



Article Type: Research Paper

The Impact of Social Media Marketing and Lifestyle on Visit Decisions: The Mediating Role of the Millennial Generation

Donni Junipriansa* and Ganjar Mohamad Disastra

**AFFILIATION:**

Department Marketing Management,
School of Applied Science, Telkom
University, West Java, Indonesia

***CORRESPONDENCE:**

donnijunipriansa@telkomuniversity.ac.id

THIS ARTICLE IS AVAILABLE IN:

<http://journal.umy.ac.id/index.php/mb>

DOI: [10.18196/mb.v16i2.24672](https://doi.org/10.18196/mb.v16i2.24672)

CITATION:

Junipriansa, D., & Disastra, G. M. (2025).
The Impact of Social Media Marketing
and Lifestyle on Visit Decisions: The
Mediating Role of the Millennial
Generation. *Jurnal Manajemen Bisnis*,
16(2), 395-417.

ARTICLE HISTORY**Received:**

03 Nov 2024

Revised:

23 Jan 2025

09 May 2025

Accepted:

11 Jul 2025



This work is licensed under a Creative
Commons Attribution-ShareAlike 4.0
International (CC BY-SA 4.0)

Abstract

Research aims: The coffee shop trend in Bandung is growing, with an increasing number of establishments intensifying competition, as many cafes offer unique features to distinguish themselves from competitors. This study examined the interrelationships among social media marketing, lifestyle, the millennial generation, and the decision to visit cafes.

Design/Methodology/Approach: This quantitative study collected data from 100 Bandung cafe visitors via Likert-scaled online questionnaires, utilizing simple random sampling. The data were then analyzed using SEM-PLS in SmartPLS 4.

Research findings: All proposed hypotheses were supported. The findings indicate that both social media marketing and lifestyle significantly influence the decision to visit cafes. The millennial generation mediates the enhancing effect of social media marketing and lifestyle on visit decisions.

Theoretical Contribution/Originality: The millennial generation effectively mediates how social media marketing and lifestyle jointly influence visit decisions. Moreover, this study proposes alternative dimensions for measuring social media marketing, lifestyle, the millennial generation, and visit decisions.

Practitioners/Policy Implications: Cafe managers in Bandung should improve the quality of their social media marketing content and develop a deeper understanding of generational lifestyle differences. Such insights can provide a clearer perspective and support the formulation of more effective marketing strategies and tactics.

Research Limitations/Implications: This study focused on visit decisions influenced by social media marketing, lifestyle, and the millennial generation. Future research could benefit from incorporating other key factors, such as cafe branding or experiential marketing, to provide a more comprehensive understanding. Future studies should expand their scope to a broader geographic area, such as the provincial level.

Keywords: Social Media Marketing; Lifestyle; Millennial Generation; Decision To Visit Cafes

Introduction

Bandung, recognized as the cultural and educational center of West Java, Indonesia, has long been celebrated for its vibrant and diverse cafe culture. The city's rapid urbanization in the early 20th century, coupled with the expansion of its tourism industry, has contributed to the emergence and growth of these social and creative hubs. In recent years, cafes in Bandung have undergone significant expansion, becoming an

integral part of the urban lifestyle and a major attraction for tourists. The city hosts over 1,500 cafes, particularly concentrated in popular areas such as Dago, Braga, and Lembang, which are renowned for their scenic beauty and aesthetically designed establishments. This surge is largely driven by lifestyle trends that emphasize socializing in cozy, Instagram-worthy environments (BPS, 2022). Increasing cafe traffic in Bandung can be achieved by enhancing awareness among potential visitors. Strategic efforts include leveraging social media and understanding lifestyle trends. This study uses the millennial generation as a mediating variable to explore the interplay among these factors.

Millennials have emerged as a dominant force, particularly in shaping preferences and decisions related to cafe visits (Okumus et al., 2021). Characterized by their tech-savviness, optimism, and confidence, this generation displays distinct behavioral traits that influence their consumption patterns (Liberato et al., 2018). A major factor influencing millennials' cafe preferences is their engagement with social media and its integration into their lifestyle (Kim & Park, 2020). Having grown up with digital communication devices, millennials remain constantly connected through social networks, which significantly shapes their leisure and travel choices, including cafe selection (Fan et al., 2019). Millennials tend to prefer cafes with a strong social media presence and engaging online content, enabling them to share their experiences across multiple platforms (Purwadi & Manurung, 2020).

Millennial consumers in Bandung City constitute a significant demographic, comprising nearly 28% (699,395 individuals) of the city's population within the 20–34 age range, with approximately 10.36% of this cohort being students. Their consumer behavior is characterized by distinct preferences and digital engagement. These figures underscore a substantial consumer group in Bandung, driven by a combination of lifestyle factors and specific product attributes influencing their purchasing decisions (Nikmah et al., 2019).

Social media strategically engages customers across the entire decision-making continuum, from initial awareness to post-purchase advocacy (Fulgoni & Lipsman, 2015). Successful social media marketing necessitates a comprehensive understanding of the unique opportunities these platforms provide (Powers et al., 2012). Social media must be integrated into business strategies; otherwise, businesses risk losing customer connections and falling behind competitors. As online marketing evolves, marketers must remain attentive to how social media influences consumer behavior and adapt their strategies accordingly (Jackson & Ahuja, 2016). Social media has transformed word-of-mouth marketing, empowering customers to disseminate experiences to unprecedented audiences, thereby transcending the limitations of traditional communication channels. (Huate-Alcocer, 2017).

Social media usage is notably high among residents of Bandung City, with various studies emphasizing its substantial penetration and influence on daily life. According to 2020 data from Badan Pusat Statistik (BPS) Kota Bandung, 90.71% of the population aged five years and older used the internet for social media and networking purposes. More recent research, including a 2022 study of college students in Bandung, revealed that the majority spent between 3 to 9 hours daily on social media platforms. The study identified

WhatsApp (41.20%), Instagram (23.81%), Line (18.22%), and YouTube (11.80%) as the most frequently accessed platforms among this demographic. These findings align with broader trends indicating social media as the most popular platforms citywide. This widespread adoption highlights the essential role of social media in facilitating communication and interaction within the Bandung community.

Lifestyle has emerged as a critical factor in shaping marketing strategies (Divine & Lepisto, 2005). It reflects an individual's way of living, encompassing activities, interests, and opinions, and represents various dimensions of daily life, including preferences, aspirations, social interactions, and consumption habits (Heijs et al., 2009). Marketers increasingly acknowledge the importance of understanding consumers' lifestyles, as such insights enable the development of more effective and personalized marketing strategies (Carthy et al., 2020). Lifestyle marketing, which aligns products and services with specific consumer lifestyles, has gained prominence as a strategic approach (Nugraha et al., 2022). This approach highlights that consumer purchasing extends beyond functional benefits to encompass the symbolic meanings and social identities products impart (Cova & Dallı, 2009). By analyzing the lifestyle patterns of their target audience, marketers can tailor their offerings to align more closely with customers' values, interests, and behaviors (Beaumont et al., 2022). Lifestyle significantly influences consumer behavior, particularly in product selection and purchasing decisions. For instance, young adults—often considered trendsetters—are strongly influenced by social media influencers (Kahawandala et al., 2020). These influencers, as trusted information sources, significantly impact consumer decisions (Zak & Hasprova, 2020).

Bandung's vibrant cafe scene is a prominent feature of its urban lifestyle, functioning not only as spaces for coffee consumption but also as important hubs for social interaction, work, and study. This proliferation is driven by lifestyle trends that position cafe visits as an integral part of social and daily routines, particularly among younger individuals and creative professionals. Studies on visitor behavior indicate that many, especially millennials, frequent cafes primarily for social interaction and are also attracted to the physical ambiance of these establishments. Furthermore, cafes in Bandung are increasingly serving as informal spaces for work and study, reflecting their evolving role within the city's dynamic urban culture.

