

Social Factors of Millennials and Generation Z on Visitor Decisions at Aroma Peko Tourism Park

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Abstract

Purpose: This study addresses the limited comparative evidence on how social influence shapes tourism visitation decisions across generational cohorts. It examines and compares the influence of social factors on visitation decisions among Millennials and Generation Z at Aroma Peko Tourism Park, Kayu Aro Tea Plantation.

Research Methodology: A quantitative comparative research design was employed. Data were collected through Likert-scale questionnaires from 60 respondents consisting of Millennials and Generation Z visitors. Data were analyzed using validity and reliability tests, multiple linear regression, *t*-tests, *F*-test, and coefficient of determination.

Results: Social factors had a positive and significant influence on visitation decisions among Millennials ($t = 3.441$; $p = 0.001$) and Generation Z ($t = 2.515$; $p = 0.015$). The standardized regression coefficient was higher for Millennials ($\beta = 0.439$) than for Generation Z ($\beta = 0.321$). Simultaneously, social factors significantly influenced visitation decisions ($F = 26.544$; $p < 0.001$), explaining 48.16% of the variance in visitation decisions.

Conclusions: Social influence is an important determinant of visitation decisions across both generational groups, with a higher observed coefficient among Millennials. The study extends tourism consumer behavior research by applying a generational comparison of social influence in an agro-tourism destination.

Limitations: This study is limited to a single tourism destination with a relatively small sample size of 60 respondents, which may restrict the generalizability of the findings to broader tourism contexts.

Contributions: This study provides new evidence on generational differences in tourism decision-making and their implications for digital destination marketing.

Keywords: *Generation Z, Millennials, Social Factors, Tourism, Visiting Decision*

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1. Introduction

The development of the global tourism sector over the past decade has demonstrated a paradigm shift from mass tourism toward experience-based tourism, in which tourists seek not only destinations but also personal, authentic, and socially meaningful experiences (Brondoni, 2016). This transformation

has been reinforced by advances in digital technology and social media, which have enabled social interaction to become a major determinant in shaping tourists' preferences and travel decisions ([Gretzel, Sigala, Xiang, & Koo, 2015](#)). In this context, social factors are no longer limited to family or conventional reference groups, but have expanded to include digital communities, influencers, and online social networks that significantly influence tourists' perceptions and behaviors.

At the national level, Indonesia tourism sector has experienced similar dynamics. Through various strategic policies, the government continues to promote the development of destinations based on local uniqueness, including agro-tourism and ecotourism. Nevertheless, the success of destination development is determined not only by physical attractiveness, but also by the ability to understand increasingly complex tourist behavior shaped by social interactions. In this regard, social factors such as recommendations from friends and family, as well as exposure through social media, have been shown to play a significant role in shaping domestic tourists' visitation decisions ([Christou & Pericleous, 2023](#)).

Furthermore, studies in tourism consumer behavior emphasize that social factors constitute one of the primary determinants in purchasing decision and visitation decision models. According to consumer behavior theory, individuals tend to be influenced by their social environment, including group norms, social status, and interpersonal interactions in determining destination choices ([Wang, Zhang, Wong, & Wang, 2023](#)). In the context of modern tourism, this influence has been further strengthened by the phenomenon of electronic Word Of Mouth (e-WOM), in which online reviews and recommendations serve as credible sources of information for prospective tourists ([Filieri, Yen, & Yu, 2021](#)).

On the other hand, the emergence of generational differences, particularly between millennials and Generation Z, has introduced a new dimension in the analysis of tourism behavior. Millennials are known to have a tendency to seek authentic and community-based experiences and are generally more responsive to social recommendations within their networks ([Kamalasena & Sirisena, 2021](#)). Meanwhile, Generation Z demonstrates more digital-native characteristics, with a high level of dependence on visual social media and instant content in determining tourism choices ([Djafarova & Bowes, 2021](#)). These generational differences indicate that social factors do not operate uniformly across all generational groups, but instead exert varying levels of influence.

Aroma Peko Tourism Park is one of the agro-tourism destinations located within the Kayu Aro Tea Plantation area, managed by PT Perkebunan Nusantara VI in the Kerinci Regency region. This area is recognized as one of the oldest and largest tea plantations in Indonesia, situated at the foot of Mount Kerinci, thereby possessing strong natural landscape attractions, cool climate conditions, and high historical value. In recent years, the area has undergone a functional transformation from merely a production area into a tourism destination emphasizing visual experiences, recreation, and visitors' social interactions ([Khotib, Danardono, Saputra, Umrotun, & Putra, 2024](#)).

As a developing tourism destination, Aroma Peko offers various attractions such as photography spots, tea plantation educational tours, and open spaces that support community-based recreational activities. These characteristics make the destination highly dependent on visitors' social interactions, both directly and through digital media. This phenomenon can be observed through the increasing number of visits triggered by the dissemination of visual content on social media, where visitors act not only as consumers but also as producers of information through user-generated content that influences prospective tourists ([Ismarizal & Kusumah, 2023](#)).

In the context of visitor behavior, there are indications that the decision to visit Aroma Peko Tourism Park is not solely driven by individuals' internal factors, but also by social factors such as recommendations from friends, group invitations, and exposure to content on digital platforms. This condition is aligned with the characteristics of the destination, which emphasize visual and social experiences, making social networks a crucial factor in shaping visitors' perceptions and visitation interest ([Gaffar, Tjahjono, Abdullah, & Sukmayadi, 2020](#)).

Furthermore, the composition of visitors to this destination tends to be dominated by productive-age groups, particularly millennials and Generation Z, who demonstrate different behavioral characteristics in consuming information and making tourism decisions. Millennials generally place greater consideration on recommendations from their closest social environment and collective experiences, whereas Generation Z is more responsive to digital trends, content visualization, and social validation on online media ([Priporas, Stylos, & Fotiadis, 2017](#)). These differences in characteristics potentially influence how social factors operate in shaping visitation decisions across generational groups.

