

Generational Dynamics in Social Media: Harnessing Instagram for Value Co-Creation in Tourism

Mareta Kemala Sari¹, Ratni Prima Lita², Sari Lenggogeni³, Ma'ruf Ma'ruf⁴

¹ Faculty of Economics and Business, University of PGRI West Sumatra

^{2,3,4} Faculty of Economics and Business, Andalas University

Abstract

This study analyzes how the influence of social media as a form of smart tourism technology (STT) affects the formation of value co-creation (VCC) in the home base accommodation industry. Furthermore, to see whether gender and generation become control variables in the relationship between smart tourism technology and value co-creation, is the purpose of this study. This study was conducted with a quantitative descriptive method. Conducted on 135 tourists in 17 home base accommodation destinations in West Sumatra, collecting data through official accounts of tourist destination managers. Partial least squares structural equation modeling and SPSS V.24 were used to analyze data and test hypotheses. The results found, where smart tourism technology has a positive and significant influence on value co-creation. Through social media, as a form of smart tourism technology, destination management organizations are able to involve tourists as co-producers in creating a sense of pleasure and an unforgettable experience. Gender does not moderate the effect of STT on VCC. The generation variable, is a moderating variable between STT and VCC. where generation strengthens the relationship between STT and VCC.

Keywords: Smart tourism technology, value co creation, Home Base accommodations

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*Corresponding author: maretakemalasari@mail.com

Introduction

In recent years, the idea of value co creation, is often found in tourism and hospitality context (Font et al. 2021; Sthapit, Stone, and Björk 2024). As stated by (Vargo & Lusch, 2004), Co-creation of value is a resource process an exchange in which actors interact and create value in a reciprocal manner. Where there is a transition from product-centric marketing logic to service-dominant logic. This approach emphasizes value co-creation between service providers and customers, which makes customers not only passive recipients, but also active contributors in the value creation process. However, in the value creation collaboration between producers and tourists, it

requires coordination costs.(Shuang Ma,Huimin Gu,Yonggui Wang, 2017)

Technology can minimize coordination costs. One form of technology in the world of tourism is the use of social media. (T. B. Kim et al., 2021) it helps coordinate the value of the tourist experience with tourist destination managers. It serves as an interactive platform that allows companies and customers to collaborate directly. Customers can share experiences, ideas, and feedback that form the basis for new product development and innovation.(Rashid et al., 2019) Online communities facilitated by social media create space for open collaboration between customers, other customers, and destination managers. This collaboration enhances collective

creativity and accelerates the product development process. These activities create an active role of customers as co-producers in the value co-creation process and can influence the development of services and experiences in the lodging industry.

Social media plays an important role in shaping value co-creation in the tourism sector through its integration with smart technology.(Bhuiyan et al., 2022) The roles are as follows: (1) Social Media as a Collaboration Facilitator, It serves as an interactive platform that allows various stakeholders, such as tourists, tour operators, hotels, and governments, to interact and share information in real-time. Through uploading reviews, photos, and personal experiences, travelers can contribute to the creation of valuable experiences for other users.(2) Playing a Role in the Three Stages of the Tourism Experience, **Pre-Service:** Social media provides initial information such as destination recommendations, hotel reviews, and tour packages that attract potential travelers. the role of social media in information gathering and destination decision-making.(Yuan et al., 2022) **During Service:** With the help of tools such as Augmented Reality (AR), travelers can enjoy a more personalized and interactive experience, such as virtual guides at cultural sites.

Post-Service: Travelers can share reviews and photos on social media, which not only helps other potential travelers but also provides insights to service providers for future service improvements (Wong et al., 2020).