Recognizing that prior research on social media exposure and lifestyle's influence on destination visitation often overlooks the millennial generation's significant mediating role, this study aims to address this critical gap, especially given their prominence in Bandung's marketing landscape. Accordingly, it explores the interaction of these variables with the lens of relevant theoretical frameworks. The first is Bandura's (1997) Social Learning Theory, which is employed to explain behavioral patterns shaped by social media engagement. Second, Psychographic Segmentation Theory, as widely discussed in the marketing literature (Wells, 1975), is utilized to contextualize the discussion on lifestyle. Third, the Theory of Planned Behavior (Ajzen, 1991), applying a framework for explaining psychological mechanisms behind visit decisions, this study aims to comprehensively understand the millennial generation's mediating role in the social media marketing-lifestyle-visit decision nexus.

Literature Review and Hypotheses Development

The rise of social media marketing has significantly transformed the marketing landscape by enhancing companies' ability to analyze consumer behavior and preferences (Manzoor et al., 2020; Sisman et al., 2021). Social media platforms provide businesses with unprecedented access to potential customers and serve as powerful tools in shaping purchasing behavior (Yu, 2023). Social media is pivotal in the consumer decision-making process (Dhingra, 2023). Consistently, research indicates social media significantly enhances business performance (Sengar, 2021). Businesses can effectively influence consumer decision-making by strategically integrating social media with personalization and influencer marketing (Cutshall et al., 2022).

Recent studies indicate that social media influences the consumer purchase process, from initial awareness to the final decision (Mazeed et al., 2019). It empowers consumers by providing information about products, thereby facilitating more informed purchasing decisions (Song & Yoo, 2016). This increased transparency and accessibility has transformed how consumers approach purchasing, with social media emerging as a key factor (Palalic et al., 2020). Social media is capable of engaging potential visitors, establishing itself as a powerful marketing tool for reaching broader audiences and influencing travel decisions (Sharma et al., 2017; Kiráľová & Pavlíčka, 2015). Beyond merely providing information, social media shapes perceptions and attitudes toward destinations—such as cafes—by disseminating the experiences and preferences of other visitors, which significantly influence individual decision-making (Tham et al., 2020). Businesses increasingly recognize social media's critical role in attracting and engaging potential customers, with cafes gaining a competitive market advantage by effectively leveraging compelling content, user engagement, and a positive online reputation (Kiráľová & Pavlíčka, 2015).

Prior research unequivocally demonstrates social media marketing's multifaceted influence on visitation decisions. Empirical evidence consistently supports the notion that social media marketing informs and positively impacts the consumer's choice to engage with or visit a particular establishment or destination. Therefore, the collective body of research provides robust support for the proposed hypothesis, affirming a significant positive effect of social media marketing on decisions to visit.

H₁: Social media marketing significantly positively affects decisions to visit.

Literature underscores social media marketing's significance in effectively engaging and reaching the millennial generation (Liu et al., 2020). This generation exhibits pervasive social media reliance, making it integral to their daily lives (Chivandi et al., 2019). Millennials typically spend money quickly, often favoring online channels, especially in social media. They are more responsive to digital marketing than to traditional marketing approaches (Moreno et al., 2017). Effective social media marketing strategies necessitate a comprehensive understanding of the millennial generation, empowering brands to successfully engage and influence this tech-savvy and influential demographic through social media leverage (Vukmirović et al., 2020).

Research indicates that social media pivotally shapes the diverse purchasing habits of millennials, primarily through online sharing by influencers and peers (Cabigiosu, 2020). This exposure can create social pressure to align with group norms, often leading to impulsive buying behavior (Ntobela & Mbukanma, 2023). Social media platforms serve as a powerful marketing tool, allowing brands to connect with this tech-savvy demographic and influence millennial purchasing decisions (Dabija & Lung, 2019). Millennials are more inclined towards social interaction and are more receptive to content and individuals they favor, increased engagement on social media (Liu, 2021). Millennials notably prefer experiential marketing, enabling brands to deliver memorable, immersive social media experiences that align with their values and lifestyle (Medalla et al., 2020). Millennials' brand and purchasing decisions are significantly shaped by peer-shared social media content (Mangold & Smith, 2012).

Previous research robustly confirms social media marketing's significant positive impact on the millennial generation, stemming from their deep social media integration and effective engagement through peer/influencer influence and tailored content strategies. The observed influence extends across various facets of their decision-making processes, from the formation of brand preferences to the execution of purchase decisions. By providing a direct and highly interactive conduit for brand communication, facilitating community building, and enabling the leveraging of trusted sources within their social networks, social media marketing profoundly shapes the attitudes, preferences, and ultimately, the consumption behaviors of the millennial generation. Thus, the compelling body of empirical evidence strongly confirms the hypothesized positive relationship between social media marketing and its effects on the millennial age generation.

H₂: Social media marketing significantly positively affects millennial age generation.

Individuals' lifestyles significantly influence their decisions to visit various destinations, reflecting personal preferences, values, and priorities (Meng et al., 2022). Studies have highlighted that cultural values, travel motivations, and sociodemographic characteristics are key determinants of tourist behavior and destination selection (Zahra & Anoraga, 2021). One study suggests that an individual's inclination to travel and the distance between their origin and destination are shaped by both internal and external factors, including lifestyle (Wen & Huang, 2021).

Research has found that travel motivations and cultural values can distinguish between different lifestyle segments, with various groups—such as those focused on nature, novelty, status, or relaxation—showing distinct evaluations of destinations and behavioral intentions (Meng et al., 2022). Moreover, lifestyle serves as a useful framework for understanding vacation behavior, as individuals often invest considerable thought into whether to take a vacation, make shared decisions with family members, and seek information from diverse sources (Hyde & Laesser, 2009). Tourism choices are generally driven by specific purposes or activities, with many people visiting resorts to engage in particular activities or fulfill certain needs. Comprehending lifestyle's influence on travel

decisions is essential for both informing industry strategies and guiding future scholarly inquiry (Pestana et al., 2020).

These previous research results provide compelling and consistent support for the hypothesis that significantly and positively affect visit decisions. The literature unequivocally demonstrates that an individual's lifestyle—by encapsulating their core preferences, values, and priorities—directly shapes their travel motivations, destination evaluations, and ultimate decisions to visit. The capacity of lifestyle to define distinct traveler segments, each with unique behavioral intentions, further illustrates its predictive power. Empirically confirmed as a foundational framework, lifestyle critically and positively influences individuals' decisions to visit cafes.

H₃: Life style significantly positively affects decisions to visit.

The Millennial generation, the largest demographic cohort, is known for its tech-savviness, trend awareness, and desire for status, with preferences distinctly shaped by digital immersion (Aikat, 2019). Relying heavily on smartphones for internet access, Millennials favor digital media over print, lead in online shopping, and engage extensively on social media, making them a primary lifestyle market (ul Haq & Bonn, 2018). Their lifestyle—defined by technology integration, pursuit of experiences, and a strong sense of purpose—has significantly influenced society. A hallmark of the Millennial lifestyle is their commitment to social consciousness, with many concerned about environmental issues, social justice, and ethical consumption (Cabigiosu, 2020).

Existing research emphasizes the significant influence of lifestyle on the millennial generation (Myers & Sadaghiani, 2010). The rapid development of information technology has profoundly shaped millennials' lifestyles, affecting both their personal and professional lives (Au, 2020). Lifestyle has become integral to millennials' daily activities, influencing their communication patterns, information-seeking behaviors, and worldview (Peterson-Karlan & Parette, 2005). This technological immersion has given rise to a cyberculture in which millennials engage in diverse activities (Gale et al., 2020). Growing up during periods of economic and social transformation, millennials' lifestyle values have become critical factors shaping their identity and behavior (Miller et al., 2017). Research further highlights the strong attachment between millennials and technology, particularly social media, which significantly impacts their relationships, communication styles, and overall well-being (Gale et al., 2020). Understanding these dynamics is essential for addressing the broader implications of millennial lifestyles in a rapidly evolving digital landscape.

Overwhelming and consistent previous research confirms lifestyle's significant positive effect on the millennial generation, positing it as a fundamental force shaping this demographic's essence, beyond mere description. The observed influences on their preferences, communication patterns, consumer behaviors, identity formation, and overall well-being are direct manifestations of how their distinct lifestyle positively impacts and defines this generation. Lifestyle acts as the lens through which millennials

interact with the world, seek information, form relationships, and make decisions, illustrating a profound and pervasive positive effect. Therefore, the collective body of evidence strongly affirms that lifestyle serves as a critical determinant, significantly and positively influencing the characteristics and behaviors of the millennial generation.

