

ONLINE REVIEWS AS MARKETING COMMUNICATIONS AND IMPACT ON ALOHA PANTAI INDAH KAPUK

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ABSTRACT

This research examines the extent to which online reviews influence tourists' decisions to visit Aloha PIK tourist attractions. Reviews from visitors, in both text and visual forms, serve as a source of information that greatly influences prospective tourists' perceptions and decisions. This research uses a quantitative method with a sample of 100 Aloha PIK visitors and collects data through an online questionnaire. Based on the test results using simple linear regression, the t-count (15.831) is greater than the t-table value (1.984), and the significance value is $0.000 < 0.05$. These results show that the independent variable has a significant effect on the dependent variable. In addition, the coefficient of determination (R^2) of 0.719 indicates that the research model explains 71.9% of the variance, with the remaining 28.1% attributable to factors outside the model. In conclusion, 71.9% of respondents are influenced by online reviews in their decision to visit Aloha PIK. These findings confirm that managing digital reviews should be an integral part of a tourist destination's marketing communication strategy. The implications of this research suggest that tourist destination managers should actively monitor, respond to, and manage online reviews as part of their digital marketing strategy. Positive reviews strengthen the destination's image and encourage interest in visiting, while negative reviews require a measured response to avoid eroding potential tourists' trust.

Keywords: online reviews, tourist decision-making, quantitative analysis, destination marketing, digital reputation management

INTRODUCTION

A tourist trip is a series of activities that covers the entire travel process, from departure from the place of origin to the tourist destination and back to the place of origin. These activities involve various stages, including trip planning, trip execution, activities at tourist destinations, and the return journey, all of which aim to provide a comprehensive travel experience. Research by Prayag et al. (2021) shows that tourism activities are carried out in a planned or spontaneous manner, with the main goal of creating a complete

experience for tourists, both positive and negative, because these experiences shape their perceptions and satisfaction with the destinations visited.

The concept of a tourist trip not only includes the act of moving from one place to another but also encompasses the overall experience tourists have from departure, interaction at the destination, to impressions formed upon returning. Meanwhile, tourist attractions serve as destinations that offer a combination of natural beauty, artificial attractions, and supporting facilities, allowing visitors to enjoy a range of recreational, educational, and cultural activities. A pleasant and

rewarding experience at these locations not only increases visitor satisfaction but also encourages repeat visits and functions as an indirect promotional tool through positive reviews shared by visitors. In line with research by Sugiarti and Fikri (2021), the level of tourist satisfaction is measured through hospitality provided by officers, services from sellers at tourist attractions, and interactions among visitors, all of which play an important role in shaping the overall quality of tourist trips.

This research analyzes the Aloha PIK tourist attraction. Aloha Pasir Putih is a relatively new tourist attraction that is currently gaining popularity in the PIK 2 area of Tangerang, Banten. It offers a charming, tropical Hawaiian-style beach setting that attracts a wide range of visitors. In the outdoor area, visitors enjoy the tranquility of the beach with its white sand, especially on sunny afternoons. The building's architectural design carries tropical nuances, combining elements of wood, straw, rattan, and bamboo. Several restaurants feature open-air balconies that create a relaxed and liberating atmosphere for visitors. Once visitors enter the main lobby, they are greeted by a spacious foyer equipped with lounge chairs surrounding the attraction. In the middle, a small pond surrounded by colorful lights and greenery creates a calming, oasis-like atmosphere. Given its growing appeal, the Aloha PIK Manager needs to strategically leverage online reviews as part of an integrated tourism marketing communication strategy.

Reviews from visitors, in both text and visual forms, serve as a source of information that greatly influences prospective tourists' perceptions and decisions. By actively receiving and responding to reviews, managers build a positive image, address shortcomings based on visitor feedback, and digitally expand the reach of promotions, which ultimately increases tourist visits to Aloha PIK. This argument aligns with research by Wibisono and Arifiansyah (2024), which shows that Taman Mini Indonesia Indah maintains tourists' decisions to visit by actively managing reviews and information that create a positive impression. Previous research also confirms that online reviews function as electronic word of mouth that influences destination image, increases potential visitors' trust, and strengthens tourist loyalty through digitally shared experiences.

In the digital era, online reviews play a significant role in shaping consumers' views of products and services, including tourist destinations such as Aloha PIK. According to Setyowati and Liliyan (2021), opinions conveyed through social media, both directly and through digital word of mouth, regarding a tourist attraction affect consumers' interest in visiting. Before deciding to visit a place, potential visitors usually search for information through various digital platforms, such as Google Reviews, Instagram, TikTok, and other social media. One reviewer on Google Reviews, Dwi Putri, states, "The place is really cool, it's free but very organized, there are many good photo spots. Perfect for family vacations.

There are many delicious culinary choices, just choose according to taste." Aloha PIK, a tourist destination with a tropical beach concept in the PIK 2 area, attracts significant attention on social media. The experiences shared by visitors through reviews, comments, and ratings on digital platforms significantly influence the decisions of potential travelers. Positive reviews enhance a destination's image and attractiveness, while negative reviews reduce interest in visiting, as shown by Filieri and McLeay (2021). Meanwhile, research by Virtarini and Ngatno (2020) demonstrates an association between electronic word of mouth and interest in visiting, meaning that when electronic word of mouth increases, interest in visiting also rises.

