million in 2019. However, the pandemic between 2020 and 2021 hit this industry, which significantly plunged to only 40 million in 2020 and 20 million in 2021. This is very reasonable since COVID-19 hurt almost all sectors, including travel. Nevertheless, the number of Muslims who travel rose again after the COVID-19 pandemic has succeeded in being controlled, even though it is projected to be much higher in the upcoming years. Malaysia is in the top position of Muslim-friendly destinations, followed by Indonesia, Saudi Arabia, and Turkey in the second position in Muslim-majority countries. On the other hand, Singapore maintained its position as the top Muslim tourist destination within the non-Organization of Islam Cooperation.

Even though halal tourism is on hype nowadays, there are still limited researchers who raise this phenomenon. Several studies focus on exploring the factors affecting Muslim tourists to visit halal attractions (Juliana et al., 2022; Sudarsono et al., 2021). In addition, some research explores how Muslim tourists' perception of visiting non-Islamic countries or places where Islam is a minority, which was eagerly explored by (Aji et al., 2021; Yustica & Widiandari, 2022; Said et al.,

2022). The escalation phenomenon in halal tourism, as well as the gap in the theoretical foundation, has consciously become the reason that this study should be circumstantially conducted.

According to previous study, key opinion leader (KOL) reviews on online platforms impact millennials' visiting intention (Li et al., 2023). This demonstrates that attitude mediates the association between KOL and visit intention (Zheng et al., 2022)

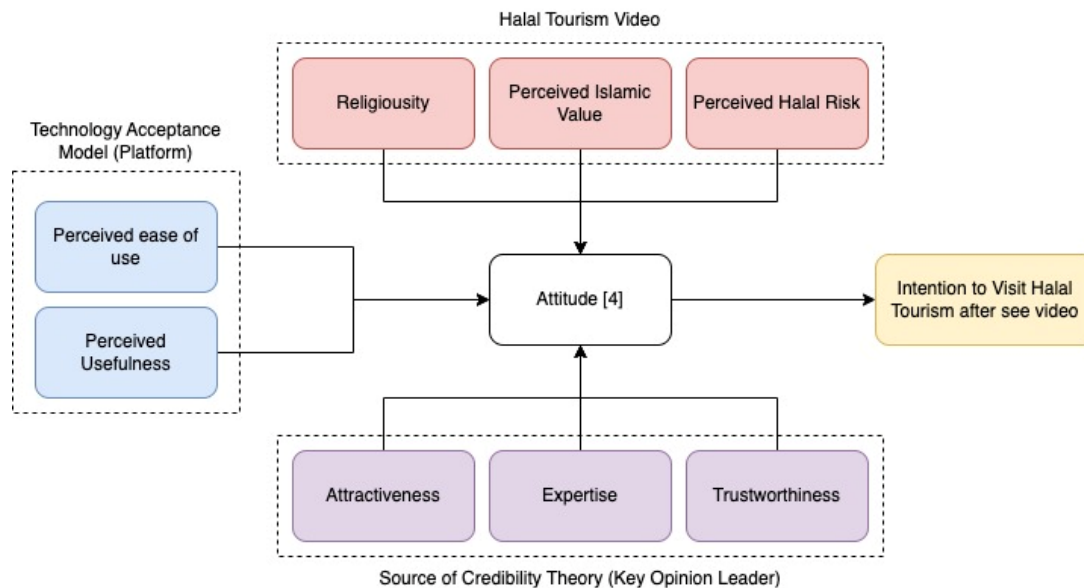


Figure 1. Research Framework

Therefore, based on the phenomenons and past research that has been presented, the authors are interested in conducting research by the following hypothesis are made:

- H1: TAM has a positive effect and direct influence on attitude
- H2: Halal Tourism Video (HTM) has a positive effect and direct influence on attitude
- H3: Key Opinion Leader (KOL) has a positive effect and direct influence on attitude
- H4: Attitude (Att) has a positive effect and direct influence on visit intention
- H5: Attitude mediates between TAM and visit intention
- H6: Attitude mediates between HTV and visit intention
- H7: Attitude mediates between KOL and visit intention

1. METHOD

This research adopted a quantitative approach. Data was obtained using Google Forms. The variables in this study encompassed exogenous variables, namely the Technology Acceptance Model (X1), Halal Tourism Video (X2), Key Opinion Leader (X3). Attitude (Z) as an intervening variable, and Intention to Visit Halal Tourism after watching the video (Y) as the endogenous variable.

