
What Does Gen Z See That Can Influence Their Interest In Visiting Indonesia? Study on Instagram @WonderfullIndonesia

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Abstract:

Indonesia is one of the countries with the most beautiful tourist destinations in the world. Its beauty must be introduced to all tourists, especially local tourists from the younger generation. This research aims to find out what variables attract the attention of Generation Z when they want to visit tourist attractions, especially after seeing the Instagram account @WonderfullIndonesia. The research involved 180 Generation Z student respondents in Karawang. Data that was collected through a questionnaire distributed using Google Forms was analyzed using SEM-PLS. The research results show that Generation Z's interest in visiting pays attention to eWOM, green marketing, and lifestyle variables. Even though social media marketing activity does not influence visiting interest, it is still a factor that must be considered.

Keywords: *Social Media Marketing Activity; EWOM; Green Marketing; Lifestyle; Visit Interest*

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1. Introduction

Indonesia is one of the most popular tourist destinations in the world. With its stunning natural beauty, cultural diversity, and the friendliness of its people, Indonesia offers an unforgettable tourist experience for tourists. From enchanting beaches, lush tropical forests, and majestic mountains, to rich cultural diversity, Indonesia has everything to captivate the hearts of tourists.

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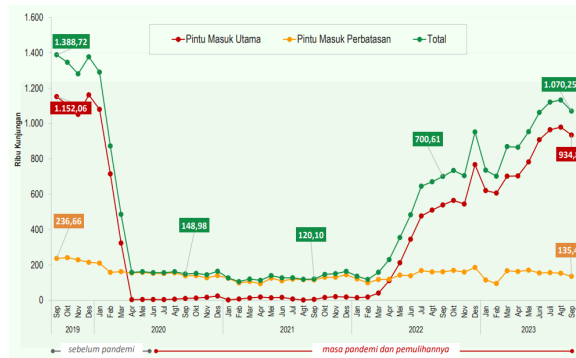


Figure 1. Number of Foreign Tourist Visits to Indonesia
Source: (badan pusat statistik Indonesia, 2020)

However, the Central Statistics Agency (BPS) said that the number of foreign tourists to Indonesia in September 2023 would be 1.07 million people. This number decreased by around 5.51% compared to August 2023, which was 1.13 million (badan pusat statistik Indonesia, 2020).

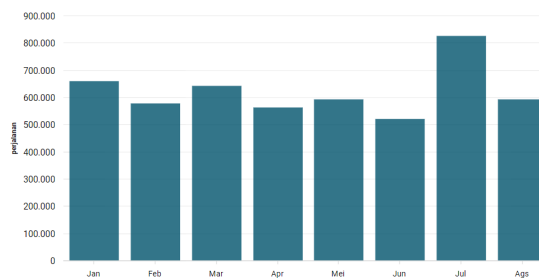


Figure 2. Number of Archipelago Tourist Trips in Indonesia
Source: (badan pusat statistik Indonesia, 2020)

Based on the number of national tourisms in August 2023, it will reach 592.7 thousand tourists. This number decreased by around 28.25% compared to July 2023, which could reach 826.15 thousand trips. With a decrease in the number of foreign and domestic tourists in Indonesia, a strategy is needed to promote Indonesia's potential tourism (badan pusat statistik Indonesia, 2020).

Social media has an important role in improving the tourism industry in Indonesia. According to a report by the Indonesian Internet Service Providers Association (APJII), the number of people who use the internet in Indonesia reaches more than 200 million with an average duration of 8 hours 36 minutes a day. This shows that social media has great potential as a means of promoting tourism in Indonesia. The majority of Indonesians even use social media such as Instagram, YouTube, and TikTok to choose tourist attractions to visit. In addition, social media can also be used to form *branding* of tourist destinations and as a source of information about various tourist areas to be visited. The high use of social media makes Indonesia the largest social media market in the world. Therefore, social media and tourism are two things

that are in harmony because tourism is an activity based on experience (Achmad et al., 2022; Charli & Putri, 2021; Geria, 2018; Islami et al., 2023; Pramudhita, 2021; Prisgunanto, 2020; Nguru et al., 2021). In addition, social media is one of the tools that Gen Z considers when they want to visit tourist attractions. Based on these social media, Gen Z gets a lot of information such as reviews, travel access, ticket prices, tour packages, travel services, and so on (Amaro et al., 2016).

