| **RESEARCH ARTICLE**

The Role of Social Media Review Intensity in Mediating the Influence of Perceived Usefulness and Trust on Tourists' Intention to Visit Beaches in Yogyakarta

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| **ABSTRACT**

This research explores the influence of social media reviews as mediators of perceived usefulness and trust on the intention to visit Yogyakarta's beaches. With the rapid growth of social media usage, particularly in travel decision-making, understanding how social media reviews affect tourists' intentions is crucial. Using a quantitative approach, data was collected through an online survey distributed via Google Forms. The study's participants included 168 respondents, primarily from Indonesia, encompassing various demographics such as gender, age, education, occupation, and income. Structural equation modeling (SEM) was employed to analyze the data, revealing significant relationships between perceived usefulness, trust, social media review intensity, and intention to visit. The findings underscore the pivotal role of social media in shaping travel intentions by enhancing perceived usefulness and fostering trust through intensive and credible reviews. This study contributes to tourism literature by offering insights into the mechanisms through which social media influences travel decision-making, particularly in culturally rich destinations like Yogyakarta.

1. Introduction

In the era of globalization, rapid advancements in communication technology and the internet have profoundly transformed human cultural life. Electronic media, especially social media, have become crucial tools in business and communication. The number of active social media users in Indonesia has been rapidly increasing each year. Social media has reshaped how people interact, share information, and seek references on various topics, including tourist destinations (Febriana & Yulianto, 2018). As of January 2022, the number of active social media users in Indonesia reached 191 million people, marking a 12.35% increase from the previous year. This figure is expected to continue rising in the coming years. Social media provides a platform for people to interact, even with strangers. Through social media, users can easily share and narrate their experiences. It serves as a convergence point for individual interests and preferences, facilitated by high-quality content created by content creators (Mahdi, 2022).

Instagram, as a popular social media platform, is widely used by many people as a search engine to find the latest news on topics of interest. Social media has transformed lifestyles and businesses. As of January 2022, India ranked first in the number of Instagram users, followed by the United States, Brazil, and Indonesia, with 99.1 million users (goodstats.id, 2022). The widespread use of social media has brought about significant changes at both individual and environmental levels. Besides being a means of exchanging messages, social media serves as a source of entertainment and a reference for lifestyle and business (Khoiriyati & Saripah, 2018). The COVID-19 pandemic has restricted travel and outdoor activities. After months of isolation, many people long for travel to alleviate anxiety and restore their mental well-being (Uno & Tanoesodibjo, 2021). The advancement of information technology,

particularly through social media, has altered how people search for and acquire information. Reviews on social media, such as comments and user ratings, provide valuable insights for prospective travelers. These reviews influence individuals' perceptions and intentions to visit tourist destinations. Before traveling, people often seek information on social media about the places they plan to visit. Posts featuring photos and videos explaining travel experiences tend to guide destination choices (Nurdianisa, 2018).

People can find reviews on various platforms, such as Google Maps, Instagram, and YouTube, uploaded by other visitors. Content creators and influencers need to create relevant content that captures their followers' attention. Quality content is crucial for attracting and providing necessary information. Persuasive reviews can enhance visitors' intention to travel to tourist locations.

Travel intention refers to the internal drive to visit interesting places. The theory of travel intention adapts principles from product purchasing behavior, encompassing mental activities based on feelings and thoughts about desired goods or services (Kotler, 2002). Travel intention is the motivation preceding the decision to visit a tourist destination (Suwarduki, Yulianto, & Mawardi, 2018). In 2022, the number of tourists visiting Yogyakarta reached 5.1 million, surpassing the 2 million target. Most tourists stay overnight, while others travel for the day (Republika, 2022). The number of tourists to Yogyakarta fluctuated from 2017 to 2021.

Unstructured reviews generate greater travel intentions than structured reviews. Travel intentions vary depending on social distance and are more significant when reviews are posted by individuals with similar interests (Zhu, 2022). Zhu's research (2022) reveals that reviews from reviewers with shared interests significantly influence tourists' intentions. Consumers trust reviews from reviewers with similar social identities. This similarity makes readers feel they share tastes and perceptions, indicating a minimal-risk travel experience. Popy's study (2022) shows that perceived usefulness, ease of use, trust, and quality of information from social media reviews positively correlate with a positive attitude toward using social media reviews. Negative reviews about unpleasant experiences positively influence tourists' travel intentions (Yao, Jia, & Hou, 2021).

