

## The Influence of Online Visitor Reviews on Young Tourists' Adoption of Information

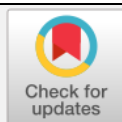
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### ABSTRACT

The rapid growth of digital platforms in Indonesia has changed the way young travelers adopt information. Young travelers increasingly rely on user-generated content available on digital platforms, particularly Online Consumer Reviews (OCR) such as Google Reviews. This study examines the impact of the central route dimensions, which are part of the Elaboration Likelihood Model (ELM) message processing route, on the information adoption behavior of young travelers visiting the Millennium Glow Garden tourist attraction, a popular destination among youth due to its high-tech offerings. The study uses data from 385 respondents who have visited this destination with the help of Google Reviews. Multiple linear regression analysis was conducted on the six central route dimensions: information timeliness, information understandability, information relevance, information accuracy, value-added information, and information completeness. The findings provide strong evidence that timely, easily understandable, relevant, accurate, value-added, and complete information significantly influences the information adoption behavior of young travelers. These findings confirm the applicability of central route processing in the ELM within the context of tourism, particularly among young travelers who are closely tied to the digital evolution.

**Keywords:** Central Route; Elaboration Likelihood Model; Google Review; Information Adoption; Online Consumer Review; Young Tourists

## 1. Introduction

In this digital age, online reviews have become one of the most influential sources of information, particularly in tourist decision-making regarding destinations. Digital transformation, as is currently occurring, is a process of applying technology in various areas of management, one of which is information management by tourists (Prasetyaningtyas & Rianse, 2023). Various digital platforms developing in society, such as social media, have encouraged user satisfaction and have been proven to improve business performance in various aspects (Nair et al., 2022). The existence of digital platforms has changed user behavior, especially the behavior of Generation Z (Lim et al., 2024). Previous studies have shown that reviews from other users on online platforms such as Google Reviews significantly impact tourists' perceptions and decisions (Chevalier & Mayzlin, 2006). In another study, it was also said that online customer reviews have a positive and significant effect on purchasing interest, which means that the better the online customer reviews of the product they are reviewing, the higher their purchasing interest in that product (Lusian & Harjanti, 2023). These reviews not only provide basic information about a destination but also include personal experiences that can affect the level of trust and interest in a tourist spot. In this context, more and more tourists tend to search for reviews from other visitors to gain a more comprehensive and objective picture of the destination they are considering (Yoo & Kim, 2014). Digital reviews that have developed in this era have become one of the crucial factors that can influence the consumer decision-making process, because digital reviews are considered to be able to provide insight into product quality in a more realistic way and user experiences that are considered more honest (Rianse & Sarman, 2024).

A study conducted by Lee et al. found that online reviews increase consumer trust in decision-making, as information provided by fellow users is considered more trustworthy than that provided by destination managers (J. Lee et al., 2011). However, in another study conducted by Aryani et al., it was concluded that online shopping is unlikely to replace traditional shopping because there are still many consumers who value the physical inspection of products before finally deciding to buy (Aryani et al., 2021). Meanwhile, as is currently known, the existence of online reviews helps potential consumers to carry out physical examinations through reviews left by previous consumers, so this reason is not necessarily valid in the digital era, which optimizes the use of online reviews. Another study found that digital marketing strategies, including social media, online booking systems, and travel review platforms, are critical for attracting tourists (Hermawan et al., 2025). This can be seen in the tendency of tourists to rely on subjective reviews, both positive and negative, as the primary reference when choosing a tourist destination. Moreover, research by Vermeulen and Seegers revealed that visitor reviews influence tourists' decisions to visit because they reflect real-world experiences that may not always be included in official promotional materials by destination managers (Vermeulen & Seegers, 2009).

While information provided by the destination managers is crucial, many tourists feel that such information is incomplete or fails to represent the real experiences they expect accurately. For example, destination managers tend to highlight the positive aspects of a tourist spot while neglecting to mention shortcomings or challenges that other visitors may have faced. As a result, tourists turn to visitor reviews to gain a more balanced perspective, which includes both positive aspects and challenges (Zhou & Lee, 2017). Therefore, tourists often seek reviews to complement the information not disclosed in official promotional materials, including both positive experiences and complaints or critiques that can help them make a more informed decision.

This study is conducted to examine the impact of visitor reviews on Google Reviews on information adoption for tourist destinations. Researchers chose Google because Google's dominance in the digital realm has been proven very clearly, as its search engine is the most widely used globally, so this can influence the way users access information online, including information about tourist attractions (R. Y. Lee, 2023). Focusing on how the shared experiences of visitors can influence tourists' perceptions and decisions in selecting destinations that align with their preferences. The significance of this research lies in exploring how online reviews, especially from Google Reviews, influence tourists' decision-making processes when choosing tourist destinations. In a world where digital information plays an increasingly important role in shaping consumer behavior, understanding how central routing or profound message processing can influence information adoption is critical for researchers and tourism stakeholders. This research is new and focuses on Google Reviews. This giant search engine platform has become the dominant source of information for tourists, but has not been researched extensively in the context of tourism information adoption. Although previous research has examined the impact of online reviews on consumer trust and decision making, this research investigates explicitly the dual role of the central route, namely timely, relevant, accurate, value-added, complete, and comprehensive information provided through reviews, contributing to a better understanding of the factors that influence the tourist information adoption process in the digital era. The findings of this research provide valuable insight into how visitor reviews can complement official promotional materials, offering tourists a more balanced and comprehensive understanding of a tourist destination. This contributes to increasing knowledge about digital consumer behavior and offers practical implications for tourism marketers and destination managers in improving their engagement strategies with tourists.

