

The Effect of Influencer Marketing on Generation Z's Decision to Visit Tourist Destinations in Bandung

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ABSTRAK

Pertumbuhan pesat teknologi digital dan media sosial telah mengubah cara wisatawan mencari informasi dan membuat keputusan terkait perjalanan. Di kalangan Generasi Z, Electronic Word of Mouth (e-WOM) dan Influencer Marketing telah menjadi sumber informasi penting yang memengaruhi persepsi dan niat perilaku terhadap destinasi wisata. Studi ini bertujuan untuk meneliti pengaruh Electronic Word of Mouth dan Influencer Marketing terhadap keputusan Generasi Z untuk mengunjungi destinasi wisata di Bandung. Pendekatan penelitian kuantitatif digunakan dengan metode survei. Data dikumpulkan dari 150 responden Generasi Z melalui kuesioner terstruktur yang diukur menggunakan skala Likert lima poin. Teknik pengambilan sampel yang digunakan adalah purposive sampling. Analisis data dilakukan menggunakan SPSS versi 25, termasuk pengujian validitas, pengujian reliabilitas, pengujian asumsi klasik, analisis regresi linier berganda, analisis koefisien determinasi, uji-t, dan uji-F. Hasil penelitian menunjukkan bahwa Electronic Word of Mouth memiliki pengaruh positif dan signifikan terhadap keputusan kunjungan. Influencer Marketing juga memiliki pengaruh positif dan signifikan terhadap keputusan kunjungan. Secara simultan, Electronic Word of Mouth dan Influencer Marketing secara signifikan memengaruhi keputusan Generasi Z untuk mengunjungi destinasi wisata di Bandung. Koefisien determinasi (R^2) sebesar 0,661 menunjukkan bahwa 66,1% variasi dalam keputusan kunjungan dapat dijelaskan oleh dua variabel independen. Hasil penelitian menunjukkan bahwa ulasan online positif, rekomendasi, dan konten yang dihasilkan oleh influencer memainkan peran penting dalam membentuk keputusan perjalanan di kalangan Generasi Z. Oleh karena itu, pengelola dan pemasar destinasi wisata harus memperkuat strategi pemasaran digital melalui pengelolaan ulasan online yang efektif dan kolaborasi dengan influencer media sosial yang relevan untuk meningkatkan daya tarik destinasi dan minat pengunjung.

Kata kunci: *Electronic Word of Mouth, Pemasaran Influencer, Keputusan Kunjungan, Generasi Z, Destinasi Pariwisata*

ABSTRACT

The rapid growth of digital technology and social media has transformed the way tourists search for information and make travel-related decisions. Among Generation Z, Electronic Word of Mouth (e-WOM) and Influencer Marketing have become important sources of information that influence perceptions and behavioral intentions toward tourist destinations. This study aims to examine the influence of Electronic Word of Mouth and Influencer Marketing on Generation Z's decision to visit tourist destinations in Bandung. A quantitative research approach was employed using a survey method. Data were collected from 150 Generation Z respondents through a structured questionnaire measured using a five-point Likert scale. The sampling technique used was purposive sampling. Data analysis was conducted using SPSS version 25, including validity testing, reliability testing, classical assumption testing, multiple linear regression analysis, coefficient of determination analysis, t-test, and F-test. The findings reveal that Electronic Word of Mouth has a positive and significant effect on visiting decisions. Influencer Marketing also has a positive and significant effect on visiting decisions. Simultaneously, Electronic Word of Mouth and Influencer Marketing significantly influence Generation Z's decision to visit tourist destinations in Bandung. The coefficient of determination (R^2) of 0.661 indicates that 66.1% of the variation in visiting decisions can be explained by the two independent variables. The results suggest that positive online reviews, recommendations, and influencer-generated content play a substantial role in shaping travel decisions among Generation Z. Therefore, tourism destination managers and marketers should strengthen digital marketing strategies through effective management of online reviews and collaboration with relevant social media influencers to increase destination attractiveness and visitor interest.

