

The Influence of Electronic Word of Mouth on Labuan Bajo Content and Celebrity Endorser on TikTok Account @tassy.sy on Generation Z's Visiting Interest

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ABSTRACT :

The recovery of the tourism sector in Indonesia, especially Labuan Bajo, can be overcome by utilizing technological developments and social media such as TikTok. Tassy is one of the traveling content creators who often shares traveling content on TikTok. This study aims to determine how much influence electronic word of mouth (variable X1) Labuan Bajo content and celebrity endorsers (variable X2) on the TikTok @tassy.sy account on visiting interest (variable Y) Generation Z. The theory used in this research is Source Credibility Theory. The research method used is explanatory quantitative. The sample technique uses Purposive Sampling by distributing questionnaires through TikTok. The research population is followers of the TikTok account @tassy.sy and obtained a sample size of 100 results from the Taro Yamane formula. The results of multiple linear regression analysis show that E-WOM and celebrity endorsers each have a positive and significant effect on visiting interest, with the magnitude of the influence of celebrity endorsers (0.827) greater than E-WOM (0.729). Meanwhile, the interaction between E-WOM and celebrity endorsers has a negative effect on interest in visiting, meaning that the knowledge gained through celebrity endorser accounts on TikTok elaborated with E-WOM related to Labuan Bajo does not increase interest in visiting. The coefficient of determination shows that the contribution of E-WOM on Labuan Bajo content and celebrity endorsers on the @tassy.sy TikTok account to visiting interest is 92.3%.

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INTRODUCTION

Indonesia is an archipelago that is famous for its beautiful natural tourist destinations. It is no secret that the attractiveness of Indonesia always attracts the attention of many tourists from domestic to foreign countries. One of the hidden paradises in Indonesia is Labuan Bajo, which is located in Komodo District, West Manggarai Regency, East Nusa Tenggara Province. Labuan Bajo is a tourist destination that is being raised in Indonesia because it is part of the five Super Priority Destinations. Known as an area that has the best biodiversity in the world, Labuan Bajo has many famous attractions including Padar Island, Pink Beach, Manta Point, and Komodo National Park which was declared a UNESCO World Heritage in 1991.

Based on BPOLBF's presentation, the number of tourist visits to Labuan Bajo has fluctuated. In 2019, it was stated that the number of domestic tourists visiting reached 77,635 people. This figure is higher than the previous year, which was 55,423 in 2018 and 48,457 in 2017. Unfortunately, the surge in tourist visits that continues to increase has to be stopped due to the implementation of Large-Scale Social Restrictions (PSBB) in several areas due to the COVID-19 pandemic. The number of tourists traveling to Labuan Bajo dropped dramatically to 38,529 people in 2020 and 88,099 people in 2021 (Indraswari, 2023).

After experiencing a very drastic decline, the Head of the Labuan Bajo Tourism Office provided data on the number of domestic tourist visits which continued to show an increasing performance, namely 170,352 in 2022 and 184,698 in 2023 (Ardin, 2024). Sandiaga also said that tourism development in Labuan Bajo as one of the super-priority destinations continues to be carried out to support the development of quality and sustainable tourism, with a target of increasing the number of tourist visits to Labuan Bajo to 1.5 million tourists per year (Hendriyani, 2022).

The recovery of the tourism sector in Labuan Bajo can be overcome by utilizing the development of communication technology that is now growing, one of which is social media. Social media is utilized as an electronic word-of-mouth (E-WOM) marketing tool. The purpose of electronic word of mouth is to provide information, influence views, inspire, trigger purchases, and provide product recommendations from the benefits that have been felt (Agustina et al., 2018). According to (Indriyani & Artanti, 2020), electronic word of mouth has the ability to influence tourist decisions because they tend to see electronic word of mouth as a source of information that is more up-to-date, interesting, and more trusted than information provided by tourism service providers. The use of electronic word of mouth itself in social media is more popular because it has the potential to reach many global audiences easily and quickly (Daugherty & Hoffman, 2014).