Previous research conducted by Desak et al. (2023) discusses the perspective of Generation Z on the role of social media in expanding the culinary business. While the study conducted by Wiastuti et al. (2020) relates to the characteristics of Indonesia's Generation Z journey towards considerations in choosing hotels and to find out the perceptions of Generation Z in choosing hotel attributes according to their level of education and place of origin. However, there have been no studies that discuss in general related to the tourism industry. So, this research can be a comprehensive reference but with a clear construct in the tourism industry in an effort to attract Generation Z to visit.

The Ministry of Tourism (Kemenpar) of the Republic of Indonesia has successfully promoted the 'Wonderfull Indonesia' campaign in the Indonesian tourism industry. In 2017, Indonesia was ranked 20th as the largest tourism industry in the world and ranked 9th as the fastest growing tourism sector in the world. By utilizing social media as a method of communication and an effective method of communication, the Ministry of Tourism succeeded in the 'Wonderfull Indonesia' campaign (Pratiwi, 2021). Since 2012, Wonderfull Indonesia has been active on Instagram social media with *followers* currently reaching 1.1M (1.1 million) and the number of posts both photos and videos as many as 4,476 posts. @WonderfullIndonesia is the official Instagram account of the Ministry of Tourism and Creative Economy of the Republic of Indonesia that presents a selection of tourist destinations, so that it can represent social media that can attract Generation Z to make tourist visits.

Internet users in 2022 are dominated by ages 13-25 years and over (87.56%) or often referred to as Generation Z (Gen Z) (M. publik Indonesia, 2023). Generation Z has a psychological need as their *lifestyle* for holidays to reduce stress caused by their many jobs. When traveling, Generation Z usually chooses the nearest and well-known tourist destinations in their area, without spending a lot of money. Activities that Generation Z loves include finding beautiful locations, tasting local cuisine, and camping. To travel affordably and efficiently, Generation Z prefers personal vehicles such as motorcycles or cars, which allows them to visit many places (Abhirama et al., 2023; González & Bello, 2002; Haratikka & Purba, 2023; Maulana & Kamila, 2022).

Gen Z tends to prefer environmentally friendly lodging and unique concepts such as glamping or *homestays* (Giannoukou et al., 2023). They also prefer healthy and organic food and try authentic local food (Ewe & Tjiptono, 2023). Gen Z's lifestyle as a young traveler is looking for new and unique experiences, using technology to plan trips, caring about the environment and health, and preferring environmentally

friendly and healthy lodging and food so that Gen Z is currently considered to pay attention to *green marketing* (Abhirama et al., 2023; Genoveva & Syahrivar, 2020; Mulyono et al., 2023; Aguilera, 2013).

Electronic Word of Mouth (eWOM) or online recommendations are very influential for generation Z in making travel decisions. Generation Z is highly connected to technology and social media, so they tend to seek information and recommendations from fellow online users before making a decision to travel. eWOM can increase generation Z's visiting interest because they tend to trust reviews and recommendations from others they trust, whether peers, celebrities, or influencers. They also trust reviews from online users more than direct ads or promotions from tourism companies (Adianto & Sari, 2023; Auliya et al., 2020; Aziza & Purwanto, 2022; Jamilah et al., 2022; Putra et al., 2023).

Therefore, tourism companies and tourist destinations need to pay attention to the influence of eWOM in their marketing strategies. Creating engaging and memorable experiences for visitors can encourage Generation Z to share their positive experiences online, which in turn can increase visiting interest from other Generation Z. In addition, collaborating with influencers or celebrities who are popular among generation Z can also help increase exposure and visiting interest from generation Z.

This study wanted to find out the construct model of each variable that can affect Generation Z in visit interest, especially after looking at @WonderfullIndonesia Instagram account. With all its tourism potential, Indonesia continues to strive to improve the quality of tourism and provide the best experience for tourists. Through intensive tourism promotion and the development of adequate tourism infrastructure, Indonesia hopes to continue to be a leading destination for tourists from all over the world.

2. Theoretical Background

Social Media Marketing Activity (SMMA)

According to (Seo & Park, 2018), social media marketing activity is an online-based social media marketing activity that makes it easy to communicate, work together, and exchange material. *Social media marketing activity* (SMMA) includes blogger endorsements, advertising on social media sites, and managing user-generated content to build brand awareness among consumers (Kim & Ko, 2012). There are five dimensions in *social media marketing activity*, namely (Seo & Park, 2018):

1. Entertainment

The results of pleasure obtained when using social media @WonderfullIndonesia. Entertainment on social media has an important role in eliciting positive emotions, increasing participation, encouraging users to continue using the platform, and users can discuss certain products and brands with each other. The more often you open social media @WonderfullIndonesia, the sense of entertainment also increases and raises interest in visiting.