## **2. Literature Review**

### **2.1. Information Adoption**

Information adoption refers to the extent to which consumers find online information valuable and integrate it into their decision-making processes. In today's digital era, online reviews and recommendations play an important role in various aspects of life, including the decision-making process. Therefore, consumers need to understand the mechanisms behind information adoption. According to Sussman and Siegel, information adoption is a psychological process in which individuals internalize messages based on perceptions of their credibility and relevance (Sussman & Siegal, 2003). Internalization is defined as actions carried out by individuals that lead to the decision to incorporate the information they find into their choices, especially information prominent in the digital environment, such as e-commerce platforms, social media, and review sites such as Google Reviews.

On online review platforms such as Google Reviews, the adoption of information plays a vital role, especially in terms of shaping consumer behavior. Potential consumers in the digital era often rely on content or reviews made by other consumers as an assessment regarding goods or services, to help them evaluate the products or services they will buy (Fileri & McLeay, 2013). The qualities of an online review that readers can perceive include its timeliness, clarity, and authenticity, which greatly influence the decision-making process of potential consumers (Zhou & Lee, 2017). Reviews that convey positive things about a product or service can often increase trust in the information provided. Therefore, positive reviews can also increase its adoption. Negative reviews can prevent users from engaging with certain products or services.

The Elaboration Likelihood Model (ELM) is a theoretical framework that can provide understanding regarding the process of adopting information in a message. The ELM suggests that individuals process information through two main pathways: the central route and the peripheral route (Petty et al., 1983). The central pathway involves a more thorough examination of the content of the message, where the individual evaluates the quality, relevance, and credibility of the information before adopting it. In contrast, the peripheral route relies on superficial cues such as quantity of information or visual attractiveness, which can influence decisions without delving into the depth of content (Petty et al., 1983). In the context of online reviews, consumers can adopt information via the central route, for example seeing detailed reviews written in good grammar about a tourist destination can encourage the adoption of information via the central route, where consumers will evaluate the messages and experiences conveyed in the content of the review carefully (Cheung et al., 2008).

Apart from that, one factor that is no less important is the credibility of information in determining the adoption of information by consumers. Research shows that when consumers consider the information provided in a review to be credible, they tend to adopt that information into their decision-making process (Arora & Lata, 2020). However, on the contrary, skepticism or doubt towards reviews, especially in environments with a high amount of information, can cause cognitive dissonance, so that consumers have an excellent opportunity to question the authenticity of a review, especially if the information contradicts their beliefs or expectations (Huang & Chen, 2020).

Overall, information adoption is a complex process that is influenced by the content of the review and the context in which the review is presented. Through the central route lens of ELM, it becomes increasingly clear that consumers are involved in the processes that occur in online reviews in various ways based on their motivation, processing ability, and perceived relevance of the review. The digital transformation that is occurring in consumer behavior, particularly in the context of travel and hospitality, highlights the need for efforts to understand how managers can shape their online presence and interact with potential customers, one of which is through online reviews.

## **2.2. Elaboration Likelihood Model (ELM)**

This study is grounded in the ELM proposed by Petty et al., which serves as the primary theoretical framework (Petty et al., 1983). ELM provides an insightful structure for understanding how individuals process persuasive information and make decisions. The model posits that when individuals are motivated and able to process a message, they are likely to adopt the central route of information processing, which emphasizes the quality and depth of the message. On the other hand, when motivation or ability is low, individuals engage the peripheral route, where superficial cues or heuristics influence decision-making (Petty et al., 1983).

In the context of this research, which focuses on Google Reviews related to tourist destinations in Batu City, Indonesia, the model helps explore how different types of information cues influence consumer behavior. The central route is activated when consumers are presented with information that is accurate, timely, and relevant, which enhances their cognitive processing. In contrast, superficial cues such as visual appeal or review volume may play a larger role when the consumer's motivation or ability to engage deeply with the information is limited. This dichotomy allows for a detailed examination of how varying information characteristics affect the adoption of information by tourists.



### **2.3. Central Route Factors in Online Review Processing**

Information timeliness refers to the degree to which information is up to date. Timely information is perceived as more relevant and reliable, significantly influencing the consumer's decision to adopt it (Filiari & McLeay, 2013; Shankar, 2020; Song et al., 2021). However, empirical findings on the role of timeliness have been mixed. While several studies report a positive relationship between timely information and decision-making (Soenarno et al., 2015), other research suggests no significant impact (Arora & Lata, 2020; Cheung et al., 2008).

Information understandability refers to how easily consumers can comprehend the information provided. Clarity enhances the effectiveness of messages by reducing cognitive load, thus promoting better information adoption (Peng et al., 2016; Radiansyah et al., 2023). Numerous studies have found that understandability plays a positive role in enhancing information adoption (Cheung et al., 2008; Song et al., 2021; Subekti & Nugroho, 2023). However, Filiari and McLeay did not observe a statistically significant effect in their research (Filiari & McLeay, 2013).

