JRSSEM 2026, Vol. 05, No. 08, March
E-ISSN: 2807 - 6311, P-ISSN: 2807 - 6494

The Influence of Product Reviews and the Credibility of Youtuber *Gadgetin* on Purchase Intention Among Generation Z in Malang City

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Abstract. The rise of gadget reviews on YouTube has established the platform as a key source of pre-purchase information for Generation Z; however, findings on the influence of review quality and YouTuber credibility on purchase intention remain inconsistent. This research gap necessitates further investigation, particularly among Generation Z consumers who actively engage with such content. This study aims to analyze the influence of product reviews and the credibility of YouTuber *GadgetIn* on purchase intention among Generation Z in Malang City, both partially and simultaneously. This study employs a quantitative explanatory approach, distributing a four-point *Likert* scale questionnaire online to 122 Generation Z respondents in Malang City who had watched gadget review content on the *GadgetIn* channel. Data were analyzed using SPSS. The results indicate that product reviews and the credibility of YouTuber *GadgetIn* simultaneously exert a positive and significant effect on the purchase intention of Generation Z in Malang City, accounting for 42.3% of the variance; the remaining 57.7% is attributable to other factors outside the scope of this study. These findings demonstrate that the quality of clear, informative, and objective reviews as well as YouTuber credibility reflected through expertise and honesty plays a significant role in shaping consumer trust and purchase intention. Accordingly, the findings of this study may serve as a reference for content creators and digital marketers seeking to improve the quality of review presentation and maintain credibility as a strategy for encouraging purchase intention among young consumers.
Keywords: Product Reviews, Credibility, Buying Interest.

INTRODUCTION

The development of information and communication technology in the digital era has brought major changes in various aspects of human life, including in the purchasing decision-making process (Yusriman et al., 2025). Consumers now have wider access to product and service information through various digital platforms, which allows them to compare prices, read reviews, and receive recommendations from other users before making a purchase decision (Rosalia, 2025). According to Hanjaya et al. (2023), the development of technology, especially the internet, helps consumers get information more easily, quickly, and makes searching and the shopping process more efficient. This change also has an impact on shifting consumption patterns, which makes consumers no longer rely only on conventional advertising or recommendations directly from relatives, but prefer to look for references through digital media such as YouTube, Instagram, and TikTok. This is strengthened by the findings of Sahabuddin et al. (2025) which state that online customer reviews have a significant influence on the purchasing decisions of the younger generation (Generation Z), the majority of whom actively seek reviews before buying.

This phenomenon is in line with the increasing activity and purchasing power of Generation Z for technology products, especially gadgets (Kahawandala et al., 2020; Kahraman, 2020; Meglaj & Zafar, 2022; Muralidhar & Raja, 2019; Setiawan et al., 2018). Based on the Indonesian Consumer Mobile Behavior report by Google & Kantar (2023), more than 78% of Indonesians, especially the younger age group, have purchased new gadgets in the last two years, and around 64% of them have sought information first through digital media

before deciding to buy. This shows that Generation Z is not only an active user of technology, but also plays a role as the largest market segment in the consumption of gadget products (Meglaj & Zafar, 2022; Özkan, 2017; Priporas et al., 2017). Thus, the digital era has created a new ecosystem in purchasing behavior, where access to online information is a dominant factor in shaping consumer interest and purchase decisions, especially among Generation Z.

Gadget products are one of the commodities with the highest level of use in modern society (Kurniadi, 2024). Gadgets are no longer positioned as mere means of communication, but have developed into multifunctional devices that support daily activities such as education, entertainment, work, digital transactions, and social needs (Nakhma'ussolikhah et al., 2025). The rapid development of technology has also encouraged the increase in gadget purchases in recent years. Putra (2023). "There are 354 million Active Cell Phones in Indonesia, the Fourth Most in the World". The survey was conducted online by Google between August and October 2023 among 1,500 respondents, and combined data from Data Reportal, Statista, and Kantar Research. Before buying gadgets, consumers mostly use digital sources such as news media and YouTube videos for decision-making. In addition, the study of Nadeak et al., (2023) shows that the importance of online customer reviews in influencing decisions to purchase gadget products on the marketplace. The information obtained from online reviews is a key consideration for consumers in making decisions to purchase gadgets, in addition to functional needs (Nadeak et al., 2023). This condition reflects that gadgets are closely related to changes in people's digital consumption patterns.

The phenomenon of consumer buying interest in gadget products is increasingly interesting in the rapid digital era, where consumers actively seek reviews from social media and YouTube before buying, as evidenced by research by Akbar and Prasetyo (2022), Rahman (2021), Fahmi and Imronudin (2024), and Sari et al. (2025) which show the significant influence of video reviews, influencer credibility, and information accuracy on purchase intent, although there are inconsistencies such as the findings of Zahra et al. (2025) and Nurbaiti et al. (2025) that not all reviews are effective due to doubts of authenticity. Product reviews are now the main source of decision-making, replacing manufacturers' promotions, with authentic reviews from users or creators that inform increasing trust and buying interest (Nisa, 2024; Nadeak et al., 2023; Fauziah et al., 2023; Rolando & Chondro, 2025; Saehu et al., 2025). Source credibility, measured through expertise, trustworthiness, and attractiveness (Ohanian, 1990 in Dausat & Muthohar, 2023), is also crucial, although Napitupulu et al. (2025) and Farida et al. (2021) found their effects varied on gadget products.

YouTube as a popular platform since 2005 facilitates engaging visual review content, helping consumers understand the features, comparisons, and advantages of the product (Situmorang et al., 2024), with David Bredi's *GadgetIn* channel dominating in Indonesia thanks to 13 million subscribers, neutral reviews, and credible (Pop Star Media, 2023; Fauzar et al., 2025). This phenomenon is relevant for Generation Z in Malang City, an education city with 25.44% of the population aged 1997–2012 (Radar Malang, 2020) and 34.40% of the most internet users (APJII, 2024), who rely on YouTube for gadget references. The research gap arises from the inconsistency of the influence of reviews and credibility on the purchasing interest of the digital-savvy young generation.