However, previous studies primarily focused on the direct impact of social media reviews on travel intentions without considering mediating factors. This study aims to explore how social media reviews mediate perceived usefulness and trust regarding tourists' intentions to visit beaches in Yogyakarta. While information about tourism on social media is widely available, research on the impact of reviews on factors such as perceived usefulness, ease of use, trust, and information quality remains limited. Yogyakarta was chosen because it is one of Indonesia's most popular tourist cities, known for its cultural richness, history, and natural beauty. Many tourists use social media to seek reviews and information about travel experiences in Yogyakarta. This research aims to fill this knowledge gap and analyze how social media reviews influence tourists' intentions to visit Yogyakarta. Based on this background, the researcher is interested in studying the influence of social media reviews in mediating perceived usefulness and trust regarding tourists' intentions to visit beaches in Yogyakarta.

2. Literature Review
2.1 Perceived Usefullness
Perceived usefulness is an agreement between mental processes and beliefs that a tool is useful for its intended purpose. Tools created can advance their work (Hua et al., 2017). Additionally, perceived usefulness also pertains to situations where online reviews posted by users who have experienced the product can serve as another means to assist readers or potential users of the product (Zhu, Liu, & Dong, 2022).

The expansion of the internet has led to an increasing variety of online information available. The abundance of information received by prospective consumers indirectly becomes a burden in deciding their travel plans. Online reviews are one positive value that prospective consumers can perceive before making decisions. Visual appeal in an online review also benefits readers by perceiving the review as reliable and valuable, thus enhancing travel intentions (Zhu et al., 2022). Perceived usefulness indicates how much individuals perceive that utilizing technological systems will be useful and beneficial. Utilizing social media can be interpreted as users' ability to obtain information from social media needed to elevate potential tourists' decisions (Popy, 2022).

2.2 Trust
Trust and proficiency in a product are crucial factors that cannot be overstated or ignored in the consumer market. Trust in information is a fundamental consideration for visitors when planning their travels (Preko & Gyepi-Garbrah, 2021). The concept of trust originates from personal relationship analysis in social psychology. Social psychology examines human influence on others in terms of behavior change, attitudes, communication patterns, and building trust. Only recently has this concept become a popular issue in marketing literature.

Zulfikar (2017) explains that trust can be defined as the customer's confident belief that they can rely on the seller to fulfill their promises. Trust is a measure by which customers rely on a brand's ability to perform its intended functions. Meanwhile, according

to Harumi (2016), it is the confidence held by customers in their interactions with a brand based on the perception that the brand is reliable and accountable to attract and satisfy customers.

According to several experts, trust can be defined as the customer's confidence in relying on the brand's ability to perform its functions and be accountable for attracting and satisfying customers. According to Zulfikar (2017), there are two indicators of trust: reliability, which emphasizes the perception that a brand can meet or satisfy customer needs naturally, and intentionality, which describes a customer's trust in a product. Describing aspects of trust that go beyond existing evidence to make people feel assured that the brand will be responsible and caring even in changing situations and future product consumption issues.

Trust demonstrates credibility and is perceived by others as advantageous. Compared to traditional media sources, reviews and recommendations from reviewers posted on social media and other media are considered more credible and trustworthy by the public because they do not contain commercial elements (Popy & Bappy, 2022).

2.3 Social Media
The definition of social media continues to evolve over time due to its increasing usage (Javed, Tučková, & Jibril, 2020). Social media combines two words: "social," which refers to the interaction of individuals blending with groups of people who share similar interests, and "media," which means channels or containers capable of providing and creating information for the general audience (Chawla, 2021).

The synchronized nature of social media is more likely to spread, expand, and extend advertising that can influence customers' purchasing intentions (Lee, 2014). Social media can also be defined as a way to interact through forums or blogs, voice recordings, video recordings, and website pages (Yuan et al., 2022). Social media can also be seen as a stage that provides users with the opportunity to join as members, create profile accounts, and establish relationships among users online (Kaplan & Haenlein, 2010).