The social media that is currently popular is TikTok. TikTok is an application originating from China that was launched in early September 2016 by an entrepreneur named Zhang Yiming, who also founded a technology company called ByteDance. TikTok is one of the social media that has gained popularity in the world as well as in Indonesia. According to We Are Social data, Indonesia is the second country with the highest number of users, reaching 99.79 million as of July 2023 (Annur, 2023). With the high number of TikTok users in Indonesia, TikTok

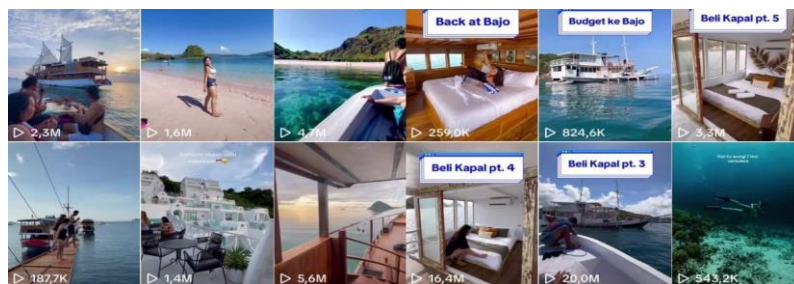
is often used as a means of electronic word-of-mouth marketing in promoting a product or service.

Table 1 Indonesia content creators who shared Labuan Bajo content on TikTok

No.	TikTok Account	Followers	Number of Likes	Engagement Rate
1.	@tassy.sy	1,1 million	20,1 million	9,71%
2.	@onihoironi	505,3 thousand	14,6 million	3,45%
3.	@cannyclau	466,2 thousand	15,2 million	5,28%
4.	@jadiginimi	298,6 thousand	13,2 million	<0,01%
5.	@zilmizola	249,7 thousand	9,3 million	7,54%

Source: (Hypeauditor, 2023)

The type of electronic word-of-mouth content that is widely spread on TikTok is content about the tourist destination of Labuan Bajo. This Labuan Bajo content is often found in several content creator accounts that promote this tourist destination. In Indonesia itself, there are many TikTok content creators who focus on traveling such as Tassy, Zilmi Zola, Canny, Onihoironi, and Jadiginimi. Of the five content creators mentioned, the researcher chose Tassy as the research subject. This is because Tassy has the highest number of followers, likes, and engagement rate among the four other influencers, which makes her number one. Tassy's content also has many advantages such as: (1) Emphasizing attractive visual aspects by paying attention to lighting settings and shooting angles that highlight the beauty of nature; (2) Editing effects with a minimalist style to make the content more pleasing to the eye; (3) Selection of music or background sound that is currently viral so that it attracts the attention of the audience; (4) Clever speaking in videos so that the audience feels there is interaction with the content creator, so they feel provoked and encouraged to provide comments or reactions; (5) Using language that is easy to understand and the use of voice over features that give a pleasant impression in conveying information.



Source: (TikTok account @tassy.sy)

Figure 1 Electronic Word of Mouth Labuan Bajo TikTok content @tassy.sy

Tassy is a 21-year-old TikTok content creator who loves traveling to several tourist destinations in Indonesia ranging from Labuan Bajo, Sumbawa, Gili Trawangan, Lombok, Raja Ampat, Bromo, Bali, Toraja, Bangka Belitung, and many more. When viewed from some of the content on TikTok, Labuan Bajo is the most favorite destination, as evidenced by the frequency of visits and the boat that Tassy has just bought to be able to enjoy the natural beauty around Labuan Bajo.

The image above is one type of content promoted by the @tassy.sy account on TikTok, namely about Labuan Bajo tourist destination. This content aims to provide reviews about Labuan Bajo tourist destination so that they can be seen and provide benefits to TikTok users or followers. Designed into a creative and refreshing content to attract the attention of followers, this content consists of several categories such as A Day in My Life, culinary exploration, OOTD content, Q&A, recommendations (lodging, restaurants), travel budget, ship reviews, and others. Labuan Bajo content created by the @tassy.sy account always reaches millions of viewers or impressions, thus it can be seen that the potential interest of people to visit and enjoy Labuan Bajo as a tourist destination can be influenced by recommendations or reviews shared by content creators.