The sample for this research comprised 331 respondents who viewed videos about halal tourism through social media and live in West Java. The analysis stage consists of two parts: the outside

model test (reliability and construct validity) and the inner model test (r-square, f-square, hypothesis testing result) using Smart-PLS software (J. F. et al. Hair, 2018). Research conceptual are:

- TAM refers to Chawla and Joshi (2019)
- Halal tourism video refers to Aji (Aji et al., 2021b)
- Key Opinion Leader refers to Malik & Sudhakar (2014); Wang et. al. (2020)
- Attitude: (Ramadhanti & Marsasi, 2023)
- Halal Visit Intention: (Sodawan & Hsu, 2022)

2. RESULT AND DISCUSSION

Descriptive Result

This empirical research is based on quantitative methods using empirical data collected from 331 muslim respondents (264 were man and 76 were females)in West Java, using google from September 2023 – January 2024. The majority age of respondents were 20-30 years old with bachelor degree as their last educational background. Most of respondents were university students and private employee with salary around 1-3 million (IDR) per month.

Outer Model Test

Construct Reliability

Table 1 displays all composite reliability score > 0.7 , this indicating that all variables are reliable. Variable reliability is considered good if the composite reliability value is more than 0.7 (J. F. Hair et al., 2019).

Table 1. Composite Reliability

Variable	Composite Reliability
TAM (X1)	0.921
HTV (X2)	0.939
KOL (X3)	0.922
Attitude (Z)	0.915
VI (Y)	0.910

Discriminant Validity

By examining the Herriott-Monotrait Ratio (HTMT), discriminant validity indicates how far a construct differs from others. An HTMT value < 0.90 suggests a construct has excellent discriminant validity (J. F. Hair et al., 2019).

Table 2. Heretroit-Monotoroit Ratio (HTMT)

	TAM (X1)	HTV (X2)	KOL (X3)	Att (Z)	VI (Y)
TAM (X1)		0.647	0.707	0.629	0.542
HTV (X2)			0.724	0.567	0.597
KOL (X3)				0.653	
Att (Z)					
VI (Y)			0.643	0.769	

The Herriott-Monotrait Ratio (HTMT) testing results demonstrated strong discriminant validity across various constructs. Overall, the HTMT results < 0.9 . It indicates that the examined constructs are valid and highlighting their uniqueness in the study context.

Inner Model Test

R-Square

R-Square is a measure of how much variation in the value of endogenous variables can be explained by exogenous variables. This comparison determines if the model is good or poor (J. F. Hair et al., 2019). R-Square criteria: > 0.75 (strong), < 0.74 (moderate), and < 0.25 for weak models (poor).

Table.3 R-square

	R Square	R Square Adjusted
Att	0.488	0.483
VI	0.591	0.590

Conclusion from the testing of R-square values in Table 3 is as follows: (1) R-Square Adjusted Model Path I = 0.483. This means that the explanatory power of variables TAM, HTV and KOL explaining Z (Attitude) 48.3%, thus classifying the model as moderate. R-Square Adjusted Model Path II = 0.590, meaning that Visit Intention (VI) is described by TAM, HTV and KOL 0.59 (59%), thus classifying the model as moderate.

F-Square

The F-Square, often known as the effect size, is a statistic used to assess the relative impact of exogenous variables on endogenous variables. The F-Square measure illustrates the effect of a change in value when a certain exogenous variable is removed from the model. The f-square values of 0.02, 0.15, and 0.35 indicate that endogenous variable predictors have a weak, moderate, or substantial influence. Table 4 displays the f-squared results based on the data processing outcomes.