2. Interaction

The interaction of social media users changes the way of communication and encourages the development of content created on social media. Frequent communication between social media users @WonderfullIndonesia, increasing interaction and desire for participation in visiting tourist attractions.

3. Trendiness

Provision of the latest information about products and services provided through social media @WonderfullIndonesia. Information updates will enrich the information of Generation Z to generate interest in visiting.

4. Customization

Ability to meet customer needs and desires through customized services. The purpose of customization in social media @WonderfullIndonesia is to communicate uniqueness and increase Generation Z's visitor preferences and loyalty to brands.

5. Perceived risk

Social media has the ability to reduce the anxiety and worry that consumers feel by allowing them to interact with companies and obtain the latest information. The @WonderfullIndonesia account provides many references to travel destinations so that Generation Z does not need to worry, on the contrary it will cause interest in visiting.

The implications of the influence of social media marketing activity for tourist destinations are enormous. Several previous studies have shown a positive relationship between social media use and increased interest in visiting (Achmad et al., 2022; Charli & Putri, 2021; Geria, 2018; Islami et al., 2023; Nguru et al., 2021; Pramudhita, 2021).

HI: *Social media marketing activity Instagram account @WonderfullIndonesia have a significant impact on the visit interest of Generation Z*

Electronic Word of Mouth (eWOM)

According to (Hennig-Thurau et al., 2004), eWOM is a statement made by customers, whether prospective customers, actual customers, about a product or company, either positive or negative. According to (Ismagilova et al., 2017), eWOM is a process of information exchange that is carried out continuously and continuously through online media including various platforms, such as websites, emails, chat rooms, and social media such as Twitter and Instagram. There are 3 indicators used to assess eWOM, namely (Jeong & Jang, 2011):

1. Concern for others

It is an important motive because tourism products are dynamic so tourists must rely on eWOM. In eWOM communication between tourists through @WonderfullIndonesia Instagram account, they have pure intentions because of their sincere desire to help other travelers by sharing positive travel experiences. The use of eWOM is commonly used in Generation Z who are already accustomed to using technology. The clearer the eWOM delivered, especially the positive ones, it can increase interest in visiting Generation Z.

2. Expressing positive feelings

Appears as a result of a pleasant visiting experience. Positive experiences in tourist destinations by travelers contribute to a psychological boost as they feel like sharing their happiness with others on @WonderfullIndonesia Instagram account. This encouragement can be channeled by expressing a positive travel experience online, so that readers as potential tourists will feel positive and have the desire to visit.

3. Helping the company

Have a motivational background similar to the motive of concern for others, namely a sincere desire to help others. The difference lies in the object, tourists may be motivated to engage in eWOM Instagram accounts @WonderfullIndonesia to reward destination managers for their positive travel experience.

Based on previous studies, eWOM has a significant influence on the increasing interest in Generation Z visits to a tourist destination (Auliya et al., 2020; Aziza & Purwanto, 2022; Hanafia et al., 2020; Jamilah et al., 2022; Muhammad et al., 2015; Putra et al., 2023).

H2: *eWOM Instagram account @WonderfullIndonesia has a significant impact on Generation Z's visit interest*

Green Marketing

Kotler & Keller (2016) defining green marketing as a movement that leads to the responsibility of the company to be environmentally responsible for the production process of its products. According to (Coddington & Florian, 1993) green marketing is all environmentally responsible marketing activities, with the least possible negative impact on the environment. (Lozada, 2000) defines Green Marketing as the application of marketing tools to facilitate change that provides organizational satisfaction and individual goals in safeguarding, protecting, and preserving the physical environment. (Prode & Ferrel, 1993) defines green marketing as an effort to design, promote, and distribute products that do not damage the environment. Green marketing consists of all activities designed to generate and facilitate the exchange of anything intended to satisfy human needs or desires so that this satisfaction occurs with minimal negative impact on the natural environment (Polonsky, 1994). According to Adhimusandi et al. (2020) there are 4 dimensions of green marketing, including:

1. Green Product

A product can be called a green product if the production process is *eco-friendly* and causes less environmental damage. A business must minimize environmental pollution in its production process. Tourist destinations on the Instagram account @WonderfullIndonesia try to convey this information to tourists. Beautiful natural scenery and cultural diversity are the main product attractions of destinations in Indonesia. The goal is to increase the interest in visiting tourists.