Based on the content of Labuan Bajo that is currently developing, it can certainly lead to electronic word of mouth which influences visiting interest. Electronic word of mouth is published in the form of consumer reviews in the form of video content, blogs, or discussion forums between fellow consumers who interact with each other, where it is continuous with the content of Labuan Bajo. Electronic word of mouth published on the TikTok platform allows content creators to convey information or reviews of a product with the experience and knowledge gained after visiting Labuan Bajo, which in this research is a video review content of tourist destinations published through the TikTok application for users or followers to see.

Besides electronic word of mouth in terms of content, support from celebrity endorsers as transmitters of messages or information is really needed. According to (Romdhoni et al., 2022), the use of celebrity endorsers is very popular because messages delivered through attractive sources can attract greater attention and are easier for consumers to remember. A celebrity endorser is a well-known individual or someone who has expertise, awareness, and attractiveness who can send messages about a product with the aim of attracting consumer attention in a short time and increasing consumer interest in buying the product (Novta et al., 2022).

Using celebrity endorsers in the tourism industry is nothing new. In 2020, to revive Indonesia's tourism sector which experienced a decline due to the COVID-19 pandemic, Anjani Trip collaborated with six of the most popular influencers to take a tourist trip to Labuan Bajo, East Nusa Tenggara. The six influencers are Sabian Tama, son of Wishnutama who was the former Minister of Tourism and Creative Economy in the Advanced Indonesia Cabinet (2019–2020), Awkarin, Keanu, Eri Carl, Dara Arafah, and Sarah Gibson. This aims to support the government in encouraging the spirit of the #BackTourism movement (Hasbullah, 2020).

The existence of Tassy as a content creator as well as a celebrity endorser can influence the interest in visiting Generation Z in Indonesia to come to Labuan Bajo with the aim of

promoting increased domestic tourist visits. According to (Trihayuningtyas et al., 2019), Generation Z has a high affinity with digital technology so they are often dependent on doing many things, including looking for information about tourism. Generation Z feels that tourism has become a psychological need for them, the availability of digital platforms as information media makes it easier for them to fulfill all information needs related to tourist destinations and preparation for tourism activities that will be carried out.

Researchers chose Labuan Bajo as the object of research to be studied because it is included in the list of five super-priority destinations of the Kemenparekraf program. However, among the five super-priority destinations, Labuan Bajo is still considered difficult to become a large tourist area, because it still requires large costs to carry out proper development. The number of domestic tourist visits to Labuan Bajo is still relatively small when compared to foreign tourists, so Sandiaga as Minister of Tourism asked Gen Z to promote Labuan Bajo through social media such as TikTok.

This is based on the characteristics of Generation Z who have a tendency to express themselves, one of which is by sharing photos on social media. Sandiaga sees that Gen Z is very familiar with social media like TikTok. Coupled with the creative content that is often made, so that it can attract the attention of tourists (Fauziah, 2023). By referring to the Source Credibility theory which states that the credibility of the message source is a stimulus that influences changes in a person's behavior, this study was conducted. The research aims to determine the influence of electronic word of mouth (E-WOM) on Labuan Bajo content and celebrity endorsers on TikTok account @tassy.sy on Generation Z's visiting interest.

RESEARCH METHOD

This research uses the method of explanatory quantitative. The research population was followers of the TikTok account @tassy.sy and a sample of 100 respondents was taken. Samples were obtained using the purposive sampling method. Data collection uses a questionnaire in the form of a Google Form which is distributed via the TikTok social media network. This research uses two independent variables, namely electronic word of mouth (X1) and celebrity endorser (X2), as well as one dependent variable, namely interest in visiting (Y). Data analysis used multiple linear regression with the help of SPSS Version 29 software.

