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The Influence of Instagram Travel Content on Intention to Visit Tourist Destinations

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Abstract

Given the intangible characteristic of travel products and services, it is not unusual for prospective tourists to embrace information provided by various sources to help them in making travel decisions. User-generated content and social networking sites on the Internet have become powerful and common information-seeking and sharing platforms among tourists. The study investigates the influence of Instagram travel content (ITC), emphasizing four key attributes: novelty, reliability, understandability, and interestingness on perceived enjoyment and tourists' intention to visit tourist destinations. An online survey involving 208 Malaysian Instagram users was executed. Multiple regression analysis was performed to examine the relationship among the variables. Findings show that ITC that is reliable, understandable and interesting could provide enjoyment to Instagram users seeking travel information, either intentionally or unintentionally. The enjoyment of consuming ITC may evoke users' interest to travel to the destination. The novelty of ITC is not a significant factor for perceived enjoyment.

Keywords: User-generated Content, Instagram Travel Content, Perceived Enjoyment, Intention to Visit

Introduction

Social media is "a collection of internet-based apps that build on the conceptual and technological underpinnings of Web 2.0 and enable the creation and exchange of user-generated content (UGC)." (Kaplan and Haenlein, 2010). The platform is crucial for information exchange, opinion expression, social network facilitation, decision-making influence, and business promotion (Karatsoli & Nathanail, 2020). In the tourism industry, social media influences tourism, mainly in how travellers obtain and use tourist information (Xiang et al., 2015). More and more travellers depend on recommendations from travellers who have previously visited the destination (Assaker, 2020). Modern travellers review other travellers' reviews or comments on travel forums, travel blogs, or social media platforms (Zhang et al., 2018) and consider these peer-to-peer reviews to be more reliable than marketing material on the destination marketing organizations' (DMO) website or associated sources (GalTzur et al., 2020). UGC is seen as a third party in the form of "text, pictures, and videos, etc." and Instagram, in general, has been highlighted as an essential social media tool

for developing an image of tourism locations in the context of destination image (Fatanti & Suyadnya, 2015). Hence, this has resulted in UGC having a more substantial effect on consumer decision-making since it allows other consumers to access, discover from, and partake in the experiences of others (Chiu et al., 2014)

Since the 1970s, information relevance has been used to determine if the information obtained is relevant to the user's needs as information search for decision making may fulfil and meet users' utilitarian goals, it can be assessed objectively using utilitarian orientation (Chen et al., 2014). Perceived enjoyment explains why travellers share their trip experiences on social media, implying that sharing may relate to pleasure and fun; thus, understanding how social media allows people to share more of their trip experiences, providing numerous pleasurable and enjoyable advantages, may inspire more users to share travel experiences (Chen et al., 2014). Consumers' perceptions of their enjoyment of travel blogs and the blogs' novelty, reliability, understandability, and interestingness influence consumers' intentions to visit a destination (Chen et al., 2014). In social media, the most recent content is usually displayed first so that the information users interact with is the most up-to-date (Kim et al., 2017). Furthermore, the reliability of content is one of the core aspects that travellers consider when preparing to visit a specific destination (Berhanu & Raj, 2020).

Problem Statement

UGC influences tourists' views of the destination and significantly influences tourists' decision-making processes (Leung et al., 2013). Facebook, YouTube, and new visual-focused sites such as Instagram are examples of popular UGC (Nusair et al., 2017). Instagram is the most popular medium for social media users while make travel plans (Varkaris & Neuhofer, 2017). However, with the development of social media, UGC analysis in the tourist context is still in its early stages (Picazo & Gil, 2019). The novelty characteristics or the newness of the travel information (Chen et al., 2014) is helpful in the search for trip information because it distinguishes between 14 what the user is familiar with and what is new and interesting, therefore generating interest among consumers (Ukpabi & Karjaluoto, 2018a). However, the valence of UGC (whether good or negative) influences its adoption as it is often used to convey either good sentiments about a product or service interaction or dissatisfaction and criticism (Ukpabi & Karjaluoto, 2018a). The degree of how they perceive the information may vary depending on the new and prior experiences (Chen et al., 2014).

