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The Influence Of Social Media Instagram @wargablokm On Customer Engagement, Content Sharing and Electronic Word Of Mouth Toward Visiting Decision To Blok M

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ABSTRACT

This study investigates the influence of the Instagram account @wargablokm on customer engagement, content sharing, and electronic word of mouth (eWOM) toward visiting decisions to Blok M, South Jakarta. In the context of digital tourism marketing, social media platforms have become essential tools for disseminating information and shaping destination perceptions. Instagram, as a visually oriented platform, enables destinations to communicate experiences, promote attractions, and encourage interactive communication between account managers and audiences. The @wargablokm account serves as a promotional channel highlighting culinary spots, lifestyle venues, and cultural events in Blok M while fostering online interaction among followers. This research applies a quantitative approach using primary data collected through structured questionnaires distributed to respondents who have visited Blok M and interacted with related Instagram content. The data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software to assess the measurement and structural models. The findings demonstrate that customer engagement, content sharing, and eWOM significantly influence visiting decisions, both individually and simultaneously. Higher engagement levels, frequent content dissemination, and positive online reviews contribute to strengthening destination image and increasing visitors' intention to visit. The results emphasize the strategic importance of managing social media platforms effectively in urban tourism promotion. By optimizing interactive content and encouraging user participation, destination managers can enhance digital visibility, credibility, and actual visitation outcomes in competitive metropolitan tourism environments.

Keywords: *Instagram Marketing, Customer Engagement, Content Sharing, Electronic Word of Mouth (eWOM), Visiting Decision, Urban Tourism, PLS-SEM*

1. INTRODUCTION

Indonesia is widely recognized for its rich cultural heritage, natural landscapes, and diverse culinary traditions, making tourism an important sector of national development. Tourism not only provides recreational experiences but also contributes significantly to economic growth, cultural exchange, and employment opportunities. In recent years, the tourism industry has shown strong recovery and growth, supported by increasing mobility and the rising interest of travelers in exploring unique destinations and local experiences [1]. Among the various forms of tourism, gastronomy tourism has gained popularity as it allows visitors to experience local culture through food and beverages while simultaneously supporting local businesses and creative industries.

In Jakarta, particularly in South Jakarta, culinary tourism has become an important attraction within the urban tourism landscape. One of the most popular destinations is Blok M, known for its vibrant culinary scene, modern lifestyle, and diverse entertainment spaces. The increasing popularity of Blok M is also influenced by social media, especially Instagram, which plays a significant role in promoting destinations through visual content and user interaction. The Instagram account @wargablokm actively shares information about culinary spots, events, and the atmosphere of the area, encouraging audience interaction through likes, comments, and shares. These interactions reflect customer engagement, content sharing behavior, and

electronic word of mouth (eWOM), which can influence public perception and visiting decisions. Therefore, this study aims to examine the influence of the Instagram account @wargablokm on customer engagement, content sharing, and electronic word of mouth (eWOM) toward visiting decisions to Blok M [2].

2. LITERATURE REVIEW

Social media refers to digital platforms that enable users to create, share, and exchange information, ideas, and experiences through online networks. These platforms facilitate interactive communication and allow users to participate actively within virtual communities [1], [2]. In addition to functioning as communication tools, social media have become important channels for information dissemination and digital marketing. One of the most widely used platforms is Instagram, which allows users to share visual content such as photos and videos, supported by interactive features including hashtags, geotags, and comments. These features enable brands and tourism destinations to promote attractions and reach broader audiences effectively [3], [4]. In the tourism sector, visually appealing Instagram content can highlight the attractiveness of destinations and stimulate interest among potential visitors [5].

Customer engagement refers to the relationship and interaction established between organizations and their audiences through meaningful communication and participation. Engagement occurs when users actively interact with content through activities such as liking, commenting, and sharing on social media platforms. High levels of engagement help build trust, satisfaction, and loyalty among audiences [6]. In the context of tourism marketing, engagement on social media can strengthen emotional connections between visitors and destinations, thereby influencing their interest in visiting. In addition to engagement, content sharing also plays an important role in expanding the reach of information. Content sharing refers to the distribution of digital materials such as photos, videos, and experiences across online platforms in order to increase visibility and connect with wider audiences [7]. Shared content, especially travel experiences, can indirectly promote destinations and stimulate curiosity among other users.

