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THE INFLUENCE OF TOURIST ATTRACTIONS, DESTINATION IMAGE, TOURIST FACILITIES AND DIGITAL PROMOTION ON THE VISITING OF GENERATION Z TOURISTS TO KALIURANG.

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Abstract
This study aims to determine: (1) the simultaneous influence of tourist attractions, destination image, tourism facilities, and digital promotion on tourists' visiting intention; (2) the partial influence of tourist attractions on tourists' visiting intention; (3) the partial influence of destination image on tourists' visiting intention; (4) the partial effect of tourism facilities on tourists' visiting intention; and (5) the partial effect of digital promotion on tourists' visiting intention. The population in this study consists of all Generation Z tourists who have the potential to visit the Kaliurang tourist destination. The sample of this study includes 103 respondents. The sampling technique used is non-probability sampling with a purposive sampling method. The data analysis techniques employed include descriptive analysis, classical assumption tests, multiple linear regression analysis, and hypothesis testing using SPSS 23 software. The results of this study indicate that: (1) tourist attractions, destination image, tourism facilities, and digital promotion simultaneously have an effect on tourists' visiting intention; (2) tourist attractions partially do not have an effect on tourists' visiting intention; (3) destination image partially has an effect on tourists' visiting intention; (4) tourism facilities partially have an effect on tourists' visiting intention; and (5) digital promotion partially has an effect on tourists' visiting intention.
***Keywords**: tourist attractions, destination image, tourism facilities, digital promotion, and visiting intention.*

1. Introduction

The tourism sector is a strategic sector that contributes to national economic growth, among others through job creation, increased income of the public, as well as the acquisition of foreign exchange. In addition to functioning as a driver of the economy, tourism also plays a role in preserving culture, developing areas, and improving the tourism industry has undergone fairly significant changes, especially in tourists' behavior when seeking information, determining destinations, up to sharing travel experiences through digital media.

The Special Region of Yogyakarta is included as a leading tourist destination in Indonesia with various potentials, both cultural tourism, history, education, and nature. One of the featured tourist areas of Sleman Regency is Kaliurang. This area offers various attractions that combine the natural beauty on the slopes of Mount Merapi with tourism education, culture and adventure, such as the Ullen Sentalu Museum, the Mount Merapi Museum, Tlogo Putri, as well as Lava Tour Merapi. The diversity of these potentials makes Kaliurang as one of the tourist destinations visited by tourists from inside and outside country.

Data from the Sleman Regency Tourism Office shows that the number of visits by tourists has continued to increase in recent years. In the first half of the year of 2025, the number of tourist visits reached more than four and visits dominated by Nusantara tourists. However, competition among destinations requires the ability to present tourism experiences that align with the needs and characteristics of modern travelers. One group of tourists that has become a major focus in development of tourism today is Generation Z. The generation born between 1997 and 2012 is known as digital natives who are very close to the internet, social media, and various digital platforms. These characteristics cause Generation Z to have decision-making patterns different from previous generations. Before undertaking travel they tend to seek information through social media, read reviews from other travelers, view video content, and consider experiences that can be shared back through digital platforms. Therefore, destination management today is not only focused

on providing attractions, but also must be able to build a destination image positively, provide adequate facilities, and utilize digital promotion with optimal.

In developing tourism destinations, tourist attractions are one of the factors that influence tourist visitation interest. These attractions include the beauty of nature, cultural attractions, tourist activities, or unique experiences provided by a place. The more attractive a destination is, the greater the likelihood that tourists are interested in visiting it. However, changes in tourist behavior from Generation Z show that the decision to visit is not only based on tourist attractions, but also influenced by perceptions of destination image, quality that exists and information obtained through digital media. Destination image becomes an important factor because it shapes tourist perception before making a visit. Destinations with a positive image tend to attract easier the attention of potential tourists compared to less known destinations. In addition, facilities in tourism also play a role in creating comfort and satisfaction during travel. The availability of complete, safe, comfortable, and easily accessible facilities can enhance tourist experience thus driving the emergence of interest in visiting or recommending destinations to others.