Generation Y and Z grew up in an era where access to the internet and advanced technology has become easier and more widespread, which has affected the way they learn, work and socialize. the intensity of social media use, is higher in this generation compared to previous generations (Gai et al., 2024). Generation Y is more likely to use social media for interaction and experience sharing than previous generations,(Napoli, 2014) while Generation Z shows the highest level of engagement, which significantly influences their

destination preferences (Leung et al., 2013). In another study conducted by (Yuzhanin & Fisher, 2016), it was found that Generation Z is more motivated by visual content on social media, while Generation X is more influenced by reviews and recommendations. thus, the purpose of this study is to analyze generation as a control variable that affects the use of social media as a form of smart tourism in influencing the creation of co-creation value between destination managers, tourists, other tourists and other in the online communication space on social media

At present, there are still few studies that discuss gender differences in using social media in interacting to build shared value co creations in the home-based accomodation industry. The research conducted by Lin, 2014 analyzes how gender differences affect tourists' hesitations in choosing destinations and justify their decisions. Another study found that Gender has a moderating role in the relationship between destination service quality, affective image, and repeat visit intentions (Tosun et al., 2024). Social media use influences activity planning and travel choices by gender. Karatsoli, 2020 found that content such as photos and videos influenced women's travel decisions more than men. Thus, the second objective in this study is to analyze whether gender mediates the effect of smart tourism technology on value co-creation in the home base accommodation industry. tourists who are encouraged to engage in co-creation, provide a perceived enjoyment (Oliveira et al., 2020), memorable tourism experiences (Coelho et al., 2018) and become an asset for destination management organizations.

Literature Review

Co-Creation Experiences In Home-Based Accommodations

Home-based accommodation refers to a type of tourist accommodation where visitors or guests pay to stay in a private home, interact with the homeowner and/or family members who normally

live on the premises, as well as share the use of certain public spaces.(Lynch, 2005). Although home-based accommodation has been researched under various terms such as commercial home, specialized accommodation, Airbnb, homestays, small business accommodation, host family accommodation, and guest house, the fundamental aspects involving space sharing and interpersonal interaction remain significantly similar.(Lynch, 2005); Meng & Cui, 2020)

Through high interaction experience in co-creation, travelers can feel the atmosphere of the experience in home-based accommodation. with Co-creation interaction travelers can do interesting things by engaging in activities for self-development, exploring the external environment, as well as connecting with people (Eraqi, 2011)

Referring to the Service-Dominant (S-D) Logic Philosophical Basis, it states that Value co-creation emphasizes that value is not only generated by producers but arises from the interaction between actors who exchange services. Value is determined by customers through use (value-in-use) rather than only through product consumption.(Vargo & Lusch, 2008;Carvalho et al., 2023) Based on this, the role of customers in creating value in the home base accommodation industry occurs in an interactive process where customers and service providers work together to create meaningful value. This process is supported by two-way communication facilitated by social media.

Social media supports value co creation experiences

Social media enables direct interaction between service providers (TSPs) and customers. Providers can share information, and customers can provide feedback or suggestions for service improvement. Customers actively participate through actions such as liking, commenting or sharing content. This engagement creates a more personalized and interactive experience.(Awan et al., 2022). Through uploading reviews, photos and personal experiences, travelers can contribute to

the creation of valuable experiences for other users (Bhuiyan et al., 2022). Social media helps create a vibrant smart tourism ecosystem by bringing together data, technology, and interactions between travelers and service providers. This accelerates data-driven decision-making and maximizes operational efficiency.

Referring to the study, service providers should actively manage the content generated by companies and customers on social media to maximize value co-creation. Communication strategies should enable meaningful interactions to create positive customer experiences. Considering the insights from these reviews, the following hypothesis is advance

H.1 : Smart tourism technology had a statistically significant direct and positive influence on the Value Co Creation to use official social media accounts

Generational differences in using social media

In various tourism studies, there are still few articles found discussing how different generations use social media. Study conducted by (Calvo-porrall & Pesqueira-sanchez, 2019), regarding generational differences in technology behavior found that Gen Y largely uses and engages with technology for entertainment and hedonic purposes. a study on social media usage found that Gen Z uses social media more than Gen Y for education, entertainment, shopping, and socialization while both generations' use of social media for information seeking is the same. This study offers recommendations for companies to consider incorporating social media marketing to push their brands and products to these groups. social media marketing to push their brands and products to specific age groups.(Mude Girish, 2022)

