

Factors Influencing Electronic Word of Mouth from Generation Z Tourists at The Pandawa Beach Kecak Dance Attraction

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Generation Z, known for active use of smartphones to document and share travel experiences, is the primary focus of this research. This study aimed to analyse the influence of destination perceived quality on electronic word of mouth (ewom) in the Kecak Dance attraction at Pandawa Beach, considering the role of tourist involvement and memorable tourism experiences (MTE). This study employed a quantitative survey involving 133 respondents. Data analysis used Structural Equation Modelling (SEM) to examine the relationships between variables, including destination perceived quality, tourist involvement, MTE, and ewom. The results indicated that destination perceived quality significantly influenced tourist involvement and ewom positively, but did not directly impact MTE. Tourist involvement was found to significantly influence both MTE and ewom. Furthermore, tourist involvement demonstrated a mediating role in the relationship between destination perceived quality and ewom, while the mediating role involving MTE was not supported. In addition, MTE did not have a significant effect on ewom. This study offers novel insights into Generation Z tourists by examining the interplay between destination quality, tourist involvement, and ewom. It highlights the pivotal mediating role of involvement and provides practical implications for enhancing digital engagement through memorable and participatory tourism experiences.

Keywords: destination perceived quality, tourist involvement, memorable tourism experiences, electronic word of mouth, Generation Z



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Introduction

Tourism is a continuously evolving sector, driven by advancements in digital technology that enable travellers to share their experiences online through various social media platforms. One phenomenon that has significantly shaped the image of tourist destinations is electronic word of mouth (ewom). It refers to information dissemination or reviews from tourists to

potential travellers in digital form, including reviews, social media posts, and other experience-sharing platforms (Laksmi et al. 2024). The factors influencing ewom in the tourism context remain a compelling research subject, particularly in understanding the role of tourist involvement and memorable tourism experiences in shaping the intensity of digital information-sharing.

As digital natives, Generation Z tends to prioritize documenting and sharing their travel experiences. They are not only consumers of information but also active content creators on various digital platforms (Shekhar & Valeri, 2024). One form of cultural tourism that captures their interest is the Kecak Dance attraction at Pandawa Beach, which offers an interactive experience where tourists can actively participate in the performance. However, how such experiences contribute to the intensity of ewom remains an important question that requires deeper investigation.

Several studies have highlighted the role of ewom in the tourism industry. Trends in ewom in tourism have increased over the past five years, particularly in experience-based destinations such as glamping and cultural attractions, according to a study by Pratiwi et al. (2025). Other research has emphasized that tourists' emotional involvement in a travel experience significantly enhances their likelihood of sharing their experiences through ewom (Nanggong & Mohammad, 2020). Additionally, a study identified that destination perceived quality plays a crucial role in shaping tourists' decisions to recommend a destination via digital platforms (Wang et al., 2017).

Furthermore, ewom significantly impacts tourists' purchase intentions, particularly in developing tourism industries (Jyoti et al., 2026). Torres-Pruñonosa et al. (2024) also underscored the importance of destination images shaped by user-generated content (UGC) shared by tourists on social media, demonstrating that UGC plays a crucial role in enhancing a destination's attractiveness. Moreover, Ghonim and Awad (2024) highlighted how digital marketing strategies can increase tourist engagement and optimize ewom. Their findings align with Sartika et al. (2025), who demonstrated that tourist engagement in social media has a strong correlation with memorable tourism experiences. Additionally, Tripathy et al. (2024) found that tourist satisfaction with a destination depends on perceived quality and the extent to which they can share their experiences with others.

Despite these advancements, only a limited number of studies have directly examined which factor, between tourist involvement and memorable tourism experiences (MTE), plays a more dominant role

in driving ewom, particularly among Generation Z, who exhibit distinct digital-sharing behaviours. Existing research often treats involvement and MTE as parallel predictors without critically testing their relative importance, leaving a theoretical gap in understanding which construct more strongly motivates ewom among digital natives. Given Gen Z's identity as experience-seeking and highly expressive travelers, clarifying whether involvement or MTE serves as the stronger driver of ewom becomes essential for advancing theory and informing practice.

Considering these findings, this study aims to analyse how destination perceived quality contributes to ewom through tourist involvement and memorable tourism experiences. Using a quantitative approach with Structural Equation Modelling, this research seeks to provide deeper insights into the factors that encourage tourists to share their experiences digitally. By explicitly positioning the study as a comparative test of the strength of involvement versus MTE in predicting Gen Z ewom, this research sharpens the theoretical contribution and addresses a key gap in the current literature. The study's results will contribute theoretically to understanding the relationship between tourism experiences and ewom and offer practical insights for destination managers in designing experience-based marketing strategies. Hence, this research can support the development of a more experience-driven and digital-oriented tourism industry, attracting more visitors and enhancing the competitiveness of destinations in the digital age.

Literature Review

The Construct of Destination Perceived Quality (DPQ)

DPQ refers to how tourists evaluate a destination based on key elements such as natural attractions, infrastructure, cleanliness, facilities, and cultural experiences (Tripathy et al., 2024). Indicators of DPQ (4 items) were adapted from (Parasuraman et al., 1988): Natural Attraction Quality, Cultural Attractions Quality, Tourism Facilities Quality and Cleanliness, and Environmental Sustainability. Natural environment quality refers to tourists' evaluations of the destination's natural beauty, authenticity, and overall

comfort. Cultural attraction quality reflects tourists' evaluations of the richness, authenticity, and overall appeal of the artistic elements presented at the destination. Tourism facilities quality reflects tourists' assessments of the completeness, convenience, and comfort of the services and infrastructure provided at the destination. Cleanliness and environmental sustainability describe tourists' perceptions of the destination's cleanliness and the visible efforts taken to protect and sustain the environment.