H₄: Life style significantly positively affects millenial age generation.

The millennial generation has garnered significant attention across industries, particularly in cafes (Ketter, 2020). This generation exhibits distinct preferences, behaviors, and expectations that differentiate them from earlier generations (Yolal, 2018). Research indicates that millennials' travel patterns and decision-making processes are shaped by their unique characteristics. They tend to prioritize experiences over material possessions, seeking travel opportunities that align with their lifestyle (Kim & Park, 2020). Millennials, identifying strongly as travel enthusiasts, prioritize spending on meaningful experiences over traditional investments, critically shaping their travel decisions as a means of self-expression and personal growth (Migacz & Petrick, 2018). Moreover, their heavy reliance on social media has transformed how they plan and engage with travel content, as they frequently use online reviews, social media platforms, and influencer recommendations in making travel decisions, significantly influencing tourism marketing strategies (Constantoglou & Trihas, 2020).

The previous research findings provide compelling and consistent support for the hypothesis that the millennial generation significantly and positively affects decisions to visit. The unique characteristics and pronounced behavioral patterns of millennials directly contribute to their inclination to visit destinations. Their intrinsic prioritization of experiences drive a strong propensity towards visitation. Moreover, the generation's ingrained reliance on digital platforms—specifically social media, online reviews, and influencer endorsements—for travel planning and information significantly mediates and enhances their decisions to visit. This digital dependency means that the very engagement methods preferred by millennials directly facilitate and encourage their travel decisions. Therefore, the empirical evidence clearly indicates that the millennial generation, through its distinctive values, motivations, and digital behaviors, exerts a substantial positive influence on decisions to visit various destinations.

H₅: Millenial age generation significantly positively affects decisions to visit.

Social media serve as essential tools for gathering, sharing, and disseminating information, significantly influencing individuals' perceptions of destinations and their willingness to visit, particularly among millennials (Liu et al., 2020). Social media content critically impacts millennials' travel decisions (Chung & Han, 2017). Millennials mediate social media's influence on visit decisions through their platform-based lifestyle showcases, which profoundly shape destination choices (Joshi, 2017). Social media profoundly impacts visit decisions, notably among millennials (Hudson & Thal, 2013). Millennials frequently base their evaluations of products and destinations on user-

generated content and online reviews, which hold greater sway over their decisions than traditional marketing messages (Mangold & Smith, 2012). This generation is also inclined to spend quickly and frequently through digital channels, particularly social networks such as Facebook (Moreno et al., 2017). Given millennials' reliance on peer-generated content and their trust in online influencers over traditional advertisements, companies targeting this demographic should prioritize building a robust social media presence, encouraging user-generated content, and leveraging online reviews to influence their purchasing decisions (Mangold & Smith, 2011).

Previous research robustly and consistently confirms social media marketing's positive influence on visitation decisions, with the millennial generation acting as a crucial mediator. The literature clearly demonstrates that while social media marketing (SMM) directly influences perceptions and willingness to visit, its efficacy is amplified and channeled through the distinctive characteristics and behaviors of millennials. This generation's heavy engagement with social media, preference for peer-generated content and influencer recommendations over traditional advertising, and active role in showcasing lifestyles on these platforms collectively illustrate their mediating role. Millennials' digital habits transform SMM from a mere broadcast tool into an interactive ecosystem where information is not only consumed but also co-created and validated, ultimately shaping their (and their peers') decisions to visit destinations. Therefore, empirical evidence unequivocally demonstrates that social media marketing's positive influence on visitation decisions is substantially mediated by the millennial generation's unique attributes and digital engagement patterns.

H₆: Social media marketing significantly positively effects on decisions to visit with millennial age generation as mediating.

Millennials are characterized by their strong reliance on social media, which significantly influences their travel planning and destination choices (Pramono et al., 2020). They prioritize experiences over material possessions, emphasizing authenticity, sustainability, and social responsibility in their travel preferences (Conlin, 2019). Social media shape millennials' attitudes toward visiting destinations (Sharma et al., 2017). Their frequent and impulsive spending through digital channels, particularly social media, makes Millennials an attractive target for marketers (Moreno et al., 2017). Social media critically informs millennials' visitation decisions (Liberato et al., 2018). By understanding the factors influencing millennials' travel behavior, such as their reliance on social media, destination marketers can craft tailored campaigns that resonate with this tech-savvy demographic, ultimately enhancing their intention to visit (Molinillo et al., 2018).

The previous research findings provide substantial support for the hypothesis, illustrating how lifestyle significantly and positively affects decisions to visit, with the millennial generation serving as a crucial mediator. The literature suggests that the lifestyle of millennials directly influences their travel preferences and motivations. This direct influence represents the "partial effect" of lifestyle on decisions to visit. Simultaneously, this distinct millennial lifestyle defines the very characteristics of the millennial generation

itself, making them a powerful mediating force. The generation's reliance on social media for travel planning and responsiveness to digital content—integral aspects of their lifestyle—the effects of broader lifestyle trends through millennial's engagement and decision-making processes. Social media's referential utility and attitudinal influence directly shape millennials' visitation decisions. Therefore, the impact of lifestyle on decisions to visit is not only directly observable but also indirectly amplified and facilitated by the unique behavioral patterns and preferences of the millennial generation, demonstrating a complex interplay of direct and indirect (simultaneous) effects.

H₇: Life style significantly positively partial and simultaneous effects on decisions to visit with millenial age generation as mediating.

Research Methods

Research Design

Employing a quantitative approach, this study yields objective, measurable data crucial for informed decision-making. It utilizes structured questionnaires and rigorous statistical analysis to investigate relationships among the variables under examination (Aken & Berends, 2018). The study utilized a cross-sectional, one-shot design, collecting data at a single time point (Sekaran & Bougie, 2020).

Population and Sample

Conducted in Bandung City, Indonesia, from October 2023 to March 2024, this study utilized a 100-participant sample of cafe visitors, statistically and ethically justified for PLS-SEM analysis based on power and representativeness. A sample size of 100 is widely regarded as a reliable benchmark (Gupta et al., 2016). The study utilized simple random sampling, a foundational probability technique ensuring every target population element an equal and independent chance of selection (Martínez-Mesa et al., 2016). Primary data were collected using a structured online questionnaire.

Variabel Measurement and Operational Variables

Research variables were measured using a five-point Likert scale, a standard academic tool for capturing perceptions and attitudes. As a psychometric instrument, it provides a structured approach to quantifying subjective experiences, making it particularly useful in various fields, including exercise science (MeAuley & Courneya, 1994). The Likert scale, developed by Rensis Likert, is a versatile and easy-to-use staple in survey design, offering ordinal response options for indicating agreement (Chyung et al., 2017).

This research instrument was developed based on the findings of Töllinen & Karjaluo (2011), Peters et al., (2013), Nejati & Mohamed (2014), Nejati & Mohamed (2014), Migacz & Petrick, 2018), Lianti et al. (2021) and Hazari & Sethna (2023). The operational variables and indicators are presented in the Table 1.

Table 1 Operational Variables

Variable	Dimensions Theory	Label	Instrument
Social Media Marketing (SMM)	(Töllinen & Karjaluo, 2011); (Peters et al., 2013);	X _{1.1} = AW	Awareness
		X _{1.2} = RH	Reach
		X _{1.3} = ET	Engagement
		X _{1.4} = ST	Sentiment
		X _{1.5} = CV	Conversion
Lifestyle (LFS)	(Sathish et al., 2012); (Hazari & Sethna, 2023)	X _{2.1} = AT	Attitude
		X _{2.2} = VL	Value
		X _{2.3} = IN	Interest
		X _{2.4} = OP	Opinion
		X _{2.5} = BH	Behaviour
Millennial Generation (MGN)	(Migacz & Petrick, 2018); (Hazari & Sethna, 2023)	Y ₁ = TE	Technologically Savvy
		Y ₂ = SC	Status-Conscious
		Y ₃ = TS	Trend-Setting
Decision To Visit (DTV)	(Nejati & Mohamed, 2014); (Lianti et al., 2021)	Z ₁ = AS	Attractions
		Z ₂ = VM	Value for Money
		Y ₃ = HS	Hospitality
		Y ₄ = FD	Food and Drink

Data Analysis Techniques

To unravel complex variable interdependencies, this study employed SEM-PLS. This method was selected for its recognized robustness in analyzing intricate analytical models (Henseler et al., 2016). Specifically, SEM-PLS facilitates rigorous testing of mediating effects through the integrated assessment of its outer and inner model components (Hair et al., 2011). The empirical analyses were conducted using SEM-PLS 4 software.

