



DOMESTIC TOURIST VISIT INTENTION: GEN Z’S INSIGHT

Vonezyo Yupanzara Dharomesz^{*1}, Maria Gracetania Felly Setiawan²

^{1,2}Universitas Atma Jaya Yogyakarta

¹vonezyo@gmail.com, ²gracetania.mariaa@gmail.com

ABSTRACT

This study investigates determinants of Gen Z visit intention to Mount Bromo, i.e., expectation, perceived value, social value, and interrelation between visit intention. According to feedback from 221 Gen Z participants using Structural Equation Modeling (SEM-PLS), the study reveals that expectations have significant impacts on perceived value and visit intention, highlighting its central role as the main antecedent of travel decision-making. The perceived value is the most reliable predictor of visit intention, and it makes Gen Z value-driven tourists who care more about authenticity, emotional fulfillment, and self-expression than cost-benefit. Social value is a significant predictor of perceived value but not a direct predictor of visit intention in the sense that peer respect and acceptance are only significant when expressed as personal value judgments. Mediation analysis also offers evidence of the central bridging function of perceived value between expectation, social value, and intention. Finally, the research concludes that Gen Z travel choices are decided less by external influences and more by pragmatic expectations, real cultural experiences, and socially meaningful interactions building personal satisfaction. These findings provide insight into theoretical models of visit intention and provide real-world implications for destination managers to promote branding, increase perceived value, and develop culture-rich experiences in nurturing domestic tourism growth in Indonesia.

Keywords: Visit Intention, Expectation, Perceived Value, Social Value.

1. Introduction

Indonesia's tourism growth is geared towards attracting as many tourists as possible to continuously increase earnings of domestics tourism. The country has a large population with diverse traditions and cultures, tourists hold significant potential to boost Indonesian tourism. Domestic tourism has become one of the most significant national and regional economic drivers, with domestic tourists increasingly playing a role in sustaining destination growth. Indonesian domestic tourists produce most of the visitor traffic, reflecting not only economic mobility but also cultural activity and leisure pursuit (Kronenberg & Fuchs, 2022). Strengthening domestic tourism is also crucial for ensuring the sector's resilience, particularly in post-pandemic recovery, as it reduces dependence on volatile foreign markets and promotes sustainable cultural preservation (Woyo, 2020). Additionally, domestic tourism helps in diversifying tourism demand, promotes local economic circulation, and fosters more local identity among the population (Yuli et al., 2025).

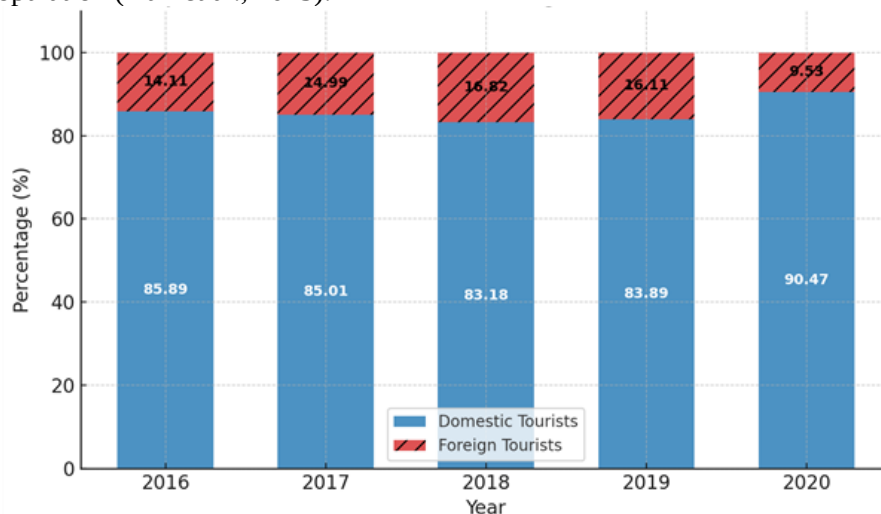


Figure 1. Proportion of Domestic and Foreign Tourists in Indonesia (2016-2020)

