

From Scroll to Purchase: Influencing Tourist Travel Purchase on Travel E-Commerce



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ABSTRACT: This study aims to examine the influence of Social Media Marketing, Affiliate marketer, and Visual Content on product purchasing decisions at Travel E-Commerce among users in Denpasar. The method used in this study is a quantitative method with a survey approach using an online questionnaire distributed to 96 user respondents in Denpasar. Data collection was conducted by using a Likert scale to measure respondents' perceptions of the influence of the three variables on purchasing decisions. The data analysis technique used was multiple linear regression, with validity, reliability, and classical assumption tests to ensure valid results. The results of the study show that Social Media Marketing, Affiliate marketer, and Visual Content have a significant effect on purchasing decisions.

KEYWORDS: Social Media Marketing, Affiliate Marketer, Visual Content, Purchasing decision, E-Commerce

INTRODUCTION

The growth of technology offers transformation in way of people life, including for traveling. It shifts the conventional booking system which had been processed over decades into a single click on browser. This shift leads several travel agencies to face the declining situation meanwhile, it generates the technology adopted agencies into the higher position in market. Moreover, the significant competition in OTAs leads them to offer the more affordable travel choices for tourist by offering discounts or special prices. E-Commerce for travelers now become an essential platform where they could explore, compare the prices and quality of among accommodations and tour packages. Pinto and Castro (2019) found that tourists tend to prefer book their accommodation via Online Travel Agencies (OTAs) since it is easier and more affordable. They relied on mobile devices and scrolling behavior to make decision over the product they purchase for traveling. It also involves their tendency to observe a product by post purchased review, visual contents in social media or on OTAs itself and advertisement. They are not only seen the prices and visual, due to many 'fake hotels' spread on the social media and OTAs. Since, it also serves both travelers/demands and suppliers, the travelers need product to purchase, the hospitality providers need it to promote their sales. It also plays essential role for hotels, restaurant and destination to market their product. Costa et al (2021) stated that the presence of OTAs can lead to hotels becoming dependent on these middlemen, thus it is critical to evaluate the influence that OTAs have on hoteliers, as well as if they have measures in place to secure direct reservations.

The existence of it relied on their scrolling behavior which influenced by their engagement in visual content. This visual element plays important role to attract user attention. For an OTA site or in Travel E-Commerce to draw in clients, the cover photo is essential. By urging consumers to view comprehensive information about the available housing options, it affects their behavior. In particular, photos that highlight the building's facade and amenities have a beneficial effect on viewing times, whereas pictures of the surrounding landscape have the opposite effect (Luo et al., 2021). Moreover, the immersive implementation of technology nowadays serves as two blades since it makes easier for the tourist to review the product. This review could be beneficial for the business since they would be able to post more pictures on the review and uplift the image of the accommodation yet could drives the downfall for the bad review of the previous customers (Jin et al., 2021). However, all of this overflow information given by the consumer helps future consumers to make more informed decisions and improves the efficiency with which they make them (Cao et al., 2011; Kim & Kim, 2022). This positive review and high ratings can enhance trust and encourage purchases.

Social media marketing has a big impact on tourist trip purchases through e-commerce by influencing customer behavior and decision-making processes. Despite some doubts about their efficiency, an increasing number of travel firms in the tourism business use social media to market their services and reach out to potential consumers (Chang & Wu, 2015). Instagram, Facebook, TikTok, and YouTube are effective tools for promoting travel destinations, accommodations, and experiences through visually appealing material, influencer Affiliate marketers, and user-generated reviews. These platforms serves its own visual nature and limit. Though, many Gen Z tend to engaged in Instagram nature and Tiktok for their travel decision purchase, Facebook serves

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different segment. Chawla, Sood, & Chawla (2024) stated that the platform's visual design, combined with detailed travel reviews and customer participation, helps attract potential passengers and influences their travel decisions. Products that are less organized, limited in scope, cheaper, or need less tourist interaction find a more significant boost in sales when promoted on Facebook (Chang & Wu, 2015). Personalized marketing and tailored promotions boost consumer engagement by generating a sense of urgency and exclusivity. Furthermore, interactive elements such as live broadcasts, polls, and direct messaging allow for real-time connection between businesses and potential tourists, promoting trust and credibility. As a result, social media marketing not only raises awareness and inspiration, but also speeds up the booking process, influencing modern tourism consumption trends.

