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The Influence of Influencer Marketing and Electronic Word of Mouth on Visiting Interest of Generation Z: A Case Study of Holywings Bar Jakarta

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Abstract

The development of digital technology has brought significant changes in communication patterns and marketing strategies, particularly among Generation Z, who are highly active users of social media. In the food and beverage (F&B) industry, the use of digital-based strategies such as influencer marketing and electronic word of mouth (e-WOM) has become increasingly important for building brand image and attracting consumer interest. This study aims to examine the influence of influencer marketing and e-WOM on the visiting interest of Generation Z, using a case study of Holywings Bar Jakarta. A quantitative approach was employed by distributing questionnaires to 100 respondents belonging to the Generation Z cohort. The collected data were analyzed using validity and reliability tests, simple and multiple linear regression, as well as the coefficient of determination. The results show that influencer marketing contributes 38% to visiting interest, while e-WOM contributes 32.9%. Simultaneously, both variables account for 41% of the variation in Generation Z's interest in visiting Holywings Bar Jakarta. These findings indicate that digital marketing strategies via social media play a significant role in shaping consumer preferences and visit intentions, particularly among the younger demographic, within the context of urban entertainment destinations.

Keywords: influencer marketing, electronic word of mouth, visiting interest, generation Z

A. Introduction

Advances in information and communication technology have brought about a major transformation in the way humans interact, access information, and conduct economic activities, including in the field of marketing. Digitalization allows information to spread very quickly and reach a wide audience in a short time. One of the sectors most impacted by this change is marketing, where promotional strategies previously based on conventional media have shifted to more dynamic and responsive digital media. Social media platforms such as Instagram, YouTube, TikTok, and Twitter have become primary channels for conveying marketing messages to consumers. This phenomenon demonstrates a shift from a one-way marketing approach to more interactive, user-participatory communication (Kotler & Keller, 2016; Tuten & Solomon, 2017). This transformation is also influenced by increasing digital literacy and the availability of affordable digital devices (Kaplan & Haenlein, 2010).

The rapid development of digital technology has fundamentally transformed marketing communication, shifting from conventional one-way advertising to interactive, participatory, and consumer-driven strategies through digital platforms (Kotler & Keller, 2016; Tuten & Solomon, 2017). Social media, in particular, has created unprecedented opportunities for marketers to engage directly with consumers through content, influencers, and user-generated reviews. Within this digital ecosystem, Generation Z is the most significant demographic for marketers to consider.

This generation consists of individuals born between 1996 and 2010 and is known as the digital native generation, deeply familiar with digital technology from an early age (Prensky, 2001; Turner, 2015). The main characteristics of Generation Z are multitasking abilities, advanced skills in using various digital devices, and a reliance on information obtained online. In the context of consumer behavior, Generation Z shows a strong preference for visual content and recommendations from third parties deemed credible, such as influencers or reviews from other consumers. A study by Djafarova & Rushworth (2017) confirmed that Generation Z's trust in influencers can even exceed trust in brands. Other research also shows that the effectiveness of digital marketing campaigns increases when delivered through figures who demonstrate emotional closeness and authenticity in their messaging (Lou & Yuan, 2019).

Businesses in the food and beverage (F&B) and entertainment sectors face intense competition in attracting young consumers, particularly Generation Z, who are highly active on social media and heavily influenced by visual content, online reviews, and trusted digital figures (Prensky, 2001; Djafarova & Rushworth, 2017). In practice, many businesses adopt influencer campaigns or encourage online reviews, but often without clear evidence of their effectiveness in driving actual visiting behavior. As a result, marketing investments risk being misdirected if not supported by systematic understanding. Influencer marketing refers to a promotional strategy that uses online figures who have influence over public opinion, while e-WOM is a form of disseminating consumer experiences

through open and unstructured digital platforms (Solis, 2012; Goyette et al., 2010). Both approaches are considered capable of shaping positive perceptions of a place or product and ultimately influencing visit or purchase decisions (Cheung & Thadani, 2012; Balaban & Mustatea, 2021). In the context of tourism and entertainment, e-WOM is considered crucial because customer experiences can be directly shared with the public and influence collective perceptions (Litvin et al., 2008).