The rapid development of digital media has positioned YouTube as a primary source of information for Generation Z before purchasing gadget products, with the proliferation of

review content encouraging consumers to be more selective about both review quality and source credibility. While previous studies have yielded inconsistent findings regarding the influence of product reviews and YouTuber credibility on purchase intention, this research addresses the existing gap by focusing specifically on Generation Z in Malang City who actively consume gadget review content on the *GadgetIn* channel. The novelty of this study lies in its simultaneous examination of both product review quality and YouTuber credibility as integrated determinants of purchase intention within the specific context of a leading Indonesian technology reviewer, *GadgetIn*, which has amassed over 13 million subscribers through its reputation for neutral and comprehensive gadget reviews. By concentrating on this single prominent channel rather than generalizing across multiple reviewers, this research provides more nuanced insights into how review characteristics and source credibility interact to shape purchasing decisions among digitally native young consumers. Furthermore, this study contributes to the elaboration likelihood model (ELM) literature by demonstrating how central and peripheral routes of persuasion operate simultaneously in the context of high-involvement gadget purchases, where Generation Z processes both the substantive quality of reviews and the credibility of reviewers as complementary cues in forming purchase intentions. Therefore, this research aims to analyze the partial and simultaneous influence of product reviews and *GadgetIn* YouTuber credibility on the purchase intention of Generation Z in Malang City, with the results expected to benefit the gadget industry, digital marketers, academics, and students in understanding contemporary digital marketing dynamics and consumer behavior.

MATERIALS AND METHODS

This study used a quantitative approach because the main focus is to measure how much influence the content presented by YouTuber *GadgetIn* on the buying interest of their audience. Rather than just describing the phenomenon, this study wants to prove directly whether product reviews, and the credibility displayed in *GadgetIn*'s content really affect the psychological decisions of Generation Z consumers in Malang City.

In accordance with this goal, this study is included in the type of explanatory research, because it aims to explain the influence between the variables studied, namely whether X1 (product reviews) and X2 (credibility) really affect Y (buying interest). To collect data, researchers used a questionnaire based on a 4-point Likert scale that was distributed online through Google Form. The even scale was chosen so that respondents did not have a neutral choice and were "forced" to show a tendency to agree or disagree. Later, the collected data will be analyzed using multiple linear regression, because there is more than one independent variable that is tested simultaneously against one dependent variable.

With a research design like this, the results obtained are expected not only to be opinions or assumptions, but in the form of empirical evidence that can be statistically accounted for.

Population and Sample

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. (Sugiyoni 2022, p. 80). Thus, the population in this study is Generation Z who often use Youtube.

A sample is a part of the number and characteristics that the population has. (Sugiyoni 2022, p. 81). Samples are determined by the purposive sampling method, According to Sugiyon,

2022 on page 85 purposive sampling is a technique for determining samples through a mature consideration process so that the results are representative of the population. This technique relies on the subjective assessment of the researcher to select sample elements that meet specific criteria, such as dominant traits or relevant to the study problem. The criteria for respondents in this study are:

1. Including generation Z (ages 17–26).
2. Residing and doing activities in Malang City.
3. Have watched gadget product reviews on the *GadgetIn* YouTube channel at least 2 times.

To determine the number of samples, the study referred to the formula from Lewshow, due to the unknown or infinite number of populations. Based on the calculations, a minimum sample number of 96 respondents was obtained. To improve the quality and accuracy of the research results, the number was then rounded to 100 respondents so that the data obtained was more valid and representative.

Data Collection

Data collection in this study was carried out using an online questionnaire distributed through Google Form. This method was chosen because it is more efficient in reaching respondents spread across various regions in Malang City, especially generation Z who are generally active in using social media and are used to filling out digital surveys.

The type of data collected in this study is primary data, namely data obtained directly from respondents through the distribution of questionnaires to Generation Z in Malang City who have watched reviews of gadget products on YouTube, especially on the *GadgetIn* channel. This data is used to measure research variables based on respondents' answers to the instruments that have been prepared.

The questionnaire distribution process is carried out through several channels, such as WhatsApp, Facebook Posts, student community groups, and online forums that are relevant to technology users or *GadgetIn* content viewers. At the beginning of the questionnaire, the researcher included a screening question to ensure that the respondents really met the research criteria, namely:

1. Aged 17–26 years old (Generation Z category),
2. Residing and doing activities in Malang City,
3. Have watched gadget product reviews on the *GadgetIn* YouTube channel at least 2 times.

If respondents do not meet any of these criteria, then they cannot continue filling out the questionnaire, so that the validity of the data is maintained.

During the data collection process, the researcher also provided a brief explanation of the purpose of the research and assurance that the data provided was anonymous and only used for academic purposes. With this approach, it is hoped that respondents can answer more honestly and do not feel forced.

Data Analysis

Data processing starts from data cleaning questionnaires to ensure completeness and no double response, followed by conversion to Likert scale 1-4 into numerical codes using SPSS as the main tool; quantitative analysis was applied to measure the numerical influence between variables (X1: product reviews, X2: YouTuber's credibility towards Y: buying interest) via multiple linear regression, while descriptive analysis produced frequency, percentage, and mean for respondent characteristics and variables; instrument tests include validity (r count > r table)

and reliability (Cronbach Alpha > 0.6), while classical assumption tests include normality (Kolmogorov-Smirnov Sig. > 0.05 or bell histogram), multicollinearity (Tolerance > 0.10; VIF < 10), heteroscedasticity (Glejser Sig. > 0.05 or random scatterplot), and linearity (ANOVA Sig. < 0.05).