These firms are actively using social media and user-generated content to gain insight into customer's preferences. By increasing the participation of customers and lead users through online communities, firms can also increase customer's commitment (Rashid et al., 2019)

Grounded in these reviews, the subsequent hypothesis is suggested

Gender difference in information processing

Gender is socially constructed; it is based on a person's view of themselves as having qualities that society considers masculine, feminine, or both. various studies examined gender differences in online travel information searches. Women are more likely to seek information related to accommodation and tourist activities, while men focus more on technical aspects such as transportation and accomodation..(D. Kim et al., 2007)

Women spend more time visiting social media sites in search of information, comparing prices and not hesitating to ask questions. This is the cognitive dimension of the ultimate customer experience value co-creation process. where social media is needed by women to convince themselves to process information consciously.(Awan et al., 2022) so that the Role of Social Media in Value Co-

H.2: Generation has a strengthening and significant moderating effect on the direct impact of smart tourism technology

Creation for women Creating an interactive ecosystem for sharing information and experiences

A study that analyzed Gender Differences in Social Media Use with a Facebook case study found that women use social media for communication and socialization while men for information processing. this study analyzed generation Y as a research sample.(Valente et al., 2013). With reference to these reviews, the hypothesis is constructed as follows

H.3: Gender has a strengthening and significant moderating effect on the direct impact of smart tourism technology on Shared Value Creation.

Based on previous research findings, designed research framework, which is shown in Figure 1. illustrates the relationship between the three researchhypotheses.

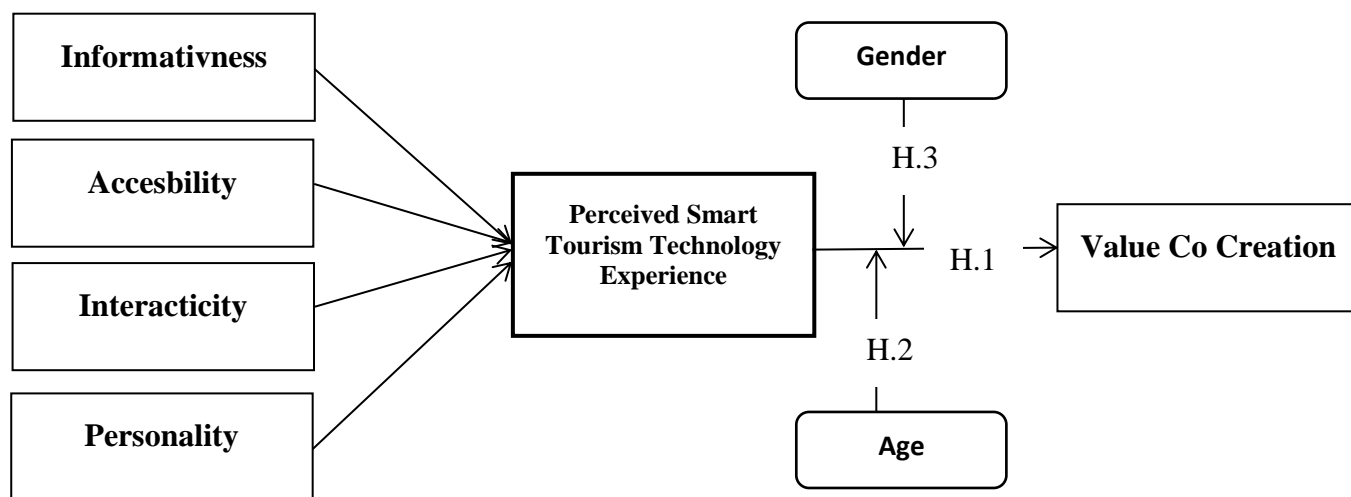


Figure. 1 Research Framework

Methods

The research location is the West Sumatra region. by investigating 17 home base accomodation destinations spread across 5 districts /cities, namely: Padang city, Bukittinggi city,

South coastal district, 50 Kota district and Solok district.

