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Enhancing Agro-Tourism through Travel Inspiration and Hedonic Motivation on Visit Intention

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ABSTRAK

The proliferation of short-form videos, especially on platforms like TikTok, has become a powerful tourism marketing tool, influencing travelers' decisions and intentions. This study examines how the characteristics of these videos affect visit intentions, with travel inspiration and hedonic motivation as mediators, and openness to experience as a moderator. Using convenience sampling, 174 active TikTok users were surveyed and analyzed through partial least squares. The results show that short-form videos significantly influence travel inspiration, which in turn positively impacts hedonic motivation and travel intention. Travel inspiration also mediates the effect of short-form videos on both hedonic motivation and travel intention. Furthermore, openness to experience enhances the relationship between short-form videos and travel intention. All eight hypotheses tested were found to have a positive and significant effect, indicating that short-form videos effectively shape travel decisions through various motivational factors.

Keywords: Short-form Video, Travel Inspiration, Hedonic Motivation, Openness to Experiences, Visit Intention

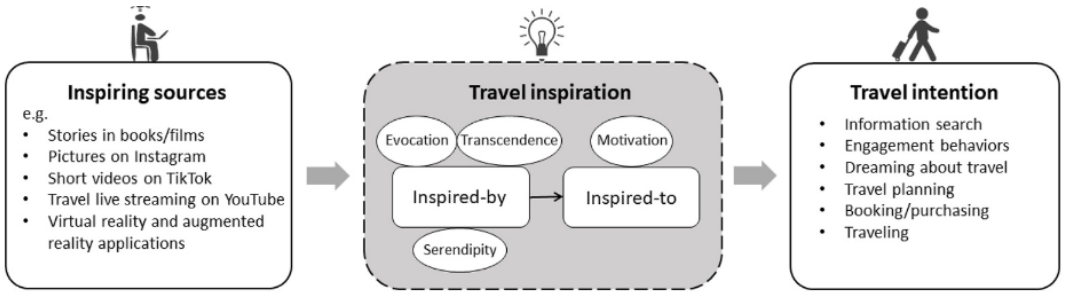
INTRODUCTION

Social media has now become an essential element in everyday life that serves as a means of social interaction and a source of information that significantly affects various sectors, including the tourism industry. Social media has undergone significant changes in recent years, especially with the emergence of various short video platforms, such as Instagram Reels, YouTube Shorts, and TikTok. These platforms have changed how travellers seek information about destinations, plan trips, and even influence their decision to visit a place. Cheng et al., (2020); Zhu et al., (2023) shows that social media plays a vital role in generating travel inspiration. TikTok, one of the most widely used short video platforms, has proven effective in attracting travellers' attention and promoting tourist destinations more interactively and engagingly. Short video platforms such as Instagram reels, YouTube shorts, and TikTok have become effective media in attracting travellers' attention (Cao et al., 2021; Kuntag & Sijabat, 2023). Nowadays, tourists use social media as the primary source of information about destinations before deciding to travel. The tourism industry is experiencing significant changes along with the advancement of digital technology, especially in the development of social media. This shows a shift in the pattern of information dissemination, where users will choose

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interactive and easy-to-digest content. As one of the content dissemination platforms, TikTok is a unique attraction for potential visitors to a tour considering a visit. After launching in September 2016, TikTok quickly became the most widely used short video platform (Zhang et al., 2023; Zhou et al., 2023)). The popularity of short-form videos led to a continuous increase in subscribers. As one of the most popular social media content (Xie et al., 2019), short videos can be effectively utilized by tourism industry players to promote destinations and achieve significant marketing gains. Compared to other social media content formats, short-form videos have wider accessibility to reach a larger audience and are easily shared and watched by users despite their short duration (Du et al., 2022; Rajput et al., 2022) One concept that has emerged along with the use of social media in tourism is "travel inspiration".



