


## The Influence of Social Media Content on Tourists' Stay Intention in Nature-Based Accommodation: A Study of Glamping

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Article History	Abstract
Received: 26 April 2026 Accepted: 20 June 2026 Published: 27 June 2026	<p><i>This study aims to analyze the influence of social media content on tourists' stay intention in nature-based accommodation, using glamping as the study context. The study employed an explanatory quantitative design through an online survey of 125 respondents who had seen glamping content, promotions, reviews, or recommendations on social media. Social media content was measured through five dimensions: information clarity, credibility, visual attractiveness, interactivity, and user reviews; while stay intention was measured through interest, consideration as an accommodation option, information search, booking intention, and willingness to choose glamping. The analysis shows that the instruments were reliable, with Cronbach's alpha values of 0.957 for social media content and 0.870 for stay intention. Pearson correlation indicates a very strong positive relationship between social media content and stay intention (<math>r = 0.881</math>; <math>p &lt; 0.001</math>). Simple linear regression shows that social media content has a positive and significant influence on stay intention (<math>B = 0.945</math>; <math>p &lt; 0.001</math>), with <math>R^2 = 0.777</math>. These findings confirm that informative, visual, interactive, credible content strengthened by e-WOM can shape tourists' preferences for glamping experiences.</i></p> <p><b>Keywords:</b> <i>glamping; nature-based accommodation; social media content; stay intention; tourists</i></p>
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### INTRODUCTION

The increasingly widespread use of social media in the digital era has transformed the way tourists recognize, compare, and form perceptions of the experiences they expect to obtain during their stay. Social media, as an internet-based application that enables the creation and exchange of user-generated content, has expanded the role of tourists from information recipients into creators, distributors, and evaluators of travel experiences (Kaplan & Haenlein, 2010). In tourism, developments in information technology and social media have shifted information search, destination promotion, and travel decision-making from one-way channels into an ecosystem involving content, reviews, interactions, and tourist recommendations (Buhalis & Law, 2008; Hudson & Thal, 2013; Xiang et al., 2015).

Studies on social media in tourism also show that social media serves as a source of travel information, a destination marketing tool, and a space for the continuous production of tourism experiences (Hays et al., 2013; Moro & Rita, 2018; Sotiriadis, 2017). This shift also occurs in tourism activities in Bali. Instagram, as one social media platform, has been shown to function as a promotional medium that informs, persuades, and reminds prospective visitors

about Pandawa Beach (Ganur et al., 2023), while social media has also been shown to encourage Generation Z's consumption decisions in Kintamani coffee shops as culinary tourism destinations (Mirayani et al., 2025). Therefore, photos, videos, reviews, comments, and online conversations are not merely promotional media, but also sources that shape tourists' perceptions, beliefs, and expectations before making stay decisions.

Glamping, as a form of accommodation that relies on natural beauty and landscape as added value, is interesting to examine because tourists' choices are based not only on room facilities, but also on comfort, uniqueness of space, atmosphere, and closeness to nature. Glamping is understood as a transformation of camping into accommodation that combines service comfort with direct experience in nature (Brochado & Pereira, 2017; Milohnic et al., 2019). In the context of glamping, ecological authenticity, place atmosphere, and nature-based customer experience shape emotional value and stimulate word-of-mouth (Lu et al., 2021; Sun & Huang, 2023). Therefore, glamping promotion often sells accommodation experiences through a combination of panorama, morning mist, hill contours, forest landscapes, night ambience, building materials, and comfort integrated with the location. Studies on nature-based tourism and social media-mediated tourism experiences show that digital content enables landscapes to be imagined and evaluated before travel takes place (Conti & Heldt Cassel, 2020; Wood et al., 2013). Thus, digital content acts as an imaginative gateway for tourists: through photos, videos, review narratives, and interactions with management accounts or other users, tourists begin to build expectations of the glamping experience they will choose.