Based on the research objectives that have been set, the target population in this study are: (1)

Tourists who have visited various home-based accommodation destinations in West Sumatra during July - August 2024. (2) Uploading a video of the travel experience on Instagram stories and tagging the official account of the manager of the home-based accommodation destination The various official accounts are attached (3) The daily highlights (Story) of the tourist are uploaded again (Re-Post) by the official IG account of the home-based accommodations destination manager

The data collection, using a purposive sample, took place from July to August 2024. Based on the sample criteria, the data collection amounted to 214 tourists. For sample drawing, a Krejcie & Morgan (1970) approach was used, where for a population of 210 a sample of 135 people was drawn. the results of this sample determination, referring to the table Krejcie & Morgan

Table 1. Operational Definition Of Research

Variables	Operational definitions	Reference
Informativness	The extent to which a traveler obtains useful, reliable, or updated information using social media as a smart technology technology	(No & Kim, 2015)
Accesbility	The extent to which travelers access uncomplicated information sources using social media as a smart technology system	
Interactivity	The extent to which a traveler has continuous and direct communication during a trip using smart technology systems (Instagram Official)	
Personality	The extent to which travelers achieve specific travel demand using social media as a smart technology system	
Value Co Creation	An interactive process where travelers and service providers work together to create meaningful value. Where the process is supported by two-way communication facilitated by social media, travelers are not only the recipients of services but also actively contribute through sharing experiences, feedback, and engagement in online platforms.	(Awan et al., 2022)
Generation Y	Those Who Were Born In 1981- 1996	Central Statistics Agency, Indonesia
Generation Z	Those Who Were Born In 1997- 2012	

Data analysis was completed following a four-step procedure. First, the demographic profile of respondents in the survey was identified through frequency analysis. Second, The theoretical model, using construct validity measures for latent variables, was examined through principal component factor analysis, with Cronbach’s alpha coefficient assessing the reliability of indicators. The complete results of the analysis are shown in the table 3.

Third, causal effect analysis. A method used to evaluate the cause-and-effect relationship between variables in research. understand how the effect of the relationship between the independent variable (X) and the dependent variable (Y) is influenced by the moderator variable (M). The results of the analysis are shown in Figure 2 fourth, Moderating effect analysis,. The multigroup analysis, describing the moderation effect, was

shown in Table 2 and the fit statistics for each group within gender, Gen could be seen in Table 4

Table 2 Demographic of the reseach

Demographic Variable	Range	Number Of Respondents	
		F	%
Gender	Male	40	29.63
	Female	95	70.37
Generation	Y	78	57.78
	Z	57	42.22
Social media usage	Heavy User	43	31.85
	Medium User	57	42.22
	Light User	35	25.93
Education Level	High School	20	14.81
	Some Collage	10	7.41
	Collage	80	
	Graduate		59.26
	Post Graduate	25	18.52

Results and Discussion

Scale Reliability and Validity

Table 3 shows the results of validity and reliability measurements. that the Cronbach alpha value of each construct > 0.70 which means that the measured construct is declared valid and reliable. this refers to the opinion of (Cooper, Donald & Schindler, 2013) Cronbach’s alpha reliability coefficients values should be equal to or greater than 0.7 for a scale to be reliable.

Referring to the factor loading analysis, it was found that item 1 in the informativeness (Providing Various Reliable Information related to travel and tourist destinations) dimension had a value of $0.403 < 0.7$, So this item was declared not eligible to be involved in the second data processing run.. can be shown cross loading analysis of improvements in Figure 2.

Hypotheses Testing

The model developed within the scope of this research was tested with the Stuctural Equation model (SEM) with the support of SPSS V.24 software in descriptive data analysis and SMART Pls for the feasibility test of the research model. The results of the descriptive analysis are shown in table 2 and table 3. while the results of the structural test model can be referred to table 4.