Source: Dai et al., (2022)

Figure 1
Conceptualization of travel inspiration

Dai et al., (2022) defines travel inspiration as part of the dreaming phase at the beginning of the travel process, where a person feels drawn to visit a place after seeing inspiring content, whether in the form of photos, videos, or travel stories. Sources of travel inspiration can come from user-generated *content* and marketing content, such as social media, movies, TV shows, and personal recommendations. Social media users who follow accounts that post interesting content about specific destinations or events often feel inspired to visit those places (Böttger et al., 2017; Nguyen et al., 2023). In addition, travel destination recommendations shared by friends or contacts on social media can trigger visit intentions. *Travel inspiration* provides a broad insight into tourism from an initial lack of understanding of entertainment to a momentary stimulation about tourism (He et al., 2023). Following travel accounts or tourist destinations that upload exciting content such as photos, videos, or travel stories. In addition, seeing recommendations for destinations or activities often shared by friends or contacts on social media. This phenomenon shows that social media and concise videos have changed how people view and plan trips. Previously, travellers may only rely on information travellers may rely on the information

Previous research Fang et al., (2023); Qin et al., (2024) conducted has shown that short travel videos can trigger inspiration and influence visit intentions. However, there are still gaps in the literature that need to be filled, especially regarding mediation and moderation. In addition, studies that specifically address travel inspiration in the context of social media are still relatively limited (Khoi et

al., 2020; Oltra et al., 2022). It is important to understand the characteristics of short videos to increase visit intentions, especially in potential tourist destinations. One of the challenges that must be faced in developing agritourism is converting the attention of social media users into real visits. In addition, Lu et al., (2022) research shows that attractive marketing content can influence visit decisions, but not many have specifically discussed how factors such as travel inspiration, hedonic motivation, and openness to experiences interact in the context of short videos. Hedonic motivation is used to determine tourist intentions in using social media, especially tiktok, in choosing a tour. This is related to research Zhou et al., (2023) conducted that hedonic motivation has a positive influence on intention compared to the influence of other variables. Openness to experiences, or the personality trait of openness to experience, is the extent to which a person is willing to consider, appreciate, and accept new ideas, feelings, and experiences Hume et al., (2022); Muflih et al., (2024) explains that individuals with an openness to experience personality are more tolerant of views and values that differ from their own.

Seeing this development, research on the influence of short videos in generating travel inspiration is very important, especially in understanding how psychological factors such as hedonic motivation and openness to experiences with content on social media. In addition, this research is also important to understand how social media, especially short video-based platforms, can be used effectively by tourism industry players to increase visitation intention to lesser-known or potential destinations. For example, in the context of agritourism, the biggest challenge is how to convert the attention of social media users into actual visits. This requires a more strategic approach to designing content that is not only engaging but can also trigger a decision to visit the destination. Therefore, this study aims to answer the question of how short-form video characteristics can influence visit intention and visit decision as well as how travel inspiration and hedonic motivation mediate and openness to experiences moderate. Thus, it is important to continue to understand how these changes in social media consumption patterns can be utilized by the tourism industry to attract more tourists, as well as how psychological factors can play a role in generating visit intentions. This research is expected to contribute significantly to the development of more effective digital marketing strategies for tourism destinations, especially in utilizing the potential of short videos on social media platforms.

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METODE PENELITIAN

This study uses a convenience sampling approach with a population of active social media users, especially the TikTok platform. The sample in this study was 174 respondents, who were determined using the Cohen formula to calculate the sample size with an accepted margin of error of 5%. The selected respondents have access to TikTok content. Data collection in this study used a questionnaire to obtain primary data related to ordinal switches (1,2,3 and 4), which explored information about respondents' interactions with the content. This study uses validity and reliability tests to ensure the accuracy and consistency of the data collected. The validity test aims to measure the extent to which the research instrument can measure the intended variable precisely. The reliability test aims to ensure that the results obtained are consistent. The collected data were then analyzed using partial least squares.