This study seeks to investigate the elements that influence consumer decision-making in e-commerce. It examines the impact of social media, visual content, and online reviews on purchasing decisions for outbound travel products via e-commerce platforms. This study aims to determine the essential factors that move travelers from initial curiosity to final purchase by investigating how digital marketing methods, reviews, and visual material influence customer trust and engagement. Furthermore, it looks into the important point of transaction in the digital marketplace. The findings of this study are expected to provide valuable insights for tourism businesses, assisting them in optimizing their online presence and marketing strategies to increase consumer conversion rates in the competitive travel industry.

LITERATURE REVIEW

Social media marketing

It has been proven that marketing of tourism products can be increased by using social media, especially platforms such as Facebook (Chang & Wu, 2015). Facebook campaigns can increase purchases, especially for items that are not held, cheaper prices, or fewer visitors. The decision to travel is greatly influenced by the type of information announced on social media. One of the significant influences is high-quality content. This increases consumer trust and familiarity, which encourages them to travel (Wang & Yan, 2022). In addition, social media platforms also influence consumer behavior through electronic word of mouth (eWOM) and facilitate cheap, precise and effective communication. This method has proven to be successful in influencing the decision-making process of tourists towards the tourism products they choose (Sharma & Singh, 2022). In addition, purchasing decisions are also influenced by factors such as brand reputation, discounts, and consumer reviews on platforms such as Facebook (Cheung et al., 2023).

Promotions on social media can attract attention and desire, but do not always result in greater interest or recommendations. (Pop et al., 2022) found that trust in social media influencers (SMIs) is very important in every step of travel decision making. It has a big impact, from arousing desire, searching for information, getting alternatives, to making purchasing decisions and sharing experiences. eWOM strategies can increase purchase intentions, especially from positive reviews and experiences of other travelers. This is clearly seen in the cruise industry. (Tsai & Bui, 2021) found that cruise is where travelers' interest in purchasing travel packages increases due to travel information distributed through social media and WOM activities. Overall, digital marketing strategies, including the use of social media, have a significant impact on travelers' purchasing decisions. Various digital platforms in India, for example, significantly influence traveler behavior, emphasizing the importance of targeted and data-driven marketing strategies (Subawa & Leonita, 2024).

Affiliate Marketing (Endorsement)

Affiliate marketing is a performance based where the company compensate affiliates for increase the sales of product according to the level of their performance (Kaur & Wadera, 2017). It includes advertising services or product promotion through social media by influencers, artists, or figures who have a great influence in influencing their followers to buy or use the products offered (Rolim et al., 2020). In this practice, there is a term called affiliator. It used various channel such as website, blogs and social media to promote their products and compensate according to their sales performance (Mangiò & Di Domenico, 2022; Rolim et al., 2020). For an affiliator, the trust of their follower become tehir key to success, they need to demonstrate competence and integrity to build consumer trust (Jyotsna, et al., 2024); (Subawa et.al., 2024).

Endorsement refers to the backing, support, or approval from a third party, often a well-known individual or organization, to promote a product, service, or idea. This third party, known as the endorser, leverages their reputation and influence to enhance the credibility and appeal of the endorsed entity (West & Canning, 2015). It Involves celebrities using their fame to promote products or services (Venkata Subbiah & Sathish, 2020). Celebrities attract attention, enhance recall, and influence consumer behavior through their public recognition and perceived credibility (Khlobystov et al., 2022). Different consumer segments respond differently to celebrity endorsements. For instance, urban and rural consumers may have varying levels of influence from celebrity endorsements (Panda & Dasgupta, 2022) Then it needs a prior observation from the company before choosing their celeb-partner. Based on the explanation above, it can be concluded that Endorsement is an advertising strategy that utilizes the services of public figures or famous figures, such as influencers who are called celebrity endorsers, to promote a product through their social media with the aim of attracting customer interest.

Visual Content

Visual content in e-commerce refers to the visual material such as image, video, audio to represent product and services provided in e-commerce (Chocarro et al., 2022). By giving consumers a tangible feel for the product, it helps bridge the gap between digital and physical shopping experiences (Di et al., 2014). According to eye-tracking research, product images are often the first thing that catches a user's attention on an e-commerce website; however, text information may be more attention-grabbing than product images (Liu et al., 2024). Visual content, especially images and videos, has the ability to evoke feelings and create relationships with customers (Moya & García-Madariaga, 2022). For example, images of a product in use or a lifestyle can make customers feel better about how they are using the product, increasing their purchase intention.

