

TABLE OF FIGURES

Figure 1.1 Total ActiveSocial Media Users	2
Figure 1.2 Source of Information on Travel Decision.....	3
Figure 1.3 Travel Segment Indonesia	6
Figure 1.4 Interest from the influencer’s followers on social media.....	7
Figure 1.5 Social Media of Gen Z and millennial in Indonesia.....	9
Figure 1.6 Social Media Instagram Dimas Rammadhan	11
Figure 1.7 Social Media Instagram Dimas Ramadhan Age	12
Figure 2.1 Previous Research	48
Figure 3.1 Research Process	59
Figure 4.1 Respondent Characteristic by Gender.....	70
Figure 4.2 Respondent Characteristics by Social Media	71
Figure 4.3 Respondent Characteristic by Income	71
Figure 4.4 Convergent Validity Test	73
Figure 4.5 Structure Equation Model (direct effect).....	82
Figure 4.6 Structure Equation Model (Indirect Effect).....	82