Theoretically, this study views social media content as a stimulus that influences tourists' cognitive and affective evaluations before behavioral intention is formed. The Stimulus-Organism-Response framework explains that external stimuli, such as information clarity, credible messages, visual representations, interaction features, and user reviews, may activate internal evaluations related to trust, perceived attractiveness, imagined experience, and perceived feasibility of staying (Mehrabian & Russell, 1974). The response examined in this study is stay intention, namely a behavioral tendency before an actual decision, as explained in the Theory of Planned Behavior (Ajzen, 1991). In the context of glamping, this theoretical linkage is important because tourists often evaluate the accommodation before direct consumption; therefore, digital content functions not only as promotion but also as a substitute experience that helps tourists imagine landscape, comfort, safety, atmosphere, and booking practicality.

Although studies on social media in tourism and studies on glamping experiences have developed, the existing literature still shows several limitations. First, many tourism social media studies focus on destinations, festivals, restaurants, travel blogs, or general consumer-generated media, while the influence of social media content on stay intention in nature-based accommodation remains less directly examined. Second, glamping studies have mostly emphasized service quality, ecological authenticity, atmosphere, and customer experience, but have not sufficiently explained how these experiential promises are translated into digital content before tourists make stay decisions. Third, previous studies often discuss visual content, credibility, interactivity, and e-WOM separately, whereas glamping decisions are

shaped by the combined evaluation of imagined landscape, trust, social proof, and responsive booking-related interaction. Based on these limitations, this study offers academic novelty by positioning social media content as a pre-visit stimulus that connects landscape-based accommodation attributes with tourists' stay intention in glamping. The research question is whether social media content has a positive and significant influence on tourists' stay intention, and the hypothesis proposed is that social media content has a positive and significant influence on tourists' stay intention in nature-based glamping accommodation.

## **RESEARCH METHOD**

This study used a quantitative approach with an explanatory survey design. This approach was selected because the research objective was not only to describe respondents' perceptions but also to test the strength of the influence of social media content on stay intention. Respondents in this study were social media users who had seen content, promotions, reviews, or recommendations related to glamping. A total of 125 valid respondents were used in this study. The sampling technique was purposive sampling, with the main criteria that respondents had been exposed to glamping content on social media and were willing to complete the questionnaire in full. Respondent characteristics were identified based on gender, age, occupation, and frequency of seeing glamping-related content on social media.

The variables used in this study were social media content as the independent variable with five dimensions, namely informativeness or information clarity, credibility of the source and message, visual attractiveness, interactivity or ease of interaction, and e-WOM or user reviews. Each dimension was measured using four statements; therefore, the social media content variable consisted of 20 indicators. The dependent variable was tourists' stay intention in glamping. This variable was measured using five indicators: interest after seeing content, consideration of choosing glamping, motivation to seek further information, intention to book or stay, and willingness to choose glamping when time and budget allow. All indicators used a 1-to-5 Likert scale, ranging from strongly disagree to strongly agree. The development of the indicators referred to literature on travel information search, e-WOM, trust, experience visualization, engagement, and behavioral intention in tourism.

Data analysis was conducted using descriptive statistics, respondent profile analysis, corrected item-total validity testing, Cronbach's alpha reliability testing, Exploratory Factor Analysis (EFA), Pearson correlation, simple linear regression, and multicollinearity diagnostics for the dimensional analysis. Descriptive statistics were used to identify response tendencies for each dimension. Indicator validity was assessed using corrected item-total correlation, while construct reliability was assessed using Cronbach's alpha, with the general criterion that values above 0.70 indicate adequate internal consistency (Hair et al., 2019). Construct validity was further examined through EFA for each construct/dimension. The feasibility of EFA was evaluated using the Kaiser-Meyer-Olkin (KMO) value and Bartlett's Test of Sphericity. Indicators were considered valid when factor loadings exceeded 0.50, while constructs were considered adequate when eigenvalues were greater than 1 and variance explained exceeded 50%. When the five dimensions of social media content were examined simultaneously,

tolerance and Variance Inflation Factor (VIF) values were also assessed, using tolerance > 0.10 and VIF < 10 as criteria for the absence of serious multicollinearity.

**RESULTS**

The respondent profile indicates that the study involved 125 valid respondents. Female respondents accounted for 54.4% and male respondents for 45.6%. Most respondents were aged 21-30 years (48.0%) and 31-40 years (44.0%). Based on occupation, the largest groups were students/university students and private employees, each representing 38.4% of the sample. In terms of exposure to glamping content, most respondents reported seeing glamping content occasionally (53.6%), followed by rarely (24.8%) and often (20.0%).