Social media is an online platform used by people to build social networks or social relationships with others who have similar interests, personal activities, careers, backgrounds, or real-life connections (Akram & Kumar, 2017). Relationships built for socializing with others can now easily be formed through social media. Social media, as an online platform with various types and user-friendly interfaces, greatly facilitates interaction among users. The advancement of technology and easy internet access has led to the proliferation of various community networks in the virtual world (online).

This technological advancement is inevitable and has become a highly effective scope for communication and business. With the online social media platform, people find it easier to obtain or track information from all over the world. Currently, social media can be considered an innovative and brilliant idea with a very broad scope, and the demand for social media among the public is very high (Rifiyanti, 2020).

Social networking platforms allow users to easily communicate with each other and give marketers tremendous power to influence and interact with customers (Appel et al., 2020). This also includes a combination of user-generated content posted on blogs, content communities, social platforms, rating sites, and virtual social worlds that allow adopters to build and sustain communities. With the emergence of social media platforms such as Facebook, YouTube, Instagram, and Twitter, consumers not only play a passive role as recipients of advertising messages but also become active brand supporters (Yao, Jia, & Hou, 2021).

2.4 Social Media Review Intensity
Howard and Parks (2012) define social media as media consisting of three parts: information infrastructure and tools used for interaction, user-generated content, and the communities formed through these interactions. Currently, when seeking and adopting specific products or services, user reviews on social media have become increasingly influential (E.J. Lee and Shin, 2014). People tend to rely on friends, family, and others on social networks when intending to adopt a particular product or visit a specific place, acknowledging that online customer reviews can boost company sales if the product characteristics meet customer needs. Therefore, various companies prioritize generating, organizing, and showcasing social media reviews to stimulate customer purchases (Suwarduki, Yulianto, and Mawardi, 2018).

Conversely, it has been found that negative customer reviews can instantly go viral, creating significant negative effects that service providers should pay attention to (Hu and Kim, 2018). According to Watts (2020), 22% of consumers express reluctance to purchase after exposure to poor brand ratings on social media, and this tendency accelerates if consumers find three negative reviews about a brand. BrandMentions (2022) defines social media reviews as evaluations of products or services based on customer experiences shared on social media platforms. Social media reviews can take the form of star ratings, thumbs up or down, descriptive text blocks, or tags.

Intensity includes four elements: reasons or motivations, frequency of occurrence, timing, and concentration on something (Fishbein, 1977). The intensity of social media reviews can be understood as the relevance of users to social media platforms in their daily activities and is found to be correlated with social support (Eitan, 2023). According to Amichai (2016), if individuals perceive a lack of relevance and virtual discussion, they are less likely to remain active. Also, the intensity and individual interest in social media are factors influencing online engagement. Intensity can also be interpreted by the percentage of positive emotional words in a review (H. Li, Meng, 2020). Information intensity leads more towards the content and level of processing demands of information situational on the organization in terms of value chain activities and products. With high intensity, the element of knowledge will become very effective in relation to the capacity of information absorption (Mao et al., 2021).

Social media reviews can influence the intention to visit tourist locations. Research by Nur Geta Anggista (2019) shows that social media can influence tourists' decision to visit tourist attractions in Pekanbaru City. With social media, individuals can obtain information or reviews about others' travel experiences online, which can increase tourists' interest in visiting those tourist locations (Putri, 2022).

2.5 Intention to Visit

A person's intention to travel is not always based on the alignment between subjective information they gather and their own self-perception. Beyond that, the emergence of travel intentions arises from psychological impulses and a desire to create travel experiences that are distinct from others (Song, 2015). Travel intentions require gathering information with a high level of engagement in their efforts to produce outcomes from good choices (Li, 2016). More valuable information can reduce potential consumers' doubts in making purchasing decisions, significantly influencing consumer intentions (Zhu et al., 2022).

Previous research, according to Poppy (2022), shows that visitation intentions relate to the likelihood that individuals will take specific actions (such as visiting a restaurant) or engage in specific behaviors regarding their attitudes toward an object. In the context of restaurants, visitation intentions lead to the likelihood that food enthusiasts frequently visit restaurants.