Another important factor in digital tourism promotion is electronic word of mouth (eWOM), which refers to the exchange of opinions, reviews, and recommendations about products, services, or destinations through online platforms. Compared to traditional advertising, eWOM is often perceived as more credible because it originates from users' real experiences [8]. Positive reviews and shared experiences can strengthen destination image and influence potential tourists' perceptions and decisions [9]. In tourism behavior, the visiting decision refers to the process through which individuals evaluate information, compare alternatives, and ultimately select a destination that meets their needs and expectations [10]. Various factors may influence this decision, including destination image, accessibility, price, facilities, promotion, service quality, and recommendations from others. In the digital era, social media interactions such as engagement, content sharing, and electronic word of mouth have become important sources of information that shape tourists' perceptions and influence their visiting decisions.

3. METHOD

This study uses a quantitative approach with causal analysis to examine the influence of customer engagement, content sharing, and electronic word of mouth (eWOM) on tourists' decisions to visit Blok M. Data were collected through an online questionnaire distributed to followers of the Instagram account @wargablokm using a five-point Likert scale. The data were then analyzed using SmartPLS to evaluate the relationships between the variables and to ensure the validity and reliability of the measurement model.

3.1. Location and Time of Research

This study was conducted in the Blok M area of South Jakarta, a vibrant district known for its social, cultural, and commercial activities that attract various visitors. The research focuses on the Instagram account @wargablokm and its followers, as the account actively shares information and visual content related to attractions and activities in Blok M, contributing to the destination's online image. Considering the growing role of social media in tourism promotion, this study aims to examine how Instagram interactions influence tourists' visiting decisions. The research was carried out starting in December 2025 through questionnaire distribution and quantitative data analysis.

3.2. Population and Sample

The population of this study consists of Instagram users who follow the @wargablokm account, which has approximately 29,700 followers. Due to the large population, a sample was determined using the Slovin formula with a 10% margin of error, resulting in 100 respondents. Purposive sampling was applied based on specific criteria, including following the account, interacting with its content, and having visited or intending to visit Blok M. This approach ensures that the selected respondents are relevant to the research objectives.

3.3. Operationalization of Variables

This study analyzes three independent variables, namely customer engagement (X1), content sharing (X2), and electronic word of mouth (X3), along with one dependent variable, visiting decision (Y) to Blok M. Customer engagement refers to the level of interaction between Instagram users and the content shared by the @wargablokm account. Content sharing describes users' activities in distributing or reposting information related to the destination, while electronic word of mouth represents online reviews, comments, or recommendations shared by users. Meanwhile, visiting decision reflects individuals' intentions or actions to visit Blok M after being influenced by information and

interactions on social media, and all variables were measured using a Likert scale.

3.4. Types and Sources of Data

This study uses quantitative data collected through an online questionnaire distributed to followers of the Instagram account @wargablokm who met the research criteria. The primary data were obtained directly from respondents' responses, while secondary data were gathered from academic journals, books, and previous studies to support the theoretical framework and analysis.

3.5. Data Collection Techniques

Data in this study were collected using two main techniques: an online questionnaire and a literature review. The questionnaire served as the primary instrument and was distributed through Google Forms to followers of the Instagram account @wargablokm, using closed-ended questions measured with a five-point Likert scale to capture respondents' perceptions of customer engagement, content sharing, and electronic word of mouth. In addition, a literature review was conducted by examining academic books, journals, and previous studies to develop the theoretical foundation and support the analysis of the research findings.

3.6. Data Analysis Methods

Data analysis in this study was performed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) with SmartPLS software. The analysis began with testing the measurement model to ensure validity and reliability through convergent validity, discriminant validity, and reliability tests. After the model met the required criteria, the structural model was evaluated using bootstrapping to test the significance of relationships between variables, with T-statistics > 1.96 and p-values < 0.05 indicating significant effects. The structural relationship is expressed by the equation

$$Y = 1X1 + 2X2 + 3X3 + \zeta$$

where Y represents visiting decision, X_1 customer engagement, X_2 content sharing, X_3 electronic word of mouth (eWOM), β indicates the path coefficients, and ζ represents the error term. This analytical approach enables the study to evaluate how social media interactions influence tourists' decisions to visit the Blok M area.