The hypothesis test consisted of a partial t-test (Sig. < 0.05 minus H0, individual influence X1/X2 on Y), simultaneous F test (Sig. < 0.05 or F count > F table, co-influence), and a determination coefficient R^2 (0-0.1999: very low to 0.8-1: very strong/perfect); multiple linear regression analysis uses positive coefficients to show unidirectional influences, where SPSS results from the Coefficients and ANOVA tables are interpreted to determine the partial or simultaneous acceptance of the hypothesis.

RESULTS AND DISCUSSION

Data Processing Results

Test Instruments

1. Validity Test

The validity test was carried out to find out whether each statement item used in the questionnaire was suitable to be used as a research variable measurement tool. The criteria used were Pearson Correlation or r_value > r_table value with a significance level of 0.05 (p < 0.05).

With a total of 122 respondents, the r_table value was 0.1799, the value was obtained from the r_table value for N-2 = 122-2 = 120 at a significance level of 5%. This means that an item is considered valid if the correlation value is greater than 0.1779 and has a significance value less than 0.05.

Table 1. Results of Variable Validity Test X1 (Content Review)

Item	R-count	R Table	Sig value	Remarks
X1.1	0.848	0.1779	<,001	Valid
X1.2	0.702	0.1779	<,001	Valid
X1.3	0.768	0.1779	<,001	Valid
X1.4	0.692	0.1779	<,001	Valid
X1.5	0.770	0.1779	<,001	Valid
X1.6	0.775	0.1779	<,001	Valid
X1.7	0.785	0.1779	<,001	Valid
X1.8	0.737	0.1779	<,001	Valid
X1.9	0.833	0.1779	<,001	Valid
X1.10	0.740	0.1779	<,001	Valid

(Source: Primary data processed by researchers, 2025)

Judging from table 1, all items in the Product Review variable (X1) show correlation values that are above or all greater than = (0.1779) and significance values less than 0.05. The highest value is found in item X1.1 with a value of 0.848, while the lowest value is found in item X1.4 with a value of 0.692. Thus, all items in the product $r_{tabel} r_{hitung} r_{tabel} r_{hitung} review$ variable are declared valid and can be used in subsequent testing.

Table 2. Results of Validity Test of Variable X2 (Credibility)

Item	r-count	r-table	Sig value	Remarks
X2.1	0.783	0.1779	<,001	Valid
X2.2	0.807	0.1779	<,001	Valid

X2.3	0.846	0.1779	<,001	Valid
X2.4	0.754	0.1779	<,001	Valid
X2.5	0.848	0.1779	<,001	Valid
X2.6	0.753	0.1779	<,001	Valid
X2.7	0.813	0.1779	<,001	Valid
X2.8	0.759	0.1779	<,001	Valid
X2.9	0.828	0.1779	<,001	Valid

(Source: Primary data processed by researchers, 2025)

From table 2, it can be seen that the results *of the validity* test show that all items on the credibility variable (X2) because they have a value of more than and a significance value of less than 0.05. The highest value is found in the X2.5 statement with 0.848, which indicates a very strong relationship to the variable. Thus, all items in the X2 variable are declared valid and suitable for use in the next analysis.$r_{hitung} r_{tabel} r_{hitung}$

Table 3. Results of Variable Y Validity Test (Buying Interest)

Item	R count	R table	Sig value	Remarks
Y.1	0.836	0.1779	<,001	Valid
Y.2	0.789	0.1779	<,001	Valid
Y.3	0.815	0.1779	<,001	Valid
Y.4	0.771	0.1779	<,001	Valid
Y.5	0.804	0.1779	<,001	Valid
Y.6	0.779	0.1779	<,001	Valid
Y.7	0.837	0.1779	<,001	Valid

(Source: Primary data processed by researchers, 2025)

From the results of table 3, it can be seen that all items in the purchase interest variable (Y) are declared valid because the value obtained is higher than and the significance value is less than 0.05. The item with the highest correlation value is found at Y.7 0.837, while the lowest value is found at Y.4 0.771. Even though the correlation level is different, all items still meet the validity criteria so that they can be used in the next stage of analysis.$r_{hitung} r_{tabel}$

Based on the results of the validity test on all variables (X1, X2, and Y), all statements are declared valid because they meet the criteria for a correlation value greater than 0.1779 and have a significance of < or less than 0.05. Thus, all instruments in this study can be declared suitable for use for the r_{tabel}*reliability test* and advanced analysis stage.

1 Reliability Test

Reliability testing is carried out to find out the extent to which the research instrument produces consistent data. The instrument is said to be reliable if it has *a Cronbach's Alpha* value of > 0.60. The greater *the alpha* value is closer to 1, the higher the consistency level of the instrument.

The reliability test results for all variables are shown in the following table:

Table 4. Reliability Test Results of Variables X1, X2 and Y

Variable	Cronbach's Alpha	Reliability Criteria	Number of Items	Remarks
Product Reviews (X1)	0,921	>0.6	10	Reliable
GadgetIn YouTuber Credibility (X2)	0,929	>0.6	9	Reliable
Buying Interest (Y)	0,909	>0.6	7	Reliable

(Source: Primary data processed by researchers, 2025)

Based on table 4, all variables have *Cronbach's Alpha values* above the minimum limit of 0.6 which means that all variables in this study are reliable. The credibility variable (X2) shows the highest value of 0.929, which means that the instrument on this variable has excellent internal stability. The product *review* variable (X1) also showed high reliability with *an alpha value* of 0.921, so that the instruments in this variable were considered consistent in measuring the same object.

Meanwhile, the buying interest variable (Y) obtained *a Cronbach's Alpha* value of 0.909. Although the value is not as high as the previous two variables, the number remains in the category *of reliable* and worthy of use in the study.

Overall, the results of this test show that all instruments used in the study have met *the reliability criteria* and can be used in the next stage of analysis because they are able to measure variables consistently.

