Available online at: https://jtos.polban.ac.id/index.php/jtospolban
Journal of Tourism Sustainability
Volume 5 No 3, 2025 (Special Issues): 11-19
DOI: 10.35313/jtospolban.v5i3.169

The Influence of Instagram-Based Electronic Word of Mouth (E-WOM) on Tourists' Visiting Decisions to Malioboro Street, Yogyakarta

Devie Purnama Ningsi[1], Vanesha Yovita[2*]

[1-2] Department of Tourism, Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta

Abstract

Malioboro Street is a renowned tourist destination in Yogyakarta, Indonesia, frequently visited by domestic and international travellers. In the digital transformation era, destinations have increasingly utilised digital platforms, particularly Instagram, to attract visitors through Electronic Word of Mouth (e-WOM). This study partially and simultaneously examines the influence of three dimensions of e-WOM—Intensity, Valence of Opinion, and Content—on tourists' visiting decisions. Employing a quantitative research method incorporating multiple linear regression and descriptive statistical analysis, the findings indicate that Intensity does not significantly influence visiting decisions, while Valence of Opinion and Content have significant partial effects. Simultaneously, all three dimensions collectively influence tourists' visiting decisions with a coefficient of determination (R^2) of 60.1%, indicating substantial influence. The results highlight the strategic importance of managing e-WOM on Instagram to support sustainable tourism development for Malioboro Street.

Keywords: Electronic Word of Mouth (e-WOM); Instagram; Visiting Decision; Tourism Marketing; Malioboro

INTRODUCTION

The era of digitalisation has prompted a global shift from conventional technologies to digital platforms, affecting various aspects of human life, including tourism. Electronic Word of Mouth (e-WOM) is among the most influential digital trends, which refers to disseminating opinions or reviews through digital media platforms. According to (Kasakeyan et al., 2021), e-WOM encompasses positive and negative statements shared publicly via online channels such as social media, websites, mobile applications, podcasts, and digital publications. This phenomenon is crucial in shaping consumer behaviour across various sectors, including education, healthcare, and tourism.

Tourism has undergone a significant transformation in recent years, with travel becoming not just a secondary or luxury need but a primary lifestyle necessity (Hendry & Widagdo, 2024). The widespread adoption of e-WOM has become an essential marketing tool for promoting tourist destinations. In the Indonesian context, the Special Region of Yogyakarta stands out as a province rich in cultural heritage and tourism potential, with Malioboro Street recognised as one of its most iconic attractions. The street draws millions of visitors each year, both local and international (Bakti et al., 2023), as reflected in the following data:

Table 1. Tourist Visits to Malioboro Street (2017 – November 2024)

Year	Number of Visitors	Year	Number of Visitors
2017	5,627,249	2021	4,309,465
2018	6,105,463	2022	2,765,751
2019	6,982,408	2023	2,880,796
2020 (pandemic year)	1,918,516	Jan–Nov 2024	4,644,417

Source: Bappeda Yogyakarta, 2024

Correspondence address:
Vanesha Yovita
Email : voluntourismpariwisata3t@gmail.com
Address : Department of Tourism, Sekolah Tinggi Pariwisata Ambarrukmo Yogyakarta, Indonesia

These figures indicate that Malioboro Street remains a highly popular destination. Nevertheless, sustainable tourism development requires understanding the factors influencing tourists' visiting decisions. One such factor is Instagram-based e-WOM, which has the potential to shape public perception and behaviour, particularly because the content shared by users is mainly uncontrolled and often subjective. Positive reviews may enhance a destination's appeal, while negative reviews may deter potential visitors. Instagram is one of Indonesia's most widely used platforms, with over 89 million users as of January 2024, accounting for 36.1% of the population (NapoleonCat, 2024). This widespread usage underscores the platform's potential as a medium for e-WOM. Within the e-WOM framework, there are three primary dimensions to consider: Intensity (how frequently users engage with content), Valence of Opinion (the tone or sentiment of the message), and Content (the informational quality and relevance of posts). This study investigates how each of these dimensions—individually and collectively—influences tourists' decisions to visit Malioboro Street. Understanding these dynamics is crucial for formulating effective tourism strategies and ensuring the sustainability of this cultural landmark in the digital age.