In the local context, a concrete example of the implementation of this digital strategy can be found in the case of Holywings Bar Jakarta, an entertainment destination that experienced a surge in popularity through social media promotion. Holywings actively engaged well-known influencers to share their experiences of visiting the venue and encouraged consumers to leave positive reviews on various digital platforms. This high exposure contributed to building a strong brand image and increasing visitor interest, particularly among Generation Z. However, the effectiveness of influencer marketing and e-WOM in influencing visitor decisions to entertainment venues like Holywings remains largely unstudied academically. There is no clear data on how these strategies are constructed, their impact on consumer perceptions and preferences, and the relationship between these two factors simultaneously in shaping visitor intentions. This situation indicates a research gap that is important to address through structured and systematic scientific studies (Ismagilova et al., 2020).

Previous studies have concentrated on e-commerce and hospitality contexts, examining purchase intention, brand trust, or online consumer engagement (Litvin et al., 2008; Ismagilova et al., 2020). However, limited attention has been devoted to visiting interest in urban entertainment settings, especially in emerging markets like Indonesia. Moreover, few studies have tested the combined influence of influencer marketing and e-WOM, leaving unclear whether these strategies operate independently, complementarily, or synergistically in shaping consumer decisions. To address this gap, the present study introduces new research by empirically investigating the impact of influencer marketing and e-WOM on Generation Z's visiting interest in the context of Holywings Bar Jakarta. The study contributes theoretically by extending digital marketing literature to visiting behavior in urban entertainment, and practically by offering evidence-based recommendations for industry players to design more effective, authentic, and consumer-centered marketing strategies targeted at young audiences.

B. Literature Review

Influencer Marketing

Influencer marketing is a form of modern marketing that uses public figures or individuals with influence on social media to promote products, services, or brands to a specific audience. This strategy is based on the assumption that consumers are more easily influenced by recommendations from individuals perceived as having credibility, expertise, or an emotional connection with their audience (Freberg et al., 2011). In the context of social

media, influencers do not have to be conventional celebrities; they can be micro-influencers, or users with a specific number of followers but high levels of engagement and a relevant niche (De Veirman et al., 2017).

The main appeal of influencer marketing lies in its ability to build personal, authentic, and integrated communication within the target audience's daily lives. This contrasts with traditional advertising, which is often perceived as overly persuasive or even manipulative (Schouten et al., 2020). Research by Lou and Yuan (2019) shows that the credibility of messages delivered by influencers has a positive correlation with consumer trust and purchase intentions. Meanwhile, Djafarova & Rushworth (2017) found that Generation Z and millennials trust reviews and recommendations from influencers more than from companies or formal figures. A study by Casaló, Flavián, and Ibáñez-Sánchez (2018) shows that consumer engagement on social media can be mediated by informative and entertaining influencer content, ultimately increasing behavioral intention to visit.

Thus, influencer marketing not only impacts consumer awareness and attitudes but also plays a crucial role in driving concrete actions such as interest in trying, purchasing, or visiting a destination. The effectiveness of this strategy is influenced by the influencer's credibility, brand–influencer fit, and perceived authenticity of the message (Audrezet et al., 2020).

Influencer Marketing Indicators

According to Solis (2012), influencer indicators are as follows: Engagement: Influencers consistently build relationships with their followers and maintain an image/reputation that aligns with the product being offered. Reach: The number of people who view the influencer's content. In other words, if a total of 100 people view an ad or content, that means your ad's reach is 100. This refers to the number of followers the influencer has. Impressions: The number of times the content or ad is displayed on the screen, regardless of whether the audience sees it or not.