During the five years, domestic tourists consistently enjoyed the lion's share, from 83.18% (2018, the trough) to 90.47% (2020, the peak). This confirms domestic tourism's structural role as the backbone of Indonesia's tourism sector. Despite the volatility of foreign arrivals, domestic tourism shares grew significantly higher in 2020, at 90.47%. This means that Indonesia's tourism industry relies on domestic mobility to propel demand. The strength of domestic tourists alleviated some of the negative impacts of fewer foreign tourists. The illustration (figure 1) shows that Indonesia's tourism is domestically driven, and foreign tourism is an accelerator of growth but is highly vulnerable to external shocks. By province of origin, Indonesian domestic tourist flows are largely found in Java provinces (figure 2). This is only natural, considering Java is the most populous island and central hub of the country's economy, education, and culture (Badan Pusat Statistik, 2022). The combination of well-developed transport infrastructure, higher levels of disposable income, and easy access to desirable points of interest places the region at the highest source of domestic tourism (Tantowi, 2022). These regions include East Java with the highest proportion of tourist visits, followed by Central Java and West Java.

Distribution of Domestic Tourist Origins by Region

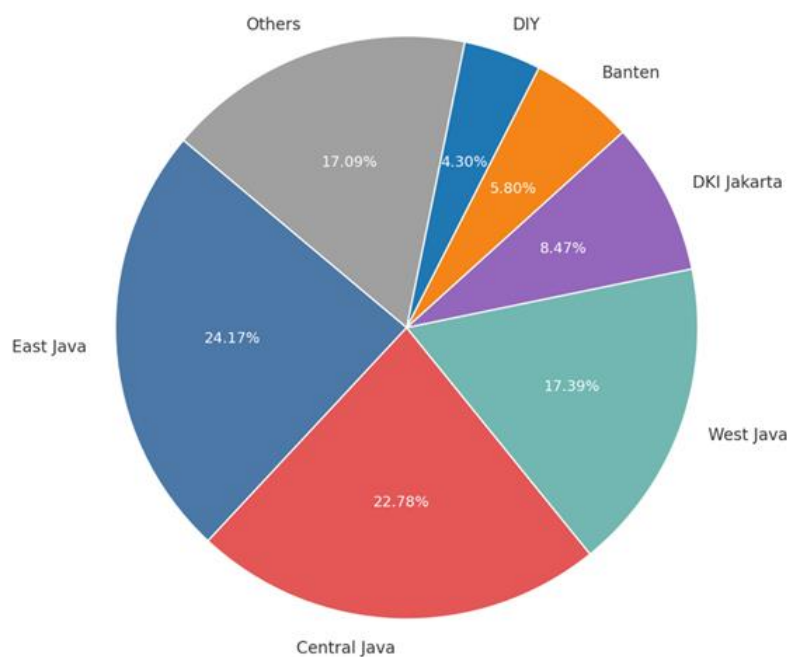


Figure 2. Distribution of Domestic Tourist Origins by Region

Moreover, tourist behavior changes over a lifespan can also significantly influence the tourism sector. As tourists age, tourists will focus more on the aspects of health and safety when they travel. This can encompass more relaxed accommodation types, hospitable facilities, and convenient destinations. Thus, operators in the tourism sector must regularly observe and adjust their services to suit changing needs and tastes as tourists age. Amongst domestic tourists, Generation Z (Gen Z), those born between 1997 and 2012, has been a strong segment with their own values, beliefs, and drivers. Gen Z already represents a significant majority of tourists, and in Indonesia, their sheer numbers put them at the forefront of Indonesia's future domestic tourism. Growing local tourism, especially among millennials and Gen Z who drive leisure travel, is the secret to sustainable growth (Seyfi et al., 2025).

In understanding the determinants of Gen Z's visit intention, attention should be given to key psychological and social constructs. Expectation can be the precursor to evaluation since tourists' anticipated experiences affect satisfaction and motivation (Sahabuddin et al., 2024). Seow et al. (2024) emphasize that realistic and desirable expectations are potent in enhancing perceived destination value and stimulating future travel. In cultural tourism places like Mount Bromo, natural beauty appeal, cultural rituals, and delightful experiences all have a direct impact on Gen Z's traveling willingness.

Perceived value is also a crucial motivator of visit intention, capturing how tourists estimate the benefits derived versus the costs incurred. Destination perceived value influences satisfaction and loyalty, while also noting that travel motivations and experiences differ significantly between first-time and repeat visitors (Qiu et al., 2024).