- H1 *Destination Perceived Quality positively influences Tourist Involvement.*
- H2 *Destination Perceived Quality positively influences Memorable Tourism Experiences.*
- H3 *Destination Perceived Quality positively influences Electronic Word of Mouth.*
- H7 *Destination Perceived Quality positively influences ewom through Tourist Involvement.*
- H8 *Destination Perceived Quality positively influences MTE through Tourist Involvement.*

Tourist Involvement

Tourist involvement refers to the active participation of tourists in their travel experiences, including emotional engagement and decision-making during their journey (Li et al., 2024). Indicators of Tourist Involvement were adapted from (Zaichkowsky, 1985) (5 items): Personal Relevance, Interest and Enthusiasm, Emotional Involvement, Willingness to Participate, and Decision-Making Involvement. Personal relevance reflects the extent to which the destination or its activities are meaningful to the tourist; interest and enthusiasm capture the tourist's curiosity, excitement, and motivation during the experience; emotional involvement refers to the depth of feelings or emotional engagement experienced throughout the visit; willingness to participate indicates the tourist's readiness to engage in the activities offered; and decision-making involvement represents the extent to which tourists actively contribute to choices and decisions made during the visit.

- H4 *Tourist Involvement positively influences Memorable Tourism Experiences.*

- H5 *Tourist Involvement positively influences Electronic Word of Mouth.*

- H9 *Tourist Involvement positively influences EWOM through MTE.*

Memorable Tourism Experiences (MTE)

MTE refers to unique and profound experiences that leave a lasting impression on tourists and increase their likelihood of revisiting or sharing their experiences (Torres-Pruñonosa et al., 2024). Indicators of MTE (7 items) were adapted from (Nanggong & Mohammad, 2020) – hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge acquisition – as core components that shape memorability. Hedonism reflects the extent to which tourists experience pleasure, enjoyment, and sensory gratification during their visit. Novelty captures feelings of encountering something new, unique, or different from everyday life. Local culture refers to tourists' perceptions of authentic cultural encounters, including traditions, customs, and interactions with local communities. Refreshment represents the sense of psychological renewal, relaxation, or escape from routine that the destination provides. Meaningfulness denotes the degree to which the experience feels personally valuable, purposeful, or reflective. Involvement indicates the level of cognitive and emotional engagement a tourist has during activities at the destination. Lastly, knowledge acquisition measures the extent to which tourists feel they have learned new information, insights, or skills as a result of their visit.

- H6 *Memorable Tourism Experiences positively influence Electronic Word of Mouth.*

Electronic Word of Mouth (eWOM)

ewom is a form of digital communication where tourists share their experiences through social media, online reviews, or community forums (Li et al., 2024). Indicators of ewom (3 items) were measured based on (Hennig-Thurau et al. 2004): the amount of shared information, intention to share experiences, and quality of shared information. The quantity of shared information refers to how much content tourists shared about their visit, including posts, photos, videos, or

Table 1 Measurement Items Used in the Study

Construct	Code	Dimension/ Indicator	Measurement Item	Validity and Reliability Result
Destination Perceived Quality (DPQ)	DPQ1	Natural Attrac- tion Quality	The natural scenery at Pandawa Beach is beautiful and visually appealing.	The instrument is both valid and reliable (Cronbach's alpha: 0.815).
	DPQ2	Cultural Attrac- tion Quality	The Kecak dance performance at Pandawa Beach is capti- vating and enjoyable to watch.	
	DPQ3	Tourism Facili- ties Quality	In my opinion, the quality of tourism facilities at the Kecak Dance performance site at Pandawa Beach is com- plete and very good.	
	DPQ4	Cleanliness and Environmental Sustainability	I feel that the natural environment at this destination is well preserved and reflects the principles of sustainable tourism.	
Tourist Involvement (TI)	TI1	Personal Rele- vance	The Kecak dance performance at Pandawa Beach meets my personal travel needs.	The instrument is both valid and reliable (Cronbach's alpha: 0.788).
	TI2	Interest and Enthusiasm	I was highly interested and enthusiastic to follow the Ke- cak dance performance at Pandawa Beach until the end.	
	TI3	Emotional Involvement	I experienced a distinct sense of enjoyment while watch- ing the Kecak dance performance at Pandawa Beach.	
	TI4	Willingness to Participate	I participated in the invitation to dance together in the Kecak performance at Pandawa Beach.	
	TI5	Decision-Mak- ing Involvement	My involvement in dancing with the performers at Pan- dawa Beach enhanced my personal satisfaction.	
Memorable Tourism Experiences (MTE)	MTE1	Hedonism	I was highly impressed by the Kecak Dance performance at Pandawa Beach.	The instrument is both valid and reliable (Cronbach's alpha: 0.777).
	MTE2	Novelty	The Kecak dance performance at Pandawa Beach offered a unique experience compared to similar performances elsewhere.	
	MTE3	Local Culture	I was able to perceive the uniqueness of local culture through the Kecak dance performance at Pandawa Beach.	
	MTE4	Refreshment	I felt mentally refreshed after attending the Kecak dance performance at Pandawa Beach.	
	MTE5	Meaningfulness	The Kecak dance performance at Pandawa Beach provided me with a meaningful and distinctive travel experience.	
	MTE6	Involvement	I was actively engaged throughout the entire Kecak dance performance at Pandawa Beach.	
	MTE7	Knowledge Acquisition	I gained new knowledge during my visit to the Kecak dance performance at Pandawa Beach.	
Electronic Word of Mouth (ewom)	EWOM1	Quantity of Information	Many internet users share their experiences related to the Kecak dance performance at Pandawa Beach.	The instrument is both valid and reliable (Cronbach's alpha: 0.836).
	EWOM2	Intention to Share	I shared my experience watching the Kecak Dance attrac- tion on social media.	
	EWOM3	Quality of Information	Online reviews provide an accurate representation of the appealing experiences associated with the Kecak dance performance at Pandawa Beach.	

comments. Intention to share captures the tourists' motivation and willingness to continue sharing their experiences with others in the future. Perceived information quality reflects tourists' judgments of how useful, clear, accurate, and trustworthy the content they shared was.