Tabel 1
Variable and research indicators

Construct	Dimention	Item
Presenter Attractiveness	Expertise	Content creators have professional skills in delivering content.
		Content creators have professional knowledge in the field of tourism.
	Vocal attractiveness	The content creator has a good voice.
		Content creators have a style of storytelling in their content that makes them comfortable.
Video Design Attractiveness	Video aesthetic design	The short video showcases a good travel experience.
Travel inspiration	Inspired-by (IB)	The content of the short video broadened my knowledge of the tour.
		The short videos in the content make me imagine travelling.
		The short video got me interested.
	Inspired-to (IT)	Intention to travel increases.
Travel Intention	Will visit	will visit travel in video
	Planning to visit	Planning to visit the attractions seen in the video
Personal characteristic	Openess to experiences	Love to try new things
		Likes to hear new things
Hedonic Motivation	interesting	The video content is interesting
	Will use	Will use tiktok as a platform in choosing a tour

Source: Primary Data Processed (2024)

RESULT AND DISCUSSION

Characteristics of respondents

Respondent characteristics are summarized in Table 1. The results showed that most respondents were in the age range of Generation Z (29-14 years), with a percentage of 92%. This is related to Generation Z, who grew up in the digital era; they are connected to technology and social media such as TikTok, Instagram and YouTube. Regarding education, most respondents have at least a bachelor's degree, as much as 56%. Individuals with higher education tend to be more open to innovation and new information they encounter on social media. Based on occupation, most respondents are students, as much as 75%. Students are a group that spends time in the digital world. Hence, they are vulnerable to the influence of short-form videos, inspiring them to visit after fatigue from academic routines while looking for new experiences. Based on monthly income, most respondents have an income below Rp 1,000,000, with a percentage of 36%. Most low-income respondents are college students or students who often look for more affordable activities but fun experiences.

Tabel 1
Profile of the sample (n=174)

Category	Frequency	%
Age		
Baby boomers (60-78 years)	1	1%
Gen X (44-59 years)	6	3%
gen Y (30-43 years)	7	4%
gen Z (14-29 years)	160	92%
Education		
Elementary school	1	1%
Junior high school	1	1%
Senior high school	67	39%
Diploma 3	4	2%
S1	98	56%
Occupation		
Students	130	75%
Housewife	4	2%
Teachers	15	9%
Employee	7	4%
Entrepreneur	12	7%
Monthly income		
< Rp 1.000.000	62	36%
Rp 1.000.001- Rp 2.000.000	66	38%
Rp 2000.001 - Rp 3.000.000	27	16%
Rp3.000.001 - Rp. 5.000.000	13	7%
> Rp 5.000.001	6	3%

Source: Primary Data Processed (2024)

Validity and Realibility

The research model uses reflective constructs. Based on the study conducted by .the assessment of the measurement model involves examining:

- The indicator loadings
- The composite reliability
- The convergent validity
- The discriminant validity

Based on the indicator values on the constructs measured, convergent validity has a factor load above 0.7, which indicates that the indicator can measure each construct well. This convergent validity supports the measurement model used in the concepts studied. Then, the results can be found in Table 2. As shown in Table 2, all factor loading is above 0.7, indicating the item's reliability is acceptable. According to (Hair et al., 2017) composite reliability is used to evaluate internal consistency's reliability. The composite reliability value in the study exceeds the recommended value of 0.7. In addition, the average variance extracted (AVE) value is used to assess the convergent validity of the construct. The AVE value has a value exceeding 0.5. Furthermore, Table 3 shows that the second-order short-form video constructs have adequate validity and reliability, so they can be used to measure the constructs in the study. The factor loading value is quite high, more than 0.7, which shows that each factor contributes to the second order construct. Then, the composite reliability is worth more than 0.7, so it has a fairly good overall reliability. Furthermore, the AVE value of more than 0.5 indicates that more than 50% of the indicators can explain the construct.