Generation Z's perceived values can also include emotional satisfaction, self-expression, and authenticity due to their consumption-identity patterns. Social value, on the other hand, plays a dual role. On one hand, it provides recognition, status, and belongingness through peer approval and online visibility. On the other hand, social value can enhance perceived value through attesting to the personal significance of travel experiences (Wong et al., 2024; Zhang et al., 2023). Conversely, Berutu et al. (2023) evidence corroborates that peer social influence is not always going to lead to travel intention unless paired with the experience's value perception by the individual. For Gen Z, who are socially media-connected but also practical, social value only translates when it manifests in actual personal benefit (Aniag et al., 2025). Lastly, visit intention is the result of these interrelated drivers. Not only does it signify the physical likelihood of visiting a destination, but it also psychological commitment through expectations, perceived value, and social grounds. Previous research by Marques et al. (2025) proved intention to be an effective proxy for actual travel behavior, in particular Gen Z exhibits a clear shift from a desire for relaxation and escape among younger respondents to self-actualization and personal development with increasing age. For Indonesia's cultural leisure, tourist destinations, strengthening Gen Z's visit intention can be achieved by managing expectations well, delivering meaningful value, and linking social motivations with authentic experiences.

This study therefore examines the determinants of Gen Z's visit intention to Mount Bromo via testing the inter-relations among expectation, perceived value, social value, and visit intention. Along the way, not only does it advance the theory in Gen Z consumer behavior towards tourism but also makes practical contributions to destination managers and policy-makers in deriving strategies to sustain domestic tourism as a solid foundation for Indonesia's tourism growth in young generation.

2. Literature Review

2.1. Visit Intention

Behavioral intention from the perspective of individual tourists rather than groups and tends to employ one or two different theories to account for cognitive factors' influence on travel intention, as it determined also as visit intention (Jiang et al., 2022). The intention may further be described as interest or desire developed by the tourist towards a destination with interesting attractions (Yulihardi & Syaiful, 2023). In the context of tourism, tourists with better professional knowledge and who are secure in their time and monetary resources have greater perceived control and thus stronger travel intention (Zhu & Deng, 2020). It reflects a potential tourist's inclination to visit a particular destination based on a range of internal and external factors (Su et al., 2020). The intention may arise for various reasons, one of which may be the attraction of the attribute or service of the destination. For this purpose, the tourist moves towards a place primarily based on its looks or visually interesting appearance.

2.2. Expectation

Expectation is a strengthening of motivation in the sense that it is the psychological nudge which gets people to choose certain locations or activities (Hattie et al., 2020). As one of the essential elements of volitional action and human agency, motivation explains why tourists choose to pursue one destination over another (Eccles & Wigfield, 2020). Expectation is a result of this process, namely in the form of outcome expectations. Urdan & Kaplan (2020) stated expectancies concerning the likely experiences and rewards to be found in an itinerary, shaped by direct experience and vicarious influences such as peer opinion, internet content, and social media. For Gen Z tourists considering Mount Bromo as recreational tourism, not only are expectations based on tales of nature and cultural truth, but they are also based on digital photographs and peer-narrated tales that build their expectations of value and satisfaction.

2.3. *Perceived Value*

Perceived value, which is rooted in marketing, is a vital tool when it comes to predicting and explaining consumer choice and purchasing habits (Qiu et al., 2024). Initial research suggested that perceived value includes the perceived benefits such as economic, social, and relational benefits, and the customer sacrifices such as price, time, effort, risk, and convenience (Liang et al., 2024). In tourism context, perceived value is a form of comprehensive evaluation established in the process of tourist experience, namely tourists' impression towards their destination at the moment (Rosid, 2024). Pujiastuti et al. (2022) put some insights regarding to perceived value that has first been applied to hotel service research, followed by vacation, nature tourism, and other research in studies of tourism. It is commonly applied to test tourists' impressions about a specific form of tourism or a certain tourist destination. In tourist experience of Mount Bromo, tourists define the perceivable characteristics of the location such as sunrise landscape, volcanic landscape, and local traditions, and the usability and convenience of transportation services, amenities, and local hospitality.