Methods

Study Design

This study employed a quantitative approach using a survey method. Data was collected through questionnaires distributed to tourists who attended the Kecak Dance performance at Pandawa Beach to measure the relationships between Destination Perceived Quality, Tourist Involvement, MTE, and ewom.

Sample and Sampling Technique

This study was conducted at Pandawa Beach, Bali, one of the most popular tourist destinations, with its main attraction being the Kecak Dance performance. The researchers selected Pandawa Beach for its rich cultural interactions and memorable tourism experiences, especially appealing to Generation Z tourists who actively share their travel moments on social media. Additionally, the interactive nature of the performance, where audiences were involved in the show, made it an interesting subject for research about tourist involvement and Electronic Word of Mouth (ewom).

Since the exact number of Gen Z visitors during the study period is not officially recorded, purposive sampling was employed with three mandatory criteria: (a) Generation Z tourists who attended the Kecak Dance performance at Pandawa Beach, (b) tourists who used smartphones to document and share their experiences on social media, and (c) tourists who were willing to complete the questionnaire in full. The data were collected from visitors between August 2024 and March 2025, resulting in a final sample of 133 Generation Z tourists who met all eligibility criteria. Based on the 19 indicators used in the study, the minimum required sample size ($5 \times$ number of indicators) was 95 respondents. Thus, the 133 respondents met the sample adequacy standards for further analysis.

Instruments and Variable Measurement

The research instrument was a closed-ended questionnaire using a five-point Likert-type agreement scale to measure all constructs (1 = strongly disagree to 5 = strongly agree). This agreement-based response format was employed to capture respondents' self-reported perceptions, evaluations, and self-assessed involvement in their tourism experiences, rather than direct measures of behavioural frequency or intensity. Although some statements refer to participation or experiential intensity (e.g. being impressed or participating in a dance invitation), the measurement approach was designed to reflect perceived engagement rather than objectively verified behaviour or precise frequency of participation. The complete set of measurement items used in this study is presented in Table 1.

Construct validity and reliability were assessed using standardized factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). Factor loadings above 0.50 indicate acceptable item reliability, while CR values exceeding 0.70 suggest good internal consistency. Convergent validity is generally supported when AVE values are above 0.50.

Data Analysis

Data analysis used Structural Equation Modelling (SEM) with AMOS software. This study utilized SEM to test causal relationships between variables and to measure the extent to which independent variables influence dependent variables. The data analysis involved the following steps:

- Goodness of Fit Test: To assess whether the research model fits the collected data.
- Validity and Reliability Testing: Factor loading values were analysed to ensure that all questionnaire indicators were valid and reliable.
- Hypothesis Testing with SEM: Relationships between variables were tested based on Standardized Regression Weights, Critical Ratios (C.R.), and p-values.
- Mediation testing (Sobel test) was used to determine tourist involvement and memorable tourism

Table 2 Goodness of Fit Test Results

Goodness of Fit Index	Cut of Value	Result	Evaluation
χ^2 Chi-Square	χ^2 dengan df;146; p:5%= 181.344	182,447	Marginal
Significance probability	≥ 0.05	0.022	Marginal
CMIN/DF	≤ 2.00	1.250	Good
RMSEA	≤ 0.08	0.043	Good
TLI	≥ 0.90	0.966	Good
NFI	≥ 0.90	0.873	Marginal
PNFI	$0.60 \leq \text{PNFI} \leq 0.90$	0.745	Good

experiences that acted as mediating variables between Destination Perceived Quality and ewom.

The Sobel test was deemed appropriate because the sample size ($n = 133$) falls within the moderate category, in which the assumptions of normality for path coefficients are generally achieved. Given the linear and non-complex structure of the mediation model, the Sobel test provides an adequate estimation of the indirect effect, as supported by classical mediation literature (MacKinnon et al. 2002).

Based on the Goodness of Fit test, several indicators, such as Chi-square Minimum Discrepancy (CMIN)/degree of freedom (DF), root mean square error of approximation (RMSEA), Tucker–Lewis index (TLI), and Parsimony Normed Fit Index (PNFI), met acceptable thresholds. Chi-Square, Significance Probability, and NFI fell into the marginal category.

Additionally, the validity and reliability test results confirmed that all indicators had factor loading values above 0.500, signifying that the research instrument was reliable and valid.

Results

The findings reported in this study are based on respondents' self-reported agreement with the survey statements. Accordingly, the results reflect Destination Perceived Quality, Tourist Involvement, Memorable Tourism Experiences, and Electronic Word of Mouth intentions, rather than direct measurements of behavioural frequency, intensity, or objectively observed actions.