4. FINDINGS AND DISCUSSION

This section presents the results of data collected from 100 respondents who follow the Instagram account @wargablokm and are interested in visiting the Blok M area in South Jakarta, Indonesia. The analysis describes respondent characteristics and their perceptions of customer engagement, content sharing, electronic word of mouth, and visiting decisions. The data were analyzed using the SEM-PLS method with SmartPLS software to evaluate the relationships between the research variables.

4.1. Measurement Model (Outer Model)

Testing the measurement model (outer model) represents the initial stage in SEM-PLS analysis to ensure the quality of the research instrument. This evaluation aims to confirm that the indicators accurately and consistently represent the latent constructs used in the study. The assessment was conducted through convergent validity, discriminant validity, and reliability tests, including factor loading, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. These procedures ensure that the constructs meet the recommended thresholds and are suitable for further structural model analysis, thereby improving the accuracy and reliability of the research results.

4.1.1. Convergent Validity

Convergent validity is used to assess whether the indicators within a construct adequately represent the intended latent variable in the PLS-SEM measurement model. This validity is evaluated through factor loading and Average Variance Extracted (AVE) values, where indicators are considered acceptable when the loading factor exceeds 0.60 and AVE is greater than 0.50 [11]. Based on the SmartPLS results, all indicators across the variables Customer Engagement (X1), Content Sharing (X2), Electronic Word of Mouth (X3), and Visiting Decision (Y) show loading factor values above the recommended threshold. These findings indicate that each indicator demonstrates a sufficient level of correlation with its respective construct and is capable of representing the latent variables effectively. Therefore, the measurement model satisfies the convergent validity requirement and is considered appropriate for further structural model analysis.

4.1.2. Discriminant Validity

Discriminant validity was evaluated to ensure that each construct in the model is empirically distinct from the others. This assessment used the Average Variance Extracted (AVE), the Fornell–Larcker criterion, and cross-loading analysis. The AVE results show that all constructs exceed the recommended threshold of 0.50, indicating that each variable is able to explain the variance of its indicators adequately and meets the validity requirement.

Table 1. Average Variance Extracted (AVE) Value

Variable	Average Variance Extracted (AVE)	Criteria	Description
Customer engagement	0.501	>0.5	Valid
Content Sharing	0.513	>0.5	Valid
Electronic word of mouth	0.642	>0.5	Valid
Visiting decision	0.516	>0.5	Valid

Furthermore, the cross-loading results indicate that each indicator has a higher loading on its respective construct than on other constructs, confirming that the indicators represent their variables appropriately and that the measurement model can proceed to further structural analysis.

4.1.3. Composite Reliability

Reliability testing was conducted to evaluate the internal consistency of each construct in the measurement model using Cronbach's Alpha and Composite Reliability values. A construct is considered reliable when the reliability value exceeds the recommended threshold of 0.70. The results show that all variables meet this requirement, indicating that the questionnaire indicators consistently measure their respective constructs and that the research instrument is reliable for further structural model analysis.

Table 2. Cronbach's Alpha, rho_a and rho_c values

Variable	Cronbach' s Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Criteria
Customer engagement	0.875	0.877	0.900	>0,7
Content sharing	0.881	0.884	0.904	>0,7
Electronic word of mouth	0.930	0.934	0.941	>0,7
Visiting decision	0.932	0.935	0.941	>0,7

4.2. Structural Model (Inner Model)

After the measurement model met the validity and reliability criteria, the structural model (inner model) was evaluated to analyze the relationships between latent variables. This evaluation examined path coefficients and R^2 values to determine the significance and explanatory power of customer engagement, content sharing, and electronic word of mouth on visiting decisions. Bootstrapping was also applied to generate T-statistics and p-values for hypothesis testing.