Descriptive Analysis of Respondents' Answers

Descriptive analysis was carried out to determine the tendency of respondents' answers to research variables measured using a 4-point Likert scale. The research variables consisted of three variables, namely *Product Review* (X1), *GadgetIn* YouTuber Credibility (X2), and Buying Interest (Y). The results of the descriptive analysis are presented through the mean value of each statement item.

To define the category of score interpretation, the following intervals are used:

$$\text{Interval} = \frac{Skor\ tertingi - Skor\ terendah}{jumlah\ kategori}$$

$$\text{Interval} = \frac{4-1}{4} = 0{,}75$$

Based on the results of the calculation above, the score interpretation categories are arranged as follows:

Table 5. Interpretation of scores

Score Range	Category
1,00 – 1,75	Very Low
1,76 – 2,50	Low
2,51 – 3,25	Height
3,26 – 4,00	Very High

(Source: Data processing, 2025)

Variable measurements in this study were carried out using descriptive statistics involving 122 respondents. The variables measured included Product Reviews (X1), Credibility (X2), and Buying Interest (Y).

2 Product Review Variable Description (X1)

Table 6. Respondents' Responses to Product Review Variables (X1)

Sub Variabel	Questions	Respondent's Answer								Total		Mean
		SS (4)		S (3)		TS (2)		STS (1)				
		F	%	F	%	F	%	F	%	F	Shoes	
Conformity of Information	X1.1	32	26.2	73	59.8	17	13.9	0	0.0	122	459	3.76
	X1.2	31	25.4	74	60.7	17	13.9	0	0.0	122	456	3.74

Average Information Conformity Indicator												3.75
Clarity of Delivery	X1.3	34	27.9	70	57.4	18	14.8	0	0.0	122	464	3.80
	X1.4	30	24.6	76	62.3	16	13.1	0	0.0	122	458	3.75
	X1.5	36	29.5	70	57.4	16	13.1	0	0.0	122	468	3.83
Average Delivery Clarity Indicator												3.79
Completeness of Information	X1.6	38	31.1	65	53.3	19	15.6	0	0.0	122	467	3.83
	X1.7	30	24.6	78	63.9	14	11.5	0	0.0	122	464	3.80
	X1.8	26	21.3	77	63.1	19	15.6	0	0.0	122	449	3.68
Average Completeness of Information indicator												3.77
Objectivity of the Review	X1.9	25	20.5	66	54.1	20	16.4	0	0.0	122	441	3.61
	X1.10	29	23.8	63	51.6	15	12.3	0	0.0	122	449	3.68
Average Review Objectivity indicator												3.64
Mean Product Review Variables (x1)												3.74

(Source: Primary data processed by researchers, 2025)

Based on the results of the descriptive analysis, the Product Review variable (X1) obtained an average score of 3.74, which is included in the category of agree. This shows that respondents consider the content of the reviews submitted by *GadgetIn* to have provided good quality information and helped them understand the *reviewed gadget* products. The majority of respondents gave positive answers, especially in the aspect of clarity and relevance of the information submitted by the *reviewer*.

When viewed from each indicator, the highest score is found in the Presentation Clarity indicator with an average of 3.79, which shows that the *reviewer's delivery style* is considered clear, not long-winded, and easy to understand by the audience. The Information Conformity Indicator also obtained a high average value, which was 3.75, indicating that respondents felt that the information provided by *GadgetIn* was in accordance with the actual product condition and did not cause misunderstandings.

The Information Completeness Indicator obtained an average score of 3.77, which shows that *GadgetIn* reviews are considered quite comprehensive in explaining features, product comparisons, and important things that consumers need to know. Meanwhile, the indicator with the lowest average score is Review Objectivity of 3.64, although it is still in the agree category. This indicates that a small percentage of respondents feel that *reviews* can still be made more balanced or more critical of the product's shortcomings.

3 Description of Credibility Variables (X2)

Table 7. Respondents' Answers to Credibility Variables (X2)

Sub Variable	Questions	Respondent's Answer								Total		Mean
		SS (4)		S (3)		TS (2)		STS (1)				
		F	%	F	%	F	%	F	%	F	Shoes	
Expertise	X2.1	30	24.6	76	62.3	16	13.1	0	0.0	122	454	3.72
	X2.2	33	27.0	72	59.0	17	13.9	0	0.0	122	456	3.74
	X2.3	41	33.6	64	52.5	17	13.9	0	0.0	122	464	3.80
Average Expertise indicator												3.75
(Trustworthiness)	X2.4	36	29.5	70	57.4	16	13.1	0	0.0	122	464	3.80
	X2.5	34	27.9	71	58.2	17	13.9	0	0.0	122	461	3.78
	X2.6	35	28.7	69	56.6	18	14.8	0	0.0	122	459	3.78
Average Trust indicator												3,41
Daya Tarik	X2.7	36	29.5	67	54.9	19	15.6	0	0.0	122	457	3.74

(Attractiven ess)	X2.8	35	28.7	72	59.0	15	12.3	0	0.0	122	464	3.80
	X2.9	31	25.4	72	59.0	19	15.6	0	0.0	122	450	3.69
Average Attractiveness indicator												3.74
Mean Credibility Variable (x2)												3.76

(Source: Primary data processed by researchers, 2025)

Based on the results of the descriptive analysis of table 4.11, the YouTuber Credibility variable (X2) obtained an average score of 3.76, which belongs to the category of strongly agree. This value shows that respondents generally rate *GadgetIn* as *a credible reviewer*. Thus, the credibility of *the reviewer* is considered to be able to influence the audience's initial perception of the *gadget product* being discussed.

When reviewed by indicator, the highest score is found in the Trust indicator, with an average of 3.78. These findings show that respondents feel that *GadgetIn* delivers reviews honestly and trustworthily, including when the products reviewed have flaws. This strengthens the perception that *reviewers* not only focus on the promotional aspect but also provide a balanced evaluation, thereby increasing viewers' confidence in the content of *the review*.