Electronic Word of Mouth (e-WOM)

Electronic word of mouth (e-WOM) is a form of communication between consumers that utilizes digital technology to convey opinions, experiences, or recommendations about a product, service, or location. This communication is generally disseminated through platforms such as social media, online forums, blogs, and consumer review sites that are publicly accessible for an unlimited period of time. Unlike conventional word of mouth, which is limited to verbal interactions within a limited social environment, e-WOM has a wide and rapid spread, allowing it to reach a large audience (Hennig-Thurau et al., 2004). In addition to its scalability, the advantage of e-WOM also lies in the perception that messages from fellow consumers are perceived as more authentic, neutral, and unbiased than messages delivered directly by producers or companies (Cheung & Thadani, 2012). Therefore, e-WOM has become a primary source of

information for digital consumers when considering purchasing or visiting decisions.

In the context of Generation Z consumer behavior, e-WOM plays an increasingly dominant role as a reference in the information search process. This generation is known to have a tendency to conduct independent online research before making decisions, and to place greater trust in the experiences of others shared openly on social media or review platforms (Fromm & Read, 2018; Ismagilova et al., 2020). This information then plays a role in creating expectations, shaping images, and strengthening beliefs before individuals take action. In a study conducted by Litvin et al. (2008), e-WOM was shown to influence consumer preferences and intentions in choosing tourism destinations, including urban entertainment venues.

The power of e-WOM in influencing consumer decisions is also largely determined by the dimensions of information quality, source credibility, and the intensity of its dissemination. Information that is perceived as useful, honest, relevant, and detailed tends to be more trusted and has a significant impact on consumer attitudes and intentions (Filieri & McLeay, 2014). Trust in e-WOM sources will increase if the users providing reviews are perceived as experienced, objective, and share similar preferences with the readers.

Electronic Word of Mouth Indicators

Electronic word of mouth indicators include WOM intensity, opinion valence, and content, according to Goyette et al. (2010): Intensity, in electronic word of mouth, refers to the number of opinions posted by consumers on a social networking site. Opinion valence refers to positive or negative opinions about products, services, and brands. Content refers to the content of social networking sites related to products and services.

Visiting Intention

The theory of visiting intention is analogous to purchasing intention, as in research conducted by Albarq (2014), which equates tourist visiting intention with consumer purchasing intention. Visiting intention is essentially the feeling of wanting to visit an interesting place. According to Kotler & Keller (2014), visiting intention is a consumer's decision to visit a tourist attraction based on their travel experience.

Visiting Interest Indicators

According to Kotler et al.'s theory, visitor interest is comparable to purchasing interest, measured by the same indicators. The indicators used in this survey related to visitor interest are: Interest, which indicates the behavior of those who strongly prefer the product. Preference, which describes the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the preferred product. Information Search, which indicates the behavior of those who continuously seek

information about the product they are interested in and other information that supports the product's positive attributes.

C. Research Methods

This study used a quantitative approach with a survey method to examine the influence between variables based on numerical data and statistical analysis. The research process was conducted systematically with structured steps, starting with hypothesis formulation, data collection, processing, and hypothesis testing using inferential statistical techniques (Sugiyono, 2017).

The population in this study were all members of Generation Z in the Jabodetabek area who had knowledge or experience about Holywings Bar Jakarta and were active users of social media, totaling 100 respondents. The sampling technique was carried out by purposive sampling. Data collection was carried out for five months; from from October 2024 to January 2025. Data were collected using a questionnaire consisting of two parts, namely the respondent profile and variables X (Influencer Marketing), X2 (Electronic Word of Mouth)) and variable Y (Interest in Visiting). The statement items in the questionnaire used a 5-point Likert scale, consisting of (1) strongly agree, (2) agree, (3) disagree, (4) strongly disagree. This study used SPSS version 22. The chosen research location was Holywings Bar located in DKI Jakarta.

D. Result and Discussion

Table 1. Respondent Characteristics

Characteristics		Frequency	Percentage
Gender	Female	61	61%
	Male	39	39%
Job Types	Students	92	92%
	Employee	2	2%
	others	6	6%
Origin of Knowledge of Holywings	Social Media	54	54%
	Friends	37	37%
	Adverstisement	5	5%
	others	4	4.0

Source: Data processed by researchers (2025)

Female respondents had a higher percentage than male respondents. The percentage of female respondents was 61%, or 61 female students, while the percentage of male respondents was 39%, or 39 male students. From these results, it can be concluded that the majority of respondents who completed this research questionnaire were female.