Goodness of Fit Test

Table 2 presents the Goodness of Fit test results, which evaluate the compatibility of the research model with the collected data. The study showed that several indicators, such as CMIN/DF, RMSEA, TLI, and PNFI, demonstrated a well-fitting model, while Chi-Square, Significance Probability, and Normed Fit Index (NFI) remain in the marginal category. Although three indices (Chi-Square, Significance Probability, and NFI) fell within the marginal category, the overall model fit remains acceptable given SEM's sensitivity to sample size and model complexity. Fit indices such as CMIN/DF (1.250) and RMSEA (0.043) are considered more robust indicators and fall well within recommended thresholds. Therefore, the combination of strong absolute and incremental indices supports the adequacy of the proposed model.

Indicator Validity and Reliability Test Results

Convergent Validity and Reliability

Convergent validity was evaluated using standardized factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE). Factor loadings were used to assess the quality of each indicator in measuring its corresponding latent construct. In reflective measurement models, indicators do not exert a causal influence on the construct; rather, they serve as observable manifestations of the underlying latent variable. Therefore, higher loading values indicate that an indicator more reliably reflects the construct, demonstrating stronger shared variance. In this study, all loading values exceeded the recommended threshold of 0.50, indicating that each indicator adequately rep-

Table 3 Factor Loading of the Variable

Indicator	Factor Loading
Destination Perceived Quality	
Natural Attraction Quality	0.985
Cultural Attractions Quality	0.515
Tourism Facilities Quality	0.526
Cleanliness and Environmental Sustainability	0.971
Tourist Involvement	
Personal Relevance	0.768
Interest and Enthusiasm	0.575
Emotional Involvement	0.595
Willingness to Participate	0.712
Decision-Making Involvement	0.595
Memorable Tourism Experiences (MTE)	
Hedonism	0.585
Novelty	0.754
Local Culture	0.683
Refreshment	0.585
Meaningfulness	0.788
Involvement	0.559
Knowledge	0.641
Electronic Word of Mouth (EWOM)	
Quantity	0.817
Intention to Share	0.675
Quality of Information	0.704

resents its respective latent construct. Table 3 presents the Factor Loading values for each research variable indicator.

a. Destination Perceived Quality

Destination perceived quality reflects tourists' overall assessment of a destination. The highest loading appears in Natural Attraction Quality (0.985), followed by Cleanliness and Environmental Sustainability (0.971), indicating that these two indicators best represent the construct. In contrast, Cultural Attractions Quality (0.515) and Tourism Facilities Quality (0.526) show weaker contributions, although they remain valid indicators within the model.

Taken together, these results reveal a clear disparity among indicators of Destination Perceived

Quality (DPQ). They suggest that Gen Z tourists place a stronger emphasis on natural scenery and environmental cleanliness when evaluating the site, while cultural and functional aspects are considered less central. This pattern implies that DPQ may consist of two underlying dimensions: a dominant natural–environmental dimension and a secondary cultural–functional dimension. Such tendencies are consistent with contemporary findings that Gen Z travellers prioritize visually appealing natural settings and sustainability, which closely align with social media–driven travel motivations.

b. Tourist Involvement

Tourist involvement reflects the degree to which tourists engage with and participate in destina-

Table 4 Composite Reliability (CR) and Average Variance Extracted (AVE)

Construct	CR	AVE	Evaluation
Destination Perceived Quality	0.853	0.542	Acceptable
Tourist Involvement	0.781	0.408	CR is acceptable, while AVE is below the recommended threshold
Memorable Tourism Experiences (MTE)	0.843	0.440	CR is acceptable, while AVE is below the recommended threshold
Electronic Word of Mouth (EWOM)	0.777	0.552	Acceptable

tion activities. Personal Relevance shows the strongest loading (0.768), indicating that it is the most representative indicator of the latent construct. Willingness to Participate (0.712) also demonstrates strong alignment with the construct. Interest and Enthusiasm (0.575), Emotional Involvement (0.595), and Decision-Making Involvement (0.595) have moderate loadings, showing that they still contribute meaningfully as indicators but with relatively weaker reflection compared to other items. Together, these indicators collectively capture key dimensions of tourist involvement.

c. Memorable Tourism Experiences (MTE)

Memorable Tourism Experiences (MTE) reflect the extent to which tourism experiences leave a lasting impression on tourists. Meaningfulness demonstrates the highest loading (0.788), indicating that it is the strongest indicator representing the construct. Novelty (0.754) and Local Culture (0.683) also show strong reflections of the underlying construct. Hedonism (0.585), Refreshment (0.585), Involvement (0.559), and Knowledge (0.641) have moderate loading values, which indicates that they remain valid indicators but are less strongly aligned with the construct compared to the top-loading items. These results collectively show that meaningful, novel, and culturally infused experiences most strongly represent MTE.

d. Electronic Word of Mouth (ewom)

Electronic Word of Mouth (ewom) refers to tourists' online sharing of their experiences through

social media, blogs, and review platforms. Quantity has the highest loading (0.817), indicating that it is the strongest indicator reflecting ewom. Quality of Information (0.704) also shows a strong loading, meaning it reliably represents the construct. Intention to Share (0.675) has a slightly lower but still acceptable loading, indicating that although it contributes meaningfully, it is comparatively less representative of the construct. Collectively, these indicators provide a valid and reliable measure of ewom.

The Composite Reliability (CR) and Average Variance Extracted (AVE) (Table 4). The results indicate satisfactory internal consistency, with all CR values exceeding 0.70. However, two constructs showed AVE values below the recommended threshold of 0.50. According to previous methodological literature (Yalın-Uçar et al. 2024), convergent validity can still be considered adequate when CR values are above 0.60 despite AVE values below 0.50. These constructs were retained with caution.