Table 4. F-Square

	TAM	HTV	KOL	Att	VI
TAM				0.084	
HTV				0.093	
KOL				0.011	
Att					1.447

The result of the F-Square testing in the table above is as follows: TAM toward Attitude had an F^2 value of 0.084 indicating small effect. Halal Tourism Video (HTV) towards Attitude had an F^2 value of 0.093, signifying a large effect. KOL towards Attitude reached an F^2 value of 0.011, indicating a poor effect. Lastly, attitude towards Visit Intention reached F^2 value of 1.447, indicating a moderate to substantial effect.

Hypothesis Testing Result

Direct Effect

The purpose of direct effect analysis is to test hypotheses regarding the direct influence of an exogenous variable on an endogenous variable (J. F. Hair *et al.*, 2019). The hypothesis testing using t-statistical values (alpha of 5% is 1.98). The criteria for accepting or rejecting the hypothesis are as follows: If the t statistic is greater than 1.98, H_a is approved, while H_0 is denied. If the p-value is less than 0.05, H_a is accepted and H_0 is rejected.

Tabel 5. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Stat	P Value
H1: TAM -> Att	0.305	0.309	0.064	4.792	0.000
H2: HTV -> Att	0.356	0.354	0.066	5.406	0.000
H3: KOL -> Att	0.112	0.112	0.065	1.722	0.086
H4: Att -> VI	0.769	0.768	0.033	23.101	0.000

The variable TAM towards Attitude demonstrated a positive and significant impact, reflected in a path coefficient value of 0.305 and a P-Value of 0.000 (<0.05). As a result, the first hypothesis (H1) of the research is accepted. Previous research conducted by Chawla & Joshi (2019) there is a significant and positive effect of TAM to attitude. Similarly, second hypothesis (H2) is accepted because the variable HTV towards Attitude exhibited a noteworthy positive influence, supported by a path coefficient value of 0.356 and a P-Value of 0.000 (<0.05). Sharma (2017) and Kurniawan (2020) from their research also showed the same result.

KOL towards attitude showed a positive effect with a path coefficient value of 0.112, the statistical significance was not reached with a P-Value of 0.086 (>0.05). As a results H3 of the research is rejected. Last study conducted by Same Ahmad *et.al* (2023) showed that key opinion leaders was not significantly influence attitude. Lastly, attitude towards visit intention demonstrated a substantial positive impact, as evidenced by a path coefficient value of 0.769 and a P-Value of 0.000 (<0.05), so H4 is accepted. This means that attitude has a significant positive effect on visit intention similar with previous research conducted by Ramadhanti (2023).

Indirect Effect

Indirect impact analysis is useful for testing ideas about how exogenous variables affect endogenous variables through intermediate variables (J. F. Hair *et al.*, 2019).

Tabel 6. Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Stat	P Value
H5: TAM -> Att -> VI	0.235	0.238	0.052	4.562	0.000
H6: HTV-> Att -> VI	0.274	0.272	0.053	5.194	0.000
H7: KOL -> Att -> VI	0.086	0.086	0.050	1.705	0.089

In summary, the outcomes from the indirect effect analysis, as presented in the above table, revealed distinct patterns. TAM demonstrated a substantial indirect effect of 0.235 on the VI through Attitude, supported by a P-Value of 0.000 (< 0.05), highlighting the mediating role of Attitude. As the result H5 is accepted. Previous study conducted by (Popy & Bappy, 2022; Alkhatib & Bayouq, 2021; Hatamifar et al., 2021) show similar result that attitude fully mediates the relationship of TAM of use to visit intention. Hypothesis 6 is accepted shown by significant indirect influence of 0.274 from HTV to VI through Attitude as evidenced by a P-Value of 0.000 (< 0.05). Research conducted by Eid and El-Gohary (2014) and Rodrigo and Turnbull (2019) found findings highlight the relationship between halal tourism video and the attitudinal intention to visit halal tourism destinations.