3. Methodology

This study employs an online survey using a Google Form questionnaire for data collection. The scope of the research focuses on the dependent variable of visitation intentions, with independent variables including perceived usefulness and trust, as well as the mediating variable of social media reviews. The study utilizes a quantitative approach through an online survey distributed via a link. The research design is cross-sectional and aimed at gathering data to understand and analyze the impact of social media reviews mediated by perceived usefulness and trust on visitation intentions to Yogyakarta.

3.1 Variabel Indicator

Table 1. Perceived Usefulness (X1), Trust (X2), Social Media Reviews Intensity (Z) Intention to Visit (Y)

Variabel	Kode	Indikator
A. Perceived Usefulness (X1)	X1.1	1. Positive reviews
	X1.2	2. Useful information
	X1.3	
	X1.4	3. Understanding information
		4. Increased effectiveness
B. Trust (X2)	X2.1	1. Discovery of reviews
	X2.2	2. Trusted reviews
	X2.3	3. Comparison of reviews
	X2.4	4. More trusted reviews
C. Social Media Review Intensity (Z)	Z1	1. Intensity of reviewing
	Z2	2. Reference based on reviews
	Z3	3. Review quality
D. Intention to Visit (Y)	Y1	1. Intention to visit the location
	Y2	2. Plans to visit the location
	Y3	3. Satisfaction with the location

4. Results and Discussion

4.1 Profile of Respondent.

Table 2. Profile of Respondent

No	Description	Amount	Percentage
1.	**Gender**		
	Man	78	46.4%
	Woman	90	53.62%
2.	**Age**		
	16 – 25	111	45.8%
	26 - 35	28	31%
	36 - 45	21	13.1%
	> 45	10	10.1%
3.	**Education**		
	SMP	1	0.6%
	SMA	25	14.9%
	Diploma	38	22.6%
	Sarjana	82	48.8%
	Magister	22	13.1%
4.	**Job**		
	Mahasiswa	27	16.1%
	PNS	49	29.2%
	Pegawai Swasta	65	38.7%
	Wirausaha	15	9%
	Guru/Dosen	8	4.8%
	Lain-lain	4	2.2%
5.	**Income**		
	Rp 0 - Rp. 1.000.000	29	17.2%
	Rp 1.000.001 - Rp. 3.000.000	65	38.7%
	Rp 3.000.001 - Rp. 6.000.000	41	24.4%
	Rp 6.000.001 - Rp. 9.000.000	18	10.7%
	> Rp 9.000.000	15	9%

4.2 Analysis of Result

Table 3. Outer Model

Variable	Indikator	Outer Loading	AVE	Cronbach alpha	Composite reliability
Perceived	X1.1	0.865	0.703	0.859	0.904
Usefulness (X1)	X1.2	0.833			
	X1.3	0.822			
	X1.4	0.834			
Trust (X2)	X2.1	0.794	0.687	0.848	0.898
	X2.2	0.884			
	X2.3	0.823			
	X2.4	0.812			
Social Media	Z1	0.867	0.705	0.791	0.878
Review	Z2	0.833			
Intensity (Z)	Z3	0.819			
Intention to	Y1	0.823	0.651	0.732	0.848
Visit (Y)	Y2	0.753			
	Y3	0.841			

4.2.1 Structural Model or Inner Model

The inner model measures the cause-and-effect relationships between latent variables that form the model. Also known as structural relationships, it explains the connections between latent variables based on the substantive theory of the research. Coefficient of Determination (R2) and Goodness of Fit tests are used to evaluate this model. R2 describes how well the dependent variable can be explained by the independent variables in the model, while Goodness of Fit measures how well the model fits the observed data.

a. R-Square

The R-squared value indicates the extent to which the independent variables collectively, both included and excluded from the model, influence the dependent variable. According to Hair et al. (2014), R-squared values of 0.67, 0.33, and 0.19 are considered strong, moderate, and weak, respectively. Chin also suggests that R-squared values below 0.19 are considered low, between 0.33 and 0.67 are moderate, and above 0.67 are strong.

