



Harnessing The Power of Instagram: Key Factors Influencing Followers' Visit Intentions to Cultural Destinations

Daru Putri Kusumaningtyas

Faculty of Economics and Business, Universitas Negeri Jakarta
daruputrikusumaningtyas@unj.ac.id

Raya Sulistyowati

Faculty of Economics and Business, Universitas Negeri Surabaya
rayasulistyowati@unesa.ac.id

Daniel Pungkas Prastia Wibowo

Faculty of Economics and Business, Universitas Negeri Jakarta
danielpungkas.pw@gmail.com

Sajiwo Tri Prakoso

Faculty of Communication and Business, Muhammadiyah University of Karanganyar
sj024@umuka.ac.id

Rizka Zakiah

Faculty of Economics and Business, Universitas Negeri Jakarta
rizkazakiah@unj.ac.id

Fitra Dila Lestari

Faculty of Economics and Business, Universitas Negeri Jakarta
fitradilalestari@unj.ac.id

ABSTRACT

This study explores the influence of Museum Generated Content (MGC) on Instagram on perceptions of information quality, customer service, and intention to visit Sonobudoyo Museum. Through quantitative methods and SEM PLS analysis, this study identified that accurate, relevant, and responsive museum content on social media has a significant impact on forming positive perceptions and increasing intention to visit. By involving 206 respondents who are followers of museum Instagram accounts, this study provides in-depth insights into the role of social media in the cultural tourism sector, especially in attracting the interest of the younger generation who are increasingly dependent on digital information in making travel decisions. This study also fills the literature gap regarding the impact of MGC on social media, making an important contribution to the academic understanding of digital marketing in the museum industry. The results of the study Museum Generated Content (MGC) on Instagram has a positive and significant influence on perceptions of information quality, perceptions of service, and intention to visit Sonobudoyo Museum. Accurate, complete, and up-to-date content, as well as responsive and sincere service, have been shown to play an important role in building positive perceptions and increasing intention to visit.

Keywords: : Customer Service, Museum Generated Content (MGC), Information Quality, Visit Intention, Sonobudoyo Museum.

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INTRODUCTION

Social media sites have evolved into web-based platforms that allow individuals to interact, share information, and exchange ideas online (Islam, 2021). The influence of information disseminated through these sites has penetrated various aspects of daily life, including the tourism sector (Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, 2023). In this context, most travel decisions are now influenced by content on social media and digital marketing, making it easier for potential travelers to determine their destination choices (de Amorim, L. A., Sousa, B. B., Dias, A. L., & Santos, 2022). This trend is especially strong among younger generations, such as Gen Z, who are recorded to contribute 82% in the use of digital marketing for travel decision-making, including the use of the hashtag “travel” on TikTok which received 74.4 billion views (Roller, 2023).

Previously, consumers often relied on personal recommendations from people close to them or previous users to decide to purchase or use a product or service (Kim, D.-Y., Lehto, X. Y., & Morrison, 2007). However, behavioral patterns have changed in the era of social media, where tourists now compare experiences shared on these platforms as the basis for their decisions to choose a tourist destination, shopping place, or restaurant (Armutcu, B., Tan, A., Amponsah, M., Parida, S., & Ramkissoon, 2023). This marks a major transformation in marketing communication methods, along with the emergence of social media such as Facebook, Twitter, and YouTube which have the power to shape consumer perceptions of tourism products (Lim, Y., Chung, Y., & Weaver, 2012).

In the tourism industry, Museum Generated Content (MGC) through Instagram, as part of a digital marketing strategy, has proven to be a very effective tool to attract potential tourists. Museums, such as the Sonobudoyo Museum, are now utilizing social media to strengthen relationships with their audiences and increase visitor numbers through the delivery of interesting and relevant information (Evrard, Y., & Krebs, 2018). This digital innovation is essential because modern visitors are more informed and have higher expectations regarding their visiting experience (Cristobal-Fransi et al., 2017).

This study aims to examine the direct influence of Museum Generated Content (MGC) on perceived information quality and customer service, as well as on perceived information quality and customer service on visit intention. Although many studies have discussed the influence of User Generated Content (UGC) on visit intention, research related to the impact of Marketer Generated Content (MGC) through Instagram is still relatively limited, especially in the context of museums (Blasco-Lopez, F., Recuero Virto, N., Aldas Manzano, J., & Cruz Delgado, 2018; Chen, Y.-C., Shang, R.-A., & Li, 2014).