Discriminant Validity

Discriminant validity that was assessed using the Fornell-Larcker criterion was generally acceptable (Table 5). The square roots of AVE for Destination Perceived Quality (0.736) and Electronic Word of Mouth

Table 5 Discriminant Validity (FornellLarcker Criterion)

Construct	DPQ	TI	MTE	EWOM
DPQ	0.736	0.593	0.619	0.709
TI	0.593	0.639	0.685	0.668
MTE	0.619	0.685	0.663	0.690
EWOM	0.709	0.668	0.690	0.743

Table 6 Hypothesis Testing Results

Hypothesis		Standardized Regression Weight	C.R.	P	Result
Destination Perceived Quality	→ Tourist Involvement	0.602	6.241	0.000	Supported
Destination Perceived Quality	→ Memorable Tourism Experiences (MTE)	0.156	1.652	0.098	Not Supported
Destination Perceived Quality	→ Electronic Word of Mouth (EWOM)	0.265	3.187	0.001	Supported
Tourist Involvement	→ Memorable Tourism Experiences (MTE)	0.750	5.275	0.000	Supported
Tourist Involvement	→ Electronic Word of Mouth (EWOM)	0.439	2.413	0.016	Supported
Memorable Tourism Experiences (MTE)	→ Electronic Word of Mouth (EWOM)	0.323	1.864	0.062	Not Supported

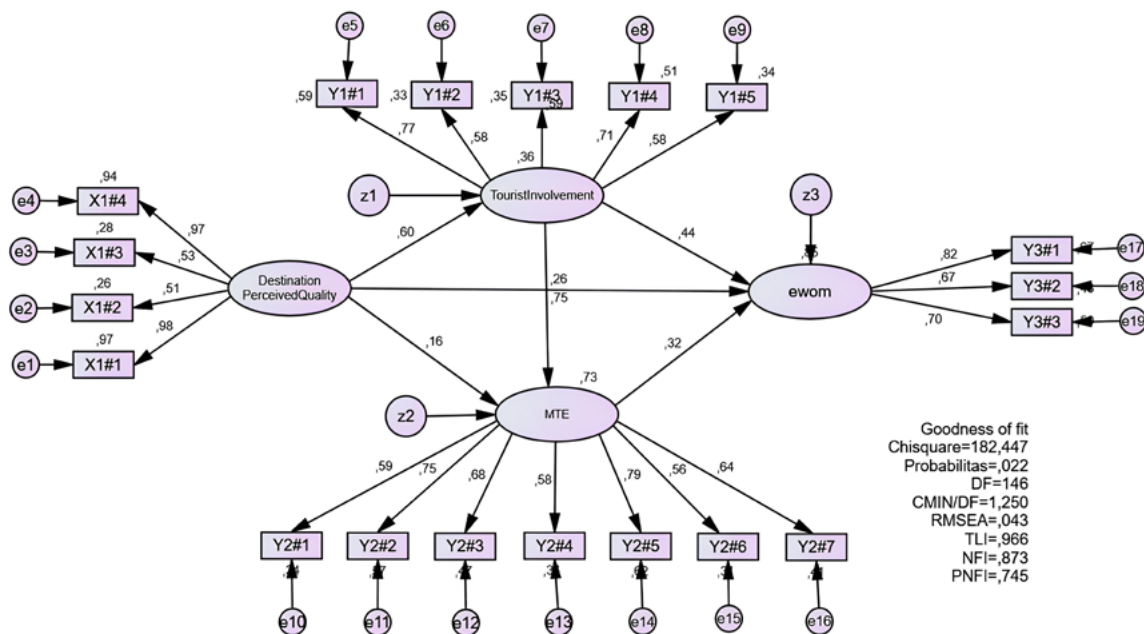


Figure 1 Structural Equation Model (SEM)

(0.743) exceeded their respective inter-construct correlations, indicating adequate discriminant validity. However, the square roots of AVE for Tourist Involvement (0.639) and Memorable Tourism Experiences (0.663) were lower than their correlation (0.685), suggesting partial conceptual overlap.

Hypothesis Testing Results Using Structural Equation Modelling (SEM)

The Structural Equation Modelling (SEM) results for hypothesis testing in this study are presented in Table 6 and Figure 1. From these results, the hypotheses supporting the relationship between Destination

Perceived Quality and Tourist Involvement, Tourist Involvement and Memorable Tourism Experiences, as well as ewom, were statistically supported. However, the relationship between Destination Perceived Quality and Memorable Tourism Experiences, as well as Memorable Tourism Experiences and ewom, was insignificant.

Mediation Test Results (Sobel Test)

The mediation test aimed to examine whether the mediating variable significantly influenced the relationship between the main variables. The Sobel test results (Table 7) showed that Tourist Involvement significantly mediated the effect of Destination Perceived Quality on Electronic Word of Mouth, with a t -value of 4.830 ($p = 0.000$), indicating a supported mediation. However, the mediation of Tourist Involvement in the relationship between Destination Perceived Quality and Memorable Tourism Experiences was not significant, as reflected by a t -value of 1.600 ($p = 0.1095$). Furthermore, the indirect effect of Tourist Involvement on Electronic Word of Mouth through Memorable Tourism Experiences yielded a t -value of 1.237 ($p = 0.215$), indicating that this mediation was not supported.

