Household Behavior in Choosing Travel Destinations: The Impact of Social Media and Digital Influencers

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Abstract:
This study explores the influence of social media and digital influencers on household decision-making in selecting travel destinations, focusing on the mediating role of family perception. Using a quantitative approach, data were collected from 400 respondents through purposive sampling and analyzed with Partial Least Squares-Structural Equation Modeling (PLS-SEM). A structured questionnaire with a 1–5 Likert scale measured the impact of social media, digital influencers, family perception, and household decision-making. The findings reveal that social media does not significantly influence household decision-making, either directly or indirectly through family perception. Conversely, digital influencers have a notable impact, with family perception serving as a strong mediator. At a microeconomic level, credible content from influencers influences internal family discussions, while at a macroeconomic level, influencer collaborations enhance destination promotion, visibility, and local economic growth. This study offers insights into the strategic use of digital influencers for tourism promotion in West Java, providing valuable recommendations for local governments and tourism stakeholders to align marketing efforts with community preferences. The findings contribute to understanding the interplay between digital influencers, family perceptions, and household decisions, with implications for both tourism management and economic development.

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INTRODUCTION

West Java Province is one of Indonesia's premier tourist destinations, boasting natural beauty, cultural richness, and culinary delights that attract both local and international tourists. Cities such as Bandung, Bogor, and Pangandaran have long been favorite destinations, especially for domestic travelers from the Greater Jakarta area (Jabodetabek). However, during global competition and digitalization, public preferences for tourist destinations continue to evolve, influenced in part by exposure to social media and content generated by digital influencers. West Java holds great potential to develop its digital-based tourism sector. According to data from the (West Java Central Bureau of Statistics, 2023), the number of domestic tourist visits to destinations in West Java exceeds 50 million people annually. However, the choice of tourist destinations is no longer

determined solely by physical attractions or traditional promotions but also by information found on social media. In West Java, over 70% of the urban population uses social media as their primary source of information, including for planning their travel itineraries (West Java Central Bureau of Statistics, 2023)

Digital influencers, particularly those based in West Java, such as Instagram celebrities (celebgram) and local YouTubers, have become an integral part of promoting tourism destinations in the province. They utilize platforms like Instagram, TikTok, and YouTube to create visually appealing content, such as photos and videos showcasing the natural beauty, cultural uniqueness, and distinctive culinary experiences of West Java. Popular destinations like Kawah Putih, Green Canyon Pangandaran, and various attractions in Bandung often feature prominently in their content. With their broad audience reach, this content can engage various demographic groups, from younger generations to older ones. The role of influencers is also highlighted in several studies. Ingrassia et al. (2022) demonstrated that digital influencers, using platforms like Instagram, are effective in promoting tourist destinations and fostering emotional connections with audiences through captivating visual content. Another study by Syafganti et al. (2023) emphasized the importance of message consistency between official websites and social media accounts like Instagram in building a strong destination image. Additionally, Fong et al. (2024) found that short-form content created by influencers on TikTok significantly influences the intention to visit, particularly among younger generations like Gen Z, with influencer credibility being a key factor in driving this impact.

A study by Kilipiri et al. (2023) highlights the role of Instagram in shaping sustainable destination images through interactive content that engages audiences and encourages them to share their own travel experiences. This aligns with findings from Haenlein et al. (2020), which emphasize that platforms like Instagram and TikTok are highly effective in reaching direct consumer markets and fostering personal interactions through collaborations with influencers.

Over 60% of tourists visiting destinations in West Java reported being inspired by content they saw on social media, especially Instagram and TikTok. Thus, digital influencers serve not only as promoters but also as trendsetters in tourism, driving significant growth in the industry. Despite the proven effectiveness of social media and digital influencers in promoting destinations, household decision-making in tourism involves complex dynamics. Households, as decision-making units, are influenced by various internal and external factors. Individual preferences within families, such as children's desire to visit popular locations featured on social media, often act as key triggers. On the other hand, parents tend to prioritize practical aspects such as travel budgets, safety, and comfort. In the context of West Java, young families exposed to digital information are generally more adaptive to recommendations from influencers, while older generations may exhibit greater skepticism towards online content. This combination of preferences creates a unique dynamic interaction in determining travel destinations.