The authenticity and credibility of available testimonials greatly influence consumer trust in online reviews. Positive reviews strengthen Aloha PIK's image as a destination worth visiting, while negative reviews raise doubts about the quality of its services, facilities, or comfort. One recurring negative issue highlighted in reviews concerns visitor crowding and traffic congestion during the holiday season. Research conducted by Fatchudin and Santoso (2022) defines Regional Carrying Capacity as the maximum number of visitors that an area can physically accommodate within a given time without disturbing the natural environment or human comfort and safety. Strong public interest in visiting, especially during holidays, causes congestion around the Aloha PIK area. To address traffic congestion, the police implement traffic engineering measures to reduce congestion and ensure smooth traffic flow. Meanwhile, to manage visitor density, Aloha PIK consistently adds security staff to prevent unwanted incidents and maintain visitor comfort.

Despite extensive research on the influence of online reviews in tourism, several important gaps persist. First, many studies focus primarily on hotels or generalized travel platforms, often overlooking how online reviews impact emerging, non-mainstream tourist destinations such as Aloha PIK. There is also limited exploration of the cognitive mechanisms by which tourists interpret, engage with, and act upon review content, particularly in relation to features unique to new attractions, such as tropical-themed environments or local cultural settings. These limitations reduce the contextual depth of existing findings and constrain their applicability to newly developing destinations.

Further, while digital reviews are recognized for shaping perceptions and decisions, there is insufficient empirical evidence on management strategies for handling negative feedback and building trust, particularly in contexts of rapid visitor growth and infrastructural strain. These issues are especially acute in newly popular destinations like Aloha PIK, where operational readiness often lags behind demand. A notable gap also concerns the role of authenticity and credibility of online testimonials, as well as the limited availability of longitudinal studies that examine how review content and managerial responses evolve over

time and influence destination reputation and repeat visitation.

To address these gaps, future research focuses on developing a deeper understanding of tourist cognitive processes, strategic review management for emerging destinations, and the dynamic impact of digital engagement on visitor loyalty and satisfaction. This focus becomes increasingly important in contexts experiencing intense growth and operational challenges. As online reviews increasingly serve as travelers' primary source of information, understanding how these channels shape perceptions and travel decisions remains critical for both scholars and practitioners.

This research aims to investigate the extent to which online reviews, both textual and visual, influence tourists' perceptions and decisions regarding their visit to the Aloha PIK tourist attraction. Furthermore, this research aims to analyze the effectiveness of online reviews as part of tourism marketing communication strategies used by destination managers to enhance reputational management, visitor satisfaction, and repeat visitation. This research also assess how the authenticity and credibility of digital testimonials shape consumer trust and influence intentions to visit. Finally, this research aims to identify management strategies for responding to negative feedback and addressing operational challenges arising from growing visitor numbers. Through these objectives, the research seeks to strengthen the competitiveness and image of emerging tourist destinations in the digital era.

The results of this research indicate that online reviews play a strategic role in shaping tourists' perceptions and influencing decisions to visit Aloha PIK tourist attractions. Therefore, destination managers need to be more active in monitoring, responding to, and managing online reviews professionally as part of tourism marketing communication. The use of digital platforms functions not only as a means of promotion but also as an interactive medium that strengthens the destination's image, builds trust among potential visitors, and supports long-term visitor engagement.

METHODS

This research employs a quantitative, positivist approach, emphasizing objective measurement and numerical data to explain causal relationships among variables. The research is designed to analyze the influence of online reviews, as a key component of tourism marketing communication, on tourists' visiting decisions at the Aloha PIK Tourist Attraction. Through this approach, the research seeks to obtain measurable evidence of how digital feedback, ratings, and visitor comments shape tourist perceptions and ultimately determine their intention to visit. The quantitative method is selected because it allows systematic data collection, statistical testing, and the generation of generalizable findings that accurately represent

visitors' behavior within the research context.

The research employed in this research is explanatory, aiming to explain and test the causal relationship between the online review variable and the visiting decision variable. This research approach enables the identification of the extent to which online reviews influence tourists' decisions to visit the Aloha PIK Tourist Attraction. The total number of visitors cannot be determined with certainty due to the dynamic and fluctuating nature of tourist arrivals; therefore, the researcher uses an accidental sampling technique. This non-probability sampling method selects respondents through chance encounters with visitors who are present at or visiting Aloha PIK during the data collection period. Based on calculations using the Slovin formula, a sample size of 100 respondents is determined to be adequate for representing the population and ensuring the reliability of statistical analyses. This sampling procedure provides relevant and context-specific data to analyze the research variables effectively.

Before filling out the questionnaire, the researcher provides each respondent with a clear explanation of the research's purpose and scope, ensuring that participants fully understand their role in the research. Respondents are informed about the confidentiality and secure handling of their personal data, emphasizing that all information collected is used solely for research purposes. Participation in the research is entirely voluntary, and the questionnaire is administered only to visitors who have given explicit informed consent, either verbally or in writing. These steps are implemented to meet ethical requirements by maintaining transparency, protecting participant rights, and upholding research integrity throughout the research.