The indirect impact of the variable KOL on VI through Attitude was 0.086, with a P-Value of 0.089 (> 0.05), signifying that Attitude did not mediate the influence of KOL on VI. As the result H7 is rejected. Previous study conducted by Ahmad et. al (2023) also shown the same result that attitude was not mediated KOL and Visit intention.

3. CONCLUSIONS

Based on the results of SEM-PLS analysis, the following results are obtained:

1. Technology acceptance model has a significant positive effect on attitude
2. Halal Tourism Video has a significant positive effect on attitude
3. Key Opinion leader has no effect on attitude
4. Attitude has a positive and significant effect on attitude
5. Attitude mediates the Technology acceptance model and Visit Intention
6. Attitude mediates halal tourism video and visit intention
7. Attitude does not mediate Key opinion leaders and visit intention

The authors gives a recommendation to tourism managerial to make halal tourism videos consistently and choose the right social media platform. Halal tourism vidoes from social media platform are able to increase cognitive, emotional and behavioral attention from the desired target tourists to visit halal tourism destinantion.

REFERENCES

- Advantaged, S.-E., Po-, J. J., Hsieh, A., Rai, A., & Keil, M. (2008). Understanding Digital Inequality: Comparing Continued Use Behavioral Models of the. In *Source: MIS Quarterly* (Vol. 32, Issue 1). <http://www.jstor.orgStableURL:http://www.jstor.org/stable/>
- Ahmad, L. B., Septiariini, E., Satriawan, D. A. A., & Aas, R. E. (2023). Consumer Attitude Toward Purchase Intention of Culinary Product's through Video-Based Social Media: A Deductive Exploratory Studies in Bandung City. *The Asian Journal of Technology Management Vol, 16*(3), 168–188.

- Aji, H. M., Muslichah, I., & Seftyono, C. (2021a). The determinants of Muslim travellers' intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing*, 12(8), 1553–1576.
- Aji, H. M., Muslichah, I., & Seftyono, C. (2021b). The determinants of Muslim travellers' intention to visit non-Islamic countries: a halal tourism implication. *Journal of Islamic Marketing*, 12(8), 1553–1576.
- Alkhatib, G., & Bayouq, S. T. (2021). A TAM-Based Model of Technological Factors Affecting Use of E-Tourism. *International Journal of Tourism and Hospitality Management in the Digital Age*, 5(2), 50–67. <https://doi.org/10.4018/ijthmda.20210701.0a1>
- Alotaibi, T. S., Abdulrahman, A., & Saad, S. (2019). Instagram Shopping in Saudi Arabia: What Influences Consumer Trust and Purchase Decisions? *International Journal of Advanced Computer Science and Applications*, 10(11). <https://doi.org/10.14569/IJACSA.2019.0101181>
- Ayeh, J. K. (2015). Travellers' acceptance of consumer-generated media: An integrated model of technology acceptance and source credibility theories. *Computers in Human Behavior*, 48, 173–180. <https://doi.org/10.1016/j.chb.2014.12.049>
- Bradford, J. P., H. A. J. & Y. C. (. , (2018). (n.d.). *An Investigation of Fashion Brands' Social Media Marketing: How Young Women's Photographic Image Preferences effect eWOM behaviors and Purchase Intention based on VALS*.
- Byrne, E., Kearney, J., & MacEvilly, C. (2017). The Role of Influencer Marketing and Social Influencers in Public Health. *Proceedings of the Nutrition Society*, 76(OCE3), E103. <https://doi.org/10.1017/S0029665117001768>
- Ceci, L. (2024, February). *TikTok - Statistics & Facts*. Statista.
- Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India – An empirical study. *International Journal of Bank Marketing*, 37(7), 1590–1618. <https://doi.org/10.1108/IJBM-09-2018-0256>
- Chu, C. W., & Lu, H. P. (2007). Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework. *Internet Research*, 17(2), 139–155. <https://doi.org/10.1108/10662240710737004>
- CrescentRating. (2022). *MASTERCARD - CRESCENTRATING GLOBAL MUSLIM TRAVEL INDEX 2022 Mastercard - CrescentRating*.
- Cuong Nguyen, & Nhan Nguyen. (2020). Facebook's Advertising Influences on The Purchase Intention of Millennials Customers: The Evidence from Vietnam. *International Journal of Science and Technology 2020*.
- Davis, F. D. (1985). A technology acceptance model for empirically testing new end-user information systems: Theory and results . *Massachusetts Institute of Technology*.
- Din, S. M., Ramli, R., & Bakar, A. A. (2020). *Developing and Validating an Instrument to Measure the Trust Effect Towards Instagram Sellers* (pp. 281–289). https://doi.org/10.1007/978-981-15-1289-6_26
- Duncan Brown, N. H. (2016). *Influencer Marketing: Who Really Influences Your Customers?* (T. & F. G. Routledge, Ed.).
- Eid, R., & El-Gohary, H. (2014). Testing and validating customer relationship management implementation constructs in Egyptian tourism organizations. *Journal of Travel & Tourism Marketing*, 31(3), 344–365.

