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The Gen Z Preferences in Choosing Museum Destinations: An Analysis of E-WOM, Destination Image, and Perceived Value on Visit Decision in Jakarta Textile Museum

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Abstract

This research aims to investigate the effect of electronic word of mouth (E-WOM), destination image (DI), and perceived value (PV) on visit decision (VD) for Generation Z visitors in Jakarta Textile Museum. To determine the relationship between these variables, this research surveyed 238 Gen Z visitors using quantitative methods, including SEM analysis. The results revealed that perceived value mediates visit decisions and significantly affects them. E-WOM increases perceived value but has little impact on visit decisions. Conversely, destination image strongly influences the perceived value and visit decisions. The research emphasizes the need to improve the museum's image and value to attract Gen Z. It advises museum management to improve experiences, build emotional connections, and use E-WOM to boost their image. This is especially important in the digital age because Gen Z's decisions are largely impacted by internet information. Future studies should examine other visit decision elements and E-WOM in different circumstances.

Keywords: E-WOM, Destination Image, Perceived Value, Gen Z, Visit Decision

A. INTRODUCTION

Generation Z, born between 1990 and 2010, has already begun to emerge in the most advanced digital technology realm (Bhalla et al., 2021). The term "digital newcomers" refers to them because they are immersed in a world deeply interconnected with the internet and technology (Seemiller & Grace, 2015). The information they obtain through the internet is beneficial in determining the preferences and biases of Generation Z in various aspects of their lives, such as the choice of travel destinations (Dimitriou & AbouElgheit, 2019). As a potent instrument for recruiting visitors to cultural institutions such as museums, electronic word of mouth (E-WOM) on digital platforms is a valuable weapon (Palfrey & Gasser, 2011). As one of the museums that exhibits wastra culture in Indonesia, the Jakarta Textile Museum faces difficulties in attracting the attention of the younger generation (Frizona, 2024). The E-WOM spread online greatly affects the image of the museum, which reflects the public perception of the quality and attractiveness of the museum (Yin et al., 2023). In addition, E-WOM can also affect the perceived value of potential visitors (Madi et al., 2024) . Perceived value refers to visitors' evaluation of the benefits they receive compared to the cost or effort they spend to visit a destination. While positive E-WOM improves the image of museums and the perceived value of Gen Z, their interest and intention to visit also tend to increase, especially among the younger generation, who are highly connected to the digital world (Kotler et al., 2016). Therefore, it is crucial for museum managers who want to capture Gen Z to understand how E-WOM, museum image, and perceived value affect their preferences (Madi et al., 2024).

Focusing on the influence of E-WOM, museum image, and perceived value on visiting decisions, this research examines Gen Z's preferences in choosing museum destinations. In this context, it is important to look at how E-WOM, which can be either positive or negative reviews, affects Gen Z's perception of museums, as well as how those perceptions and perceived values affect their decision to go to museums.

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Jalilvand and Samiei (2012) discovered that electronic word-of-mouth (E-WOM) significantly affects visiting intentions. These findings show how important it is to understand these behaviors in the context of Gen Z, especially when perceived value is a determining factor in decision-making.

The results of this research are expected to help the management of the Jakarta Textile Museum create a more effective marketing strategy due to the growing rivalry in the tourism sector and the use of technology among Gen Z. Strengthening the museum's image, increasing perceived value, and using E-WOM as an effective promotional medium can be the key to attracting visitors from the next generation and maintaining the relevance of the museum in the modern era..

B. LITERATURE REVIEW

Generation Z and Its Characteristics in the Context of Tourism

Generation Z individuals born between the mid-1990s and early 2010s have unique characteristics that set them apart from previous generations (Jayatissa, 2023). As "digital natives," Gen Z has grown up with full access to the internet, social media, and digital technology from an early age (Szymkowiak et al., 2021). This makes them highly skilled in searching for information online and influenced by digital content in their decisions, including in the context of tourism (Dewi et al., 2021). This generation tends to seek authentic and personal experiences and is heavily influenced by the opinions and reviews found online (Pillay, 2021). In the tourism industry, generation Z strongly prefer destinations that offer experiences that can be shared on social media and have high aesthetic value (Corbisiero et al., 2022).