Table 2
First order factor confirmatory factor analysis results

First order	Item	Cronbach alpha	Factor loading	Composite realibility	AVE
Presenter Attractiveness (X1.1)	Content creators have professional skills in delivering content.	0.700	0.720	0.817	0.527
	Content creators have professional knowledge in the field of tourism.		0.713		
	The content creator has a good voice.		0.764		
	Content creators have a style of storytelling in their content that makes them comfortable.		0.706		
Video Design Attractiveness	The short video showcases a good travel experience.	1.000	1.000	1.000	1.000
Travel inspiration (Y1)	The content of the short video broadened my knowledge of the tour.	0.808	0.782	0.874	0.635
	The short videos in the content make me imagine travelling.		0.788		
	The short video got me interested.		0.822		
	Intention to travel increases.		0.795		
Hedonic Motivation (Y2)	Will visit travel in video	0.615	0.850	0.838	0.722
	Planning to visit the attractions seen in the video		0.850		
Travel Intention (Y3)	Love to try new things	0.868	0.940	0.938	0.884
	Likes to hear new things		0.940		
	The video content is interesting	0.815	0.919	0.915	0.844

First order	Item	Cronbach alpha	Factor loading	Composite realibility	AVE
Opennes to experiences (M)	Will use tiktok as a platform in choosing a tour		0.919		

Source: Primary Data Processed (2024)

Tabel 3
Second order factor confirmatory factor analysis results

Second order	First order factor	Cronbach alpha	Factor loading	Composite realibility	AVE
SFV	Presenter attractiveness	0.700	0.873	0.817	0.527
	Video design attractiveness	1.000	0.712	1.000	1.000

Source: Primary Data Processed (2024)

A. R square

R Square test aims to measure how exogenous constructs (independent variables) can explain variations in endogenous constructs (dependent variables), which can be analysed through the R-square value. The R-square test assesses how much the independent variable model contributes to explaining the dependent variable. The results of the R-square value can be found in Table 4. Based on the data the R square value obtained result that travel inspiration has an R square value of 0.462. This shows that the variable is influenced by the variables in the model by 46.2%, and other variables outside the research model influence the other 53.8%. Then, the R Square value on the hedonic motivation variable is 0.340. This shows that 34% of the hedonic motivation variable is influenced by variables in the model, and variables outside the model influence the other 66%. Then, travel intention has an R Square value of 0.344, meaning that 34.4% of travel intention is influenced by variables in the model and 65.6% is influenced by variables outside the research model.

Tabel 4
Nilai R Square

Variabel	R square
Travel inspiration	0,462
Hedonic motivation	0,340
Travel intention	0,344

Source: Primary Data Processed (2024)

B. Q Square

Q square testing is carried out to see whether the research model can adequately predict indicators classified as endogenous. Starting Q-Square> 0 indicates that the model has good predictive relevance. The following is the calculation of the predictive relevance value in the study.

Q^2 = 1- (1-Rsquare travel inspiration) x (1-Rsquare hedonic motivation) x (1-Rsquare travel intention)
= 1 - (1-0,462) x (1-0,340) x (1-0,344)
= 1- 0,232
= 0,768

The predictive relevance value of 0.786 is obtained, which is> 0, which means the predictive relevance model is good (Dash & Paul, 2021).

C. GoF

Goodness of Fit (GoF) is a measurement of the feasibility of a model. The results of the Goodness of Fit (GoF) analysis are presented in table 4. The GoF value based on the table is 0.545. This value is interpreted as a large GoF, meaning that the measurement model (outer model) and the structural model (inner model) are feasible or valid.