- Hair, J. F. et al. (2018). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24.
- Han, H., Al-Ansi, A., Olya, H. G. T., & Kim, W. (2019). Exploring halal-friendly destination attributes in South Korea: Perceptions and behaviors of Muslim travelers toward a non-Muslim destination. *Tourism Management*, 71, 151–164.
- Hansen, J. M., Saridakis, G., & Benson, V. (2018). Risk, trust, and the interaction of perceived ease of use and behavioral control in predicting consumers' use of social media for transactions. *Computers in Human Behavior*, 80, 197–206. <https://doi.org/10.1016/j.chb.2017.11.010>
- Hatamifar, P., Ghader, Z., & Nikjoo, A. (2021). Factors affecting international tourists' intention to use local mobile apps in online purchase. *Asia Pacific Journal of Tourism Research*, 26(12), 1285–1301. <https://doi.org/10.1080/10941665.2021.1983626>
- Inegbedion, H. E. (2018). Factors that influence customers' attitude toward electronic banking in Nigeria. *Journal of Internet Commerce*, 17(4), 325–338.
- Jamal, A., & Sharifuddin, J. (2015). Perceived value and perceived usefulness of halal labeling: The role of religion and culture. *Journal of Business Research*, 68(5), 933–941.
- Jena, R. K. (2020). Measuring the impact of business management Student's attitude towards entrepreneurship education on entrepreneurial intention: A case study. *Computers in Human Behavior*, 107. <https://doi.org/10.1016/j.chb.2020.106275>
- Juliana, J., W. Mahri, A. J., Salsabilla, A. R., Muhammad, M., & Nusannas, I. S. (2022). The determinants of Muslim millennials' visiting intention towards halal tourist attraction. *Journal of Islamic Accounting and Business Research*.
- Kurniawan, P. H., Lismayasari, L., & Novrianti, D. P. (2020). Halal perspective: a concept promotion culinary through digital marketing to improve SMEs performance in Batam. *Jurnal Aplikasi Manajemen*, 18(1), 57–63.
- Li, Z., Chan, C., Chen, Y.-F., Chan, W. W. H., & Im, U. L. (2023). Millennials' Hotel Restaurant Visit Intention: An Analysis of Key Online Opinion Leaders' Digital Marketing Content. *Journal of Quality Assurance in Hospitality & Tourism*, 1–30. <https://doi.org/10.1080/1528008X.2023.2219467>
- Malik, A., & Sudhakar, B. D. (2014). Brand positioning through celebrity Endorsement-A review contribution to brand literature. *International Review of Management and Marketing*, 4(4), 259–275.
- Mirasaputri, M., Widiya, C., Anjaningrum, D., Stie, D., & Abstrak, A. M. (n.d.). MENINGKATKAN NIAT BERKUNJUNG PADA GENERASI MUDA MELALUI CITRA DESTINASI DAN DAYA TARIK KAMPUNG WISATA.
- Nefiratika, A., Sucahyo, Y. G., Gandhi, A., & Ruldeviyani, Y. (2020). Discovering the Influencing Factors of Trust on Social Commerce in the Jastip Business Model. *2020 3rd International Conference on Computer and Informatics Engineering (IC2IE)*, 342–348. <https://doi.org/10.1109/IC2IE50715.2020.9274571>
- Popy, N. N., & Bappy, T. A. (2022). Attitude toward social media reviews and restaurant visit intention: a Bangladeshi perspective. *South Asian Journal of Business Studies*, 11(1), 20–44. <https://doi.org/10.1108/SAJBS-03-2020-0077>

