



# The Effect of Content Marketing and Electronic Word of Mouth on Generation Z's Visiting Decisions at Terasering Panyaweuyan

<sup>1st</sup>Solihin\*, <sup>2nd</sup>Nindi Rospiana 2\*, <sup>3rd</sup>Muhammad Fikry Januar 3\*, <sup>4th</sup>Dede Ibrahim Maulana, <sup>5th</sup>Eko Prasetyo, <sup>6th</sup>Imma Ismaniar

<sup>1st</sup>Bisnis Digital, Politeknik Mardira Indonesia, <sup>2nd</sup>Manajemen, Universitas Majalengka, <sup>3rd</sup>Bisnis Digital, Politeknik Mardira Indonesia, <sup>4th</sup>Bisnis Digital, Politeknik Mardira Indonesia, <sup>5th</sup>Bisnis Digital, Politeknik Mardira Indonesia, <sup>6th</sup>Bisnis Digital, Politeknik Mardira Indonesia

<sup>1st</sup>ihin.agapura@gmail.com, <sup>2nd</sup>nindirospiana303@gmail.com, <sup>3rd</sup>fikri\_januar@poltekmi.ac.id, <sup>4th</sup>dedeibrahimmaulana@gmail.com, <sup>5th</sup>ekoprasetyo1120@gmail.com, <sup>6th</sup>imma.ismaniar@poltekmi.ac.id

fikriemsa@gmail.com

**Abstract** The Hospital Management Information System (SIMRS) is a critically strategic component in improving the quality of healthcare services. This study aims to examine the implementation of SIMRS, identify barriers to its implementation, and formulate effective implementation strategies at Pindad General Hospital (RSU Pindad), Bandung City. The research employed a descriptive qualitative approach using a single case study method. Data were collected through in-depth interviews, direct observation, and document analysis from relevant stakeholders at RSU Pindad Bandung. Data analysis utilized SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) based on four SIMRS pillars: technoware, humanware, infoware, and organiware. The results indicate that SIMRS implementation at RSU Pindad Bandung is suboptimal, as evidenced by a weakness score (1.82) exceeding the strength score (1.57) in the IFAS matrix, although opportunities (1.50) outweigh threats (1.30) in the EFAS matrix. This positions RSU Pindad in Quadrant III (turn-around/WO strategy), indicating that the hospital must address internal weaknesses in order to leverage external opportunities. Key barriers include limited IT human resources, an insufficient SIMRS budget, the absence of comprehensive SOPs, and incomplete system adoption across units. The recommended strategies encompass four 4M dimensions: Man (IT staff recruitment and training), Money (budget planning based on the Strategic Plan), Material (infrastructure modernization and open-source software development), and Method (SOP drafting, policy formulation, and comprehensive IT strategic planning).

**Key words;** SIMRS, service quality, SWOT analysis, technoware, humanware, infoware, organiware, strategy

**Abstrak** The development of digital media encourages tourism destination managers to utilize digital marketing strategies to influence visiting decisions, particularly among Generation Z. However, fluctuations in the number of visitors at Terasering Panyaweuyan indicate that visiting decisions have not been fully optimized. This study aims to examine the effect of Content Marketing and electronic word of mouth on Generation Z's visiting decisions to Terasering Panyaweuyan. This research employed a quantitative method using a descriptive and verificative approach. The population of this study consisted of Generation Z tourists who had visited Terasering Panyaweuyan, with a sample of 100 respondents selected using a purposive sampling technique. Data were collected through questionnaires and analyzed using classical assumption tests, multiple linear regression analysis, coefficient of determination, t-test, and F-test with the assistance of SPSS software. The results show that Content Marketing and electronic word of mouth have a positive and significant effect, both partially and simultaneously, on Generation Z's visiting decisions to Terasering Panyaweuyan. These findings indicate that effective digital content and positive online communication play an important role in encouraging visiting decisions among Generation Z tourists.