Leading to table 4, Structural model results. the results show that Hypothesis 1 and 3 are accepted and hypothesis 2 is rejected or not supported. . smart tourism technology has a positive and significant influence on the value co creation. the results of this study, supported by research (Sigala, 2017; Sugathan & Ranjan, 2019; Brandt et al., 2017).

Table 3. Descriptions of measurement items

Variables	Mean	S.D	Factor Loading	Cronbach Alpha
Informativness				0.890
Providing Various Reliable Information related to travel and tourist destinations.	4.3926	0.65899	0.403	
helpful for evaluating Destination destinations	4.1185	1.15288	0.737	
very helpful in answering my questions	4.1778	1.03568	0.818	
helpful for evaluating Destination and travel destinations	4.0370	1.08179	0.834	
allows me to complete my trip with the detailed information provided	4.1704	0.92672	0.848	
I am satisfied with the accuracy of the information provided	4.0000	0.99251	0.807	
Accesbility				0.690
can use Instagram Social Media of Destination Service Manager	4.3926	0.96271	0.834	
Tourism anytime and anywhere				
can be easily used	4.2000	0.99851	0.846	
can be easily found	4.2296	0.95371	0.834	
can be traced without complicated processes	4.1481	1.07564	0.665	
Interactivity				0.881
I was able to find many questions and answers from other travelers	3.8148	1.04514	0.751	
Very responsive to me	4.1259	0.99573	0.861	
The Tourism Destination Service Manager Instagram Social Media that I use is interactive	4.1185	0.88984	0.867	
Easy to share tourism information content	4.1407	0.93970	0.907	
Personality				0.851
Allows me to receive appropriate information	4.1407	0.88236	0.882	
Gives me an easy-to-follow path with various links	4.0889	0.89331	0.873	
Can interact to get personalized information	4.0222	0.98849	0.836	
The information provided is suitable for my personal needs.	4.1333	0.93681	0.878	
Value Co Creation				0.940
I often check the tourism service provider social media to get feedback from other customers	4.0889	1.10229	0.765	
In the tourism service provider social media, I usually offer my suggestions for the improvement of customer service and/or tourism services	4.0222	1.01520	0.867	
if I am unhappy over one of my tourism experiences, I will make a suggestion for improvement on the tourism service provider's social media channels.	4.1333	1.06339	0.731	
I enjoy liking posts from the tourism service provider on social media	3.9556	1.04286	0.872	
I regularly like posts from the tourism service provider on social media.	3.5481	1.25019	0.893	
Liking posts from the tourism service provider is something that I do often while on social media	3.7333	1.10088	0.837	
I enjoy commenting on posts from the tourism service provider on social media	3.3060	1.29909	0.861	
I regularly comment on posts from the tourism service provider on social media	3.0000	1.34386	0.771	
Commenting on posts from the tourism service provider is something that I do often while on social media.	3.0222	1.36844	0.785	