Content may be positioned in the minds of users if it is understandable (Tjia & Honantha, 2013). However, difficult-to-understand information frequently causes customers to be uncertain and ambiguous (Hillen et al., 2017). As a result, a lack of understanding may cause customers to reject the users' viewpoints and the entire content (Ma & Atkin, 2017). People will make choices based on popularity (Yu et al., 2014), whether interesting or not. On another note, the attractiveness of popularity has been demonstrated to be heavily dependent on the idea that popularity signifies the quality of a product or the interestingness of information (Ung, 2011). Despite the increased academic interest in UGC, perceived enjoyment and intent to travel require more consideration, owing to the sector's broad reach, notably in Instagram platform. Travel blogs and online reviews influence destination-related decision-making (Xiang & Gretzel, 2010). Among all UGC platforms, Instagram is popular where consumers may feel another person's experience (Varkaris & Neuhofer, 2017). As one of the fastest-growing social media, the study aims to discover the effects of Instagram travel content (ITC) on the users' intention to visit destinations. The research questions developed for the study are:

1. How does the novelty characteristic of ITC influence perceived enjoyment?
2. How does the reliability characteristic of ITC influence perceived enjoyment?
3. How does the understandability characteristic of ITC influence perceived enjoyment?
4. How does the interestingness of ITC characteristics influence perceived enjoyment?
5. Does perceived enjoyment of ITC affect the intention to visit?

Literature Review

1. *User-Generated Content (UGC) in Tourism*

UGC was defined as "any type of content generated online by platform users" (Moens et al., 2014). UGC, also referred to as eWOM, functions similarly to traditional WOM (Manap, 2013), except that it disseminates information via an online platform (Bahtar & Muda, 2016). It refers to word-of-mouth (WOM) that provides noncommercial, genuine, and current travel updates (Yoo & Gretzel, 2011). UGC is any self-created content published on the Internet by a non-media, and it has a more significant influence on people's usage (Cheong & Morrison, 2008) where the contents are commonly shared on social media platforms such as Facebook, YouTube, Twitter, and Instagram (Bahtar & Muda, 2016). Using websites containing UGC by travellers effectively allows them to engage in an online community that shares travel experiences online (Wang et al., 2002). Consumers also utilize UGC for several purposes, including determining the quality and pricing of services (Liu & Lee, 2016). Online user-generated reviews of tourist destinations, hotels, and tourism services have emerged as valuable sources of information for consumers (Pan et al., 2007), with reports showing hundreds of millions of potential visitors assess online reviews each year (Tripadvisor.com., 2006). Tsao et al (2015) reported that roughly 80% of travellers read hotel reviews before booking a stay, and 53% say they will not book a hotel that seems to have no reviews. Furthermore, according to Stackla (2017) survey, 42% of customers were influenced by UGC while planning a trip.

UGC offers opportunities for people to socialize and form communities of interest by creating and sharing content (Chung & Koo, 2015). Users also get to expand the free knowledge offered for future travellers about new markets, new topics, and essential issues by sharing their experiences through writing, photographs, and videos (Tsao et al., 2015). Given the intangible characteristic of travelling that tourists cannot experience in advance (Katsikari et al., 2020), it is not unusual that travellers to embrace information provided by others via UGC and social networking sites on the Internet (Ricci & Wietsma, 2006). The following points highlight the significance of UGC in tourism and hospitality services: To begin, tourism is a hedonic experience; hence, consumers want to make the best travel selections to maximize their enjoyment of the experience, and they do so by reading reviews and recommendations from other 24 consumers (Rageh et al., 2013). Second, consumers rely on the information and experiences of others because tourism cannot be experienced before purchase (Zhang et al., 2010). Finally, consumer evaluations are considered honest and trustworthy. Thus, consumers rely on them as a reliable source of information for their travel decisions (Cox et al., 2009).

2. *Instagram Travel Content (ITC)*

Instagram is an online mobile device application that allows users to capture photos, apply filters, and post them on the platform and other platforms such as Facebook and Twitter (Stec, 2020). It is a popular platform for sharing photos online (Zappavigna, 2016) and comprises a population of 800 million users, with 500 million of them using it daily. Since its