Nevertheless, to date, there has been no empirical study specifically examining and comparing the influence of social factors on visitation decisions at Aroma Peko Tourism Park based on generational segmentation. Most tourism studies in Indonesia still focus on general factors such as destination attractiveness, price, and facilities, without elaborating on intergenerational behavioral differences in a comparative manner ([Soeswoyo & Rahardjo, 2020](#)). In fact, understanding these differences is highly important for formulating effective and segmentation-based marketing strategies.

Empirical studies examining the influence of social factors on visitation decisions in the tourism context have developed rapidly over the past five years, particularly due to the increasing role of digital media and changes in generational characteristics ([Liu, Wang, Zhang, & Qiao, 2022](#)). However, existing research findings demonstrate variations that are both interesting and indicative of opportunities for further research development.

Research conducted by [Rahmawati, Sudiarta, and Sudana \(2024\)](#) in the context of Generation Z tourists in Bali revealed that visitation decisions are influenced by several major factors, in which social factors such as recommendations and environmental influences constitute important constructs shaping tourists' decisions. The study emphasized that Generation Z acts as a trendsetter generation that is not only influenced by others but also influences others in tourism decision-making. This finding indicates the existence of two-way social dynamics in the tourism behavior of younger generations.

Furthermore, research conducted by [Cgsp and Silud \(2024\)](#) found that electronic Word Of Mouth (e-WOM) through social media significantly influences Generation Z visitation decisions. Social media functions as the primary source of information shaping tourists' perceptions and preferences. These findings are reinforced by the study of [Pricope, Băltescu, Brătucu, Tecău, Chițu, and Duguleană \(2023\)](#), which stated that digital factors, including social media platforms such as TikTok, make significant contributions to Generation Z visitation decisions.

A quantitative approach was selected because the variables examined in this study, namely social factors and visitation decisions, are constructs that can be operationalized and objectively measured through research instruments based on a Likert scale ([Haryono & Putra, 2023](#)). The use of this approach enables the systematic testing of causal relationships between independent and dependent variables and produces findings that can be generalized within the context of the research population ([Blumberg, 2016](#)). In addition, the quantitative approach provides a strong foundation for conducting statistical analyses to measure the extent of the influence of social factors on visitation decisions.

Furthermore, a comparative research design was employed to address the comparative gap identified in previous studies, namely the limited research comparing the influence of social factors across generations. By using this design, the study not only examines whether social factors influence visitation decisions, but also investigates differences in the level of influence between millennials and Generation Z. This comparative approach is important for generating a more specific understanding of the behavioral characteristics of each generation within the tourism context ([Boto & Baños-Pino, 2022](#)).

In its implementation, this study categorizes respondents into two primary groups, namely millennials and Generation Z, based on age ranges established in the literature. Subsequently, analyses are

conducted to measure the influence of social factors on visitation decisions within each group separately, followed by testing differences in influence between the two groups. Therefore, this design enables the identification not only of relationships among variables, but also of differences in relationship patterns based on generational segmentation.

As a complement, a limited qualitative approach was employed to enrich the interpretation of the quantitative findings, particularly in understanding the social context underlying visitation decisions. This approach may be conducted through brief interviews or observations of visitor behavior, thereby providing a deeper understanding of social dynamics that cannot be fully captured through quantitative data alone (Yuli, 2024). The integration of these two approaches is aligned with the mixed methods paradigm, which emphasizes the advantages of combining numerical and narrative data to produce more comprehensive findings.

Although previous studies have established the importance of social influence in tourism decision-making, important theoretical and empirical gaps remain. From a theoretical perspective, Social Influence Theory explains how individuals' attitudes and behaviors are shaped by social interactions, reference groups, social norms, and information obtained from others. However, the theory does not assume that social influence operates uniformly across different generational cohorts. Millennials and Generation Z have developed under different technological and social environments, which may shape the sources and mechanisms through which social influence affects tourism decisions. Therefore, examining social influence without considering generational differences may provide an incomplete understanding of contemporary tourist behavior.

Empirically, previous tourism studies have examined social influence through recommendations, social media, electronic Word Of Mouth (e-WOM), and digital content. Studies focusing on Generation Z have demonstrated the importance of social and digital factors in shaping visitation decisions, particularly through social media and online information. Other studies have examined social influence in tourism more generally. However, these studies have largely investigated individual generational groups or general tourist populations rather than directly comparing Millennials and Generation Z within the same tourism destination. Consequently, empirical evidence remains limited regarding whether social factors influence visitation decisions differently across these two generational cohorts.

This study addresses this gap by applying a comparative perspective to Social Influence Theory. Rather than examining social factors as a general determinant of visitation decisions, the present study investigates their influence separately among Millennials and Generation Z and compares the observed influence between the two groups. The novelty of this study therefore lies in integrating generational segmentation into the analysis of social influence and visitation decision-making within a specific agro-tourism context. This approach provides a more differentiated understanding of how social influence is associated with tourism behavior across generational cohorts.

Aroma Peko Tourism Park was selected as the research setting because its tourism characteristics provide a relevant empirical context for examining social influence across generations. The destination is located within the Kayu Aro tea plantation area in Kerinci Regency and has developed from a production-oriented plantation environment into an agro-tourism destination emphasizing landscape experiences, recreation, visual attractions, and visitor interaction. Its attractions include photography spots, tea plantation educational activities, and open spaces that facilitate recreational and social activities. These characteristics make the destination particularly relevant for studying both direct interpersonal influence and digitally mediated social influence through social media and visitor-generated content.

The relevance of the setting is further strengthened by the presence of Millennials and Generation Z among its visitors, two cohorts characterized by different patterns of information consumption and social interaction. Millennials tend to combine direct interpersonal recommendations with digital media, whereas Generation Z is more strongly embedded in digital and visual forms of social

interaction. Therefore, Aroma Peko Tourism Park provides a meaningful context for examining whether social influence contributes to visitation decisions differently across these generational groups. By focusing on this specific agro-tourism destination, the study extends existing tourism consumer behavior research from general determinants of visitation toward a generationally differentiated understanding of social influence.

2. Literature Review

2.1 Social Influence Theory

Social influence theory explains how individuals' attitudes, perceptions, and behaviors can be influenced by interactions with other people or by their surrounding social environment. In the context of consumer behavior, this theory serves as an important foundation for understanding that individual decisions are not entirely rational and independent, but are influenced by social norms, group pressure, and social expectations ([Wang & Chu, 2021](#)).