The rising influence of social media and digital influencers presents both opportunities and challenges for tourism promotion in West Java. On the opportunity side, local governments and tourism businesses can leverage this trend to market lesser-known destinations through collaborations with influencers. Such partnerships allow for broader promotion and the creation of a positive image for local tourism. A study by Ingrassia et al. (2022) highlights that digital influencers are effective in utilizing platforms like Instagram to enhance destination communication and promote tourist sites through visually engaging content. Additionally, (Mangan & Flaherty, 2021) emphasizes that social media influencers can serve as powerful communication channels to convey positive messages, including supporting sustainable tourism. By working with influencers, West Java's tourism sector can tap into the immense potential of social media to reach diverse audiences, foster emotional

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connections, and encourage sustainable practices that align with the province's long-term tourism development goals.

Challenges also arise in ensuring that the information conveyed by influencers is accurate and aligns with on-the-ground realities. Stoldt et al. (2019) noted that the relationship between influencers and destination marketers often involves tensions in maintaining professional content that supports the goals of marketing campaigns. (Kapoor et al. (2022) further emphasized that to enhance the effectiveness of influencer-based marketing, the content must include objective and rational information, particularly when addressing themes like sustainability. Additionally, Martínez García De Leaniz et al. (2025) highlighted the importance of audience social engagement on social media platforms, as it can amplify the impact of communications regarding a destination's social responsibility. These findings underscore the need for clear strategies to balance creativity, professionalism, and authenticity in influencer collaborations. Therefore, further research is required to address questions about the impact of social media on travel decision-making and to provide strategic guidance for managing digital tourism promotion in West Java. This includes understanding how to maximize the positive influence of social media while mitigating potential risks, and ensuring that campaigns contribute to sustainable and responsible tourism development.

This study aims to analyze the phenomenon of how social media and digital influencers influence household behavior in determining tourist destinations in West Java. This research is expected to contribute to the efforts of local governments and tourism stakeholders in West Java to utilize social media more strategically in promoting tourist destinations that align with the preferences of the local community.

The AIDDA theory, first introduced by Lewis (1900), remains relevant for understanding consumer behavior, especially in the digital context. Engaging social media content captures attention, sparking consumer interest to learn more about a destination. Research by Rather (2023) indicates that this interest evolves into a strong desire when the content aligns with the consumer's needs and preferences. Within households, this desire often triggers discussions that lead to a collective decision, ultimately resulting in actions such as booking trips or visiting tourist destinations. Consumer behavior in tourism involves how individuals choose destinations, plan trips, and utilize support services like transportation and accommodations. Studies reveal that emotional motivations, such as the desire for relaxation and new experiences, alongside social factors like recommendations from family and friends, play a critical role in travel decision-making (Assakeret al., 2020). These motivations align with findings suggesting that travel decisions are often influenced by external factors, such as social recommendations and access to reliable information (Zhao et al., 2023).

Moreover, this emotional approach connects to trends in related fields that emphasize the importance of positive emotions and social interactions in customer experiences. Bibliometric studies by Ling et al. (2023) and Yang et al. (2022) further elaborate on the significance of these elements. A deeper understanding of the influence of emotional and social motivations can assist tourism stakeholders in designing more effective strategies to meet the needs of modern travelers.

The Stimulus-Organism-Response (SOR) model by Mehrabian and Russell (1974) explains how external stimuli influence internal organism states (emotions, perceptions) and result in a response (behavior). In the context of tourism, stimuli such as digital content— photos or videos shared by influencers—generate positive emotions in individuals, such as curiosity or excitement (Yamagishi et al., 2024). Research shows that users often respond to such stimuli by increasing their intention to visit the promoted destinations (Jiang et al., 2024). Within households, these stimuli can influence family members to discuss and consider specific destinations based on their emotional reactions (Liu et al., 2022). Moreover, the SOR approach is increasingly used to understand how virtual tourism and user-generated content shape potential tourists' behavior, particularly in today's digital era (Zhang, H. & Xu, F., 2022). Insights from this model can help the tourism industry

strategically leverage digital media to build emotionally engaging experiences for prospective travelers. By creating stimuli that evoke strong positive emotional responses, stakeholders can drive interest and foster meaningful connections between audiences and destinations, enhancing their overall marketing effectiveness.

