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Changes in the Dynamics of Indonesian Tourists Regarding the Information Adoption Process in the Digital Era

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ABSTRACT

In the age of abundant information, tourists increasingly turn to digital reviews to make quick informed decisions about destinations, but how these reviews shape their choices remains an important but underexplored topic. This study investigates the influence of the peripheral route from the Elaboration Likelihood Model (ELM), focusing on the dimensions of Information Quantity and Product Ranking, on information adoption by tourists for the Milenial Glow Garden. The findings demonstrate that a high volume of reviews and favorable product ratings act as significant peripheral cues, guiding tourists' decision-making processes, particularly when they lack the motivation or ability to engage in deep cognitive processing. Aligning with ELM, it is evident that in the digital realm, tourists often rely on social proof—specifically review quantity and ratings—as a faster, more convenient means of decision-making. The study further reveals that younger tourists (aged 18 to 35) are especially influenced by review quantity and ratings, opting for decisions based on aggregated information. These cues enhance tourists' perceptions of a destination's credibility and appeal, especially for those motivated by FOMO (Fear of Missing Out) and seeking modern, high-tech experiences. The results underline the growing reliance on digital information in the decision-making process, with review volume and star ratings significantly shaping urban tourists' perceptions and choices. This research provides valuable insights for digital tourism marketing, offering strategies for destination managers like Milenial Glow Garden to attract tourists who rely on heuristics, creating tech-driven and engaging tourism experiences.

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1. Introduction

In recent years, urban societies worldwide have changed their lifestyle. More people participated in nighttime activities. This shift in social behavior is especially noticeable in cities, where the demand for nighttime entertainment has increased. A United Nations report from 2019 stated that over 50% of the world's population now lives in urban areas. This trend is likely to continue, leading to greater demand for leisure and tourism activities outside of traditional hours. Nighttime tourism is part of this urban trend and has become an important sector in many cities (Aliansyah & Hermawan, 2019; Wijayanti, 2022). However, research on nighttime tourism, especially in places that offer high-tech and immersive experiences, remains limited. In Indonesia, the rise of nighttime tourism spots such as the Milenial Glow Garden in Malang is an emerging area of interest.

The Milenial Glow Garden is a prime example of how cities integrate innovative technologies into tourism. As the first destination in East Java featuring immersive lighting experiences powered by LED technology, it caters to urban populations looking for unique tech-driven entertainment options. Its popularity reflects a global trend in which modern tourists, especially younger ones, rely more on digital platforms such as Google Reviews to make their decisions. This reliance on online reviews is a key factor in shaping consumer behavior. Travelers seek real-time feedback from others to inform their travel choices (Miao et al., 2022; Wu, 2024; Deusdadit & Apophie, 2025).

The growing influence of online reviews, particularly on platforms such as Google Reviews, indicates a change in how tourists gather information and make destination choices. Zhang et al. (2020) found that 79% of travelers view online reviews as one of the most significant decision-making factors. This highlights the increasing role of user-generated content in the tourism sector. Moreover, with the rise of social proof theories, the number of reviews and star ratings serve as cues for consumers, helping them to make faster decisions without deep cognitive thought (Chen & Xie, 2008; Chen et al., 2022; Dewitte et al., 2005). As urban societies become more digital, the role of online reviews in decision making is expected to grow and affect both the tourism industry and consumer experiences.

Recently, urban life has undergone significant changes, especially during the transition from daytime to nighttime. Various studies have shown that cities worldwide have adapted to the shift toward busier evenings (Zielinska-Dabkowska & Bobkowska, 2022; Zhang et al., 2022). Many cities have begun to develop nighttime strategies that enhance social and economic life beyond regular working hours (Abusaada et al., 2021). This trend has led to a rise in the demand for nighttime tourism, but research in this area, particularly in Indonesia, remains scarce. One attraction that aligns with night-time strategies is the Milenial Glow Garden. It is the only destination in East Java that uses LED technology and provides immersive lighting, offering a unique experience after darkness. This study focuses on the Milenial Glow Garden as a rapidly growing nighttime tourist destination in Malang City, aiming to explore the factors that affect information adoption related to this site.