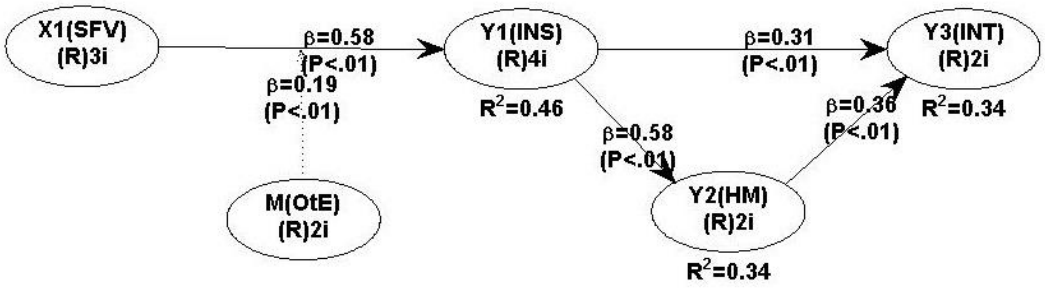
Table 4
Results of Goodness of Fit test results (GoF)

Note		AVE
Variabel	Dimention of presenter attractiveness	0.527
	Dimention of Video design attractiveness	1.000
	Travel inspiration	0.635
	Hedonic Motivation	0.722
	Travel Intention	0.884
	Opennes to experiences	0.844
Average of AVE		0.768
R squareTravel inspiration		0.462
R square Hedonic motivation		0.340
R square Travel intention		0.344
Average of R square		0.382
Gof		0.545

Source: Primary Data Processed (2024)

Hypothesis

The relationship between latent constructs can be statistically concluded based on the T statistics value> 1.96% or P-value <5%, while the magnitude of the influence between latent constructs can be seen from the path coefficient value. The decision rule for hypothesis testing is carried out if the *p-value* ≤ 0.10 is obtained, it is said to be *weakly significant* if the *p-value* ≤ 0.05 is said to be *significant* and if the *p-value* ≤ 0.001 is said to be *highly significant*.



Source: Primary Data Processed (2024)

Figure 2
Results of the Research Model

Tabel 5
Path Coefficients

Path correlation	Path coefficient	P value	Hypothesis	Description
(H1) Short form Video on travel Inspiration	0.579	<0.001	Accepted	highly significant
(H2) Hedonic motivation on travel intention	0.360	<0.001	Accepted	highly significant
(H3) Hedonic motivation mediates between travel inspiration on travel intention	0.210	<0.001	Accepted	highly significant
(H4) Travel inspiration on hedonic motivation	0.583	<0.001	Accepted	highly significant
(H5) Travel inspiration on travel intention	0.308	<0.001	Accepted	highly significant
(H6) Travel inspiration mediates between short form video on travel intention	0.178	<0.001	Accepted	highly significant
(H7) Travel inspiration mediates between short form video on hedonic motivation	0.338	<0.001	Accepted	highly significant
(H8) Openness to experiences moderatuion between short form video on travel inspiration	0.192	0.004	Accepted	Significant

Source: Primary Data Processed (2024)

1. The Effect Short form Video on travel Inspiration

The results of testing the hypothesis of the direct effect (H1) of form Video on travel Inspiration show that the hypothesis is accepted with a p-value <0.001 and a positive path coefficient of 0.58 with a highly significant category, so it can be said that every one unit increase in the Short Form Video variable (X1) will be followed by an increase in travel intention (Y3). This shows that the visualisation of short-form videos that are interesting, informative, and attractive in content can arouse the desire of potential tourists to explore new places, especially the locations featured in short videos.

2. The effect hedonic motivation on travel intention

The direct effect (H4) of Hedonic motivation on travel intention is accepted to have a positive coefficient path, namely 0.360 and p-value <0.001, so that the hypothesis is accepted with a highly significant category, which means that every one unit increase in the hedonic motivation variable (Y2) will be followed by an increase in travel intention (Y3). Hedonic motivation in the context of travel intention can be related to the tendency to choose the TikTok platform to access short-form videos that provide instant entertainment and emotional pleasure. The TikTok platform, with a fast and entertaining video format, gives users a sensation of excitement.