Consumer behavior is a dynamic process that encompasses how individuals, groups, or organizations select, purchase, and use products or services to fulfill their needs. In the context of tourism, consumer behavior involves decisions related to choosing destinations, planning trips, and purchasing supporting services such as transportation and accommodation. According to (Guy Assaker., O'Connor, P., & Dimanche, F., 2020)travel decisions are often influenced by emotional motivations, such as the desire for relaxation, new experiences, or social interactions. Additionally, tourism consumer behavior is shaped by social factors, such as recommendations from family and friends, and psychological factors, including perceptions and attitudes toward destinations. Within households, decision-making involves discussions among family members, where individual preferences and the family's economic situation can play a significant role. These interactions highlight the complexity of household travel decisions, where emotional, social, and practical considerations intertwine to determine the final choice of destination and travel arrangements.

Social media has become a primary platform for sharing and obtaining information, particularly in the tourism sector. According to research by Wang et al. (2022), social media enables potential tourists to access reviews, images, and videos of destinations directly, thereby increasing their trust in the information they receive. Platforms such as Instagram, TikTok, and YouTube have become essential tools for promoting tourist destinations through engaging visual content. Research by Rinandiyana et al. (2024) on digital marketing communication strategies and the implementation of an application-based investment system have a strong influence on Generation Z's interest in investing. An increase in these two strategies can significantly increase Generation Z's interest in investing. Sigala (2022), highlights that social media not only influences perceptions of a destination but also creates specific travel trends, such as nature tourism, culinary tourism, or cultural tourism. Within households, younger family members often rely on social media for travel recommendations, whereas older members tend to use traditional or direct sources of information. The social media indicators used in this study include: Frequency of social media use for seeking travel information; Trust in information found on social media; Types of content influencing travel preferences (e.g., visuals, reviews, videos); Level of interaction with tourism-related content on social media (e.g., likes, comments, shares). Understanding these indicators provides valuable insights into how social media impacts tourism preferences and decision-making, enabling stakeholders to tailor their strategies effectively.

Digital influencers are individuals who possess a significant influence on social media platforms due to their popularity and credibility among their audience. Their ability to sway opinions and shape consumer behavior has been highlighted by (Lou, C. & Yuan, S., 2021), who noted that these influencers can effectively influence purchase intentions and travel decisions by sharing content perceived as authentic and relevant. In the tourism sector, digital influencers play a crucial role in promoting destinations through their personal experiences, detailed reviews, and captivating visual documentation.

Research conducted by Zhang, X. et al. (2021) revealed that content created by influencers, particularly when it is emotional and informative, significantly impacts how consumers perceive a travel destination. Such content often resonates deeply with the audience, making it more likely to inspire interest and motivation to visit the promoted location. Furthermore, within households, exposure to influencer-generated content frequently becomes a topic of discussion among family members. This shared information often guides collective decisions regarding travel plans and destination choices. (Surjono, 2024) This finding emphasizes the importance of collaboration with influencers and

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optimizing the use of Instagram social media to increase brand awareness, engagement, and ultimately, sales.

The influence of digital influencers can be understood through their ability to establish credibility in delivering travel-related information, craft content that aligns with the needs and preferences of their audience, and maintain a consistent presence through frequent content sharing about specific destinations. Additionally, the emotional appeal embedded in the content they share amplifies their impact, fostering a deeper connection with their followers and shaping consumer perceptions and behaviors.

Family perception or internal discussion reflects the dynamics of household interactions when making collective decisions. (Wang, S & Kirillova, K., 2021) highlight that individual preferences, whether from children or parents, often influence the final decision outcome. (Flurry, L. A, 2007) research indicates that children hold significant sway in family decision-making, especially amidst changes in modern family structures. Moreover, (Beatty & Talpade, 1994) found that teenagers also play a critical role, with their influence varying depending on the type of decision being made.

In single-parent families, as discussed by (Ahuja & Stinson, 1993), children frequently assume a more substantial role in family purchasing decisions. Similarly, Martakis et al. (2018) noted that in specific contexts, such as healthcare, the development of children's autonomy can significantly shape collective decision-making processes, reflecting the increasing complexity of family dynamics.

Understanding individual perceptions within households is crucial to explaining how decision-making processes are shaped by preferences and internal discussions among family members. According to (Wang, S & Kirillova, K., 2021), family perception can be measured by examining the intensity of family discussions about travel destinations, the influence of individual preferences within the family, and the level of consensus achieved when determining travel goals.