Along with changing life dynamics, shifts in behavior among urban populations show that people increasingly seek modern and technology-oriented entertainment venues, influenced by the fear of missing out (FOMO). Fu et al. (2024) found that younger generations are more likely to embrace technology in their travel experience. They show a growing interest in destinations that offer not only entertainment, but also interactive experiences that blend technology, design, and art (Braga et al., 2022; Clark & Nyaupane, 2023; Calderón-Fajardo et al., 2025). The Milenial Glow Garden stands out as the only tourist destination in East Java, offering immersive attractions with stunning LED lighting, mirroring this trend. It not only meets the need for nighttime entertainment but also aligns with the trendy and forward-looking lifestyles embraced by urban society.

As reliance on technology grows, urban society increasingly turns to digital platforms for information about tourist destinations, particularly Google Reviews (Trinh et al., 2023). One significant source influencing consumer decisions is online reviews, which contribute to the promotion of electronic word-of-mouth (e-WOM) promotion (Chen & Xie, 2008). Reviews from people who have experienced services or products are often seen as more trustworthy by potential customers (Al-Abbadi et al., 2022; Dewi et al., 2022). Google Reviews have become a primary tool for sharing user-generated content. Consumers are now learning about product reviews and ratings to choose what they want. This trend is particularly strong among younger tourists aged 18-35, who tend to make quick decisions based on online feedback (Miao et al., 2022; Huette-Alcocer et al., 2020).

Previous studies examined how the quantity of information in online reviews affects decisions. Research has shown that more reviews, especially positive ones, can positively impact decision making through heuristic processing (Song et al., 2021; Radiansyah et al., 2023), leading to higher information adoption. However, studies such as that by Filieri and McLeay (2013) suggest that while the number of reviews can have some influence, it may not be a primary factor for potential tourists. Additionally, the impact of product ranking, another aspect of the peripheral route, is also discussed. Kumar (2023) and Filieri (2015) found that high product rankings significantly affect information adoption, particularly for users who are less motivated to read reviews closely. Conversely, Lestari et al. (2022) found that product ranking does not affect information adoption, indicating that other elements may play a more significant role.

This study examines the influence of ELM theory, especially the Peripheral Route, focusing on two dimensions: information quantity and product ranking, in relation to Information Adoption. These dimensions shape how tourists evaluate and adopt information from online reviews. Information quantity refers to the amount of information available about a destination, whereas product ranking indicates a destination's position in the search results. These aspects of peripheral routes are important considerations for tourists when making decisions.

2. Theoritical framework

2.1. Information adoption

Information adoption refers to how much consumers view online information as helpful and how they decide to use it in their decision-making (Islam et al., 2024;Sussman & Siegal, 2003) state that information adoption shows how well the recipient understands the message based on its credibility and relevance. In a digital setting, especially on platforms such as Google Reviews, consumers often find user-generated content that helps them evaluate services and products, including tourist spots (Lun & Wan, 2010; Filieri & McLeay, 2013; Peng et al., 2016).

Information adoption is often explained using ELM, which divides information processing into two routes: the central route and the peripheral route (Cacioppo & Petty, 1984). The peripheral route involves shallow cues, such as the amount of information or visual appeal, without considering the deeper quality of the message content. This study focuses on the peripheral route because it shows how online reviews—especially the two aspects of the peripheral route–review quantity and product ranking—act as external cues that affect tourists'

information adoption when they assess tourist locations, such as Milenial Glow Garden (Filieri & McLeay, 2013). Tourists, especially those with less motivation or time to dive into detail, often depend on these peripheral cues to make quick decisions about visiting a destination. Thus, this study uses the peripheral route of ELM to examine how its aspects—review quantity and product ranking on Google Reviews—can significantly influence information adoption in tourism decision making.

2.2. Elaboration likelihood model

ELM serves as the main theoretical framework for this study. This helps to explain how people process persuasive information. According to ELM, people process persuasive messages through two routes: the central and peripheral routes. The central route involves deep processing, in which people focus on message quality. The peripheral route is used when motivation or ability to process information is low. In this route, people rely on surface-level cues such as the amount of information, visual appeal, or product rankings. They did not evaluate the quality or substance of the messages.