3. Hedonic motivation mediates between travel inspiration and travel intention

Hedonic motivation as mediation can mediate between travel inspiration and intention with a path coefficient of 0.201 and $p < 0.001$. This indicates that travel inspiration increases travel intention and motivation to seek pleasure in travel. In addition, the pleasure gained from watching the video increases their desire

to experience it by visiting tourist sites directly, thus strengthening travel intention.

4. The effect of travel inspiration on hedonic motivation

The second hypothesis shows the results of the p-value and positive path coefficient of 0.583, and the p-value is <0.001, so the hypothesis (H2) is accepted with a highly significant category. This also shows that every one-unit increase in the travel inspiration variable (Y1) will be followed by an increase in travel intention (Y3). This condition is in line with the theory which suggests that travel inspiration is the driving force for individuals to plan a trip. When individuals are inspired to a certain destination either by personal experience, promotion, or social media, they tend to have the intention to travel to that place.

5. The effect travel inspiration on travel intention

Then (H3) Travel inspiration on travel intention is accepted, which has a significant p-value of <0.001 and a positive path coefficient of 0.308, so it can be said that every one unit increase in the travel inspiration variable (Y1) will be followed by an increase in travel intention (Y3) with a highly significant hypothesis category. This can motivate them to plan a trip or at least consider a trip to a tourist location.

6. Travel inspiration mediates between short-form video and travel intention

Travel inspiration significantly mediates between short-form video and travel intention (coefficient 0.178, p < 0.001). This shows that short-form videos not only have a direct influence on travel intention but also indirectly increase travel intention through travel inspiration. Short video content featuring tourist destinations, interesting activities, or fun travel experiences can inspire you to plan a trip. Travel inspiration motivates individuals to have travel intentions.

7. Travel inspiration mediates between short-form video and hedonic motivation.

Travel inspiration can mediate between short-form videos and hedonic motivation with a path coefficient of 0.338 (p<0.001). This result shows that inspirational short-form videos can increase a person's motivation to seek fun travel. Short videos that present destinations interesting and fun travel activities on TikTok can trigger feelings of pleasure and inspiration, increasing the intention to plan a trip (Zhou et al., 2023).

8. Openness to experiences moderates the relationship between short-form videos and travel inspiration.

Openness to experiences as moderation shows that openness to experiences acts as a moderator with a coefficient value of 0.192 with a p-value of 0.004, indicating that this moderation is significant. The more open individuals are to new experiences, the more likely short-form videos can inspire them to travel. Someone who is conveyed through short videos because they tend to be enthusiastic to explore new things. The more open individuals are to new experiences, the more likely short-form videos can inspire travelling (Muflih et al., 2024)

CONCLUSION

The results of testing effect hypothesis short-form video on travel inspiration have a positive effect with a highly significant category. Hedonic motivation has a positive and significant influence on travel intention. Hedonic motivation as a mediation of travel inspiration on travel intention has a positive and significant effect. Travel inspiration has a positive and significant influence on hedonic motivation. Travel inspiration has a positive and significant

influence on travel intention. Travel inspiration as a mediation of short-form video on travel intention, has a positive and significant effect. Travel inspiration as mediation of short-form video on hedonic motivation has a positive and significant effect. Openness to experiences as moderation between short-form videos on travel intention has a positive and significant effect. Overall, the eight hypotheses have a positive and significant effect.

The implications of these findings offer directions for future research, especially future researchers should research how different types of social media content affect travel intentions. Future researchers should also build models with other variables that link online media, hedonic motivation, and travel intentions. Collaboration between academics, destinations, and the government will strengthen the social media-based tourism ecosystem and increase the attractiveness of tourist destinations. The government can also include an understanding of social media in the tourism education curriculum and digital marketing. The government can also provide training for tourism industry players in digital marketing.

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