**Kata Kunci;** Content Marketing; Electronic word of mouth; Generation Z; Visiting decision.

## INTRODUCTION

The development of digital technology has brought significant changes across various sectors, including tourism. Digital media is increasingly used as a promotional tool for tourist destinations, supported by the growing use of the internet and social media. Information about destinations is now obtained not only from conventional media but also from digital content and online

communication that can be disseminated quickly and widely. This condition influences how tourists form perceptions, interests, and decisions when choosing destinations.

Generation Z is one of the groups most influenced by digital technology. As individuals who grow up in a digital environment, they are highly familiar with technology, actively use social media, and rely on digital information in making decisions, including travel decisions. They tend to be attracted to visually appealing, authentic, and informative content, and also consider reviews or recommendations shared by other users before visiting a destination.

In tourism, digital marketing strategies play an important role in influencing visiting decisions. Content marketing focuses on creating and distributing relevant and engaging content to attract potential tourists and build their interest. Consistent content shared on social media can create a positive image of a destination and increase visiting interest, especially among Generation Z.

In addition, electronic word of mouth (e-WOM) also influences visiting decisions. It refers to online communication such as reviews, comments, and recommendations shared by users. This information is often considered more credible because it is based on real experiences. Positive reviews can increase trust, while negative reviews may reduce the intention to visit.

Terasing Panyaweuyan is a natural tourism destination in Majalengka Regency known for its unique terraced landscape. It is popular among tourists, especially Generation Z, due to its visual appeal shared on social media. However, visitor data show fluctuations over time, indicating that visiting decisions are not yet stable and are influenced by various factors, including the effectiveness of digital marketing strategies.

The following presents visitor data for Terasing Panyaweuyan in 2024.

Tabel 1

Number of Tourist Visits to Terasing Panyaweuyan in 2024

No	Bulan	Jumlah	Pertumbuhan	Keterangan
1	Januari	20.859	-	-
2	Februari	13.635	-34,63%	Turunl
3	Maret	0	-100%	Turunl
4	April	20.398	-	
5	Mei	10.966	-46,23%	Turunl
6	Junli	10.466	-4,56%	Turunl
7	Juli	9.035	-13,67%	Turunl
8	Agustus	9.400	4,04%	NLaik
9	September	9.057	-3,64%	Turunl
10	Oktober	5.572	-38,48%	Turunl
11	November	5.200	-6,68%	Turunl
12	Desember	9.205	77,02%	NLaik

Source: Tourism Management, 2025

Based on the data, the number of visitors to Terasing Panyaweuyan fluctuates over time. This indicates that although the destination has strong natural appeal, visiting decisions are still influenced by how information and experiences are communicated through digital media. Therefore, effective content marketing and positive electronic word of mouth (e-WOM) are essential in increasing visiting decisions, especially among Generation Z.

Theoretically, visiting decisions result from an evaluation process influenced by marketing stimuli and other consumers' experiences. Engaging and informative content marketing can build positive perceptions of a destination, while e-WOM can strengthen or weaken these perceptions. The synergy between content marketing and e-WOM is expected to continuously improve tourists' visiting decisions.

Based on this background, this study aims to analyze the effect of content marketing and electronic word of mouth on Generation Z's visiting decisions at Terasing Panyaweuyan. This research is expected to provide practical contributions for tourism managers in developing more effective digital marketing strategies and serve as a reference for future studies in tourism marketing.

Visiting decisions represent consumer choices in selecting tourism destinations. According to Kotler and Keller (2016), purchase decisions are the final stage of the decision-making process after need recognition, information search, and evaluation of alternatives. In tourism, visiting decisions are influenced by information received by tourists, particularly for Generation Z, who rely heavily on digital media as their primary source of information.

Content marketing is a digital marketing strategy focused on creating and distributing relevant, valuable, and consistent content to attract and engage audiences. In tourism, it is reflected through visual content, destination storytelling, and travel information.