The research location was the Sonobudoyo Museum in the Special Region of Yogyakarta. No recent research has analyzed the relationship in the context of Instagram posts at the National Museum of Indonesia, specifically examining the impact of Museum Generated Content (MGC) on visit intention. Furthermore, the Sonobudoyo Museum's Instagram account has the largest number of followers compared to other museums in the Special Region of Yogyakarta Province, with 46.6 thousand followers. Therefore, this study aims to bridge the gap by analyzing the direct influence of Museum Generated Content (MGC) on the perception of information quality and customer service, as well as its impact on visit intention to Sonobudoyo Museum.



Figure 1. Instagram Sonobudoyo Museum

Source: Instagram Sonobudoyo

RESEARCH METHOD

This study aims to observe and analyze visitors to the Sonobudoyo Museum who live throughout Indonesia. Conducted over a period of nine months, from February to October, this study uses a quantitative method with a non-probability sampling approach, where the purposive sampling technique is applied to determine the respondents. The main criteria for respondents are Indonesian people who have visited the Sonobudoyo Museum. Data collection was carried out through an online questionnaire, with a six-point Likert scale (1 (Strongly Disagree), 2 (Disagree), 3 (Somewhat Agree), 4 (Quite Agree), 5 (Agree), 6(Strongly Agree), to avoid neutral answers from respondents. The sample size was determined based on the number of indicators multiplied by 5-10, with a target of over 200

samples, according to (Hair et al., 2014) recommendation for structural equation modeling (SEM) analysis.

The Structural Equation Modeling PLS (SEM PLS) method is used as an analysis technique in this study. SEM is a multivariate analysis method that combines factor and path analysis, allowing researchers to test simultaneous relationships between exogenous and endogenous variables with several indicators (Hengky Latan, 2012). This technique offers the ability to evaluate complex relationships between latent constructs and interrelated manifest variables, making it an appropriate tool for testing the relationship model between variables in this study.

The four main variables analyzed in this study are Museum Generated Content (MGC), perceived information quality, perceived customer service, and intention to visit. MGC is measured through several indicators that include visitor perceptions of the museum's purpose, the values it upholds, and the positive feelings created by museum content on Instagram (Kim, A. J., & Johnson, 2016). Information quality is measured based on the level of timeliness, completeness, accuracy, and quality of information perceived by users (Hsu, C.-L., Chang, K.-C., & Chen, 2012). Customer service is assessed by how responsive and relevant the information provided is in meeting visitor needs (Wolfenbarger, M., & Gilly, 2003). Meanwhile, intention to visit is measured through the level of visitor desire and consideration to visit the museum after interacting with content on Instagram (Pallud, J., & Straub, 2014).

By using SEM PLS, this study is able to identify how these variables interact with each other and influence the intention to visit museum visitors. The results of this study are expected to provide in-depth insight into the role of Museum Generated Content (MGC) in improving the quality of services and information, as well as encouraging the intention to visit museum visitors.

RESULTS AND DISCUSSION

Data Collection

Data collection based on the samples taken in table 1, this study involved 206 respondents who were followers of the Sonobudoyo Museum Instagram account. Respondents were identified based on various characteristics such as gender, age, last education, occupation, income, and domicile. From the analysis results, the majority of respondents were women, totaling 124 people or 60.2%, while men were only 82 people (39.8%).

In terms of age, the largest group is those aged 25-40 years with 96 respondents (46.6%), followed by the 13-24 age group with 87 respondents (42.2%). Respondents aged 41-56 years numbered 22 people (10.7%) and only one person (0.5%) aged 57-75 years.

In terms of education, the majority of respondents have a Bachelor's degree (S1) with 107 people (51.9%), followed by high school graduates with 55 people (26.7%). Respondents with Diploma 3 (D3) education number 20 people (9.7%), while those with Masters (S2) degrees are 12 people (5.8%).

In terms of employment, the majority of respondents were students (29.6%) and private employees (26.2%), while the rest were spread across various other professions such as self-employed (19.9%) and BUMN employees (13.1%). In terms of income, 26.2%

of respondents had an income of IDR 4,500,000 – IDR 6,000,000, while 25.2% of respondents had an income below IDR 1,500,000.

These results provide a clear picture of the demographic background of the respondents who contributed to this study, which can provide important insights into museum visitor profiles in the context of digital marketing and social media.