This study explores how Instagram-based Electronic Word of Mouth (e-WOM) influences tourists' decisions to visit Malioboro Street in Yogyakarta. Specifically, it investigates the individual (partial) influence of each e-WOM dimension—Intensity, Valence of Opinion, and Content—on visiting decisions and their combined (simultaneous) effect. The research aims to determine whether frequent exposure to Malioboro-related Content (Intensity), the sentiment expressed in user opinions (opinion valence), and the quality of the information provided (Content) significantly influence tourists' decisions to travel to this destination. Accordingly, this study aims to analyse the degree to which each e-WOM dimension, individually and collectively, contributes to tourists' decisions to visit. It aims to measure the specific impact of Intensity, Valence of Opinion, and content on behavioural intentions and to evaluate whether these variables significantly predict the likelihood of a tourist choosing Malioboro as a travel destination. The findings are expected to provide insights for tourism stakeholders and digital marketers in developing effective e-WOM strategies via Instagram.

LITERATURE REVIEW

Electronic Word of Mouth (e-WOM)

Electronic Word of Mouth (e-WOM) exchanges user-generated information and opinions about products, services, or experiences via digital platforms. It is considered an evolution of traditional word-of-mouth communication, enabled by the proliferation of internet-based technologies (Rachmah & Madiawati, 2022; Prawira et al., 2025). e-WOM has become a dominant influence in shaping consumer decisions due to its accessibility, speed of dissemination, and perceived authenticity. According to (Damayanti et al., 2021), e-WOM is a form of marketing communication facilitated by electronic media, where individuals share positive or negative feedback based on personal experience. In the context of tourism, e-WOM enables travellers to share reviews, stories, and impressions about destinations, which in turn influence the behaviour and expectations of potential visitors. (Manvi and Maudyana, 2021) categorize e-WOM into three key dimensions: 1) Intensity: the frequency or volume of shared Content, comments, likes, or interactions regarding a destination; 2) Valence of Opinion: the emotional tone of the message, indicating whether user reviews are predominantly positive or negative; and 3) Content: the informational richness and relevance of the shared material, including text, images, or videos. Each dimension contributes differently to the building of perception. For instance, content-rich posts may increase trust and provide practical knowledge, while user reviews' tone (valence) may trigger emotional responses, influencing travel intention.

Tourist Visiting Decision

Tourist decision-making refers to the cognitive and behavioural process by which individuals choose a destination. According to (Makawoka et al., 2022; Susanto & Sumarni, 2025), this process involves gathering information, evaluating alternatives, and making a final choice, often influenced by external factors such as media exposure or peer recommendations. (Simamora et al., 2023) Identify tourist visiting behaviour as a form of consumer decision-making, wherein potential travellers assess a destination's tangible and intangible attributes. (Wulandani, 2023) further breaks down this decision into four indicators: 1) desire to visit, 2) willingness to purchase tourism-related products, 3) intention to recommend the destination to others, and 4) intention to return in the future. In the digital age, the decision to travel is increasingly influenced by online reviews and social media engagement. This intersection of consumer psychology and digital marketing is where e-WOM becomes a powerful determinant of tourism behaviour.

Hypotheses and Conceptual Framework

Building upon the theoretical foundation and previous research, this study proposes a conceptual framework that connects Instagram-based e-WOM—measured through the dimensions of Intensity, Valence of Opinion, and Content—with the decision-making process of tourists visiting Malioboro Street. The model assumes that these three dimensions of e-WOM serve as independent variables (X), while the tourist visiting decision functions as the dependent variable (Y). The research posits that these variables may affect tourist behavior individually and jointly.

Based on this framework, the following hypotheses are proposed:

H_{01}: Intensity does not have a significant partial influence on the tourist visiting decision.

H_{a1}: Intensity has a significant partial influence on the tourist visiting decision.

H_{02}: Valence of Opinion does not have a significant partial influence on the tourist visiting decision.

H_{a2}: Valence of Opinion has a significant partial influence on the tourist visiting decision.

H_{03}: Content does not have a significant partial influence on the tourist visiting decision.

H_{a3}: Content has a significant partial influence on the tourist visiting decision.