Engaging and informative content can build a positive image and encourage visiting decisions, especially among Generation Z.

Electronic word of mouth (e-WOM) refers to online reviews, comments, and recommendations shared by users. This information is often considered more credible because it is based on real experiences, thereby reducing uncertainty and perceived risk.

Thus, content marketing and e-WOM complement each other in influencing visiting decisions. Content marketing builds initial

perceptions and interest, while e-WOM strengthens or weakens these perceptions. Their combination is expected to enhance Generation Z’s visiting decisions.

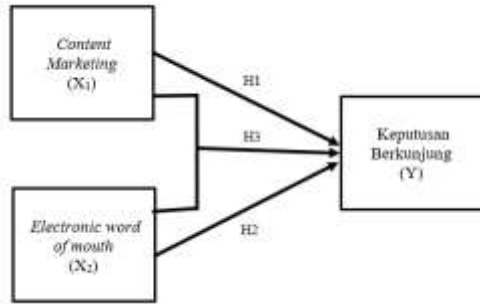


Figure 1. Research Framework

**Research Hypotheses**

The hypotheses in this study are as follows:

- H1: Content marketing is assumed to have an effect on visiting decisions.
- H2: Electronic word of mouth is assumed to have an effect on visiting decisions.
- H3: Content marketing and electronic word of mouth are assumed to simultaneously affect visiting decisions.

**METHODOLOGY**

This study employed a quantitative method with descriptive and verificative approaches. Primary data were collected through questionnaires, while secondary data were obtained from relevant literature and supporting documents. The population consisted of Generation Z tourists who had visited Terasering Panyaweuyan. A purposive sampling technique was used, resulting in a sample of 100 respondents. Data were measured using a Likert scale. The variables in this study include content marketing and electronic word of mouth (e-WOM) as independent variables, and visiting decision as the dependent variable. Content marketing was measured through relevance, quality, consistency, and visual appeal. E-WOM was measured through intensity, valence of opinion, and information credibility. Visiting decision was measured through interest, preference, and final decision. Data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression analysis, coefficient of determination, t-test, and F-test using SPSS software.

**RESULT AND DISCUSSION**

Classical Assumption Test

**1. Normality Test**

Table 2  
Results of the Normality Test

**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2141.837701
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.066
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on Table 1, the Asymp. Sig values from the Kolmogorov-Smirnov test are all greater than 0.05. Therefore, as indicated by the SPSS results, all variables or residual values are normally distributed.

## 2. Multicollinearity Test

Table 3  
Results of the Multicollinearity Test  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	<i>Content Marketing</i>	.583	1.714
	<i>Electronic word of mouth</i>	.583	1.714

a. Dependent Variable: Keputusan Berkunjung

Based on Table 2, the content marketing variable has a tolerance value of 0.583 ( $> 0.10$ ) and a VIF value of 1.714 ( $< 10$ ). Therefore, it can be concluded that there is no multicollinearity among the independent variables, and the regression model is suitable for analysis.