Table 1.
Respondent profile

Respondent Identity Variable	Category	Amount	Percentage (%)
gender	Man	82	39,8%
	female	124	60,2%
Age	13-24 year	87	42,2%
	25-40 year	96	46,6%
	41-56 year	22	10,7%
	57-75 year	1	0,5%
Education	Elementary School	0	0%
	Junior High School	1	0,5%
	Senior High School	55	26,7%
	Diploma 3	20	9,7%
	Diploma 4	11	5,3%
	Bachelor	107	51,9%
	Master	12	5,8%
	Doctor	0	0%
Work	Student	8	3,9%
	College Student	61	29,6%
	Self-employed	41	19,9%
	Private sector employee	54	26,2%
	BUMN employees	27	13,1%
	State Civil Apparatus	10	4,9%
Income	Other	5	2,4%
	Rp. 0 – Rp. 1.500.000	52	25,2%
	Rp. 1.500.000 – Rp. 3.000.000	41	19,9%
	Rp. 3.000.000 – Rp. 4.500.000	41	19,9%
	Rp. 4.500.000 – Rp. 6.000.000	54	26,2%
	< Rp. 6.000.000	18	8,7%

Source: Data Processing Results, 2024.

For the instrument test stage Based on the data in table 2, it is known that each research variable indicator has many outer loading values of 0.5-0.70 (Hair et., al. 2016). The data above shows that there are no variable indicators whose outer loading values are below 0.5-0.70 so that all indicators are declared feasible or valid for use in research and can be used for further analysis..

Table 2.
Validity Test Results

Variable	<i>Outer Loading</i>	Interpretation
CS1	0,731	Valid
CS2	0,728	Valid
CS3	0,734	Valid
IQ1	0,657	Valid
IQ2	0,701	Valid
IQ3	0,728	Valid
IQ4	0,668	Valid
MGC1	0,635	Valid
MGC2	0,611	Valid
MGC3	0,591	Valid
MGC4	0,535	Valid
MGC5	0,677	Valid
MGC6	0,652	Valid
V13	0,679	Valid
VI1	0,728	Valid
VI2	0,775	Valid

Source: Data Processing Results, 2024.

The results of the EVA test in table 3 show that the AVE value of the variables Customer Service, Information Quality, Museum Generated content and Visit Intention are > 0.50 . Thus, it can be stated that each variable has good discriminant validity.

Table 3.
Result test AVE

	Average Variance Extracted (AVE)
Customer Service	0,534
Information Quality	0,575
Museum Generated Content	0,583
Intention to Visit	0,530

Source: Data Processing Results, 2024.

The Results Composite Test table 4, it can be seen that the composite reliability value of all research variables is > 0.60 . This result shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability..

Tabel 4.
Composite Reliability

	Composite Reliability
Customer Service	0,775
Information Quality	0,783
Museum Generated Content	0,787

Intention to Visit 0,772
 Source: Data Processing Results, 2024.

Based on the results of the reliability test in table 5, it can be seen that the cronbach alpha value of each research variable is > 0.50. Thus, these results can indicate that each research variable has met the requirements of the cronbach alpha value, so it can be concluded that all variables have a high level of reliability.

Tabel 5.
Cronbach Alpha

	Cronbach's Alpha
Customer Service	0,565
Information Quality	0,630
Museum Generated Content	0,675
Intention to Visit	0,558

Source: Data Processing Results, 2024.

Data Analysis

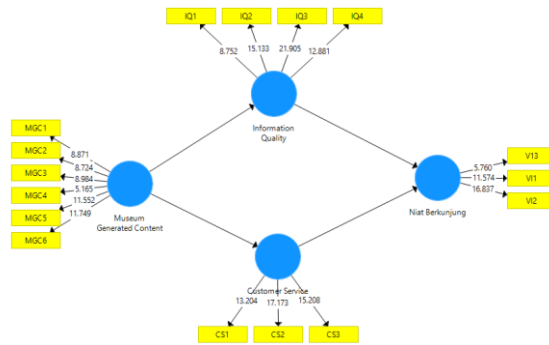


Figure 1. Research Model

Table 6.
T- Statistics and P-Values of Direct Effects

Hypothesis	Influence	Original Sample	T-Statistics	P value	Results
H ₁	Museum Generate Content -> Information Quality	0,612	9,607	0,000	Influential
H ₂	Museum Generate Content -> customer service	0,735	14,524	0,000	Influential
H ₃	Information Quality -> Intention to Visit	0,260	3,413	0,001	Influential
H ₄	customer service -> Intention to Visit	0,379	4,804	0,000	Influential

Source: Data Processing Results, 2024.