Information relevance refers to the extent to which the information aligns with a consumer's personal needs and expectations. Relevance has been consistently linked to positive information adoption behavior in digital settings (Arora & Lata, 2020; Song et al., 2021; Subekti & Nugroho, 2023). Despite this, some studies have questioned the strength of this relationship, presenting counter-evidence (Hidayat & Rivai, 2020).

Information accuracy is the degree to which information is truthful and precise. High accuracy enhances the credibility of the source, which in turn fosters trust and supports decision-making (Lun & Wan, 2010; Shankar, 2020). Although the majority of studies support a significant positive relationship between accuracy and information adoption (Peng et al., 2016; Song et al., 2021), a few studies have failed to find a meaningful impact (Cheung et al., 2008; Subekti & Nugroho, 2023).

Value-added information refers to additional insights or utility that enhance the core message. Peng et al. found that such information positively influences the adoption of information (Peng et al., 2016). However, Kumar argued that in specific contexts, the effect of value-added information may be negligible, highlighting a potential boundary condition (Kumar, 2023).

Information completeness is defined as the extent to which all necessary information is provided to the user. Comprehensive information fosters trust and aids decision-making, whereas incomplete information may hinder these processes (Shankar, 2020). Nonetheless, there is some debate in the literature, with studies questioning the significance of completeness in information adoption (Filiari & McLeay, 2013; Kumar, 2023).

### **2.4. Conceptual Framework: Hypotheses of Research**

Based on the Elaboration Likelihood Model (ELM), this study proposes a conceptual framework to investigate how online reviews influence the adoption of information related to tourist destinations. The framework integrates key factors of the central route in ELM, each of which is hypothesized to significantly affect the adoption behavior of tourists when processing online reviews. Among these factors, information timeliness refers to the relevance of the information's currency, which plays a critical role in influencing adoption behavior. Timely information is typically considered more reliable and relevant to decision-making, thereby significantly affecting the likelihood of adoption. Therefore, online reviews must provide up-to-date information to influence tourists' adoption behaviors effectively.

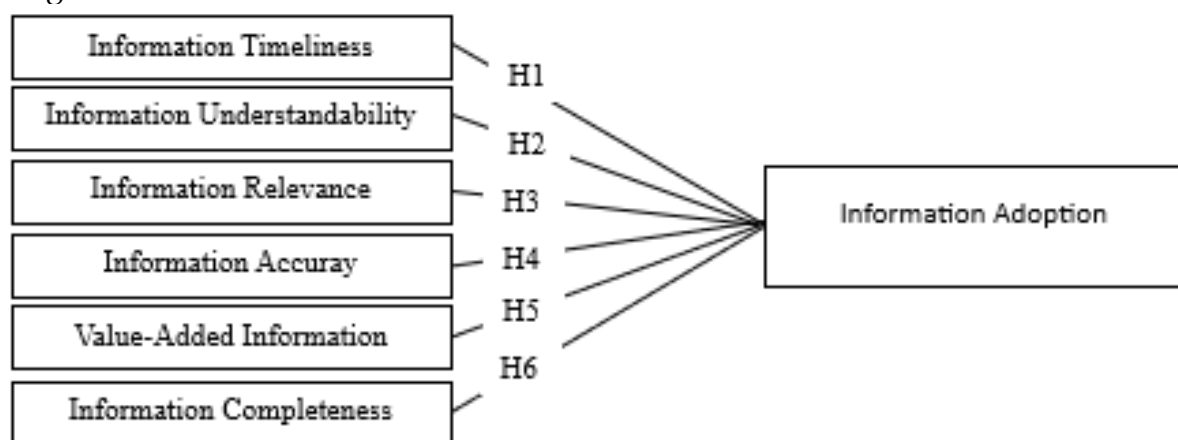
Another important factor is information understandability, which pertains to how easily the reader can comprehend the information presented in the review. When the information is clearly presented and easy to understand, it reduces cognitive load, making it easier for tourists to adopt the information. The lower the cognitive load, the higher the likelihood of adoption. Thus, presenting information clearly and understandably is vital for improving the potential for adoption.

Next, information relevance is a critical factor influencing adoption. Relevance refers to how well the information aligns with the user's specific needs and expectations. When the information provided in a review matches the interests and requirements of tourists, the likelihood of adoption increases. Therefore, reviews that cater to the specific preferences and needs of tourists are more likely to be adopted, enhancing their effectiveness in the decision-making process.

Additionally, information accuracy plays an essential role in establishing the credibility of the review. Accuracy refers to the truthfulness and reliability of the information presented. The more accurate and trustworthy the information is, the higher the level of trust that tourists place in the review. The credibility of the review directly influences its perceived reliability, which, in turn, affects the likelihood that the information will be adopted. Therefore, ensuring the accuracy of the information presented in reviews is crucial for adoption.

In addition to accuracy, value-added information also plays a significant role. Value-added information includes additional insights or details that enhance the core message of the review, providing more value to the consumer. For instance, reviews that offer extra tips or personal recommendations not only reiterate basic information but also provide additional context that helps tourists make informed decisions. Such reviews are more likely to engage tourists and encourage them to adopt the information, as they offer more comprehensive and beneficial content.