Along with the advancement of digital technology, the concept of social influence has expanded through the phenomenon of electronic Word Of Mouth (e-WOM), namely the dissemination of opinions, reviews, and recommendations through online media. e-WOM has become a highly influential form of social influence because it possesses broad reach, rapid dissemination, and is often perceived as more credible than traditional marketing communication ([Ismagilova, Slade, Rana, & Dwivedi, 2020](#)). In this context, social media functions as the primary platform facilitating social interaction and information exchange among individuals, thereby playing a significant role in shaping tourists' visitation decisions.

Furthermore, social influence theory also explains that the strength of influence may vary depending on individual characteristics, including demographic factors such as age and generation. Millennials and Generation Z, for instance, exhibit different patterns of social interaction. Millennials tend to be influenced by reference groups and direct social experiences, whereas Generation Z is more influenced by digital interactions, influencers, and visual content on social media ([Singer, Callendar, Xiao, & Tham, 2023](#)). These differences indicate that social influence is not homogeneous, but rather contextual and dependent on group characteristics.

In the context of this study, social influence theory provides the conceptual foundation for explaining how social factors, such as family, reference groups, and social media, influence tourists' visitation decisions. Furthermore, this theory also serves as the basis for examining differences in the influence of these factors between millennials and Generation Z, thereby aligning with the comparative approach employed in this research.

Social factors in consumer behavior refer to the influence of the social environment on the formation of individuals' attitudes, preferences, and decisions. In the tourism context, these factors encompass not only direct interactions, such as family and reference groups, but also indirect interactions through digital media in the form of electronic Word Of Mouth (e-WOM), which has become increasingly dominant ([Ismagilova et al., 2020](#)).

Nevertheless, the influence of social factors is not homogeneous, but varies according to generational characteristics. Millennials and Generation Z exhibit different patterns of social interaction, resulting in differences in both the sources and the strength of social influence on visitation decisions. Millennials tend to be influenced by actual reference groups, collective experiences, and direct interpersonal relationships. In contrast, Generation Z is more strongly influenced by social media, visual content, influencers, and digital validation ([Djafarova & Bowes, 2021](#)). Therefore, in this study, social factors are constructed as a multidimensional variable that is not only measured generally, but also enables the analysis of differences in the strength of influence across each generational group.

2.2 Concept of Visitation Decision

Visitation decision represents a specific form of purchasing decision within the tourism context, namely the process through which individuals decide to visit a destination based on information,

preferences, and environmental influences ([Haryono & Albetris, 2022](#)). From the perspective of consumer behavior, this decision is the result of a series of cognitive and affective stages involving need recognition, information search, evaluation of alternatives, and the final decision to visit ([Nirwana, 2023](#)). In the context of modern tourism, visitation decisions are not solely rational in nature, but are also influenced by experiences, emotions, and social interactions, both directly and through digital media. This condition makes visitation decision a complex and multidimensional construct ([Goeltom & Hurriyati, 2024](#)).

2.3 Concept of the Millennial Generation

The millennial generation, often referred to as Generation Y, consists of individuals born approximately between 1981 and 1996. This generation grew up during a technological transition period, when digital technology was developing rapidly but had not yet fully dominated everyday life as it does today ([Mamula-Nikolić, Perić, & Alimpić, 2021](#)). Therefore, millennials possess unique characteristics as a generation capable of adapting to technology while still maintaining conventional social interaction values.

From the perspective of consumer behavior, millennials are recognized as experience-oriented consumers who value experiences more than product ownership. They tend to seek activities that provide emotional, social, and personal meaning, including tourism activities ([Mamula-Nikolić et al., 2021](#)). In the tourism context, this generation is more attracted to authentic experiences, social interactions, and activities that can be shared within their social circles.

In terms of social influence, millennials tend to be influenced by reference groups and their closest social environments, such as friends and family. Recommendations from people they know directly are considered more credible than anonymous information obtained from digital media. This finding indicates that social influence among millennials is more interpersonal and trust-based in nature ([Goldberg & Kotze, 2022](#)).

Nevertheless, millennials are also active users of social media as a means of sharing experiences, although their level of dependency is not as high as that of Generation Z. For millennials, social media functions more as a tool to strengthen existing social relationships rather than as the primary source in shaping decisions. Therefore, the influence of social media remains significant, but not dominant.

2.4 Concept of Generation Z

Generation Z refers to individuals born approximately between 1997 and 2012 and is recognized as the first generation to grow up entirely in the digital era as digital natives. Unlike millennials, who experienced technological transition, Generation Z has been accustomed from an early age to the internet, social media, and digital devices as integral parts of daily life ([Jayatissa, 2023](#)). This condition has shaped behavioral characteristics that are faster, more visual, and globally connected.

From the perspective of consumer behavior, Generation Z demonstrates characteristics as highly connected, information-driven, and visually oriented consumers. They rely heavily on digital technology as their primary source of information in decision-making processes, including the selection of tourism destinations. Social media functions not only as a communication tool, but also as a space for exploration, social validation, and preference formation ([T.-Y. Wang & Park, 2022](#)).

In terms of social influence, Generation Z exhibits characteristics that differ from those of millennials. Social influence within this generation is largely mediated by digital technology, particularly through social media platforms, influencers, and visual content such as photographs and videos. In this context, electronic Word Of Mouth (e-WOM) becomes a highly dominant factor in shaping perceptions and visitation decisions ([Ngo et al., 2024](#)). Information obtained from online reviews and user-generated content is often considered more credible than formal sources.

In addition, Generation Z tends to have a strong need for social validation, which is expressed through sharing experiences on social media. Tourism activities are not viewed merely as personal

experiences, but also as a means of building digital identity and gaining recognition from their social environment (Siagian & Yuliana, 2023). Therefore, destinations that possess high visual value and are considered “Instagrammable” tend to be more attractive to this generation. The conceptual of this study is presented in Figure 1.