H_{04}: Intensity, Valence of Opinion, and Content do not have a significant simultaneous influence on the tourist visiting decision.

H_{a4}: Intensity, Valence of Opinion, and Content significantly influence the tourist visiting decision.

The conceptual framework visually illustrates the presumed causal relationships between these dimensions of e-WOM and tourists' decisions, offering a structured approach to examining the impact of social media-based peer communication on destination choice.

METHODS

This study employs a quantitative research approach to investigate the impact of Instagram-based Electronic Word of Mouth (e-WOM) on tourists' decisions to visit Malioboro Street in Yogyakarta. Designed as an explanatory study, it utilises statistical techniques—particularly multiple linear regression analysis—to test the relationship between three independent variables (Intensity, Valence of Opinion, and Content) and one dependent variable (Tourist Visiting Decision). The population for this study comprises all tourists recorded as having visited Malioboro Street between January and November 2024, totalling 4,644,417 individuals. Using the Slovin formula with a 10% margin of error, a representative sample size of 100 respondents was determined. Respondents were selected through purposive sampling, with criteria including prior visits to Malioboro and active use of Instagram as a source of tourism information.

Data were collected using a structured questionnaire designed based on previously validated instruments. A 5-point Likert scale ranged from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire comprised items that measured the three dimensions of e-WOM—namely, Intensity (frequency of exposure and engagement), Valence of Opinion (tone of sentiment), and content (informativeness and quality of content)—alongside indicators of tourists' decision-making processes such as desire to visit, intention to recommend, and willingness to return. The questionnaire was administered both online and offline.

To ensure data quality, a series of pre-analysis tests was conducted. Validity was confirmed through Pearson correlation (with significance values below 0.05 and r-values above the critical threshold), while internal consistency reliability was verified using Cronbach's Alpha coefficients, all of which exceeded 0.60. Furthermore, classical assumption tests were performed to ensure the suitability of the regression model. The Kolmogorov-Smirnov test confirmed the normality of the data, while multicollinearity was ruled out using Tolerance and Variance Inflation Factor (VIF) values. The Glejser test indicated the absence of heteroscedasticity, thus meeting the necessary conditions for multiple regression analysis. Descriptive statistics were also used to summarise the demographic profiles of the respondents. The overall analytical framework provides a rigorous and valid foundation for understanding the role of e-WOM in shaping tourists' visiting decisions in the context of a digitally influenced tourism landscape.

RESULTS AND DISCUSSION

Respondent Profile

The data for this study were collected from 100 respondents with diverse demographic and behavioural backgrounds. In terms of gender, the sample was predominantly female (64%), while males accounted for 36%. The majority of respondents (67%) were between the ages of 21 and 30, followed by 18% aged 31–40, and 15% under 20. Regarding education level, 51% were university students, 37% held a high school diploma or equivalent, 5% had completed junior high school, and 7% reported other levels of education. Regarding occupational status, the most significant proportion was students (51%), followed by civil servants and

employees (23%), agricultural and manual labourers (12%), part-time workers (6%), and others (8%). Geographically, 79% of respondents were from outside Yogyakarta city, while 21% were city residents. Nearly all respondents (99%) reported having an active Instagram account, underscoring the relevance of social media in this study. Regarding usage frequency, 37% used Instagram for 1–3 hours daily, 25% for more than 5 hours, 24% for less than 1 hour, and 15% for 3–5 hours per day. These characteristics reflect a digitally active and socially engaged demographic, which is highly relevant to the study's focus on Instagram-based Electronic Word of Mouth (e-WOM).

Table 1. Respondent Demographics (n = 100)

No	Variable	Category	Percentage (%)
1	Gender	Female	64%
		Male	36%
2	Age	< 20 years	15%
		21–30 years	67%
		31–40 years	18%
3	Education	Junior High School or equivalent	5%
		Senior High School or equivalent	37%
		University	51%
		Others	7%
4	Occupation	Student	51%
		Civil Servant / Employee	23%
		Part-time Worker	6%
		Farmer / Labourer	12%
		Others	8%
5	Place of Origin	Yogyakarta City	21%
		Outside Yogyakarta	79%
6	Instagram Account	Yes	99%
		No	1%
7	Daily Instagram Usage	< 1 hour	24%
		1–3 hours	37%
		3–5 hours	15%
		> 5 hours	25%

Source: Research data, 2025

Descriptive Statistics

Descriptive statistical analysis was conducted to observe the distribution and range of responses across all variables. With a sample size of 100 respondents, the total scores for each construct—Intensity, Valence of Opinion, Content, and Tourist Visiting Decision—showed a consistent range between 15 (minimum) and 25 (maximum). These values indicate positive respondent perceptions and suggest high engagement and agreement with the questionnaire items.