The Expertise Indicator also received a high score, which was 3.75. These results indicate that respondents consider *GadgetIn* to understand the reviewed product well and are able to accurately explain the technical aspects. Detailed explanations, relevant comparisons, and mastery of technology topics make respondents feel that *reviewers* have the necessary competencies to be used as a reference before buying *gadgets*.

Meanwhile, the Attractiveness indicator obtained an average score of 3.74, which is also in the category of strongly agree. While not the highest, this indicator shows that *GadgetIn*'s delivery style remains an important aspect that makes *review* content easy to understand and interesting to watch. Overall, these findings show that *GadgetIn*'s credibility is considered very positive by respondents and plays an important role in shaping Generation Z's buying interest in *gadget products*.

4 Description of Buying Interest Variable (Y)

Table 8. Respondents' Answers to Buying Interest Variable (Y)

Sub Variable	**Questions**	**Respondent's Answer**								**Total**		**Mean**
		SS (4)		**S (3)**		**TS (2)**		**STS (1)**				
		F	**%**	**F**	**%**	**F**	**%**	**F**	**%**	**F**	**Shoes**	
Transactional Interest	Y1	59	48.4	59	48.4	4	3.3	0	0.0	122	457	3.75
Average Transactional Interest indicator												3.75
Referential Interest	Y2	19	15.6	77	63.1	26	21.3	0	0.0	122	379	3.10
Average Referential Interest indicator												3.10
Preferential Interests	Y3	35	28.7	82	67.2	5	4.1	0	0.0	122	429	3.52
	Y4	22	18.0	89	73.0	11	9.0	0	0.0	122	409	3.35
Average Preferential Interest indicator												3.44
Minat Exploratory	Y5	60	49.2	61	50.0	1	0.8	0	0.0	122	459	3.76
	Y6	23	18.9	80	65.6	19	15.6	0	0.0	122	392	3.21
	Y7	51	41.8	69	56.6	2	1.6	0	0.0	122	435	3.57
Average Exploratory Interest indicator												3.51
Mean Buying Interest Variable (Y)												3.45

(Source: Primary data processed by researchers, 2025)

Based on the results of *the descriptive* analysis, the Buying Interest variable (Y) obtained an average value of 3.45, which shows that the majority of respondents have a high enough interest to consider buying *gadget* products after seeing reviews from YouTubers *GadgetIn*. These findings illustrate that *the review* content displayed is able to have a positive influence on the emergence of respondents' initial interest in the product discussed.

When viewed from each indicator, the highest score is found in the Exploratory Interest indicator with an average of 3.51. This shows that respondents are encouraged to look for additional information about the product after seeing the *GadgetIn* review. The reviewed product not only attracts attention, but also makes respondents want to understand more about the specifications and benefits of the product. This indicator shows that *GadgetIn* reviews are able to stimulate the curiosity of the audience.

Furthermore, the Preferential Interest indicator obtained an average of 3.44, which indicates that respondents are starting to show a preference for the products recommended in the reviews. They are not only interested, but also consider the product as one of the top choices over other products. Nonetheless, the Referential Interest indicator was the lowest score with an average of 3.10, which means that not all respondents felt compelled to recommend the product to others.

Overall, the results of the analysis show that *GadgetIn* reviews have a positive influence on respondents' buying interest. Starting from curiosity, initial interest, to the emergence of preferences for *gadget* products, everything is formed through the delivery of informative and interesting content. Although the drive to recommend products is still relatively low, these results still show that *GadgetIn* reviews contribute to building buying interest among *the audience*.

Classic Assumption Test

1. Normality Test

a. Normality Distribution Curve

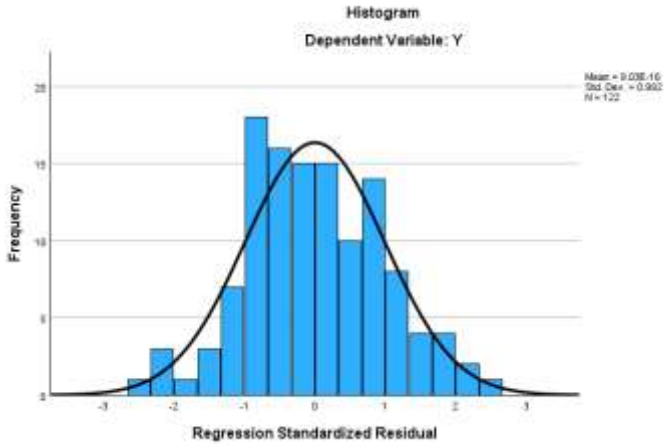

Figure 1. Normality Distribution Curve Visualization Results
(Source: Researcher, 2025)

The *normality* test was carried out to find out whether *the residual data* in the regression model were distributed normally. Based on the residual histogram in Figure 1, it can be seen that the distribution pattern forms a curve that resembles a *bell-shaped curve*, where most of

the data gathers around the center value and spreads evenly to both sides. This indicates that *the residual* follows a normal distribution pattern.

b. Uji Kolmogorov-Smirnov

Table 9. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			122
Normal Parametersa,b	Mean		.0000000
	Hours of deviation		2.04417359
Most Extreme Differences	Absolute		.062
	Positive		.062
	Negative		-.042
Test Statistic			.055
Asymp. Sig. (2-tailed)[c]			.200d
Monte Carlo Sig. (2-tailed)[e]	Say.		.296
	99%	.284	.471
	Confidence Interval	.308	.496

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

(Source: Primary data processed by researchers, 2025)

Based on the results of the normality test using the *Kolmogorov–Smirnov One-Sample method,* an Asymp *value was obtained*. *Sig*. (2-*tailed*) of 0.200, which is greater than the significance value of 0.05. This shows that the residual data in this study is distributed normally.