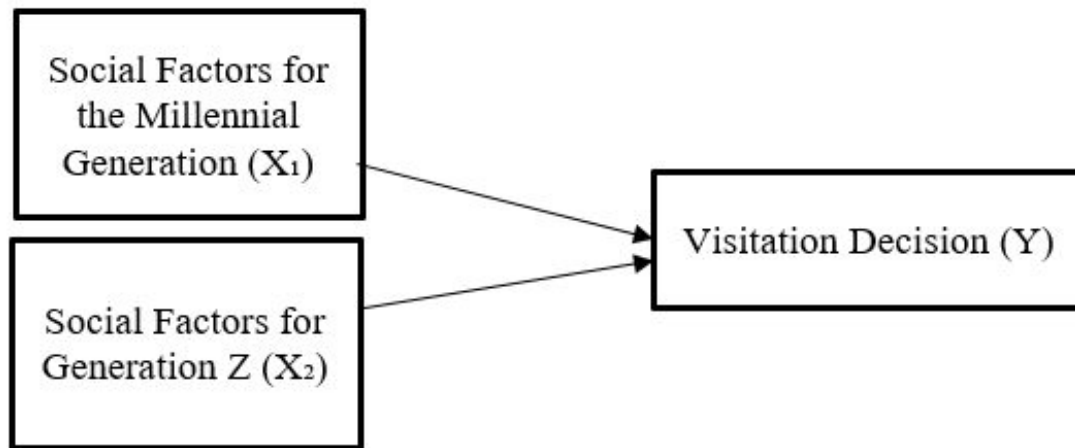


Figure 1. Conceptual framework

2.5 Theoretical Integration and Generational Social Influence

The preceding discussion indicates that Social Influence Theory provides a theoretical foundation for explaining how individuals' attitudes, preferences, and behaviors are shaped by their social environment. In tourism, social influence may originate from interpersonal relationships, reference groups, recommendations, social media interactions, electronic Word Of Mouth (e-WOM), and user-generated content. These sources of influence can affect how tourists obtain information, evaluate destinations, develop preferences, and ultimately make visitation decisions. Therefore, visitation decisions can be understood not only as individual evaluations of destination attributes but also as outcomes of socially embedded decision-making processes.

However, the mechanisms through which social influence operates may differ across generational cohorts. Millennials experienced the transition from conventional communication to digital technology and therefore tend to combine direct interpersonal relationships with digital communication. Their tourism decisions may be shaped by recommendations from family, friends, reference groups, and shared social experiences, while social media may function as a complementary channel for maintaining and strengthening social relationships. This suggests that social influence among Millennials is more strongly associated with interpersonal trust, social recommendations, and collective experiences.

In contrast, Generation Z has grown up in a highly digital environment in which social media, online communities, influencers, e-WOM, and visual user-generated content are integrated into everyday information-seeking and decision-making processes. Consequently, social influence among Generation Z is more likely to be mediated through digital interactions, visual content, online reviews, social validation, and rapidly circulating tourism trends. These mechanisms allow social influence to operate beyond direct interpersonal relationships and extend into digitally connected social networks.

The distinction between these mechanisms provides an important theoretical basis for comparing the two generational groups. From the perspective of Social Influence Theory, the social environment remains influential for both groups, but the source and channel of influence may vary according to generational characteristics. Thus, Millennials and Generation Z can be expected to respond to social factors in different ways when making tourism visitation decisions. The present study applies this theoretical perspective by examining social factors separately among Millennials and Generation Z and relating them to visitation decisions at Aroma Peko Tourism Park.

Conceptually, social factors represent the independent construct in this study, while visitation decision represents the dependent construct. Millennials and Generation Z are treated as generational groups through which the relationship between social factors and visitation decisions is examined comparatively. The proposed relationship assumes that stronger social influence is associated with a higher tendency to make a visitation decision. The comparative framework further enables the study to identify whether the observed influence of social factors varies across the two generational cohorts.

Accordingly, the conceptual framework of this study links Social Influence Theory with tourism visitation decision-making by positioning social factors as the explanatory variable and generational cohort as the basis for comparative analysis. The framework proposes that social factors influence visitation decisions among both Millennials and Generation Z, while the nature and observed strength of this influence may differ according to the social and technological characteristics of each generation.

3. Research Methodology

3.1 Research Design

This study employed a quantitative comparative research design to examine the influence of social factors on tourism visitation decisions among Millennials and Generation Z at Aroma Peko Tourism Park. A quantitative approach was selected because the constructs of social factors and visitation decisions were operationalized into measurable questionnaire items and analyzed statistically. The comparative design was used because the primary objective was not only to examine whether social factors influence visitation decisions, but also to examine the relationship separately across two generational cohorts.

Millennials and Generation Z were treated as comparison groups rather than as causal constructs. Social factors represented the explanatory variable, while visitation decision represented the dependent variable. The comparative analysis was conducted by examining the influence of social factors on visitation decisions within each generational group. This design was consistent with the research objective of identifying differences in the observed influence of social factors across generational cohorts.

3.2 Population and Sampling

The population consisted of visitors to Aroma Peko Tourism Park who belonged to either the Millennial or Generation Z cohort. Respondents were selected using purposive sampling based on predetermined eligibility criteria. The criteria were respondents had visited or were visitors to Aroma Peko Tourism Park, respondents belonged to the Millennial or Generation Z cohort based on the age classification adopted in this study, and respondents were willing and able to complete the questionnaire independently. A total of 60 respondents participated in the study. The sample consisted of respondents from both generational groups to enable comparative analysis. Data collection was conducted using a structured questionnaire distributed to eligible visitors at the research location during the study period.

3.3 Respondent Characteristics

A total of 60 respondents participated in this study as shown in Table 1. Respondent characteristics were described based on gender and age. In terms of gender, 29 respondents (48.33%) were male and 31 respondents (51.67%) were female, indicating a relatively balanced gender distribution. Regarding age, the majority of respondents were aged 21–30 years, comprising 40 respondents (66.67%). This was followed by respondents aged 18–20 years and 31–40 years, with 7 respondents (11.67%) in each group. Five respondents (8.33%) were aged 41–50 years, while one respondent (1.67%) was 17 years old. These characteristics provide a descriptive profile of the respondents included in the comparative analysis of Millennials and Generation Z.