User-generated content (UGC), such as photos and videos from other customers, can increase the perception of product quality and seller credibility, and advanced visual content, such as live streaming and 360-degree videos, can provide an interactive and immersive shopping experience (Lin et al., 2012). With these formats, customers can thoroughly review the product and see it from multiple angles, which can lead to higher engagement and conversion rates. The visual content strategy of an e-commerce platform should be tailored to consumer demographics and product categories (Liu et al., 2024). It is possible to increase product authenticity and trust by encouraging consumers to share their own product photos and videos. This type of content is generally considered more reliable and has great potential to influence consumer purchasing decisions (Lin et al., 2012). To maximize the impact on customer behavior, websites should concentrate on using key visual elements such as color, shape, and context in product images (Hou & Tang, 2023). Leveraging live streaming for product demonstrations and direct interactions can create a sense of urgency and encourage impulse purchases. Streamers can effectively use visual merchandising techniques to demonstrate product features and benefits (Guo et al., 2021). E-commerce businesses can improve customer experience and build strong relationships with customers by understanding and leveraging the power of visual content.

Purchasing Decision

Purchase behavior refers to the decision-making process of travelers and their actions when they attempt to purchase products or services online or offline. In the context of travel e-commerce, this process involves the steps consumers take to search for, evaluate, and purchase travel-related products such as airfare, accommodations, vacation packages, and car rentals. These potential travelers often engage in extensive information search and planning prior to making a purchase or during the planning stage of a trip (Jun et al., 2007). This includes both online and offline searches, which vary by travel product category and are influenced by their previous travel experiences. In this case, impulse buying also often plays a role in travelers' purchasing behavior, especially for shorter trips, fewer travel companions, and destinations with which they are familiar (Laesser & Dolnicar, 2012).

Online travel commerce has evolved to include complex products such as vacation packages and cruises. This behavior is influenced by experiential and utility-based practices, which shape customers' attitudes toward the website and their purchase intentions (Nusair & Parsa, 2011). Analysis of clickstream data suggests that e-travelers' purchasing behavior can be predicted based on their search motivations and engagement on the site (Park, 2009). Direct access to travel websites indicates goal-directed search motivation, leading to a higher probability of purchase compared to those transferred from other websites. The formation of purchase intention in travel e-commerce is influenced by external factors related to information and quality through trust and avoiding cognitive dissonance, while purchase behavior is closely related to service and environmental factors and is usually the result of emotional responses and satisfaction. Furthermore, factors such as safety, price, service environment, and product packaging have been identified as influential factors in purchase behavior in travel e-commerce. Data analysis plays an important role in understanding purchase behavior in travel e-commerce. For example, a study developed a customer online behavior analysis tool, which integrated competitor price data mining, customer segmentation, and predictive analysis to evaluate the impact of competitor price changes on customer purchase decisions regarding online travel agency products. The study also identified and segmented high-value customers based on their purchase behavior and predicted their next purchases by referring to their travel patterns, which contributed to price evaluation, customer segmentation, and package customization for online customers..

METHOD

This study was conducted in Denpasar, with a population of active users of the Traveloka e-commerce application who use social media. The sample was selected using purposive sampling based on certain criteria, and the minimum number of samples was calculated using the Cochran formula, resulting in 96 respondents. Data were collected through an online questionnaire based on a Likert scale to measure the influence of social media marketing, Affiliate marketer, and visual content on purchasing decisions. Primary data were obtained directly from respondents, while secondary data came from supporting literature. Data analysis involved validity, reliability (Cronbach's Alpha), and classical assumptions, including normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression was used to determine the relationship between independent and dependent variables, with hypothesis testing carried out partially (t-test) to evaluate the significance of each independent variable.

FINDINGS AND DISCUSSION**Quantitative Descriptive Test****Table 1 Age Classification**

Age Range (y.o)	Number	Percentage %
20-25	57	59.4
26-30	7	7.3
31-35	9	9.4
36-40	18	18.8
>40	5	5.2
Total	96	100.0

The majority of respondents in this study were in the age range of 20–25 years, which was 57 people (59.4%). The age group of 36–40 years was in second place with 18 people (18.8%), followed by the age group of 31–35 years with 9 people (9.4%), and the age group of 26–30 years with 7 people (7.3%). Meanwhile, respondents over the age of 40 years were 5 people (5.2%).

Table 2 Sex Classification

Sex	Number	Percentage
Male	10	10.4
Female	86	89.6

Based on the classification table based on gender, it can be interpreted that the number of female respondents is much greater than male respondents. There were 86 female respondents (89.6%), while there were only 10 male respondents (10.4%).