On the other hand, the advancement of digital technology has also changed how destinations are marketed tourism. Digital promotion through social media, websites, and various internet-based platforms has become an effective means of communication to reach tourists, especially Generation Z. Engaging content, tourist reviews, and influencer recommendations are able to shape positive perceptions of a destination and increase the desire to visit. Various previous studies show that tourist attractions, destination image, facilities, and digital promotion are factors that can influence travel intent of tourists. However, research results on the influence of each variable still show inconsistencies. Some studies found that digital promotion significantly affects visiting interest, while other studies show different results. These differences indicate a research gap that needs to be examined further, especially at Kaliurang tourism destination with a focus on Generation Z tourists. Generation Z. Based on this phenomenon, this study aims to analyze the influence of tourist attractions, destination image, tourism facilities, and digital promotion on visiting interest of Generation Z tourists to Kaliurang tourist area. The results are expected to contribute to the development of tourism management science and serve as input for destination managers and local governments in formulating strategies for developing tourism that aligns with the characteristics of Generation Z travelers in the digital era. digital.

2. Literature Review

2.1 Tourism

Tourism is the activity and process of taking time away from home in an effort to undertake travel, recreation, and enjoyment while utilizing the provision of commercial services (Fauziah, 2021). Tourism is not only about the object but also the overall tourist experience including attractions, accessibility facilities, services, promotion, and interaction social.

2.2 Visiting Interest

In the context of tourism, the interest in visiting is defined as a person's desire to to visit a place considered attractive (Ratnaningtyas et al., 2023). For Generation Z, the decision to visit a place is not only driven by recreational needs but also by the extent to which the destination can provide experiences that can be shared digitally and reflect their personal identity.

2.3 Tourist Attraction

Tourist Attraction According to (Jefri Putri et al., 2021), tourist attraction is the ability of an object or stimulus to attract attention and influence decision and behavior of individuals, especially in the realm of marketing communication. Tourist attraction according to the Act No. 10 of 2009 is everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that become targets or destinations for tourist visits.

2.4 Destination Image

A tourist destination is a place or geographic area that serves as a travel destination for tourists in which tourist activities include attractions, accessibility, and supporting facilities and auxiliary facilities (Widayati & Widiastuti, 2022). Destination image is defined as a set of beliefs, ideas, and impressions held by a person about a tourist destination (Iskandar & Samosir, 2021).

2.5 Tour Facilities

Facilities are one of the infrastructure that can support success in a business. This aspect greatly influences the priorities of tourists who will make a visit. Facilities are resources provided by an entity of a business or organization to support comfort and provide convenience for customers in accessing products or services (Dedy & Alfandi, 2022).

2.6 Digital Promotion

Digital promotion, as described by (Aghazadeh & Khoshnevis, 2024), is a form of marketing activity conducted through internet-based media with the aim to increase consumer engagement and broaden market reach. On the other hand, promotion digital is essentially a form of persuasive communication designed to persuade and influence consumer behavior.

3. Research Methods

This study uses a quantitative approach with a causal research type, aimed at analyzing the influence of tourist attraction, destination image, facilities, and digital promotion on the visiting interest of Generation Z tourists to Kaliurang. This study was conducted in March-April 2026 to obtain accurate data in line with the period of Generation Z tourist visits. The population of this study is all Generation Z tourists who have visited Kaliurang tourist destination, while the sample was determined using non-probability sampling with purposive sampling method based on criteria set by the researcher. Data were obtained through the distribution of questionnaires prepared based on indicators of each research variable, namely tourist attraction, destination image, facilities, digital promotion and visiting intention of tourists.

The data source used are primary data obtained directly from respondents. Before analysis, the research instrument was tested through validity tests and reliability tests to ensure data quality. Subsequently, the data were analyzed using SPSS; the analysis stages include classical assumption tests consisting of normality tests, tests of multicollinearity and heteroscedasticity tests. Hypothesis testing was done using an F-test to determine the effect simultaneously and a t-test to determine the partial effect of each variable. Impact on the dependent variable, as well as the coefficient of determination to measure the model's ability to explain the variations that occur in the dependent variable.

3.1 Results of the research instrument test

The validity test was conducted to assess whether the research instrument was able to accurately measure the intended variables. This study involved 103 respondents, resulting in an r-table value of 0.163 at a 5% significance level ($\alpha = 0.05$). An indicator was considered valid if its calculated correlation coefficient (r-count) exceeded the r-table value. The results of the validity test for each indicator are presented in Table 1.