Electronic Word of Mouth (E-WOM)

E-WOM is a form of informal online communication between consumers, sharing experiences, reviews, and recommendations about products or services. In tourism, E-WOM plays an important role in influencing travelers' decisions, especially among Gen Z who rely heavily on digital information (Corbisiero et al., 2022). E-WOM can come from various sources such as social media, review sites, blogs, and online discussion forums. Setiawan et al. (2021) found that E-WOM significantly influences tourists' intention to visit, where positive reviews can increase the intention, while negative reviews can reduce tourist interest. .

Electronic Word of Mouth (E-WOM) is an important variable influencing consumer decisions in the digital context (Abir et al., 2020). Grounded in research by Goyette et al. (2010), E-WOM can be divided into three main dimensions: intensity, opinion valence, and content. The intensity dimension includes how often social media users access information, the frequency of user interactions, and the number of reviews written. The more often a person accesses information or interacts on a particular topic, the greater the influence of E-WOM on their decisions (Yaylı & Bayram, 2012). The valence of opinions includes positive comments, consumer recommendations, and negative comments from social media users. Positive comments and recommendations tend to improve the image of a destination, while negative comments can decrease interest in visiting (Kim et al., 2019).

The content dimension in E-WOM includes information regarding the quality of the destination, price, comfort, cleanliness, and service presented on the social networking site (Rahman et al., 2023). This information greatly affects the user's perception of the destination. It is an important factor in the decision-making process, especially for the generation that pays close attention to value and cost. By understanding the different dimensions of E-WOM, researchers and marketing practitioners can develop more effective strategies to build a positive image and increase visits to specific destinations, such as museums (Rahman et al., 2023).

Destination Image

The image of a museum is the public perception of a museum, which includes aspects such as the collection's uniqueness, the quality of service, the educational value, and the convenience of the facilities (Falk & Dierking, 2016; Hooper-Greenhill, 2013). A positive image can increase the museum's appeal as a tourist destination, while a negative image can reduce visitor interest (El Sheikh, 2020). According to Feitosa & Barbosa (2020), the image of tourist destinations, including museums, is greatly influenced by previous visitor experiences and reviews they share through E-WOM. In the context of Gen Z, which is heavily influenced by digital content, the image of museums has become even more important because the information often shapes the perception they find online. .

The image of a destination is a perception formed in the minds of tourists about a tourist attraction, which can affect their decision to visit the place. According to Qu et al., (2011), destination imagery can be divided into three main dimensions: cognitive, unique, and affective. The cognitive image dimension includes aspects such as the quality of experience, tourist attractions, environment, infrastructure, entertainment, and cultural traditions. This dimension is related to the rational assessment of tourists towards various elements in tourist destinations. In addition, unique images include the natural environment and unique experience of exploring destinations, which distinguish one destination from another (Kah et al., 2023).

In addition to the cognitive and unique dimensions, the affective image also significantly influences the formation of the destination's overall perception. This dimension is related to the feelings tourists get at the destination. These feelings can include comfort, happiness, and emotional satisfaction experienced during the visit (Qu et al., 2011). Combining these three dimensions results in a comprehensive destination image, which ultimately influences the interest and decision of tourists to go to the location. Thus, a deep understanding of the operational variables of the destination image is important for tourism managers in designing strategies that can increase the attractiveness and sustainability of tourist destinations (Chu et al., 2022).

