

SOCIAL MEDIA INFLUENCES THE DECISION-MAKING OF GENERATION Z IN CHOOSING A TOURIST DESTINATION



UMS
UNIVERSITI MALAYSIA SABAH



A. Introduction

In the rapidly evolving landscape of global tourism, social media is playing a crucial role in the way in generation z perceive and choose their travel destinations. This research is focuses on understanding how social media shapes the preferences and choices of Generation Z when they selecting a tourist destination.

B. Research Objective and Research Question

Research Objective:

RO1: To study the extent to which social media impacts the decision-making process of Generation Z when selecting a tourist destination.

RO2: To identify the specific elements within social media content (e.g., visuals, reviews) that have the most significant impact on Generation Z's decision-making.

Research Question:

RQ1: To what extent does social media influence the decision-making process of Generation Z when choosing a tourist destination?

RQ2: What types of content on social media have the greatest impact on the decision-making of Generation Z in selecting a tourist destination?

C. Hypothesis

H1: Social Media content have a significant impact on tourist destination decision-making among generation Z.

H2: Generation Z trust and dependency on social media have a significant impact on their tourist destination decision-making.

H3: Satisfaction level of generation Z towards social media have a positive relationship with their tourist destination decision-making.

D. Methodology

Research Objective :

- Aim: Understanding how social media impacts Generation Z's travel decisions.
- Participations: 300 UMS students (Generation Z)

Data Collection :

- Survey Design: Tailored online questionnaire
- Demographics: Occupation, gender, origin, travel history, social media usage
- Impact factors: Influence on destination choices, preferred content, trust in online information

F. Research Results

- Mean scores for each of the 300 independent surveys being above the average point and ranging from 1.10 to 3.52.
- The standard deviation for these components ranged from 0.300 to 1.737.

RQ1: To what extent does social media influence the decision-making process of Generation Z when choosing a tourist destination.

- The researcher has found that most of the respondent plan to use social media to help them make decisions about their travel destinations.
- The researcher also found that most respondent inclined to rely on recommendation from social media when planning and making travel decisions.
- The respondent also agree that they intend to use social media for planning their upcoming trips.
- The researcher found that most respondent also intend to use social media extensively for various aspects of their travel planning and decision-making.

RQ2: What types of content on social media have the greatest impact on the decision-making of Generation Z in selecting a tourist destination.

- The researcher has found that reviews and comments about travel destination on social media has quite a bit impact on Generation Z's interest in that destination which influence their decision.
- A few respondents concurred that visually appealing photos of travel destinations on social media captured Generation Z's interest.

E. Questionnaire Development

STEP

- Identify our research aims and the goal of our questionnaire
- Define our target respondents which include the number and the background profile
- Choose the format of the questions whether open ended question or close ended questions
- Write question using the simples/ words which take it from past research
- Check the errors, include the title and the content

G. Implication of Study

- To gain insight into the online social media behavior of Generation Z especially for UMS students, it is beneficial to consider the study's findings on how social media impacts their decision-making process while selecting a tourism location.
- These studies provide useful information for the travel sector. To comprehend the influence of social media on Gen Z's travel choices, it is imperative to use more genuine marketing techniques.
- At some point this work has the potential to enhance the current body of knowledge. This study can enhance the existing understanding regarding the impact of social media on the decision-making process of Generation Z in UMS especially for the students when selecting a tourist location

H. Recommendation for Future Study

- In order to overcome the limitations in our research that have been discovered and facilitate a more comprehensive comprehension of technology adoption in the tourism sector, a number of suggestions for future research are put forward.
- This study provides several suggestions for future research endeavors. These recommendations can be employed in research to get additional information and enhance the effectiveness of the research for readers.
- Subsequently, do a study on the methods of discerning particular components of social media information, such as images and comments, that exert the most substantial influence on the decision-making process of individuals belonging to Generation Z.