- Ramadhanti, D., & Marsasi, E. G. (n.d.). The Influence of Attitudes and Halal Perceptions on Intention to Visit Halal Tourism Destinations. In *Jurnal Ekonomi Syariah Indonesia* (Vol. 1, Issue 1). Online.
- Rodrigo, P., & Turnbull, S. (2019). Halal holidays: How is value perceived by Muslim tourists? *International Journal of Tourism Research*, 21(5), 675–692.
- Said, M. F., Adham, K. A., Muhamad, N. S., & Sulaiman, S. (2022). Exploring halal tourism in Muslim-minority countries: Muslim travellers' needs and concerns. *Journal of Islamic Marketing*, 13(4), 824–842.
- Samosir, C., Rofianto, W., Komara, E., & Andriani, M. (2022). *The Forming Factors of Attitude Towards Social Media Reviews and Its Implications for Visit Intention: A Study on the MgdaLenaf Youtube Channel*.
- Santiago, E. (2024, March 18). *The 7 Types of Social Media and Pros & Cons of Each (Research)*. Hubspot.
- Sharma, P., Kumar, R., & Rani, A. (2017). Social media in tourism. A double-edged sword." *International Journal of Trend in Scientific Research and Development*, 2(1), 1270–1275.
- Sodawan, A., & Hsu, R. L. W. (2022). Halal-Friendly Attributes and Muslims' Visit Intention: Exploring the Roles of Perceived Value and Destination Trust. *Sustainability (Switzerland)*, 14(19). <https://doi.org/10.3390/su141912002>
- Sudarsono, H., Shidiqie, J. S. A., & Tumewang, Y. K. (2021). The impact of religiosity and knowledge on the intention of young Muslim generation toward Halal tourism in Indonesia. *Tourism and Hospitality Management*, 27(2), 255–272. <https://doi.org/10.20867/thm.27.2.2>
- The Pew Research. (2022). *20+ Instagram Demographics You Should Know Now Guest Author*. <https://www.Wordstream.com/Blog/Ws/2021/01/28/Instagram-Demographics-2021>.
- Wahyuningtiyas, N., & Ramadhan, T. S. (2020). The Influence of Online Review Vlogger on Tourism Decisions to The Beach in Improving Halal Tourism Awareness for Millennial Generation. *Jurnal Inovasi Pendidikan Ekonomi (JIPE)*, 10(2), 106–117.
- Wang, J., Ding, K., Zhu, Z., Zhang, Y., & Caverlee, J. (2020). Key opinion leaders in recommendation systems: Opinion elicitation and diffusion. *Proceedings of the 13th International Conference on Web Search and Data Mining*, 636–644.
- Xiong, L., Cho, V., Law, K. M., & Lam, L. (2021). A study of KOL effectiveness on brand image of skincare products. *Enterprise Information Systems*, 15(10), 1483–1500. <https://doi.org/10.1080/17517575.2021.1924864>
- Yustica, M., & Widiandari, A. (2022). Halal Tourism: Capturing the Development and Potential of Halal Tourism in Japan. *E3S Web of Conferences*, 359. <https://doi.org/10.1051/e3sconf/202235902027>
- Zhao, Y., Kou, G., Peng, Y., & Chen, Y. (2018). Understanding influence power of opinion leaders in e-commerce networks: An opinion dynamics theory perspective. *Information Sciences*, 426, 131–147. <https://doi.org/10.1016/j.ins.2017.10.031>
- Zheng, X., Luo, J. M., & Shang, Z. (2022). Effect of parasocial relationship on tourist's destination attitude and visit intention. *Plos One*, 17(4), e0265259.