Results and Discussion

Measurement Model (Outer Model)

The outer model test includes several stages to assess validity and reliability (Hair et al., 2011). Validity assessment is divided into two main types: convergent validity (CV) and discriminant validity (DV). CV refers to the degree to which a measure aligns with other measures of the same construct (Taylor et al., 2010). It is established by demonstrating a strong correlation between the instrument and other theoretically related measures to represent the same construct (Sekaran & Bougie, 2020). This is assessed using indicator loading factors and Average Variance Extracted (AVE), reflecting the average variance explained by the indicators.

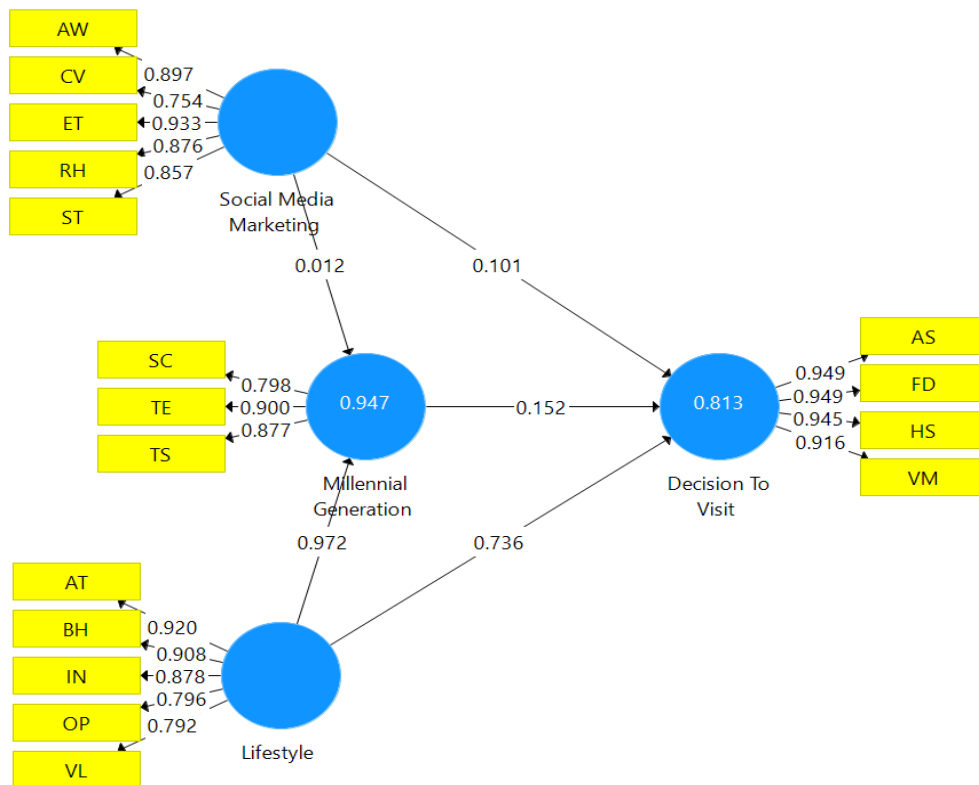


Figure 1 Outer Model Diagram
Source: Smart-PLS 3 (2024)

Table 2 Outer Loading

Dimensions	SMM	LFS	MGN	DTV
AS	0.949			
FD	0.949			
HS	0.945			
VM	0.916			
AT		0.920		
BH		0.908		
IN		0.878		
OP		0.796		
VL		0.792		
SC			0.798	
TE			0.900	
TS			0.877	
AW				0.897
CV				0.754
ET				0.933
RH				0.876
ST				0.857

As presented in Figure 1, each element or indicator demonstrates an outer loading exceeding 0.55, thereby meeting the established threshold (Hair et al., 2020), as detailed in Table 2. Each dimension in the Table 2 shows an outer loading above 0.7, confirming the reliability of the evaluated measures.

The research instrument's reliability, vital for consistent latent variable development, was confirmed, as all constructs (Table 3) surpassed the 0.70 Cronbach's Alpha threshold.

Table 3 Reliability and Validity

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
SMM	0.956	0.961	0.968	0.884
LFS	0.913	0.926	0.934	0.740
MGN	0.823	0.838	0.894	0.739
DTV	0.915	0.916	0.937	0.749

Evaluating the CV of the constructs is a crucial part of this process. Convergent validity is considered adequate when the loading factor exceeds 0.7 and the AVE is greater than 0.5 (Hair et al., 2020). DV assesses how distinct a measure is from other constructs to which it is theoretically unrelated (Sekaran & Bougie, 2020). It is established by comparing the AVE of each latent variable to the squared correlation (R^2) between latent variables and is confirmed when the factor loadings for each variable exceed the cross-loadings on other variables (Hair et al., 2020). As shown in Table 3, all latent variables achieved AVE values greater than 0.7.

Table 4 Latent Variable Correlations

Variables	DTV	LFS	MGN	SMM
SMM	1.000	0.895	0.881	0.201
LFS	0.895	1.000	0.973	0.111
MGN	0.881	0.973	1.000	0.120
DTV	0.201	0.111	0.120	1.000

Structural Model (Inner Model)

In this structural model, measurements are conducted to predict and examine causal relationships between the latent variables used (Hair et al., 2011). One of the key parameters tested is the R-Square (R^2) value. A high R^2 value indicates a good research model with accurate measurement. Conversely, the Q^2 value reflects the predictive relevance of the model for the assessed parameters (Hair et al., 2020). Hypotheses are typically considered significant when the path coefficient values, as indicated by the t-statistic, exceed 1.96 for a two-tailed test at a significance level of 0.05 (Spence & Stanley, 2018). The p-value indicates the probability of observing a result as extreme as, or more extreme than, the data, given the null hypothesis is true (Dahiru, 2011).

Table 5 Hypothesis Testing

Correlations	Original Sample	Sample Mean	Standard Deviation	T-Statistics	P-Values	Result
SMM → DTV	0.756	0.752	0.008	21.064	0.027	Supported
SMM → MGN	0.723	0.720	0.009	20.012	0.001	Supported
LFS → DTV	0.728	0.726	0.008	22.445	0.017	Supported
LFS → MGN	0.922	0.920	0.006	32.128	0.000	Supported
MGN → DTV	0.952	0.950	0.007	30.122	0.001	Supported
Mod 1 → DTV	0.750	0.748	0.007	23.320	0.000	Supported
Mod 2 → DTV	0.820	0.818	0.007	21.023	0.002	Supported

The measurement model results are presented in Table 5. All direct effect hypotheses were supported by bootstrap analysis. Hypothesis 1 (H_1) posits that social media marketing significantly and positively influences decisions to visit, confirmed by a T-statistic of 21.064 (>1.96) and a P-value of 0.027 (<0.05). Hypothesis 2 (H_2) states that social media marketing significantly impacts the millennial age group, with a T-statistic of 20.012 and a P-value of 0.001. Hypothesis 3 (H_3) asserts that lifestyle significantly affects decisions to visit, supported by a T-statistic of 22.455 and a P-value of 0.017. Hypothesis 4 (H_4) indicates that lifestyle significantly influences the millennial generation, as evidenced by a T-statistic of 32.128 and a P-value of 0.000. Hypothesis 5 (H_5) proposes that the millennial age group significantly affects visit decisions, validated by a T-statistic of 30.122 and a P-value of 0.001. Hypothesis 6 (H_6) indicates that social media marketing significantly affects visit decisions with the millennial age group as a mediator, supported by a T-statistic of 23.320 and a P-value of 0.000. Lastly, Hypothesis 7 (H_7) demonstrates that lifestyle significantly and simultaneously impacts visit decisions with the millennial age group as a mediator, confirmed by a T-statistic of 21.023 and a P-value of 0.002.