So, perceived value can be generally concluded as tourists' overall impression of the usefulness of a destination, measured against what they get (emotional, cultural, and social values) for what they give (time, effort, and cost) (Azinuddin et al., 2022). In line with conventional paradigms, perceived service quality affects perceived value, which further influences satisfaction and ultimately visit intention. In the case of Gen Z, this chain of effects is particularly applicable since their travel choices are closely associated with value choices that combine aesthetic appeal, cultural genuineness, and social sharing opportunities.

2.4. *Social Value*

Social value of tourism refers to the positive social impact which a destination, attraction, or a tourism program creates for individuals and communities through its operation and experience. It refers to the way tourism experience to a destination makes individuals and local communities feel valued, belong, and are related for both the residents and the visitors (Zhang et al., 2023). For tourists, particularly the young generation like Gen Z, stated in prior research by Băltescu & Untaru (2025); Sumakul & Pandowo (2024); Tirocchi (2024) social value would assume the form of peer recommendation, social recognition, and places of identity construction through shared traveling experiences. Hence, social value in tourism, besides highlighting individual social gains of recognition, also focuses on the overall community impact of tourism development and cultural leisure activities (Godovych et al., 2025; Terkenli & Georgoula, 2022). Thus, social value in the Gen Z and Mount Bromo relationship finds the means by which cultural-leisure tourism can benefit both visitor enjoyment and community well-being at the same time, and enhance the destination as a sustainable driver of Indonesian domestic tourism.

3. **Research Methods**

This study uses a quantitative research strategy to investigate the potential of Gen Z tourist to visit Mount Bromo. A quantitative approach is structured to quantify data and generalize results from a sample population of respondents from numerous viewpoints. This study requires data collection, analysis, and interpretation of measurable data to validate the hypothesis created in a study within a specific context (Ghanad, 2023). In accordance with Rana et al. (2021), information was collected for this research through a guided questionnaire filled out by a sample of respondents to facilitate determination of trends and hypothesis testing on the research question.

3.1. *Sampling*

Purposive sampling method was applied in the current study to enable the respondents to meet the pre-determined criteria of being relevant to the research objectives. Purposive sampling was applied because the research attempted to explore the drivers lead to Gen Z visit intention to Mount Bromo. So, it is clearly defined the population segment. The inclusion criteria were Gen Z and never visit Mount Bromo before.

3.2. *Instruments*

The study employed purposive sampling within a non-probability sampling design. Purposive sampling was deemed appropriate as it allows for the choice of subjects with specific traits appropriate for the

research setting. It asked 221 of Gen Z who never visit Mount Bromo in previous time. Data were collected using online questionnaire administered via Google Forms. A total of twelve survey items were developed based on prior studies and are detailed in the instruments. The expectation construct was measured using three items adapted from Luo & Ya (2020). The set of three items for perceived value and social value, was assessed through three items derived from Jeong & Kim (2019). The visit intention construct was evaluated using three items from Luo & Ye (2020). Data collected were rated on a seven-point Likert scale, 1 = strongly disagree to 7 = strongly agree. The 7-point scale rather than the more common 5-point scale was employed following Russo et al. (2021), as this is seen to capture more subtlety in participants' reasoning and judgments. This is particularly beneficial in assessing Gen Z's opinions, as it provides more precise information regarding their potential visit intention to Mount Bromo. A clear explanation of the instruments is presented in Table 1.

Table 1. Research Instruments

Construct	Code	Measurement Items	Loading Factors	References
Expectation	EXP1	1) I expect to discover something different when visiting Mount Bromo.	0.862	Luo & Ye (2020)
	EXP2	2) I expect to experience the remarkable characteristics of the mountain when visiting Mount Bromo.	0.791	
	EXP3	3) I expect to encounter beautiful sights when visiting Mount Bromo.*	0.698	
Perceived Value	PVA1	4) Visiting Mount Bromo may make me feel happy.	0.720	Jeong & Kim (2019)
	PVA2	5) Visiting Mount Bromo may leave a memorable impression on me.*	0.580	
	PVA3	6) Visiting Mount Bromo may be the best decision.	0.920	
Social Value	SVA1	7) Visiting Mount Bromo will help me gain social recognition (e.g., being considered cool, up to date, adventurous, etc.).	0.837	Jeong & Kim (2019)
	SVA2	8) Visiting Mount Bromo will give me a positive image in the eyes of others.	0.877	
	SVA3	9) Visiting Mount Bromo will help me feel accepted in my social environment.	0.880	
Visit Intention	VIN1	10) It is highly likely that I will visit Mount Bromo.	0,883	Luo & Ye (2020)
	VIN2	11) If I have time, I will visit Mount Bromo.	0,769	
	VIN3	12) I plan to visit Mount Bromo in the future.	0,892	

*item deleted because it has a loading factor value less than 0.07.