Table 2. Descriptive Statistics Summary

Variable	Minimum Score	Maximum Score	N (Respondents)
Intensity	15	25	100
Valence of Opinion	15	25	100
Content	15	25	100
Visiting Decision (Y)	15	25	100

Source: Research data, 2025

Instrument Testing

A Pearson correlation analysis was performed for each item to assess the validity of the measurement instrument. The criterion for validity was a correlation coefficient (r) greater than 0.197 (r-table for df = 97) and a significance level < 0.05. As shown in the table below, all items met these requirements, confirming that each is statistically valid and appropriate for further analysis.

Table 3. Validity Test Results

Dimension	Item Code	Significance (p)	r-value	r-table	Validity Status
Intensity (D1)	D1.1 – D1.6	0.01	0.640 – 0.772	0.197	Valid
Valence of Opinion (D2)	D2.1 – D2.5	0.01	0.698 – 0.792	0.197	Valid
Content (D3)	D3.1 – D3.5	0.01	0.607 – 0.806	0.197	Valid
Visiting Decision (Y)	Y1 – Y5	0.01	0.736 – 0.798	0.197	Valid

Instrument reliability was evaluated using Cronbach's Alpha, with a minimum threshold of 0.60 indicating acceptable internal consistency. As shown in the table below, all constructs exceeded this threshold, demonstrating that the instrument is highly reliable.

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Reliability Status
Intensity (D1)	0.772	Reliable
Valence of Opinion (D2)	0.796	Reliable
Content (D3)	0.753	Reliable
Visiting Decision (Y)	0.830	Reliable

Source: Research data, 2025

Classical Assumption Testing

A Kolmogorov-Smirnov test was performed to assess the normality of the data distribution. The resulting asymptotic significance value was 0.200, which exceeds the threshold of 0.05, indicating that the dataset does not follow a normal distribution and therefore does not fulfill the assumption of normality for regression analysis. The Variance Inflation Factor (VIF) and Tolerance values were analysed to detect potential multicollinearity among the independent variables. All VIF values were < 10, and Tolerance values were > 0.10, confirming that no multicollinearity was present, and each variable contributed uniquely to the regression model. The Glejser test was employed to examine the homogeneity of variance (homoscedasticity) in the regression model. The significance values for all dimensions of the independent variables were greater than 0.05, indicating the absence of heteroscedasticity. Thus, the assumption of constant variance in residuals was met.

Regression Analysis and Hypothesis Testing

The results of the multiple linear regression analysis, as processed using SPSS software, produced the following regression equation:

$$Y = 0.162+0.059X_1+0.340X_2+0.581X_3$$

Where:

Y = Tourist Visiting Decision

X_1 = Intensity

X_2 = Valence of Opinion

X_3 = Content

The constant term (0.162) indicates the baseline level of visiting decision when all independent variables are held at zero. The regression coefficients suggest that for every one-unit increase in the Intensity score, the visiting decision increases by 0.059 units. Likewise, a one-unit increase in the Valence of Opinion score results in a 0.340-unit increase in the visiting decision, and each one-unit increase in the Content variable leads to a 0.581-unit increase in the dependent variable. These findings suggest that content has the strongest influence among the three dimensions.