The measurement of each variable uses statements, each of which has four answer choices, namely; strongly agree (SS) with a value of 4, agree (S) with a value of 3, disagree (TS) with a value of 2, and strongly disagree (STS) with a value of 1. The indicators that are statement items for each variable are as follows:

1. Electronic word of mouth, (Goyette et al., 2010) provides 8 indicators consisting of; a) Frequency of accessing information related to Labuan Bajo, b) Frequency of interaction with other users/followers related to Labuan Bajo, c) Number of reviews written regarding Labuan Bajo, d) Positive comments related to Labuan Bajo, e) Recommendations related to Labuan Bajo, f) Information (tourist destinations, estimated costs, quality of facilities) in Labuan Bajo.

2. Celebrity endorser, (Shimp, 2014) provides 8 indicators consisting of; a) Celebrity endorsers have honesty in conveying Labuan Bajo information, b) Celebrity endorsers have integrity in conveying Labuan Bajo information, c) Celebrity endorsers have knowledge in conveying Labuan Bajo information, d) Celebrity endorsers have skills in conveying Labuan Bajo information, e) Celebrity endorsers have experience in conveying Labuan Bajo information, f) Celebrity endorsers have beautiful faces, g) Celebrity endorsers have an attractive appearance, h) Celebrity endorsers have their own character.
3. Visiting interest, (Ferdinand, 2002) provides 8 indicators consisting of; a) The individual's tendency to visit Labuan Bajo, b) The individual's tendency to recommend Labuan Bajo to others, c) The individual's tendency to invite other people to Labuan Bajo, d) The individual's feeling of liking to be the main preference or choice regarding Labuan Bajo information, e) Individual tendency to seek more information about Labuan Bajo.

Validity test

Testing the validity of the measurement instrument using exploratory factor analysis (EFA) has been declared valid. The assumptions used in factor analysis with a KMO value >0.50 have been fulfilled, namely (0.849), which can be seen in Table 2. In addition, Bartlett's Test of Sphericity (<0.01) has met the standard significance value, namely less than 0.05 (Intyaswati, 2023).

Table 2 KMO and Bartlett's Test Values

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,849
Bartlett's Test of Sphericity	Approx. Chi-Square	953,369
	df	276
	Sig.	<.001

Source: (Research Data Analysis, 2024)

Table 3 Anti-Image Correlation Measures Values of Sampling Adequacy (MSA)

ItemsVariable Statement X1	r MSA (X1)	ItemsVariable Statement X2	r MSA (X2)	ItemsY Variable Statement	r MSA (Y)
EWOM.1	0.890a	CELEB.1	0.815a	INTEREST.1	0.898a
EWOM .2	0.807a	CELEB .2	0.869a	INTEREST .2	0.871a
EWOM .3	0.910a	CELEB .3	0.813a	INTEREST .3	0.859a
EWOM .4	0.737a	CELEB .4	0.844a	INTEREST .4	0.854a
EWOM .5	0.934a	CELEB .5	0.822a	INTEREST .5	0.874a
EWOM .6	0.832a	CELEB .6	0.815a	INTEREST .6	0.783a
EWOM .7	0.820a	CELEB .7	0.861a	INTEREST .7	0.853a
EWOM .8	0.869a	CELEB .8	0.864a	INTEREST .8	0.890a

Source: (Research Data Analysis, 2024)

Based on Table 3, it is known that all measurement items for each variable have an MSA anti-image correlation value that meets the established standards, namely a value greater than 0.50.

Table 4 Communalities Values

Communalities		
	Initial	Extraction
EWOM.1	1,000	,763
EWOM .2	1,000	,761
EWOM .3	1,000	,746
EWOM .4	1,000	,748
EWOM .5	1,000	,913
EWOM .6	1,000	,859
EWOM .7	1,000	,801
EWOM .8	1,000	,867
CELEB.1	1,000	,908
CELEB .2	1,000	,729
CELEB .3	1,000	,739
CELEB .4	1,000	,827
CELEB .5	1,000	,813
CELEB .6	1,000	,759
CELEB .7	1,000	,756
CELEB .8	1,000	,788
INTEREST.1	1,000	,949
INTEREST .2	1,000	,836
INTEREST .3	1,000	,870
INTEREST .4	1,000	,890
INTEREST .5	1,000	,869
INTEREST .6	1,000	,897
INTEREST .7	1,000	,886
INTEREST .8	1,000	,846

Source: (Research Data Analysis, 2024)

Table 4 shows that the Communalities value from EFA has met the specified standard value, namely more than 0.50. Furthermore, Table 5 shows the results of grouping factors using the Component Transformation Matrix which explains that each variable with its measurement items declared valid is grouped into three variables.