2. Green Price

Being environmentally friendly requires substantial investments, such as the use of new technologies and machinery, employee training, turning waste into recycled products, and these costs will affect the price of the product. Therefore,

in marketing environmentally friendly products, higher prices are reasonable because of the perceived superiority of the product or service to show superior quality. The existence of an Instagram account @WonderfullIndonesia provide accurate information regarding prices and quality offered by tourist destinations that you want to visit.

3. Green Place

To influence interest in visiting, destination managers need to place their products in locations that are easily accessible to tourists and are as close to tourists as possible so that they have a positive experience related to their trip. One of these information can be obtained from @WonderfullIndonesia Instagram account.

4. Green Promotion

Marketing strategies that aim to promote environmentally friendly products or services. This involves the use of promotional messages and techniques that emphasize the environmental benefits of the product or service, as well as the company's efforts in maintaining environmental sustainability. The aim is to increase consumer awareness of environmentally friendly products or services and encourage them to choose more sustainable options.

Studies conducted by Ewe & Tjiptono (2023) Explaining that when consumers have a broader knowledge of eco-friendly brands than non-eco-friendly brands, they tend to have more positive attitudes, stronger intent to buy, and are more willing to pay more for eco-friendly products than non-eco-friendly products. This is supported by studies conducted by (Abhirama et al., 2023; Shafira et al., 2022; Singh et al., 2022; Song et al., 2020).

H3: *Green marketing on Instagram accounts @WonderfullIndonesia have a significant impact on Generation Z visit interest*

Lifestyle

A lifestyle is a special representation of one's identity, which is influenced by self-image and especially by friends and the media. A lifestyle is a repetitive and dynamic pattern of action, which to some degree may not be realized by the individual himself. Lifestyle is a visual expression that distinguishes one individual from another, and also reflexively shows individuals how their self-image develops. When talking about consumption, it can be understood that lifestyle is a way to express self-identity, and consumption is one way to maintain that lifestyle (Jensen, 2007). Lifestyle can influence a person to carry out activities and desire to be seen and judged by others (Mardikaningsih R and Darmawan D, 2021). According to (González & Bello, 2002), Lifestyle can be measured based on indicators:

1. Activity

These activities can be work, hobbies, social events, vacations, entertainment, community, or shopping. The activities of tourists reflect the characteristics of tourists in their daily lives. By understanding tourist activity, companies can find out what activities are carried out by their target market, making it easier for tour managers to develop strategies based on the information obtained.

2. Interest

Each individual has different interests. Sometimes someone is interested in travel, while others are interested in food, fashion of clothing, and so on. Interest is a personal factor of consumers that influences the decision-making process. Every company is expected to always understand the interests and desires of its customers. By understanding customer interests, companies can more easily create marketing concepts that influence the buying process of their target market.

3. Opinion

Opinion is an oral or written response given by a person to a situation. Opinion is used to describe interpretation, expectation, and evaluation.

Lifestyle is closely related to visit interest, because lifestyle reflects consumption patterns that describe a person's choice of how to use time and money to make a visit (Gunawan & Hardiyanto, 2019). Previous research explaining the influence between lifestyle and visit interest has been presented by (Gunawan & Hardiyanto, 2019; Mardikaningsih R and Darmawan D, 2021; Maulana & Kamila, 2022).

H4: *Instagram account lifestyle @WonderfullIndonesia has a significant impact on the visit interest of Generation Z*

Visit Interest

Visit interest is a tendency or desire that arises to visit a place (Adianto & Sari, 2023). In theory, buying interest is also a visit interest. Visit interest is an encouragement from within oneself to visit or make a visit to a place or region that attracts him to come to him (Jamilah et al., 2022). According to (Edithania, 2018), Indicators that can measure visit interest, namely:

1. Problem Recognition

The desire to make visits is caused by an impulse of need or an attempt to increase satisfaction. In Generation Z, traveling is an urgent need, thus increasing interest in vacation.

2. Information Gathering

Once Generation Z realizes the need and strives to increase satisfaction, the Generation Z will seek information about destinations of interest. In the context of desirability to visit, the collection of this information includes travel features related to travel agents, costs, and time required, and destination resources related to infrastructure, accessibility, and services. Instagram accounts @WonderfullIndonesia be one solution to obtain this information.

3. Evaluation

Generation Z evaluates and compares information gleaned from previous searches on @WonderfullIndonesia Instagram accounts so they can make an informed decision about whether to accept or decline a visit.