Respondents who chose the type of work as a student were 92% or as many as 92 respondents, then the number of respondents who chose civil servants / private sector was 2% or as many as 2 respondents, and there were 6% who chose others (musicians, wedding stylists, trading, influencers, front office and hotelier). From these results it can be concluded that the

respondents who filled out the questionnaire for this study, the type of work most often is students / university students because most of those who come to Holwings are generation z. Respondents who answered "where did you know Holywings Bar Jakarta from?" namely 54% or as many as 54 respondents answered social media, 37% or as many as 37 respondents answered friends, 5% or as many as 5 respondents answered advertisements and 4% or as many as 4 respondents answered others (parents and family). From these results it can be concluded that respondents who filled out this research questionnaire, mostly knew Holywings Bar Jakarta from social media, because generation Z is active in using social media.

Table 2. Validity Test

Variable	r-table	r-count	Interpre-tation
Engagement			
Holywings Bar content created by influencers is attractive, neat, creative and unique so that it is easily accepted by followers.	0.1654	0.572	Valid
Influencer marketers use polite language when writing captions and speaking in videos uploaded about Holywings Bar Jakarta	0.1654	0.739	Valid
An influencer's communication skills can impact my desire to visit Holywings Bar Jakarta	0.1654	0.737	Valid
Reach			
The large number of followers and the presence of influencers on social media can influence my confidence in visiting Holywings Bar Jakarta.	0.1654	0.851	Valid
The viral reach of the uniqueness of influencer content made me want to visit Holywings Bar Jakarta	0.1654	0.845	Valid
The large number of likes, shares, and comments on the post's content adds to my knowledge and curiosity about Holywings Bar Jakarta.	0.1654	0.864	Valid
Impression			
The negative impression of influencer behavior made me hesitate to visit Holywings Bar Jakarta.	0.1654	0.476	Valid
Content that receives few views and little response from followers can determine my interest in viewing an influencer's content.	0.1654	0.714	Valid
The clear and crisp image and video quality of Holywings Bar Jakarta makes me want to revisit the influencer's content.	0.1654	0.844	Valid
Intensity			
Product reviews on social media impacted my interest in visiting Holywings Bar Jakarta.	0.1654	0.818	Valid
Through social media, I can interact with the waiters at Holywings Bar Jakarta	0.1654	0.786	Valid

Variable	r-table	r-count	Interpre-tation
Monitoring Holywings Bar Jakarta's social media at any time can impact my interest in visiting	0.1654	0.776	Valid
Valence of Opinion			
Through social media, I learned about other people's positive and negative experiences with Holywings Bar Jakarta.	0.1654	0.922	Valid
Positive and negative comments on social media impacted my interest in visiting Holywings Bar Jakarta.	0.1654	0.894	Valid
Through social media, I can provide positive or negative comments about the services at Holywings Bar Jakarta.	0.1654	0.875	Valid
Content			
Social media helps people get information about Holywings Bar Jakarta's location and products.	0.1654	0.913	Valid
Social networking sites help provide information about the quality and excellence of Holywings Bar Jakarta	0.1654	0.900	Valid
The reviews on social networking sites about Holywings Bar Jakarta as a whole made me more confident to visit.	0.1654	0.910	Valid
Interest			
I am interested in finding out more information about Holywings Bar Jakarta.	0.1654	0.759	Valid
I'm interested in visiting Holywings Bar Jakarta	0.1654	0.708	Valid
I am interested in trying the menu at Holywings Bar Jakarta	0.1654	0.691	Valid
Preference			
I'm more interested in visiting Holywings Bar Jakarta than any other venue	0.1654	0.770	Valid
Holywings Bar Jakarta is my top bar of choice	0.1654	0.603	Valid
I choose Holywings Bar Jakarta as a place to meet new friends rather than other places.	0.1654	0.688	Valid
Information Search			
I searched for reviews of Holywings Bar Jakarta on social media.	0.1654	0.763	Valid
I asked about Holywings Bar Jakarta's product selection by writing in the comments section on social media.	0.1654	0.735	Valid
I am looking for information about Holywings Bar Jakarta from people who have visited.	0.1654	0.633	Valid

