ABSTRAK

Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis pengaruh *attractiveness*, *trustworthiness*, dan *content expertise* pada *travel influencer* terhadap *attitude toward a travel influencer* serta *behavioral intention to visit the recommended destination* pascabencana, dengan *attitude toward a travel influencer* sebagai variabel mediasi. Penelitian dilakukan pada masyarakat Provinsi Aceh yang aktif menggunakan media sosial TikTok, pernah mengikuti konten *travel influencer*, serta pernah mengunjungi Kabupaten Aceh Tengah dan/atau Kabupaten Bener Meriah. Sampel penelitian berjumlah 155 responden yang dipilih menggunakan teknik *nonprobability sampling* dengan pendekatan *purposive sampling*. Data dikumpulkan melalui kuesioner daring dan dianalisis menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *attractiveness* dan *content expertise* berpengaruh positif dan signifikan terhadap *attitude toward a travel influencer*, sedangkan *trustworthiness* tidak berpengaruh signifikan. Selanjutnya, *attitude toward a travel influencer* dan *attractiveness* terbukti berpengaruh positif dan signifikan terhadap *behavioral intention to visit the recommended destination*, sementara *trustworthiness* dan *content expertise* tidak berpengaruh signifikan secara langsung. Hasil pengujian mediasi menunjukkan bahwa *attitude toward a travel influencer* memediasi secara parsial pengaruh *attractiveness* dan memediasi secara penuh pengaruh *content expertise* terhadap *behavioral intention to visit the recommended destination*, namun tidak memediasi pengaruh *trustworthiness*. Nilai *R-square* menunjukkan bahwa model mampu menjelaskan variasi *attitude toward a travel influencer* sebesar 74,0% dan variasi *behavioral intention to visit the recommended destination* sebesar 78,3%. Temuan ini mengindikasikan bahwa *content expertise* merupakan faktor paling dominan dalam membentuk sikap wisatawan, sedangkan *attractiveness* berperan penting baik secara langsung maupun tidak langsung dalam mendorong niat berkunjung wisatawan ke destinasi pascabencana.

Kata kunci: *Attractiveness, Trustworthiness, Content Expertise, Attitude toward a Travel Influencer, Behavioral Intention*

ABSTRACT

This study aims to identify and analyze the influence of attractiveness, trustworthiness, and content expertise of travel influencers on attitude toward a travel influencer and behavioral intention to visit the recommended destination in a post-disaster context, with attitude toward a travel influencer as a mediating variable. The study was conducted among the public in Aceh Province who actively use TikTok, have followed travel influencer content, and have visited Central Aceh Regency and/or Bener Meriah Regency. The sample consisted of 155 respondents selected through nonprobability sampling with a purposive sampling approach. Data were collected through an online questionnaire and analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) with the assistance of SmartPLS software. The results show that attractiveness and content expertise have a positive and significant effect on attitude toward a travel influencer, whereas trustworthiness has no significant effect. Furthermore, attitude toward a travel influencer and attractiveness are proven to have a positive and significant effect on behavioral intention to visit the recommended destination, while trustworthiness and content expertise show no significant direct effect. The mediation test results indicate that attitude toward a travel influencer partially mediates the effect of attractiveness and fully mediates the effect of content expertise on behavioral intention to visit the recommended destination, but does not mediate the effect of trustworthiness. The R-square values indicate that the model explains 74.0% of the variance in attitude toward a travel influencer and 78.3% of the variance in behavioral intention to visit the recommended destination. These findings indicate that content expertise is the most dominant factor in shaping tourists' attitudes, while attractiveness plays an important role both directly and indirectly in driving tourists' intention to visit post-disaster destinations.

Keywords: *Attractiveness, Trustworthiness, Content Expertise, Attitude toward a Travel Influencer, Behavioral Intention*