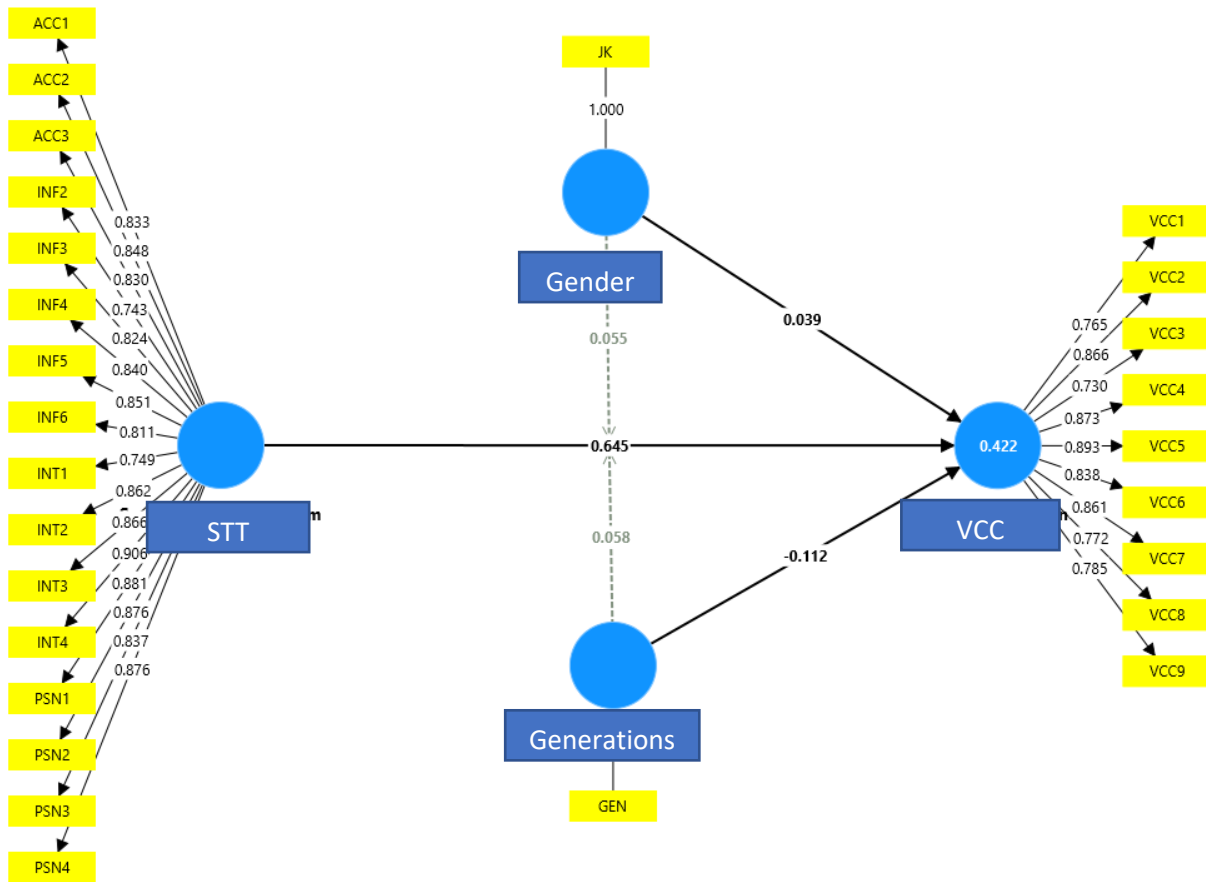


Figure. 2 Measurement Framework Model

Table 4. Result of the Structural Model

Hypothesis	Relations	Original sample	Sample mean	Standard deviation	T statistics	P values	Result
H1	STT → VCC	0.645	0.675	0.062	10.354	0.000	Supported
H2	Gender x STT → VCC	0.055	0.042	0.109	0.511	0.610	Not Supported
H3	Generation x STT → VCC	0.058	0.011	0.002	2.274	0.029	Supported

STT ; Smart Tourism Technology VCC ; Value Co Creation
 P < 0.05

Leading to table 4, Structural model results. the results show that Hypothesis 1 and 3 are accepted and hypothesis 2 is rejected or not supported. . smart tourism technology has a positive and significant influence on the value co creation. the results of this study, supported by research (Sigala, 2017; Sugathan & Ranjan, 2019; Brandt et al., 2017)

The concept of shared value co creation makes consumers act as co-producers.(Font et al., 2021) Various home-based accommodation destinations have provided various events that can make tourists feel the sensation of being a producer. Today's focus shifts from simply delivering a product or service to developing long-

term relationships and meaningful experiences for customers.

Technologies such as mobile apps and various applications that can be installed on those mobile apps, allow guests to communicate directly with various home-based accommodations, provide feedback, or request specific services, all of which support the creation of shared value. This is supported by social media services.

The findings are in line with previous research such as (M. Carvalho, Kastenholz, and Carneiro 2021) It is important to provide smart destinations as well as opportunities to create shared emotions so that travelers can experience an unforgettable visit. (Bhuiyan et al. 2022) Today, travelers actively participate with service providers and work together to create traveler engagement and share experiences, which directly leads to innovation. Especially travelers with age categories in Generation Y, where being independent, wanting to experience new things and being innovative is their thirst for travel. So that their creation and involvement in value co-creation is high. Currently there has been a shift from the service economy to the experience economy, where consumers feel very happy if they are involved in participating in the tourism experience that will be consumed.