Table 3 Social Media Marketing Validity Test (X1)

No.	Corrected Item Total Correlation Value / rcount Sig. rtable	Criteria
1.	0.845	VALID
2.	0.600	VALID
3.	0.827	VALID
4.	0.802	VALID

Validity testing can be in the correlation between the scores of each question item with the total score so that person correlation can be assessed. In the correlation between each question item score with the total score shows a result greater than 0.30, it can be concluded that each question item is valid.

Table 4 Results of Endorsement Variable Validity Test

No.	Corrected Item Total Correlation Value / rcount Sig. rtable	Criteria
1.	0.693	VALID
2.	0.886	VALID
3.	0.773	VALID

In the table above, the correlation between each question item score and the total score shows a result greater than 0.30. It can be concluded that each question item is valid.

Table 5 Results of Validity Test of Visual Content Variables

No.	Corrected Item Total Correlation Value / rcount Sig. rtable	Criteria
1.	0.689	VALID
2.	0.758	VALID
3.	0.794	VALID

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In the table above, the correlation between each question item score and the total score shows a result greater than 0.30. It can be concluded that each question item is valid.

Table 6 Results of Validity Test of Purchase Decision Variables

No.	Corrected Item Total Correlation Value / rcount Sig. rtable	Criteria
1.	0.701	VALID
2.	0.716	VALID
3.	0.749	VALID
4.	0.707	VALID

In the table above, the correlation between each question item score and the total score shows a result greater than 0.30. It can be concluded that each question item is valid.

Table 7 Reliability Test Results

Variable	r_{α}	r_{kritis}	Criteria
Social Media Marketing	0,750	0.600	RELIABEL
Endorsement	0,694	0.600	RELIABEL
Visual Content	0,606	0,600	RELIABEL
Purchasing Decision	0,687	0,600	RELIABEL

A questionnaire is said to be reliable if a person's answers to the questions are consistent or stable over time. In the test results, the reliability test was carried out on the instrument with the Cronbach's Alpha coefficient. Alpha. If alpha is 0.50 - 0.70 then the reliability is moderate, then the test results are considered reliable.

Classical Assumption Test Analysis

Table 8 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0278744
	Std. Deviation	1.02857369
Most Extreme Differences	Absolute	.132
	Positive	.073
	Negative	-.132
Kolmogorov-Smirnov Z		1.297
Asymp. Sig. (2-tailed)		.069
a. Test distribution is Normal.		
b. Calculated from data.		

Based on table 4.8, it can be seen that the significance level is 0.069 ($0.069 > 0.05$), namely with a result of more than 0.05, which means that the residual data is normally distributed so it is suitable for use.

Table 9 Multicollinearity Test

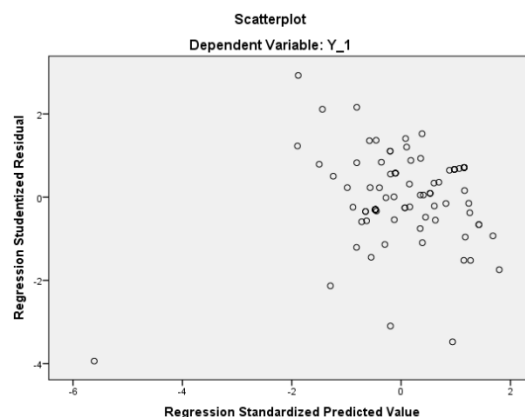
Model	Collinearity Statistics	
	Tolerance	VIF
1	X_1	.780
	X_2	.574
	X_3	.497

a. Dependent Variable: Y_1

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In the table, the tolerance value of variable X1 is ($0.780 > 0.10$), variable X2 ($0.574 > 0.10$) and variable X3 is ($0.497 > 0.10$), while the VIF value of variable X1 is ($1.282 < 10$), X2 ($1.742 < 10$), and X3 ($2.014 < 10$), so it can be concluded that there is no symptom of multicollinearity in the regression model.

Table 10 Heteroscedasticity Test



In a good regression model, usually there is no heteroscedasticity. Through the scatterplot graph, it can be seen whether a regression model experiences heteroscedasticity or not. If there is a certain pattern in the graph, it indicates that heteroscedasticity has occurred. From the figure, it can be seen that the points are spread randomly and are spread both above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model in this study.

Multiple Linear Regression Analysis

Table 11 Coefficients

Model Summary^b

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.842 ^a	.709	.699	1.233

a. Predictors: (Constant), Visual Content (X3), Endorsment (X2), Social Media Marketing (X1)

b. Dependent Variable: Purchasing Behavior(Y)

The R value is a symbol of the coefficient. In the table above, the correlation value is 0.307. This value can be interpreted that the relationship between the two research variables is in the sufficient category. Through the table above, the R Square value or coefficient of determination (KD) is also obtained which shows how good the regression model is formed by the interaction of the independent variables and the dependent variables. The R Square value obtained is 0.749%. So it can be interpreted that the independent variable X has a contribution effect of 74.9% on the Y variable.