4.2.1. Path Coefficient

Path coefficient analysis was conducted to evaluate the direction and strength of the relationships between the independent variables and visiting decision. The results indicate that all variables have a positive and statistically significant effect, meaning that increases in customer engagement, content sharing, and electronic word of mouth contribute to stronger visiting decisions. Among the three variables, electronic word of mouth shows the largest coefficient value (0.473), indicating the most dominant influence, followed by customer engagement (0.284) and content sharing (0.174). These findings demonstrate that digital interactions, online reviews, and shared experiences on social media play an important role in encouraging tourists' intentions to visit Blok M.

4.2.2. R-Square (R^2)

The structural model was further evaluated using the R-square (R^2) value to determine the predictive ability of the model in explaining the visiting decision variable. The results show that the R^2 value for Visiting Decision is 0.730, indicating that customer engagement, content sharing, and electronic word of mouth collectively explain a substantial proportion of the variance in visiting decisions.

Table 3. R-square value

Variable	R-square	R-square adjusted	Description
Visiting decision	0.730	0.722	Strong

These findings suggest that approximately 73% of the variation in visiting decisions can be explained by the independent variables included in the model, while the remaining 27% may be influenced by other factors outside the scope of this study.

4.2.3 F-Square (F^2)

Effect size (f^2) analysis was conducted to measure the relative contribution of each independent variable to the R^2 value of the visiting decision construct. The results indicate that electronic word of mouth provides the largest contribution to the model, while customer engagement and content sharing show smaller effects in explaining the variation in visiting decisions.

Table 4. F-square value

Variable	Visiting decision	Efect
Customer engagement	0.088	Small
Content sharing	0.047	Small
Electronic word of mouth	0.303	Medium

These findings suggest that electronic word of mouth plays a more substantial role in influencing visiting decisions, whereas customer engagement and content sharing still contribute positively but with relatively smaller practical effects within the structural model.

4.2.4. Predictive Relevance (Q^2)

Predictive relevance (Q^2) analysis was performed to assess the ability of the structural model to predict the endogenous variable. A Q^2 value greater than zero indicates that the model has adequate predictive relevance in explaining the observed data. The results show that the model demonstrates strong predictive capability in explaining visiting decisions.

Table 5. Predictive Relevance Value (Q^2)

Variable	Q^2predict	Description
Visiting Decision	0.706	Very Good

This value indicates that the integration of customer engagement, content sharing, and electronic word of mouth provides strong predictive power in explaining visiting decisions, suggesting that the structural model has good accuracy in predicting the phenomenon studied.

4.3. Hypothesis Testing

Hypothesis testing was conducted as the final stage of structural model evaluation to examine the

relationships between the research variables. The analysis used the bootstrapping method to determine the statistical significance of each path relationship. The results indicate that all proposed hypotheses show positive and significant effects on visiting decision.

Table 6. Hypothesis Test Value

Variable	Original sample (O)	Sample mean (M)	T statistics (|O/STDEV|)	P values
CE → VD	0.284	0.291	2.956	0.003
CS → VD	0.174	0.176	2.049	0.041
eWOM → VD	0.437	0.467	5.284	0.000

These findings confirm that customer engagement, content sharing, and electronic word of mouth significantly influence visiting decisions, with electronic word of mouth showing the strongest impact among the variables.

4.3.1. Hypothesis 1

The results indicate that Customer Engagement has a positive and significant effect on visiting decisions. The statistical values meet the significance criteria, showing that higher levels of users' cognitive, emotional, and behavioral interaction with Instagram content increase the likelihood of visiting the destination.

4.3.2. Hypothesis 2

The analysis shows that Content Sharing also has a positive and significant influence on visiting decisions. This finding suggests that the more frequently users distribute or share destination-related content, the stronger their intention and decision to visit.

4.3.3. Hypothesis 3

The results confirm that Electronic Word of Mouth (eWOM) has a positive and highly significant impact on visiting decisions and represents the most dominant variable in the model. This indicates that online reviews, recommendations, and user opinions on social media strongly shape tourists' perceptions and encourage them to visit the destination.