Tabel 4. R-Square

Indikator	R-Square
Social Media Review Intensity (Z)	0.652
Intention to Visit (Y)	0.581

Table 4. The R-squared values provided indicate the proportion of variance in the dependent variables that can be explained by the independent variables included in the model. For Social Media Review Intensity (Z), with an R-squared value of 0.652, this means that 65.2% of the variance in Social Media Review Intensity can be explained by Perceived Usefulness and Trust, while the remaining 34.8% is explained by other variables not included in the study. This falls within the moderate category according to Hair et al. (2014) and Chin's criteria. Similarly, for Intention to Visit (Y), with an R-squared value of 0.581, 58.1% of the variance in Intention to Visit can be explained by Perceived Usefulness, Trust, and Social Media Review Intensity, while 41.9% is explained by other variables not considered in the study. This also falls within the moderate category. These R-squared values provide insights into how much of the variability in the dependent variables (Social Media Review Intensity and Intention to Visit) can be accounted for by the independent variables (Perceived Usefulness, Trust, and Social Media Review Intensity) included in your model.sebesar 58,1% sedangkan 41,9% sisanya dijelaskan oleh variabel lain diluar penelitian dan termasuk dalam kategori moderate

b. Q- Square (*Goodness of Fit*)

The Goodness of Fit test is conducted by examining the Q-Square value. The Q-Square value is used to assess the predictive capability of the study variables. According to the criteria for Q-Square, a value greater than 0 indicates low predictive relevance, greater than 0.25 indicates moderate predictive relevance and greater than 0.50 indicates high predictive relevance (Hair et al., 2014).

Tabel 5. Q-Square

Indikator	Q-Square
Social Media Review Intensity (Z)	0,449
Intention to Visit (Y)	0,363

In Table 5, a Q-Square value greater than 0 indicates that the model has predictive relevance.

4.2.2 Hypothesis test

a. Direct Effect

The direct effect is assessed using the t-test, which aims to determine the partial influence of independent variables on the dependent variable. This hypothesis is accepted if P-values < 0.05. The hypothesis is accepted if the independent variable significantly affects the dependent variable (Effendi et al., 2019).

Tabel 6. Direct Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Social Media Review Intensity -> Intention to Visit	0,231	2,774	**0,006**
Perceived Usefulness -> Social Media Review Intensity	0,458	6,652	**0,000**
Perceived Usefulness -> Intention to Visit	0,177	2,011	**0,045**

Trust -> Social Media Review Intensity	0,226	3,088	**0,002**
Trust -> Intention to Visit	0,188	2,555	**0,011**

b. Indirect Effect

Indirect effect analysis is useful for testing the hypothesis that the dependent variable has an indirect effect on the independent variable through a mediator variable (Julian, 2018).

Tabel 7. Indirect Effect

	Original Sample (O)	T Statistics (|O/STDEV|)	P Values
Perceived Usefulness -> Social Media Review Intensity -> Intention to Visit	0,106	2,503	**0,013**
Trust -> Social Media Review Intensity -> Intention to Visit	0,052	2,092	**0,037**

4.3 Discussion

This study explores the relationship between several factors influencing tourists' intention to visit Yogyakarta Beach, with social media review intensity as a mediator. Specifically, the research aims to understand how factors such as perceived usefulness and trust affect tourists' intention to visit Yogyakarta Beach and how social media review intensity mediates these relationships. Previous research by Hua et al. (2017) indicated that the perceived usefulness of social media references positively influences Malaysian tourists' attitudes towards using social media to choose travel destinations. Similarly, Ing and Ming (2018) found that perceived usefulness is a crucial factor influencing consumers' attitudes toward recommendations from bloggers on social media. Additionally, perceived benefits from food blogger references significantly affect customer attitudes and intentions to visit or promote restaurants (Hanifati, 2015).

Perceived usefulness reflects the extent to which users feel that using social media and the information available therein is beneficial to them. In this context, higher perceived usefulness levels indicate a greater likelihood of users actively participating in evaluating and leaving reviews on social media. The belief that social media usage brings tangible benefits, such as providing useful information and entertainment or facilitating interactions with others, encourages users to engage more intensively in leaving reviews. Thus, perceived usefulness not only influences user attitudes towards social media but also impacts their level of participation and contribution in the form of reviews and feedback, which in turn affects overall social media review intensity.