Table 5 Grouping of Component Transformation Matrix Factors

Component Transformation Matrix				Information
Components	1	2	3	
1 (X1)	,672	,558	,487	Valid
2 (X2)	-.740	,510	,438	Valid
3 (Y)	-.004	-.655	,755	Valid

Source: (Research Data Analysis, 2024)

Based on the results of the Component Transformation Matrix above, it shows that as a result of varimax rotation a total of 3 factors (variables) are formed, namely: electronic word of mouth, celebrity endorser, and interest in visiting. The statement items included in the factor grouping calculation are statement items that meet the requirements of the factor validity test criteria, namely KMO, Barlett's Test of Sphericity, MSA, and communality. Each factor is included in a group that represents the number of existing variables.

As component 1 (Variable X1) has a correlation result of $0.672 > 0.5$, component 2 (Variable X2) has a correlation result of $0.510 > 0.5$, and component 3 (Variable Y) has a correlation result of $0.755 > 0.5$. The final result has 24 statement items containing 8 items of variable X1, 8 items of variable X2, and 8 items of variable Y which are declared valid. Valid statement items will be used by researchers to collect data at the next stage.

Reliability Test

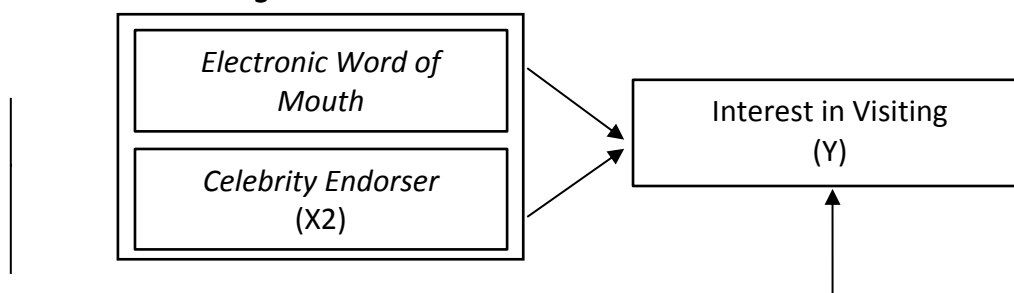
Table 6 Reliability Test Results

Reliability Statistics		
Variable	Cronbach's Alpha	Number of items
X1	0.950	8
X2	0.946	8
y	0.950	8

Source: (Research Data Analysis, 2024)

The results of the measurement reliability test can be seen in Table 6, the Cronbach's Alpha value for each variable has met the established standards, namely greater than 0.6. Electronic word of mouth (X1) produces a Cronbach's Alpha value of 0.950, celebrity endorser (X2) of 0.946, and interest in visiting (Y) of 0.950. It can be concluded that the measurements of the three research variables are declared reliable.

Framework of thinking



Research Hypothesis

H0: There is no positive and significant influence from electronic word of mouth on visiting interest.

H1: There is a positive and significant influence of electronic word of mouth on visiting interest.

H0: There is no positive and significant influence from celebrity endorsers on visiting interest.

H2: There is a positive and significant influence from celebrity endorsers on visiting interest.

H0: There is no positive and significant influence on the interaction between electronic word of mouth and celebrity endorsers on visiting interest.

H3: There is a positive and significant influence on the interaction between electronic word of mouth and celebrity endorsers on visiting interest.