Table 1. Respondent Profile

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	57	45.6
	Female	68	54.4
Age	<20 years	6	4.8
	21-30 years	60	48.0
	31-40 years	55	44.0
	41-50 years	4	3.2
Occupation	Students/University students	48	38.4
	Private employees	48	38.4
	Civil servants	11	8.8
	Academics/Teachers/Lecturers	12	9.6
	Entrepreneurs	4	3.2
	Housewives	1	0.8
	Irregular workers	1	0.8
Frequency of seeing glamping content	Very rarely	1	0.8
	Rarely	31	24.8
	Occasionally	67	53.6
	Often	25	20.0
	Very often	1	0.8

Source: Primary data processed, 2026.

The descriptive results show that respondents' perceptions of social media content were generally high, with an overall mean of 3.73. The dimension with the highest mean was visual attractiveness (M = 3.85), followed by e-WOM or user reviews (M = 3.84), while interactivity had the lowest mean (M = 3.58). This pattern is noteworthy because glamping as nature-based accommodation is highly communicable through photos and videos; however, stay intention is not formed by beautiful visuals alone. Tourists still require clear information, trustworthy reviews, and fast interaction channels. This finding is consistent with the idea that tourism experiences can be produced and shared through visual content, but interest conversion requires adequate credibility and communicative engagement (Dolan et al., 2019; Lou & Yuan, 2019; Munar & Jacobsen, 2014).

Table 2. Tourists' Perceptions of Social Media Content

<b>Code</b>	<b>Dimension</b>	<b>Mean</b>	<b>Category</b>
X1.1	Information Quality	3.77	High
X1.2	Information Quality	3.70	High
X1.3	Information Quality	3.78	High
X1.4	Information Quality	3.73	High
X2.1	Source Credibility	3.58	High
X2.2	Source Credibility	3.64	High
X2.3	Source Credibility	3.68	High
X2.4	Source Credibility	3.53	High
X3.1	Visual Attractiveness	3.85	High
X3.2	Visual Attractiveness	3.89	High
X3.3	Visual Attractiveness	3.84	High
X3.4	Visual Attractiveness	3.83	High
X4.1	Interactivity	3.62	High
X4.2	Interactivity	3.57	High
X4.3	Interactivity	3.55	High
X4.4	Interactivity	3.59	High
X5.1	e-WOM / User Reviews	3.81	High
X5.2	e-WOM / User Reviews	3.89	High
X5.3	e-WOM / User Reviews	3.83	High
X5.4	e-WOM / User Reviews	3.84	High
<b>Average Social Media Content</b>		<b>3.73</b>	<b>High</b>

Source: Primary data processed, 2026

The reliability of all constructs was good to very good. Cronbach's alpha for social media content was 0.957 and for stay intention was 0.870, while the alpha values for each dimension ranged from 0.790 to 0.831. The corrected item-total correlations of all indicators were also above 0.30; therefore, the instrument was suitable for testing relationships between variables.

Table 3. Descriptive Statistics and Reliability of Research Variables

<b>Construct/dimension</b>	<b>Items</b>	<b>Mean</b>	<b>SD</b>	<b>Alpha</b>	<b>Corrected item-total r</b>
Social media content (total)	20	3.73	0.59	0.957	0.641-0.775
Informativeness	4	3.75	0.63	0.790	0.646-0.750
Credibility	4	3.61	0.66	0.831	0.703-0.753
Visual attractiveness	4	3.85	0.61	0.823	0.696-0.730
Interactivity	4	3.58	0.65	0.829	0.724-0.743
e-WOM/user reviews	4	3.84	0.63	0.807	0.641-0.775
Stay intention	5	3.86	0.63	0.870	0.688-0.757

Source: Primary data processed, 2026

Construct validity testing was added because the social media content construct consists of several theoretically derived dimensions. The EFA results show that all constructs met the

recommended criteria. KMO values ranged from 0.772 to 0.868 and Bartlett's Test was significant for all constructs ( $p < 0.001$ ), indicating that the data were suitable for factor analysis. The eigenvalues of all constructs were greater than 1, the variance explained ranged from 61.59% to 66.45%, and all factor loadings ranged from 0.718 to 0.837. These results indicate that the indicators adequately represented their respective constructs.