Perceived Value

Perceived value is a subjective evaluation by tourists of the benefits they receive from a product or service compared to the costs or sacrifices they incur. This concept serves a crucial function in consumer behaviour, where consumers tend to make buying choices depending on a balance between the perceived benefits and the costs incurred (Zeithaml, 1988; Sweeney & Soutar, 2001). Perceived value can be understood as the consumer's evaluation of a product's usefulness based on their estimation of the product's perceived benefit relative to its actual cost (Zeithaml et al., 2020) Key dimensions often measured to evaluate perceived value include product quality, price, and emotional and social value, all of which contribute to the consumer's final decision (Chen & Chen, 2010).

Further research by Jelčić & Mabić (2020), they developed a multi-item measurement scale that covers various aspects of value consumers perceive, such as quality, price, emotional, and social value. They emphasized that perceived value is not only influenced by the physical attributes or price of a product but also by the emotional and social experiences associated with the use of the product. In tourism, perceived value can determine how much tourists feel that a destination provides an experience worth the cost and effort they spend, ultimately influencing their decision to visit or recommend the destination to others (Caber et al., 2020).

Visit Decision

Various interrelated factors influence the decision to visit a tourist destination. Based on research conducted by Hurriyati (2015), several operational variables affect the decision to make a tourist visit,

including destination area and travel mode. In the context of the destination area, factors such as the relevance of tourist destinations to the needs of visitors, the availability of information about the destination, and the accessibility of transportation to reach the destination are the primary considerations. In addition, the diversity and convenience of available modes of transportation are also important factors that affect tourists' decision to choose certain destinations (Hurriyati, 2015).

Research on visit decisions of tourist destination highlights several key factors influencing tourists' choices; destination image plays a crucial role, directly impacting the intention and decision to visit (Satyarini et al., 2017). Place branding significantly affects visit decisions, often mediated by destination image (Fuadillah & Murwatiningsih, 2019; Wijaya et al., 2021). Promotion and tourism product attributes also shape destination image and visit decisions (Safitri et al., 2020). Notably, destination attributes positively and significantly affect visit decisions (Wijaya et al., 2021). The combined influence of tourism products and destination image on visit decisions can be substantial, accounting for up to 59.6% of the variance in one study (Safitri et al., 2020). These findings underscore the importance of developing positive destination images, effective place branding strategies, and attractive tourism products to influence tourists' decision-making processes and ultimately increase visitation to tourism destinations. Understanding these variables helps tourism managers develop strategies to increase visitor interest and fulfilment. Drawing from the literature discussed earlier, this research suggests the following hypotheses:

H1: Electronic Word of Mouth (E-WOM) has a positive effect on Perceived Value (PV).
H2: Destination Image (DI) has a positive effect on Perceived Value (PV).
H3: Perceived Value (PV) has a positive effect on Visit Decision (VD).
H4: Electronic Word of Mouth (E-WOM) has a positive effect on Visit Decision (VD).
H5: Destination Image (DI) has a positive effect on Visit Decision (VD).
H6: Electronic Word of Mouth (E-WOM) indirectly positively influences Visit Decision (VD) through Perceived Value (PV).
H7: Destination Image (DI) indirectly positively influences Visit Decision (VD) through Perceived Value (PV).

The relationships between the research variables according to the hypotheses can be seen in Figure 1 as follows:

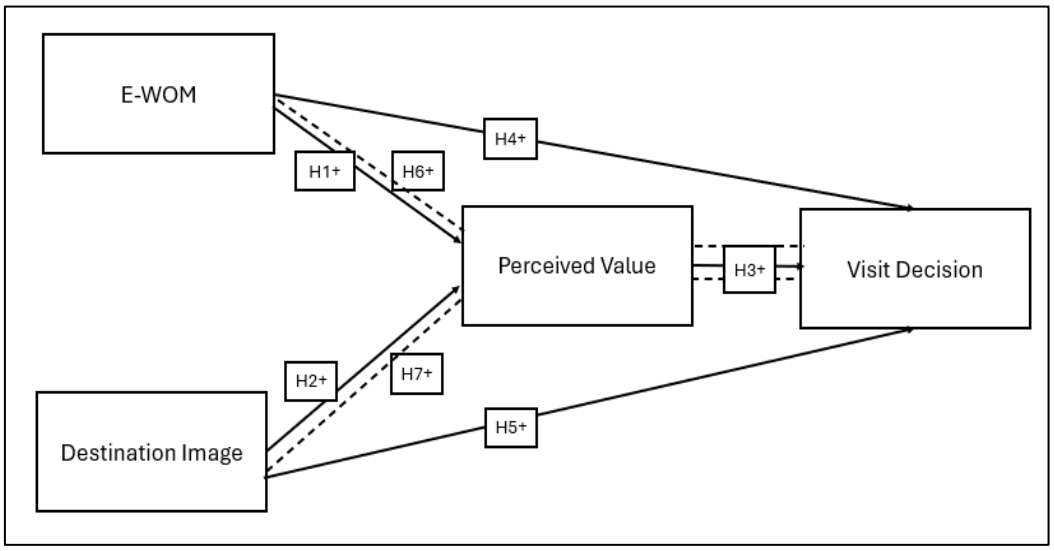

Figure1. The Proposed Framework of Research

C. RESEARCH METHOD

This research uses a quantitative approach to investigate the relationship between variables that affect Generation Z's decision to visit the Jakarta Textile Museum. The quantitative approach was chosen because it allows objective measurements of numerical data and the use of statistical examination to verify the postulated theory.

Research Design

The design of this research is a cross-sectional survey in which data was collected at one point in time from February to April 2024 to 235 respondents belonging to Generation Z. Respondents were selected by purposive (non-probability) sampling, where the main criterion was those born between 1995 and 2010 and have experience or interest in visiting museums.

Research Population and Sampling

The group of individuals in this research is all individuals from Generation Z who live in Jakarta and have the potential to visit the Jakarta Textile Museum. As a sample, 238 respondents were selected using the purposive sampling technique. The selection of this sample is based on the need for research to get relevant respondents with characteristics aligned with the research goals. A sample size of 238 respondents is considered sufficient for statistical analysis in social research, especially when using analysis techniques such as structural equation modeling (SEM) or regression, which require a sample size of at least 100 to 150 respondents for less complex models (Ong & Puteh, 2017). Moreover, a sample size ranging from 30 to 500 respondents is typically suitable for social research, depending on the type of analysis performed (Ong & Puteh, 2017). Thus, 238 respondents were within the recommended range and considered representative of the desired analysis.

Data Collection Techniques

Data was collected through online surveys shared with respondents using the Google Forms platform. The survey consists of several sections that measure variables related to the research, including E-WOM, destination image, perceived value, and visit decision. Each section of the survey uses a 5-point Likert scale, in which respondents are asked to indicate the extent to which they agree or disagree with a given statement.

Research Instruments

The instrument used in this research is a survey designed based on previous literature reviews. The survey includes several key variables: E-WOM, which is measured through statements that assess the intensity, valence, and content of reviews and recommendations found online; Destination Image, which is measured by assessing respondents' perception of the quality, uniqueness, and attractiveness of the Jakarta Textile Museum; Perceived Value, which is measured by identifying the perceived value of respondents in terms of quality, price, and emotional benefits from a visit to a museum; and Visit Decision, which was measured by asking the respondents' intentions and actual actions in planning or making a visit to the Jakarta Textile Museum.

Data Analysis

The data collected from the survey will be examined through multivariate statistical analysis methods, such as structural equation modeling (SEM). SEM was used to test the relationship between variables and to see if perceived value mediated the influence of E-WOM and destination image on visit decision.

D. RESULTS AND DISCUSSIONS

The research's findings summarise the key results from the data analysis conducted using Partial Least Squares by Structural Equation Modeling (PLS-SEM). The investigation reveals that electronic word of mouth significantly influences perceived value and visit decisions. These findings also reveal a direct and indirect relationship between the variables studied and test the hypotheses proposed in this research. By presenting the path coefficient, T-test and P-values, this section provides a detailed overview of the strength and significance of the relationship between the variables. It supports the practical implications that can be drawn from the research results.