3.3. Data Collections and Analysis

This study employs Structural Equation Modeling with Partial Least Squares (SEM-PLS) using SmartPLS 3 software to analyze the interrelationships among variables. SEM-PLS is widely recognized as an appropriate technique for predictive models and exploratory research that involves complex associations among latent constructs (Hair & Alamer, 2022). The method allows for the concurrent assessment of the measurement model, evaluating the validity and reliability of indicators, and the structural model, which tests the hypothesized relationships between constructs. SEM-PLS is particularly helpful in small to medium sample size research and non-normal data, hence a powerful and flexible tool for social science studies, especially in business and marketing settings (Guenther et al., 2023). Using SmartPLS 3, this study investigates the direct and indirect effects of Expectation, Perceived Value, Social Value, and Visit Intention.

3.4. Research Model

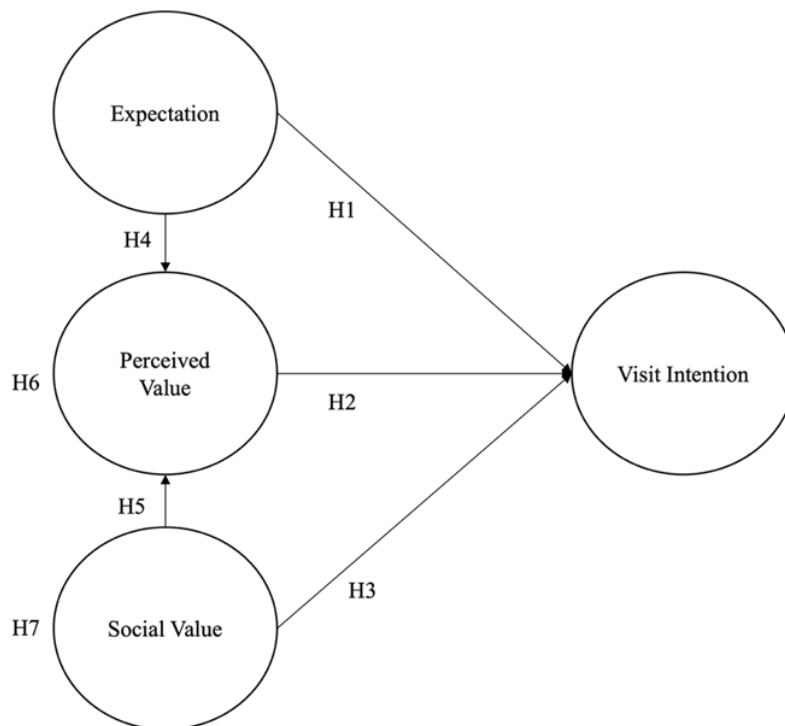


Figure 2. Research Framework

4. Research Findings and Discussion

4.1. Descriptive Analysis Respondents

Most of the respondents were female (63.8%) and were all of Generation Z (1997–2012), the generation that has been characterized as digitally connected and socially engaged. Most were senior high school students (78.7%) and primarily self-identified as students or college students (86.9%), reflective of Gen Z's transitional stage of embracing education in anticipation of future professional careers. Economically, the majority reported monthly incomes and expenditures below Rp 3,000,000, which is consistent with their dependence on family support and limited financial independence. This profile aligns with broader characteristics of Gen Z, despite their relatively low economic capacity, tend to be aspirational, experience-driven, and socially influenced. Those are factors that are central to understanding their intention to visit destinations such as Mount Bromo.