Discussion

The empirical findings of this study unequivocally corroborate the first hypothesis, confirming that social media marketing significantly influences C visitation decisions in Bandung City. These local findings corroborate extensive recent literature on social media's pervasive influence over consumer decision-making (Sisman et al., 2021; Yu, 2023; Dhingra, 2023; Manzoor et al., 2020). Specifically, existing literature highlights how social media actively engages audiences and shapes their choices throughout the entire consumer journey, from initial awareness and information seeking to final purchase decisions (Mazeed et al., 2019). Further, scholarly works delineate the specific mechanisms through which social media influences these decisions, including information dissemination, brand perception formation, and community engagement—factors that directly implicate consumer preferences and intentions (Song & Yoo, 2016; Cutshall et al., 2022; Tham et al., 2020). Thus, the findings of this study in Bandung City align with, and contribute to, a widely-established global trend demonstrating the effectiveness of digital marketing in shaping local consumption behaviors.

While current discussions effectively describe observed influence, scholarly inquiry should pivot towards deeper theoretical integration by exploring underlying psychological or sociological frameworks that mediate social media's impact on local consumer choices.

Such an approach would significantly enrich the field's theoretical foundations, provide more precise practitioner insights for practitioners, and enhance the overall scholarly contribution.

The empirical findings of this study unequivocally support the second hypothesis, confirming the significant impact of social media marketing on millennial engagement with cafes in Bandung City. This finding aligns with a substantial body of contemporary literature that delineates the Millennial generation by distinct traits (Moreno et al., 2017; Chivandi et al., 2019). Their digital native status, strong reliance on peer recommendations, and preference for experiential consumption, collectively contribute to their heightened responsiveness to social media marketing efforts. The study insightfully identifies several mechanisms through which social media marketing influences this demographic. Foremost among these is the pivotal role of social media influencers and peer networks in shaping purchasing habits and inducing impulsive buying behaviors (Cabigiosu, 2020; Ntobela & Mbukanma, 2023). Furthermore, the strategic importance of experiential marketing within the digital environment (Medalla et al., 2020) and the necessity of creating compelling digital content (Vukmirović et al., 2020) are critical for fostering authentic engagement among Millennials. These observed mechanisms in Bandung City strongly align with, and provide empirical support for, broader global trends concerning millennial behavior.

While this research effectively establishes the significant influence of social media marketing and delineates its key mechanisms, critical reflection suggests opportunities for further scholarly exploration. Future studies could investigate the psychological dimensions of millennial engagement with social media marketing in the context of cafe visitation, focusing on factors such as perceived authenticity, parasocial relationships with influencers, and the long-term impact of digital engagement on brand loyalty. Such inquiries are vital for enriching digital consumer behavior theory and generating targeted insights for businesses to optimize social media strategies for this pivotal demographic, thereby bolstering the field's overall contribution.

The empirical validation of this study unequivocally substantiates the third hypothesis, establishing the significant influence of individual lifestyles on cafe visitation decisions within Bandung City. This finding is strongly supported by a broad spectrum of contemporary research that positions lifestyle—reflecting personal preferences and values (Meng et al., 2022)—as a predominant determinant of tourist behavior and destination selection (Zahra & Anoraga, 2021; Wen & Huang, 2021). This study insightfully demonstrates how distinct lifestyle (Meng et al., 2022), shaping destination evaluations and subsequent behavioral intentions. Indeed, lifestyle serves as a critical lens for understanding diverse consumption patterns, ranging from vacation choices (Hyde & Laesser, 2009) to broader consumer decisions (Pestana et al., 2020). The findings from Bandung City corroborate these established conceptualizations, underscoring the relevance of lifestyle frameworks in interpreting niche urban behaviors.

While this study provides compelling empirical evidence of lifestyle's influence on cafe visitation, critical reflection suggests avenues for deeper scholarly inquiry. Future

research should investigate the complex interplay among lifestyle, social media marketing, specific cafe attributes, and community affiliations in shaping visitation decisions. Furthermore, investigating the dynamic evolution of lifestyle segments and their long-term effects on consumer choices within urban leisure contexts would offer a more nuanced understanding. Such investigations would not only enrich theoretical models of consumer behavior and urban tourism but also provide practical insights for cafe operators and urban planners in developing targeted strategies and fostering vibrant cultural spaces, thereby enhancing the overall contribution to both academic discourse and practical application.

The fourth hypothesis is supported by empirical evidence indicating that lifestyle significantly influences visit decisions at Bandung City (Meng et al., 2022). Broader investigations have also highlighted lifestyle's role in shaping travel inclinations, including preferred travel distances, while emphasizing the influence of other internal and external factors as key determinants of visitor behavior (Wen & Huang, 2021; Zahra & Anoraga, 2021). The dominant Millennial generation's distinct lifestyle, shaped by deep technological immersion, is characterized by tech-savviness, trend awareness, and a strong desire for social status (Aikat, 2019). Their pronounced reliance on smartphones for digital media consumption, online shopping, and extensive social media engagement plays a central role in their communication patterns, information-seeking behaviors, and worldview (ul Haq & Bonn, 2018; Au, 2020; Peterson-Karlan & Parette, 2005). This unique lifestyle significantly influences their behavior (Myers & Sadaghiani, 2010), fosters a distinctive cyberculture (Gale et al., 2020), and reflects their strong commitment to social consciousness (Cabigiosu, 2020; Miller et al., 2017). Moreover, their profound technology attachment also impacts their identity, interpersonal relationships, and overall well-being (Gale et al., 2020).

This comprehensive understanding of the intertwined relationship between technology and the Millennial lifestyle is not merely descriptive but provides a vital foundation for advancing research in contemporary consumer behavior. Building on these established insights, future studies could investigate the specific mechanisms through which millennial values translate into purchasing decisions for niche markets, or how digital platforms mediate their engagement with pro-environmental initiatives in evolving urban landscapes. Such investigations hold significant potential to contribute to both theoretical frameworks and practical applications, offering deeper insights into the broader implications of millennial lifestyles in a rapidly evolving digital era.

The fifth hypothesis testing results unequivocally demonstrate that the Millennial generation significantly influences visit decisions, a finding robustly supported by a substantial body of contemporary research. This aligns with their recognized status as a pivotal demographic that has garnered considerable attention across various industries, particularly within tourism and travel (Ketter, 2020). Research consistently indicates that Millennials' travel patterns and decision-making processes are profoundly shaped by their unique characteristics. They prioritize experiences over material possessions and actively seek travel opportunities that align with their values, such as sustainability and social responsibility (Kim & Park, 2020). Strongly identifying as travel enthusiasts, Millennials

demonstrate a clear preference for investing in meaningful experiences rather than accumulating material wealth or traditional savings. (Migacz & Petrick, 2018). Furthermore, their heavy reliance on social media has fundamentally transformed their approach to travel planning and engagement. Frequent use of online reviews, social media platforms, and influencer recommendations significantly influences their travel decisions and, consequently, reshapes contemporary tourism marketing strategies (Constantoglou & Trihas, 2020). These distinct attributes and digital engagement patterns collectively underscore the substantial influence Millennials exert on visit decisions in urban leisure contexts, such as cafe visitation.

This study empirically validates the significant influence of the Millennial generation on visit decisions within its specific context. While confirming their overall impact, a critical reflection suggests avenues for further scholarly inquiry. Future research could explore the nuances of sub-segmentation within the Millennial generation, investigating how different groups exhibit distinct decision-making processes.