Keywords: *Electronic Word of Mouth, Influencer Marketing, Visiting Decision, Generation Z, Tourism Destination*

INTRODUCTION

The rapid development of information and communication technology has fundamentally transformed the tourism industry, particularly in the way tourists search for information and make travel-related decisions. The widespread adoption of internet technologies, smartphones, and social media platforms has enabled tourism destinations to communicate directly with potential visitors and promote their attractions more effectively (Fusté-Forné & Filimon, 2021; Shale et al., 2022). Unlike previous generations that relied heavily on traditional promotional channels such as television, newspapers, travel magazines, and brochures, modern tourists increasingly depend on online sources of information before making travel decisions. Social media content, online reviews, travel blogs, and digital recommendations have become important references in evaluating tourism destinations (Georgescu et al., 2021; Pesonen, 2020). Consequently, digital communication has emerged as a strategic element that significantly influences consumer behavior and destination selection in the contemporary tourism landscape.

One demographic group that is particularly influenced by digital communication is Generation Z. Generation Z refers to individuals born approximately between 1997 and 2012 who have been exposed to digital technology from an early age. As digital natives, they are highly familiar with social media platforms and internet-based communication channels. Platforms such as Instagram, TikTok, YouTube, and X have become integral parts of their daily lives, serving not only as sources of entertainment but also as primary channels for obtaining information and inspiration. In the context of tourism (Ribeiro et al., 2023; Wiastuti et al., 2020), Generation Z frequently searches for destination-related content, travel experiences, and recommendations shared by other users before deciding to visit a particular destination. Their tendency to rely on digital information highlights the importance of understanding the factors that influence their tourism decision-making process.

Among various forms of digital communication, Electronic Word of Mouth (e-WOM) has become one of the most influential information sources in tourism marketing. Electronic Word of Mouth refers to positive or negative statements, opinions, reviews, and recommendations shared by consumers through internet-based platforms regarding products, services, or destinations. Compared with traditional word-of-mouth communication, e-WOM possesses a broader reach, faster dissemination, and greater accessibility (Gupta, 2023; Putra & Saputri, 2020). Previous visitors can share their experiences through reviews, ratings, photographs, and videos, allowing potential tourists to obtain detailed information about a destination before visiting (Nanggong & Mohammad, 2020; Prasetyo, 2020). Since tourism products are largely intangible and experiential, prospective tourists often rely on information provided by previous visitors to reduce uncertainty and perceived risk. Therefore, positive e-WOM can enhance destination attractiveness and encourage visitation decisions, whereas negative e-WOM may discourage potential tourists from choosing a destination.

In addition to e-WOM, influencer marketing has emerged as a powerful promotional strategy within the tourism industry. Influencer marketing involves collaboration between tourism organizations and social media influencers who possess substantial followings and credibility among their audiences. Through engaging content, storytelling, and personal travel experiences, influencers can shape perceptions and influence consumer attitudes toward a destination. Unlike traditional advertising, influencer-generated content is often perceived as more authentic, relatable, and trustworthy (Lin et al., 2013; Putra & Saputri, 2020). This characteristic is particularly important for Generation Z consumers, who tend to value authenticity and peer recommendations when

evaluating products and services. Consequently, influencer marketing has become an increasingly effective tool for creating destination awareness, strengthening destination image, and stimulating travel intentions among young travelers.

Bandung is recognized as one of the most prominent tourism destinations in Indonesia and provides an appropriate setting for examining the influence of digital marketing factors on tourist behavior. The city offers diverse tourism attractions, including natural attractions, culinary tourism, shopping destinations, cultural heritage sites, and creative tourism experiences. Furthermore, Bandung has a strong presence on social media platforms, where tourists frequently share travel experiences and influencers regularly create destination-related content (Bachtiar, 2022; Rahmawati, 2018). The extensive exposure of Bandung through digital channels has contributed significantly to its popularity among domestic tourists, especially members of Generation Z. Given the city's active digital tourism ecosystem, Bandung presents an ideal context for investigating how online communication influences tourist visitation decisions.