As a social unit, households exhibit unique patterns of decision-making. According to research by (Wang, S & Kirillova, K., 2021), household decision-making is often influenced by family structure, with parents typically prioritizing factors such as cost and safety, while children are more drawn to aspects like enjoyment and current trends. The decision-making process consists of several stages: identifying needs, searching for information, evaluating alternatives, making purchase decisions, and post-purchase evaluation.

In the context of tourism, social media, and digital influencers play a pivotal role during the information search and alternative evaluation stages. These platforms assist families in comparing various destination options based on their collective preferences, providing insights that align with both practical and emotional considerations. Zhang, Zhao, et al. (2023) emphasize the impact of influencer-generated content on tourist behavior, highlighting how such content guides households in selecting destinations and shaping their travel plans.

Household decision-making can be measured through several indicators, including the choice of travel destinations based on digital information, the frequency of family trips influenced by influencer content, household satisfaction levels with the chosen destination, and the alignment between travel expectations and actual experiences. These factors reflect how modern households integrate digital influences into their decision-making processes, balancing individual preferences with collective goals.

METHODS

This study employs a quantitative approach with a survey method to analyze the influence of social media and digital influencers on household behavior in determining travel destinations in West Java. The research design combines descriptive and explanatory elements. The descriptive aspect aims to depict the phenomenon of social media usage and the role of digital influencers, while the explanatory aspect examines relationships between variables such as the influence of social media, trust in influencer content, and household travel decisions.

The research population comprises 125,000 households in West Java that actively use social media and have undertaken tourism trips within the last two years. A sample of 400 respondents was selected using purposive sampling based on specific criteria, such as having an active account on Instagram, TikTok, or YouTube, and being directly influenced by influencer content. The research instrument is a structured questionnaire using a Likert scale ranging from 1 to 5. The sample size was determined using the Slovin formula with a 5% margin of error, as suggested by (Creswell & Creswell, 2017).

Data analysis was conducted using path analysis based on Structural Equation Modeling (SEM) with SmartPLS software. This approach was chosen for its ability to analyze direct and indirect relationships and comprehensively test mediation effects (Petter & Hadavi, 2023). Instrument validity was tested using the Pearson Product-Moment Correlation ($p < 0.05$), while reliability was assessed using Composite Reliability (values > 0.7), following the guidelines provided by Zeng et al. (2021).

The results were evaluated using key indicators of Goodness of Fit, such as Average Variance Extracted (AVE > 0.50), Composite Reliability (CR > 0.70), and R-square values. The significance of relationships between variables was assessed through T-statistics and P-values. Bootstrapping was employed to analyze direct, indirect, and total effects between variables (Deng & Yuan, 2023). According to Adler et al. (2023), SmartPLS offers flexibility in analyzing complex variable relationships and non-normal data, allowing for the exploration of nonlinear interactions to provide a deeper understanding of inter-variable relationships.

RESULTS AND DISCUSSION

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	180	45
	Female	220	55
Education	High School	120	30
	Bachelor's Degree	200	50
	Master's/Doctorate	80	20
Income	Low	160	40
	Middle	160	40
	High	80	20
Region	Urban	200	50
	Suburban	120	30
	Rural	80	20

Source: Data processed by the researcher (2024)

A total of 400 respondents participated in this survey, with the majority being female (55%) compared to male (45%). In terms of education, most respondents hold a bachelor's degree (50%), followed by high school graduates (30%), and only 20% have a master's or doctoral degree. Regarding income, the low- and middle-income groups each accounted for 40% of the respondents, while only 20% belonged to the high-income group. Based on the region, half of the respondents reside in urban areas such as Bandung, Bekasi, Depok, and Bogor; 30% are from suburban areas such as Cimahi, Sukabumi, and Karawang; and the remaining 20% are from rural areas such as Garut, Tasikmalaya, and Subang. This reflects that the survey includes respondents from diverse demographic and geographic backgrounds, providing a varied and representative overview of the population in West Java.

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The results of the outer model testing, as shown in Table 2, indicate that all instruments used in this study meet the requirements of the outer model test.