Table 1. Respondents' gender characteristics and respondents' age characteristics

Gender	Number of Respondents	Percentage (%)
Male	29	48.33
Female	31	51.67
Total	60	100
Age	Number of Respondents	Percentage
17 years	1	1.67
18–20 years	7	11.67
21–30 years	40	66.67
31–40 years	7	11.67
41–50 years	5	8.33
Total	60	100

3.4 Measurement and Instrument Development

The research instrument was developed based on the theoretical concepts and empirical literature discussed in the Literature Review. The questionnaire consisted of items measuring social factors and visitation decisions. The indicators were operationalized into statements that could be assessed by respondents using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The social factors construct was operationalized based on the social influence perspective, incorporating sources of social influence relevant to tourism decision-making, including [family/friends/reference groups/social media/e-WOM or the exact indicators used in the original questionnaire]. The visitation decision construct was measured through indicators reflecting the respondent's decision-making process regarding visiting the destination, based on the indicators adopted in the research instrument.

Prior to hypothesis testing, the instrument was evaluated for validity and reliability. Item validity was assessed by comparing the calculated correlation coefficient with the critical r -value. Reliability was assessed using Cronbach's Alpha, with a coefficient greater than 0.60 considered acceptable for the instrument used in this study. The final analysis included only questionnaire items that met the required validity and reliability criteria.

3.5 Data Collection Procedure

Data were collected directly from visitors who met the predetermined sampling criteria. Before completing the questionnaire, respondents were informed about the purpose of the study and the voluntary nature of their participation. Respondents were then asked to complete the questionnaire independently according to their perceptions and experiences related to Aroma Peko Tourism Park. The questionnaire responses were coded and entered into statistical software for further analysis. The final dataset consisted of 60 valid responses from Millennials and Generation Z.

3.6 Data Analysis

The collected data were analyzed using SPSS. The analysis consisted of several stages. First, validity and reliability tests were conducted to evaluate the quality of the measurement instrument. Second, descriptive analysis was used to describe the characteristics of the respondents and the research variables. Third, multiple linear regression analysis was conducted to examine the relationship between the social-factor variables and visitation decisions.

The partial influence of each explanatory variable was evaluated using the t -test, while the simultaneous influence was assessed using the F -test. The coefficient of determination (R^2) was used to assess the proportion of variance in visitation decisions explained by the variables included in the regression model. Statistical significance was evaluated at the 5% level ($\alpha = 0.05$). The comparative objective was addressed by examining the regression results associated with the two generational groups and interpreting the observed patterns of social influence in relation to the theoretical characteristics of Millennials and Generation Z.

4. Results and Discussions

4.1 Validity Test

4.1.1 Visitation Decision

Visitation decision is the dependent variable represented by Y and was measured using 22 questionnaire items. The results of the validity test indicated that all 22 questionnaire items were valid.

Table 2. Validity test of visitation decision

No	Variables	R-Table	R-Count	Description
1	Y_1	0.361	0.640	Valid
2	Y_2	0.361	0.525	Valid
3	Y_3	0.361	0.595	Valid
4	Y_4	0.361	0.751	Valid
5	Y_5	0.361	0.813	Valid
6	Y_6	0.361	0.638	Valid
7	Y_7	0.361	0.825	Valid
8	Y_8	0.361	0.768	Valid
9	Y_9	0.361	0.776	Valid
10	Y_{10}	0.361	0.773	Valid
11	Y_{11}	0.361	0.753	Valid
12	Y_{12}	0.361	0.775	Valid
13	Y_{13}	0.361	0.769	Valid
14	Y_{14}	0.361	0.735	Valid
15	Y_{15}	0.361	0.525	Valid
16	Y_{16}	0.361	0.660	Valid
17	Y_{17}	0.361	0.533	Valid
18	Y_{18}	0.361	0.481	Valid
19	Y_{19}	0.361	0.696	Valid
20	Y_{20}	0.361	0.559	Valid
21	Y_{21}	0.361	0.354	Invalid
22	Y_{22}	0.361	0.631	Valid

Based on the Table 2, the validity test was conducted by comparing the r-count value of each questionnaire item with the r-table value of 0.361 at a significance level of 5%. An indicator is considered valid when the r-count value exceeds the r-table value, indicating that the item has an adequate correlation with the measured construct. The results show that the majority of indicators obtained r-count values greater than 0.361, confirming that the questionnaire items are capable of representing the research variables, including visitation decision, millennial generation, and Generation Z.

The validity test results demonstrate that most indicators meet the required validity criteria, with r-count values ranging from 0.437 to 0.825. The highest correlation value was obtained by item Y_7 (0.825), while the lowest valid correlation value was found in item X_3 (0.437). However, item Y_{21} obtained an r-count value of 0.354, which is below the required threshold; therefore, this item does not satisfy the validity criteria and should be excluded or revised before further analysis. Overall, the research instrument demonstrates adequate validity, as almost all indicators are statistically capable of measuring the intended constructs.

4.1.2 Millennial Generation (X_1)

The millennial generation variable, represented by X_1 , was measured using 9 questionnaire items. The results of the validity test indicated that all 9 questionnaire items were valid.

Table 3. Validity test of the millennial generation variable

No	Variables	R-Table	R-Count	Description
1	X_1	0.361	0.505	Valid
2	X_2	0.361	0.647	Valid
3	X_3	0.361	0.437	Valid
4	X_4	0.361	0.584	Valid
5	X_5	0.361	0.690	Valid
6	X_6	0.361	0.735	Valid
7	X_7	0.361	0.636	Valid
8	X_8	0.361	0.793	Valid
9	X_9	0.361	0.766	Valid

Based on the Table 3, all questionnaire items used to measure the millennial generation variable obtained r-count values higher than the r-table value of 0.361. The obtained r-count values ranged from 0.437 to 0.793, indicating that all indicators have an adequate correlation with the millennial generation construct. The highest correlation value was obtained by indicator X_8 with an r-count value of 0.793, followed by indicator X_9 with a value of 0.766. Meanwhile, indicator X_3 obtained the lowest correlation value of 0.437; however, this value remains above the required validity threshold.