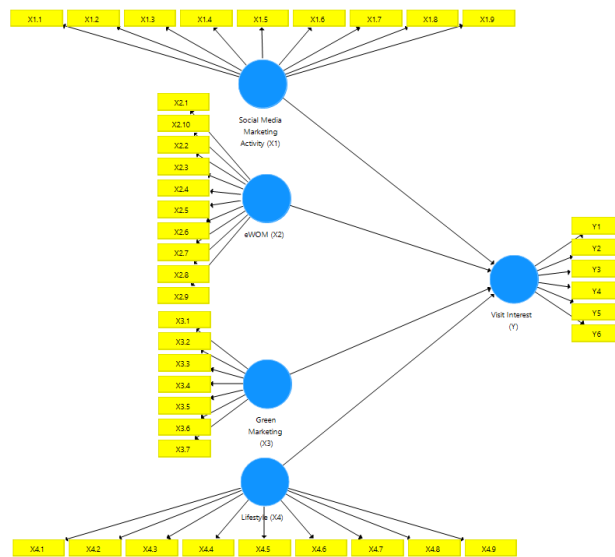


Figure 3. Conceptual Model

3. Methodology

This study wants to find out what variables are seen by Generation Z in Indonesia that can affect *visit interest*, especially after seeing @WonderfullIndonesia Instagram account. This research is quantitative research with a verificative descriptive method. Researchers analyzed data from the population, namely Karawang Regency students who belong to generation Z. Too large a population allows the study to use sample calculations with the Hair formula, which is $n = 10 \times$ the number of indicators used. So that the number of samples used in this study is 180 respondents (10×18 indicators). The sampling technique uses purposive sampling with predetermined criteria, namely Generation Z (born in 1997-2012) and students in Karawang. Purposive sampling is used to obtain samples that represent the objectives of the research carried out and meet the criteria in providing information. Data were obtained through questionnaires designed by taking into account the dimensions of each variable (Table 1). The questionnaire was distributed using google form, then analyzed using the SEM (Structural Equation Model) method with a Partial Least Square approach. PLS-SEM is oriented to predict constructive variables with the aim of developing theories.

Tabel 1. Research Question Dimensions and Items

No	Variable	Dimension	Question Item
1	Social Media Marketing	Entertainment	1. Accessing @WonderfullIndonesia Instagram account is fun 2. The information on the @WonderfullIndonesia is posted interestingly

No	Variable	Dimension	Question Item
2	Activity (SMMA)	Interaction	3. Can express opinions through Instagram account @WonderfullIndonesia 4. Can discuss and exchange opinions through @WonderfullIndonesia Instagram account
		Trendiness	5. The information provided on @WonderfullIndonesia Instagram account is up to date information 6. The Instagram account @WonderfullIndonesia shares informative content on its social media accounts
		Customization	7. Can get the information I need about tourist destinations through @WonderfullIndonesia Instagram account
		Perceived risk	8. @WonderfullIndonesia ease concerns about which tourist destination to choose 9. Feel confident to visit one of the tourist destinations after seeing @WonderfullIndonesia Instagram account
		Concern for others	1. @WonderfullIndonesia Instagram account, helps get information about the choice of tourist attractions 2. @WonderfullIndonesia Instagram account, helps get information about the quality of tourism services in Indonesia 3. Through @WonderfullIndonesia Instagram account, you can feel the concern of others when recommending attractions to come to visit
	eWOM	Expressing positive feelings	4. Through @WonderfullIndonesia Instagram account, I got information about the attractiveness of tourism in Indonesia 5. Through @WonderfullIndonesia Instagram account, I got information that Indonesia is the right choice for traveling 6. Through @WonderfullIndonesia Instagram account, I got information about people's positive experiences related to Indonesian tourism 7. Through @WonderfullIndonesia Instagram account, I get information about the attractions to be visited so as to save time and costs 8. Through @WonderfullIndonesia Instagram account, I get information about entrance prices and operating hours of tourist attractions so that I can determine attractions that suit my needs
		Helping the company	9. Through @WonderfullIndonesia Instagram account, I can feel the willingness of others to help publicize about Indonesian tourism and want Indonesian tourist attractions to grow and become famous 10. Through @WonderfullIndonesia Instagram account, I can feel the awareness of others about the potential of Indonesian tourism, so that awareness also arises