This study explores the peripheral route of the ELM. This is the primary way tourists make decisions based on online reviews. In the case of Google Reviews for tourist destinations, the peripheral route is triggered when tourists look at shallow cues, such as the number of reviews and the ranking of a destination, instead of closely analyzing each review. Specifically, Information Quantity— number of reviews) and Product Ranking—placement of a destination in search results) are key aspects of the peripheral route in this study. These cues offer a fast and simple way for tourists to form impressions and make decisions, especially when they want to make quick choices without spending much mental effort to evaluate each review.

By focusing on the peripheral route, this study examines how these shallow cues (number of reviews and product ranking) affect tourists' decisions when choosing destinations, such as the Milenial Glow Garden. Many tourists, especially younger people, depend on these cues to decide quickly and easily. Understanding how these peripheral cues work is important for understanding how digital platforms, such as Google Reviews, influence tourism-related decision-making.

2.3. Peripheral route factors in online review processing

The Quantity of information refers to the amount of data available for consideration. In the context of online reviews, a higher volume of reviews can offer a broader view for consumers, making it easier to form judgments about a destination or product (Song et al., 2021). However, excessive information can lead to information overload. Consumers may feel overwhelmed by the sheer amount of data, which can impair their decision-making processes (Cahyaningrati, 2023). This aspect is particularly important in the peripheral route of ELM theory. Individuals often rely on surface-level cues, such as review volume, for quick decisions without thoroughly examining each review. Some studies confirm that information quantity serves as a key peripheral cue, playing a significant role in influencing consumer choice (Radiansyah et al., 2023). However, the literature has presented contrasting findings. Some studies indicate that while information quantity might influence decision making, it does not always have a strong effect on information adoption (Filieri & McLeay, 2013; Kumar et al., 2023). This study focuses on the Milenial Glow Garden and investigates how the volume of Google Reviews serves as a cue for tourists to make decisions, especially when they prefer quick, heuristic judgments.

The other part of the peripheral route, product ranking, involves the visibility and perceived importance of a destination or product based on user ratings or how platforms sort the reviews. Research has shown that product ranking significantly affects consumer behavior. Higher rankings tend to draw more attention and are associated with higher credibility (Filieri, 2015; Kumar et al., 2023). This finding is consistent with that of ELM. Consumers, especially those with less motivation or ability to process details, use ranking as a quick decision-making tool. However, some studies, such as Lestari et al. (2022), show that the link between product ranking and information adoption is not always strong. They suggest that factors such as review quality and content may also impact decision-making. This study examines product ranking on Google Reviews as a peripheral cue, focusing on how the position of the Milenial Glow Garden in search results and its ratings affect tourists' perceptions and decisions.

2.4. Conceptual framework

This study uses ELM as the theoretical basis to explain how people process online review information and use it in their decision-making, especially with Google Reviews for tourist destinations. The Peripheral Route depends on shallow cues that are unrelated to the message content, such as the amount of information and product ranking. These cues act as shortcuts when the audience is either uninterested or unable to process the message in detail (Cacioppo & Petty, 1984).

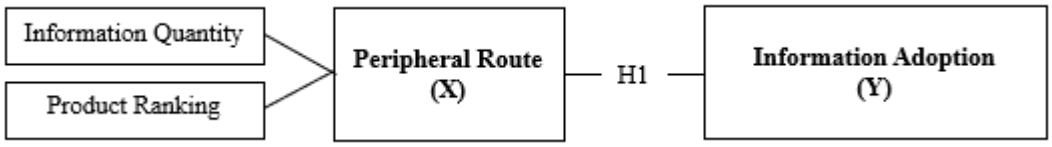


Figure 1. Conceptual Framework

The framework of this study is shaped by many studies that show how different aspects of the peripheral route in ELM affect consumer information adoption in the digital space (Filieri & McLeay, 2013; Song et al., 2021). Drawing from this theoretical view and the existing evidence, this research model proposes two hypotheses to explore how the Peripheral Route in online reviews influences information adoption.