These findings indicate that all indicators used in measuring the millennial generation variable meet the validity requirements. Therefore, each questionnaire item can be considered capable of representing the characteristics of the millennial generation construct and can be retained for further statistical analysis. The validity results confirm that the measurement instrument used in this study has sufficient accuracy in capturing respondents' perceptions regarding millennial generation characteristics related to visitation decisions.

4.1.3 Generation Z (X_2)

Generation Z is the independent variable represented by X_2 and was measured using 8 questionnaire items. The results of the validity test indicated that all 8 questionnaire items were valid.

Table 4. Validity test of the Generation Z variable (X_2)

No	Variables	R-Table	R-Count	Description
1	$X_{2.1}$	0.361	0.733	Valid
2	$X_{2.2}$	0.361	0.539	Valid
3	$X_{2.4}$	0.361	0.701	Valid
4	$X_{2.5}$	0.361	0.793	Valid
5	$X_{2.6}$	0.361	0.469	Valid
6	$X_{2.7}$	0.361	0.815	Valid
7	$X_{2.8}$	0.361	0.819	Valid
8	$X_{2.9}$	0.361	0.753	Valid

Based on the Table 4, all questionnaire items used to measure the Generation Z variable obtained r-count values greater than the r-table value of 0.361. The r-count values ranged from 0.469 to 0.819, indicating that all indicators have a significant correlation with the Generation Z variable. The highest correlation value was obtained by indicator $X_{2.8}$ with an r-count value of 0.819, followed by $X_{2.7}$ with a value of 0.815. Meanwhile, indicator $X_{2.6}$ obtained the lowest correlation value of 0.469; however, this value still exceeded the required validity threshold.

These results demonstrate that all indicators used to measure the Generation Z variable meet the validity criteria. Therefore, all questionnaire items are considered capable of representing the characteristics of Generation Z as an independent variable and can be retained for further statistical analysis. The validity of these indicators confirms that the measurement instrument used in this study

has an adequate level of accuracy in capturing respondents' perceptions related to Generation Z characteristics in the context of visitation decisions.

4.2 Reliability Test

The reliability test is an instrument used to measure the consistency of a questionnaire as an indicator of a variable. A questionnaire is considered reliable if respondents' answers to the questionnaire items are consistent or stable over time. The reliability measurement in this study employed the Cronbach Alpha (α) technique. An instrument or variable is considered reliable if the Cronbach Alpha value is greater than 0.6.

Table 5. Reliability test

No	Variables	Cronbach Alpha	Reliable	Description
1	Y	>0.60	0.755	Reliable
2	X_1	>0.60	0.758	Reliable
3	X_2	>0.60	0.765	Reliable

Based on the reliability test Table 5 above, the Cronbach Alpha value for the visitation decision variable (Y) was 0.755, the millennial generation variable (X_1) was 0.758, and the Generation Z variable (X_2) was 0.765. According to the Cronbach Alpha criteria, a variable is considered consistent if the Cronbach Alpha value is greater than 0.6. Therefore, the variables of the millennial generation and Generation Z in relation to visitation decisions were declared reliable and consistent.

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to determine the direction of the relationship between the independent variables and the dependent variable, specifically whether each independent variable has a positive or negative relationship with the dependent variable, and to predict the value of the dependent variable when the independent variables increase or decrease. The results of the multiple linear regression analysis examining the influence of the Millennial Generation and Generation Z variables on visitation decisions at Aroma Peko Tourism Park were analyzed using SPSS, as presented in the following table:

Table 6. Results of multiple linear regression analysis

Coefficients ^a										
Unstandardized Coefficients				t	Sig.	Correlations			Collinearity Statistics	
Model	B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	42.139	5.393	7.814	.000					
1	X_1	.570	.166	.439	.344	.001	.652	.415	.328	.559
1	X_2	.551	.219	.321	.251	.015	.612	.316	.240	.559

Based on Table 6, the output results from SPSS produced the following multiple linear regression equation 1:

$$Y = 42,139 - 0,570 - 0,551. \quad (1)$$

The regression equation indicates that the constant value of 42.139 represents the value of visitation decisions when the independent variables are assumed to be zero. The coefficient of X_1 (Millennial Generation) is 0.570, indicating that an increase in millennial generation characteristics will increase visitation decisions by 0.570 units, assuming other variables remain constant. Meanwhile, the coefficient of X_2 (Generation Z) is 0.551, indicating that an increase in Generation Z characteristics will increase visitation decisions by 0.551 units. These results show that both independent variables have a positive relationship with visitation decisions.

4.4 Coefficient of Determination (R^2)

To determine the extent of the influence of the Millennial Generation and Generation Z on visitation decisions at Aroma Peko Tourism Park, the results can be explained in the following Table 7.

Table 7. Results of the simultaneous coefficient of determination test

Model Summary				
Model	R	R Square R Square	Adjusted R Square	Std. Error of the Estimate
1	.694a	.482	.464	4.560
a. Predictors: (Constant), TOTAL X_2 , TOTAL X_1				

Formula:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= 0,6942 \times 100\% \\
 &= 48,16 \%
 \end{aligned}$$

Based on Table 7 above, the adjusted coefficient of determination (R Square) was 0.694 or 48.26%. The larger the R Square value, the stronger the relationship among the variables in the regression model. The coefficient of determination indicates that 48.16% of the variation in visitation decisions can be explained by the Millennial Generation and Generation Z variables. Meanwhile, the remaining 51.84% ($100\% - 48.16\%$) is explained by other factors that were not examined in this study.

4.5 Hypothesis Testing

Hypothesis testing aims to determine whether there is a clear and statistically significant influence of the independent variables on the dependent variable. Based on the hypotheses proposed previously, hypothesis testing in this study was conducted using the t-test and the F-test.