Table 4. Exploratory Factor Analysis Summary

<b>Construct/Dimension</b>	<b>Items</b>	<b>KMO</b>	<b>Bartlett <math>\chi^2</math> (df)</b>	<b>Sig.</b>	<b>Eigen value</b>	<b>Variance Explained (%)</b>	<b>Loading Range</b>
Informativeness / Information Quality	4	0.788	138.813 (6)	<0.001	2.463	61.59	0.718-0.824
Credibility	4	0.812	175.750 (6)	<0.001	2.658	66.45	0.810-0.823
Visual Attractiveness	4	0.800	169.266 (6)	<0.001	2.620	65.49	0.802-0.828
Interactivity	4	0.809	174.141 (6)	<0.001	2.647	66.18	0.797-0.829
e-WOM / User Reviews	4	0.772	155.869 (6)	<0.001	2.535	63.38	0.781-0.818
Stay Intention	5	0.868	273.995 (10)	<0.001	3.292	65.84	0.796-0.837

Source: Primary data processed, 2026.

Table 5. Factor Loading of Research Indicators

<b>Construct/Dimension</b>	<b>Indicator</b>	<b>Factor Loading</b>	<b>Conclusion</b>
Informativeness / Information Quality	X1.1	0.718	Valid
Informativeness / Information Quality	X1.2	0.824	Valid
Informativeness / Information Quality	X1.3	0.798	Valid
Informativeness / Information Quality	X1.4	0.795	Valid
Credibility	X2.1	0.814	Valid
Credibility	X2.2	0.814	Valid
Credibility	X2.3	0.810	Valid
Credibility	X2.4	0.823	Valid
Visual Attractiveness	X3.1	0.805	Valid
Visual Attractiveness	X3.2	0.802	Valid
Visual Attractiveness	X3.3	0.802	Valid
Visual Attractiveness	X3.4	0.828	Valid
Interactivity	X4.1	0.820	Valid
Interactivity	X4.2	0.808	Valid
Interactivity	X4.3	0.829	Valid
Interactivity	X4.4	0.797	Valid
e-WOM / User Reviews	X5.1	0.793	Valid
e-WOM / User Reviews	X5.2	0.781	Valid
e-WOM / User Reviews	X5.3	0.792	Valid
e-WOM / User Reviews	X5.4	0.818	Valid
Stay Intention	Y1	0.799	Valid

Stay Intention	Y2	0.823	Valid
Stay Intention	Y3	0.801	Valid
Stay Intention	Y4	0.837	Valid
Stay Intention	Y5	0.796	Valid

Source: Primary data processed, 2026.

All factor loadings exceeded 0.70, indicating that all indicators were valid and could be retained for further analysis.

Correlations among dimensions show that all dimensions of social media content were positively and significantly related to stay intention. The strongest relationship was found for interactivity ( $r = 0.833$ ), followed by visual attractiveness ( $r = 0.829$ ), credibility ( $r = 0.816$ ), e-WOM ( $r = 0.801$ ), and information clarity ( $r = 0.795$ ). This finding strengthens the view that social media in tourism works as both an information system and a relational system. For tourists, content that explains location, price, facilities, and booking procedures helps reduce cognitive risk; meanwhile, visual content, user comments, and responses from managers create psychological closeness to the product. This pattern is consistent with studies that position social media as a medium for travel information search, destination marketing, and value co-creation in smart tourism (Buhalis & Foerste, 2015). In the context of glamping, this relationship becomes stronger because the promised experience is not merely sleeping in a tent or cabin, but enjoying the landscape in a comfortable, aesthetic, and shareable way. Thus, social media content reduces the distance between the imagined experience and the decision to consider staying.