Table 12 Results of Regression Coefficient Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.928	1.034		1.865	.065
1 Social Media Marketing (X1)	.224	.094	.227	2.385	.019
1 Endorsment (X2)	.218	.096	.190	2.273	.025
1 Visual Content(X3)	.679	.116	.510	5.860	.000

a. Dependent Variable: Purchasing Behavior(Y)

From the results of table 4.12, the regression coefficient table shows the coefficient values in the multiple linear regression equation. The equation values used are those in column B (coefficient). The standard multiple linear regression equation can be obtained as follows:

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$$Y = 1.928 + 0.224X_1 + 0.218X_2 + 0.679X_3 + 0.05$$

Based on the above, the influence can be seen in the multiple linear regression equation as follows:

$$1. \quad a = 1.928$$

A constant of 1.928 means that if the variables X_1 , X_2 , X_3 have a value of 0, then Y will be influenced by other variables. This Y variable is mathematically measured numerically by 1.928.

$$2. \quad b_1 = 0.224$$

The regression coefficient of the variable by the direct welfare indicator (X_1) is 0.224. This means that it will affect the purchasing decision (Y). Assuming the variable (X_1) has a fixed value. So the purchasing decision will change or increase with a numerical value of 0.224. Viewed from the elasticity side, it can be interpreted that an increase in the level of direct welfare will be followed by an increase in employee morale by 22%.

Regression coefficient

$$3. \quad b_2 = 0.218$$

The regression coefficient of the variable by the direct welfare indicator (X_2) is 0.218. This means that it will affect the purchasing decision (Y). Assuming the variable (X_2) has a fixed value. So the purchasing decision will change or increase with a numerical value of 0.218. Viewed from the elasticity side, it can be interpreted that an increase in the level of direct welfare will be followed by an increase in employee morale by 21%.

$$4. \quad b_3 = 0.679$$

The regression coefficient of the variable by the direct welfare indicator (X_3) is 0.679. This means that it will affect the purchasing decision (Y). Assuming the variable (X_3) has a fixed value. So the purchasing decision will change or increase with a numerical value of 0.679. Viewed from the elasticity side, it can be interpreted that an increase in the level of welfare will be directly followed by an increase in employee work enthusiasm of 67%.

Table 13 Results of T-Test Analysis

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.407	.631		6.987	.000
X.1	.178	.062	.229	2.890	.005
X_2	.465	.058	.479	8.040	.000
X.3	.307	.066	.326	4.669	.000

a. Dependent Variable: Y.1

1. T-test on variable X_1 : Social media marketing

The t-test on indicator (X_1) obtained a t-count of 2.890 with a t-significance of 0.000. The significance is smaller than 0.05 ($0.00 < 0.05$), then partially the social media marketing indicator (X_1) has a significant effect on purchasing decisions (Y).

2. T-test on variable X_2 : Affiliate marketer

The t-test on indicator (X_2) Affiliate marketer obtained a t-count of 8.040 with a t-significance of 0.000. The significance is smaller than 0.05 ($0.00 < 0.05$), then partially the Affiliate marketer indicator (X_2) has a significant effect on purchasing decisions (Y).

3. T-test on variable X_3 : Visual Content

The t-test on indicator (X_3) Visual Content obtained a t-count of 4.669 with a t-significance of 0.00. significance is less than 0.05 ($0.00 < 0.05$), then partially the Visual Content indicator (X_3) has a significant effect on purchasing decisions (Y).

Table 14 Results of F Test Analysis

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	281.538	3	93.846	141.877	.000 ^b
Residual	60.854	92	.661		
Total	342.393	95			

a. Dependent Variable: Y.1

b. Predictors: (Constant), X_3 , X_2 , X_1

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From the output table above, it shows that the significance result is $0.000 < 0.05$. So from the analysis above, it can be concluded that together the independent variables X1, X2, and X3 have a significant effect on the variable (Y).

Table 15 Results of Determination Coefficient

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.907 ^a	.822	.816		.81330

a. Predictors: (Constant), X.3, X2, X.1

b. Dependent Variable: Y.1

The results of the regression calculation in the table show that the coefficient of determination (adjusted R square) obtained is 0.816. This means that 81.6% of customer decisions are influenced by variables (X) consisting of social media marketing, Affiliate marketers and Visual Content, while the remaining 18.4% of Customer Decisions are influenced by other variables not examined in this study.