4.5.1 t-Test

A t-test was used to determine the partial influence of each independent variable on the dependent variable. The degree of freedom (df) was calculated using the formula $df = n - k - 1$, where n represents the number of respondents and k represents the number of independent variables, totaling two variables. Based on this calculation, the obtained df value was 57. Accordingly, the t-table value was 2.002, at a significance level of 0.005. The decision-making criteria were as follows: if the t-count value $>$ t-table value or the significance value ≤ 0.05 , then the alternative hypothesis (H_a) was accepted.

Based on the results of the t-test, the following conclusions were drawn:

1. Millennial Generation (X_1): The Millennial Generation variable obtained a t-count value of 3.441, with a significance level of $0.001 < 0.05$. This result indicates that H_a was accepted and H_o rejected. Therefore, it can be concluded that the Millennial Generation has a positive and significant influence on visitation decision-making. The positive influence indicates that the stronger the characteristics of the Millennial Generation, the higher the visitation decision to the Aroma Peko Tourism Park.
2. Generation Z (X_2): The Generation Z variable obtained a t-count value of 2.515, with a significance level of $0.015 < 0.05$. This result indicates that H_a was accepted and H_o was rejected. Therefore, it can be concluded that Generation Z has a positive and significant influence on visitation decisions at the Aroma Peko Tourism Park.

4.5.2 F-Test

The F-test was employed to determine the simultaneous influence of Millennial and Generation Z variables on visitation decisions. With a significance level of $\alpha = 0.05$, two independent variables, and a sample size of 60 respondents, the F-table value obtained was 2.77.

Table 8. F-test

ANOVAa						
Model	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1103.988	2	551.994	26.544	.000b
1	Residual	1185.345	57	20.796		
1	Total	2289.333	59			

a. Dependen Variabel: Total Y

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

Based on the ANOVA test results in Table 8, the F-count value obtained was 26.544 with a significance level of $0.000 < 0.05$. Because the F-count value was greater than the F-table value, H_0 was rejected and H_a was accepted. Therefore, it can be concluded that Millennials and Generation Z simultaneously have a significant influence on visitation decisions at Aroma Peko Tourism Park.

4.6 Discussion

4.6.1 The Influence of Social Factors on Millennials' Visitation Decisions

The results indicate that social factors have a positive and significant influence on visitation decisions among Millennials at Aroma Peko Tourism Park ($t = 3.441$; $p = 0.001$). This finding indicates that stronger social influence is associated with a greater tendency among Millennial visitors to decide to visit the destination. The standardized regression coefficient of $\beta = 0.439$ further indicates a positive relationship between social factors and visitation decisions.

This finding can be interpreted through Social Influence Theory, which explains that individual attitudes and behavioral decisions can be shaped by interactions with other people, reference groups, social expectations, and information obtained through social relationships. In the context of tourism, the decision to visit a destination is not always an individual process because tourists may consider recommendations, experiences, opinions, and social validation obtained from people they trust. For Millennials, these mechanisms are particularly relevant because their tourism behavior developed during a period in which interpersonal communication and the emergence of digital communication coexisted. Consequently, recommendations from friends, family, colleagues, and reference groups may remain important in forming destination preferences, while digital information can reinforce rather than completely replace interpersonal influence.

The finding is consistent with previous tourism research cited in this study, which emphasizes the role of recommendations and environmental influences in shaping tourists' visitation decisions. It also supports the broader argument that tourism decisions can emerge from social interactions rather than solely from evaluations of functional destination attributes. In the context of Aroma Peko Tourism Park, the destination provides opportunities for shared experiences, recreation, photography, and social interaction. These characteristics can strengthen the relevance of interpersonal recommendations because tourists may perceive visiting the destination as a social experience that is more meaningful when shared with friends, family, or other social groups.

The result therefore provides a theoretical explanation for why social factors remain important for Millennial tourists. Social influence does not operate merely as information transfer; it can also function as social validation. A recommendation from a trusted person may reduce uncertainty regarding the destination, strengthen perceived attractiveness, and increase confidence in the decision to visit. Thus, the significant relationship found in this study extends the application of Social Influence Theory to an agro-tourism setting by demonstrating that social relationships are relevant in explaining visitation decisions among Millennial visitors.

4.6.2 The Influence of Social Factors on Generation Z's Visitation Decisions

The results also demonstrate that social factors have a positive and significant influence on visitation decisions among Generation Z visitors ($t = 2.515$; $p = 0.015$). This finding confirms that social influence remains an important determinant of tourism decision-making among Generation Z. The

standardized regression coefficient of $\beta = 0.321$ indicates a positive relationship between social factors and visitation decisions.

From the perspective of Social Influence Theory, this finding can be understood through the increasingly digital social environment in which Generation Z develops preferences and evaluates information. Social influence for this group may be mediated through social media, electronic Word-Of-Mouth (e-WOM), user-generated content, influencers, online communities, and visual representations of destinations. The manuscript's findings indicate that Generation Z is closely associated with digital information seeking, rapid access to information, and social media use when considering tourism decisions.

This interpretation is consistent with previous empirical studies discussed in the manuscript. [Rahmawati, Sudiarta, and Sudana \(2024\)](#), for example, found that social factors such as recommendations and environmental influences are important in shaping Generation Z tourists' visitation decisions. The study also highlights that Generation Z can function not only as a recipient of social influence but also as an active participant who influences others through tourism-related information and experiences. In addition, research cited in the manuscript reports that e-WOM and social media contribute significantly to Generation Z tourism decision-making, while digital platforms such as TikTok can contribute to the formation of tourism perceptions and preferences.

The significance of social factors among Generation Z can therefore be explained by the characteristics of contemporary digital tourism information. Before deciding to visit a destination, Generation Z tourists may encounter destination-related information through short videos, photographs, reviews, recommendations, influencer content, and posts generated by previous visitors. Such content can create social proof and reduce uncertainty about the destination. In the case of Aroma Peko Tourism Park, the visual characteristics of the tea plantation landscape and tourism activities provide content that can easily be shared through digital platforms. Therefore, the social influence experienced by Generation Z can operate through both interpersonal relationships and digitally mediated interactions.

