CHAPTER V

CONCLUSION

A. Conclusion

Based on the results and discussion described above, the following conclusions were obtained.

1. Electronic Word of Mouth (E-WOM) has no influence on Generation Z's decision in choosing the *Baturraden* tourist destination.

2. The destination image influences generation Z's desire to choose *Baturraden* as a tourist destination.

3. Online reviews have a significant influence on Generation Z's decision in choosing the *Baturraden* tourist destination.

4. Generation Z's level of trust (e-Trust) in information obtained from E-WOM does not influence their decision in choosing the *Baturraden* tourist destination.

5. Generation Z's level of trust (e-Trust) in information obtained from Destination Image influences their decision in choosing the *Baturraden* tourist destination.

6. Generation Z's level of trust (e-Trust) in information obtained from online reviews influences their decisions in choosing the *Baturraden* tourist destination.

B. Implication

Based on the conclusions above, the suggestions the author wants to give are as follows.

1. Managerial Implication

It is hoped that *Baturraden* tourism stakeholders can build a positive destination image and pay attention to and follow up on every existing online review to encourage Gen Z's interest in choosing *Baturraden* as a tourist destination.

2. Theoretical Implication

It is hoped that future researchers will be able to expand the field of study and increase the amount of data to continually provide updated research results so that they remain in line with the current field situation.

In this research, there is not enough empirical evidence that E-WOM has a significant effect on decisions about selecting tourist attractions. Considering that the development of information technology has reached various aspects of purchasing behavior, tourism-related agencies are providing a more popular flow of information among Gen Z. For example, a publicity team was formed that specifically handles social media so that there is interaction with consumers, especially Gen Z.