Data collection is carried out using structured questionnaires distributed directly to visitors at the Aloha PIK Tourist Attraction. After the data are gathered, the researcher processes and analyzes the responses through statistical testing to determine the strength and significance of the influence between the studied variables. Specifically, the analysis focuses on the relationship between online reviews and visiting decisions. This systematic procedure ensures that the findings are based on valid, reliable, and ethically obtained data.

The data analysis methods used in this research include validity and reliability tests, classical assumption tests, and simple linear regression analysis. In addition, the researcher conducts a coefficient of determination (R^2) test and a t-test to evaluate the influence of the independent variable, namely online reviews, on the dependent variable, which is the visiting decision. These analytical techniques allow the research to draw statistically supported conclusions regarding the proposed relationships among variables.

RESULTS AND DISCUSSIONS

In this section, the researcher presents the respondents' profiles, which include several demographic aspects, namely gender, age, education level, and purpose of visit, to provide a clearer picture of their characteristics. These demographic variables help contextualize the research findings and support a more comprehensive interpretation of tourists' visiting decisions. The following subsection presents the results of the analysis of respondent profiles based on the data collected from the survey.

First, the researcher describes the respondents based on gender. Of the 100 respondents involved in this research, the data are classified into two categories: male and female. This classification enables the researcher to observe gender-based distribution patterns among visitors to the Aloha PIK Tourist Attraction. The distribution of respondents by gender is presented as follows.

Table 1 Respondents by Gender

Gender	Frequency	Percentage
Male	37	37%
Female	63	63%
Sum	100	100%

Source: Processed author's data 2025

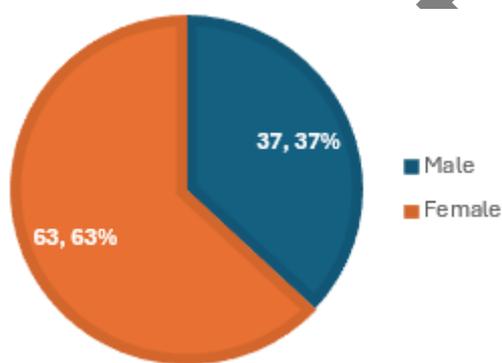


Figure 1 Percentage of Respondents by Gender

Table 1 and Figure 1 show that of the 100 respondents who participate in the research, 37 respondents (37%) are male, while the remaining 63 respondents (63%) are female. These results indicate that female visitors constitute a larger proportion of the sample compared to male visitors. The dominance of female respondents suggests that women demonstrate a higher level of engagement or interest in participating in tourism-related surveys at Aloha PIK. This finding also reflects broader behavioral tendencies in which female tourists are more likely to provide feedback, seek information, and engage with online reviews of tourism destinations. Thus, the

majority of respondents in this research are female, which may influence the characteristics and insights captured from the collected data.

Respondents' age distribution is categorized into four distinct ranges to facilitate a clearer and more systematic understanding of the visitors' demographic profile. Categorizing respondents by age allows the researcher to identify which age groups are more dominant and potentially more engaged in visiting the Aloha PIK Tourist Attraction. This grouping also facilitates further analysis of how different age segments respond to online reviews and make visiting decisions. By presenting the data in structured age categories, the researcher highlights variations in visitor composition and provides insight into the demographic tendencies of the research sample.

Table 2 Respondents by Age

Age	Frequency	Percentage
17 – 22 years	78	78%
23 – 28 years	19	19%
29 - 34 years	3	3%
> 35 years	0	0%
Sum	100	100%

Source: Processed author's data 2025

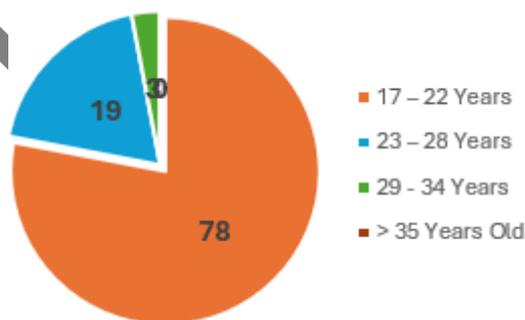


Figure 2 Total of Respondents by Age

In Table 2 and Figure 2, respondents aged 17–22 constitute the largest group, accounting for 78% of the total sample. The 23–28-year age group ranks second with 19%, while the 29–34-year category represents only 3% of respondents. This distribution indicates that visitors to Aloha PIK are predominantly young adults, particularly those aged 17–22. This dominance is driven by several factors, including visual-oriented marketing strategies, the appeal of contemporary lifestyles, ease of access, and alignment with the digital consumption habits of younger visitors.

Grouping respondents according to educational background provides a clearer understanding of the academic profile of the research participants. This classification allows the researcher to identify which educational levels are most prevalent and to analyze how educational attainment influences individuals'

information-processing behavior, particularly in relation to online reviews and decision-making processes when selecting tourism destinations. By presenting the data in structured educational categories, the researcher highlights variations in respondents' cognitive perspectives and preferences, which contribute to a deeper interpretation of patterns emerging from the overall research findings.

