

ABSTRACT

YouTube was one of the primary media platforms for Generation Z in accessing educational travel vlogs. The credibility of YouTubers and the messages they conveyed played a role in shaping parasocial relationships, which had the potential to influence travel intentions. This study aimed to analyze the influence of YouTuber credibility and message credibility on the travel intention of Gen Z, with parasocial relationships as a mediating variable. A quantitative approach was employed through an online survey of 400 Gen Z respondents who were active subscribers of the @leonardoedwin channel. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with the SmartPLS 4 software. The findings showed that both YouTuber credibility and message credibility significantly influenced parasocial relationships, which in turn had a positive effect on travel intention. Meanwhile, the direct effect of YouTuber credibility on travel intention was negative but became positive when mediated by parasocial relationships.

Keywords: *Gen Z, Parasocial Relationship, Message Credibility, YouTuber Credibility, Travel Intention.*