Table 1. Validity Test Results

riable	dicator	scription
ourist attractions	1	Valid
	2	Valid
	3	Valid
	4	Valid
	5	Valid
stination image	1	Valid
	2	Valid
	3	Valid
	4	Valid
	5	Valid
urist facilities	1	Valid
	2	Valid
	3	Valid
	4	Valid
	5	Valid
	6	Valid
	7	Valid
	8	Valid
gital promotion	1	Valid
	2	Valid
	3	Valid
	4	Valid
	5	Valid
	6	Valid
siting intention.	1	Valid
	2	Valid
	3	Valid
	4	Valid
	5	Valid
	6	Valid
	7	Valid
	8	Valid

Source: Primary data processed (2026)

The reliability test was conducted to evaluate the internal consistency of the research instrument, ensuring that it consistently measured the research variables. In this study, the reliability of the instrument was assessed using Cronbach's Alpha coefficient.

Table 2. Reliability Test Results

Variable	of items	Description
Tourist attractions	5	Reliabel
Destination image	5	Reliabel
ourist facilities	8	Reliabel
Digital promotion	6	Reliabel
Visiting intention.	8	Reliabel

Source: Primary data processed (2026)

3.2 Descriptive Analysis Results of Respondent Characteristics

In this study, the descriptive analysis of respondents was categorized based on several characteristics. The respondents were Generation Z tourists aged 18–25 years, the majority of whom were university students, residing in Yogyakarta and its surrounding areas, and had visited Kaliurang at least once. Most respondents reported that their primary purpose of visiting Kaliurang was for recreational activities with friends or family.

Tabel 1. Respondent Characteristic Based on Gender

Gender	Total
Male	32
Female	71
Total	**103**

Source: Primary data processed (2026)

Tabel 2. Respondent Characteristics By Age

Age	Number of Respondents
12-15 Years	3
16-18 Years	5
19-21 Years	42
22-24 Years	48
25-27 Years	5
Total	**103**

Source: Primary data processed (2026)

Tabel 3. Respondent Characteristics by Occupation

Occupation	Number of Respondent
Student	10
College student	81
Worker	12
Total	**103**

Source: Primary data processed (2026)

Tabel 4. Respondent Characteristics Based on Income

Income	Amount
< Rp 500.000	15
Rp 500.000 – Rp 1.500.000	32
Rp 1.500.000- Rp 2.000.000	23
Rp 2.000.000 – Rp 3.000.000	18
> Rp 3.000.000	15
Total	**103**

Source: Primary data processed (2026)

Tabel 5. Respondent Characteristics by Domicilie

Domicilie	Number of Respondent
Yogyakarta City	37
Sleman Regency	42
Bantul Regency	7
Kulon Progo Regency	1
Gunung Kidul Regency	1
Others	15
Total	**103**

Source: Primary data processed (2026)

3.3 Classical Assumption Test Results

Table 8. Normality Test Results

		Unstandardized Residual
N		103
Normal Parameters[a,b]	Mean	,0000000
	Std.Deviation	2,45532999
Most Extreme Differences	Absolute	,108
	Positive	,091
	Negative	-,108
Asymp. Sig. (2-tailed)		.005[c]
Monte Carlo Sig. (2-tailed)	Sig.	.168[d]

Source: Primary data processed (2026)

Based on the normality test results in Table IV.13 using the Kolmogorov-Smirnov test Kolmogorov-Smirnov, an initial significance value of 0.005 was obtained. The value is smaller than 0.05, indicating that the data are not yet normally distributed. Therefore, a re-test was performed using the Monte Carlo method to obtain more accurate results. Based on the results of the Monte Carlo test, the Monte Carlo significance value is 0.168. According to the normality test criteria, if the significance value is ≥ 0.05, then the data is considered normally distributed. Because the obtained significance value is 0.168 ≥ 0.05, thus it can be concluded that the data in this study are distributed normal.

Table 9. Multicollinearity Test Results

Variable
Tourist attractions
Destination image
Tourist facilities
Digital promotion

Source: Primary data processed (2026)

From the results of the multicollinearity test that has been performed, Table IV.14 shows the tourist attraction variable has a tolerance value of 0.448 and VIF 2.230, the variable destination image has a tolerance value of 0.451 and VIF 2.217, the facility variable tourism has a tolerance value of 0.422 and VIF 2.370, and the digital promotion variable has a tolerance value of 0.422 and VIF 2.370. Multicollinearity tests function to detect high correlation among the independent variables. Based on the processed multicollinearity test data, it can be concluded that each independent variable does not show multicollinearity because the value tolerance > 0.10 and VIF < 10.