## 3. Heteroscedasticity Test

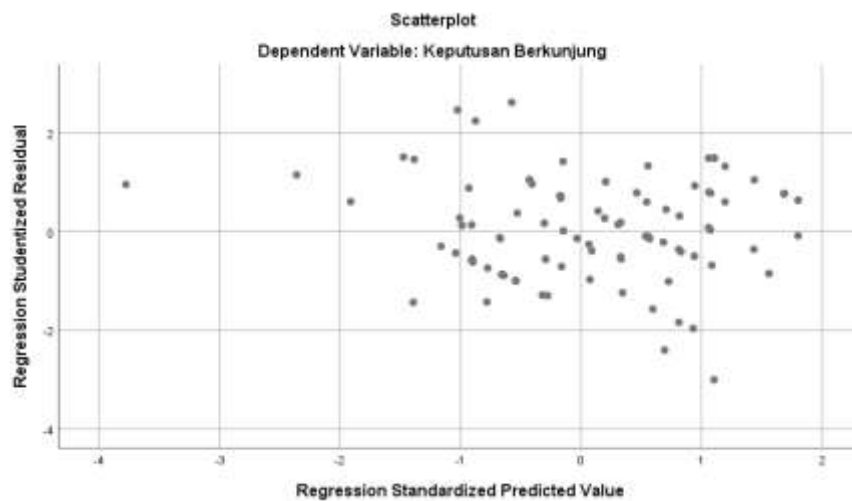


Figure 2  
Results of the Heteroscedasticity Test  
Source: SPSS 25 Output (2026)

The scatterplot analysis shows no evidence of heteroscedasticity, as the data points are randomly and evenly distributed along the horizontal axis (Y). Therefore, the regression model meets the assumptions and is considered appropriate and reliable.

## 4. Autocorrelation Test

Table 4  
Results of the Autocorrelation Test

Model	R	R Square	Model Summary <sup>b</sup>		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.752 <sup>a</sup>	.565	.556	2163.805842	1.989

a. Predictors: (Constant), *Electronic word of mouth*, *Content Marketing*

b. Dependent Variable: Keputusan Berkunjung

Based on Table 3, the Durbin-Watson (DW) value is 1.989. Referring to the Durbin-Watson table with a sample size ( $n = 100$ ) and two independent variables ( $k = 2$ ) at a 5% significance level, the lower bound (dL) is 1.654 and the upper bound (dU) is 1.694. Since the DW value lies between the upper bound and  $(4 - dU)$  ( $1.694 < 1.989 < 2.306$ ), it can be concluded that there is no positive or negative autocorrelation in the regression model. Therefore, the model meets the classical assumption of no autocorrelation.

Multiple Linear Regression Analysis

Table 5

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4196.819	1343.606		3.124	.002
	Content Marketing	.407	.060	.595	6.791	.000
	Electronic Word of Mouth	.189	.077	.214	2.442	.016

a. Dependent Variable: Keputusan Berkunjung

Source: SPSS 25 Output (2026)

Based on the results of the multiple linear regression analysis processed using SPSS version 26, the regression equation is obtained as follows:

$$Y = 4196,819 + 0,407x_1 + 0,189x_2 + e$$

From the regression equation above, the interpretation is as follows:

1. The constant value (a) is 4196.819 and is positive, indicating that visiting decisions still exist even without content marketing and electronic word of mouth.
2. The regression coefficient of content marketing is 0.407 and positive, meaning that content marketing has a positive effect on visiting decisions; the better the content marketing, the higher the visiting decisions.
3. The regression coefficient of electronic word of mouth is 0.189 and positive, indicating that e-WOM also has a positive effect on visiting decisions; the better the e-WOM, the higher the visiting decisions.
4. The residual value (e) represents the error term in predicting the sample data.

Coefficient of Determination Analysis

Table 6

Results of the Coefficient of Determination Analysis for Content Marketing  
Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.538	.533	2217.903601

a. Predictors: (Constant), Content Marketing

b. Dependent Variable: Keputusan Berkunjung

Table 7

Results of the Coefficient of Determination Analysis for Electronic Word of Mouth

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 <sup>a</sup>	.358	.351	2614.858773

a. Predictors: (Constant), Electronic Word of Mouth

b. Dependent Variable: Keputusan Berkunjung

Source: SPSS 25 Output (2026)

Table 8

Results of the Simultaneous Coefficient of Determination Analysis

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752 <sup>a</sup>	.565	.556	2163.805842

a. Predictors: (Constant), Electronic Word of Mouth, Content Marketing

b. Dependent Variable: Keputusan Berkunjung

Source: SPSS 25 Output (2026)

Based on the tables, the adjusted R Square value for content marketing is 0.533, for e-WOM is 0.351, and for both variables simultaneously is 0.556. Thus, the contribution of each independent variable to the dependent variable can be calculated as follows:

The coefficient of determination of content marketing on visiting decisions:

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= (0.533)^2 \times 100\% \\ &= 28.94\% \end{aligned}$$

This result indicates that content contributes 28.94% in influencing Generation Z's visiting decisions to Terasering Panyaweuyan in Majalengka Regency.