The sixth hypothesis testing confirms that social media marketing significantly influences visit decisions, with the Millennial generation acting as a crucial mediator in this relationship. Social media platforms pivotally influence visit intentions and decisions through information exchange, impacting cafe perceptions and subsequent willingness to visit (Liu et al., 2020). The perceived trustworthiness of social media content is pivotal in shaping cafe visitation decisions, particularly among this demographic (Chung & Han, 2017). The Millennial generation's unique engagement with these platforms is central to their mediating role. Millennials actively leverage social media to showcase their lifestyles, which subsequently affects the cafe choices of their broader social networks (Joshi, 2017). Research consistently highlights that social media posts and online reviews, exerts a stronger influence on Millennials' visit decisions compared to traditional marketing strategies (Hudson & Thal, 2013). This generation's inherent value for peer-generated content and trust in online influencers leads to quicker and more frequent spending through digital channels, including social networks (Moreno et al., 2017). Consequently, social media's impact on visit decisions is largely mediated by the specific social media behaviors and preferences of Millennials. To effectively engage this demographic, cafe businesses must focus on building a strong social media presence, actively promoting user-generated content, and strategically leveraging online reviews to enhance credibility and directly influence visit decisions (Mangold & Smith, 2012). This approach aligns with Millennials' preference for authentic, relatable content and underscores the multifaceted nature of social media's impact on their decision-making processes.

This study, while robustly evidencing the Millennial generation's mediating role in Bandung City's cafe visitation, further offers a nuanced understanding of digital marketing's influence in urban leisure. It suggests that future research will investigate the evolving nature of this mediation alongside the differential impacts of user-generated content and specific cafe attributes for optimizing marketing strategies and fostering sustainable growth in the hospitality sector.

The seventh hypothesis testing results unequivocally confirm that individual lifestyle significantly influences visit decisions, with the Millennial generation serving as a crucial mediating factor in this relationship. This finding underscores the complex interplay between broad consumer preferences and the specific behavioral patterns of a dominant demographic cohort. Millennials exhibit a pronounced reliance on social media for various aspects of their consumption journey, including travel planning and destination selection (Pramono et al., 2020; Conlin, 2019). Their lifestyle is defined by a distinct prioritization of experiential consumption (Pramono et al., 2020; Conlin, 2019). Social media platforms, therefore, serve as critical conduits for information gathering, experience sharing, and peer recommendations, profoundly shaping Millennials' visit attitudes and intentions (Sharma et al., 2017). Their propensity for frequent and often impulsive spending through digital channels, particularly social media, positions them as a pivotal demographic for destination marketers (Moreno et al., 2017). The pervasive digitalization of marketing communication has transformed the landscape, making social media a central reference point for Millennials in their decisions to visit cafes (Liberato et al., 2018). A nuanced understanding of lifestyle and Millennial preferences is imperative for businesses, enabling the design of targeted campaigns that leverage their technological reliance and resonate with their core values, thereby enhancing cafe visitation intentions (Molinillo et al., 2018). Recent studies further emphasize the strong interdependence between Millennials' technology dependence and their lifestyle elements as crucial determinants of their visit behaviors and decisions.

By validating the Millennial generation's mediating role in lifestyle-visit decisions and offering empirical evidence from Bandung City, this study significantly enriches existing theoretical frameworks in consumer behavior and digital marketing. Future research could investigate the specific mechanisms through which Millennials mediate this relationship, such as the varying influences or the impact of sub-segmenting the Millennial generation based on their distinct lifestyle attributes. Furthermore, investigating the longitudinal effects of this mediation and its potential variations across different cultural or economic contexts could yield more granular insights, contributing significantly to both academic understanding and strategic marketing practices for leisure-oriented businesses.

Conclusion

In conclusion, this study identifies the factors driving cafes visitation in Bandung City, mediated by the millennial generation, specifically examining the roles of social media marketing and lifestyle. Data analysis indicates that both social media marketing and lifestyle significantly and positively shape Bandung City cafe visit decisions, with the millennial generation crucially amplifying these influences, and lifestyle notably emerging as the stronger, more pivotal determinant. This influence is further intensified when aligned with the characteristics of the millennial generation.

The author recommends that cafe managers in Bandung City consider these research findings as valuable information to better understand their customers. Despite its

findings, this study is limited by its relatively small sample size, confined geographic scope, and exclusive focus on social media marketing and lifestyle influences on visit decisions, mediated solely by the millennial generation, thereby necessitating broader future research into additional variables. Furthermore, it is essential to adapt and refine the dimensions used to measure these variables to introduce new insights related to this topic.

References

- Aikat, D. (2019). Millennials Usher a Post-Digital Era: Theorizing how Generation Y Engages with Digital Media. In J. Schulz, L. Robinson, A. Khilnani, J. Baldwin, H. Pait, A. A. Williams, J. Davis, & G. Ignatow (Eds.), *Mediated Millennials* (Vol. 19, pp. 9–29). Emerald Publishing Limited. <https://doi.org/10.1108/S2050-206020190000019002>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aken, J. E. Van, & Berends, H. (2018). Problem Solving in Organizations: A Methodological Handbook for Business and Management Students. *Problem Solving in Organizations: A Methodological Handbook for Business and Management Students: Third Edition*, 1–273. <https://doi.org/10.1017/9781108236164>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Au, A. (2020). Reconceptualizing the generation in a digital(izing) modernity: digital media, social networking sites, and the flattening of generations. *Journal for the Theory of Social Behaviour*, 50(2), 163–183. <https://doi.org/10.1111/JTSB.12239>
- Bandura, A. (1997). Self-efficacy: The exercise of control. In *Self-efficacy: The exercise of control*. W H Freeman/Times Books/ Henry Holt & Co.
- Beaumont, C. D., Berry, D., & Ricketts, J. (2022). Technology Has Empowered the Consumer, but Marketing Communications Need to Catch-Up: An Approach to Fast-Forward the Future. *Businesses*, 2, Pages 246-272, 2(2), 246–272. <https://doi.org/10.3390/BUSINESSES2020017>
- BPS. (2022). *Badan Pusat Statistik Kota Bandung Bps-Statistics Bandung Municipality Kota Bandung Dalam Angka*. BPS Kota Bandung. <https://bandungkota.bps.go.id/id/publication/2022/02/25/60310fb12862b40d688a3578/kota-bandung-dalam-angka-2022.html>
- Cabigiosu, A. (2020). Concluding Considerations and Directions for Future Research. *Palgrave Advances in Luxury*, 237–244. https://doi.org/10.1007/978-3-030-48810-9_9
- Carthy, P., Lunn, P. D., & Lyons, S. (2020). Demographic variation in active consumer behaviour: On-line search for retail broadband services. *Heliyon*, 6(7), e04478. <https://doi.org/10.1016/j.heliyon.2020.e04478>
- Chivandi, A., Samuel, M. O., & Muchie, M. (2019). Social Media, Consumer Behavior, and Service Marketing. *Consumer Behavior and Marketing*. <https://doi.org/10.5772/intechopen.85406>
- Chung, N., & Han, H. (2017). The relationship among tourists' persuasion, attachment and behavioral changes in social media. *Technological Forecasting and Social Change*, 123, 370–380. <https://doi.org/10.1016/j.techfore.2016.09.005>