introduction, Instagram has garnered over 150 million users, with an average of 55 million images shared daily (Manikonda et al., 2014). Also, Instagram is one of the fastest-growing social media platforms and a virtual social world where people prefer to spend their time (Sheldon & Bryant, 2016). Users stay 45% longer than on Facebook and 40% longer on Twitter (Alter, 2018). It was reported that there would be more than 14 million Instagram users in Malaysia as of May 2021, accounting for 42.4% of the entire population (Napoleancat.com, 2021). According to a Hootsuite study report in 2019, Malaysia is among the top 10 Instagram users worldwide, and Malaysia is the only Asian country on the list (Newberry, 2019). Instagram has greater engagement rates than other social networking platforms (Casaló et al., 2017). Several indications of engagement include the number of likes and comments and other indications such as picture "pauses" and photos shared daily (Zappavigna, 2016). According to Social Media Today, 48% of Instagram users depend on Instagram to find a new destination, 35% use it to discover a new place (Baker, 2015). Because travellers choose to "gaze" at a selected destination (Urry & Larsen, 2011), Instagram has grown in popularity among media-savvy social travellers due to its visual focus (Smith, 2021). For instance, Fatanti and Suyadnya (2015) examined how Instagram may help promote tourist destinations in Indonesia. Another research has looked at Portugal's projected destination image on Instagram (Kuhzady & Ghasemi, 2019). In a 2017 list of vacation-inspiration sites, Facebook ranked first with 29 per cent, followed by TripAdvisor with 14% (Carter, 2017), with Instagram predicted to take the lead soon, given that people now engage with Instagram posts and stories ten times more than they do with Facebook (Miller, 2017). Ultimately, Instagram serves as a platform for potential visitors to influence their moods, behaviours, and images of a particular destination (Yu et al., 2020). With its photo and video-sharing features, Instagram also helps increase consumer awareness of and interest in destinations globally (Bozhko, 2019). Despite its popularity and importance, this medium remains underutilised in the more extensive literature (Varkaris & Neuhofer, 2017; Ye et al., 2018)

Characteristics of ITC

a) Novelty

The novelty of content is defined as the newness of travel information (Chen et al., 2014). In social media, the most recent content is usually displayed first so that the information users interact with is the most up-to-date (Kim et al., 2017). For instance, it was also discovered that the recentness of online reviews in TripAdvisor.com is an essential aspect that captures more audience's attention (Xie et al., 2016). Any UGC platforms are often used to convey good comments about a product or service interaction, dissatisfaction, and criticism (Ukpabi & Karjaluoto, 2018a). For instance, Sparks and Browning (2011) claimed that attention favourably improves booking intention and trust in hotel bookings. Mauri and Minazzi (2013) also posited that favourable online comments improve booking intention and strengthen customer expectations. As a result, hotel management constantly enhances their services to meet visitors' expectations (Ukpabi & Karjaluoto, 2018a). Jang and Feng (2007) reported that novelty-seeking is essential for leisure travellers. For instance, if the posts are familiar, users will not produce cognitive change (Xu & Zhiwei Chen, 2013); the users may not discover novel sources of enjoyment and eventually feel bored (Jang & Feng, 2007), which ultimately leads them to stop reading the contents posted.

b) Reliability

The reliability of content is one of the core aspects that travellers consider when visiting a specific destination (Berhanu & Raj, 2020). For instance, trust is key to online tourism marketing to increase purchasing intention (Li et al., 2020). Fotis et al (2012) also reported that online travel reviews and content generated by users provide more reliable information than the content or information provided or shared by tourism organizations. Berhanu and Raj (2020) reported the same, stating that social media, particularly travel 2.0, draws more interest to most tourists as online reviews and recommendations are more reliable than mainstream information sources. In addition, Duguay et al (2015) research discovered that recommendations and content uploaded by friends and family continue to be the most significant influence in trip planning. When planning a trip, tourists seek information from marketers and fellow tourists (Ukpabi & Karjaluo, 2018b). Many users publish comments as a form of altruism (Wang, 2015), and they have aided others in pre-trip planning decisions (Ukpabi & Karjaluo, 2018a). Thus, consumers rely more on UGC because, most of the time, creators convey their actual experiences honestly and honestly (Wang, 2012). Subsequently, it has become more prevalent since the online third-party recommendation is a reliable source of information for most travellers (Tsao et al., 2015). On the other hand, Berhanu and Raj (2020) stated that published content could be reliable as long as real individuals with actual experiences post it.