Demographic Analysis

The demographic data of respondents can be seen in Table 1, most respondents participating in this research were females, with a percentage of 59.66%, while male respondents amounted to 40.34%. Respondents were dominated by the age group of 19-24 years, which reached 79.41%, followed by the age group of 24-27 years at 15.97%, and the age group of 16-18 years at 4.62%. This suggests that the research involves more young adult individuals in the college-age or early career range. In terms of domicile, most respondents came from West Jakarta, which accounted for 53.78% of the total respondents, followed by Central Jakarta (18.07%) and North Jakarta (17.23%). Most respondents had the status of students, namely 66.39%, followed by employees with a percentage of 25.21%, while respondents who worked as entrepreneurs, freelancers, and unemployed were each small. This data illustrates that most respondents are young people studying or just starting their careers.

Table 1. Demographic Data of Respondents

Category	Frequency	Percentage
Gender		
Male	96	40.34%
Female	142	59,66%
Age		
16-18 years old	11	4,62%
19-24 years old	189	79,41%
24-27 years old	38	15,97%
Area		
West Jakarta	128	53,78%
Central Jakarta	43	18,07%
North Jakarta	41	17,23%
South Jakarta	20	8,40%
East Jakarta	6	2,52%
Occupation		
Student	158	66,39%
Employee	60	25,21%
Entrepreneur	14	5,88%
Freelance	5	2,10%
Unemployed	1	0,42%

Source: Data Processing Results (2024)

Measurement Model

Based on the table of measurement results in Table 2, it can be concluded that all the variables measured, namely electronic word-of-mouth (E-WOM), destination image (DI), perceived value (PV), and visit decision (VD), show excellent measurement quality. The indicators of each variable have a high loading factor, which means that these indicators are very representative in describing the variables. For example, the indicators on the E-WOM variable have a loading factor between 0.809 to 0.876. In contrast, the destination image (DI) indicator has a loading factor between 0.770 and 0.919, indicating that these indicators are powerful in describing the measured construction.

Table 2. Measurement Model

Variable	Construct	Loading Factor	AVE	CR	CA
Electronic Word of Mouth (E-WOM)	EW1	0.869	0.716	0.946	0.934
	EW2	0.854			
	EW3	0.876			
	EW4	0.853			
	EW5	0.809			
	EW6	0.847			
	EW7	0.814			
Destination Image (DI)	DI1	0.919	0.758	0.949	0.934
	DI2	0.894			
	DI3	0.846			
	DI4	0.770			
	DI5	0.877			
	DI6	0.909			
Perceive Value (PV)	PV1	0.859	0.716	0.908	0.864
	PV2	0.878			
	PV3	0.866			
	PV4	0.768			
Visit Decision (VD)	VD1	0.807	0.686	0.916	0.886
	VD2	0.878			
	VD3	0.801			
	VD4	0.847			
	VD5	0.805			

Source: Data Processing Results (2024)

Regarding Average Variance Extracted (AVE), all variables showed good AVE values, with electronic word of mouth and perceived value having an AVE of 0.716, destination image of 0.758, and visit decision of 0.686. These values show that most of the variance in these indicators can be explained by individual constructs, so the convergence validity of these constructs is very good. In addition, all variables' Composite Reliability (CR) and Cronbach's Alpha (CA) values showed very high reliability. The CR values for E-WOM, DI, PV, and VD were 0.946, 0.949, 0.908, and 0.916, respectively, confirming these constructs' internal solid consistency. The high CA values, which are 0.934 for E-WOM and DI, 0.864 for PV, and 0.886 for VD, indicate the measuring instruments' excellent reliability. Overall, these results show that all variables have strong validity and reliability so that they can be used confidently in further analyses, such as Structural Equation Modeling (SEM) using Partial Least Squares (PLS).