The most *extreme differences* value is also in the low range (*Absolute* = 0.062), which means that the residual spread does not show an alarming deviation from the normal distribution. Thus, the regression model used can be declared to meet the assumption of normality so that it is worthy of further analysis.

2. Multicollinearity Test

Table 10. Multicollinearity Test Results

Coefficientsa								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Say.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**LIVE**
1	(Constant)	7.279	1.615		4.508	<,001		
	Product Review	.282	.039	.498	7.170	<,001	.990	1.010
	Credibility	.226	.041	.382	5.505	<,001	.990	1.010

a. Variable Dependent: Minat Beli

(Source: Primary data processed by researchers, 2025)

Based on the results of *the multicollinearity* test in table 10, it can be seen that *the Tolerance* value for the variables of Product Review (X1) and Youtuber Credibility (X2) is 0.990 respectively, where the value is more than 0.10. In addition, the VIF value for both variables is 1.010, less than 10. These results show that there is no strong linear relationship

between independent variables in the model.

Thus, it can be concluded that the regression model used is free of symptoms of *multicollinearity*, so the variables of Product Review (X1) and YouTuber Credibility (X2) are worthy of inclusion in further regression analysis.

3. Heteroscedasticity Test

a. Sectter Plot

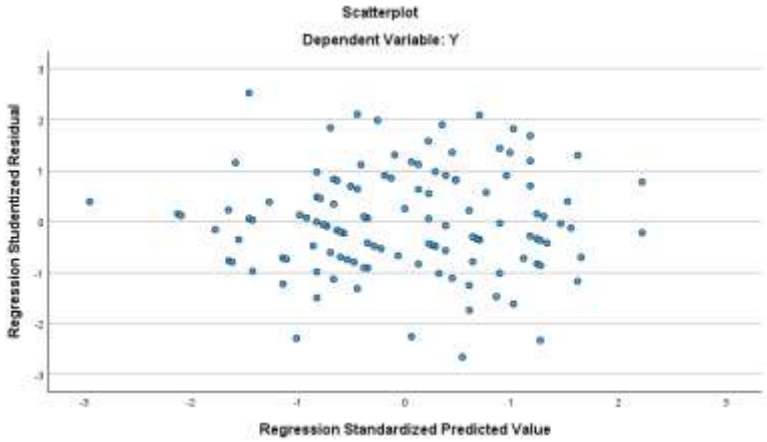

Figure 2. Scatter Plot Visualization Results

(Source: Researcher, 2025)

Based on the *results of the scatter plot visualization* in figure 2, it can be seen that the residual dots are randomly spread around the horizontal line without forming a specific pattern. The scattering of points does not show a tendency to constrict, widen, or form a systematic wave pattern. This condition indicates that the residual variance is constant at each predicted value.

Thus, it can be concluded that the regression model does not experience *heteroscedasticity*, so the *homoscedasticity assumption* is fulfilled and the model is feasible to use for further regression analysis.

b. Glejser Test

Table 11. Heteroscedasticity Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	.371	.972		.382	.703
	X1	.033	.024	.127	1.393	.166
	X2	.008	.025	.028	.308	.758
a. Dependent Variable: ABS						

(Source: Primary data processed by researchers, 2025)

Based on the results of the *Glejser* Test shown in table 11, it can be seen that the significance value for variable X1 (Product Review) of 0.166 is greater than the significance limit of 0.05 and variable X2 (Credibility) of 0.758, greater than the significance limit of 0.05, which means that from variables X1 (Product Review) and variable X2 (Credibility) there is no significant influence between independent variables on *absolute residuals*.

These findings show that the regression model in this study does not contain

heteroscedasticity, so that the assumption *of homoscedasticity* is fulfilled. Thus, the residuals in the model have a constant variance and the model is feasible to use for further analysis.

B. Hypothesis Test

1. Partial test (t-test)

Table 12. Partial Test Results (t-test)

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients	t	Say.
Model		B	Std. Error	Beta		
1	(Constant)	7.279	1.615		4.508	<,001
	Product Review	.282	.039	.498	7.170	<,001
	Credibility	.226	.041	.382	5.505	<,001

a. Variable Dependent: Minat Beli

(Source: Primary data processed by researchers, 2025)

Based on the results of the t-test in table 12, a value for the Product Review variable (X1) was obtained of 7.170 This value is greater than 1.657, and the significance value < 0.001. so it can be concluded that Product Review has a positive and significant effect on Buying Interest. This means that the better the quality $t_{hitung} t_{tabel}$ *of the reviews* submitted by *GadgetIn*, the higher the buying interest that appears in generation Z in Malang City. These findings show that *review elements* such as clarity, completeness, and objectivity of reviews really have an influence on the process of considering consumer purchases.

Furthermore, the Credibility variable (X2) has a value of 5.505 which is greater than 1.657, and has a significance value of < 0.001. so that the credibility of the Youtuber is stated to have a positive and significant effect on Buying Interest. These results show that the technical competence, honesty, and attractiveness of the delivery from *GadgetIn* strongly contribute to increasing the audience's confidence in the reviewed products$t_{hitung} t_{tabel}$.

Overall, the two independent variables Product Review and Credibility both exert a significant influence on Buying Interest, but Product Reviews have a more dominant influence, indicated by greater value and beta. This indicates that the quality of review content is the main factor considered by Generation Z when making decisions regarding t_{hitung}*the gadget products* they are interested in.