2.5. Research context

Conceptual definitions clarify theories by explaining the meanings of variables in academic constructs and how they relate to each other (Djamba & Neuman, 2013). While concepts illustrate complex variables, these variables actually represent more concrete, observable dimensions. This study aims to understand how different dimensions of online information, especially within the ELM framework, affect information adoption concerning Google Reviews for the Milenial Glow Garden, a theme park tourist destination.

The Peripheral Route is activated when people have little motivation or capacity to process information in depth (Cacioppo & Petty, 1984). Instead of assessing message content, people depend on superficial cues, such as the number of reviews or the presence of visual and social signals (Cacioppo & Petty, 1984). In tourism, travelers often take shortcuts, such as using star ratings or review volumes, when evaluating destinations due to time or interest constraints (Ismagilova et al., 2019; Miao et al., 2022).

This study identifies two dimensions of Peripheral Route processing based on Filieri and McLeay (2013): 1) Product Ranking, which is a star-based evaluation reflecting the perceived average quality of a destination (Filieri & McLeay, 2013). 2) Information Quantity refers to the number of user-generated reviews available for a tourist destination (Huette-Alcocer et al., 2020; Wang & Strong, 1996). These indicators act as non-content cues that affect tourists' perceptions and decisions when in-depth evaluations are not feasible or desired (Zhao et al., 2021; Gascón et al., 2023).

Information adoption is the process by which individuals receive, internalize, and use online information to help with their decisions. This relates to how tourists interpret and use information from online reviews when planning their trips. Information adoption is shaped by various content-based and heuristic factors, including social proof such as product ranking and information quantity (Huette-Alcocer et al., 2020; Filieri et al., 2022).

Information adoption influences tourists' expectations, perceived image of the destination, and travel choices (Wu et al., 2021). Understanding interactions through the peripheral route provides valuable insights for creating effective digital content in tourism.

Table 1. Operational Definitions

Variable	Dimension	Indicator	Question Item
Peripheral Route (X) Diadaptasi dari Filieri & McLeay, (2013)	*Information Quantity*	Number of reviews on the product	1. I adopt online reviews when the number of reviews per accommodation is large
		amount of information provided in reviews	2. I adopt online reviews when the quantity of reviews per accommodation information is large
	Product Ranking (Filieri & McLeay, 2013)	The rating on each review makes it easier to evaluate other product alternatives	3. Ratings/stars with different numbers for each comment on the Google Review 'Millennial Glow

Variable	Dimension	Indicator	Question Item
			Garden' make it easier for me to evaluate alternative tourist destinations.
		The overall review rating influences the speed in choosing a product	4. Average Rating/Stars (overall) on the Google Review 'Millennial Glow Garden' helped me quickly choose the best tourist destination among several alternative tourist destinations.
Information Adoption (Y) (Cheung dkk, 2008; Wu & Shaffer 1987)		Adopting information on Google Reviews motivates you to choose recommended products	5. I followed the suggestions in the Google Review 'Millennial Glow Garden' carefully and chose the recommended tourist destination
		Adopting information on Google Reviews provides motivation to buy products	6. The information in the Google Review 'Millennial Glow Garden' motivated me to visit this tourist destination.

2.6. Research hypotheses

A hypothesis is an initial assumption regarding the relationships between the variables that need to be tested. This study aims to explore how the Elaboration Likelihood Model (ELM) can be applied to online reviews, particularly Google Reviews, from tourists about Milenial Glow Garden, a nighttime entertainment park. According to ELM, persuasive messages are processed through a peripheral route (Cacioppo & Petty, 1984).

Based on earlier studies, the following hypotheses are proposed: Information quantity, a dimension of the peripheral route, relates to the number of reviews. Research shows that having more reviews, especially positive ones, can help decision making through quick thinking (Song et al., 2021; Radiansyah et al., 2023). Additionally, product ranking or star ratings, another aspect of the peripheral route, serve as cues. Kumar (2023) and Filieri (2015) found that higher product ratings significantly affect how users accept information, especially those who are less motivated to read detailed reviews.

Hypothesis 0 (H0): Peripheral Route hasn't impact on information adoption.
Hypothesis 1 (H1): The Peripheral Route has a significantly positive impact on information adoption.