4.4. Discussion Results

4.4.1. The Influence of Customer Engagement on Visiting Decisions

The analysis shows that Customer Engagement has a positive and significant impact on visiting decisions, where the path coefficient indicates that stronger interaction between consumers and destination content increases the likelihood of tourists deciding to visit. Although the statistical results confirm its significance, the effect size is categorized as small, meaning that Customer Engagement contributes to strengthening the model but with a relatively limited practical impact compared to other variables. These findings suggest a unique behavioral pattern among urban tourists in Jakarta, unlike the study by Alboji [12] which emphasizes that high active engagement is crucial for consumer intentions, followers of @wargablokm tend to exhibit 'passive lurking' behavior. In this context, users utilize visual content as a primary reference for lifestyle-driven visits without necessarily interacting through likes or comments. This reflects the distinct nature of urban tourism where visual inspiration and the environmental atmosphere of a destination often outweigh the necessity for active digital interaction in the decision-making process.

4.4.2. The Influence of Content Sharing on Visiting Decisions

Content Sharing is found to positively and significantly influence visiting decisions, suggesting that the dissemination of destination-related content through digital platforms can effectively stimulate interest and encourage potential visitors to consider visiting. However, the effect size of this variable is relatively small, indicating that while sharing activities increase exposure and awareness, they play a more supportive role rather than being the primary factor driving final visit decisions. In the specific context of Blok M's urban tourism, content sharing is unique as it is often driven by the 'Instagrammable' ambition of visitors, aligning with research by Arica et al. [13] which posits that sharing travel experiences is influenced by the importance users attach to content as a reflection of their social identity. In this case, sharing content related to @wargablokm is not merely information dissemination but a symbolic act of participating in a modern metropolitan lifestyle, which subsequently stimulates visitation interest within the sharer's social network.

4.4.3. The Influence of Electronic Word of Mouth on Visiting Decisions

Electronic Word of Mouth (eWOM) demonstrates the strongest and most significant influence on visiting decisions among all variables, where online reviews, recommendations, and user-generated opinions significantly shape tourists' perceptions and confidence. With the highest coefficient and a moderate effect size, eWOM serves as the primary determinant of credibility for Blok M, reinforcing the theory by Leong et al [8] that online reviews are perceived as more credible than traditional advertising due to their origin in real user experiences. The uniqueness of @wargablokm lies in its ability to foster an organic community where reviews from fellow 'citizens' (followers) create a high level of trust and collective validation. This mechanism effectively mitigates potential visitors' concerns regarding urban destination complexities, such as accessibility or environment, making it the most dominant and influential factor in the digital tourism ecosystem of South Jakarta.

4.4.4. The Influence of Customer Engagement, Content Sharing, and Electronic Word of Mouth on Visiting Decisions

The simultaneous analysis reveals that Customer Engagement, Content Sharing, and Electronic Word of Mouth (eWOM) collectively play a crucial role in shaping visiting decisions to Blok M. While all three

variables are significant, they contribute differently to the digital tourism ecosystem of @wargablokm. Customer Engagement and Content Sharing provide the necessary foundation for visibility and interest, though their practical impact remains limited as many urban tourists adopt a 'passive lurking' behavior, using content for visual inspiration rather than active interaction. In contrast, eWOM emerges as the most dominant and influential driver, acting as the primary determinant of credibility and trust within the community. The synergy between these variables highlights a unique urban tourism phenomenon where the 'Instagrammable' nature of Blok M, supported by collective social validation and authentic user reviews, effectively mitigates visitor concerns and successfully converts digital interest into actual physical visits.

5. CONCLUSIONS

The findings of this study conclude that social media activities on the Instagram account @wargablokm play an important role in influencing tourists' visiting decisions to Blok M. The results demonstrate that customer engagement, content sharing, and electronic word of mouth (eWOM) each have a positive and significant effect on visiting decisions, indicating that interactions such as likes, comments, shares, and user participation strengthen audiences' interest in visiting the destination. In addition, the dissemination of informative and visually appealing content contributes to expanding destination awareness and reaching wider audiences through social networks. Among the three variables, electronic word of mouth (eWOM) emerges as the most influential factor, highlighting the importance of online reviews, recommendations, and shared experiences in shaping tourists' perceptions and trust toward a destination. Overall, the study confirms that effective social media management, particularly through interactive engagement, consistent content distribution, and the encouragement of positive online discussions, can significantly enhance the digital visibility and attractiveness of tourism destinations such as Blok M.

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