RESULTS AND DISCUSSION

Table 7. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		100
Normal Parameters a, b	Mean	.0000000
	Std. Deviation	1.12567997
Most Extreme Differences	Absolute	,086
	Positive	0.79
	negative	-.086
Statistical Tests		0.86
Asymp. Sig. (2-tailed) c		,065

Source: (Research Data Analysis, 2024)

Research data analysis was conducted using multiple linear regression analysis with the SPSS 29 application. The initial stage of the research was an evaluation of the classical assumptions that must be met in the regression analysis. Table 7 shows the results of the normality test on the results of the regression analysis, and the normality assumption has been met with a significance value of 0.065 (> 0.05).

Table 8 shows the results of the multicollinearity test where the Tolerance value of Value amounting to 0.149 in the electronic word of mouth (X1) and celebrity endorser (X2) variables. Apart from that, the VIF (Variance Inflation Factor) value shows a result of 6.713 for the electronic word of mouth (X1) and celebrity endorser (X2) variables. These results indicate that the Tolerance of the value of each independent variable is greater than >0.1 , and the VIF value of each is smaller than 10. The standard criteria have been met, so it is stated that there is no multicollinearity problem in the two independent variables in this study.

Table 8 Multicollinearity Test Results

Model	Coefficients				Collinearity Statistics		
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1,146	,793		1,445	,152		
E-WOM	,413	,072	,429	5,730	<.001	,149	6,713
Celebrity Endorser	,553	,075	,549	7,338	<.001	,149	6,713

a. Dependent Variable: Interest in Visiting

Source: (Research Data Analysis, 2024)

The results of the heteroscedasticity test can be seen in Table 9. The decision-making criteria are obtained from the Glejser test value, if the significance value is more than 0.05, it means that there are no symptoms of heteroscedasticity. It can be seen from the table that the significant value of the electronic word-of-mouth variable (X1) is 0.912 and the celebrity endorser (X2) shows a value of 0.787. So, it can be concluded that the two variables in this study do not experience symptoms of heteroscedasticity because the significance value is more than 0.05.

Table 9 Heteroscedasticity Test Results

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
(Constant)	1,051	,537		1,958	,053	
E-WOM	,005	,049	,029	,110	,912	
Celebrity Endorser	-.014	,051	-.071	-.271	,787	

a. Dependent Variable: RES2

Source: (Research Data Analysis, 2024)

Based on Table 10, it is known that electronic word of mouth has a positive and significant effect on Visiting Interest, with a value of 0.703 ($p < 0.001$). Likewise, there is a positive and significant influence from celebrity endorsers on Visiting Interest with a value of 0.833 ($p < 0.001$). These findings form the basis for accepting H1 and H2. Meanwhile, the interaction between electronic word of mouth and celebrity endorsers significantly influences visiting interest with a value of (-0.013) with a significance of less than 0.05, which means it has a negative influence. These results are the basis for rejecting H3. This negative influence means that when someone jointly gains knowledge from celebrity endorser content and accesses

electronic word of mouth related to Labuan Bajo, the elaboration of these two messages does not increase interest in visiting Labuan Bajo. Based on the standard coefficient value, it was found that the influence of celebrity endorsers (0.827) on visiting interest was greater than the influence of electronic word of mouth (0.729).

Table 10. Results of Multiple Regression Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	-4,776	2,661		-1,795	,076
E-WOM	,703	.143	,729	4,912	<.001
Celebrity Endorser	,833	.141	,827	.5903	<.001
X1_X2	-.013	,005	-.571	-2,327	,022

a. Dependent Variable: Interest in Visiting

Source: (Research Data Analysis, 2024)

Table 11 shows that the coefficient of determination obtained is 92.3%, meaning that the Electronic word-of-mouth variable (X1) and the Celebrity Endorser variable (X2) have an influence of 92.3% on the Interest in Visiting variable (Y), while the remaining 7.7% is influenced by other independent variables.