No	Variable	Dimension	Question Item
3	Green Marketing		to maintain the preservation of Indonesia's tourist attractions
		Green Product	1. Indonesian tourist attractions on the Instagram account are @WonderfullIndonesia safe for humans and the environment (do not damage the environment). 2. I will participate in channeling concern for the environment in Indonesian tourist areas
		Green Price	3. The prices offered by tourist attractions in Indonesia are affordable 4. Prices with quality provided by tourist attractions in Indonesia are appropriate
		Green Place	5. Strategic and easy to reach tourist sites in Indonesia
		Green Promotion	6. Advertisements for tourist attractions in Indonesia on Instagram accounts @WonderfullIndonesia known as environmentally friendly products 7. The tagline of advertising carried out by tourist attractions in Indonesia on the Instagram account @WonderfullIndonesia describe its concern for the environment
4	Lifestyle	Activity	1. Often access Instagram accounts @WonderfullIndonesia on social media 2. Follow all the content of @WonderfullIndonesia Instagram social media accounts 3. Access Instagram @WonderfullIndonesia on social media 2-3 times a week
		Interest	4. Interested in attraction content when accessing @WonderfullIndonesia Instagram account 5. Interested in accessing @WonderfullIndonesia Instagram accounts that offer travel content 6. Interested in accessing @WonderfullIndonesia Instagram accounts that offer travel content
		Opinion	7. Not confident when accessing travel accounts other than Instagram @WonderfullIndonesia 8. Do not attach importance to the price in choosing tourist attractions offered on the Instagram account @WonderfullIndonesia 9. The level of confidence grows when you later visit one of the attractions from the Instagram account @WonderfullIndonesia
5	Visit Interest	Problem Recognition	1. Find information on Indonesian tourist destinations to visit through @WonderfullIndonesia Instagram account 2. Find information about the facilities provided in a tourist destination through the Instagram account @WonderfullIndonesia

No	Variable	Dimension	Question Item
			3. Find information about the estimated cost needed to visit a tourist destination through the Instagram account @WonderfullIndonesia
			4. Find out how long it takes to visit a particular destination through your Instagram account @WonderfullIndonesia
	Information Gathering		5. Always compare the information I get about the destination I will visit
	Evaluation		6. Decided to visit a tourist destination after I determined which one was best, according to my circumstances

4. Empirical Findings/Result

Based on the results of the analysis of 180 respondents who are Gen Z students in Karawang, the following are the characteristics of respondents based on age, gender, occupation, and income per month.

Table 1. Characteristics Respondent

Characteristics	Sum	%
Age		
18-20 Years	163	90.6
21-23 Years	11	6.1
24-26 Years	6	3.3
Gender		
Female	145	80.6
Male	35	19.4
Occupation		
Student	175	97.2
Employee	5	2.8
Income (Per Month)		
<Rp 1.000.000	146	81.1
Rp 1.000.000-Rp 3.000.000	18	10
Rp 3.000.001-Rp 5.000.000	10	5.6
Rp 5.000.001-Rp 10.000.000	5	2.8
>Rp 10.000.000	1	0.6

Source: Data Analysis Result (2023)

Table 1 explains that the majority of respondents aged 18-20 years (90.6%), are female (80.6%), have only student status (97.2%), and have an income of less than Rp 1,000,000 (81.1%).

The following are the results of the outer model test that shows the full model that has been fixed based on the outer loading value.

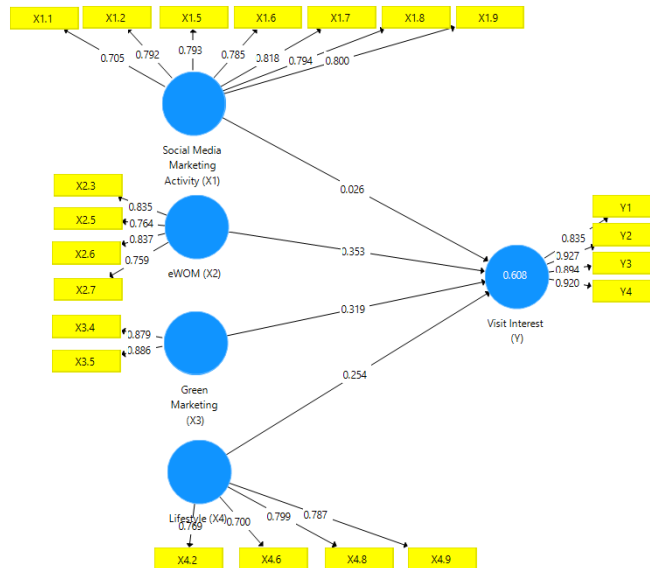


Figure 4. Full Research Model

In the initial model, there were 41 constructs used to measure variables, then in the final full model in this study there were 21 constructs that were declared valid because they had a *loading factor* value above the recommended value of 0.7. In the social media marketing activity variable, only 7 constructs are fit (covering 4 of the initial 5 dimensions), the eWOM variable has 4 constructs left (covering 2 of the initial 3 dimensions), the green marketing variable has 2 constructs left (covering 2 of the initial 4 dimensions), the lifestyle variable has 4 constructs left (no dimensions are wasted), and the visit interest variable has 4 constructs left (covering 1 of the initial 3 dimensions).