c) Understandability

Xu and Chen (2006) described content understandability as the degree to which a user finds the information to be readable and easy to comprehend. Any use of jargon or technical terms reduces the message's clarity and significantly undermines the message's understandability (Dwyer, 2019). For instance, in client-professional information exchange, using difficult-to-understand language may reduce acceptance of the professional's recommendations (Elsbach & Eloffson, 2000). However, background knowledge is not the only aspect that influences understandability (Xu & Chen, 2006); other elements, such as presentation and writing abilities and the inclusion of examples and images, may impact understandability (Bateman, 1998). Hence, if visual content such as photographs and films were included, a post summarizing a trip experience would be easier to understand (Chen et al., 2014). Difficult-to-understand information frequently causes customers to be uncertain and confused (Hillen et al., 2017). As a result, a lack of understandability in a container may lead to consumers rejecting the users' viewpoints (Ma and Atkin, 2017). For example, users would waste time and effort viewing travel experiences that lack understandability and eventually get distracted by ambiguity and uncertainty (Zheng et al., in press). The more understandable UGC, the more likely it is to find a place in customers' minds (Schamari & Schaefer, 2015).

d) Interestingness

Hirsh (1999) defined interestingness as exciting content that can be another significant information attribute that allows users to evaluate the importance of information. People tend to choose based on popularity (Yu et al., 2014). For example, in the absence of additional information, most consumers would rather stand in line at a packed restaurant than check out an empty one (Yu et al., 2014). On another note, the attractiveness of popularity has been demonstrated to be heavily dependent on the idea that popularity signifies the quality of a product or the interestingness of information (Ung, 2011). Individuals have different ways of interpreting their experiences as interesting (Chen et al., 2014). When one uploads creative

content regarding the destination or experience, it will attract more people to read and influence their behaviour (Chen et al., 2014). Huang (2018) also claimed that if the information is really interesting, tourists will spend more time reading it; nonetheless, it takes time to build a favourable image of a site, and travellers normally like using social media and gaining information during the process. It has been shown that interestingness is a critical aspect of tourism consumers' intention to visit a destination (Chen et al., 2014).

e) Perceived Enjoyment

Browsing for content may be viewed as entertainment, and something is done for fun and enjoyment (Chen et al., 2014). Advanced information quality has also been demonstrated to promote enjoyment (Ahn et al., 2007). Perceived enjoyment refers to the level of pleasure that could be achieved from utilizing the system (Van Der Heijden, 2004) and, in the case of social media, enjoying free time, relaxing, or relieving weariness are among the significant factors of users while engaging on social media sites (Lee & Ma, 2012). Therefore, their encounter provides them with enjoyment and satisfaction. Hence, an application must provide engaging, interactive, personalized, and multimedia information to make its users happy (Seol et al., 2016). Recent research has revealed that social interactions and internet sites are intrinsically enjoyable or engaging (Ahn et al., 2007; Moon & Kim, 2001). Moreover, a high level of perceived enjoyment favourably influences the behaviour and intention to use a website (Lin et al., 2005; Teo et al., 1999; Van der Heijden, 2003). Huang (2018) stated that although many express themselves subjectively in their trip diaries or road books, many people read and enjoy them pleasantly. Thus, more people are ready to travel. In social media, it is common to see individuals of a similar age, familiarity, or background disseminate information about tourist destinations. When people become curious about certain information, their emotions can quickly become enthusiastic, and their trip intention may increase (Huang, 2018).

3. The relationship between ITC and Intention to visit destinations

Fishbein and Ajzen (1975) classified behavioural intention as an individual's attitude response tendency to things or the possibility of an individual determining an action or decision. In tourism, the stronger one's intention to visit a destination, the more likely one is to do so (Lu et al., 2016). The intention to visit is driven by potential tourists' intention and tendency to see a particular place, influenced by internal and external factors (Su et al., 2020). Previous research has revealed that social media platforms significantly impact tourist behaviour (Aluri et al., 2016; Chang et al., 2015). Subsequently, the functional quality of social media could increase awareness that, in the end, will raise the intention to visit a destination (Chang et al., 2015). For instance, Leung (2019) described how the intention to visit increased after social media users followed a destination's Facebook page. It was consistent with the findings of Koo et al (2016), who discovered that social media experience might strongly influence visitors' intention to travel. Tourists' behavioural intention is influenced by the information sources they receive (Wang, 2015). Chen et al (2014) examined the relationships between the content of tourism blogs, travellers' attitudes, and their behavioural intention to visit the place and found out that content's reliability, understandability, and interestingness are positively related to users' perceived enjoyment, leading to the intention to visit a destination