DISCUSSION

The influence of social media marketing on purchasing decisions

The results of this study indicate that social media marketing (X1) has a significant influence on purchasing decisions (Y) based on the results of multiple linear regression analysis. The regression coefficient for the social media marketing variable is 0.224 with a significance value of 0.019 ($p < 0.05$). This indicates that every 1 unit increase in the effectiveness of social media marketing will increase purchasing decisions by 0.224 units, assuming other variables remain constant. The majority of respondents are Traveloka application users who are active on social media, aged 20–25 years (59.4%), and the majority are women (89.6%). This reflects the main target group for social media marketing, namely the younger generation who more often use social media as a source of information and transaction platform.

The results of the validity test show that all questions for the social media marketing variable are valid with a correlation value above 0.30. The reliability test shows a Cronbach's Alpha coefficient of 0.750, which is greater than the critical value of 0.600, so the instrument is considered reliable. This ensures that the data used in this study are valid and consistent. This study has passed various classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests. Based on the normality test, the residual data is normally distributed with a significance value of 0.069 (> 0.05). The multicollinearity test shows a VIF value for social media marketing of 1.282, which is far below the limit of 10, so there is no indication of multicollinearity. The results of the heteroscedasticity test through scatterplot also show no particular pattern, indicating that the regression model is suitable for use.

The results of the regression analysis show that the contribution of social media marketing to purchasing decisions reaches 22.7%, as indicated by the beta coefficient value (Standardized Coefficients). Overall, the independent variables (social media marketing, Affiliate marketer, and visual content) contribute 74.9% to purchasing decisions, as indicated by the Adjusted R Square value of 0.709.

Social media marketing plays an important role in influencing the purchasing decisions of Traveloka users in Denpasar. With a significant regression coefficient value, the effectiveness of social media marketing can increase the tendency of consumers to buy products or services. Marketing strategies involving social media platforms need to be focused on the main market segmentation, namely the younger generation who are active on social media. These results also indicate the need for better integration between social media marketing and other marketing elements, such as Affiliate marketers and visual content, to maximize the impact on purchasing decisions.

The results of this study are supported by research by which shows that social media marketing has a positive influence on purchasing decisions in Malaysia. This study is also supported by who found that the use of social media and visual content significantly influences purchasing decisions for skincare products (Fitriani et al., 2022). In addition, research by shows that influencer factors also influence purchasing decisions through Affiliate marketer on Instagram (Kaur & Wadera, 2017). However, research by (Hardianawati, 2023) has different results, where only post content and celebrity Affiliate marketers have a significant influence on purchasing decisions, while testimonial variables do not have a significant effect. Thus, the results of this study indicate that effective social media marketing, especially through social media and visual content, has a positive influence on purchasing decisions at Traveloka, supporting hypothesis 1 which states that effective social media marketing has a positive influence on purchasing decisions.

The influence of Affiliate marketers on purchasing decisions

Based on the results of the study, Affiliate marketer shows a significant influence on purchasing decisions for Traveloka application users. This is reflected in the regression coefficient value of 0.218 with a significance value of 0.025 (<0.05). These results indicate that increasing Affiliate marketer activity contributes positively to increasing purchasing decisions, although its contribution is smaller compared to other variables such as visual content. In the validity test, all question items for the Affiliate marketer variable have a correlation value greater than 0.30, indicating that the instrument used is valid. The reliability value of the Affiliate marketer variable is 0.694, exceeding the critical value of 0.600, so the instrument is declared reliable. This indicates that the question items for the Affiliate marketer variable are consistent and stable in measuring respondent perceptions.

Multiple linear regression analysis shows that Affiliate marketer contributes to influencing purchasing decisions. The standard beta value of 0.190 indicates that Affiliate marketer has a positive relationship with purchasing decisions, although its contribution is smaller compared to social media marketing (0.227) and visual content (0.510). Thus, although Affiliate marketer is not a dominant variable, its role is still significant in influencing consumer behavior. The significance obtained from the Affiliate marketer variable (0.025) shows that promotional activities through influential figures or figures, such as influencers or artists, can increase consumer trust in the products and services offered. This influence is especially seen in young consumers, which in this study were dominated by respondents aged 20–25 years (59.4%).