Table 2. Average Variance Extracted

Variable	Average Variance Extracted (AVE)
Social Media Marketing Activity	0.616
eWOM	0.640
Green Marketing	0.779
Lifestyle	0.585

Source: Data Analysis Result (2023)

Data is said to be valid when AVE is valued at >0.50 . Based on these data, researchers confirmed that all variables were declared valid in convergent validity testing because all variables had AVE exceeding 0.50.

Table 3. Cross Loading

	Social Media Marketing Activity	eWOM	Green Marketing	Lifestyle	Visit Interest
X1.1	0.705				
X1.2	0.792				
X1.5	0.793				
X1.6	0.785				
X1.7	0.818				
X1.8	0.794				
X1.9	0.800				
X2.3		0.835			
X2.5		0.764			
X2.6		0.837			
X2.7		0.759			
X3.4			0.879		
X3.5			0.886		
X4.2				0.769	
X4.6				0.700	
X4.8				0.799	
X4.9				0.787	
Y1					0.835
Y2					0.927
Y3					0.894
Y4					0.920

Source: Data Analysis Result (2023)

All indicators in each construct variable in table 3 have a loading factor value exceeding the error variance value of 0.70, meaning that the indicator is declared valid and each indicator can reflect the measurement model against the construct variable.

Table 4. Cross Loading

Variabel	Cronbach's Alpha	Composite Reliability
Social Media Marketing Activity	0.898	0.918
eWOM	0.813	0.876
Green Marketing	0.716	0.875
Lifestyle	0.764	0.849

Variabel	Cronbach's Alpha	Composite Reliability
Visit Interest	0.917	0.941

Source: Data Analysis Result (2023)

Based on table 4, the reliability test is declared to be met when Cronbach's alpha is >0.60 . After doing the calculations, it can be concluded that all variables have met their reliability tests because each of Cronbach's alpha >0.60 . A variable is considered reliable when composite reliability is >0.70 . After doing calculations, it can be concluded that all variables have been declared reliable because each composite reliability has a value of >0.70 .

Table 5. R-Square

Variabel	R-Square
Visit Interest	0.608

Source: Data Analysis Result (2023)

In table 5, it is known that the R Square value of 0.608 means that visit interest is influenced by social media marketing activity, ewom, green marketing, and lifestyle by 60.8%, while the remaining 39.2% is influenced by other factors that are not studied.

Hypothesis testing is performed to test the influence between variables. In the bootstrap method, the hypothesis is accepted if the significance value of t-statistic >1.96 and the value of p-values <0.05 , then H_a is accepted and H_o is rejected meaning that there is an influence of variable X on variable Y. The following is the result of data processing by looking at the significance of the influence between variables on path coefficients.

Table 6. Hypothesis Test Results

Hipotesis	Original Sample (O)	T Statistics (O/STERR)	P Values	Ket
Social Media Marketing Activity → Visit Interest	0.026	0.535	0.593	Rejected
eWOM → Visit Interest	0.353	4.917	0.000	Accepted
Green Marketing → Visit Interest	0.319	7.040	0.000	Accepted
Lifestyle → Visit Interest	0.254	5.550	0.000	Accepted

Source: Data Analysis Result (2023)

5. Discussion

Hypothesis 1.

Based on the results of SEM-PLS analysis on research related to Generation Z's visit interest after following @WonderfullIndonesia Instagram account, constructs that play a role in social media marketing activity variables are entertainment, trendiness, customization, perceived risk. Generation Z seems to reduce excessive interaction with fellow travelers, only focusing on themselves in acquiring and sharing their travel experiences on social media.

Based on the results of hypothesis testing in table 6, it confirms that hypothesis 1 which states that social media marketing activity Instagram accounts @WonderfullIndonesia have a significant impact on the visit interest of Generation Z is rejected, because the t-statistic value $(0.535) < 1.96$ and the p-value $(0.593) > 0.05$. This result is contrary to the results of previous studies that have been conducted, but it is still possible to occur because there are several factors that can affect the effectiveness of social media marketing, such as improper targeting, lack of interaction with users, or lack of quality content. In addition, external factors such as changes in market trends and competition can also affect visit interest.

Nonetheless, it is important to remember that the world of marketing is very dynamic, and research and practice are constantly evolving. Therefore, it is important to constantly monitor the latest trends and research in social media marketing to understand their impact on visit interest.