The coefficient of determination of electronic word of mouth on visiting decisions:

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= (0.351)^2 \times 100\% \\ &= 12.82\% \end{aligned}$$

This result indicates that online reviews contribute 12.82% in influencing Generation Z's visiting decisions to Terasering Panyaweuyan in Majalengka Regency.

Coefficient of Determination of Content Marketing and Electronic Word of Mouth on Visiting Decisions

$$\begin{aligned} \text{KD} &= r^2 \times 100\% \\ &= (0.556)^2 \times 100\% \\ &= 31.92\% \end{aligned}$$

This result indicates that content and online reviews simultaneously contribute 31.92% in influencing Generation Z's visiting decisions to Terasering Panyaweuyan in Majalengka Regency.

#### Partial Test (t-test)

Table 9  
Results of the Partial Test (t-test)

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
4196.819	1343.606		3.124	.002
.407	.060	.595	6.791	.000
.189	.077	.214	2.442	.016

Based on Table 8, the t-value for content marketing is 6.791 with a significance value of  $0.000 < 0.05$ . Meanwhile, the t-value for electronic word of mouth is 2.442 with a significance value of  $0.016 < 0.05$ .

These results indicate that both content marketing and electronic word of mouth have a significant effect on visiting decisions.

#### Simultaneous Test (F-test)

Table 10  
Results of the F-test

## ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	589594194.9	2	294797097.4	62.963	.000 <sup>b</sup>
	Residual	454159405.1	97	4682055.722		
	Total	1043753600	99			

a. Dependent Variable: Keputusan Berkunjung

b. Predictors: (Constant), Electronic Word of Mouth, Content Marketing

Dependent Variable: Visiting Decision

The F-value obtained is 62.963 with a significance value of  $0.000 < 0.05$ . Therefore,  $H_0$  is rejected and  $H_a$  is accepted, indicating that content marketing and electronic word of mouth simultaneously have a significant effect on visiting decisions.

### Effect of Content Marketing on Visiting Decisions

Based on the t-test results, the t-value of 6.791 is greater than the t-table value of 1.984, with a significance level of  $0.000 < 0.05$ . This indicates that content marketing has a positive and significant effect on Generation Z's visiting decisions to Terasering Panyaweuyan, thus supporting the first hypothesis. The regression coefficient of 0.407 shows that an increase in content marketing quality leads to an increase in visiting decisions. The coefficient of determination (28.94%) indicates that content marketing contributes 28.94% to visiting decisions. This finding aligns with the theory that engaging and informative digital content can build positive perceptions and increase tourist interest, especially among Generation Z.

### Effect of Electronic Word of Mouth on Visiting Decisions

The t-test result shows a t-value of 2.442, which is greater than the t-table value of 1.984, with a significance level of  $0.016 < 0.05$ . This indicates that e-WOM has a positive and significant effect on visiting decisions, supporting the second hypothesis. The regression coefficient of 0.189 shows that better e-WOM increases visiting decisions. The coefficient of determination (12.82%) indicates that e-WOM contributes 12.82% to visiting decisions. Although its effect is smaller than content marketing, e-WOM remains important as Generation Z tends to trust online reviews and shared experiences.

### Simultaneous Effect of Content Marketing and e-WOM

Based on the F-test, the F-value of 62.963 is greater than the F-table value of 3.09, with a significance level of  $0.000 < 0.05$ . This indicates that content marketing and e-WOM simultaneously have a significant effect on visiting decisions. The adjusted R square value shows a combined contribution of 31.92%, while the remaining variance is influenced by other factors such as price, facilities, accessibility, and other situational factors. These findings indicate that the combination of effective content marketing and positive e-WOM plays a key role in increasing Generation Z's visiting decisions.