These hypotheses are based on empirical studies that consistently reveal the important role of information characteristics in online consumer behavior, particularly in the context of e-WOM (Cheung et al., 2008; Radiansyah et al., 2023).

3. Method

This study follows a positive approach that focuses on using quantitative methods, objective measurements, and logical reasoning to understand observable phenomena. The positivist method, often used in the natural sciences, supports valid knowledge through measurable data. Typically, these data come from surveys or questionnaires and are analyzed using statistical methods and hypothesis testing (Djamba & Neuman, 2013). In line with this approach, this study uses a quantitative research method. Quantitative research, based on

positivist philosophy, tests specific populations or samples using structured tools to assess predefined hypotheses (Sugiyono, 2019). This research is explanatory; it aims to explore the cause-and-effect relationships between variables and provide insights into the mechanisms behind these relationships. This study focuses on how Information Quantity and Product Ranking affect information adoption in the context of Google Reviews for the Military Glow Garden tourist destination.

A variable is a concept that can have different values and be measured in research (Djamba & Neuman, 2013). Sugiyono (2019) described a variable as an attribute or characteristic of people, objects, or activities that can change and are determined by the researcher for analysis and conclusions. This study separates the variables into two types: independent and dependent. The independent variables represent information cues from the Elaboration Likelihood Model (ELM), specifically the Peripheral Route Variables, which include Information Quantity and Product Ranking. The dependent variable in this research is information adoption, meaning how much individuals accept and use the information in online reviews.

Identifying the population and choosing the right sample are vital for the validity and reliability of the findings in the quantitative analysis. The population includes all elements, objects, events, or individuals that share specific characteristics relevant to the study. For this study, which investigates information adoption via Google Reviews for the Milenial Glow Garden tourist spot, the population consists of individuals who have directly used Google Reviews to learn about this location. This group is ideal because they are already comfortable with digital platforms and are responsive to online information, especially regarding tourism.

The data sources for this study consist of primary data collected through questionnaires completed by visitors to the Milenial Glow Garden, a technology-focused LED and immersive lighting tourist destination in Malang, East Java. The researcher created a questionnaire based on the indicators of the examined variables. The questionnaire included questions, with response options ranging from strongly agree to strongly disagreement with each item. Data was collected by sharing a questionnaire link with the respondents who met the research criteria. Once the criteria were met, the researcher asked the respondents to complete the questionnaire and share it with friends or family to broaden the outreach. The collected data consisted of tabulated respondent answers, which were then analyzed.

The sample was a subset of the population chosen for direct observation. A well-selected sample allows for the generalization of the findings to a larger population. As the exact number of Milenial Glow Garden visitors who have referred to Google Reviews is unknown, the Cochran formula was used to determine a suitable sample size. This method is advised when the population parameters are not defined (Sugiyono, 2019). Calculations using Cochran's formula indicated that a minimum sample size of 385 respondents was necessary for this study.

Sampling was performed using a purposive technique, where the researcher set specific criteria to choose a sample that fit the study's goals. The sample criteria in this research include individuals who actively use Google Reviews and have first-hand experience with the Milenial Glow Garden. This ensures that the collected data is relevant and offers detailed insights into how online reviews influence tourists' decisions. This study focuses on tourists aged 18 to 35 years, who often engage in technology and social media for trip planning. Furthermore, only individuals who had looked for information about the Milenial Glow Garden via Google Reviews were selected as respondents, ensuring that the collected data directly related to the topic.

To gather data, the researcher distributed an online questionnaire using Google Forms using a purposive sampling method. Purposive sampling is a data-collection approach based on predetermined criteria that align with the objectives of the study. This method allows the researcher to concentrate on respondents who have relevant experiences with the tourist destination, thereby increasing the depth and focus of the study. The inclusion criteria for the sample were: 1) individuals who actively use Google Reviews to find information about tourist destinations, 2) individuals who have visited Milenial Glow Garden after consulting Google Reviews, and 3) respondents aged between 18 and 35 years, a demographic known to frequently use technology and social media in travel planning (Octaviani et al., 2023). These criteria helped ensure that the collected data was relevant and represented the research objectives.