Table 6. Correlation between Social Media Content Dimensions and Stay Intention

<b>Dimension</b>	<b>Pearson r</b>	<b>p-value</b>
Informativeness	0.795	<0.001
Credibility	0.816	<0.001
Visual attractiveness	0.829	<0.001
Interactivity	0.833	<0.001
e-WOM/user reviews	0.801	<0.001

Source: Primary data processed, 2026

Because the correlations between social media content dimensions and stay intention were consistently high, a multicollinearity diagnostic was reported when the five dimensions were tested simultaneously. The results show that tolerance values ranged from 0.200 to 0.242, while VIF values ranged from 4.125 to 4.993. Since all tolerance values were greater than 0.10 and all VIF values were below 10, the model did not indicate serious multicollinearity. However, because several VIF values approached 5, the dimensions should still be interpreted carefully as closely related components of social media content.

Table 7. Multicollinearity Diagnostics among Social Media Content Dimensions

<b>Predictor Dimension</b>	<b>Tolerance</b>	<b>VIF</b>	<b>Interpretation</b>
Informativeness	0.217	4.617	No serious multicollinearity
Credibility	0.225	4.451	No serious multicollinearity

Visual Attractiveness	0.242	4.125	No serious multicollinearity
Interactivity	0.200	4.993	No serious multicollinearity
e-WOM / User Reviews	0.217	4.613	No serious multicollinearity

Source: Primary data processed, 2026

Testing the main hypothesis using simple linear regression shows that social media content has a positive and significant influence on tourists' stay intention. The regression coefficient of 0.945 means that every one-point increase in perceptions of social media content is followed by a 0.945-point increase in stay intention. The model has a strong correlation ( $R = 0.881$ ) and explains 77.7% of the variance in stay intention ( $R^2 = 0.777$ ; adjusted  $R^2 = 0.775$ ). The value of  $F(1,123) = 428.233$  with  $p < 0.001$  indicates that the model is statistically fit. The Shapiro test on the residuals did not show serious deviations from normality ( $p = 0.344$ ), while indications of heteroscedasticity were addressed using HC3 robust standard errors. Therefore, the research hypothesis is accepted. Substantively, this finding confirms that stay intention in glamping is highly sensitive to the quality of content encountered by tourists before they make a booking.

Table 8. Simple Linear Regression of Social Media Content on Stay Intention

Predictor	B	Robust SE	t	p-value	95% CI
Constant	0.343	0.195	1.758	0.081	-0.043 to 0.728
Social media content	0.945	0.050	19.006	<0.001	0.846 to 1.043

Source: Primary data processed, 2026.

Table 9. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.881	0.777	0.775	0.299

Source: Primary data processed, 2026

## DISCUSSION

These findings are consistent with the argument that digital visualization can mediate place experiences before travel takes place. Tussyadiah and Fesenmaier (2009) show that travel videos can provide imaginative access to landscapes and social experiences, while Munar and Jacobsen (2014) emphasize tourists' strong tendency to share visual content. Destination aesthetics and tourism experiences are also influenced by visual assessment, atmosphere, and experiential dimensions perceived by tourists (Kirillova et al., 2014; Pine & Gilmore, 1999). In glamping, visual attractiveness is particularly important because tourists purchase the promise of atmosphere: scenery, light, building materials, proximity to nature, and comfort integrated with the location. Literature on technology-enhanced tourism experiences, nature-based tourism, and social media-mediated tourism experiences also confirms that digital technology can expand how tourists access, imagine, and evaluate places (Conti & Heldt Cassel, 2020; Sun & Huang, 2023; Wood et al., 2013). However, strong visuals without interaction may stop at passive admiration. Interactivity through comments, direct messages, reservation links, stories,

or administrator responses transforms admiration into information search and booking intention. This expands the understanding that landscape aesthetics must be supported by responsive communication design, not merely beautiful one-way content uploads.

The theoretical implication of this finding is that social media content should be understood as a mechanism that translates physical landscape into an imagined pre-visit experience. In nature-based accommodation, tourists cannot fully evaluate atmosphere, scenery, comfort, and ecological authenticity before staying; therefore, visual content, credible information, interactive communication, and e-WOM reduce uncertainty and shape the psychological readiness to book. This extends the S-O-R perspective by showing that the stimulus in glamping is not limited to information exposure, but includes digitally mediated visualization of place, affective imagination, and social proof. The finding also enriches tourism decision-making literature by demonstrating that stay intention in glamping is formed through the interaction between aesthetic evaluation, trust formation, and practical booking-related communication.