Although previous studies have reported that both Electronic Word of Mouth and influencer marketing significantly affect consumer behavior and purchase intentions, empirical findings remain inconsistent across different contexts and demographic groups. Variations in technological environments, social media usage patterns, and audience characteristics may influence the effectiveness of these digital marketing strategies. Moreover, the rapid evolution of social media platforms and changing consumer behavior require continuous investigation to provide updated evidence regarding tourist decision-making processes. Therefore, this study aims to analyze the influence of Electronic Word of Mouth and influencer marketing on Generation Z's decision to visit tourist destinations in Bandung. The findings are expected to enrich tourism marketing literature while providing practical insights for destination managers, tourism marketers, and policymakers in developing effective digital marketing strategies that align with the preferences and behavior of Generation Z travelers.

LITERATURE REVIEW

A. Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) refers to positive or negative opinions, reviews, recommendations, and experiences shared by consumers through internet-based platforms such as social media, blogs, online review websites, and discussion forums. Unlike traditional word of mouth, e-WOM can reach a much larger audience and spread rapidly through digital channels. According to (Cremonezi & Souto, 2023; Ramadhani, 2015), e-WOM represents an important form of consumer-generated communication that significantly influences purchasing and behavioral decisions. In the tourism sector, where products are largely intangible and cannot be fully evaluated before consumption, travelers often rely on online reviews and recommendations from previous visitors as a basis for decision-making. Positive e-WOM can strengthen destination image, increase trust, and encourage visitation intentions, while negative e-WOM may reduce tourists' willingness to visit a destination (Gupta, 2023; Magfiroh et al., 2023). Therefore, e-WOM has become one of the most influential factors affecting tourist behavior in the digital era. In this study, e-

WOM is measured through five indicators: information quality, information credibility, information quantity, positive recommendations, and experience sharing.

B. Influencer Marketing

Influencer marketing is a digital marketing strategy that utilizes social media influencers to promote products, services, brands, or destinations through platforms such as Instagram, TikTok, and YouTube. Influencers can shape audience perceptions and behavioral intentions due to their credibility, attractiveness, expertise, authenticity, and ability to build close relationships with followers (Charis et al., 2023; Rosário et al., 2023). In the tourism industry, influencers play an important role by sharing travel experiences, destination reviews, photos, and videos that help potential tourists visualize and evaluate destinations before visiting. This strategy is particularly effective for Generation Z, who actively consume social media content and often view influencers as trusted sources of information (Handika & Darma, 2018; Rachmawati, 2024). Therefore, influencer marketing has become a powerful tool for increasing destination attractiveness and encouraging travel decisions. In this study, influencer marketing is measured through five indicators: credibility, attractiveness, expertise, authenticity, and influence power.

C. Visiting Decision

A visiting decision refers to a tourist's choice to visit a particular destination after evaluating available information and considering various alternatives. In the tourism context, this decision is influenced by information obtained from sources such as online reviews, social media content, travel blogs, and influencer recommendations (Salim et al., 2023). The growth of digital communication has changed tourist behavior, making user-generated content and influencer marketing important factors in shaping destination preferences and travel choices (Amoah et al., 2023; Salahuddin et al., 2021). In this study, visiting decision is measured through five indicators: destination choice, visiting intention, information search behavior, recommendation acceptance, and actual decision to visit.

D. Conceptual Framework

Electronic Word of Mouth (e-WOM) provides valuable information that helps reduce uncertainty and perceived risk in tourism decision-making. Since tourism products are largely intangible and cannot be fully evaluated before consumption, potential tourists often rely on reviews, recommendations, and experiences shared by previous visitors. Positive e-WOM can enhance destination image, increase trust, and strengthen tourists' confidence in selecting a destination. Previous studies have consistently demonstrated that e-WOM positively influences tourist attitudes, travel intentions, and visiting decisions. Therefore, stronger and more favorable e-WOM is expected to increase Generation Z's likelihood of visiting tourist destinations in Bandung.

Influencer marketing also plays an important role in shaping consumer perceptions and behavioral intentions through credible, authentic, and engaging content shared on social media platforms. Influencers can increase destination awareness, create positive impressions, and inspire travel interest among their followers, particularly Generation Z, who frequently use social media as a source of travel information and inspiration. Together, e-WOM and influencer marketing serve as influential digital communication tools that shape perceptions, reduce uncertainty, and encourage destination visits. Consequently, positive online reviews combined with effective influencer endorsements are expected to significantly influence Generation Z's decision to visit tourist destinations in Bandung.