Table 3. Discriminant Validity (Fornell-Larger Criterion)

	Destination Image	Electronic Word of Mouth	Perceived Value	Visit Decision
Destination Image	0.871			
Electronic Word of Mouth	0.820	0.846		
Perceived Value	0.636	0.586	0.844	
Visit Decision	0.599	0.507	0.782	0.828

Source: Data Processing Results (2024)

This research can analyze the relationship between the variables measured based on table (3). First, the destination image has a strong correlation with E-WOM (r = 0.820) and Perceived Value (r = 0.636). The correlation between destination image and visit decision (r = 0.599) was lower than that of other variables, indicating that although destination image affected visit decision, the effect was not as significant as other variables such as E-WOM and perceived value. E-WOM also showed a solid correlation between perceived value (r = 0.586) and visit decision (r = 0.507), confirming that electronic information and reviews are essential in shaping the perception of value and the decision to visit.

In terms of discriminatory validity, which is measured by ensuring that the correlation between constructs is not more significant than the mean root of the extracted variant (AVE) for each construct, the results show that all variables have good discriminatory validity. Destination image, E-WOM, perceived value, and visit decision correlate with variables lower than their respective diagonal values, indicating a clear difference between one construct and another.

A potent mediator between E-WOM and visit decision, the perceived value measure has a significant correlation value. So, it's acceptable to say that the two most important aspects of the visit decision are E-WOM and perceived value, followed by the destination image. The recommendation that can be given is for textile museums to focus more on increasing positive reviews and recommendations through online platforms to strengthen E-WOM. In addition, increasing the perceived value of visitors, for example, through a better experience or more competitive prices, can significantly increase the visitor's intent to return. This analysis provides insight into the connection among the variables employed in the research and confirms that the data obtained are eligible for use in further SEM-PLS analysis.

Structural Model Analysis

Based on the structural model displayed, an analysis can be carried out on the relationship between the measured variables: E-WOM, destination image, perceived value, and visit decision. First, the indicators of the E-WOM variables, destination image, perceived value, and visit decision, showed a high loading factor, which means that these indicators are very representative in describing each variable. For example, the E-WOM indicator has a loading factor between 0.814 and 0.869. In contrast, the destination image indicator has a loading factor between 0.770 and 0.919, demonstrating the intensity of the relationship between these indicators and their associated variables.