The Sobel test was used to assess mediation because the sample size of 133 meets the criteria for large-sample conditions under which the Sobel method performs reliably. Prior methodological literature (MacKinnon et al., 2002) indicates that Sobel's normality-based approximation is appropriate when sample sizes exceed 100, the measurement model is stable, and construct reliability is adequate. In this study, all constructs demonstrated acceptable reliability ($\alpha = 0.77$ – 0.83), the SEM model exhibited good fit

(RMSEA = 0.043, CMIN/DF = 1.250), and no substantial deviations from normality were detected. These conditions collectively support the use of the Sobel test as a theoretically and statistically justified approach in this context. Although bootstrapping is generally preferred in contemporary research, the assumptions required for Sobel were adequately met in this dataset.

Hypothesis Testing Results

The structural model assessment showed mixed results across the proposed hypotheses. Destination Perceived Quality had a significant positive effect on Tourist Involvement ($\beta = 0.602$, C.R. = 6.241, $p < 0.001$), indicating that higher destination quality substantially increases tourists' engagement during the visit. Destination Perceived Quality also demonstrated a significant direct effect on Electronic Word of Mouth (ewom) ($\beta = 0.265$, C.R. = 3.187, $p = 0.001$), suggesting that well-perceived destination attributes encourage tourists to share their experiences online. However, its effect on Memorable Tourism Experiences (MTE) was not significant ($\beta = 0.156$, C.R. = 1.652, $p = 0.098$), showing that destination quality alone did not strongly shape memorable experiences among visitors.

Tourist Involvement exhibited a strong and significant influence on MTE ($\beta = 0.750$, C.R. = 5.275, $p < 0.001$), confirming that higher involvement enhances the memorability of the tourism experience. Tourist Involvement also significantly predicted ewom ($\beta = 0.439$, C.R. = 2.413, $p = 0.016$), indicating that actively engaged tourists are more inclined to disseminate information digitally. In contrast, MTE did not significantly affect ewom ($\beta = 0.323$, C.R. = 1.864, $p = 0.062$), suggesting that memorable experiences alone were in-

Table 7 Sobel Test Results

Hypothesis	Sobel Test		Result
	t -statistic	p -value	
Destination Perceived Quality on Electronic Word of Mouth (ewom) through Tourist Involvement	4.830	0.000	Supported
Destination Perceived Quality on Memorable Tourism Experiences (MTE) through Tourist Involvement	1.600	0.109	Not Supported
Tourist Involvement in Electronic Word of Mouth (ewom) through Memorable Tourism Experiences (MTE)	1.237	0.215	Not Supported

sufficient to directly motivate online sharing among Generation Z tourists.

Discussion

A key theoretical contribution of this study lies in demonstrating that tourist involvement, rather than memorable tourism experiences, is a significant predictor of ewom in this model. This distinction is particularly important because Gen Z places greater emphasis on shareable engagement, such as active participation, co-creation, and real-time interaction, rather than deeply personal experiences that may not always translate into public digital expression. This finding refines current ewom theory by highlighting that for digital natives, involvement serves as the more 'socially transmissible' driver of sharing behaviour.

The Effect of Destination Perceived Quality on Tourist Involvement

The study results indicate that Destination Perceived Quality has a positive and significant effect on Tourist Involvement. It means that tourists who perceived a destination as having high quality were more engaged in tourism activities, and this engagement increases the likelihood of them sharing their experiences through ewom. ewom has become a powerful marketing tool in the tourism industry because peer-generated information is perceived as more credible than traditional advertisements (Jyoti et al., 2026). Valeri (2024) highlighted that tourists' engagement in sharing experiences is influenced by their satisfaction with a destination. Destination perceived quality is crucial in increasing tourist engagement in tourism activities (Guleria et al., 2024). In this study, the Kecak Dance attraction at Pandawa Beach offers cultural beauty and engages tourists in the performance, such as dancing with the performers and directly interacting with the Ketek Anoman (Hanuman character). These factors increase both emotional and physical involvement among tourists.

The Effect of Destination Perceived Quality on Memorable Tourism Experiences (MTE)

The influence of Destination Perceived Quality on MTE was not supported. This finding suggests that

destination quality alone is insufficient to create a memorable tourism experience, as supported by Torres-Pruñonosa et al. (2024), who emphasized that subjective elements such as emotions, tourist engagement, and interaction with local traditions play a more decisive role in shaping memorable experiences. Tourists may engage in an activity, but their experience does not always result in something considered 'memorable' unless there is a truly unique or meaningful element for them.

Memorable Tourism Experiences (MTE) are formed through deep interactions between tourists and their surroundings, traditions, and activities. Destination Perceived Quality plays a crucial role in shaping memorable tourism experiences. Research by Tripathy et al. (2024) indicates that cultural attractions, tourism facilities, and environmental sustainability contribute to creating profound tourist experiences. Similarly, Torres-Pruñonosa et al. (2024) found that the higher the quality of destination services, the greater the likelihood of tourists having meaningful experiences. Furthermore, Ghonim and Awad (2024) emphasized that experience-based marketing strategies can enhance tourists' perception of a destination and have a long-term impact on their travel memories. Additionally, a study by Jyoti and Kumar (2024) found that tourism facilities and environmental sustainability directly impact memorable tourism experiences and digital interactions among tourists.

In this study's context, the non-significant effect may also be interpreted through the disparity in factor loadings for Destination Quality. Natural Attraction and Cleanliness scored extremely high, while Cultural Attractions Quality and Facilities were much lower. This suggests that Gen Z perceives destination quality in two separate dimensions: (1) natural/physical environment, and (2) cultural/facility components. Because MTE is more strongly shaped by unique cultural interaction and novelty, the lower performance of cultural and facility indicators likely weakened the pathway from overall DPQ to MTE. Thus, strong environmental quality alone is insufficient to create memorability unless accompanied by deeper cultural engagement.