From the e-WOM perspective, the results of this study do not mean that user reviews are unimportant. The correlation between e-WOM and stay intention remained high, although its unique effect weakened when other dimensions were controlled together. This phenomenon is understandable because user reviews often work simultaneously with credibility, information clarity, and visual attractiveness. Convincing reviews are usually accompanied by authentic photos, facility narratives, comments on access, and stories about nature experiences. Theoretically, e-WOM in hospitality and tourism is understood as a consumer communication mechanism that influences trust, information adoption, and purchase or booking intention (Cheung & Thadani, 2012). Erkan and Evans (2016) emphasize that e-WOM on social media influences purchase intention through information adoption, and Sparks and Browning (2011) found that online reviews influence hotel booking intention and perceptions of trust. Viglia et al. (2016) also show that review scores, review volume, and review variance are related to hotel performance, while Lu et al. (2021) identify original ecology as an important factor in glamping customer WOM. In glamping, e-WOM should be understood as a social proof mechanism that strengthens the promise of landscape. Glamping managers should not only request positive reviews, but also facilitate guests in sharing specific, honest, and traceable experiences for prospective tourists.

The high correlations among content dimensions indicate that tourists tend to evaluate glamping content holistically rather than in isolated elements. The multicollinearity results support this interpretation because all tolerance values remained above 0.10 and all VIF values were below 10, indicating no serious multicollinearity. At the same time, the VIF values ranging from 4.125 to 4.993 show that the dimensions are closely related. Conceptually, informativeness reduces cognitive uncertainty, credibility builds trust, visual attractiveness supports imagined experience, interactivity enables two-way communication, and e-WOM provides social proof. Therefore, the dimensions should not be removed merely because they are related; instead, they should be interpreted as complementary components of a broader social media content framework.

Managerially, the findings direct glamping managers to build content strategies that do not stop at facility promotion. Content should present the landscape as part of the value proposition: morning and evening ambience, distance between units and nature, room comfort, access to the location, cleanliness standards, safety facilities, prices, and booking procedures. Managers also need to maintain credibility by presenting consistent information across social media, reservation platforms, and the actual on-site experience. This finding is in line with Mirayani et al. (2025), who show that Instagram plays a role in information dissemination, image formation, participation enhancement, influencer collaboration, and digital documentation of tradition. Within the smart tourism framework, digital technology creates value when information, personalization, and interaction help tourists make decisions with greater confidence (Buhalis & Foerste, 2015). Thus, social media is not merely a visual showcase but also a pre-visit service space that influences stay intention and ultimately can increase booking conversion opportunities.

## **CONCLUSION**

This study proves that social media content has a positive and significant influence on tourists' stay intention in nature-based accommodation, particularly glamping. With an R2 value of 0.777, social media content explains most of the variance in stay intention within the research sample. Conceptually, these results strengthen the understanding that tourists' intention toward glamping is formed by a combination of information, trust, visuality, interaction, and social proof. The additional analysis supports the rigor of the measurement model: KMO values ranged from 0.772 to 0.868, Bartlett's Test was significant for all constructs, eigenvalues were greater than 1, variance explained exceeded 50%, and all factor loadings were above 0.50. The multicollinearity test also showed no serious problem because all tolerance values were above 0.10 and all VIF values were below 10. Empirically, visual attractiveness and interactivity remain important because tourists are attracted to glamping through imagined landscape and stay atmosphere, while responsive interaction helps transform attraction into information search and booking intention.

The practical implication of this study is that glamping managers need to design social media content as an informative, aesthetic, interactive, and trustworthy pre-visit experience. Good content is not sufficient if it only displays beautiful panoramas; it must also answer prospective guests' questions regarding location, price, facilities, access, safety, activities, and reservation mechanisms. The limitations of this study lie in the use of a cross-sectional design, a non-probability sample, perception-based data, and the absence of a separate analysis of the influence of specific social media platforms such as Instagram, TikTok, Facebook, or YouTube. Future research may use longitudinal designs, visual content experiments, analysis of actual booking behavior, or SEM approaches to test the mediating relationships among trust, imagined experience, and stay intention. In addition, qualitative studies involving glamping managers and guests can deepen understanding of how landscapes are curated, visualized, and commercialized ethically through social media.

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