

ABSTRACT

The increasing influence of social media has had a significant impact on consumer behaviour, especially in the tourism sector. This study focuses on Dimas Ramadhan, a prominent travel influencer in Indonesia, and examines how his influence affects the decision-making process of potential travellers. Understanding this relationship is crucial for marketers and businesses in the tourism industry to effectively engage their target audiences and improve their marketing strategies.

The main objective of this research is to analyze the influence of Dimas Ramadhan on the decision-making process of tourist destinations among his followers. By exploring this relationship, this research aims to provide insights into how influencer marketing can be leveraged to drive consumer engagement and purchasing decisions in the tourism sector.

To achieve this objective, this study used a quantitative approach, utilizing Structural Equation Modeling (SEM) with SmartPLS 4.0 software for data analysis. A cross-sectional research design was applied, collecting data from 250 respondents through a structured questionnaire. The analysis focused on the causal relationship between influencer trust and respondents' decision-making process regarding tourist destinations.

The findings indicate that Dimas Ramadhan credibility and trust significantly influence his followers' decision-making process when choosing a tourist destination. The results suggest that effective marketing communications can increase consumer engagement and lead to increased purchasing behaviour among potential tourists.

This research enhances the understanding of influencer marketing in tourism by emphasizing trust's role in consumer decisions. It suggests that tourism businesses collaborate with credible influencers to strengthen marketing strategies. Future research could examine the long-term effects of influencer marketing and the integration of other social media platforms.

Keywords: Social media influencer, Tourism Decision-Making, Consumer Behavior