The Effect of Destination Perceived Quality on Electronic Word of Mouth (eWOM)

The Destination Perceived Quality significantly affects eWOM. This finding supports Pratiwi et al. (2025), who found that destinations with adequate facilities, high-quality attractions, and a comfortable environment enhance tourists' willingness to share their experiences digitally. The Gen Z tourists in this study tend to record and upload their experiences to social media when visiting high-quality destinations.

eWOM is a digital communication channel through which tourists share their experiences via social media, online reviews, and travel forums. When tourists visit high-quality destinations, they are more likely to share their experiences online. According to the literature, high-quality destinations tend to attract more tourists, enhance satisfaction, and encourage tourists to share their experiences through eWOM (Pratiwi et al., 2025). Similarly, Jyoti and Kumar (2024) emphasize that tourists satisfied with a destination are more likely to recommend it to others via digital platforms. Valeri (2024) further asserts that destinations offering rich cultural interactions increase tourists' likelihood of sharing their experiences online.

The Effect of Tourist Involvement on Memorable Tourism Experiences (MTE)

The higher the tourist involvement level in tourism activities, the greater the likelihood of their having memorable experiences. Active tourist engagement in tourism activities contributes to robust memory formation. The literature indicates that tourists who actively participate in the Kecak Dance performance tend to experience greater engagement and are more likely to perceive the experience as memorable (Sartika et al., 2025).

Meanwhile, Torres-Pruñonosa et al. (2024) found that memorable tourism experiences increase the likelihood of tourists sharing information online. Valeri (2024) found that tourist involvement significantly influences the formation of memorable tourism experiences and strengthens their connection to a destination. Similarly, Sartika et al. (2025) revealed that social media usage enhances tourist involvement by providing opportunities for real-time experience

sharing during travel. Active tourist involvement in travel activities enhances the likelihood of memorable experiences. Research by Li et al. (2024) reveals that tourists who actively participate in travel experiences have higher emotional satisfaction. Sartika et al. (2025) further note that tourists engaging in local cultural activities, such as traditional performances and culinary experiences, form deeper and more meaningful memories. Additionally, tourists who feel personally involved in an experience are more likely to recall their journey positively (De Canio & Endri-ghi, 2024).

The Effect of Tourist Involvement on Electronic Word of Mouth (eWOM)

The relationship between Tourist Involvement and eWOM is significant. A previous study stated that tourist engagement in a travel experience increases their likelihood of sharing it digitally (Jyoti & Kumar, 2024). In this study's context, tourists who authentically feel involved in the Kecak Dance performance are more encouraged to share their experiences as videos, photos, or reviews on social media. Tourists who engage deeply in travel activities are more likely to share their experiences online. Previous research discovered that highly involved tourists frequently post reviews, photos, and videos on social media (Vo et al., 2024). Meanwhile, Nanggong and Mohammad (2020) highlighted that emotional engagement with a destination significantly increases the intention to share experiences online. Additionally, Li et al. (2024) demonstrated that active participation in tourism activities raises the likelihood of tourists leaving positive testimonials on digital platforms.

The Effect of Memorable Tourism Experiences (MTE) on Electronic Word of Mouth (eWOM)

Interestingly, the study results indicate that the MTE effect is insignificant on eWOM. However, this study's findings show that not all memorable experiences are automatically shared through eWOM. One possible reason is that some tourists may consider their experiences too personal or insufficiently relevant to share with the public. This finding can be theoretically explained by revisiting the nature of

MTE. High-meaningfulness and novelty (the two strongest MTE indicators) are cognitively rich yet often personal experiences. Gen Z's ewom behaviour, however, is driven more strongly by experiences that are participatory, visually appealing, and socially shareable. As reflected in the involvement indicators (e.g. Personal Relevance, Willingness to Participate), active engagement creates real-time, shareable moments that are more compatible with the logic of digital broadcasting. Therefore, while MTE contributes to internal satisfaction, tourist involvement provides the actionable triggers for on-line sharing.

Previous research by Li et al. (2024) suggested that memorable tourism experiences could increase tourists' tendency to share their experiences. A study by Guleria et al. (2024) found that memorable tourism experiences contribute to a positive destination image and increase its attractiveness through ewom. Additionally, Jyoti et al. (2026) discovered that tourists who engage in meaningful interactions with the local tradition are more likely to recommend the destination through social media.

When tourists have unique and profound travel experiences, they are more inclined to share them with others. Jyoti et al. (2026) found that memorable tourism experiences increase ewom intensity because tourists naturally want to share their stories. Similarly, Ortiz et al. (2024) reported that immersive tourism experiences significantly raise the likelihood of tourists posting positive reviews about destinations. Sartika et al. (2025) also noted that emotionally meaningful and unique experiences are easier to recall and share on social media.

The Mediating Role of Tourist Involvement and MTE

The Sobel test results reveal several interesting findings: (1) tourist involvement plays a crucial role in linking destination quality to the intention to share experiences digitally; (2) tourist involvement does not always make tourism experiences more memorable; (3) even if tourists feel engaged in an experience, this does not necessarily increase their intention to share it on social media.