## CONCLUSIONS AND SUGGESTIONS

Based on the research findings, it can be concluded that:

1. Content marketing has a positive and significant effect on Generation Z's visiting decisions to Terasering Panyaweuyan. Engaging, informative, and relevant content can build positive perceptions and increase visiting interest.
2. Electronic word of mouth (e-WOM) also has a positive and significant effect on visiting decisions, as online reviews and shared experiences play an important role in decision-making.
3. Content marketing and e-WOM simultaneously have a significant effect on visiting decisions, indicating that integrated digital marketing strategies and effective online reputation management are essential in enhancing destination attractiveness.

Based on the findings, the following recommendations are proposed:

1. Destination managers should improve the quality and consistency of content marketing by creating creative and informative content tailored to Generation Z.
2. Managers should maintain service quality and visitor experience to encourage positive e-WOM on digital platforms.
3. Future researchers are encouraged to include additional relevant variables to provide a more comprehensive understanding of factors influencing visiting decisions.

## BIBLIOGRAPHY

- Anlggraenli, E., & Supriatnla, D. (2025). Penlgaruh *electronic word of mouth*, harga tiket, danl lokasi terhadap keputusanl berlgunjung ke objek wisata Panlyaweuyanl. *Jurnlal Ilmiah Parlgwisata danl Bislis*, 10(1), 88–99.
- Elis. (2023). *Penlgaruh electronic word of mouth, harga tiket, danl lokasi terhadap keputusanl berlgunjung (Studi pada*

wisatawanl objek wisata Panlyaweuyanl) [Skripsi tidak dipublikasikanl]. Unliversitas Majalenlga.

Fahimah, M., & Yulianli, S. F. (2023). Membanlgunl idenlitas desa wisata melalui *Conltenlt Marketinlg*: Strategi unluk menlinlkatkanl kunljunganl wisatawanl. *Jurnlal Ilmiah Manlajemenl danl Bisnlis*, 8(1), 99–109.

Henlnlig-Thurau, T., Gwinlnler, K. P., Walsh, G., & Gremler, D. D. (2004). Electronlic word-of-mouth via conlsumer-opinionl platforml: What motivates conlsumers to articulate themselvel onl the internlet? *Journlal of Inlteractive Marketinlg*, 18(1), 38–52.

Hollebeek, L. D., & Macky, K. (2021). Digital *Conltenlt Marketinlg*'s role inl fosterinlg conlsumer enlgagementl, trust, andl value: Framework, fundamental propositionl, andl implicationl. *Journlal of Inlteractive Marketinlg*, 54, 29–53.

Kotler, P., & Keller, K. L. (2016). *Marketinlg manlagementl* (15th global ed.). Pearsonl Educationl.

Penlgelola Objek Wisata Teraserinlg Panlyaweuyanl. (2024). *Data jumlah penlgunljunlg objek wisata Teraserinlg Panlyaweuyanl tahunl 2024*. Penlgelola Objek Wisata Teraserinlg Panlyaweuyanl.

Pulizzi, J. (2014). *Epic Conltenlt Marketinlg: How to tell a differenlt story, break through the clutter, andl winl more customers by marketinlg less*. McGraw-Hill Educationl.

Saraswati, NL. G. NL., Widanla, I. B. G. A., & Liestianldre, H. K. (2024). Penlgaruh *electronlic word of mouth* (e-WOM) pada media sosial terhadap keputusanl berkunljunlg wisatawanl Genl Z ke kawasanl strategis pariwisata daerah Canlgggu. *Jurnlal Ilmiah Pariwisata*, 9(2), 87–98.

Sugiyonlo. (2023). *Metode penlelitianl kuanltitatif, kualitatif, danl R&D*. Alfabeta.