Table 5. Coefficients of Multiple Linear Regression

Variable	Coefficient (B)	t-Statistic	Significance (p)	Interpretation
Constant	0.162	—	—	Baseline (intercept)
Intensity (X_1)	0.059	0.519	0.605	Not significant
Valence of Opinion (X_2)	0.340	3.288	0.001	Significant
Content (X_3)	0.581	6.357	< 0.001	Highly significant

Source: Research data, 2025

The t-test assessed each independent variable's individual (partial) influence on the dependent variable. The critical value for the t-distribution (df = 97) is 1.984. The results show that: The Intensity dimension yielded a t-value of 0.519, less than 1.984, with a significance value of 0.605 (> 0.05), indicating no significant influence. Thus, H_{01} is accepted and H_{a1} is rejected. The Valence of Opinion dimension yielded a t-value of 3.288 (> 1.984) with a significance level of 0.001, indicating a statistically significant influence. Hence, H_{02} is rejected and H_{a2} is accepted. The Content dimension had a t-value of 6.357, with p < 0.001, confirming a strong and significant influence. Therefore, H_{03} is rejected and H_{a3} is accepted.

To determine whether the independent variables simultaneously affect the dependent variable, an F-test (ANOVA) was conducted. The analysis yielded an F-statistic of 48.128, which exceeds the critical F-value of 3.09, with a significance level of 0.001 (< 0.05). This result confirms that the three variables jointly have a statistically significant influence on tourists' visiting decisions.

Table 6. ANOVA (F-test) Results

Source	F-Statistic	F-Critical	Significance (p)	Conclusion
Regression Model	48.128	3.09	0.001	Significant (H_{a4} accepted)

Source: Research data, 2025

The coefficient of determination (R^2) measures the proportion of variance in the dependent variable explained by the independent variables. The R^2 value obtained was 0.601, indicating that 60.1% of the variability in tourists' visiting decisions can be explained by the three e-WOM dimensions (Intensity, Valence of Opinion, and Content). The remaining 39.9% may be attributed to other factors not included in this model.

Table 7. Model Summary

R-Square (R^2)	Interpretation
0.601	E-WOM factors explain 60.1% of visiting decision variance

Source: Research data, 2025

These findings confirm the significant role of Instagram-based Electronic Word of Mouth in influencing tourist behavior, particularly in the Valence of Opinion and Content dimensions. However, the Intensity dimension did not exert a meaningful impact in isolation, suggesting that the quality and sentiment of content are more influential than mere frequency of exposure.

Discussion

The results of this study provide meaningful insights into how different dimensions of Instagram-based Electronic Word of Mouth (e-WOM) influence tourists' decisions to visit Malioboro Street, one of Yogyakarta's most iconic destinations. Among the three measured dimensions—Intensity, Valence of Opinion, and Content—only Valence of Opinion and Content had a statistically significant partial effect on the decision to visit, while Intensity did not exhibit a meaningful individual influence. These findings suggest that tourists are more likely to be influenced by the quality and sentiment of content—what is said and how it is expressed—rather than the frequency with which it appears on their social media feeds. In other words, seeing more posts is not necessarily more persuasive unless those posts convey positive, engaging, and relevant information. This aligns with the view of (Manvi & Maudyana, 2021; Susanto & Sumarni, 2025), who argue that content richness and emotional tone are critical determinants of e-WOM effectiveness in digital tourism. The Valence of Opinion—which refers to the emotional tone of user-generated messages—influenced visiting behaviour significantly. Tourists are more inclined to visit destinations when the prevailing sentiment on social media is positive. This supports previous research by (Sari et al., 2022), who also found a strong relationship between positive e-WOM and destination interest. In the case of Malioboro Street, positive experiences shared through Instagram posts, comments, or reviews enhance the destination's appeal by creating a favourable perception of safety, cultural richness, and visitor satisfaction.

The Content dimension emerged as the strongest predictor in the regression model, with the highest standardised coefficient among all variables. This finding reinforces the importance of high-quality digital content—such as detailed location information, vibrant visuals, event updates, and cultural highlights—in influencing potential tourists. Well-crafted content not only informs but also inspires action. This is consistent with the arguments presented by (Rachmah & Madiawati, 2022; Susanto et al., 2024), who assert that digital storytelling and content curation are powerful tools for shaping tourism preferences, particularly in competitive markets.