Table 3 Respondents by Education Level

Education Level	Frequency	Percentage
Senior High School	39	39%
Diploma	8	8%
Bachelor's Degree	51	51%
Master Degree	2	2%
Sum	100	100%

Source: Processed author's data 2025

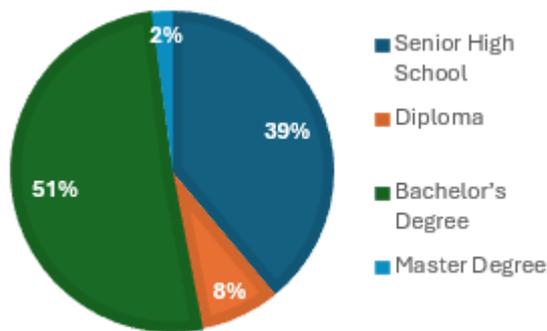


Figure 3 Percentage of Respondents by Education Level

Based on the data in Table 3 and Figure 3, the highest level of education among respondents is a bachelor's degree (S1), accounting for 51% of the sample. Respondents whose highest level of education is Senior High School account for 39% of the total respondents. Meanwhile, 8% of respondents hold a Diploma, and 2% possess a master's degree (S2). The dominance of respondents with a bachelor's degree at Aloha PIK is attributed to the alignment of the destination with the lifestyle, purchasing power, and consumption patterns of individuals with higher educational attainment. This group tends to seek destinations that are socially relevant, financially accessible, and supportive of self-expression within a modern and highly visible environment.

Respondents' characteristics are further analyzed based on their purpose of visiting Aloha PIK, as presented in the subsequent results. Categorizing respondents by visit purpose provides valuable insight into the motivations that drive tourists to choose Aloha PIK as their destination. This classification enables the identification of dominant purposes, such as recreation, social activities, culinary exploration, or accompanying family and friends. Understanding

these motivations is essential, as they influence visitors' information-seeking behavior, responses to online reviews, and final visiting decisions. By analyzing the distribution of visit purposes, the research offers a deeper understanding of visitor patterns and their relevance to the broader research findings.

Table 4 Respondents Based on Travel Destinations

Travel Destinations	Frequency	Percentage
Recreation	24	24%
Refreshing/Healing	72	72%
Business	0	0%
Increasing Knowledge	4	4%
Sum	100	100%

Source: Processed author's data 2025

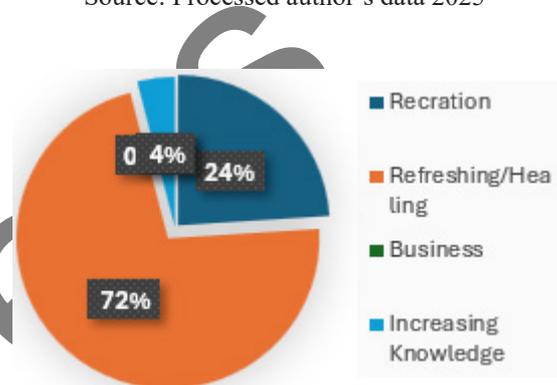


Figure 4 Percentage of Respondents Based on Travel Destinations

Based on Table 4 and Figure 4, the majority of respondents report that their travel purpose is to refresh or heal, accounting for 72% of the total sample. The second most common purpose is recreation at 24%, while 4% of respondents state that their purpose is to gain insight. This finding indicates that most visitors to Aloha PIK prioritize psychological relaxation and emotional restoration when selecting the destination. Most visitors to Aloha PIK come for refreshment, as the destination offers a relaxed atmosphere, a pleasant visual experience, and an opportunity to take a short break from daily routines. With its accessible location and relatively affordable cost, Aloha PIK serves as an ideal choice for light healing amid the bustle of urban life and everyday pressures.

This research examines how consumer perceptions of online reviews affect visitors' decisions when choosing tourist destinations. The main focus of this research is to understand the extent to which reviews available on digital platforms, in the form of text, ratings, and visuals, shape opinions, increase interest, and encourage potential tourists to decide to visit. In the context of Aloha PIK, online reviews function as an important element of two-way marketing communication, as information and

experiences shared by previous visitors serve as valuable references for future visitors. Research conducted by Ariansyah et al. (2023) indicates that in the increasingly digital era, online reviews become an important factor in consumers' decision-making across sectors, including the tourism industry. Online reviews also serve as an important source of information for Aloha PIK managers to evaluate visitor satisfaction after their visit. According to Utama and Giantari (2020), e-WOM marketing is not always effective in encouraging tourists to revisit destinations; instead, tourists' perceptions and evaluations after visiting shape the image of the tourist destination.

Through reviews voluntarily provided by tourists, managers receive direct feedback on service quality, facilities, and overall experience. This feedback serves as a basis for improvement and strategic decision-making in managing tourist destinations. An analysis of the influence of the online review variable on the visiting decision variable is presented in the following table, which displays the frequency of respondents' responses measured using a Likert scale ranging from 1 to 5. Each statement is explained based on the mean value obtained from respondents' answers. The following table presents descriptive data related to the Online Reviews variable.