Table 2. Outer Loading Test Results

	Digital Influencer (X2)	Family Perception (Z)	Household Decision Making (Y)	Social Media (X1)
X1.1				0.939
X1.2				0.928
X1.3				0.939
X1.4				0.886
X2.1	0.896			
X2.2	0.863			
X2.3	0.877			
X2.4	0.833			
Y1.1			0.921	
Y1.2			0.888	
Y1.3			0.884	
Y1.4			0.919	
Z1.1		0.814		
Z1.2		0.917		
Z1.3		0.921		

Source*:* Data processed using PLS (2024)

The Outer Loading results indicate that all indicators have high factor loading values for their respective latent variables, signifying that the indicators are valid in representing the constructs being measured. For the variable Digital Influencer (X2), the Outer Loadings values range from 0.833 to 0.896, while for Family Perception (Z), they range from 0.814 to 0.921, indicating strong contributions from the indicators, with Z1.3 being the most robust. The Household Decision Making (Y) variable shows values ranging from 0.884 to 0.921, and Social Media (X1) exhibits exceptionally high values between 0.886 and 0.939, with X1.1 and X1.3 being the most dominant. With all Outer Loading values exceeding 0.7, the results demonstrate strong convergent validity, making the measurement model reliable for further analysis, including reliability testing and hypothesis testing.

Table 3. Reliability Test

	Composite Reliability	Cronbach's Alpha	Description
Digital Influencer (X2)	0.924	0.891	Reliable
Family Perception (Z)	0.915	0.860	Reliable
Household Decision Making (Y)	0.947	0.925	Reliable
Social Media (X1)	0.958	0.942	Reliable

Source*:* Data processed using PLS (2024)

The reliability analysis shows that all latent variables in the model have excellent Composite Reliability and Cronbach's Alpha values, exceeding the minimum threshold of 0.7. The Digital Influencer (X2) variable demonstrates strong internal consistency with a Composite Reliability of 0.924 and a Cronbach's Alpha of 0.891. Similarly, Family Perception (Z) shows good reliability, with a Composite Reliability of 0.915 and a Cronbach's Alpha of 0.860. The Household Decision Making (Y) variable exhibits very high reliability, with a Composite Reliability of 0.947 and a Cronbach's Alpha of 0.925. The Social Media (X1) variable achieves the highest reliability, with a Composite Reliability of 0.958

and a Cronbach's Alpha of 0.942. With all variables deemed reliable, the model demonstrates strong internal consistency and can be trusted for further analysis, such as testing the relationships between variables in the structural model.

The data analysis in this study was conducted using the Structural Equation Model (SEM) with the assistance of the Smart PLS software. Figure 1 presents the results of the SEM model testing using PLS as follows:
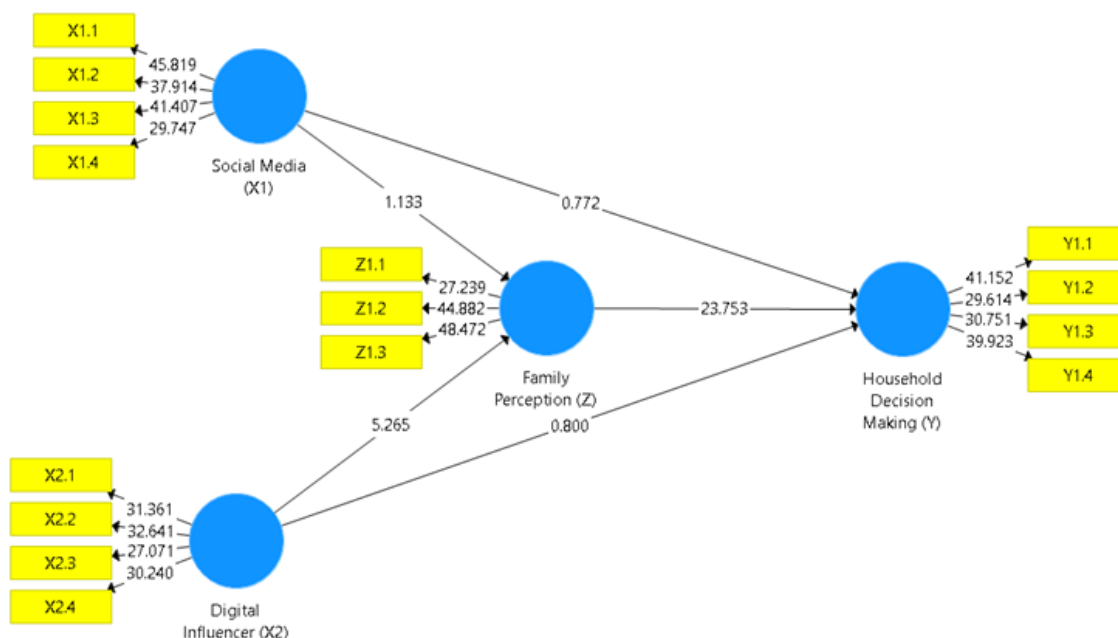