Finally, information completeness refers to the extent to which all necessary details are provided. Reviews that lack sufficient information may leave tourists with unanswered questions, which can hinder their decision-making process and reduce the likelihood of adoption. Conversely, comprehensive reviews that provide all the relevant details needed for making a well-informed decision will instill greater confidence in the tourists, thereby facilitating the adoption of the information. Complete reviews are particularly valuable in ensuring that tourists feel they have all the necessary information to make informed decisions regarding their travel choices.



**Figure 1. Conceptual Framework**

Overall, these factors are expected to influence the adoption of information regarding tourist destinations positively. By integrating these factors into the conceptual framework, this study aims to illustrate how online reviews meeting these criteria can increase the trustworthiness of the information presented, thereby motivating tourists to adopt the information in their decision-making process related to travel destinations. The conceptual framework, which depicts the relationships between these factors, is shown in **Figure 1**.

## **2.5. Hypotheses of Research**

A hypothesis is a provisional assumption about the relationship between variables that needs to be empirically tested. This study explores the applicability of the ELM in analyzing online reviews, specifically Google Reviews, left by tourists about Milenial Glow Garden, a nighttime theme park attraction. ELM posits that individuals process persuasive messages through two distinct routes: the central route, which emphasizes the quality of arguments and content (e.g., timeliness, accuracy) (Petty & Cacioppo, 2012). Based on prior empirical studies, the following hypotheses are proposed:

### **2.5.1. The Effect of Information Timeliness on Information Adoption**

Information timeliness refers to the extent to which reviews provide up-to-date and current information. Previous studies have shown that timely information significantly influences users' adoption decisions, especially in the tourism context (Filieri & McLeay, 2013; Shankar, 2020; Soenarno et al., 2015; Song et al., 2021). These findings suggest that recent reviews enhance trust and enable tourists to form more accurate expectations about a destination.

**H1: Information timeliness has a significant positive effect on information adoption.**

### **2.5.2. The Effect of Information Understandability on Information Adoption**

Understandability refers to how easily the content of a review can be interpreted. Research indicates that clear, readable, and accessible reviews facilitate users' understanding and enhance their willingness to adopt the information (Cheung et al., 2008; Lun & Wan, 2010; Peng et al., 2016; Soenarno et al., 2015). Another research further reinforce the link between clarity in communication and the intention to adopt information (Radiansyah et al., 2023; Subekti & Nugroho, 2023).

**H2: Information understandability has a significant positive effect on information adoption.**

### **2.5.3. The Effect of Information Relevance on Information Adoption**

Information relevance refers to how well the review content aligns with the user's informational needs. Studies (Arora & Lata, 2020; Peng et al., 2016; Radiansyah et al., 2023; Song et al., 2021) have consistently shown a strong relationship between relevance and information adoption, particularly when the content addresses the user's situational goals or specific concerns.

**H3: Information relevance has a significant positive effect on information adoption.**

#### 2.5.4. The Effect of Information Accuracy on Information Adoption

Accuracy pertains to the factual correctness and reliability of review content. According to previous studies (Peng et al., 2016; Soenarno et al., 2015; Song et al., 2021), greater perceived accuracy fosters trust in the information, which, in turn, increases its adoption. However, previous study suggest that not all users place equal importance on accuracy, particularly when using the peripheral route of information processing (Cheung et al., 2008).

**H4: Information accuracy has a significant positive effect on information adoption.**

#### 2.5.5. The Effect of Value-Added Information on Information Adoption

Value-added information offers additional insights or benefits beyond basic facts, such as personal tips or unique travel hacks. Research by Peng et al. found that such content increases the perceived usefulness of the information, motivating users to adopt it (Peng et al., 2016). By providing added value, reviews become more engaging and persuasive, enhancing their adoption.

**H5: Value-added information has a significant positive effect on information adoption.**

#### 2.5.6. Operational Definition of Research Variables

**Table 1. Operational Definition of Variable**

Variable	Indicator	Question Item
Information Timeliness (X1) (Wixom & Todd, 2005)	The information contained in the review column is updated to reflect current conditions	1. I adopted a recent comment in Google Review 'Millennial Glow Garden'
	The information contained in the review column is able to provide timely information when needed	2. I adopted the timely uploaded information on Google Review 'Millennial Glow Garden'
	The information contained in the review column provides real-time information	3. I adopted up-to-date information on the Google Review 'Millennial Glow Garden'.
Information Understandability (X2) (Wang & Strong, 1996)	The information contained in the review column does not use unfamiliar technical terms and uses language that is easy to understand	4. The information I got from the Google Review 'Millennial Glow Garden' is easy to understand.
	The information contained in the review column is presented clearly and is easy to read	5. The information I got from the Google Review 'Millennial Glow Garden' is easy to read.
	The information contained in the review column has a precise meaning, so it is easy to interpret	6. The information I got from Google Review 'Millennial Glow Garden' is easy to interpret.