- Chyung, S. Y. (Yonnie), Roberts, K., Swanson, I., & Hankinson, A. (2017). Evidence-Based Survey Design: The Use of a Midpoint on the Likert Scale. *Performance Improvement*, 56(10), 15–23. <https://doi.org/10.1002/pfi.21727>
- Conlin, M. (2019). The Future of Tourism: Innovation and Sustainability. *Journal of Tourism Futures*, 5(3), 293–294. <https://doi.org/10.1108/jtf-09-2019-087>
- Constantoglou, M., & Trihas, N. (2020). The Influence of Social Media on the Travel Behavior of Greek Millennials (Gen Y). *Journal of Tourism and Hospitality Management*, 8(2). <https://doi.org/10.15640/jthm.v8n2a2>
- Cova, B., & Dalli, D. (2009). Working consumers: The next step in marketing theory? *Marketing Theory*, 9(3), 315–339. <https://doi.org/10.1177/1470593109338144>
- Cutshall, R., Changchit, C., & Pham, A. (2022). Factors Influencing Consumers' Participation in Social Commerce. *Journal of Computer Information Systems*, 62(2), 290–301. <https://doi.org/10.1080/08874417.2020.1802790>
- Dabija, D. C., & Lung, L. (2019). Millennials Versus Gen Z: Online Shopping Behaviour in an Emerging Market. *Springer Proceedings in Business and Economics*, 1–18. https://doi.org/10.1007/978-3-030-17215-2_1
- Dahiru, T. (2011). P-Value, a true test of statistical significance? a cautionary note. *Annals of Ibadan Postgraduate Medicine*, 6(1), 21–26. <https://doi.org/10.4314/aipm.v6i1.64038>
- Dhingra, A. (2023). Impact of Social Media on Consumer Behaviour and Preference. *International Journal For Multidisciplinary Research*, 5(2). <https://doi.org/10.36948/ijfmr.2023.v05i02.2171>
- Divine, R. L., & Lepisto, L. (2005). Analysis of the healthy lifestyle consumer. *Journal of Consumer Marketing*, 22(5), 275–283. <https://doi.org/10.1108/07363730510611707>
- Fan, D. X. F., Buhalis, D., & Lin, B. (2019). A tourist typology of online and face-to-face social contact: Destination immersion and tourism encapsulation/decapsulation. *Annals of Tourism Research*, 78, 102757. <https://doi.org/10.1016/j.annals.2019.102757>
- Fulgoni, G. M., & Lipsman, A. (2015). Digital Word of Mouth And Its Offline Amplification. *Journal of Advertising Research*, 55(1), 18–21. <https://doi.org/10.2501/jar-55-1-018-021>
- Gale, W. G., Gelfond, H., Fichtner, J. J., & Harris, B. H. (2020). *The Wealth of Generations, With Special Attention to the Millennials*. <http://www.nber.org/papers/w27123>
- Gupta, K. K., Attri, J. P., Singh, A., Kaur, H., & Kaur, G. (2016). Basic concepts for sample size calculation: Critical step for any clinical trials! *Saudi Journal of Anaesthesia*, 10(3), 328–331. <https://doi.org/10.4103/1658-354x.174918>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/mtp1069-6679190202>
- Hazari, S., & Sethna, B. N. (2023). A Comparison of Lifestyle Marketing and Brand Influencer Advertising for Generation Z Instagram Users. *Journal of Promotion Management*, 29(4), 491–534. <https://doi.org/10.1080/10496491.2022.2163033>
- Heijs, W., Carton, M., Smeets, J., & Gemert, A. (2009). The labyrinth of life-styles. *Journal of Housing and the Built Environment*, 24(3), 347–356. <https://doi.org/10.1007/s10901-009-9147-z>
- Henseler, J., Hubona, G., & Ray, P. A. (2016). Using PLS path modeling in new technology research: updated guidelines. *Industrial Management & Data Systems*, 116(1), 2–20. <https://doi.org/10.1108/ims-09-2015-0382>

- Hudson, S., & Thal, K. (2013). The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel & Tourism Marketing*, 30(1–2), 156–160. <https://doi.org/10.1080/10548408.2013.751276>
- Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Physiology*, 8(JUL), 271126. <https://doi.org/10.3389/fpsyg.2017.01256>
- Hyde, K. F., & Laesser, C. (2009). A structural theory of the vacation. *Tourism Management*, 30(2), 240–248. <https://doi.org/10.1016/j.tourman.2008.06.006>
- Jackson, G., & Ahuja, V. (2016). Dawn of the digital age and the evolution of the marketing mix. *Journal of Direct, Data and Digital Marketing Practice*, 17(3), 170–186. <https://doi.org/10.1057/dddmp.2016.3>
- Jeon, J., Yoo, M., & Christodoulidou, N. (2019). The impact of Wi-Fi service on millennial diners. *Journal of Hospitality and Tourism Technology*, 10(3), 383–400. <https://doi.org/10.1108/jhtt-11-2017-0133>
- Joshi, N. (2017). *A Quantitative Study of the Impact of Social Media Reviews on Brand Perception*. <https://arxiv.org/abs/1710.08836v1>
- Kahawandala, N., Peter, S., & Niwunhella, H. (2020). Profiling purchasing behavior of Generation Z. *Proceedings - International Research Conference on Smart Computing and Systems Engineering, SCSE 2020*, 155–160. <https://doi.org/10.1109/scse49731.2020.9313038>
- Ketter, E. (2020). Millennial travel: tourism micro-trends of European Generation Y. *Journal of Tourism Futures*, 7(2), 192–196. <https://doi.org/10.1108/jtf-10-2019-0106>
- Kim, D. Y., & Park, S. (2020). Rethinking millennials: how are they shaping the tourism industry? *Asia Pacific Journal of Tourism Research*, 25(1), 1–2. <https://doi.org/10.1080/10941665.2019.1667607>
- Kiráľová, A., & Pavlíček, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia - Social and Behavioral Sciences*, 175, 358–366. <https://doi.org/10.1016/j.sbspro.2015.01.1211>
- Korombel, A., & Ławińska, O. (2023). Technological Tools in Businesses' Communication with Generation Z. *Materials Research Proceedings*, 34, 468–476. <https://doi.org/10.21741/9781644902691-54>
- Lianti, M., Soepeno, B., Puji, R. P. N., & Sugiyanto. (2021). Understanding Visitor Decisions Making on Visiting Historical Sites in Trowulan Indonesia. *IOP Conference Series: Earth and Environmental Science*, 747(1), 012074. <https://doi.org/10.1088/1755-1315/747/1/012074>
- Liberato, P., Liberato, D., Abreu, A., Alén-González, E., & Rocha, Á. (2018). Generation Y: The Competitiveness of the Tourism Sector Based on Digital Technology. *Advances in Intelligent Systems and Computing*, 724, 227–240. https://doi.org/10.1007/978-3-319-74980-8_21
- Liu, S. (2021). The Impact of Influencer Marketing on Brand Engagement: A Conceptual Framework. *Proceedings of the 2021 4th International Conference on Humanities Education and Social Sciences (ICHESS 2021)*, 615, 2219–2224. <https://doi.org/10.2991/assehr.k.211220.383>
- Liu, X., Mehraliyev, F., Liu, C., & Schuckert, M. (2019). The roles of social media in tourists' choices of travel components. *Tourist Studies*, 20(1), 27–48. <https://doi.org/10.1177/1468797619873107>
- Mangold, W. G., & Smith, K. T. (2012). Selling to Millennials with online reviews. *Business Horizons*, 55(2), 141–153. <https://doi.org/10.1016/j.bushor.2011.11.001>
- Manzoor, U., Sajjad Ahmad Baig, Muhammad Hashim, & Abdul Sami. (2020). Impact of Social Media Marketing on Consumer's Purchase Intentions: The Mediating role of