Figure 1. PLS Results
Source: Data processed using PLS (2024)

The model in this path diagram illustrates the relationships between social media, digital influencers, family perception, and household decision-making. The independent variables in this model are social media (X1) and digital influencers (X2), each consisting of several indicators. The mediating variable in this model is family perception (Z), while the dependent variable is household decision-making (Y). The analysis results indicate that social media (X1) has a positive influence on family perception (Z) with a coefficient of 1.133, whereas digital influencers (X2) have a much greater impact on family perception, with a coefficient of 5.265. This suggests that digital influencers play a more significant role in shaping family perceptions compared to social media in general. Additionally, both social media and digital influencers have a direct impact on household decision-making, with coefficients of 0.772 and 0.800, respectively. Interestingly, family perception (Z) plays a crucial role in mediating the relationship between social media, digital influencers, and household decision-making. With a path coefficient of 23.753, it can be concluded that family perception is the primary factor in determining household decisions. Therefore, while social media and digital influencers have a direct influence, their most significant impact occurs through changes in family perception.

Based on the R Square and R Square Adjusted values, the Family Perception (Z) variable has an R Square of 0.484 and an R Square Adjusted of 0.481. This indicates that approximately 48.4% of the variation in Family Perception (Z) can be explained by the independent variables Social Media (X1) and Digital Influencer (X2), while the remaining percentage is influenced by factors outside the model.

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The Household Decision Making (Y) variable has an R Square of 0.836 and an R Square Adjusted of 0.835, suggesting that 83.6% of the variation in Household Decision Making (Y) can be explained by Family Perception (Z) and other independent variables. The high R Square value for Household Decision Making (Y) demonstrates that the model has excellent predictive power for this variable, with Family Perception (Z) acting as a significant mediator.

These findings underscore the critical role of independent variables and mediators in the model to explain household decision-making behavior effectively.

Table 4. R Square Test

	R Square	R Square Adjusted
Family Perception (Z)	0.484	0.481
Household Decision Making (Y)	0.836	0.835

Source: Data processed using PLS (2024)

Based on the PLS data processing results in Figure 1, the hypothesis testing results are summarized in the following table:

Table 5. Hypothesis Testing Results

Correlation Between Variables	T Statistics	P Values	Conclusion
Digital Influencer (X2) -> Family Perception (Z)	5.265	0.000	Accepted
Digital Influencer (X2) -> Household Decision Making (Y)	0.800	0.000	Accepted
Family Perception (Z) -> Household Decision Making (Y)	23.753	0.000	Accepted
Social Media (X1) -> Family Perception (Z)	1.133	0.258	Rejected
Social Media (X1) -> Household Decision Making (Y)	0.772	0.458	Rejected
Digital Influencer (X2) -> Family Perception (Z) -> Household Decision Making (Y)	5.070	0.000	Accepted
Social Media (X1) -> Family Perception (Z) -> Household Decision Making (Y)	1.129	0.260	Rejected

Source: Data processed using PLS (2024)

Although social media serves as a broad and popular source of information, the research findings indicate that its influence on family perception is not significant. This is evidenced by a T-statistic value of 1.133 and a P-value greater than 0.05. In the context of microeconomics, families, as decision-making units, tend to rely more on direct recommendations or internal discussions rather than passive information from social media (Krisnayani et al., 2021). This aligns with consumer theory, which emphasizes that interpersonal factors, such as trust and interactions among family members, play a more dominant role in shaping perceptions than external stimuli. Social media often serves as an initial information distribution channel, introducing travel destinations but rarely directly influencing internal family perceptions (Suryanto, M. R. P., 2021).