The results showed that the majority of respondents were female (89.6%) and aged 20–25 years. These characteristics support the assumption that Affiliate marketers are more effective in young age groups who tend to be active on social media and are easily influenced by the opinions of famous figures. Affiliate marketers provide an additional credibility effect on Traveloka products, especially in increasing confidence and purchasing preferences. Affiliate marketers have a positive and significant influence on purchasing decisions, although their contribution is lower compared to visual content. This shows that Affiliate marketers remain an important strategy in marketing, especially to attract the attention of the young consumer segment. Therefore, companies are advised to continue optimizing collaboration with relevant figures who have great influence on social media to increase the effectiveness of marketing campaigns.

The results of this study are supported by the research of (Hardianawati, 2023) which shows that celebrity Affiliate marketer has a significant influence on purchasing decisions, with a significance value of 0.000 (<0.05). In addition, research by (Rolim et al., 2020) also supports that social media marketing can increase purchasing decisions, which is in line with the findings of this study which identified Affiliate marketer as an important factor. However, research by (Lin et al., 2012) had different results, where influencers did not show a significant influence on purchasing decisions for skincare products. They found that visual content and the use of social media were more influential. With this, the results of this study indicate that although Affiliate marketer is not a dominant variable in influencing purchasing decisions, it still makes a significant contribution in the context of Traveloka users, especially for young consumers who tend to be influenced by famous figures. Thus, hypothesis 2 which states that relevant and credible Affiliate marketers have a positive influence on purchasing decisions at Traveloka can be accepted.

The influence of visual content on purchasing decisions

Based on the results of the research conducted, the influence of visual content on purchasing decisions is proven to be significant and provides a major contribution to consumer decisions in using the Traveloka e-commerce application. The results of multiple linear regression analysis show that the visual content variable (X3) has a regression coefficient value of 0.679 with a significance value of 0.000, which is smaller than 0.05. This indicates that visual content plays an important role in driving purchasing decisions in consumers. The majority of respondents in the study were in the 20-25 year age range (59.4%), which is a segment of active users of social media and e-commerce. The female group dominates the respondents with a percentage of 89.6%, indicating that women are more involved in purchasing decisions using the Traveloka platform.

The results of the validity and reliability tests support the validity of the data. All indicators in the visual content variable show a correlation value greater than 0.30, indicating that the questions in the questionnaire are valid. In addition, the results of the reliability test with a Cronbach's Alpha value of 0.606 indicate that the instrument used is reliable. The classical assumption test confirms the suitability of the data for use in regression analysis. The results of the normality test show that the residual data is normally distributed with a significance value of 0.069 (>0.05). The multicollinearity test also ensures that there is no excessive correlation between independent variables, with a tolerance value of the visual content variable of 0.497 (>0.1) and a VIF value of 2.014 (<10). The results of the heteroscedasticity test through the scatterplot graph show a random distribution of data, indicating that there is no heteroscedasticity problem. In the regression model, the visual content variable has the most significant contribution to purchasing decisions compared to other variables, namely social media marketing (X1) and Affiliate marketer (X2). The R Square value of 0.709 indicates that 70.9% of the variation in purchasing decisions can be explained by independent variables, including visual content. Specifically, visual content contributes the greatest influence with a beta coefficient of 0.510, indicating that increasing the quality of visual content can significantly improve consumer purchasing decisions.

Attractive and relevant visual content is a major factor in influencing consumers to purchase products or services through the Traveloka application. Content that includes high-quality images, informative videos, and attractive designs can create a visual

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experience that motivates consumers to make purchases. In addition, visual content also helps convey information effectively and increases consumer trust in the products offered. The results of this study emphasize the importance of using optimal visual content in e-commerce marketing strategies. Improving the quality and creativity of visual content can increase product appeal, encourage purchasing decisions, and strengthen consumer loyalty to e-commerce platforms such as Traveloka. The results of this study are supported by research by (Hou & Tang, 2023) which shows that visual content has a significant influence on consumer purchasing decisions, with a significance value of less than 0.05, which supports the finding that visual content plays an important role in driving purchasing decisions. In addition, research by (Guo et al., 2021) also supports these results by stating that visual content significantly influences purchasing decisions for Taobao. However, research by (Salunke & Jain, 2022) had different results, because they found that Instagram influencer Affiliate marketers had a greater influence on purchasing decisions than visual content. Other studies, such as by (Armutcu et al., 2023) also showed a positive influence of social media marketing on purchasing decisions, but focused more on the overall social media aspect and not just visual content. With this, the results of this study strengthen the importance of visual content in influencing purchasing decisions, so that hypothesis 3, which states that attractive and informative visual content has a positive influence on purchasing decisions at Traveloka, can be accepted.