2. Simultaneous Test (F Test)

Table 13. Simultaneous Test Results (F Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	384.851	2	192.426	45.289	<.001b
	Residual	505.616	119	4.249		
	Total	890.467	121			

a. Variable Dependent: Minat Beli
b. Predictors: (Constant), Credibility, Product Reviews

(Source: Primary data processed by researchers, 2025)

Based on the results of the F test in table 13, a value of 45,289 was obtained with a significance value of 0.000, which is much smaller than 0.05. To determine whether the value is significant, a comparison with. The formula for determination is:$F_{hitung} F_{tabel} F_{tabel}$

With:
a = 0.05
k = number of independent variables = 2
n = number of samples = 122
Up = 3.07F_{tabel}

Since = 45.289 is greater than = 3.07 and the value of sig = 0.000 < 0.05, it can be concluded that the $F_{hitung}F_{tabel}$*regression model* is simultaneously significant. This means that the variables of Product Review (X1) and Credibility (X2) together have a significant influence on Buying Interest (Y). These findings suggest that both independent variables play an important role in explaining the variation in respondents' buying interest, making the model feasible to use for further analysis

3. Coefficient of Determination Test (R^2 Test)

Table 14. Determination Coefficient Test Results (R^2 Test)

Model Summaryb					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.657a	.432	.423	2.061	1.844

a. Predictors: (Constant), Credibility, Product Reviews
b. Variable Dependent: Minat Beli

(Source: Primary data processed by researchers, 2025)

Based on the results of the *determination coefficient* test in table 14, the *Adjusted R Square value* of 0.423 was obtained. This value shows that 42.3% of the variation in the Buying Interest (Y) variable can be explained by two independent variables in this study, namely Product Reviews (X1) and YouTuber Credibility (X2). Meanwhile, the remaining 57.8% were influenced by other factors outside of this research model.

Overall, the *Adjusted* R^2 value obtained explains that the combination of the quality of *Product Reviews* and the credibility of YouTubers has contributed quite a bit in explaining the buying interest of generation Z in Malang City.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the magnitude of the influence of independent variables, namely Product Review (X1) and Credibility (X2) on Buying Interest (Y). Based on the SPSS output, the regression equation is obtained as follows:

$$Y=a+ + b_1X_1b_2X_2$$

Description:
Y = Purchase Decision
α : Constanta
b_1 : Regression coefficient for X1
b_2 : Regression coefficient for X2
X1: Product Review (Independent Variables)
X2 : Credibility (Independent Variable)

Table 15. Multiple Linear Regression Test Results

Coefficientsa						
		Unstandardized Coefficients		Standardized Coefficients	t	Say.
Model		B	Std. Error	Beta		
1	(Constant)	7.279	1.615		4.508	<.001
	Product Review	.282	.039	.498	7.170	<.001
	Credibility	.226	.041	.382	5.505	<.001
a. Variable Dependent: Minat Beli						

(Source: Primary data processed by researchers, 2025)

Based on table 15 of the results of multiple *linear regression analysis, the multiple* linear regression *equation model* can be formulated as follows:

$$Y = 7.279 + 0.282X_1 + 0.226X_2$$

The regression equation above can be explained as follows:

1. Constanta (α = 7.279)

The constant of 7,279 shows that if the variables of Product Review and Credibility are considered to be zero, then Buying Interest is at a value of 7,279. This value illustrates that even though there is no influence from these two variables, respondents still have a basic level of buying interest in gadget products.

2. Product Review regression coefficient (b_1 = 0.282)

This coefficient shows that every 1 unit increase in Product Reviews will increase the respondent's Buying Interest by 0.282 units, assuming a constant or constant Credibility variable. The results of the significance test showed a t_value of 7,170 with a p-value of < 0.001, so it can be concluded that Product Reviews have a positive and significant influence on Buying Interest.

This means that if the quality of the reviews presented by *GadgetIn* gets better, for example through clearer, complete, and objective information, then Generation Z's buying interest in gadget products will also increase. These findings confirm that the quality of review content plays a major role in influencing the decisions of potential consumers.

3. Credibility regression coefficient (b_2 = 0.226)

This coefficient indicates that any increase in Credibility by 1 unit will increase Buying Interest by 0.226 units, assuming the Product Review variable is fixed or constant. The results of the significance test showed a t_value of 5.505 with a p-value of < 0.001, so it can be concluded that YouTuber Credibility also has a positive and significant effect on Buying Interest.

This means that the higher the level of expertise, honesty, and attractiveness of *GadgetIn* in delivering reviews, the more the audience's buying interest will increase. The credibility of reviewers makes consumers feel more confident that the information they receive is trustworthy and worthy of consideration when purchasing.

Overall, the two independent variables in this study had a positive and significant effect on Buying Interest. The value of a larger regression coefficient on the Product Review variable indicates that this variable has a more dominant influence than Credibility. In other words, the quality of delivery and completeness of information in reviews have a stronger role in shaping Generation Z's buying interest in the reviewed gadget products.

Based on the results of multiple linear regression analysis, this study shows that the variables of Product Review (X1) and the Credibility of YouTuber *GadgetIn* (X2) have a positive and significant effect on the Buying Interest of Generation Z (Y) in Malang City, both partially and simultaneously. These findings are in line with the framework of thinking that has been compiled in the previous chapter, where the quality of reviews and the credibility of communicators are seen as able to shape perceptions and encourage consumer interest.

1. The Effect of Product Reviews on Buying Interest (H1)

Based on the results of data processing through a partial test (t-test), the H1 hypothesis is accepted, which means that product reviews have a positive and significant effect on the buying interest of Generation Z in Malang City. The significance value obtained was below the specified limit (Sig. < 0.05), so that statistically product reviews were proven to have a role in increasing respondents' buying interest in gadget products reviewed by *GadgetIn*.

When viewed from the descriptive analysis of respondents' answers, the Product Review variable shows a high trend, especially in the Clarity of Delivery indicator. This shows that the delivery style given by GadgeIn is considered clear, non-verbose, and easy to understand

If associated with the Elaboration Likelihood Model (ELM), the effect of Product Review on buying interest occurs through the central route, where respondents process information in depth by evaluating the content of the message, the quality of the argument, and the relevance of the information conveyed. Gadget products are products with a high level of involvement (high involvement product), so Generation Z tends to make rational considerations before forming a buying interest. This condition explains why an informative, clear, and complete review has a significant influence on buying interest. The results of this study are in line with the findings of Faisal Akbar and Dwi Prasetyo (2022) and Abdul Rahman (2021) who stated that *GadgetIn* review content has a significant effect on buying interest. However, these results are not in line with the research of Zahra Nur Annisa et al. (2025) who found that review content did not have a significant effect partially, which is suspected to be caused by differences in product types and respondents' characters. Overall, it can be concluded that product reviews processed through the central route are able to increase Generation Z's buying interest in gadget products reviewed by *GadgetIn*.