On a macro scale, social media plays a strategic role as an information distribution channel to broaden market access for the tourism industry, especially during economic recovery post-pandemic. Social media effectively promotes travel destinations to a broad audience, although its impact on family decision-making depends on the relevance and credibility of the content delivered (Amalia, 2023). The decline in purchasing power due to global inflation has made families more selective in filtering travel information, focusing on direct benefits and budget compatibility (Putri, 2022). Furthermore, the destination image

conveyed through social media can enhance its influence on visitation decisions if the content aligns with the target audience's preferences (Cahyani et al., 2024). Thus, the combination of social media as an information provider and interpersonal interactions within families becomes key to shaping effective travel decisions.

The influence of social media on household decision-making is also found to be insignificant, as indicated by a T-statistic value of 0.772 and a P-value greater than 0.05. This result suggests that although social media has become a primary platform for sharing tourism information, its direct impact on family decisions is limited. Research by Sigala (2022) supports this finding, asserting that the effectiveness of social media heavily depends on the relevance of the presented content and the credibility of the information perceived by users. Similarly, a study found that social media often acts as an initial information distribution channel but is insufficient to influence final decisions without the mediation of other factors, such as destination appeal or reference groups (Wiragasari, 2019).

At the micro level, household decisions typically involve complex preferences, such as considerations of travel safety, family budgets, and the individual needs or desires of family members. These factors are often not fully addressed by the information available on social media, which tends to be general and superficial. Additional research indicates that while social media platforms like Instagram can enhance the visibility of travel destinations, their influence is more pronounced when supported by attractions that align with family needs (Eksitasari & Rahmatin, 2023). Furthermore, families often rely more on other sources of information deemed more relevant and trustworthy, such as recommendations from relatives or friends (Putri, 2022).

The limitations of social media in providing detailed and relevant information pose a significant barrier to supporting final household decisions. Optimizing the role of social media in this process requires more personalized and contextual strategies, such as presenting reviews of other families' experiences that align with user preferences (Chairiyah, 2024).

The analysis results indicate that digital influencers have a significant impact on family perception, as evidenced by a T-statistic of 5.265 and a p-value of less than 0.05. This influence stems from the authentic, relevant, and emotional content shared by influencers, which builds trust among audiences, particularly young families, toward the information conveyed (Sigala, 2022). At the micro level, family members' preferences, especially those of children and teenagers, play a vital role in amplifying this influence. Recommendations from influencers often become a subject of internal family discussions to determine travel destinations that align with their collective needs and budgets (Putri, 2022). Additionally, influencers' first-hand reviews create a perception of more relevant and trustworthy information compared to traditional advertisements (Eksitasari & Rahmatin, 2023).

On a macro scale, digital influencers contribute to the growth of the tourism sector by promoting destinations to broader audiences, both domestically and internationally. Collaborations between influencers, local governments, and tourism industry players not only boost tourist visits but also stimulate local economic growth through increased tourist spending (Amalia, 2023). Influencers also help destinations remain relevant amidst global competition by creating new travel trends that enhance the tourism sector's contribution to GDP.

Thus, digital influencers play a strategic role in shaping family perceptions and supporting economic growth through the tourism sector. Their ability to connect with diverse audiences and present engaging, trustworthy content makes them invaluable in promoting tourism and driving decision-making within households.

The analysis reveals that digital influencers significantly impact household decision-making, as evidenced by a T-statistic of 0.800 and a p-value less than 0.05. Influencers' content, particularly when it is authentic, emotional, and relevant, influences internal family

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discussions regarding the selection of travel destinations (Sigala, 2022). At the microeconomic level, family members' preferences, especially those of children and teenagers, often shape collective household decisions. Influencers provide valuable guidance through detailed information about their personal experiences, such as reviews on family-friendly facilities, travel costs, and unique destination features. This information helps families align individual needs with collective goals, making choices that fit within their budget (Eksitasari & Rahmatin, 2023) ; (Chairiyah, 2024).

On a macroeconomic scale, digital influencers contribute significantly to the tourism sector's growth by enhancing destination visibility to a broader audience. Collaborations between influencers, local governments, and tourism industry stakeholders drive the promotion of local destinations, potentially increasing both domestic and international tourist visits (Amalia, 2023). This creates positive economic impacts by boosting tourism-related consumption, generating employment, and fostering the growth of related businesses. Influencer-driven marketing strategies also help destinations remain competitive in the global market, supporting national economic stability and strengthening the tourism sector's contribution to GDP.