The influence of social media marketing, Affiliate marketers and visual content on purchasing decisions

Social media marketing (SMM) has been shown to have a positive influence on purchasing decisions. This is evidenced by a regression coefficient of 0.224 (sig. 0.019) which shows a positive relationship between SMM and purchasing decisions. These results indicate that the more intensive a brand promotes through social media, the more likely consumers are to make purchasing decisions. Social media as a communication channel allows brands to reach a wider audience, create more direct interactions, and increase consumer awareness and trust in the products offered. This leads to increased purchasing decisions, especially among the younger generation who are more active on social media. Affiliate marketers by celebrities or influencers also show a significant influence on purchasing decisions with a regression coefficient of 0.218 (sig. 0.025). The use of influencers in product promotion can influence consumer perceptions and increase product credibility in the eyes of consumers. The influence of this Affiliate marketer shows that consumers are more likely to buy products recommended by individuals they consider to have influence or authority in their fields. The success of an Affiliate marketer depends on the credibility and attractiveness of the public figure involved, as well as the relevance of the product to the audience targeted by the influencer.

Visual content has the strongest influence on purchasing decisions, with a regression coefficient of 0.679 (sig. 0.000). Attractive and informative visual content can increase product appeal, as well as make it easier for consumers to understand the benefits and uses of the product. Images or videos that show products clearly and attractively can stimulate consumer emotions and interest, leading to faster purchasing decisions. Moreover, in e-commerce platforms such as Traveloka, visual content serves as the main attraction in helping consumers make purchasing decisions, especially in choosing between the various product options available.

The results of the validity test show that all questions in the variables of social media marketing, Affiliate marketer, visual content, and purchasing decisions are valid, with a corrected item total correlation (r_{count}) value greater than 0.30. Meanwhile, the results of the reliability test show that all variables tested have a good level of reliability, with a Cronbach's Alpha coefficient above 0.60. This shows that the instrument used in this study can be relied on to measure the influence of the variables studied. In this study, a classical assumption test was also carried out to ensure that the data used met the requirements of regression analysis. The results of the normality test show that the data is normally distributed, with a significance value of 0.069 which is greater than 0.05. In addition, the results of the multicollinearity test show that there is no significant correlation between the independent variables (VIF value less than 10), and the heteroscedasticity test shows that there is no heteroscedasticity problem in the regression model.

Based on the results of multiple linear regression analysis, it can be concluded that social media marketing, Affiliate marketer, and visual content together have a significant influence on consumer purchasing decisions on the Traveloka e-commerce application. Visual content has the greatest influence, followed by social media marketing and Affiliate marketer. Therefore, companies that want to increase sales through digital platforms need to make maximum use of these three factors, by paying special attention to the quality and visual appeal of the content and choosing the right influencer for Affiliate marketer. The results of this study are supported by research by (Kaur & Wadera, 2017) which found that post content and celebrity Affiliate marketers have a significant influence on purchasing decisions, as well as research by (Hou & Tang, 2023) which shows that the use of social media and visual content influences purchasing decisions. In addition, research by (Joo & Teng, 2023) also supports these results, which found that social media marketing has a positive effect on purchasing decisions. However, the research found Affiliate marketer did not show a significant influence on the purchase decision. This study found that Affiliate marketer by influencers had a stronger influence than other variables. Thus, the results of this study indicate that social media marketing, Affiliate marketer, and visual content have a significant influence on purchasing decisions on Traveloka, which supports hypothesis 4 that these three factors have a positive influence on purchasing decisions.

CONCLUSION

Based on the results of the discussion in the previous chapter, this study concludes that social media marketing has a significant influence on the purchasing decisions of Traveloka application users. The use of social media platforms as a means of information and transactions has been proven to increase purchasing decisions, especially when supported by an integrated marketing strategy with elements such as Affiliate marketers and visual content. Affiliate marketers also have a positive influence, especially through promotions by influencers or famous figures that increase consumer trust and buying interest. However, the greatest influence comes from visual content, where its quality and creativity, such as high-quality images and informative videos, contribute significantly to attracting consumer attention and increasing purchasing tendencies. As a practical implication, companies are advised to improve the quality of visual content as an integral part of their marketing strategy, involve influencers who match their target audience, and strengthen social media marketing to expand their reach. Focusing on certain consumer segments, such as women aged 20-25 years, can provide more optimal results. Further research is expected to add other variables, such as price, user experience, and customer service, and involve more diverse samples to provide a more comprehensive and representative understanding in the context of a broader e-commerce platform.

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