4.2. Validity and Reliability Test

Expectation, perceived value, social value, and visit intention measurement model were validated. Structural Equation Modeling was used to test those variables. Testability was applied in the research of the reliability of the measurement instrument. Internal consistency is one of the most common scale tests of reliability to be confirmed in literature, as will be illustrated by Cronbach's alpha (Zakariya,

2022). Internal consistency reliability defined as a ratio of total true score variance to total scale score variance (Matheson, 2019) and composite reliability is an internal consistency coefficient of scale items based on Hair et al. (2021). In addition, this current study has also fulfilled the most critical requirement that factor loadings should be more than 0.7 and Average Variance Extracted (AVE) should be more than 0.5. Meanwhile, there are two items that must be deleted because they have a factor loading value of less than 0.6 which are EXP3 and PVA2. These two items were then excluded from the analysis process. Table 2 indicates that validity measures of all indicators used in this research are very high with AVE more than 0.5 and Cronbach's alpha more than 0.7 (M. L. Cheung et al., 2020). All the methods applied in the research are validated and all the research instruments applied were valid.

Tabel 2. Cronbach's Alpha, Composite Reliability, and AVE

	Cronbach's Alpha	Composite Reliability	AVE
Expectation	0.542	0.812	0.684
Perceived Value	0.562	0.809	0.683
Social Value	0.832	0.899	0.748
Visit Intention	0.809	0.886	0.722

4.3. Discriminant Validity Test

Discriminant validity is the empirical evaluation of whether different constructs are actually different from one another (Rönkkö & Cho, 2022). It looks at the extent to which a construct is unique and not just overlapping with others, with the objective of making sure that each construct is tapping into a unique conceptual domain. As stated by Taye et al. (2025), poor discriminant validity can undermine the integrity of a measurement model through shared variance between constructs and lead to interpretational confusion. Discriminant validity can be examined in a number of ways, including checking for cross-loading indicators, applying the Fornell-Larcker criterion, and applying the Heterotrait-Monotrait Ratio of Correlations (HTMT). Collectively, these approaches provide us with the assurance that the constructs are theoretically and empirically different from each other, a requirement for formulating stable structural equation models and drawing valid inferences.

Table 3. Cross Loading Test Result

Code	Expectation	Perceived Value	Social Value	Visit Intention
EXP1	0.862	0.288	0.256	0.368
EXP2	0.791	0.204	0.163	0.330
PVA1	0.210	0.720	0.271	0.351
PVA3	0.281	0.920	0.584	0.552
SVA1	0.232	0.468	0.837	0.297
SVA2	0.258	0.492	0.877	0.439
SVA3	0.178	0.479	0.880	0.394
VIN1	0.382	0.535	0.412	0.883
VIN2	0.214	0.407	0.276	0.769
VIN3	0.446	0.487	0.412	0.892

Based on the outcome of the cross-loading test, it was confirmed that indicators for their respective constructs had greater loading values compared to other constructs, and all of them were greater than the minimum value of 0.70. The outcome, as presented in Table 3, shows strong evidence that each indicator loads more on its respective construct, thereby demonstrating the discriminant validity of the measurement model. Besides the cross-loading test, discriminant validity was also evaluated with the Fornell-Larcker criterion. This involves comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlation between the latent constructs. Cheung et al. (2024) stated

that to achieve discriminant validity, a construct's AVE must be greater than shared variance with other constructs, that is, the construct would account for more variance in its own indicators than shared variance with others. The results of this analysis also indicated that the square root of the AVE for each construct was larger than inter-construct correlations, thereby meeting the Fornell–Larcker criterion and demonstrating the uniqueness of the constructs in the model.

Table 5. Fornell-Larcker Criterion

	Expectation	Perceived Value	Social Value	Visit Intention
Expectation	0.827			
Perceived Value	0.301	0.826		
Social Value	0.258	0.555	0.865	
Visit Intention	0.423	0.565	0.440	0.850

The other widely applied technique of assessing discriminant validity is the Heterotrait-Monotrait (HTMT) ratio of correlations. Unlike traditional approaches such as cross-loadings and Fornell–Larcker criterion, HTMT has been found to be more sensitive and better at detecting issues with discriminant validity (Benitez et al., 2020). Roemer et al. (2021) mentioned a high HTMT value of approximately 1.0 is an indicator of a discriminant validity problem because it suggests that the constructs are not well differentiated. The test takes into account comparison of HTMT values with a recommended cut-off when the value crosses that threshold, discriminant validity cannot be asserted. In practice, two conventional threshold values are used: 0.85, which is more conservative, and 0.90, which is relatively less conservative depending on the context of the research (Ringle et al., 2023). By maintaining HTMT values at such magnitudes below, researchers can be sure that the constructs under study are empirically distinct. As illustrated in Table 6, the HTMT estimates used here for this study fall within the desired range, thereby ensuring that the measurement model achieves the necessary level of discriminant validity.