Based on the data in Table 5, respondents generally express strong agreement with the statements related to Online Reviews. Research by Ariansyah et al. (2023) shows that online reviews significantly influence tourists' perceptions of hotels and tourist destinations, as travelers tend to trust reviews that reflect real experiences rather than official advertisements or promotional descriptions.

Among all statements, the statement that receives the highest rating appears in the X4.1 indicator. This indicator demonstrates that pleasant and rewarding experiences described in online reviews strongly influence individuals' decisions to visit the Aloha PIK attraction. The average score for this indicator reaches 4.29 on a scale of 5, indicating a very high level of respondent agreement.

The following table presents data from responses to the Visiting Decision variable. This table shows the distribution of respondents' answers across several indicators that measure the extent to which visitors decide to visit Aloha PIK. By examining the frequency and percentage of responses in each category, the researcher identifies patterns in visitor behavior, levels of agreement with each statement, and the overall tendency of tourists when making visiting decisions. The data also provide a basis for further analysis to determine how closely the Visiting Decision variable aligns with other variables, such as online reviews. Through this descriptive presentation, the research offers a clearer understanding of visitors' decision-making tendencies prior to conducting statistical tests in the subsequent sections.

According to Table 6, respondents generally express strong agreement with the statements related to Visit Decisions. Among these statements, indicator Y4.2 obtains the highest score. This indicator reflects respondents' preference for visiting tourist attractions under safe and comfortable conditions, particularly when there are no major disturbances such as unfavorable weather or excessive crowding. The average score for this statement is 4.44 on a five-point scale, indicating a very high level of agreement.

Table 5 Frequency and Mean of Online Review Statements

Code	Statement	Respondent's Answer					Mean
		SD	D	A	SA	TA	
		1	2	3	4	5	
X1.1	Visiting this place allows me to interact with family or friends and spend quality time with them.	1	1	24	30	44	4.15
X1.2	Visiting this place gave me a pleasant and rewarding experience.	1	2	27	35	35	4.01
X2.1	The online reviews I read provided enough evidence and detail to convince me to visit this attraction.	-	3	21	42	34	4.07
X2.2	I feel more compelled to visit this attraction after reading the positive reviews shared by previous visitors.	1	4	15	30	50	4.24
X3.1	The information I found on this tourist attraction on social media was credible.	-	3	18	41	38	4.14
X3.2	I believe that TikTok media, as a source of information that I use to plan my visit to this tourist attraction, is accurate and trustworthy	-	4	15	37	44	4.21
X4.1	The positive experiences described in online reviews greatly influenced my decision to visit this attraction.	1	1	16	32	50	4.29
X4.2	Although there are some negative reviews, the more positive reviews still encourage me to visit this place.	-	5	36	36	23	3.77

Source: Processed author's data in 2025

Table 6 Frequency and Mean of Statements

Code	Statement	Respondent's Answer					Mean
		SD	D	A	SA	TA	
		1	2	3	4	5	
Y1.1	I am more likely to choose tourist destinations that have a good reputation and positive reviews from previous visitors.	1	-	19	24	56	4.34
Y1.2	Complete, high-quality facilities greatly influence my decision in choosing a product or destination.	1	-	13	27	59	4.43
Y2.1	I am more likely to choose tourist destinations whose brands I often see on social media and get a lot of positive attention.	-	4	26	32	38	4.04
Y2.2	This destination brand has a reputation for its beauty and amenities, which makes me interested in visiting it.	-	3	21	36	40	4.13
Y3.1	I chose this tourist attraction to visit because it is easily accessible by public transportation.	4	14	25	21	36	3.71
Y3.2	I chose this tourist attraction to visit because of its strategic location.	1	10	35	21	33	3.75
Y4.1	I prefer visiting tourist destinations on weekdays because they are less crowded.	1	7	18	26	48	4.13
Y4.2	The ideal time for me to visit a tourist destination is when there are no major disturbances, such as bad weather or overcrowded events.	1	-	14	24	61	4.44
Y5.1	I prefer visiting crowded tourist destinations because they offer a livelier, more interesting atmosphere.	8	22	29	17	24	3.27
Y5.2	Visitor density is not a problem for me as long as I can enjoy the tourist activities.	15	15	30	15	25	3.20

Source: Processed author's data in 2025

Table 7 Results of Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.788	2.157		2.683	0.009
	Online Reviews	1.023	0.065	0.848	15.831	0.000

a. Dependent Variable: Visiting Decisions

Source: Author's data processing in 2025

These findings are consistent with the research by Pratiwi and Prakosa (2021), which suggests that when service facilities and supporting infrastructure are well guaranteed, tourists are more likely to revisit because they feel secure and comfortable. Thus, respondents tend to prioritize visiting periods that emphasize safety and comfort rather than times characterized by adverse weather or overcrowding, which significantly influences their visiting decisions.

The influence analysis in this research presents the results of a simple linear regression test aimed at determining the effect of online reviews on visiting decisions. A simple linear regression analysis is conducted to assess the extent to which online review variables influence visitors' decisions to visit the Aloha PIK tourist attraction. The regression results are

presented in the following table, which includes the regression coefficient, significance value (p-value), and the coefficient of determination (R^2). These statistical values indicate the proportion of variation in the dependent variable that is explained by the independent variable examined in the model.