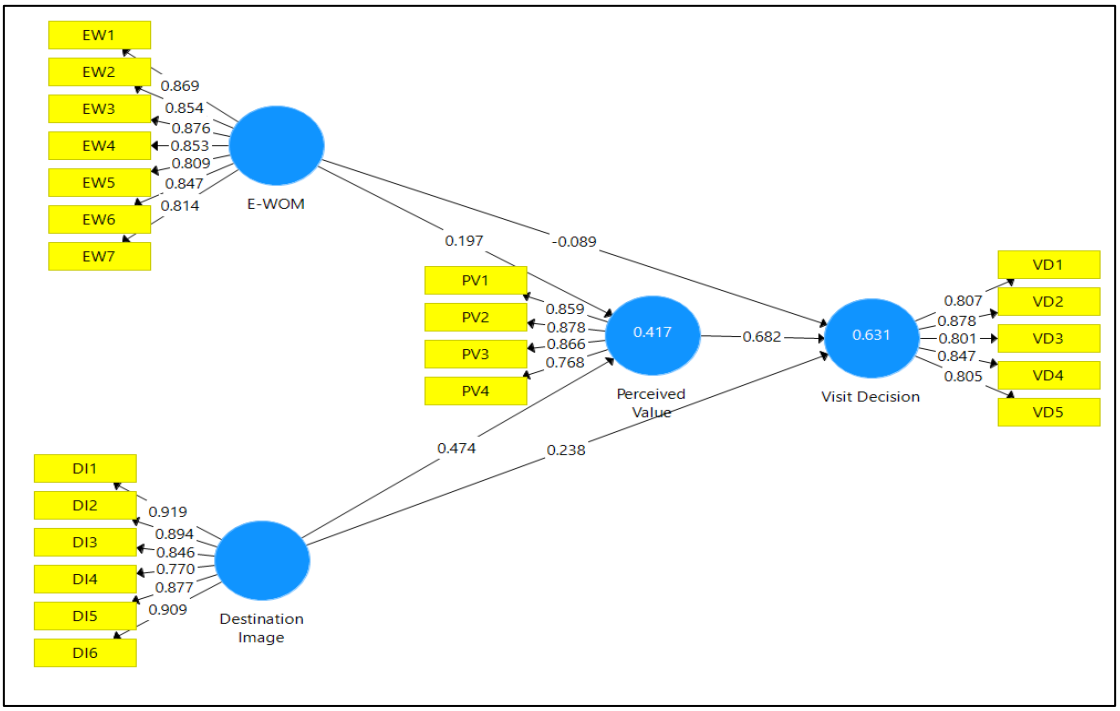

Figure 2. Path Model Analysis of Research Variables
Source: Data Processing Results Using SMART-PLS (2024)

Regarding the effect of variables, E-WOM has a relatively small positive effect on perceived value with a coefficient of 0.197. In contrast, destination image has a more significant effect on perceived value with a coefficient of 0.474. This shows that the destination image plays a more significant role in shaping perceived value than E-WOM. Furthermore, perceived value has a powerful effect on visit decision with a coefficient of 0.682, which confirms that the perception of value is the main factor influencing visit decision. In addition, both E-WOM and destination image directly impact visit decision. However, the effect of destination image is more significant (coefficient 0.238) than E-WOM (coefficient -0.089).

Table 4. Research Hypothesis Testing

Relationships	Standard Beta	Standard Deviation	T Values	P Values	Result
E-WOM -> Perceived Value	0.197	0.081	2.433	0.015	H1 supported
Destination Image -> Perceived Value	0.474	0.078	6.092	0.000	H2 Supported
Perceived Value -> Visit Decision	0.682	0.049	13.924	0.000	H3 Supported
E-WOM -> Visit Decision	-0.089	0.077	1.146	0.252	H4 Rejected
Destination Image -> Visit Decision	0.241	0.084	2.847	0.005	H5 Supported
E-WOM -> Perceived Value -> Visit Decision	0.134	0.057	2.360	0.019	H6 Supported
Destination Image -> Perceived Value -> Visit Decision	0.321	0.057	5.636	0.000	H7 Supported

Source: Primary Data (2024)

The coefficient of determination (R^2) shows that about 41.7% of the variability in perceived value can be explained by the E-WOM and the destination image. In comparison, about 63.1% of the variability in visit decisions can be explained by perceived value, E-WOM, and destination image. In

conclusion, perceived value is an important mediating variable in this model because it significantly affects visit decision. Therefore, to improve visitors' decisions to visit the Jakarta Textile Museum, the strategy of improving destination image and perceived value should be the focus. Based on the relationship between the variables above, the statistical analysis determined that destination image significantly impacted perceived value. T value, P value, and Coefficient value were 6.092, 0.000, and 0.471 respectively, indicating a highly positive relationship. In addition, destination image also had a significant direct effect on visit decision with T value (2.847), P value (0.005), and coefficient value (0.241), which showed a not as strong an influence as the perceived value. The direct effect of E-WOM on perceived value was also significant, with a significant positive with a T-value of 2.433, a P-value of 0.015, and a coefficient of 0.195, which showed influence but was not too large. However, the direct influence of E-WOM on visit decision was not substantial, with a negative coefficient of -0.090, a t-value of 1.146, and a p-value of 0.252, which indicates that E-WOM has no significant direct effect on visit decision.