4.6.3 Why Social Influence Operates Differently Across Generational Groups

Although social factors significantly influence both Millennials and Generation Z, the mechanisms through which social influence operates may differ according to the social and technological environments experienced by each generation. The observed standardized coefficient for Millennials ($\beta = 0.439$) is higher than that for Generation Z ($\beta = 0.321$). This indicates a higher observed association between social factors and visitation decisions for Millennials in the estimated model. However, this difference should be interpreted as a difference in the observed magnitude of the coefficients rather than as evidence of a statistically significant difference between the two generations, because a formal between-group coefficient comparison was not conducted.

The difference can nevertheless be theoretically interpreted through the generational characteristics discussed in this study. Millennials experienced the transition from predominantly interpersonal communication toward increasingly digital communication. As a result, social influence may operate through a combination of direct interpersonal relationships and digital communication. Recommendations from friends, family, colleagues, and reference groups may carry substantial weight because these relationships provide trust and social validation in the destination selection process.

Generation Z, in contrast, has developed within a highly connected digital environment in which social interaction, information seeking, and content consumption frequently occur simultaneously through digital platforms. Consequently, social influence may be transmitted more rapidly through social media, e-WOM, influencers, user-generated content, online reviews, and visual trends. The influence is therefore not necessarily weaker; rather, its transmission mechanism may be more digitally mediated and dynamic.

This distinction is important for interpreting the present findings. Social Influence Theory provides a common theoretical explanation for both groups, but the channels through which social influence is received and evaluated may differ. For Millennials, interpersonal trust and recommendations may play a prominent role, whereas for Generation Z, digitally mediated social information and social validation may become more prominent. The findings thus suggest that generational segmentation should be considered when applying Social Influence Theory to tourism consumer behavior.

4.6.4 Simultaneous Influence of Social Factors on Visitation Decisions

The simultaneous test demonstrates that the social factors associated with Millennials and Generation Z significantly influence visitation decisions at Aroma Peko Tourism Park ($F = 26.544$; $p < 0.001$). The coefficient of determination (R^2) of 0.482 indicates that 48.16% of the variation in visitation decisions is explained by the social-factor variables included in the model, while the remaining 51.84% is attributable to other factors outside the scope of this study.

This result reinforces the theoretical proposition that tourism visitation decisions are socially embedded. Tourists do not make destination decisions solely by evaluating the physical attributes of a destination; their decisions may also be shaped by social information, recommendations, interactions, and perceptions developed through their social environment. The relatively substantial explanatory contribution of the model suggests that social factors are an important component of the decision-making process at Aroma Peko Tourism Park.

Nevertheless, the R^2 value also indicates that social factors do not provide a complete explanation of visitation decisions. More than half of the variation remains unexplained by the current model. This is consistent with the limitation identified in the study, which focuses only on social factors while excluding other potentially relevant determinants such as price, facilities, service quality, promotion, location, destination image, and tourist experience.

Overall, the findings strengthen the application of Social Influence Theory in the context of agro-tourism by showing that social influence is relevant to visitation decisions among both Millennials and Generation Z. The contribution of this study lies not simply in demonstrating that social factors are significant, but in showing that the social influence process should be interpreted according to the characteristics of the generational group and the channels through which social information is transmitted. This provides a stronger basis for destination managers to develop generationally targeted marketing strategies, combining interpersonal and community-based approaches for Millennials with social-media, user-generated-content, e-WOM, and other digital engagement strategies for Generation Z.

5. Conclusions

5.1 Conclusion

This study concludes that social factors significantly influence tourism visitation decisions among both Millennials and Generation Z at Aroma Peko Tourism Park. Visitation decisions are shaped not only by individual evaluations of destination attributes but also by recommendations, social interactions, e-WOM, social media, and other socially mediated information sources.

The findings support the application of Social Influence Theory in an agro-tourism context and indicate that social influence operates through different channels across generations. Millennials are more closely associated with interpersonal recommendations, reference groups, and shared experiences, while Generation Z is more influenced by social media, e-WOM, and visual digital content. The observed coefficients were higher for Millennials ($\beta = 0.439$) than for Generation Z ($\beta = 0.321$), indicating differences in the observed strength of association within the estimated model.

Overall, this study demonstrates that generational characteristics shape how social influence contributes to tourism decision-making and highlights the importance of differentiated communication strategies in agro-tourism destination marketing.

5.2 Research Limitations

This study still has several limitations that should be taken into consideration. First, the study was conducted only at a single tourism destination, namely Aroma Peko Tourism Park, therefore the findings cannot yet be generalized to all tourism destinations in Indonesia. Second, the number of respondents used in this study was relatively limited, consisting of only 60 respondents, which means that variations in tourist behavior may not have been fully represented. Third, this study focused solely on social factors as the independent variable, whereas various other factors may also influence visitation decisions, such as price, facilities, service quality, promotion, location, destination image, and tourists' experiences. Fourth, this study employed a quantitative approach using questionnaire instruments, meaning that respondents' answers were highly dependent on their subjective perceptions at the time of completing the questionnaire.

5.3 Suggestions and Directions for Future Research

Based on the findings of this study, several recommendations are proposed for tourism managers and future researchers. For the management of Aroma Peko Tourism Park, it is recommended to enhance social media-based promotional strategies by utilizing visual content, influencers, and digital interactions to attract the interest of Generation Z visitors. In addition, destination managers should continue to maintain the quality of social experiences and tourism comfort that align with the characteristics of the millennial generation.

For future research, it is recommended to expand the scope of the study by involving a larger number of tourism destinations and respondents in order to achieve stronger generalizability of the findings. Subsequent studies may also incorporate additional variables such as price, facilities, service quality, destination image, tourist satisfaction, and visitor loyalty in order to develop a more comprehensive research model. Furthermore, future studies may employ mixed methods or qualitative approaches to gain a deeper understanding of intergenerational tourist behavior, particularly regarding the influence of social media and evolving digital trends within the modern tourism industry.

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Author Contributions

GH contributed to the development of the research concept, formulation of the research problems, development of the theoretical framework, data collection, data analysis, interpretation of the research findings, and the overall preparation of the manuscript. RTW contributed to the development of the research methodology, statistical data processing, validation of the research findings, refinement of the discussion section, and the review and editing process of the manuscript prior to publication.

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