

## Executive Summary

# Influencer and Follower Interaction on Intention to Follow Travel Advice from Influencers

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More than 3.5 billion people utilize social media currently. There are several social media platforms used, including Instagram, Facebook, and Twitter. They can communicate with other social media users through the app. Influencers are a key factor in the effectiveness of tourism marketing initiatives on social media. Influencers take on the role of parties who, using the previously established follower-influencer relationship, communicate messages from the firm in question to their followers in a marketing activity. The follower's decision to perform activities can be significantly influenced by the relationship between the influencer and the follower. Influencers and brands frequently work together to market products to target audiences. On social media, the influencers have served as brand ambassadors.

The authors suggest that the interaction between influencers and followers will provide followers a particular experience that will impact their emotions, which will ultimately impact their desire to follow the influencers advise or not. In this study, a survey with a questionnaire was employed to gather data. Based on the research tools, the questionnaire's questions were created. This stage's goal is to gather metrics that reflect the impact of follower-influencer interactions on followers' intentions to heed travel advice from influencers from the emotional and follower-influencer experience perspectives.

In general, this study explores the connection between two ideas, namely, the emotional qualities and the experience of follower-influencer interactions (follower-influencer experience). In this instance, social media contact between followers and influencers had a favourable impact on the emotional dimensions. Then, those emotional features will have an impact on commitment, and commitment will have an impact on elements of intention to follow the advice. This study offers both theoretical and practical contributions. From a theoretical standpoint, this study sheds light on the elements of the theory of experience that affect or do not affect followers' intentions to take influencers' travel advice.

Influencers must also give the impression that followers have some degree of control over the promotional content they post. Influencers can produce entertaining promotional content for tourism-related activities. Regarding respondents, the current study contains several restrictions. The relatively small sample size and the demographics of the respondents, which vary geographically, are the constraints (live in the Greater Jakarta area). It is anticipated that we would be able to recruit respondents for the following survey more equitably, not just from Greater Jakarta. Additionally, the



research's focus is narrow; it does not examine the information that influencers provide or the impression that they create.

Source: [Information](#)

**KEYWORDS**

Travel recommendations; influencers; followers; social media; follower-influencer experience; emotional dimensions; commitment; intention to follow recommendations