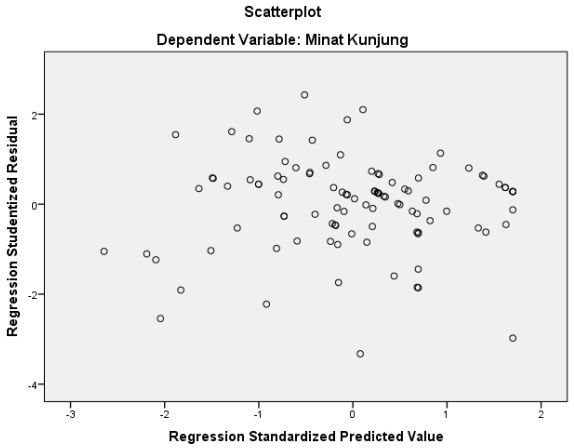


Figure 1. Heteroskedasticity Test Results
Source: Primary data processed (2026)

The heteroskedasticity test conducted by the researcher on Figure IV.5. Test of heteroskedasticity is considered a good model if a graph does not contain a particular pattern. Based on the heteroskedasticity test, it can be concluded that this research does not exhibit heteroskedasticity because the data spread and does not form any particular pattern.

3.4 Results of Multiple Linear Regression Analysis

Table 10. Results of Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,049	2,774		2,181	,032
	Tourist attractions	,199	,160	,126	1,249	,215
	Destination image	,563	,153	,369	3,679	,000
	Tourist facilities	,220	,095	,240	2,308	,023
	Digital promotion	,180	,150	,124	1,197	,234

Source: Primary data processed (2026)

Based on the results of the generalized linear regression analysis test in Table IV.10 above, it can be obtained the following equation:

$$Y = 6.049 + 0,199X_1 + 0,563X_2 + 0,220X_3 + 0,180X_4$$

Y : Visiting intention
X_1 : Tourist attractions
X_2 : Destination image
X_3 : Tourist facilities
X_4 : Digital promotion

3.5 Hypothesis Test Results

Table 11. F-Test Results

Model		Sum of Squares	Df	Mean Square	F	Sig
1.	Regresion	764.185	4	191.046	30.447	.000[b]
	Residual	614.922	98	6.275		
	Total	1379.107	102			

Source: Primary data processed (2026)

Based on the F test results in Table IV.16 the simultaneous influence of attraction of tourism, destination image, tourist facilities, and digital promotion on visit intention is shown by F-calculated 30.447 ≥ F-table 2.465 or at p-value (sig) 0.000 < 0.05, therefore H0 is rejected and Ha1 is accepted, meaning tourism attraction, destination image, tourist facilities and digital promotion collectively influence visit intention to visit.

Table 12. T-test Results

Coefisien					
Unstandardized Coefficients			**Standardized Coefficients**		
Model	**B**	**Std. Eror**	**Beta**	**T**	**Sig.**
(constant)	6.049	2.774		2.181	.032
Tourist attractions	.199	.160	.126	1.249	.215
Destination image	.563	.153	.369	3.679	.000
Tourist facilities	.220	.095	.240	2.308	.023
Digital promotion	.180	.150	.124	1.197	.234

Source: Primary data processed (2026)

1) Partial influence of tourism attractiveness on tourists' intention to visit In this study, the t-test is intended to test the partial influence of tourism attractiveness on visitors' intention to visit with the following hypothesis formulations as follows:

   H02: Tourism attractiveness, on a partial basis, does not affect visiting interest tourists.
   Ha2: Tourism attractiveness, on a partial basis, affects visiting interest tourists.

   Based on Table IV.12 the partial influence of tourism attractiveness on interest of visiting tourists is shown by the unstandardized coefficient (B), amounting to 0.126 with t-statistic 1.249 < t-table 1.984 or with p-value (sig) 0.215 > 0.05, therefore H02 is accepted and Ha2 is rejected, meaning tourism attractiveness, on a partial basis, does not affect visitors' intention to visit

2) Partial influence of destination image on tourists' visiting interest In this study, the t-test is intended to test the partial influence of destination image on visiting interest with the following hypotheses as follows:

   H03: Destination image, on a partial basis, does not affect visiting interest tourists.
   Ha3: Destination image, on a partial basis, affects visiting interest tourists.

   Based on Table IV.12 the partial influence of destination image on interest of visiting tourists is shown by the unstandardized coefficient (B), amounting to 0.369 with t-statistic 3.679 > t-table 1.984 or with p-value (sig) 0.00 < 0.05, thus l l i . H03 rejected and Ha3 accepted means that destination image partially has an effect on tourists' intention to visit

3) The partial effect of tourism facilities on tourists' intention to visit

   H04: Tourism facilities partially do not have an effect on intention to visit tourists.
   Ha4: Tourism facilities partially have an effect on intention to visit tourists.