Variable	Indicator	Question Item
Information Relevance (X3) (Wixom & Todd, 2005)	The information contained in the review column can meet information needs	7. The information I obtained through the Google Review 'Millennial Glow Garden' is suitable to meet my information needs.
	The information contained in the review column is according to your needs	8. The information I obtained through the Google Review 'Millennial Glow Garden' is relevant because it suits my needs.
Information Accuracy (X4) (Wixom & Todd, 2005)	The information contained in the review column is correct	9. The information I got from the Google Review 'Millennial Glow Garden' is correct.
	The information contained in the review column is accurate	10. The information I got from the Google Review 'Millennial Glow Garden' is accurate.
	The information contained in the review column is reliable	11. The information I got from the Google Review 'Millennial Glow Garden' is reliable
Value-Added Information (X5) (Wang & Strong, 1996)	The information contained in the review column provides information from both positive and negative sides	12. The information I obtained from the Google Review 'Millennial Glow Garden' allowed me to understand the positive and negative aspects of this tourist destination.
	The information contained in the review column provides additional information	13. The information I obtained from Google Review 'Millennial Glow Garden' allowed me to detect invisible aspects of the tourist destination (related to specific situations or information).
Information Completeness (X6) (Wang & Strong, 1996)	The information contained in the review column is quite detailed	14. The information I got from the Google Review 'Millennial Glow Garden' is quite in-depth.
	There is quite a lot of information in the review column	15. The information I got from the Google Review 'Millennial Glow Garden' is quite a lot.
Information Adoption (Y) (Cheung et al., 2008)	Adopting information from Google Reviews motivates you to choose recommended products	16. I followed the suggestions in the Google Review 'Millennial Glow Garden' carefully and chose the recommended tourist destination
	Adopting information from Google Reviews motivates people to buy products	17. The information in the Google Review 'Millennial Glow Garden' motivated me to visit this tourist destination.

According to **Table 1**, the operational definition of each variable can be understood in more detail by interpreting information timeliness as the degree to which the information provided in an online review is up-to-date and accurately reflects the current state of the tourist destination. Timely information is crucial as it ensures that users receive the most relevant and recent details about a destination, which is more likely to influence their decision-

making. When the information is current, it enhances its reliability and usefulness in the context of planning a visit.

Information understandability pertains to how easily the content of the review can be interpreted and comprehended by the reader. A review that uses clear and concise language, free from excessive jargon, is more likely to be understood by a wider audience. The ease of understanding contributes to the effectiveness of the review, making it easier for potential visitors to process and evaluate the information provided.

Information relevance refers to how well the review's content aligns with the reader's personal needs or expectations. The more the review corresponds with the reader's specific situation or interests, the more relevant it is perceived to be. When the information speaks directly to what the reader is looking for, it increases the likelihood that the review will be considered helpful and impactful in their decision-making process.

Information accuracy concerns the truthfulness and precision of the information provided in the review. Accurate reviews present factual details about the tourist destination and do not misrepresent the experience. Accuracy is crucial for building trust and credibility, as potential visitors rely on the information to make informed decisions about where to visit.

Value-added information refers to additional insights, tips, or recommendations provided in the review that enhance the reader's understanding or experience of the destination. This could include suggestions about hidden gems, local attractions, or unique tips that go beyond basic information. Value-added content enriches the review and makes it more helpful for potential visitors who are looking for deeper, more personalized advice.

Information completeness describes the extent to which the review provides all necessary details about the destination, covering a wide range of relevant aspects such as amenities, location, services, and activities available. A complete review offers a comprehensive overview that allows the reader to assess the destination from multiple angles, providing them with the full scope of information needed to make a decision.

Information adoption refers to the process of integrating the information from the online review into the reader's decision-making process. This study specifically relates to the likelihood that the information presented in the review will influence the respondent's intention to visit the tourist destination. The adoption of information reflects how much the reader values and incorporates the details from the review into their plans for travel.

### **3. Research Methodology**

#### **3.1. Research Design**

This study adopts a quantitative research design using a survey method. The survey will gather responses from tourists who have visited the Millennium Glow Garden, an LED-based theme park in Batu City, Indonesia. The goal is to measure the relationship between the central route dimension (e.g., timeliness, understandability, relevance, accuracy, value-added information, and completeness) and information adoption behavior.

The research follows a correlational design to test the hypotheses, as it seeks to examine the strength and direction of the relationships between the independent variables (online review characteristics) and the dependent variable (information adoption).

#### **3.2. Population and Sample**

The population for this study comprises individuals who have directly used Google Reviews to obtain information about the Millennium Glow Garden, a tourist destination in Batu City. This group is considered ideal because they are familiar with digital platforms and are

highly responsive to online information, particularly in the context of tourism. These individuals typically rely on online reviews to shape their perceptions and decisions regarding tourist destinations.

A properly selected sample allows for the generalization of the findings to the broader population. Since the total number of visitors to the Millennium Glow Garden who have consulted Google Reviews is unknown, the Cochran formula was applied to determine an appropriate sample size. Based on this calculation, the minimum sample size required for this study is 385 respondents. To gather data, the researchers distributed an online questionnaire via Google Forms. To collect data, the researchers distributed an online questionnaire via Google Forms. Given the specificity of the research context, a purposive sampling technique was used. This technique ensured that participants met specific criteria relevant to the study's focus.

A properly selected sample is crucial for ensuring that the findings of the study can be effectively generalized to the broader population. Generalization is important as it allows the results of the research to be applied beyond the specific sample group and offers insights into the behavior of the larger population of tourists who use online reviews, particularly Google Reviews. Since the total number of visitors to the Millennium Glow Garden who have consulted Google Reviews is unknown, it was essential for the researchers to determine an appropriate sample size using a reliable statistical method. To achieve this, the researchers applied the Cochran formula, a widely recognized technique for calculating sample size in cases where the population is unknown or unbounded. This formula helps to ensure that the sample is large enough to provide accurate and statistically significant results. Based on the calculation provided by the formula, it was determined that the minimum sample size required for this study to achieve meaningful results is 385 respondents.