- Customer Trust. *International Journal of Entrepreneurial Research*, 3(2), 41–48. <https://doi.org/10.31580/ijer.v3i2.1386>
- Martínez-Mesa, J., González-Chica, D. A., Duquia, R. P., Bonamigo, R. R., & Bastos, J. L. (2016). Sampling: how to select participants in my research study? *Anais Brasileiros de Dermatologia*, 91(3), 326–330. <https://doi.org/10.1590/abd1806-4841.20165254>
- Mazeed, S. A., Chandra, M., Murali Mohan, G., & Babu, V. H. (2019). Role of social media in customer buying behavior. *International Journal of Engineering and Advanced Technology*, 9(1), 2411–2413. <https://doi.org/10.35940/ijeat.A1348.109119>
- McAuley, E., & Courneya, K. S. (1994). The Subjective Exercise Experiences Scale (SEES): Development and Preliminary Validation. *Journal of Sport and Exercise Psychology*, 16(2), 163–177. <https://doi.org/10.1123/jsep.16.2.163>
- Medalla, M. E., Yamagishi, K., Tiu, A. M., Tanaid, R. A., Abellana, D. P. M., Caballes, S. A., Jabilles, E. M., Himang, C., Bongo, M., & Ocampo, L. (2020). Modeling the hierarchical structure of secondhand clothing buying behavior antecedents of millennials. *Journal of Modelling in Management*, 15(4), 1679–1708. <https://doi.org/10.1108/jm2-08-2019-0207>
- Meng, B., Lee, M. J., Chua, B. L., & Han, H. (2022). An integrated framework of behavioral reasoning theory, theory of planned behavior, moral norm and emotions for fostering hospitality/tourism employees' sustainable behaviors. *International Journal of Contemporary Hospitality Management*, 34(12), 4516–4538. <https://doi.org/10.1108/ijchm-02-2022-0151>
- Migacz, S. J., & Petrick, J. F. (2018). Millennials: America's cash cow is not necessarily a herd. *Journal of Tourism Futures*, 4(1), 16–30. <https://doi.org/10.1108/jtf-12-2017-0056>
- Miller, N. J., Yan, R. N. T., Jankovska, D., & Hensely, C. (2017). Exploring US Millennial consumers' consumption values in relation to traditional and social cause apparel product attributes and purchase intentions. *Journal of Global Fashion Marketing*, 8(1), 54–68. <https://doi.org/10.1080/20932685.2016.1261040>
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The Characterization of the Millennials and Their Buying Behavior. *International Journal of Marketing Studies*, 9(5), p135. <https://doi.org/10.5539/ijms.v9n5p135>
- Myers, K. K., & Sadaghiani, K. (2010). Millennials in the workplace: A communication perspective on millennials' organizational relationships and performance. *Journal of Business and Psychology*, 25(2), 225–238. <https://doi.org/10.1007/S10869-010-9172-7>
- Nejati, M., & Mohamed, B. (2014). Investigating the key factors influencing the travel decisions of international tourists. *International Journal of Leisure and Tourism Marketing*, 4(2), 106. <https://doi.org/10.1504/ijltm.2014.065877>
- Nikmah, N. F., Sudono, A., & Fajri, I. (2019). Analysis of Millennial Consumption Behavior Factors and Their Interest in Visiting Sundanese Restaurants in Bandung. *The Journal Gastronomy Tourism*, 6(1), 1–13. <https://doi.org/10.17509/gastur.V6i1.22782>
- Ntobela, T. S., & Mbukanma, I. (2023). Exploring the Impact of Sensory Marketing on Impulsive Buying Behaviour of Millennials in Mthatha, Eastern Cape, South Africa. *Academic Journal of Interdisciplinary Studies*, 12(5), 192. <https://doi.org/10.36941/ajis-2023-0137>
- Nugraha, A. K. N. A., Silintowe, Y. B. R., & Paramita, E. L. (2022). Lifestyle segmentation: mobile phone purchase vis-à-vis consumption decision. *Business: Theory and Practice*, 23(1), 14–25–14–25. <https://doi.org/10.3846/btp.2022.13687>
- Okumus, B., Ozturk, A. B., & Bilgihan, A. (2021). Generation Y's dining out behavior. *International Hospitality Review*, 35(1), 41–56. <https://doi.org/10.1108/ihr-07-2020-0023>
- Palalic, R., Ramadani, V., Mariam Gilani, S., Gërguri-Rashiti, S., & Dana, L. (2020). Social media and consumer buying behavior decision: what entrepreneurs should know? *Management Decision*, 59(6), 1249–1270. <https://doi.org/10.1108/md-10-2019-1461>

- Pestana, M. H., Parreira, A., & Moutinho, L. (2020). Motivations, emotions and satisfaction: The keys to a tourism destination choice. *Journal of Destination Marketing and Management*, 16, 100332. <https://doi.org/10.1016/j.jdmm.2018.12.006>
- Peters, K., Chen, Y., Kaplan, A. M., Ognibeni, B., & Pauwels, K. (2013). Social Media Metrics — A Framework and Guidelines for Managing Social Media. *Journal of Interactive Marketing*, 27(4), 281–298. <https://doi.org/10.1016/j.intmar.2013.09.007>
- Peterson-Karlan, G. R., & Parette, P. (2005). Millennial Students with Mild Disabilities and Emerging Assistive Technology Trends. *Journal of Special Education Technology*, 20(4), 27–38. <https://doi.org/10.1177/016264340502000404>
- Powers, T., Advincula, D., Austin, M. S., Graiko, S., & Snyder, J. (2012). Digital and Social Media In the Purchase Decision Process. *Journal of Advertising Research*, 52(4), 479–489. <https://doi.org/10.2501/jar-52-4-479-489>
- Pramono, J., Sumartaha, I. M., & Purwanto, B. (2020). Destination Successes Factors for Millennial Travelers Case Study of Tanah Lot Temple, Tabanan, Bali. *ADI Journal on Recent Innovation (AJRI)*, 1(2), 136–146. <https://doi.org/10.34306/ajri.v1i2.44>
- Purwadi, Y. S., & Manurung, E. M. (2020). Cafes: New Learning and Knowledge Production Space for Millennial Students. *Journal of Economics and Business*, 3(1). <https://doi.org/10.31014/aio.1992.03.01.194>
- Sathish, S., Dr. ; A., & Rajamohan. (2012). Consumer Behaviour and Lifestyle Marketing. *IRJC International Journal of Marketing, Financial Services & Management Research*, 1, 3622.
- Sekaran, U., & Bougie, R. (2020). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons Ltd, Publication.
- Sengar, A. S. (2021). The impact of social media on business growth and performance in India. *Asian Journal of Research in Business Economics and Management*, 11(12), 27–31. <https://doi.org/10.5958/2249-7307.2021.00074.8>
- Sisman, B., Yamagishi, J., King, S., & Li, H. (2021). An overview of voice conversion and its challenges: From statistical modeling to deep learning. *IEEE/ACM Transactions on Audio Speech and Language Processing*, 29, 132–157. <https://doi.org/10.1109/taslp.2020.3038524>
- Song, S., & Yoo, M. (2016). The role of social media during the pre-purchasing stage. *Journal of Hospitality and Tourism Technology*, 7(1), 84–99. <https://doi.org/10.1108/jhtt-11-2014-0067>
- Spence, J. R., & Stanley, D. J. (2018). Concise, simple, and not wrong: In search of a short-hand interpretation of statistical significance. *Frontiers in Psychology*, 9(NOV), 419397. <https://doi.org/10.3389/fpsyg.2018.02185>
- Suresh, M., & Mohan, R. (2017). Application of social media as a marketing promotion tool- A review. *2016 IEEE International Conference on Computational Intelligence and Computing Research, ICCIC 2016*. <https://doi.org/10.1109/iccic.2016.7919587>
- Taylor, K., Nettleton, S., Harding, G., & Bartholomew's, S. (2010). Social Research Methods. *Sociology for Pharmacists*, 157–184.
- Tham, A., Mair, J., & Croy, G. (2020). Social media influence on tourists' destination choice: importance of context. *Tourism Recreation Research*, 45(2), 161–175. <https://doi.org/10.1080/02508281.2019.1700655>
- Töllinen, A., & Karjaluo, H. (2011). Marketing communication metrics for social media. *International Journal of Technology Marketing*, 6(4), 316–330. <https://doi.org/10.1504/ijtmkt.2011.045911>
- ul Haq, J., & Bonn, M. A. (2018). Understanding millennial perceptions of human and nonhuman brands. *International Hospitality Review*, 32(1), 60–74. <https://doi.org/10.1108/ihr-09-2018-0014>

- Wells, W. D. (1975). Psychographics: A Critical Review. *Journal of Marketing Research*, 12(2), 196–213. <https://doi.org/10.1177/002224377501200210>
- Wen, J., & Huang, S. (Sam). (2021). The effects of fashion lifestyle, perceived value of luxury consumption, and tourist–destination identification on visit intention: A study of Chinese cigar aficionados. *Journal of Destination Marketing & Management*, 22, 100664. <https://doi.org/https://doi.org/10.1016/j.jdmm.2021.100664>
- Yolal, M. (2018). Marketing destinations to customers from diverse generations. *The Routledge Handbook of Destination Marketing*, 113–122. <https://doi.org/10.4324/9781315101163-11>
- Yu, J. (2023). Analysis on the Role of Social Media in Business Brand Building. *Advances in Economics, Management and Political Sciences*, 5(1), 385–389. <https://doi.org/10.54254/2754-1169/5/20220107>
- Zahra, D. R., & Anoraga, P. (2021). The Influence of Lifestyle, Financial Literacy, and Social Demographics on Consumptive Behavior. *The Journal of Asian Finance, Economics and Business*, 8(2), 1033–1041.
- Zak, S., & Hasprova, M. (2020). The role of influencers in the consumer decision-making process. *SHS Web of Conferences*, 74, 03014. <https://doi.org/10.1051/shsconf/20207403014>