Methodology

The study adopts quantitative approach using online survey method for the data collection. The research instrument used in this study is adapted from previous research; (Chen et al., 2014; Berhanu & Raj, 2020; Liu et al., 2019). The bilingual online survey (Malay and English) was developed using Google form and divided into five sections; screening questions, demographic profile, characteristics of ITC, perceived enjoyment and intention to visit. For items to gauge respondents' agreement, opinion and perception towards ITC attributes (21 items), perceived enjoyment (5 items) and intention to visit (5 items), a five-point Likert scale ranging from one (1) with "Strongly Disagree" to five (5) with "Strongly Agree" was utilized. This study's sample comprises Malaysian Instagram users aged 18 who have seen Instagram content related to travel shared by other users, such as photos, captions, stories and reels. Before the actual data collection stage, a pilot study involving 30 respondents was conducted. The goal of the pilot study was to ensure that the target respondents understood the set of questions in the survey. In survey research, 30 respondents are deemed credible for questionnaire reliability testing (Perneger et al., 2014). The measurement's reliability was examined to assess the quality of the research instrument used in this study. Cronbach's Alpha values for all variables vary significantly among 30 samples, ranging from 0.730 to 0.962. Alpha values greater than 70 typically indicate a reliable set of items. Because all the measures in this study exceeded the accepted level and higher (Cronbach's Alpha $>.70$), internal consistency was established, resulting in the non-rejection of all measurement items in the final version of the survey. The sample minimum sample size was 102, as determined by the G*power Analysis application. G*Power could be an alternative to advanced algorithms and simulation tools (Yenipinar et al., 2019). This method considers statistics on power, effect size, and significance level essential in determining sample size (Hair et al., 2018). This method also assisted in establishing the degree of significance (α), which indicates the probability of rejecting the null hypothesis. The data collection process was conducted from November 2021 to January 2022, during which the link to the online survey was distributed via Instagram.

After obtaining usable questionnaires from sample respondents, the data analysis stage using Statistical Package for the Social Sciences (SPSS) Version 28 software took place. The first was the frequency analysis used to assess the respondents' demographic data. Then, descriptive analysis was conducted to analyse respondents' perceptions of each variable's attribute using mean score value and standard deviation. Third, the items' reliability was examined and determined using Cronbach's alpha. Finally, the causal relationships among variables following the study's presented hypotheses were examined using multiple regression and linear regression analysis. Multiple regression is an extension of simple linear regression in which the value of one variable is predicted based on the values of two or more other variables. It may also be used to determine the model's overall fit or variance explained, as well as the relative contribution of each predictor to the total variance explained. Multiple regression analyses examined the influence between ITC characteristics and perceived enjoyment. Linear regression, according to Kumar et al. (2013), examines the influence of an independent variable on the dependent variable. It was then used to investigate the effect of perceived enjoyment on the intent to visit a tourist site.

Findings

1. Demographic Profile

A total of 208 Instagram users responded to the online survey. All data (n=208) was usable and used in the analysis. The demographic profile of the respondents is shown in Table 1. The data shows that female accounts for most of the respondents, 51.4% (n=107). In terms of the respondents' age, those 18-29 years old contributed the largest percentage, 37.5% (n=78). Diploma/Degree (n=84) was the respondents' most common level of education, accounting for 40.4%. Master/PhD (n=53) has the second-highest number of respondents. Two levels of employment status have a close frequency, with the highest being student (n=98) with a percentage of 47.1% and the second being employed (n=93) with a percentage of 44.7% of the respondents. For respondents' monthly income, MYR1000 and lower (n=80) have the highest percentage of 28.5%, and the lowest was MYR5001 (n=19), accounting for 9.1%.

Table 1

Gender

Item	Frequency (n = 208)	Per cent
Gender		
Male	101	48.6
Female	107	51.4
Age Group		
18-29	78	37.5
30-39	66	21.7
40-49	42	20.2
50 and above	22	10.6
Level of Education		
High school	33	15.9
Certificate/Matriculation	38	18.3
Diploma/Degree	84	40.4
Master/PhD	54	25.5
Employment Status		
Student	98	47.1
Employed	92	44.7
Self-employed	9	4.3
Unemployed	8	3.8
Monthly Income		
MYR1000 and below	80	28.5
MYR1001 – 2000	28	13.5
MYR2001-5000	57	27.4
Above MYR5001	19	9.1
Not disclosed	24	11.5

Instagram Usage of the Respondent's

The result of the frequency of Instagram usage is shown in Table 2. Most respondents used Instagram for 1.01-3.00 hours (45.7% / n=95). Regarding the number of "following", 51.9% (n=108) of the respondents reported within the range of 1-500. About 44.7% (n=93) of the

respondents mentioned having seen Instagram travel content “very frequently” and “frequently”.