To collect data, the researchers distributed an online questionnaire through Google Forms, which allowed for easy distribution and accessibility for the participants. This method ensured that the survey could be efficiently disseminated to a wide range of individuals, particularly targeting those who were likely to meet the study's criteria. Given the specific context of the research, where the focus was on understanding how tourists engage with online reviews for travel planning, the researchers decided to use a purposive sampling technique. This sampling approach was carefully chosen because it allows for the selection of participants who have specific characteristics that are directly relevant to the study's objectives. The purposive technique ensures that the data gathered comes from individuals who are familiar with the subject matter, thus providing more insightful and relevant information.

The criteria for selecting respondents were designed to ensure that the study accurately reflects the behaviors of the target group, which in this case consists of tourists who rely heavily on online reviews for making travel decisions. Specifically, the selected respondents had to meet the following criteria. First, they needed to be individuals who actively use Google Reviews as a source of information when planning visits to tourist destinations. This ensured that the participants had firsthand experience with the platform and could provide valuable insights based on their usage. Second, the respondents had to have visited the Millennium Glow Garden and consulted Google Reviews before their visit. This requirement guaranteed that the participants could speak to the influence that Google Reviews had on their decision to visit the destination. Lastly, the study focused on individuals aged between 18 and 35 years, as this demographic is the largest group of users of digital platforms, particularly social media and online review sites, who commonly use these tools to plan their travels. By focusing on this age group, the study was able to target the most relevant audience, whose behavior in utilizing online reviews can be generalized to the broader trend among younger digital platform users.

By applying purposive sampling, the researchers were able to target participants who possess the relevant experience and characteristics, ensuring that the sample was appropriate for testing the study's hypotheses.

## 4. Results and Discussion

### 4.1. Descriptive Statistics

The descriptive statistics summarize the key characteristics of the data, including the mean, standard deviation, minimum, maximum, and percentiles for each variable.

**Table 2. Respondent Statistics Data**

Variable	Mean	Std. Deviation	Min	Max
X1	5.25	1.00	2.67	7.00
X2	5.51	0.96	2.00	7.00
X3	5.31	1.06	1.50	7.00
X4	4.92	1.02	1.33	7.00
X5	5.25	1.13	1.50	7.00
X6	5.04	1.06	1.50	7.00
Y	5.35	0.96	3.00	7.00

**Table 2** shows that the majority of respondents provided positive assessments regarding the quality of the reviews they read, with most ratings falling between 4 and 7 on a 1-7 Likert scale. From **Table 2**, we can observe that the mean for each variable ranges from 4.92 to 5.51, with standard deviation variations indicating good consistency across most variables and a generally favorable perception of the online reviews in terms of their relevance, clarity, and utility. However, there is noticeable variability in how respondents evaluated various aspects of the reviews, such as completeness, relevance, accuracy, and value-added information. This suggests that user experiences with online reviews can vary significantly, reflecting differing expectations and informational needs.

Furthermore, there is variability in Y (Information Adoption), indicating that while the majority of respondents integrated review information into their decision-making process, a subset of respondents was not significantly influenced by the reviews. This variation may be attributed to individual differences in the perceived usefulness and trustworthiness of the information provided.

### 4.2. Validity Test

The results of the validity test using Pearson correlation show the relationship between each variable and information adoption (Y). The correlation results for each variable are as follows:

**Table 3. Result Validation**

Item	r-count	p-value	Note
X1	0.52	< 0.001	Valid
X2	0.47	< 0.001	Valid
X3	0.49	< 0.001	Valid
X4	0.38	< 0.001	Valid
X5	0.50	< 0.001	Valid



Item	r-count	p-value	Note
X6	0.55	< 0.001	Valid
Y	1.00	< 0.001	Valid

Overall, based on data in **Table 3**, all variables exhibit a positive correlation with information adoption, with X6 showing the highest correlation (0.55), indicating a stronger relationship.

### 4.3. Classical Assumption Test

In the regression analysis in this research, the researcher checked whether the data met the required classical assumptions to ensure the validity of the results obtained. One of the tests carried out is residual normality. Residual normality means that the errors (residuals) of the regression model should be normally distributed. If these assumptions are violated, the results of the regression model can be invalid, which can affect parameter estimates as well as conclusions drawn from the data.

**Table 4. Normality Test Result**

Variable	Shapiro-Wilk Stat	p-value	Conclusion
X1	0.95	< 0.001	Non-normally distributed
X2	0.91	< 0.001	Non-normally distributed
X3	0.91	< 0.001	Non-normally distributed
X4	0.95	< 0.001	Non-normally distributed
X5	0.93	< 0.001	Non-normally distributed
X6	0.94	< 0.001	Non-normally distributed
Y	0.93	< 0.001	Non-normally distributed

The results in **Table 4** show that the normality test using the Shapiro-Wilk test indicates all the variables tested (X1, X2, X3, X4, X5, X6, Y) have very small p-values (all less than 0.05). This suggests that the data do not follow a normal distribution. Nevertheless, given the large sample size (385 respondents), the Central Limit Theorem applies for large samples, allowing the use of linear regression despite the data not being perfectly normal. The Central Limit Theorem ensures that the regression model remains robust, even when the data is not entirely normal.