Conversely, the Intensity dimension did not have a significant partial effect on tourists' decisions. Although it was assumed that frequent exposure to content might encourage greater interest, the results indicate that exposure alone is insufficient unless accompanied by emotionally resonant and informative content. This diverges from prior studies where Intensity had a notable effect, indicating that context matters—especially the type of platform (Instagram) and the target audience's characteristics. Authenticity and aesthetics may carry more weight than volume or frequency for younger, tech-savvy users. On a broader level, the simultaneous influence of all three dimensions, as confirmed by the F-test and the R^2 value of 0.601, suggests that e-WOM plays a substantial role in the decision-making process for tourism. However, the remaining 39.9% of variance may be attributed to other factors not examined in this study—such as personal motivation, travel costs, accessibility, peer influence beyond Instagram, or offline experiences.

In practical terms, these findings underscore the importance of tourism stakeholders strategically managing their digital content on Instagram, including local governments, travel influencers, and destination marketers. Emphasising positive reviews, ensuring the authenticity of user-generated content, and supporting informative and engaging visual storytelling could significantly enhance Malioboro's visibility and

attractiveness to future travellers. Additionally, tourism managers should focus on curating high-quality, emotionally appealing content to maintain the destination's competitive edge in the digital tourism ecosystem.

CONCLUSION

Based on the results of this study, it can be concluded that the overall quality of physical assets at Geosite Stone Garden is currently moderate. Among the four measured dimensions, the physical aspect—comprising the site's geological features, landscape variety, and vegetation—received the highest score and remains the site's strongest appeal. This confirms the role of natural geological assets as the core attraction in geotourism. However, the accommodation, supporting facilities, and infrastructure dimensions scored lower, indicating that several key elements of visitor service and comfort are still underdeveloped and need improvement. Visitor satisfaction was also found to be at a moderate level, with the lowest score observed in the dimension of revisit intention. This suggests that while visitors may appreciate the natural value of the destination, the current state of its facilities and infrastructure does not strongly encourage repeat visits. Regression analysis further confirmed that physical asset quality has a positive and significant effect on visitor satisfaction, with an R^2 value of 0.654, meaning that 65.4% of the variation in visitor satisfaction can be directly attributed to the quality of physical assets. This highlights the crucial role of asset development in shaping positive visitor experiences and fostering destination loyalty.

From a practical standpoint, several strategic actions are recommended. First, the development of lodging facilities and camping areas should be prioritised to meet the basic needs of visitors and support longer stays. Second, recreational facilities that align with the site's geological character can be introduced to enrich the tourism experience and make the destination more appealing to a broader demographic. Third, management should implement routine maintenance programs for all existing facilities to ensure cleanliness, functionality, and safety. In particular, educational media and interpretive tools should be updated to be more interactive, informative, and engaging, aligning with the educational objectives of geotourism.

Furthermore, prayer rooms (mushola) and other religious facilities should be regularly inspected and maintained to provide comfort and respect cultural needs. A comprehensive and balanced enhancement of physical asset quality will improve visitor satisfaction, increase the likelihood of repeat visits, and support the long-term sustainability of Geosite Stone Garden. Well-managed physical assets will contribute to the site's competitiveness, extend its destination life cycle, and promote a responsible balance between tourism development and the conservation of natural resources. Therefore, focusing on physical asset quality is not merely an operational need—it is a strategic imperative for ensuring the long-term viability of Geosite Stone Garden as a leading geotourism destination in Indonesia.

Theoretical Contributions

This study contributes to the growing body of literature on Electronic Word of Mouth (e-WOM) and digital tourism behaviour by providing empirical evidence on how different e-WOM dimensions influence decision-making in the context of a culturally significant destination in Indonesia. Theoretically, the research extends the application of e-WOM theory by disaggregating it into three distinct dimensions—Intensity, Valence of Opinion, and Content—thus allowing for a more nuanced understanding of their individual and collective roles in influencing tourist behaviour. While previous studies have often treated e-WOM as a single, monolithic construct, this study demonstrates that not all dimensions carry equal weight. Specifically, it shows that Content and Valence of Opinion have stronger behavioural impacts than Intensity, suggesting that emotional tone and information quality are more influential than simple exposure frequency.

This finding contributes to consumer behaviour theory in tourism by highlighting the importance of message quality and emotional appeal over volume in digital environments, particularly on visually driven platforms such as Instagram. It also introduces a potential direction for future research—examining how platform-specific characteristics (e.g., Instagram vs. TikTok) interact with e-WOM dimensions to influence tourist decision-making differently. Additionally, the study supports the conceptual linkage between media richness theory and destination image formation by empirically validating that richer, more emotionally resonant content fosters stronger behavioural intentions. This opens the door for further theoretical integration between communication, psychology, and tourism disciplines in digital settings.