2. The Influence of YouTuber Credibility on Buying Interest (H2)

Based on the results of data processing through a partial test (t-test), the H2 hypothesis is accepted, which means that the credibility of YouTubers *GadgetIn* has a positive and significant effect on the buying interest of Generation Z in Malang City. The significance value obtained was below 0.05 (Sig. < 0.05), so statistically the credibility of YouTubers is proven to have an important role in encouraging respondents' buying interest in the reviewed gadget products.

Based on the descriptive analysis of respondents' answers, in the Credibility variable, the indicator that obtained the highest score was the Expertise indicator, this indicates that Generation Z in the city of Malang assesses the reviewer's technical abilities and knowledge in explaining the specifications and performance of gadgets as the main factor in building trust. In the context of technical products such as gadgets, the perception of expertise is the basis for audience belief, which ultimately strengthens buying interest in the product being reviewed.

Within the framework of the Elaboration Likelihood Model (ELM), the influence of YouTubers' credibility on buying interest can be explained through the peripheral route. In this

path, respondents do not always process the content of the message in depth, but rather rely on simple cues such as reputation, trust, and experience of the YouTuber as a source of information. *GadgetIn*'s credibility serves as a cue that strengthens the reception of messages, so that buying interest can be formed even without too in-depth technical evaluations. The results of this study are in line with the findings of Fahmi and Imronudin (2024) and Nuke Farida et al. (2021) who stated that the credibility of influencers or YouTubers affects buying interest. However, these results are not entirely in line with the research of Renaldi Triwibowo and Budi Astuti (2024) and Dessy Fitriasari et al. (2025) which show that some aspects of credibility do not always have a significant effect directly. Thus, it can be concluded that *GadgetIn*'s credibility, especially in terms of honesty and expertise, through the ELM peripheral route mechanism, plays an important role in increasing Generation Z's buying interest in gadget products.

3. The Simultaneous Effect of Product Reviews and YouTuber Credibility on Buying Interest (H3)

Based on the results of data processing through simultaneous tests (F test), the H3 hypothesis was accepted, which means that product reviews and the credibility of *GadgetIn* YouTubers together have a positive and significant effect on the buying interest of Generation Z in Malang City. The significance value obtained was below 0.05 (Sig. < 0.05), so it can be concluded that the two independent variables simultaneously have a real contribution in increasing respondents' buying interest in the gadget products reviewed by *GadgetIn*.

When viewed from the descriptive analysis of respondents' answers, the most prominent increase in buying interest is found in the Transactional Interest indicator. This shows that *GadgetIn* viewers have a tendency to buy products in the near future that are reviewed by *GadgetIn*. At the same time, product review indicators that have a high score, namely Clarity of Delivery, and credibility indicators in the form of Expertise, complement each other in shaping respondents' confidence. This combination is what makes the review message stronger and more convincing.

In the perspective of the Elaboration Likelihood Model (ELM), these results show that the persuasion process occurs through two paths simultaneously, namely the central route and the peripheral route. The central route works when respondents process the content of the review in depth, assess the quality of arguments, compare specifications, and evaluate the advantages and disadvantages of gadget products. Meanwhile, the peripheral route works through *GadgetIn*'s credibility as a trusted YouTuber, where reputation, experience, and honesty become simple cues that reinforce the acceptance of messages. When these two channels are active simultaneously, the positive attitude formed towards the product becomes stronger and more stable, thus having a direct impact on increasing buying interest. The results of this study are in line with the findings of Chen et al. (2022) who stated that the effectiveness of product reviews increases when supported by credible sources, but is not entirely in line with the research of Zahra Nur Annisa et al. (2025) who found that reviews are not always partially significant. In short, it can be concluded that the combination of the quality of reviews and the credibility of YouTubers, through the ELM mechanism, is able to form Generation Z's buying interest more convincingly and consistently.

Implications and Research Results

The results of this study provide theoretical implications by strengthening the understanding of the influence of product reviews and YouTuber credibility on consumer

behavior of Generation Z, in line with digital marketing communication theory and the Elaboration Likelihood Model (ELM) which emphasizes the importance of information quality and source credibility in shaping buying attitudes and interests. These findings also enrich the literature on consumer behavior in digital media, especially YouTube as the main source of reference before purchase, and affirm that the quality of reviews includes completeness, objectivity, and clarity of delivery. Practically, the results of this study show that technology industry players, content creators, and business people, including MSMEs, can utilize YouTube reviews as an effective digital marketing strategy by collaborating with credible reviewers such as *GadgetIn*, maintaining transparency, and presenting product information accurately and objectively to increase consumer trust and buying interest, especially generation Z.

CONCLUSIONS

Based on the results of the research and discussion, product reviews and the credibility of *GadgetIn* YouTubers have a positive and significant effect partially and simultaneously on the buying interest of Generation Z in Malang City, where the quality of reviews (clarity, completeness, and suitability) and credibility (expertise, honesty, and trust) build the interest and confidence of respondents, so that all research objectives are achieved; suggestions for *GadgetIn* include increasing the clarity, objectivity, and transparency of reviews to strengthen their influence, for MSMEs/gadget stores it is to use the reviews as consumer education to increase trust and product selection, and for future research including the addition of variables such as electronic word of mouth, perception of benefits, or brand trust, as well as expanding respondent segmentation outside Generation Z for more comprehensive results.

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