### 4.4. Multicollinearity Test

To detect multicollinearity, researchers used the Variance Inflation Factor (VIF) method. VIF measures the extent to which the variance of the regression coefficient of an independent variable increases due to correlation with other independent variables in the model. The higher the VIF value of a variable, the greater the variance inflation caused by the correlation between independent variables, which indicates a multicollinearity problem.

**Table 5. Multicollinearity Test Result**

Variable	VIF	Tolerance
X1	14.32	0.061
X2	15.24	0.061
X3	14.58	0.061

Variable	VIF	Tolerance
X4	12.60	0.061
X5	15.60	0.061
X6	14.32	0.061

**Table 5** shows the results of the multicollinearity test using the Variance Inflation Factor (VIF). It shows that all the independent variables (X1, X2, X3, X4, X5, X6) have VIF values below 5, indicating that there are no significant multicollinearity issues among the independent variables. As a reference, a VIF value greater than 10 would indicate strong multicollinearity.

#### 4.5. Multiple Linear Regression

The multiple linear regression model has an  $R^2$  of 0.502, indicating that the independent variables can explain 50.2% of the variation in information adoption (Y). The Adjusted  $R^2$  of 0.494 shows that the model explains the variation in the data reasonably well, taking into account the number of variables included.

**Table 6. Multiple Linear Regression Analysis**

Statistic	Value	Interpretation
R-squared ( $R^2$ )	0.502	This model can explain approximately 50.2% of the variance in the dependent variable Y.
Adjusted $R^2$	0.494	This model still explains the variance in the data after accounting for the number of independent variables.
F-statistic	63.56	The model is statistically significant overall (joint significance test)
p-value (F-statistic)	< 0.001	Statistically significant (simultaneous test)

Based on **Table 6**, it can be concluded that all the independent variables tested (including information quantity, product ranking, and the dimensions X3-X6) significantly positively influence information adoption by tourists. This suggests that factors such as a high number of reviews, high product ratings, and other dimensions (such as relevance and value-added information) play a crucial role in influencing tourists' decisions.

Overall, the findings support the ELM, which posits that individuals can be influenced by peripheral cues like information quantity and product ratings when making decisions, especially when they lack the time or ability to process information deeply.

#### 4.6. Simultaneous Hypothesis Testing (F-Test)

The F-test is used to assess whether all the independent variables simultaneously influence the dependent variable. The test results show an F-statistic of 63.56 with a very small p-value ( $2.55e-54$ ). Since the p-value is smaller than 0.05, the null hypothesis ( $H_0$ ) stating that there is no effect of the independent variables on the dependent variable is rejected. Therefore, it can be concluded that all the independent variables in this model have a significant simultaneous effect on information adoption.

#### 4.7. Partial Hypothesis Testing (t-Test)

The t-test was conducted to examine the individual effect of each independent variable on the dependent variable, with the results indicating the significance of each variable in

influencing information adoption. The results for each variable are as follows: X1 (Information Timeliness) shows a regression coefficient of 0.2106 with a highly significant p-value of 5.63e-07. This indicates that the timeliness of information has a significant positive effect on information adoption. In other words, the more current and up-to-date the information in the reviews, the more likely it is that tourists will adopt that information in their decision-making process. X2 (Information Understandability), with a regression coefficient of 0.1156 and a p-value of 0.0100, also shows a significant positive effect on information adoption. Specifically, clearer and easier-to-understand information increases the likelihood that tourists will adopt the information presented in the reviews.

X3 (Information Relevance) exhibits a regression coefficient of 0.1443 with a p-value of 2.96e-04, indicating a significant positive impact on information adoption. The greater the relevance of the information to the tourists' needs and expectations, the more likely they will adopt it. Similarly, X4 (Information Accuracy) has a regression coefficient of 0.0881 and a p-value of 0.022, showing a positive effect, although it is smaller in magnitude compared to the other variables. X5 (Value-Added Information), with a regression coefficient of 0.1140 and a p-value of 0.0031, also demonstrates a significant positive influence on information adoption. Value-added information, such as additional tips or insights, enhances the utility of the review, making it more likely that tourists will incorporate the information into their decision-making process. Lastly, X6 (Information Completeness), with a regression coefficient of 0.2446 and a highly significant p-value of 9.98e-10, shows the most potent effect, indicating that the completeness of the information has a powerful influence on information adoption by tourists. Reviews that provide comprehensive details on the destination are more likely to be adopted by tourists in their travel planning.

#### **4.8. Discussion of Research Results**

This study aims to analyze the impact of the central route dimensions – namely timeliness (X1), understandability (X2), relevance (X3), accuracy (X4), value-added information (X5), and completeness (X6) – on information adoption (Y) in the context of Google Reviews for the Milenial Glow Garden tourism destination. Based on the results of the multiple linear regression analysis, the findings provide important insights into the role of information quality in influencing tourist decision-making. As a novel contribution, this research enriches the literature on information adoption by linking the relevant dimensions of information quality with the ELM theory.