Based on Table 7, the regression analysis produces a constant value (a) of 5.788 and a regression coefficient (b) for the online review variable of 1.023. From these results, the regression equation is formulated as $Y = 5.788 + 1.023X$. This equation indicates that online reviews have a positive and significant influence on visiting decisions. The regression coefficient of 1.023 implies that a one-unit increase in the online review score leads to an increase of 1.023 units in the visiting decision score. In practical

terms, more favorable online reviews strengthen visitors' intentions and decisions to visit Aloha PIK. The constant value of 5.788 suggests that even in the absence of online reviews ($X = 0$), the baseline visiting decision score remains relatively high. This result indicates that other inherent destination factors also contribute to attracting visitors, although the positive regression coefficient confirms that online reviews significantly reinforce these factors. Overall, the regression results demonstrate that online reviews represent an important component of tourism marketing communication by substantially enhancing visitors' decisions to visit Aloha PIK.

The results of this research further indicate that online reviews have a real and significant effect on individuals' decisions to visit the Aloha PIK tourist attraction. Additionally, the findings show that the more positive the online reviews, the greater the likelihood that visitors decide to visit. These findings are consistent with the research by Fadillah and Harmawan (2025), which shows that a higher volume of online reviews strengthens destination reputation and visitor confidence. To further examine this relationship, the research presents the results of the correlation coefficient analysis, which aims to determine the strength and direction of the relationship between the online review variable and the visiting decision variable. This analysis identifies whether the relationship is positive, negative, or nonexistent and provides insight into the degree of association between the two variables.

Table 8 presents the significance values for the two variables examined. Both Online Reviews and Visiting Decisions have a significance value of 0.000, which is lower than the threshold of 0.05. This result

confirms the presence of a statistically significant relationship between the two variables. The correlation coefficient value obtained is 0.848, indicating a very strong positive relationship between online reviews and visiting decisions.

Based on Table 9, the coefficient of determination (R^2) value is 0.719, or 71.9%. This result indicates that the Online Review variable explains 71.9% of the variation in the Visiting Decision variable, while the remaining 28.1% is influenced by other factors not included in this research model. These findings demonstrate the substantial explanatory power of online reviews in shaping visiting decisions. Supporting this result, research conducted by Alhamdi (2023) shows that online reviews significantly influence room-booking decisions in Batam. Together, these findings reinforce the substantial role of online reviews in shaping consumer decision-making within tourism-related contexts.

The results of the demographic analysis based on gender show that the majority of respondents are female visitors. This finding indicates that women dominate the respondent group, suggesting that female visitors demonstrate a higher level of interest or engagement in participating in surveys related to their experiences at Aloha PIK. In addition, this demographic pattern provides an overview of the visitor profile, which helps explain preferences, motivations, and behavioral tendencies. Research by Chelbi et al. (2023) finds significant differences between men and women in aspects such as anthropology and folklore, public places, shopping resources, nightlife, and transportation diversity. This information is important because it supports the development of more targeted communication strategies, service designs, and visitor

Tabel 8 Correlation Coefficient Test Result

Correlation		Online Reviews	Visiting Decisions
Online Reviews	Pearson Correlation	1	0.848**
	Sig. (2-tailed)		0.000
	N	100	100
Visiting Decisions	Pearson Correlation	0.848**	1
	Sig. (2-tailed)	0.000	
	N	100	100

Source: Processed research data in 2025

Table 9 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R-Square	Std. Error of the Estimate
1	0.848 ^a	0.719	0.716	3.646
1.	Predictors: (Constant), Online Reviews			
a.	Dependent Variable: Visiting Decisions			

Source: Processed research data in 2025

experiences that align with the characteristics of the dominant gender group identified in the research.

In line with the research of Zhang et al. (2024), female tourists play an increasingly significant role in leisure tourism studies, mainly due to motivations such as social interaction, personal experiences, and the pursuit of emotional connections, which women tend to express more frequently than men. This trend is further supported by Agustí (2021), whose analysis of gender-segmented tourist behavior on Instagram demonstrates spatially differentiated patterns between female and male travelers. These findings highlight the importance of understanding gender-specific preferences in photographed places, visual narratives, and experiential themes. This perspective is reinforced by Marques et al. (2024), who emphasize that tourism motivation among Generation Z is strongly influenced by gender, with women placing greater emphasis on novelty, stimulation, and personal development compared to men.

In addition, gender differences are evident in other aspects of tourist behavior. For example, research by Matalas et al. (2023) finds that female tourists engage more actively with local food culture, express higher levels of satisfaction, and make more sustainability-oriented food choices than men, particularly during the COVID-19 pandemic. Taken together, these findings highlight the need for Aloha PIK managers to implement more gender-sensitive tourism marketing strategies. Such strategies can include promotional content that emphasizes emotional experiences, novelty, cultural engagement, and opportunities for self-development that resonate more strongly with female visitors.