Discussion

The Influence of Museum Generated Content (MGC) on Instagram on Perceived Information Quality

This study found that the content produced by the Sonobudoyo Museum via Instagram has a positive and significant influence on the quality of information perceived by the audience. Most respondents gave a very positive response to the museum's content, which clearly describes the museum's goals and values. As many as 55.3% of respondents "Agree" and 29.6% "Strongly Agree" that the Sonobudoyo Museum's Instagram posts effectively describe the museum's goals. This finding is supported by research by (Wu, C., Su, Y., & Yu, 2020) which states that good digital communication can help cultural institutions attract public interest.

In addition, the depiction of museum values is considered important in building the identity of the institution. As many as 42.7% of respondents "Agree" and 38.3% "Strongly Agree" that the content on Instagram reflects the museum's values well, in line with research by (Iglesias, O., Singh, J., & Batista-Foguet, 2019) which shows that relevant values can strengthen the emotional connection between institutions and visitors. Content that explains the benefits of a visit also received a positive response, with 42.2% of respondents "Agree" and 29.6% "Strongly Agree" that they understood the benefits of a visit through the content, as shown by (Kang, J., Tang, L., & Fiore, 2021) in the context of social media and cultural venues. (table 7)

The results of this study indicate that Museum Generated Content (MGC) that presents accurate and relevant information can build positive perceptions that have a significant impact on visitors' intention to visit. This study is in line with various studies that show that social media plays an important role in shaping the perception of information quality and visitor experience.

Tabel 7.
Description of Respondents' Answers to the Museum Generated Content Variable

No.	Statement	Frequency and Percentage of Answers							
		SD	D	S	Q	A	SA	Sum	
1	Instagram post depicts the purpose of Sonobudoyo Museum	F	0	1	3	27	11	61	206
		%	0	0,5	1,5	13,1	55,3	29,6	100
2	Instagram Posts Depicting the Values of the Sonobudoyo Museum	F	0	1	4	34	88	79	206
		%	0	0,5	1,9	16,5	42,7	38,3	100
3	Instagram post explaining the benefits of	F	0	1	7	50	87	61	206
		%	0	0,5	3,4	24,3	42,2	29,6	100

	visiting the Sonobudo yo Museum									
4	Instagram posts create a positive atmosphere towards the Sonobudo yo Museum	F	1	1	6	43	97	58	206	
		%	0,5	0,5	2,9	20,9	47,1	28,2	100	
5	Instagram posts create positive emotions towards the Sonobudo yo Museum	F	1	2	1	48	90	54	206	
		%	0,5	1	5,3	23,3	43,7	26,2	100	
6	Instagram posts create positive feelings towards Sonobudo yo Museum	F	0	0	3	21	10	80	206	
		%	0	0	1,5	10,2	49,5	38,8	100	

Information: Strongly Disagree (SDS), Disagree (DS), Somewhat Agree (SA), Quite Agree (QA), Agree (A), Strongly Agree (SA)

The Influence of Museum Generated Content (MGC) on Instagram on Customer Service Perceptions

This study also highlights the significant influence of Museum Generated Content (MGC) on Instagram on perceived customer service perceptions. The content generated by the museum successfully created positive perceptions of the service, with 55.3% of respondents "Agreeing" and 29.6% "Strongly Agreeing" that Instagram content clearly describes museum services. This is in line with the findings of (Sigala, M., & Gretzel, 2022), which state that information conveyed through social media can improve service perceptions in the cultural sector.

For example, 42.7% of respondents "Agree" and 38.3% "Strongly Agree" that the museum's values are well conveyed through Instagram, which helps strengthen emotional connections with visitors (Bolton et al., 2020). In addition, 47.1% of respondents "Agree" and 28.2% "Strongly Agree" that the content creates a positive atmosphere, which according to (Hudson, S., Huang, L., Roth, M. S., & Madden, 2020), this positive experience can improve consumer perceptions of service quality. (table 7)

Secara keseluruhan, hasil penelitian ini mengindikasikan bahwa Museum Generated Content (MGC) di Instagram memainkan peran penting dalam membentuk persepsi

layanan pelanggan dan mendorong niat pengunjung untuk berkunjung. Temuan ini sejalan dengan berbagai penelitian yang menunjukkan bahwa media sosial berperan penting dalam membangun citra layanan di sektor budaya.

The Influence of Perceived Information Quality on Visit Intention

The quality of information delivered through the Sonobudoyo Museum Instagram also has a positive and significant influence on visiting intentions. Up-to-date and accurate information is considered important by respondents, with 51.5% "Agreeing" and 35% "Strongly Agreeing" that the Sonobudoyo Museum Instagram content is always updated. This is in accordance with the findings of (Kim, M. J., Lee, C. K., & Jung, 2019) which show that relevant and up-to-date information can build trust and increase visitor intentions.