Table 6. Heterotrait-Monotrait Test

	Expectation	Perceived Value	Social Value	Visit Intention
Expectation				
Perceived Value	0.529			
Social Value	0.377	0.750		
Visit Intention	0.616	0.799	0.520	

4.4. Hypothesis Testing Result

The findings confirm several significant correlations of expectation, perceived value, social value, and visit intention of Gen Z to Mount Bromo.

- 4.4.1. H1: Expectation → Perceived Value (H1: Accepted, $p = 0.016$). Expectation strongly influences perceived value, such that the high positive expectation of Gen Z intention to visit Mount Bromo (e.g., new experiences or beautiful scenery) leads to higher perceived value for the destination. This is consistent with the experience-based and novelty-seeking nature of Gen Z.
- 4.4.2. H2: Expectation → Visit Intention (H2: Accepted, $p = 0.001$). Expectation also directly influences visit intention. Gen Z consumers anticipating interesting and fulfilling experiences will intend to visit. This emphasizes the need for expectation management through destination branding and social media engagement because Gen Z is likely to make travel decisions based on anticipated experiences promoted online.
- 4.4.3. H3: Perceived Value → Visit Intention (H3: Accepted, $p = 0.000$). Perceived value plays a positive and significant role in visit intention. For Gen Z, the more they feel the destination to be valuable in emotional fulfillment and personal meaning, the more strongly they are

committed to visiting. This confirms Gen Z's behavior as value-driven customers, where self-actualization and satisfaction drive selection.

- 4.4.4. H4: Social Value → Perceived Value (H4: Accepted, $p = 0.000$). Social value worth as an extra value significantly capitalizes on perceived worth, so that perceptions of recognition, status, and belongingness among Gen Z explain how they evaluate the value of visiting Mount Bromo. This attests to Gen Z's essence as socially encouraged consumers who regularly live by peer approval and online groups in making choices.
- 4.4.5. H5: Social Value → Visit Intention (H5: Rejected, $p = 0.055$). Notably, social value's direct effect on visit intention does not occur. This means that while Gen Z derives enjoyment from the social approval that they would gain from going to Mount Bromo, said approval in isolation is not enough to determine their travel decision. Instead, social value indirectly affects through perceived value. This is a reflection of Gen Z's pragmatic inclination regarding to social approval matters, as long as the experience is personally satisfying and meaningful.
- 4.4.6. H6: Expectation → Perceived Value → Visit Intention (H6: Accepted, $p = 0.026$). Perceived value partially mediates the role of expectation in visit intention. That is, expectations increase intention not only directly but also indirectly by increasing the manner in which Gen Z perceives the value of the destination.
- 4.4.7. H7: Social Value → Perceived Value → Visit Intention (H7: Accepted, $p = 0.000$). Perceived value fully mediates the effect of social value on intention to visit. This indicates that social elements only lead to intention if Gen Z finds their valuable experience, suggesting that peer approval is not sufficient unless meaning is derived from oneself.

Table 7. Hypothesis Testing Result

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics	P-values	Decision
H1: Expectation -> Perceived Value	0.169	0.164	0.070	2.415	0.016	Accepted
H2: Expectation -> Visit Intention	0.263	0.261	0.079	3.339	0.001	Accepted
H3: Perceived Value -> Visit Intention	0.404	0.401	0.078	5.170	0.000	Accepted
H4: Social Value -> Perceived Value	0.512	0.518	0.062	8.219	0.000	Accepted
H5: Social Value -> Visit Intention	0.148	0.155	0.077	1.923	0.055	Rejected
H6: Expectation -> Perceived Value -> Visit Intention	0.068	0.066	0.031	2.228	0.026	Accepted
H7: Social Value -> Perceived Value -> Visit Intention	0.207	0.209	0.052	4.013	0.000	Accepted

4.5. *Discussion of Hypothesis Testing Result*

The research findings provide an important contribution to the knowledge of the determinants of Gen Z's intention to visit Mount Bromo. Overall, six out of the seven hypotheses were confirmed, indicating the overarching influence of expectation, perceived value, and social value in predicting visit intention, but with some distinctive patterns that differ from prior research.