The results of the multiple linear regression analysis indicate that all dimensions of the central route have a significant effect on information adoption (Y). Specifically, timeliness (X1), understandability (X2), relevance (X3), accuracy (X4), value-added information (X5), and completeness (X6) were shown to play an important role in increasing the likelihood that tourists would adopt the information provided through Google Reviews. This study provides empirical evidence that timely, easy-to-understand, relevant, accurate, value-added, and complete information significantly influences tourists' decisions in choosing a tourism destination.

Timeliness (X1) has a significant positive effect on information adoption, with a regression coefficient of 0.2106 and a very small p-value of 5.63e-07. These results indicate that the timeliness of information plays an important role in enhancing information adoption. This finding aligns with the research by Filieri and McLeay, who demonstrated that the speed at which information is made available in online reviews significantly influences consumer decisions (Filieri & McLeay, 2013). Similarly, research by Cheung et al. confirms that regularly

updated information boosts consumer trust in a product or service, further supporting the importance of timely information (Cheung et al., 2008).

Understandability (X2) also has a significant effect on information adoption, as evidenced by a regression coefficient of 0.1156 and a p-value of 0.0100. This suggests that consumers are more likely to adopt information that is easy to understand. This finding supports the theory proposed by Petty and Cacioppo, who argued that consumers more readily accept clear and straightforward information (Petty & Cacioppo, 2012). Moreover, Wu et al. found that consumers are more inclined to adopt information that is easily understood, indicating that a better understanding of the offered product or destination leads to higher adoption (Wu et al., 2021).

Relevance (X3) of information is also shown to significantly influence information adoption, with a regression coefficient of 0.1443 and a p-value of 2.96e-04. The relevance of the information provided in online reviews is a critical factor in consumer decision-making, consistent with Shankar et al., who demonstrated that relevant information significantly affects tourist decisions (Shankar, 2020). The results of this study confirm that the more aligned the information is with the consumers' needs and expectations, the more likely it is to be adopted, thereby increasing the tourist's decision-making efficacy.

Accuracy (X4) of information also plays a significant role in information adoption, with a regression coefficient of 0.0881 and a p-value of 0.022. This finding supports Filieri, who emphasized that the accuracy of reviews is essential for building consumer trust (Filieri, 2015). Providing accurate information assures tourists that the destination they are considering aligns with their expectations, thereby improving the likelihood of information adoption.

Value-added Information (X5) has a significant positive effect on information adoption, as evidenced by a regression coefficient of 0.1140 and a p-value of 0.0031. Research by Gascon et al. shows that information offering additional insights into a destination or product increases the likelihood of adoption (Gascon et al., 2023). Consumers are more likely to adopt information that is not only descriptive but also provides valuable and unique perspectives, such as hidden gems or practical tips for their visit.

Finally, Completeness (X6) of information has the most potent effect, with a regression coefficient of 0.2446 and a highly significant p-value of 9.98e-10. This finding supports research by Shankar et al., which showed that complete information helps consumers make more informed and confident decisions (Shankar, 2020). The results suggest that information that covers all aspects of a product or destination, including amenities, services, and activities, significantly enhances information adoption and ultimately guides tourists in their decision-making process.

These findings align with several studies in the existing literature, showing that central route dimensions significantly affect consumer decisions, especially in the context of information-based decision-making. For instance, Petty and Cacioppo in the ELM proposed that consumers exposed to high-quality information, such as accuracy, relevance, and completeness, are more likely to adopt that information, which supports the findings of this study (Petty & Cacioppo, 2012).

Research by Filieri and McLeay also demonstrated that understandable and accurate information plays an essential role in consumer decision-making (Filieri & McLeay, 2013). Our findings show that timeliness, understandability, relevance, accuracy, value-added information, and completeness significantly influence information adoption by tourists, aligning with their findings on the importance of information quality in decision-making.



Research by Shankar et al. further supports this study's findings regarding the completeness of information (Shankar, 2020). They found that more complete information helps consumers feel more confident and make more informed decisions. This underscores the importance of providing complete and high-quality information to consumers seeking guidance in selecting a tourism destination.

## 5. Conclusion

This study successfully identified the influence of the central route dimensions, which include timeliness, understandability, relevance, accuracy, value-added information, and completeness, on information adoption by tourists through Google Reviews at the Millennial Glow Garden tourism destination. Based on the results of multiple linear regression, all the dimensions tested show a significant impact on information adoption. These findings support the ELM, which explains that consumers who process information through the central route tend to focus more on the quality of information, such as timeliness, understandability, relevance, accuracy, value-added information, and completeness.

Overall, this study's results provide strong evidence that timely, easy-to-understand, relevant, accurate, value-added, and complete information significantly influences information adoption in the context of tourist decision-making. Therefore, tourism destination managers and online review administrators should pay attention to these factors to enhance tourists' trust and decision-making processes.

Suggestions for future research include exploring additional dimensions of the central route not covered in this study, such as the credibility or visual quality of online reviews, which may also influence consumer decision-making. Future studies could also compare the effectiveness of information presented in text format versus multimodal formats (e.g., images, videos) to assess their impact on information adoption. Additionally, while this study focused on individuals aged 18–35, future research could broaden the sample to include a broader range of age groups and other demographics. This would help determine whether dimensions such as timeliness, understandability, and completeness have varying influences across different consumer groups, potentially shaped by differences in personal experiences or levels of digital literacy.

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