Hypothesis 2.

Based on the results of SEM-PLS analysis on research related to Generation Z's visit interest after following @WonderfullIndonesia Instagram account, the constructs that play a role in the eWOM variables are concern for others and expressing positive feelings. Generation Z tends to care more about others and want to share positive things based on their experiences. They don't really see how the impact on tour managers is.

Based on the results of hypothesis testing in table 6, it confirms that hypothesis 2 which states that Instagram account eWOM @WonderfullIndonesia have a significant impact on Generation Z's visit interest is accepted, because the t-statistic value $(4.917) > 1.96$ and the p-values $(0.000) < 0.05$. Several studies have been conducted to examine the impact of eWOM on Generation Z visit interest to various destinations, including halal tourist destinations in West Java (Hanafia et al., 2020), Riau and Riau Islands (Puspitasari, 2020), and several other places. The studies found that eWOM had a positive and significant influence on Generation Z's visiting intent.

eWOM is important for the tourism industry, as it allows travelers to share their experiences and recommendations online, which can influence potential visitors' decisions to visit a particular destination.

Hypothesis 3.

Based on the results of the SEM-PLS analysis on research related to Generation Z visit interest after following @WonderfullIndonesia Instagram account, the constructs that play a role in green marketing variables are green price and green place. Generation Z tends to consider price and location more than products and promotions.

Based on the results of hypothesis testing in table 6, it confirms that hypothesis 3 which states that green marketing Instagram accounts @WonderfullIndonesia have a significant impact on the visit interest of Generation Z is accepted, because the t-statistic value (7,040) > 1.96 and the p-value (0.000) < 0.05. Green marketing has a positive impact on the visit interest of Generation Z. Studies show the positive impact of green marketing on the purchase intention of Generation Z on new dairy products in the Indian market (Singh et al., 2022). A study in China found that green marketing influences shopping intentions for green products directly and through mediation factors, such as environmental awareness (Song et al., 2020). This shows that the promotion of eco-friendly and sustainable business practices can attract the interest and support of generation Z in buying eco-friendly products and services.

Hypothesis 4.

Based on the results of SEM-PLS analysis on research related to Generation Z's visit interest after following @WonderfullIndonesia Instagram account, constructs that play a role in lifestyle variables are activity, interest, and opinion. All aspects of lifestyle have an effect on increasing visitor interest in Generation Z when following @WonderfullIndonesia Instagram account.

Based on the results of hypothesis testing in table 6, it confirms that hypothesis 4 which states that lifestyle on Instagram accounts @WonderfullIndonesia have a significant impact on Generation Z's visit interest is accepted, because the t-statistic value (5,550) > 1.96 and the p-value (0.000) < 0.05. Generation Z has unique preferences and lifestyles. They tend to be more open to new experiences, like to share moments through social media, and have a high interest in interesting and different activities. Factors such as a tendency to seek out new experiences, an interest in a healthy lifestyle, and a desire to connect with brands that share their values can all influence the visitation interest of generation Z. They tend to gravitate toward destinations and experiences that allow them to express themselves, engage in interesting activities, and share moments with their friends through social media (González & Bello, 2002; Haratikka & Purba, 2023; Jensen, 2007).

When Gen Z is asked what would make them so happy in their lives in the future, then the holidays become a top priority for them. Gen Z is more likely to say that they have taken a domestic vacation or vacation abroad in the past 6 months than older generations (Henderson, 2023).

6. Conclusions

This study aims to find out what factors attract the attention of Generation Z when they want to visit tourist attractions, especially after seeing @WonderfullIndonesia Instagram account. The results showed that the variables that influence Generation Z to cause visit interest are eWOM, green marketing, and lifestyle. Although social media marketing did not have a significant impact in this study, it is still one of the important factors that must be considered by tourism entrepreneurs seeing social media trends continue to grow and the interest of Generation Z is very dynamic. On the other hand, based on the results of the analysis, not all dimensions in each variable can cause visit interest in Generation Z. Only a few dimensions can increase visit interest after seeing @WonderfullIndonesia Instagram account. Looking at the constructs of each of these dimensions, Generation Z tends to focus on themselves rather than others, be it fellow tourists or managers of tourist destinations.

So it is recommended to destination managers to create content on social media that is entertaining, up to date, and can accommodate the experience of Generation Z during their visit without providing a comment column between tourists. Managers are also asked to take into account affordable prices and tourist locations that are not too far away. As for future researchers, it is advisable to conduct an analysis with a wider population and a large sample. Other generations also feel the need to be researched.

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