Trust influences both the intention to visit and the intensity of social media reviews. Zulfikar's study (2017) explained that trust plays a crucial role in influencing the intention to visit. According to Zulfikar, trust is the customers' belief that they can rely on service providers to fulfill their promises. This trust serves as an indicator for customers to decide whether they will rely on the brand's ability to meet their needs. This opinion is supported by Harumi (2016), who interprets trust as the customer's belief in the brand's reliability, based on the belief that the brand can be relied upon and responsible for meeting customer needs and satisfaction. According to Ayeh et al. (2013), views trusted by social media users directly influence their attitudes toward the use of content created by other users for travel purposes. Similarly, Ing and Ming (2018) found that trust plays a crucial role in determining consumer attitudes toward recommendations provided by bloggers. Zainal et al. (2017) state that when individuals trust the credibility and integrity of e-WOM content, they will develop a positive attitude towards e-WOM. In addition to influencing decisions to visit a tourist destination, trust also plays a crucial role in influencing the intensity of social media reviews. When visitors have a high level of trust in the reviews they read, they are more likely to actively leave their own reviews. High trust indicates that users believe in the honesty and accuracy of the information shared by others on social media platforms. This can encourage them to share their own experiences in the hope of helping others plan their trips. Conversely, if there is low trust in the reviews found, visitors may be more reluctant to participate in providing reviews or may even filter the information they read. Thus, trust plays a key role in shaping the intensity of social media reviews, which in turn influences the perceptions and decisions of other tourists. Trust in information is a crucial factor influencing visitor decisions in planning trips (Preko and Gyepi-Garbrah, 2021). In the context of social media reviews of beaches in Yogyakarta, trust refers to the level of confidence or belief prospective tourists have in reviews posted by other users on social media platforms. To ensure trust, prospective tourists need to be confident that the reviews they read are based on real experiences, not falsified or engineered. The level of trust can increase if the reviews come from verified accounts or have proven credibility. Reviews from direct experiences at beaches in Yogyakarta are considered more convincing because people tend to trust reviews from individuals who have visited the place. Trust will be further reinforced if the reviews come from convincing profiles, have a consistent review history, and share informative experiences. If the reviews reflect the preferences or personal interests of prospective tourists, they are more likely to trust and feel more connected. Trust in

social media reviews plays a crucial role in helping prospective tourists form their views on beaches in Yogyakarta and decide whether they are interested in visiting them. With high trust, social media reviews can influence their decisions to explore these tourist destinations further.

Perceived usefulness and trust influence the intention to visit, mediated by social media review intensity. This study explores the role of perceived usefulness and trust in influencing tourists' intention to visit, mediated by social media review intensity. Perceived usefulness, as a critical indicator in social media benefit perceptions, is believed to influence tourists' intention to visit Yogyakarta Beach. This finding is consistent with previous research by Poppy (2022), highlighting that perceptions of social media benefits influence tourists' positive attitudes towards using it as a guide in choosing tourist destinations. Additionally, trust also plays a crucial role in determining the intention to visit. High levels of trust in reviews and information found on social media can stimulate tourists' interest and confidence in the considered destinations. Social media review intensity, as a mediator in this relationship, plays a crucial role in strengthening the influence of perceived usefulness and trust on tourists' intention to visit Yogyakarta Beach. With high social media review intensity, high-quality reviews and information can more effectively influence tourists' perceptions and decisions. With the presence of high social media review intensity, high-quality reviews and information can effectively influence tourists' perceptions and decisions to visit Yogyakarta Beach.

5. Conclusion

Based on the analysis of the problem formulation, hypotheses, and research findings, several conclusions can be drawn from the study on tourists' intention to visit Yogyakarta Beach, with social media review intensity as a key mediator. The study reveals a complex web of relationships among various factors influencing tourists' decisions. Perceived usefulness and trust emerge as pivotal factors shaping tourists' inclination to visit, with social media review intensity playing a crucial role in reinforcing these influences. Specifically, the study identifies significant impacts: perceived usefulness affecting social media review intensity, trust influencing both social media review intensity and intention to visit, and the quality of information influencing both intention to visit and social media review intensity. These findings underscore how perceptions of utility and trustworthiness in social media content interact with and are amplified by the intensity of reviews, ultimately shaping tourists' intentions to explore Yogyakarta Beach. This highlights the profound impact of social media dynamics on tourist decision-making processes and the importance of managing and leveraging these factors in destination marketing strategies.

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