   Based on Table 12, the partial effect of destination image on intention to visit tourists is indicated by the unstandardized coefficient (B), amounting to 0,240 with t-count 2,308 > t-table 1,984 or at p value (sig) 0,023 < 0,05, then H04 rejected and Ha4 accepted, which means tourism facilities partially have an effect on tourists' intention to visit.

4) The partial effect of digital promotion on tourists' intention to visit

   H05: Digital promotion partially does not have an effect on intention to visit tourists. Ha5: Digital promotion partially has an effect on intention to visit tourists.

   Based on Table IV.12, the partial effect of destination image on intention to visit tourists is indicated by the unstandardized coefficient (B), amounting to 0,124 with t-count 1,197 < t-table 1,984 or at p value (sig) 0,234 > 0,05, then H05 accepted and Ha5 rejected, which means that digital promotion partially does not have an effect on tourists' intention to visit.

Table 13. Results of the Coefficient of Determination

Model	R	R *Square*	*Adjusted R Square*	Std. *Eror of the Estimate*
1	.744[a]	.554	.536	2.505

Source: Primary data processed (2026)

Based on the test results in Table IV.18, it can be concluded that the Adjusted R Square value is 0,536 or 53.6% and it can be concluded that tourist attraction, destination image, tourism facilities and digital promotion can affect tourists' visit intention by 53.6%, while the other 46.4% is influenced by other factors or other variables that are outside of this study.

1) The influence of tourist attraction, destination image, tourist facilities and digital promotion on the intention to visit by tourists. Based on the F-test results conducted in this study, it is concluded that tourist attractions, destination image, tourist facilities, and digital promotion simultaneously influence the intention to visit by tourists. That is, the higher the attraction, the higher the attractiveness, the better the destination image, the better the tourist facilities and the more attractive the digital promotion, the higher the intention to visit by tourists. Based on the analysis results in Table IV.18, an R Square value of 0.554 was obtained. This indicates that the variables of tourist attraction, destination image, and tourist facilities and digital promotion together can explain 55.4% of the variation in the intention to visit by tourists. The remaining 44.6% is influenced by other factors not studied, such as E-WOM (Setyowati & Liliyan, 2022), price (Nurbaeti et al., 2021), service quality and reputation of the tourist destination (Atun & Ngulya, 2025).

   The Adjusted R Square value of 0.536 indicates that after adjusting for the number of variables and sample size, this research model still has sufficient ability to explain the dependent variables well. The R value of 0.744 indicates a strong relationship between the independent variables and the intention to visit. That is, in aggregate, tourist attraction, destination image, tourist facilities, and digital promotion influence the intention to visit. However, parsimoniously, only the destination image and tourist facilities have a significant effect on the intention to visit, while tourist attractions and digital promotion do not have a significant effect on the intention to visit. Meanwhile, the Std. Error of the Estimate value of 2.505 reflects a relatively small prediction error, so the regression model used can be said to be quite good and accurate in predicting the intention to visit tourists.

   This finding shows that to attract the interest of Gen Z, tourism managers Kaliurang need to combine various elements, not rely on a single factor alone. The combination of beauty and uniqueness of attractions, the destination's reputation, comfort of facilities, and massive digital promotion are needed to encourage the interest to visit significantly. This result is in line with studies (Dahmiri & Bhayangkari, 2022) and (Hutasoit et al., 2022) which assert that promotion, facilities, and the daya collective tourism attraction jointly influences the interest in visiting tourists.

2) Effect of tourist attraction on tourists' visiting interest.
   Based on the t-test results in this study, it can be concluded that attraction of tourism does not affect the interest in visiting tourists. That is, the more high or low the tourist attraction, the less it will make the visiting interest higher or lower the visiting interest of tourists. This is supported by the unstandardized coefficient (B) which has a positive value of 0.126. In the context of Kaliurang, its destination characteristics are relatively well known and tend to be considered ordinary or offer less novelty compared to other destinations that are more viral, and thus no longer the main factor in decision making. Generation Z considers other aspects such as facility comfort, aesthetic photo spots, that are aesthetic, accessibility, and the destination image that is trending on social media, so that even though the

natural attraction of Kaliurang is quite good, this does not directly encourage an increase in visiting interest, so this finding is in line with the research (Setyowati & Liliyan, 2022) which also found that tourist attraction does not significantly affect the visiting interest.