Source: Data processed by researchers (2025)

All questionnaire items in Table 1 were declared valid because the r-count value for each statement was greater than the r-table value (0.1654). This means that each question item was able to accurately measure the intended variable, with a moderate to very strong correlation, ranging from a low of 0.476 to a high of 0.922. Thus, no items were eliminated and the entire instrument can be used in research with good quality.

Table 2. Reliability Test

Variable	Cronbach's Alpha	N of Items
Influencer Marketing	.892	9
Electronic Word of Mouth	.958	9
Visiting Interest Variable	.872	9

Source: Data processed by researchers (2025)

Based on the reliability test results in Table 2, all research variables were declared reliable because their Cronbach's Alpha values were each greater than 0.70, which is the minimum reliability limit according to testing instrument standards. The Influencer Marketing variable obtained a value of 0.892, Electronic Word of Mouth 0.958, and Visiting Interest Variable 0.872. These values indicate that the internal consistency of each question item in the variables is very high, so the research instrument is reliable and suitable for use for further data collection.

Tabel 3. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.633[a]	.401	.389

Source: Data processed by researchers (2025)

The results of the coefficient of determination test in Table 3 show an R-square value of 0.401, or 40.1%. This means that the independent variables in this study are able to explain 40.1% of the dependent variable, while the remaining 59.9% is explained by other factors outside the research model. The Adjusted R-square value of 0.389 confirms that the model used remains quite good at explaining the relationship between variables even when adjusted for the number of predictors. Thus, the research model has a moderate ability to explain variations that occur in the dependent variable.

Tabel 4. Partial Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	10.507	1.495		7.028	.000
Influencer Marketing	.434	.127	.435	3.421	.001
E-WOM	.195	.107	.231	1.819	.072

Source: Data processed by researchers (2025)

Based on the partial test results in Table 4, the Influencer Marketing variable has a significant effect on visiting interest because it has a t-value of 3.421 with a significance of 0.001 (<0.05). This indicates that the better the influencer marketing strategy, the greater its influence in increasing visitor interest. Meanwhile, the E-WOM (Electronic Word of Mouth) variable has a t-value of 1.819 with a significance of 0.072 (>0.05), which means its effect is not significant on visiting interest. Thus, it can be concluded that in this research model, visiting interest is more influenced by influencer marketing factors than E-WOM.

Tabel 5. Simultaneous Test

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1388.340	2	694.170	32.456	.000[b]
Residual	2074.660	97	21.388		
Total	3463.000	99			

Source: Data processed by researchers (2025)

The simultaneous test results in Table 5 show that the variables Influencer Marketing and Electronic Word of Mouth (E-WOM) together have a significant effect on visiting intention. This is evidenced by the calculated F value of 32.456 and a significance level of 0.000 (<0.05), so the regression model used is declared appropriate. However, even though E-WOM does not have a significant effect partially, both still have a significant joint contribution in explaining variations in respondents' visiting intention.

Influencer marketing plays a crucial role in this research because Gen Z is highly susceptible to authentic social media influence. They seek content that isn't just promotional, but also has a "story," aesthetics, and personal connection. When trusted influencers package their experiences at Holywings Bar Jakarta through engaging videos, captions, or feeds, Gen Z sees immediate "social proof": if the influencers they admire demonstrate that the place is cool, delicious, and "worth it," their desire to go increases. Furthermore, influencers bridge the gap between distance and uncertainty: they can address expectations (e.g., atmosphere, menu, vibe), making Gen Z feel more confident and emotionally compelled to visit.