H1: Electronic Word of Mouth has a positive and significant influence on Generation Z's decision to visit tourist destinations in Bandung.

H2: Influencer Marketing has a positive and significant influence on Generation Z's decision to visit tourist destinations in Bandung.

H3: Electronic Word of Mouth and Influencer Marketing simultaneously have a positive and significant influence on Generation Z's decision to visit tourist destinations in Bandung.

RESEARCH METHODS

A. Research Design

This study employed a quantitative research approach with a cross-sectional survey design to examine the influence of Electronic Word of Mouth (e-WOM) and Influencer Marketing on Generation Z's decision to visit tourist destinations in Bandung. Data were collected at a single point in time using a structured questionnaire distributed to respondents. The study analyzed the direct effects of e-WOM and Influencer Marketing as independent variables on Visiting Decision as the dependent variable. To test the proposed hypotheses and measure the relationships among variables objectively, multiple linear regression analysis was conducted using SPSS version 25.

B. Research Location and Period

The study was conducted in Bandung, West Java, Indonesia. Bandung was selected as the research setting because it is one of Indonesia's most popular tourist destinations and receives extensive promotion through digital media and social networking platforms. Data collection was carried out from January to March 2026 through online questionnaires distributed via social media platforms frequently used by Generation Z.

C. Population and Sample

The population of this study consisted of Generation Z individuals aged 18–27 years who actively use social media and are familiar with tourist destinations in Bandung. Because the population size was large and undefined, a non-probability sampling method with a purposive sampling technique was employed. Respondents were selected based on the following criteria: belonging to Generation Z, actively using social media platforms such as Instagram, TikTok, YouTube, or X, having accessed information about tourist destinations in Bandung through social media, and being willing to participate in the study. A total of 150 respondents were included in the

research, which was considered sufficient for conducting multiple regression analysis and hypothesis testing.

D. Types and Sources of Data

Primary data were collected directly from respondents through an online questionnaire containing statements related to Electronic Word of Mouth, Influencer Marketing, and Visiting Decision variables. In addition, secondary data were obtained from various sources, including books, scientific journals, conference proceedings, government reports, tourism publications, and previous studies relevant to tourism marketing, e-WOM, influencer marketing, and consumer behavior, to support the theoretical framework and interpretation of research findings.

E. Data Collection Technique

Data were collected using a structured questionnaire distributed electronically through Google Forms. The questionnaire consisted of two sections, namely respondent demographic information and statements measuring the research variables. All statements were assessed using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), allowing respondents to indicate the extent to which they agreed with each statement related to Electronic Word of Mouth, Influencer Marketing, and Visiting Decision variables.

Table 1. Operational Definition of Variables

Variable	Definition	Indicators	Scale
Electronic Word of Mouth (X ₁)	Online reviews, recommendations, and experiences shared by consumers through digital platforms regarding tourist destinations.	Information Quality, Information Credibility, Information Quantity, Positive Recommendations, Experience Sharing	Likert (1-5)
Influencer Marketing (X ₂)	Marketing activities utilizing social media influencers to promote tourist destinations and influence audience behavior.	Credibility, Attractiveness, Expertise, Authenticity, Influence Power	Likert (1-5)
Visiting Decision (Y)	The decision-making process leading an individual to choose and visit a tourist destination.	Destination Choice, Visiting Intention, Information Search Behavior, Recommendation Acceptance, Actual Visiting Decision	Likert (1-5)