Table 11. Coefficient of Determination

Model Summary b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961a	.923	.921	1,112

a. Predictors: (Constant, X1_X2, Celebrity Endorser, E-WOM)

Source: (Research Data Analysis, 2024)

Electronic Word of Mouth on Visiting Interest

The research results show that electronic word of mouth has a significant effect on interest in visiting. These results are in line with previous research conducted by (Doosti et al., 2016);(Wang, 2015); (Thao et al., 2023); (Abubakar et al., 2017); (Witarsyah & Hasanah, 2023); (Nechoud et al., 2021); (Alsheikh et al., 2021); (Choirisa et al., 2021); (Abubakar & Ilkan, 2016); (Auliya & Pertiwi, 2020); (Thaothampitak & Wongsuwatt, 2022); (Krishnapillai & Ying, 2017), which found that electronic word of mouth will increase someone's interest in visiting.

These findings are able to prove that the higher the level of information from a trusted source, the more positive impression it will have on potential visitors, the more tourists will be interested in visiting. These findings can answer the problem and can be utilized by the

Ministry of Tourism, Generation Z, celebrity endorsers (influencers, content creators, travel bloggers, and public figures), as well as online tours to provide information regarding the promotion of the Labuan Bajo tourist destination which is packaged into interesting content so that the number of domestic and foreign tourist visits increases.

Celebrity Endorser on Visiting Interest

The research results show that celebrity endorser has a significant effect on interest in visiting. This is in line with previous research conducted by (van der Veen & Song, 2014); (Windya Giri & Alfaruqi, 2023); (Chaddha et al., 2021); (Liu et al., 2023); (Putri et al., 2023); (Ferreira et al., 2022) that found celebrity endorsers will increase someone's interest in visiting.

These findings prove that the higher the trust, expertise, and attractiveness of a celebrity endorser, the more influence their attitude will have on potential visitors and increase tourist interest in visiting. Attitudes and perceptions will increase if the celebrity endorser is their idol. These findings can address problems and can be used by influencers, content creators, and public figures to increase the intensity of publishing content related to Labuan Bajo through videos packaged into interesting content. Additionally, influencers can provide persuasive responses or invitations to followers, including Gen Z, who comment in the comments section of content uploads, so that they can be more inclusive and increase closeness.

Source Credibility Theory

The research results show that electronic word-of-mouth Labuan Bajo content and celebrity endorsers on the TikTok account @tassy.sy have a significant influence on visiting interest using source credibility theory. This is in line with previous research conducted by (Kapoor et al., 2020); (Ismagilova et al., 2020); (Hussain et al., 2017); (Aljabari et al., 2023); (Weismueller et al., 2020).

These findings are able to prove that the higher the communicator's credibility, the more effective it will be in changing someone's opinions and attitudes. The main key of electronic word of mouth is an opinion leader, namely a person who has the power to influence a decision (influencer). As with the Labuan Bajo content created and uploaded by the TikTok account @tassy.sy, this content aims to provide reviews about the Labuan Bajo tourist destination so that it can be seen and provide benefits to TikTok users or followers.

An influencer is considered trustworthy if he is an expert in his field. As a content creator in the travel sector, Tassy always builds a different image compared to other content creators, both in terms of clothing, delivery method, variety of content presented, choice of color grading, and footage used. By relying on your expertise, trust, and attractiveness, viewers will be interested in continuing to view, share, and provide likes or comments on uploaded Labuan Bajo content.

CONCLUSION

The results of the study which looked at the influence of the relationship between the research variables are as follows; there is a positive and significant influence of both electronic

word of mouth and celebrity endorsers on the TikTok account @tassy.sy regarding Generation Z's interest in visiting Labuan Bajo. However, simultaneous access to electronic word of mouth and celebrity endorsers on the TikTok account @tassy.sy is unlikely to increase interest in visiting. The contribution of celebrity endorsers to visiting interest is greater than the influence of electronic word of mouth.

The contribution of electronic word of mouth and celebrity endorsers to visiting interest is quite large, namely 92.3%. These findings can be a reference that the role of celebrity endorsers on social media can be increased, especially to participate in development in the tourism sector. The interaction of celebrity endorsers with their followers (Generation Z) through uploading their content has been proven to contribute to promoting the products and content created. Generation Z, with their social media activities, can become agents who contribute to promoting the tourism sector through electronic word of mouth on their social networks.

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