In line with this research, several previous studies also confirmed the significant influence of influencers on visit intention. Bastrygina et al.'s (2024) study showed that in the hospitality industry, influencers possess a high persuasive capacity due to their psychological impact and the way audiences process their content. Furthermore, Shi et al.'s (2024) study highlighted that the closeness between influencers and their followers and their role as role models positively influence restaurant visit intention. Meanwhile, Joy & Kumar (2025) demonstrated that influencer credibility, entertainment value, and the information they convey can shape positive attitudes, ultimately driving visit intention to a tourism destination.

In this study, E-WOM (Electronic Word of Mouth) did not have a significant effect on Gen Z's Visiting Interest to Holywings Bar Jakarta due to several possibilities: perhaps the online review content was less credible or too general so that it did not sufficiently influence Gen Z's decisions, who prioritized authoritative sources (influencers) over ordinary user testimonials; or perhaps the effect of E-WOM was already "saturated" in the social media environment, with many similar reviews, so it did not cause a significant difference in perception; and mediating factors such as trust or place image might be needed for E-WOM to have a direct impact on visiting intentions.

Several previous studies have also emphasized the limitations of e-WOM's influence on visit intention. Herstanti et al. (2025) found that although e-WOM significantly influenced destination image, its direct influence on visit intention was not as significant as the role of destination image itself. Furthermore, research by Delvi & Saroyini (2023) showed that e-WOM did not have a significant direct influence on revisit decisions without the mediation of destination image or trust. Meanwhile, research by Purbadharmaja et al. (2021) emphasized that the quality of arguments and source credibility in e-WOM are far more decisive in shaping visit intention than simply the number of reviews, so e-WOM with weak content tends to fail to drive visit intention.

E. Conclusion

Influencer marketing has been shown to have a significant influence on Generation Z's intention to visit. This suggests that promotional content delivered by well-known and trusted digital figures can shape positive perceptions and encourage consumers' desire to visit an entertainment venue. Second, e-WOM also significantly influenced intention to visit, indicating that reviews and experiences shared by fellow users online are key references in the decision-making process. Third, influencer marketing and e-WOM simultaneously contributed 41% to the variation in respondents' intention to visit. This demonstrates that horizontal digital promotional strategies have a strong and mutually reinforcing influence in shaping the behavioral intentions of young consumers in the digital age.

These findings not only strengthen consumer behavior theory, particularly in the context of Generation Z, who are highly responsive to community-based communication and authentic figures, but also provide an

empirical foundation for developing marketing strategies in the entertainment industry.

Based on the findings of this study, entertainment industry players, particularly those targeting the Generation Z segment, are advised to develop integrated and participatory digital communication strategies. Promotions should not rely solely on internal company content; they should also involve influencers who share the same values and lifestyles as their target consumers. Authentic, non-commercial collaborations that prioritize personal narratives tend to be more effective in building a positive image in the minds of young consumers. Furthermore, companies need to encourage strong electronic word of mouth (e-WOM) by creating engaging and shareable visitor experiences. Efforts such as providing aesthetically pleasing photo spots, utilizing hashtag-based campaigns, and incentivizing customers who voluntarily share positive reviews on social media will strengthen social perception and expand the reach of promotions organically.

For further research, it is recommended to develop the model by incorporating other relevant variables, such as brand trust, value congruence, and intensity of social media engagement. The research context can be extended to other types of entertainment venues or different geographic areas to gain a more comprehensive and comparative understanding of Generation Z consumption patterns across different social environments.

F. Conflict of Interest

Neither author holds financial interests or has professional or personal ties to Holywings Bar Jakarta that would constitute a competing interest in this study.

G. Declaration of AI Use

Google Gemini served as a drafting aid during the preparation of this manuscript. The authors examined the AI-assisted passages, checked their factual accuracy and citations against original sources, and revised them to ensure consistency with the research methods and findings. All decisions concerning the arguments, interpretations, and final wording remained with the authors, who take full responsibility for the manuscript's originality and academic integrity.

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