Thus, digital influencers play a dual role by shaping household decision-making processes and driving sustainable economic development in the tourism industry. Their ability to create engaging, targeted, and credible content ensures their influence is both practical for families and impactful on the broader economy.

The analysis shows that the influence of social media on household decision-making through family perception is not significant (T-statistic = 1.129; $p > 0.05$). While social media serves as an initial information distribution channel, its role is often limited if the content lacks relevance or credibility (Sigala, 2022). Family perception as a mediator depends on the ability of information from social media to be internalized into family discussions. At the micro level, household decisions involve complex preferences, such as safety, budget, and individual family member needs. Social media becomes more effective when it provides content relevant to family needs, such as user reviews or firsthand experiences that highlight specific benefits of a destination (Putri, 2022); (Eksitasari & Rahmatin, 2023). This suggests that the role of social media must be optimized to support final decisions through more personalized and contextual approaches (Chairiyah, 2024).

At the macroeconomic level, social media still holds the potential to influence the tourism sector by increasing destination visibility to a broader audience. However, this influence can be maximized through promotional strategies tailored to market needs, particularly families. Amalia (2023) emphasizes the importance of social media content highlighting local attractions and family-friendly facilities to build positive perceptions. Although the direct impact of social media on household decision-making is limited, adopting the right marketing strategies can enhance destination competitiveness, attract domestic and international tourists, and support local economic growth.

Thus, collaboration between tourism stakeholders, local governments, and social media platforms is essential to maximize the benefits for the tourism sector and the broader economy. By aligning promotional strategies with audience preferences, social media can play a more significant role in influencing household decision-making and fostering sustainable tourism development.

The analysis indicates that the influence of digital influencers on household decision-making mediated by family perception is significant (T-statistic = 5.070; $p < 0.05$). Content shared by influencers, particularly when authentic and relevant, effectively shapes positive perceptions within families, which then serve as a basis for discussions in determining travel destinations. Trust in the credibility of influencers and their ability to share personal experiences are key factors reinforcing this influence (Sigala, 2022).

At the microeconomic level, family members, especially children and teenagers, often drive internal discussions by leveraging trends found on social media. This creates a collective dynamic in decision-making, where individual preferences are integrated with the family's needs and budget (Eksitasari & Rahmatin, 2023);(Putri, 2022). Content that

emphasizes reviews of family-friendly facilities or travel costs provides practical guidance that is easier for families to internalize (Chairiyah, 2024).

At the macroeconomic level, digital influencers contribute to the growth of the tourism sector by expanding destination promotion to both domestic and international audiences. Collaborations between influencers, local governments, and tourism businesses enhance the visibility and appeal of destinations, contributing to increased tourist visits and local economic growth. This strategy not only supports job creation and local revenue generation but also helps destinations remain competitive in the global market (Amalia, 2023). Additionally, travel trends promoted by influencers align with sustainable development goals (SDGs), such as promoting eco-friendly and inclusive destinations.

Thus, digital influencers play a strategic role in shaping household decision-making through family perceptions while also delivering positive impacts on broad-based tourism economic growth. Their ability to combine engaging, authentic content with targeted promotion ensures their continued relevance in the evolving tourism landscape.

CONCLUSION

Based on the statistical analysis, the study reveals key insights into the influence of social media (X1) and digital influencers (X2) on family perception (Z) and household decision-making (Y). These findings help address the research problem regarding the extent to which social media and digital influencers impact household decision-making through family perception. Digital influencers significantly influence family perception, this confirms that digital influencers play a crucial role in shaping family opinions and attitudes. Digital influencers also have a direct impact on household decision-making, this suggests that households make decisions based on influencer content. Family perception strongly influences household decision-making, this implies that how families perceive products, services, or ideas significantly impacts their decision-making process. Social media does not significantly influence family perception, this indicates that while social media provides exposure to information, it does not necessarily shape family perceptions in a significant way. Social media does not have a direct influence on household decision-making, this means that simply being exposed to social media content does not directly lead to changes in household decision-making. The mediation effect of family perception between digital influencers (X2) and household decision-making is significant, this indicates that digital influencers not only influence decisions directly but also through shaping family perceptions. The mediation effect of family perception between social media and household decision-making (Y) is not significant, this confirms that social media alone does not play a strong role in influencing household decisions, even indirectly.

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