Practical Implications

The findings of this study have several important practical implications, particularly for tourism stakeholders, destination marketers, local government units, and social media managers responsible for promoting Malioboro Street and similar heritage or cultural destinations. First, the strong influence of the

Content dimension on tourists' visiting decisions suggests that tourism promotions should prioritise content quality over quantity. Rich, visually appealing, and informative Instagram posts—including high-resolution images, compelling captions, detailed descriptions of attractions, and user testimonials—can significantly enhance the perceived value of a destination. Tourism boards should collaborate with local creators, influencers, and travel bloggers to produce such content.

Second, the significant role of Valence of Opinion highlights the need to monitor public sentiment. Positive reviews, encouraging comments, and favourable ratings on Instagram can help reinforce tourists' confidence. Therefore, stakeholder efforts should focus on responding to negative feedback, encouraging satisfied tourists to share positive content, and maintaining an active and professional presence on Instagram and similar platforms. Third, since Intensity was not a significant predictor, investing solely in increasing content frequency without ensuring quality and relevance would be inefficient. Instead of flooding users with repetitive posts, content strategies should aim for targeted engagement, such as interactive stories, polls, or user-generated challenges that encourage deeper emotional connections. Finally, these results support the importance of social media literacy training for small tourism operators and local businesses. By equipping stakeholders with basic digital marketing skills, a broader range of authentic and impactful content can emerge from the community, creating a more organic e-WOM ecosystem that benefits the destination's long-term sustainability.

CONCLUSION

This study aimed to examine the influence of Instagram-based Electronic Word of Mouth (e-WOM) on tourists' decisions to visit Malioboro Street, Yogyakarta, by analysing the three key dimensions of e-WOM: Intensity, Valence of Opinion, and Content. Using quantitative methods and multiple linear regression analysis, the results demonstrated that Valence of Opinion and Content exerted significant partial effects on tourists' visiting decisions, while Intensity did not. However, when analysed collectively, all three dimensions had a significant simultaneous influence, with the model explaining 60.1% (R^2) of the variance in the decision to visit. The findings indicate that tourists are primarily influenced by what is said and how it is said, rather than by how often it is said. Positive sentiment and high-quality content on Instagram—such as detailed reviews, engaging visuals, and informative posts—can significantly influence perceptions and motivate travel behaviour. Conversely, the frequency of exposure to tourism content (Intensity) was insufficient to predict visiting intention.

The study contributes theoretically by offering a dimension-based analysis of e-WOM in the tourism context, reinforcing the importance of content richness and emotional tone over mere visibility. Practically, the findings suggest that destination marketers should focus on curating high-quality, emotionally engaging, and trustworthy content while fostering positive public sentiment on social media platforms. This approach is crucial for destinations like Malioboro, where cultural heritage and urban tourism intersect, to establish a sustainable and engaging digital presence. Electronic Word of Mouth on Instagram is critical in shaping tourist behaviour. Its power lies not in the volume of messages, but in their authenticity, sentiment, and informativeness—elements that destination managers must prioritise to enhance engagement, reputation, and visitation outcomes in the digital age.

REFERENCES

Bakti, I., Anggraini, S., & Kurniawan, A. (2023). Kajian Place Making Melalui. Seminar Karya & Pameran Arsitektur Indonesia 2023, 6(1), 123-134.

Damayanti, R., Husen, Z., & Mesar, Z. S. (2021). Pengaruh Celebrity Endorser Terhadap Minat Beli Dengan Electronic Word of Mouth Sebagai Variabel Intervening Pada Produk Skincare Emina. Jurnal Mitra Manajemen (JMM Online), 5(6), 390-398.