Table 2

Instagram Usage

Item	Frequency (n = 208)	Per cent
Average Time Spent on Instagram per day		
Less than 1 hour	53	25.5
1.01-3.01 hours	95	45.7
3.01-5.00 hours	48	23.1
5.01 hours and above	12	5.8
Number of “Following”		
1-500	108	51.9
501-1000	59	28.4
1001-1500	16	7.7
Over 1500	10	4.8
I prefer not to say	15	7.2
Frequency of viewing Travel Content on Instagram		
Very rarely	4	1.9
Rarely	15	7.2
Occasionally	96	46.2
Frequently	77	37.0
Very Frequently	16	7.7

Regression Analysis

Multiple regressions were used to assess five hypotheses developed for the study. This analysis was used to assist the researcher in comprehending the relationship between more than two quantitative variables. Multiple regressions are a family of approaches that may investigate the relationship between one continuous dependent variable and multiple independent variables or predictors (Pallant, 2009).

a) The Influence of ITC Attributes on Perceived Enjoyment

Multiple linear regression analysis was executed with ITC attributes (novelty, reliability, understandability and interestingness) as a predictor variable of perceived enjoyment. Both predictor and criterion variables were entered into the regression equation at once. In other words, this analysis was conducted to examine the influence between ITC characteristics and perceived enjoyment. Table 3 depicts the result of the analysis. The results of the regression indicated the four predictors explained 46.9% of the variance ($R^2=.469$, $F(df)=44.898$, $p<0.001$). It was found that all predictors significantly predicted perceived enjoyment except novelty ($\beta=.135$, $p>0.05$). Reliability ($\beta=.211$, $p<0.001$), understandability ($\beta=.211$, $p<0.05$) and interestingness ($\beta=.296$, $p<0.001$) significantly influence perceived enjoyment.

Table 3

Results of Multiple Regression of ITC characteristics and Perceived Enjoyment

Predictors	Model Std. β
ITC characteristics	
Novelty	.135
Reliability	.211***
Understandability	.211*
Interestingness	.296***
R^2	.469
Adj. R^2	.459
F	44.898

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

b) The Effect of Perceived Enjoyment on Intention to Visit

A linear regression analysis was carried out to examine the effect of perceived enjoyment towards intention to visit tourist destinations. Perceived enjoyment was entered as the predictor of intention to visit. The result of the analysis is shown in table 4. Perceived enjoyment explained 47.7% ($R^2 = .477$, $F(df)=184.116$, $p < .001$) of the variance in the intention to visit. Beta coefficient value ($\beta = .691$, $p < 0.001$) showed that the intention to visit was significantly influenced by perceived enjoyment.

Table 4

Results of Linear Regression of Perceived Enjoyment and Intention to Visit

Predictors	Model 1 Std. β
Perceived enjoyment	.691***
R^2	.477
Adjusted R^2	.475
F	188.116

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

c) Summary of Results of Hypotheses

Derived from the previous results on statistical analyses, table 5 summarizes the result for each hypothesis.

Table 5

Summary of Hypotheses Testing

Hypotheses	Result
H ₁ : The novelty characteristic of ITC significantly influences perceived enjoyment.	Not Supported
H ₂ : The reliability characteristic of ITC significantly influences perceived enjoyment.	Supported
H ₃ : The understandability characteristic of ITC significantly influences perceived enjoyment.	Supported
H ₄ : The interestingness characteristic of ITC significantly influences perceived enjoyment.	Supported
H ₅ : Perceived enjoyment significantly affects intention to visit.	Supported

Discussion and Conclusion

Unexpectedly, the result of the analysis revealed that the novelty characteristic of ITC did not significantly influence perceived enjoyment. It can be assumed that the long existence of Instagram could be a possible factor for this finding. As Instagram has been around for so many years, users have become familiar with the functions and features of the platform. It is also common for users to use it to post travel content, such as photos and videos of their travel/holiday. Hence, the possible reason why the respondents in the study did not perceive ITC as a novel information source. Another possible reason is the irrelevant content typically has little to do with tourists' travel plans. Yet, they still prefer to focus on social media information, which may be far more valuable for their preparation (Huang, 2018). Tourists may not have a fresh experience in the situation; on the contrary, they may feel bored, and their willingness to check social media may completely disappear (Huang, 2018).