The effect of perceived value on visit decision was very significant, with a t-value of 13.924, a p-value of 0.000, and a coefficient of 0.681, which showed that perceived value was a strong predictor of visit decision. The mediation effect of perceived value between destination image and visit decision was also significant, with a T value of 5.636 and a P value of 0.000, as well as a coefficient of 0.321, which showed that most of the influence of destination image on visit decision was mediated by perceived value. In addition, the mediation effect of perceived value between E-WOM and visit decision was also significant with a coefficient of 0.134, a t-value of 2.360, and a p-value of 0.019, which showed that the influence of E-WOM on visit decision was mostly mediated by perceived value. Destination image has a significant direct and indirect effect on visit decision, with perceived value as a powerful mediator. On the other hand, E-WOM is more subtle when it comes to influencing people's decisions to visit through perceived value, and its direct influence is not significant. Perceived value is a key variable in influencing visitors' decision to travel to a destination, emphasizing the significance of increasing value perception among visitor.

The findings of this research revealed several significant insights into the relationship between Electronic Word of Mouth (E-WOM), Destination Image (DI), Perceived Value (PV), and Visit Decision (VD) among Generation Z (Gen Z) visitors who visit the Jakarta Textile Museum. The results highlight the important role of Perceived Value as a mediating factor in influencing the decision to visit the museum. The results of this research coincide with those of earlier studies demonstrating that Perceived Value (PV) acts as a mediator between visitors' intents and behaviour (e.g., Deng et al., 2023; Zhang et al., 2024; Hume, 2011). In line with other studies, our findings highlight the requirement of giving high perceived value to promote visitor involvement and ensure future visits by bridging the gap between digital and on-site museum experiences and thus enhancing visitors' decision-making procedures.

First, this research confirms that E-WOM has a positive but relatively weak direct effect on perceived value. This shows that while online reviews and recommendations contribute to the perceived benefits of visiting museums, they do not have the same impact as other factors, such as the museum's purpose image. This may be attributed to the fact that Gen Z, despite being heavily involved in digital platforms, may also rely on various sources of information outside of E-WOM when shaping their perception of value. Second, the Jakarta Textile Museum's destination image has a more substantial direct effect on perceived value and a significant direct effect on visit decision. This shows how museums are perceived in terms of their uniqueness, cognitive appeal, and emotional resonance, which play a substantial role in shaping Gen Z's intention to visit. Positive goal images increase perceived value, reinforcing the decision to visit. Interestingly, the direct effect of E-WOM on Visit Decision was found to be insignificant, underscoring the importance of improving the museum's image and perceived value to drive

visit decisions. This research shows that although E-WOM can indirectly effect visit decision through its impact on perceived value, its direct influence may not be strong enough to influence the decision-making process.

This research also revealed that perceived value is an essential predictor of visit decision, with the strongest impact among all the variables studied. These findings emphasize the need for museum managers to focus on strategies that increase visitors' perceived value by improving the quality of the experience, offering competitive prices, and fostering an emotional connection with visitors. Thus, museums can effectively increase the likelihood of Gen Z visiting.

E. CONCLUSION

This research concludes that in the context of Gen Z's decision-making process to visit the Jakarta Textile Museum perceived value is the most influential factor, serving as the main mediator between E-WOM, destination image, and visit decision. The findings show that while E-WOM forms value perception, its direct effect on visit decision is limited. In contrast, a positive destination image significantly increases perceived value and, consequently, the decision to visit the museum.

For museum managers who aim to attract Gen Z visitors, the focus should be building a strong and positive purpose image and ensuring that museums offer high perceived value. Strategies can include improving the quality and uniqueness of the museum experience, offering emotionally engaging exhibits, and using E-WOM effectively to reinforce these aspects. Overall, this research provides valuable insights for the Jakarta Textile Museum and similar institutions, highlighting the importance of perceived value in the digital age, especially among Gen Z, known for their digital birth and reliance on online information. Future research may explore additional factors influencing visiting decisions and further investigate the role of E-WOM in different cultural and geographical contexts.

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