

Pengaruh User-Generated Content terhadap Niat Perjalanan Wisata Gen Z di Platform Instagram = The Influence of User-Generated Content on Gen Z Travel Intentions on the Instagram Platform

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Abstrak

Fenomena akselerasi pertumbuhan penggunaan sosial media pada kalangan Gen Z merupakan peluang bagi pemasar untuk menyusun strategi pemasaran digital. Dalam konteks pemasaran pariwisata, User-Generated Content telah menjadi sumber informasi yang berharga bagi para wisatawan dalam membuat keputusan perjalanan. Penelitian ini mencoba memberikan gambar pengaruh dari User-Generated Content terhadap Niat Perjalanan Wisata Gen Z yang dimediasi oleh perceived credibility, perceived usefulness, dan destination image di Platform Instagram. Metode secara kuantitatif dengan online kuesioner 346 responden digunakan untuk melihat pengaruh UGC dengan Visit Intention. Hasil dalam penelitian ini menunjukkan bahwa Emotional User-Generated Content mempengaruhi Visit Intention di platform instagram sehingga dapat dijadikan strategi bagi pemasar.

.....The phenomenon of accelerated growth in social media usage among Gen Z is an opportunity for marketers to develop digital marketing strategies. In the context of tourism marketing, User-Generated Content has become a valuable source of information for tourists in making travel decisions. This research tries to illustrate the influence of User-Generated Content on Gen Z visit intention mediated by perceived credibility, perceived usefulness, and destination image on the instagram platform. A quantitative method with an online questionnaire of 346 respondents was used to see the effect of UGC with Visit Intention. The results in this study indicate that Emotional User-Generated Content affects Visit Intention on the Instagram Platform so that it can be used as a strategy for marketers.