Hendry, K., & Widagdo. (2024). Faktor-Faktor Yang Mempengaruhi Keputusan Berkunjung Di Bird Park Palembang. In MDP Student Conference, 3(2), 883-888. doi:https://doi.org/10.35957/mdp- sc.v3i2.7416

Kasakeyan, R. F., Tawas, H. N., & Poluan, J. G. (2021). Pengaruh electronic word of mouth, kualitas produk dan experiential marketing terhadap keputusan pembelian produk Street Boba Manado. Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntans, 9(4), 1208-1217. doi:https://doi.org/10.35794/emba.v9i4.37306

Khilda, F., Nugroho, I., & Fajriyanto, F. (2023). Tingkat Walkability Index Pada Kawasan Trotoar Jalan Malioboro, Yogyakarta Pasca Renovasi. Seminar Karya & Pameran Arsitektur Indonesia 2023, 6(1), 260-271.

Makawoka, C. D., Soepeno, D., & Loindong, S. S. (2022). Daya Tarik Wisata, Citra Destinasi Dan Electronic Word of Mouth (E-Wom) Terhadap Keputusan Berkunjung Pada Objek Wisata Pantai Kenzo Desa Kombi. Jurnal EMBA: Jurnal Riset Ekonomi, 10(2), 817-829. doi:https://doi.org/10.35794/emba.v10i3.40645

Manvi, K. I., & Maudyana, R. (2021). Analisis Electronic Word Of Mouth (E-Wom) Di Daya Tarik Wisata Linggai Park Duo Koto Tanjung Raya Kabupaten Agam. Jurnal Hospitaliti Dan Pariwisata, 4(2), 145-155. doi:https://doi.org/10.35729/jhp.v4i2.75

NapoleonCat.com. (2024). Pengguna Instagram di Indonesia Januari 2024. doi:https://napoleoncat.com/stats/instagram-users-in-indonesia/2024/01/

Prawira, M. F. A., Susanto, E., Gaffar, V., & Ramadhani, I. (2025). From Screen to Seoul: How Korean Films Inspire Aspirational Travel Intentions Among Young Working Women. Journal Integration of Social Studies and Business Development, 3(1), 32–42. https://doi.org/10.58229/jissbd.v3i1.312

Rachmah, S., & Madiawati, P. (2022). Pengaruh Storytelling Marketing dan Electronic Word of Mouth terhadap Keputusan Pembelian Café Kisah Manis Jalan Sunda di Kota Bandung melalui Content Marketing Creator TikTok. ATRABIS: Jurnal Administrasi Bisnis, 8(1), 48-60. doi:https://doi.org/10.38204/atrabis.v8i1.918

Sari, A. D., Wijaya, N. M. S., & Negara, I. M. K. (2023). Pengaruh Electronic Word of Mouth Terhadap Keputusan Berkunjung Wisatawan Nusantara Ke Bali Zoo Pada Era New Normal. Jurnal IPTA (Industri Perjalanan Wisata) p-ISSN, 2338, 8633.

Simamora, S. U., Yusrizal, Y., & Syafina, L. (2023). Pengaruh Media Sosial Dan Fasilitas Terhadap Keputusan Berkunjung Wisatawan ke Pantai Pandan. Surplus: Jurnal Ekonomi & Bisnis, 1(2), 298-312. doi:https://doi.org/10.71456/sur

Susanto, E., Gaffar, V., Disman, D., & Furqon, C. (2024). Influencing Travel Decisions: Social Media's Role in Destination Perception and Visit Intentions. African Journal of Hospitality Tourism and Leisure, 13(3), 531–539. https://doi.org/10.46222/ajhtl.19770720.537

Susanto, E., & Sumarni, S. (2025). Balancing Social Media Reviews and Mass Media Coverage in Tourism Destination Image Building. Journal of Tourism, Hospitality and Travel Management, 3(1), 1–9. https://doi.org/10.58229/jthtm.v2i1.291

Susilawati, H. (2017). Pengaruh Electronic Word Of Mouth Terhadap Keputusan Berkunjung Di Sindu Kusuma Edupark. Jurnal Khatulistiwa Informatika, 8(2), 490029.

Syahroni, M. (2022). Prosedur Penelitian Kuantitatif. EJurnal Al Musthafa, 2(3), 43-56.

Wulandani, N. L. (2023). Motivasi dan Keputusan Berkunjung Wisatawan Ke Kebun Raya Bedugul Pada Masa Pandemi. Journal Education and Development, 11(2), 427-431. doi:https://doi.org/10.37081/ed.v11i2.4379