F. Validity Test

Validity testing was conducted using the Pearson Product Moment correlation to determine whether each questionnaire item accurately measured the intended construct. An item was considered valid if the calculated correlation coefficient (r-count) exceeded the critical value (r-table) and the significance value was less than 0.05. Reliability testing was then performed using Cronbach’s Alpha, with a coefficient of 0.70 or higher indicating acceptable internal consistency. Before conducting multiple linear regression analysis, classical assumption tests were carried out, including the Kolmogorov–Smirnov normality test (Sig. > 0.05), multicollinearity test using Tolerance (> 0.10) and Variance Inflation Factor (VIF < 10), and heteroscedasticity test using the Glejser method (Sig. > 0.05). Data analysis consisted of descriptive statistics, including mean, frequency, percentage, and standard deviation, as well as multiple linear regression analysis to examine the influence of Electronic Word of Mouth (X₁) and Influencer Marketing (X₂) on Visiting Decision (Y), expressed by the equation $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$. Hypothesis testing was conducted

using the t-test to assess the partial effect of each independent variable and the F-test to evaluate their simultaneous effect, with a significance level of 0.05. In addition, the coefficient of determination (R^2) was used to measure the proportion of variance in Visiting Decision explained by Electronic Word of Mouth and Influencer Marketing, where a higher R^2 value indicates greater explanatory power of the regression model.

RESULTS AND DISCUSSION

A. Respondent Profile

A total of 150 questionnaires were distributed and all questionnaires were returned and deemed valid for analysis, resulting in a response rate of 100%.

Table 2. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	68	45.3
	Female	82	54.7
Age	18–20 years	42	28.0
	21–23 years	57	38.0
	24–27 years	51	34.0
Social Media Most Used	Instagram	58	38.7
	TikTok	49	32.7
	YouTube	28	18.6
	X (Twitter)	15	10.0
Frequency of Traveling per Year	1–2 Times	61	40.7
	3–4 Times	54	36.0
	>4 Times	35	23.3

Based on Table 2, the majority of respondents were female, accounting for 82 individuals (54.7%), while male respondents totaled 68 individuals (45.3%). In terms of age, most respondents were between 21 and 23 years old, representing 57 individuals (38.0%), followed by those aged 24–27 years (34.0%) and 18–20 years (28.0%). Regarding social media usage, Instagram was the most frequently used platform among respondents (38.7%), followed by TikTok (32.7%), YouTube (18.6%), and X/Twitter (10.0%). Furthermore, most respondents reported traveling 1–2 times per year (40.7%), while 36.0% traveled 3–4 times annually and 23.3% traveled more than four times per year. These findings indicate that the respondents were predominantly active social media users and relatively frequent travelers, making them suitable representatives of Generation Z in this study.

B. Descriptive Statistics

Table 3. Descriptive Statistics

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Electronic Word of Mouth	150	2.20	5.00	4.18	0.56
Influencer Marketing	150	2.40	5.00	4.12	0.61
Visiting Decision	150	2.60	5.00	4.21	0.58

Table 3 presents the descriptive statistics of the research variables. The Electronic Word of Mouth (e-WOM) variable obtained a mean score of 4.18 with a standard deviation of 0.56, indicating that respondents generally perceived online reviews and recommendations positively. Influencer

Marketing recorded a mean score of 4.12 and a standard deviation of 0.61, suggesting that respondents tended to agree that influencers play an important role in shaping their travel perceptions and decisions. Meanwhile, the Visiting Decision variable showed the highest mean score of 4.21 with a standard deviation of 0.58, reflecting a strong tendency among respondents to consider visiting tourist destinations in Bandung.

C. Instrument Testing

1. Validity Test

The validity test was conducted using Pearson Product Moment Correlation.

Table 4. Validity Test Results

Item	r-count	r-table	Result
EWOM1	0.781	0.159	Valid
EWOM2	0.763	0.159	Valid
EWOM3	0.744	0.159	Valid
EWOM4	0.812	0.159	Valid
EWOM5	0.795	0.159	Valid
IM1	0.776	0.159	Valid
IM2	0.801	0.159	Valid
IM3	0.742	0.159	Valid
IM4	0.786	0.159	Valid
IM5	0.817	0.159	Valid
VD1	0.782	0.159	Valid
VD2	0.796	0.159	Valid
VD3	0.738	0.159	Valid
VD4	0.775	0.159	Valid
VD5	0.809	0.159	Valid

Table 4 shows that all questionnaire items met the validity requirements, as each item produced an r-count value greater than the r-table value of 0.159. For the Electronic Word of Mouth (e-WOM) variable, the r-count values ranged from 0.744 to 0.812, while the Influencer Marketing variable ranged from 0.742 to 0.817. Similarly, the Visiting Decision variable demonstrated r-count values between 0.738 and 0.809. Since all correlation coefficients exceeded the required threshold, every indicator was declared valid and capable of accurately measuring its respective construct. Therefore, all questionnaire items were retained for subsequent statistical analysis.