The results of the demographic analysis of respondents by age show that the majority of visitors fall within the 17–22 age range, which corresponds to Generation Z. This finding indicates that Aloha PIK is particularly attractive to younger visitors who are active users of digital platforms and rely heavily on online information, including online reviews, when making travel or leisure decisions. The dominance of Generation Z also reflects their lifestyle preferences, such as seeking new experiences, enjoying visually driven attractions, and responding strongly to digital marketing content. Understanding this age distribution is important because it provides insight into the characteristics and behavioral patterns of the primary visitor segment. Consequently, tourism managers can design more relevant promotional strategies, enhance digital engagement, and tailor service innovations that align with the expectations and consumption habits of Generation Z visitors.

In line with the research of Setiawan and Azizah (2024), Generation Z shows a stronger influence from social media than older generations when choosing tourist destinations, especially through visual content that is easy to share on platforms such as Instagram and TikTok. This tendency is reinforced by the findings of Rif'an et al. (2024), which indicate that Generation Z prefers natural aesthetic attractions, Instagramable

ecotourism experiences, and destinations that offer a relaxed and natural atmosphere. Meanwhile, research by Verma et al. (2021) confirms that Instagram plays a significant role in motivating Generation Z to choose destinations, as they actively seek inspiration through visual content, user-generated posts, influencers, and shareable destinations.

The respondent age data (17–22) are consistent with the literature, which demonstrates that Generation Z dominates digital tourism behavior. This consistency confirms that the results of this research are highly relevant to social media-based tourism marketing. In line with Devkota et al. (2022), the use of digital platforms for booking and personalizing services for tourists is essential to the success of tourism businesses, particularly in digitally oriented markets. The implication is that, to increase interest among Generation Z, managers of the Aloha PIK tourist attraction emphasize visual appeal, provide attractive photo spots, and offer unique experiences that can be showcased on social media.

The results of the demographic analysis of respondents by education level indicate that a considerable proportion of respondents hold a bachelor's degree. This finding shows that a segment of Aloha PIK visitors consists of individuals with higher educational backgrounds, who generally have broader access to information sources and tend to make leisure decisions based on digital content, online recommendations, and social media exposure. Furthermore, the analysis reveals that their main purpose in visiting Aloha PIK is recreation and relaxation, reflecting a preference for destinations that offer visual appeal, comfort, and distinctive experiences.

Based on these results, it can be concluded that the majority of Aloha PIK visitors belong to Generation Z. This demographic trend is influenced by several factors, including the Instagrammable aesthetics of Aloha PIK, the presence of visually engaging attractions, and its strong popularity across various social media platforms. These characteristics make Aloha PIK particularly appealing to younger audiences who value shareable experiences and respond strongly to digital trends and visually oriented tourism content.

These findings align with research by Kara and Mkwizu (2020), which confirms that demographic factors, including education level, affect travel motivation. Previous tourism studies also show that tourists with higher levels of education tend to have greater economic mobility and seek travel experiences that extend beyond simple recreation. Thus, although education level is not always explicitly compared between undergraduate and non-undergraduate groups, the tourism literature consistently identifies education as an important variable associated with preferences for more meaningful and value-added travel experiences.

To determine the influence of online reviews on the decision to visit Aloha PIK, a t-test is conducted,

and the significance value is analyzed. The results show that the t-count is 15.831, which exceeds the t-table value of 1.984. In addition, the resulting significance value is 0.000, which is lower than the significance level of 0.05. Based on these results, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected.

Thus, this research demonstrates that online reviews have a significant effect on the decision to visit Aloha PIK. In line with research by Qustolani et al. (2023), which reports a t-count of $5.431 > 1.985$, Electronic Word of Mouth (E-WOM) has a positive and significant effect on visiting decisions, indicating that E-WOM acts as a driving factor in increasing visitors' intentions. The research further explains that the more favorable the E-WOM, the higher the likelihood of visiting, with a contribution rate of 39.19%. A similar study by Dini et al. (2023) finds that E-WOM significantly influences tourists' interest in visiting Motadikin Beach, with a t-count of 2.872 and a significance value of 0.005.

These findings are consistent with international studies showing that online reviews and visual content strongly shape tourists' decision-making processes. Marder et al. (2021) emphasize that the aesthetics of photographs on review platforms—whether professionally produced or traveler-generated—directly influence perceived destination appeal and booking intention. This evidence demonstrates that visual cues embedded in online reviews contribute significantly to tourists' decision outcomes. Similarly, Aureliano-Silva et al. (2021) find that higher online ratings and emotionally appealing reviews lead to stronger visit intentions, especially among customers with low involvement who are more influenced by emotional rather than functional comments. Furthermore, Gour et al. (2021), using a multi-method web analytics approach on TripAdvisor data, show that online reviews reveal critical satisfiers and dissatisfiers that cluster destinations based on tourist perceptions, reinforcing the importance of user-generated reviews as a credible and influential resource in tourist decision-making.

Based on the analysis, the correlation coefficient is 0.848, indicating a very strong relationship between online reviews and visit decisions. This value suggests that online reviews play a significant and influential role in shaping visitors' perceptions and in determining whether they choose to visit Aloha PIK. A correlation coefficient of this magnitude implies that online reviews are not only relevant but also function as a major determinant in potential visitors' decision-making processes.