Firstly, it was found that expectation has a significant impact on both perceived value (H1) and visit intention (H2). This is consistent with existing literature from Luo & Ye (2020), which argues that expectation is a key antecedent of tourist satisfaction and motivation (H1). As a culture-leisure destination, Mount Bromo has both natural landscapes (sunrise, scenery over the crater) and cultural richness. For Gen Z, expectation not only means anticipated experience but also tuning in to their personal goals and self. In comparison, the prior research explained Ijen Crater shows how weak destination branding can lead to unfulfilled or poorly detailed expectations (H2). Although it is branded as the only location in Indonesia where there is blue fire, the message usually never provides a complete description of the entire tourist experience (Berutu et al., 2023). It represents a discrepancy between the promised and actualized expectations creates a mismatch between the visitor's expectations and the provided cultural and natural values (Weng et al., 2023). This shows how when expectations are inadequately managed or unrealistically set, perceived value by tourists is reduced, watered down into their overall satisfaction and destination interest.

Second, the most significant predictor of visit intention (H3) was perceived value. This study confirms the statement that perceived value has a significant and direct effect on visit intention of Gen Z tourists visiting Mount Bromo. The outcome is consistent with previous literature focusing on perceived value as a key determinant of behavioral intention in tourism contexts. Qian & Li (2024) refers to the fact that perceived value by tourists is a multidimensional construct of their evaluation of benefits over costs of an experience, and such the degree to which they impact their revisit or visit intention. Previous research also give the strong support to confirms the theoretical assertion that perceived value is the most important mechanism connecting cultural tourism experiences to Gen Z's behavioral intentions (Caber et al., 2020). It implies for destination operators that efforts must target the enhancement of perceived value through the use of cultural authenticity, experiential leisure activities, and immersive narratives to construct stronger visit intentions in Gen Z tourists.

Third, social value was found to have a considerable effect on perceived value (H4), but its direct effect on visit intention was not verified (H5). This is somewhat comparable to earlier studies (Shim et al., 2018), where social value was a strong predictor of intention in collectivist contexts. The refutation of H5 indicates that there is a change in generations: even though they are very social via social media, Gen Z travel choices are not determined by social standing or peer recognition alone. Social value is important only when it enhances their personal perceived value (H7). This is a manifestation of the balance between collectivist cultural values and Gen Z's growing sense of individual agency in Indonesia.

Fourth, the mediation results also support this perspective. Expectation indirectly influenced visit intention through perceived value (H6), while social value indirectly influenced visit intention through perceived value (H7). These findings are in line with the central mediating role of perceived value in Gen Z's cultural tourism decision-making. In contrast to previous generations, who would tend to follow tradition or outside social pressures, Gen Z wants personal connection with cultural entertainment. That tells us that what they are looking for is not only an experience that can be shared on social media but also something that appeals to self-expression, authenticity, and personal enjoyment.

In general, the findings suggest that among cultural tourism built as leisure, Gen Z travelers in Indonesia practice a hybrid decision pattern. While social and cultural aspects are applicable, they must be bridged to personal value for the stimulation of visit intention. This is contrary to previous research emphasizing straightforward social influence, but more that Gen Z's consumption of cultural leisure is self-referent, value-based, and expectation-sensitive.

5. Conclusion

This study examined Gen Z's visit intention to Mount Bromo with regard to expectation, perceived value, and social value. Expectation was found to have a significant impact on perceived value and travel intention, while perceived value was the best predictor for visit intention, which reflects Gen Z's quest for authenticity, self-expression, and emotional fulfillment. While social value supports perceived value, it may not affect visit intention, indicating that Gen Z only takes peer approval into account as much as it can provide a sample experience. Mediation tests confirm that perceived value acts as a mediator between expectation, social influence, and intention, confirming Gen Z's hybrid decision-making pattern where in it weighs social input against personal meaning. More generally, the findings extend tourist behavior theories and suggest that effective branding, authentic cultural experience, and socially appropriate interactions are instrumental in sustaining Gen Z driven local tourism in Indonesia.

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