3) Effect of destination image on tourists' visiting interest.
Based on the t-test results in this study, it can be concluded that the destination image affects the visiting interest of tourists. Meaning, the better the destination image, the higher the visiting interest of tourists. This is supported by the unstandardized coefficient (B) which has a positive value of 0.369. The hypothesis stating that the destination image has a significant influence on visiting interest in partial terms is accepted, meaning the better the destination image, in the minds of tourists Kaliurang, the higher their interest to visit, and conversely, so this finding is in line with the research (Wahyudi & Setiadi, 2023) which proves that the destination image has a significant influence on visiting interest, visiting the Gronjong Wariti Tourism Destination in Kediri Regency.

4) Effect of tourism facilities on tourists' visiting interest.
Based on the t-test results in this study, it can be concluded that tourism facilities affect visiting interest. That is, the better the facilities, the higher the visiting interest of tourists. Hypothesis stating that tourist facilities have a partial influence on the willingness to visit is accepted, which means the more complete, comfortable, and adequate the facilities available in Kaliurang, the higher the interest of Generation Z travelers to visit, so this finding aligns with the study (Nurbaeti et al., 2021) which proves that facilities have a significant influence on the intention to visit tourists at Cipondoh Lake Tourist Object, Tangerang City.

5) The Influence of digital promotion on tourist visitation interest.
Based on the t-test results in this study, it can be concluded that promotion digital does not affect visitors' visitation interest. That is, the more attractive or unattractive digital promotions will not make the visitation interest higher or lower among visitors. For Generation Z in the Kaliurang context because they have been exposed to various promotional content every day, leading to saturation with promotions and more trust in content such as reviews and others' experiences compared to official promotions, so this finding aligns with the study (Riestiana & Sudrajat, 2025) which also found that digital promotion does not have an influence significant on visiting interest at Karawang Tourist Village.

4. Conclusion

Hence to increase visitors' visitation interest one way is to strengthen the positive destination image of the destination, especially at attractions such as Museum Ullen Sentalu, Tlogo Putri Kaliurang, Merapi Volcano Museum and Lava Jeep Tour Merapi through presenting a unique, authentic, and memorable travel experience that can shape perceptions that are favorable and encourage tourist interest to visit. In the image variable the destination that obtained the lowest average score of 4.21, namely "I assess the tourism infrastructure in Kaliurang is adequate for visitors from outside the area" and " I assess this destination as having a uniqueness not possessed by other tourist destinations, although still categorized as high. The lowest value in the destination image perception indicates that there are still perceptions that are not fully satisfactory according to tourists towards the Kaliurang tourist area. Thus, for the managers of the Kaliurang tourist area this means there is a need to improve the quality of tourism infrastructure, strengthen the uniqueness compared to other locations, and be consistent in building a strong brand and in line with tourist experiences. This effort is important to shape a positive perception on an ongoing basis so as to

increase tourists' interest in visiting.

Therefore, to increase tourists' visiting interest one way is by improving the facilities at the tourist site, especially facilities at the Ullen Sentalu Museum, Tlogo Putri Kaliurang, Merapi Mountain Museum and Lava Jeep Tour Merapi. facilities variable, namely "I feel that toilet and bathroom facilities in the Kaliurang Tourism Area are available completely," achieving the lowest average score of 4.01, although still categorized as high. The lowest value in cleanliness and toilet availability aspects shows that these basic facilities still need the attention of the managers. This finding strengthens the finding that tourism facilities significantly affect the interest to visit, where tourists will be more attracted to come if facilities are well provided and comfortable to use. Therefore, for Kaliurang tourism managers there is a need to improve the cleanliness standards, maintenance, and the completeness of facilities comprehensively and evenly, such as toilet cleanliness for tourists so that visitors are comfortable when visiting the Kaliurang tourist area. This effort is important to create tourist comfort so that it can encourage tourists' visiting interest.

Future researchers are expected to develop existing findings by seeking relevant new variables and phenomena, and expanding the research sample so that the results are more accurate and generalizable. In addition, exploration of other variables such as the influence of electronic word of mouth (e-WOM), price, service quality, and reputation of tourist places should be conducted to identify additional factors the visiting interest of tourists, especially Generation Z, to the Kaliurang tourist area.

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