The analysis revealed that ITC, perceived as reliable, could contribute to the enjoyment of users seeking travel content on Instagram. This finding is parallel with Berhanu and Raj (2020) in which information on social media, particularly travel 2.0, draws more interest to most tourists as online reviews and tourist recommendations are more reliable than mainstream information sources. No doubt that the reliability of content is one of the core aspects that travellers consider when visiting a specific destination (Berhanu & Raj, 2020). This result can be associated with findings discovered by (Duguay et al., 2015). They stated that recommendations and content uploaded by friends and family influence trip planning significantly. This content generated by the users is significant because consumers of tourism and hospitality-related products and services rely heavily on the views and suggestions of other platform users who have used the same services (Mehmood et al., 2018). Consequently, it will make the users feel enjoyment when they know that the content they are viewing is reliable.

The understandability of the content may also influence perceived enjoyment. This finding shows that users prefer to read or view content that requires little effort to comprehend. Using simple wording and language, photos and videos in the content will save time and ease users' consumption. This relates to the finding by Dwyer (2019), which stated that the usage of jargon or technical terminology diminishes the message's clarity and severely undermines the message's understandability. Therefore, the more understandable the content, the more probable it is to assign a place in the users' minds and eventually instil the intention to visit a tourist site (Schamari & Schaefer, 2015). As Instagram mainly features content in the form of photos and videos, the message can be delivered in a way that is straightforward to

comprehend. Furthermore, images and videos are highly influential in promoting tourism destinations.

Interestingness is another factor that could influence the perceived enjoyment of information consumption. Instagram users prefer to spend more time reading and viewing interesting ITC. Nevertheless, Huang (2018) stated that it takes time to build a favourable image of any place, and tourists typically enjoy social media usage and obtaining knowledge during the process. Another reason is that the diversity of experiences developed on social media makes it extremely interesting to read. When visitors read interesting information, they may feel like they are just in that spot, so their mood is also good (Huang, 2018). In addition, Instagram offers an effortless feature that primarily uses photos and visualization. Travel experience is an intangible commodity, so potential tourists would love to see interesting visuals before making a trip.

In essence, ITC that is reliable, understandable and interesting could provide enjoyment to Instagram users seeking travel information, either intentionally or unintentionally. According to the study's findings, the enjoyment of consuming ITC may evoke the users' interest to travel to the destination. In other words, Instagram users who enjoy searching and viewing travel photos and videos on Instagram have a high likelihood of visiting the destinations. This finding is supported by a study from Huang (2018) that travel-related content on social media is well-accepted and can provide a positive mood to the users. Additionally, ITC can make users aware and curious about some destinations. As a result, various sources of content or information impact the traveller's desire to go toward a destination formed from enjoyment (Rizky et al., 2017).

In conclusion, travel content posted on social media-based communities plays an essential role in shaping and influencing tourist behaviour. It is considered an unbiased source of information and will continue to influence how various products and service organizations plan their communication strategy. The study provides additional knowledge on an emerging research topic in the context of UGC, as social media becomes the main source of information for prospective tourists. According to the study, reliable, understandable and interesting ITC can provide enjoyment to prospective tourists and has the persuasive power to influence the users to travel to a destination.

Limitation and Future Research

There are several limitations in carrying out this research, and these limitations will impact or influence how the study's findings are perceived. First, conducting an online survey through convenience sampling has significant limits regarding results representation, subgroup differences and replication. Second, the time frame in which the study was conducted likely affected the survey results. The study was conducted during the COVID-19 Pandemic, which has had disastrous consequences on the tourism industry. The uncertainty surrounding individuals because of this circumstance may have caused a "history effect". The way respondents perceive and respond to the survey may be influenced by heightened travel risk perception due to COVID-19. Third, the study did not consider different demographic as the moderator variable in the proposed study model. Future studies may include a multi-group comparison analysis, such as gender or age, and consider other message persuasion variables, such as source credibility, content quality and message format (photos vs videos).

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