2. Reliability Test

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Result
Electronic Word of Mouth	0.883	0.70	Reliable
Influencer Marketing	0.871	0.70	Reliable
Visiting Decision	0.894	0.70	Reliable

Table 5 presents the reliability test results, showing that all research variables achieved Cronbach's Alpha values exceeding the minimum threshold of 0.70. The Electronic Word of Mouth variable obtained a Cronbach's Alpha value of 0.883, Influencer Marketing recorded 0.871, and Visiting Decision achieved 0.894. These results indicate that all measurement instruments possess a

high level of internal consistency and reliability. Therefore, the questionnaire items are considered reliable and suitable for use in subsequent statistical analyses.

D. Classical Assumption Tests

1. Normality Test

The results of the Kolmogorov–Smirnov normality test indicate that the unstandardized residuals produced an Asymp. Sig. (2-tailed) value of 0.200. Since this significance value is greater than the threshold of 0.05, the residual data are considered to be normally distributed. Therefore, the normality assumption required for multiple linear regression analysis has been satisfied, indicating that the regression model is appropriate for further statistical testing.

2. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variable	Tolerance	VIF
Electronic Word of Mouth	0.612	1.634
Influencer Marketing	0.612	1.634

Table 6 presents the results of the multicollinearity test, showing that both independent variables, namely Electronic Word of Mouth and Influencer Marketing, have a tolerance value of 0.612, which is greater than 0.10, and a Variance Inflation Factor (VIF) value of 1.634, which is well below the threshold of 10. These findings indicate that there is no multicollinearity problem among the independent variables, meaning that each variable provides distinct information and does not exhibit a high correlation with the other. Therefore, the regression model satisfies the multicollinearity assumption and is suitable for further analysis.

3. Heteroscedasticity Test

Table 7. Glejser Test Results

Variable	Sig.
Electronic Word of Mouth	0.428
Influencer Marketing	0.516

Table 7 presents the results of the Glejser heteroscedasticity test. The Electronic Word of Mouth variable obtained a significance value of 0.428, while the Influencer Marketing variable produced a significance value of 0.516. Since both significance values are greater than 0.05, it can be concluded that no heteroscedasticity problem exists in the regression model. This indicates that the variance of the residuals remains constant across observations, and therefore the heteroscedasticity assumption has been satisfied, allowing the regression analysis to proceed.

E. Multiple Linear Regression Analysis

Table 8. Multiple Linear Regression Results

Model	B	Std. Error	Beta	t	Sig.
Constant	0.915	0.352	-	2.599	0.010
Electronic Word of Mouth	0.456	0.081	0.472	5.630	0.000
Influencer Marketing	0.378	0.074	0.431	5.108	0.000

Table 8 presents the results of the multiple linear regression analysis. The regression equation can be expressed as $Y = 0.915 + 0.456X_1 + 0.378X_2$, where Y represents Visiting Decision, X_1 represents Electronic Word of Mouth, and X_2 represents Influencer Marketing. The constant value of 0.915 indicates the baseline level of Visiting Decision when both independent variables are assumed to be constant. Electronic Word of Mouth has a positive regression coefficient of 0.456 with a significance value of 0.000, indicating that stronger e-WOM significantly increases Generation Z's decision to visit tourist destinations in Bandung. Similarly, Influencer Marketing has a positive coefficient of 0.378 with a significance value of 0.000, demonstrating that effective influencer marketing also significantly enhances visiting decisions. Furthermore, the standardized beta coefficients show that Electronic Word of Mouth ($\beta = 0.472$) has a slightly stronger influence on Visiting Decision than Influencer Marketing ($\beta = 0.431$).