In addition, 39.3% of respondents "Agree" and 34% "Strongly Agree" that the information provided via Instagram covers everything needed to decide on a visit, in line with (Sigala, M., & Gretzel, 2022) research which highlights the importance of complete information in planning a visit. The accuracy of the information was also highly rated by respondents, with 41.7% "Quite Agree" and 38.8% "Agree" that the museum content is accurate, which strengthens the intention to visit as indicated by (Xie, P., Wu, H., & Yuan, 2022). (Table 8)

This study shows that the quality of digital information, especially on social media, plays a significant role in building the intention to visit cultural destinations such as museums. Up-to-date, accurate, and high-quality information encourages visitors to consider visiting.

Table 8.
Description of Respondents' Answers to the Information Quality Variable

N	Statement	Frequency and Percentage of Answers							
		S	I	S	Q	A	S	S	
1	The information contained in the Sonobudoyo Museum Instagram post is the most recent.	F	0	0	5	2	1	7	2
			9	0	0	2	1	5	3
2	The information contained in the Sonobudoyo Museum Instagram post gave me all the information I needed.	F	0	0	5	5	8	7	2
			9	0	0	2	2	3	3
3	The information contained in the Sonobudoyo Museum Instagram post is accurate.	F	0	0	4	8	8	3	2
			9	0	0	1	4	3	1

4	The information contained in the Sonobudoyo Museum Instagram posts is of high quality	F	0	0	4	6	9	4	2	
			9	0	0	1	2	4	2	1

Information: Strongly Disagree (SDS), Disagree (DS), Somewhat Agree (SA), Quite Agree (QA), Agree (A), Strongly Agree (SA)

The Influence of Customer Service Perception on Visit Intention

This study also revealed a positive and significant influence of customer service perceptions on visit intentions. Respondents highly rated the museum's ability to respond to their needs via Instagram, with 49% "Agreeing" and 32% "Strongly Agreeing" that the information in the museum's content meets visitors' needs. This finding is in line with (Wu, C., Su, Y., & Yu, 2020) research which highlights the importance of customer service in influencing visitors' intentions to engage with a destination.

In addition, 36.9% of respondents "Agree" and 26.7% "Strongly Agree" (Table 9) that the museum responds to questions quickly, which strengthens trust in museum services (Sigala, M., & Gretzel, 2022). This shows that speed and accuracy in responding to visitors' questions and problems can improve overall service perceptions.

In conclusion, positive service perceptions, especially in terms of quick response to visitor needs and problem solving, play an important role in increasing visit intentions. This study strengthens the finding that service quality delivered through social media can build trust and encourage visitors' intention to visit museums.

Table 9.
Description of Respondents' Answers to the Customer Service Variable

No	Statement	Frequency and Percentage of Answers								Su m
		SD	D	S	Q	A	SA			
1	The information contained in the Sonobudoyo Museum posts contains answers to visitors' needs.	F	0	2	2	35	10	66	206	
		%	0	1	1	17	49	32	100	
2	The information contained in the Sonobudoyo	F	0	2	7	66	76	55	206	
		%	0	1	3,	32	36,	26,	100	
					4	9	7			

3	The Museum post shows that questions are answered promptly. information contained in the Sonobudoyo Museum posts shows that when visitors have a problem, the Sonobudoyo Museum shows a genuine interest in solving it.	F	1	1	8	29	11	55	206
		%	0,5	0,5	3,9	14,1	54,4	26,7	100

Information: Strongly Disagree (SDS), Disagree (DS), Somewhat Agree (SA), Quite Agree (QA), Agree (A), Strongly Agree (SA)

CONCLUSION

This study shows that Museum Generated Content (MGC) on Instagram has a positive and significant influence on the perception of information quality, perception of service, and intention to visit the Sonobudoyo Museum. Accurate, complete, and up-to-date content, as well as responsive and sincere service, have been shown to play an important role in building positive perceptions and increasing interest in visiting. These findings support previous studies that have emphasized that social media is an effective tool for increasing engagement and attracting public interest, especially in the cultural sector such as museums.

This study has important implications: Practical Implications: Sonobudoyo Museum and other cultural institutions can use these results to strengthen their social media strategies by providing accurate, up-to-date, and relevant content, and focusing on fast and responsive service to increase visitor interest. Academic Implications: This study adds to the literature on the role of social media in shaping service perceptions in cultural institutions, and opens up opportunities for further research on how to optimize social media to enhance visitor experience and interest.

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