This relationship further implies that the more positive the online reviews, whether reflected in ratings, comments, personal experiences, or recommendations, the more likely a person is to visit Aloha PIK. Positive reviews tend to build trust, reduce uncertainty, and create favorable expectations about the destination. In the context of digital-era tourism, potential visitors often rely on user-generated content

as a credible information source, making online reviews a powerful form of electronic word of mouth (e-WOM). According to Goker and Ahyar (2020), e-WOM represents the decision-making process in which individuals examine comments and criticisms from other consumers regarding a product or brand.

The strong correlation found in this research highlights the importance of maintaining a positive online reputation. For tourism managers and stakeholders at Aloha PIK, managing digital presence, responding to feedback, and encouraging satisfied visitors to share their experiences become crucial strategies to sustain and increase visitor interest. According to Hervás-Cortina et al. (2024), research likewise evidences a strong positive influence of tourists' online communications (e-WOM) on destination image ($p < 0.01$; H_2) and on tourists' intention to communicate online ($p < 0.1$; H_5). This finding reinforces the notion that online reviews function as a strategic component of tourism marketing communication and significantly shape visitor behavior in today's digitalized tourism landscape. In line with research by Suparno and Asti (2023), which finds that experiential marketing influences revisit intention, the better the experience consumers have, the higher their intention is to revisit.

Positive reviews that reflect a good experience at the attraction can influence visitors' interests and decisions, including the likelihood of a repeat visit. In line with the research of Kadi et al. (2021), a positive destination image remains embedded in visitors' minds and continues to influence their perceptions over time. This image manifests as e-WOM through posts that provide recommendations, information, and suggestions shared by social media users. Furthermore, to determine the extent of online reviews' influence on the decision to visit, a coefficient of determination test is conducted, yielding an R-square value of 0.719. This result shows that the online review variable explains 71.9% of the variation in visiting decisions, while factors beyond those examined in this research account for the remaining 28.1%. Based on these findings, managers should focus on improving the quality of online reviews by encouraging visitors to leave positive feedback on platforms such as Google Reviews, TripAdvisor, Instagram, and TikTok. They should also provide incentives or appreciation for visitors who leave reviews and respond to visitor comments, both positive and negative, in a professional and timely manner.

CONCLUSIONS

Online reviews emerge as a decisive force in shaping tourist behaviour toward the Aloha PIK destination. Both textual and visual narratives contained in these reviews significantly shape tourists' perceptions of the destination's quality, comfort, and overall attractiveness. The information presented through reviews serves not only as an initial

reference for potential visitors but also as a decisive factor influencing their evaluation and judgment before planning a visit. Overall, the presence, clarity, and consistency of online reviews function as key informational cues that guide tourists in determining their willingness to visit Aloha PIK.

Beyond information provision, the perceived authenticity and credibility of online testimonials play a central role in building consumer trust in the destination. This trust, in turn, strengthens Aloha PIK's positive image and supports its ability to secure a more favourable position in the competitive tourism landscape. The findings indicate that systematic, consistent, and responsive management of online reviews plays a strategic role in shaping destination reputation and influencing tourist behaviour within the digital environment.

The research further confirms that effective managerial oversight of digital platforms constitutes a critical element in enhancing the overall tourist experience. Managers who actively monitor, assess, and address online reviews, particularly through timely responses to negative feedback and the resolution of operational issues, demonstrate a stronger capacity to improve visitor satisfaction. This proactive approach not only helps resolve service-related problems but also reflects a transparent and responsive managerial attitude that ultimately contributes to improved service quality.

Such managerial responsiveness also strengthens interactions between managers and tourists, thereby fostering positive perceptions of the destination's professionalism and service commitment. These conditions directly influence visitor loyalty, as reflected in the increasing tendency toward repeat visits. Overall, the research demonstrates that active managerial engagement in the digital environment is not merely an operational requirement but a strategic effort that supports visitor satisfaction, reinforces trust, and promotes the continuity of tourist visits to destinations such as Aloha PIK.

Despite its contributions, this research presents several limitations related to its research scope and data sources. The research focuses solely on Aloha Pantai Indah Kapuk, making the findings less representative of other entertainment-based tourist destinations and limiting their broader generalizability. In addition, the analysed online reviews originate from a limited number of digital platforms—Google Reviews, TripAdvisor, and Instagram—which may introduce bias due to customer emotions, viral trends, or promotional campaigns. Furthermore, the research does not distinguish between genuine reviews, paid reviews, or content generated by anonymous accounts, which may affect data reliability.

To address these limitations, future research is encouraged to adopt a broader and more comparative research design. Comparative studies involving multiple recreational sites or tourist destinations in Jakarta or other regions may reveal more comprehensive behavioural patterns. Future analyses

may also incorporate sentiment analysis to map emotional expressions in online reviews or apply Structural Equation Modelling to examine more complex variable relationships. Additionally, adopting a mixed-methods approach that combines quantitative analysis with in-depth interviews involving visitors or management can provide richer insights into how online reviews influence the behaviour of prospective tourists.

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