F. Coefficient of Determination (R²)

The model summary results show an R value of 0.813, indicating a strong relationship between Electronic Word of Mouth, Influencer Marketing, and Visiting Decision. The coefficient of determination (R²) is 0.661, with an Adjusted R² value of 0.656, suggesting that 66.1% of the variation in Generation Z's Visiting Decision can be explained by Electronic Word of Mouth and Influencer Marketing. Meanwhile, the remaining 33.9% is influenced by other factors outside the scope of this study. The relatively high R² value demonstrates that the regression model has substantial explanatory power in predicting visiting decisions toward tourist destinations in Bandung.

G. Simultaneous Test (F-Test)

Table 9. ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.215	2	17.108	143.267	0.000
Residual	17.564	147	0.119		
Total	51.779	149			

The results of the simultaneous test show an F-statistic value of 143.267 with a significance value of 0.000, which is lower than the 0.05 significance level. This indicates that Electronic Word of Mouth and Influencer Marketing jointly have a significant effect on Generation Z's Visiting Decision toward tourist destinations in Bandung. Therefore, the regression model is statistically significant, and Hypothesis 3 (H3) is accepted.

Discussion

The results of this study indicate that Electronic Word of Mouth (e-WOM) has a positive and significant effect on Generation Z's decision to visit tourist destinations in Bandung. This finding suggests that online reviews, recommendations, and travel experiences shared by other tourists serve as important sources of information during the decision-making process. As digital natives, Generation Z tends to seek information through social media and online platforms before selecting a destination (Ribeiro et al., 2023; Wiastuti et al., 2020). Positive e-WOM helps reduce uncertainty, increases trust, and strengthens destination image, ultimately encouraging individuals to visit Bandung. These findings are consistent with previous tourism studies that identified e-WOM as a key factor influencing consumer attitudes, travel intentions, and destination choice (Ghaly, 2023; Wiastuti et al., 2020).

The study also found that Influencer Marketing significantly affects Visiting Decision. This result demonstrates that content created by influencers, such as destination reviews, travel videos, photographs, and personal experiences, can effectively shape perceptions and stimulate travel interest among Generation Z (Oktaviani & Abdurrahman, 2024; Peng, 2023). Influencers are often viewed as credible, authentic, and relatable sources of information, making their recommendations more persuasive than conventional promotional messages. The significance of this variable reflects the growing role of social media influencers in tourism marketing, where visually appealing and experience-based content can inspire followers to explore and visit recommended destinations (Adriana & Syaefulloh, 2023; Kim & Chan-Olmsted, 2022).

Furthermore, the simultaneous analysis revealed that Electronic Word of Mouth and Influencer Marketing jointly have a significant influence on Visiting Decision, explaining 66.1% of the variation in Generation Z's travel decisions. This finding highlights the importance of integrating multiple forms of digital communication in tourism promotion strategies. Positive online reviews supported by persuasive influencer content create favorable destination perceptions, increase trust, and strengthen travel intentions. Therefore, tourism destination managers in Bandung should encourage visitors to share positive experiences online while collaborating with relevant influencers to enhance destination visibility, attract Generation Z travelers, and maintain competitiveness in an increasingly digital tourism environment.

CONCLUSION

In conclusion, this study confirms that Electronic Word of Mouth and Influencer Marketing significantly influence Generation Z's decision to visit tourist destinations in Bandung. Electronic Word of Mouth positively affects visiting decisions by providing online reviews, recommendations, and travel experiences that increase trust and reduce uncertainty, while Influencer Marketing encourages visitation through credible, attractive, and authentic content that shapes positive destination perceptions. The simultaneous analysis further reveals that both variables significantly contribute to visiting decisions, with a coefficient of determination (R^2) of 66.1%, indicating substantial explanatory power. These findings highlight the growing importance of digital communication in tourism marketing and suggest that destination managers should encourage positive online engagement and collaborate with suitable influencers to strengthen destination image and attract Generation Z tourists. Future research is recommended to incorporate additional variables such as destination image, tourist trust, social media engagement, and travel motivation to provide a more comprehensive understanding of tourist decision-making behavior.

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