Destination Perceived Quality Influences ewom through Tourist Involvement

The study results showed that destination perceived quality plays a key role in enhancing tourist engagement, which affects the intensity of Electronic Word of Mouth (ewom). When tourists visit a high-quality destination, characterized by well-maintained facilities, natural beauty, and rich cultural experiences, they become more engaged and actively share their experiences online. Higher-quality destinations lead to increased tourist engagement and more frequent sharing of digital experiences, particularly in cultural tourism settings (Orts-Cardador et al., 2024). Similarly, De Canio and Endrighi (2024) demonstrated that tourist expectations and engagement levels were mediators between destination quality and ewom behaviours. Pratiwi et al. (2025) emphasized that customer satisfaction, perceived quality, and perceived value play essential roles in determining the intensity of ewom.

Destination Perceived Quality Influences MTE through Tourist Involvement

Destination perceived quality enhances tourist satisfaction and contributes to MTE through active tourist involvement. The higher the destination quality, the greater the likelihood that tourists will engage in various activities, ultimately enriching their experiences. For instance, tourists visiting interactive cultural sites are more likely to build emotional connections, increasing their likelihood of remembering and sharing those experiences. However, what is interesting is that tourist involvement has a more significant influence on ewom than memorable tourism experiences. It suggests that the more actively tourists participate and interact during their travels, the greater the likelihood they will share their experiences. Conversely, Memorable Tourism Experiences (MTE) do not always directly impact ewom. For some tourists, memorable experiences may be highly personal and not always intended to be shared with the public.

The destination quality and tourist involvement significantly impact experiences before, during, and after travel (Ortiz et al., 2024). Memorable tourism experiences mediate between destination quality and

tourist satisfaction, ultimately enhancing engagement (Juliana et al., 2025). Furthermore, Valeri (2024) noted that engagement with high-quality destinations tends to foster deeper tourist involvement, which in turn enhances the overall travel experience.

Tourist Involvement Influences eWOM through MTE

The results showed that the higher the tourists' involvement in tourism activities, the greater the likelihood of their experiencing memorable moments that can stimulate them to share these experiences online. However, since the *t*-statistic value is relatively low, it suggests that other factors might play a significant role in influencing tourist involvement in eWOM. For example, tourists may share their experiences digitally not only because they find them memorable but also due to social media trends, social pressure, or satisfaction with the services received.

Tourist involvement in travel activities significantly affects how they remember and share their tourism experiences. Tourists who actively participate in cultural activities, nature exploration, or adventure experiences tend to create more meaningful memories, which increases the likelihood of sharing their experiences through eWOM. Torres-Pruñonosa et al. (2024) revealed that User-Generated Content (UGC) and eWOM play a crucial role in shaping destination images through memorable experiences. Their study demonstrated that tourists who experience unique and emotional moments tend to share their stories on social media, thus strengthening the spot's digital presence. Additionally, Jyoti et al. (2026) found that the uniqueness and depth of a travel experience influence tourists' willingness to share their experiences via eWOM. Moreover, Li et al. (2024) asserted that active participation in travel experiences enhances tourists' enthusiasm to share their stories online, further promoting the venue.

Therefore, destination marketing strategies should focus more on increasing tourist involvement. Destination managers can create more interactive and participatory experiences, such as allowing tourists to participate in cultural attractions, creating moments that can be recorded and shared, or encouraging tour-

ists to share their stories in various engaging ways. Tourism destinations can provide enjoyable experiences and enhance their attractiveness through tourist recommendations widely spread in the digital world.

Conclusion

This study examined how Destination Perceived Quality, Tourist Involvement, and Memorable Tourism Experiences (MTE) shape Electronic Word of Mouth (eWOM) among Generation Z tourists attending the Kecak Dance performance at Pandawa Beach. The findings show that destination quality enhances tourist involvement, and that involvement is the strongest predictor of eWOM, exceeding the influence of memorable experiences. This suggests that active participation motivates Gen Z travellers to share their experiences more than emotional or reflective memories.

Theoretically, the study contributes by clarifying tourist involvement as a key antecedent of eWOM for digital-native tourists, integrating destination quality, involvement, and MTE within a single explanatory model, and demonstrating that shareability and participatory value outweigh emotional memorability in driving Gen Z's online sharing behaviour. Practically, the results offer guidance for destination managers to increase eWOM by enhancing visually appealing and interactive spaces, incorporating participatory elements into performances, improving cultural interpretation and supporting facilities, and providing digital sharing incentives.

Limitations

This study observed tourist behaviour only within a specific timeframe, without assessing the long-term effects of tourism experiences on future intentions to share information. Focusing on a single destination also limits the generalizability of the findings to other types of cultural tourism. The use of a quantitative approach with closed-ended questionnaires may not fully capture the emotional or subjective aspects of tourists' experiences of sharing. Furthermore, the reliance on agreement-based items to measure experiential intensity and participation reflects perceived evaluation rather than direct behavioural extent. Al-

though the Sobel test was applied under appropriate assumptions, it still has limitations in estimating indirect effects. Because the data were collected cross-sectionally, any causal interpretations from the SEM results should be viewed with caution.

Although the Fornell-Larcker criterion generally supports discriminant validity, several constructs, particularly Tourist Involvement and Memorable Tourism Experiences, exhibited relatively high inter-construct correlations. This suggests a potential conceptual overlap inherent in experiential tourism research, where emotional engagement and memorability are naturally interconnected. Therefore, the findings should be interpreted with due caution.

Future research should adopt multi-destination and longitudinal designs to compare engagement patterns across attraction types and capture behavioural changes over time. Research may employ frequency- or intensity-based measures to enhance construct alignment. Qualitative approaches may further deepen understanding of tourists' digital sharing motivations, while examining social media trends can help align destination marketing strategies with evolving online practices. In addition, refining measurement instruments and employing alternative scale formats would enhance construct clarity and discriminant validity.

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