70.37% of participants were female. Those who like to spend their time gathering information on various social media sites. The results of this study indicate that gender does not have a significant effect as a moderating variable for smart tourism technology variables on value co-creation.

57.78% of participants were Gen Y. Social media, especially Instagram, is very effective as a promotional media. The results showed that generation has a positive and significant effect on the relationship between smart tourism technology variables and value co-creation variables.

Generation Y likes to travel with nature tours in home-based accommodation destinations, while

Generation Z spends their vacation time in home-based destinations with the support of challenging facilities such as barbecues, and self-photo tours. creation of value on Social Media officer accounts, the respondent's achievement level is at 78.58% to suggest something for service improvement, and 80.8% who stated that they felt involved in doing something valuable at the destination. This is thought to be due to the distribution of the distribution of respondents in this study 33.1% are Generation Z, where according to (Hysa, Karasek, and Zdonek 2021). Generation Z is very open to the world and voluntarily undertakes various forms of tourist activities, domestic recreation with family or friends dominates in this group. and more than 50% use social media Twitter, Snapchat, Facebook, Instagram, to plan their trips.

The results of this study refute the findings (Nisa, Fadin, and Gustiarti 2023) with the concept of digital free Tourism (DFT), which is a concept with an approach that suggests not using or at least controlling digital technology in the tourism environment (Gutierriz, Ferreira, and Fernandes 2023). Tourism without digital technology is a new behavior of tourists in the digital era. (Chen, Cheng, and Kim 2020) explored tourists' attribution approach to tourism without digital technology and found that tourists who choose tourism without digital technology are driven by the desire to improve their well-being and reduce stress.

When in a tourism environment, especially natural and cultural tourism, unforgettable experiences will be better remembered in the memory with a focus on feeling relaxed and one with nature without any technological interference. According to (Palos-Sanchez, Saura, & Debas, 2018): The use of "Digital Free Tourism" (DFT) can be a new opportunity for the economic development of tourism and accommodation companies in areas with limited access to digital networks. While price remains an important factor in the vacation booking process and strongly influences destination selection, today more and

more travelers also value well-being, tranquility, relaxation, and the opportunity to get away from the digital world.

Conclusions

It is important to provide destinations that are supported by smart technology systems, as well as opportunities to create shared emotions so that travelers can experience an unforgettable visit. (M. Carvalho et al., 2021). through information and accesbility available on the destination manager's Instagram social media, it can create interactions between managers and tourists which will affect tourists' emotions. Today, travelers actively participate with providers and work together to create traveler engagement and experience sharing, which directly leads to innovation (Bhuiyan et al., 2022). Especially tourists with age categories in Generation Y, where being independent, wanting to experience new and innovative things is their thirst in traveling. So that their creation and involvement in value co-creation is high. Currently there has been a shift from the service economy to the experience economy, where consumers feel very happy if they are involved in participating in the tourism experience that will be consumed.

Based on the findings of the research results, West Sumatra home-based accommodation tourists, are still in a fairly good category involved in co-In co-creation, Travelers are considered as a central part of the production process ((Campos et al., 2015)); ((Prebensen et al., 2016), also considered as co-producers and responsible for their value creation, which is in line with the service dominant logic perspective ((Vargo & Lusch, 2008)).

This means that the more optimal the utilization of smart technology in the tourism sector, the greater its contribution in driving collaboration and participation between tourists and tourism service providers. Smart technology, delivered through Instagram social media platforms such as location-based apps, interactive digital platforms, and artificial intelligence-based systems, enables travelers to play an active role in

designing their experiences, sharing information, and co-creating value with industry players. In other words, technology is not only a supporting tool, but also a key catalyst in building a more dynamic and productive relationship between travelers and service providers.

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