After collecting the data, the researcher used regression analysis to examine the relationships between the variables being studied, specifically looking at how the Peripheral Route variable and its two dimensions influence information adoption among tourists.

4. Results and discussion

4.1 Results

4.1.1 Descriptive statistic

The following are the descriptive statistics for the total scores of each variable peripheral route and information adoption: The averages for each variable are above 5, indicating that most respondents tend to agree with the statements provided in the questionnaire.

Table 2. Respondent's Statistic Data

Statistics	X (Peripheral Route)	Y (Information Adoption)
Mean	5.35	5.35
Std. Deviasi	1.02	0.96
Minimum	1.75	3.0
Maximum	7.0	7.0

Based on the data in Table 2, two variables are examined: X (peripheral route) and Y (information adoption). For variable X, the average value reported by respondents was 5.35, with a standard deviation of 1.02. This shows a moderate variation in the answers. The minimum recorded value was 1.75, and the maximum value was 7.0. This suggests that respondents provided a wide range of ratings for this variable. For variable Y, the average value is 5.35, the same as for variable X, but with slightly less variation, indicated by a lower standard deviation of 0.96. The minimum value for variable Y was 3.0, whereas the maximum value reached 7.0. This indicates that most respondents gave relatively high ratings to this variable. Overall, the data show a trend toward higher values on the 1-7 scale, with more variation seen in variable X than in variable Y.

4.1.2 Validity and reliability testing

Table 3. Validation Test Result

Item	r-count	p-value	Notes
X – 1	0.965	< 0.001	Valid
X – 2	0.967	< 0.001	Valid
X – 3	0.918	< 0.001	Valid
X – 4	0.928	< 0.001	Valid
Y – 1	0.955	< 0.001	Valid
Y – 2	0.966	< 0.001	Valid

Based on Table 3, the validity test results using Pearson's correlation showed that all items in the peripheral route (X) and information adoption (Y) variables are highly correlated with the total scores of each respective variable. All p-values were well below the significance level of 0.05, indicating that all the items were valid for measuring their respective constructs.

Table 4. Reliability Test Result

Variable	*Cronbach's Alpha*	Result
X (Peripheral Route)	0.79	Reliable
Y (Information Adoption)	0.91	Reliable

The reliability test results are listed in Table 4. They were calculated using Cronbach's alpha and indicated that the instrument measuring variable X (statements 1-4) has good reliability. A Cronbach's alpha value above 0.70 shows that there is good internal consistency among the statements in this variable. The instrument used to measure variable Y (statements 5-6) had very good reliability. A Cronbach's alpha value higher than 0.90 indicates very strong internal consistency for the statements in this variable. All Cronbach's alpha values were above the minimum threshold of 0.7, demonstrating good internal consistency for each scale.

4.1.3 Classical assumption testing

The normality test in the regression analysis checks whether the residuals, which are the differences between the observed and predicted values of the model, follow a normal distribution. With a large sample size, such as in this study with 385 respondents, it is not always essential to test for normality. The Law of Large Numbers and the Central Limit Theorem (CLT) suggest that when the sample size is sufficiently large, typically over 30 to 50 data points, the sampling distribution of the mean will close in on a normal distribution,

even if the original data are not normal. This means that even if the residuals or independent and dependent variables are not normally distributed, linear regression can still provide reliable estimates and support statistical inference with a large sample size. Large samples often make linear regression models resilient to deviations from normality, especially when using robust standard errors that can handle issues such as heteroscedasticity or non-normal distributions.

Table 5. Normality Test Result

Variable	Shapiro-Wilk Stat	p-value	Conclussions
X_total	0.965	< 0.001	Not Normal
Y_total	0.937	< 0.001	Not Normal

The Shapiro-Wilk test results in Table 5 show that the data do not follow a normal distribution because the p-values for all variables (X and Y) were less than 0.05. However, this may be due to the large sample size. It is important to note that this study included 385 respondents. Therefore, with many respondents, this result does not rule out the use of linear regression. The Central Limit Theorem applies to large samples, which helps to keep the regression model strong even if the data are not perfectly normally distributed.

4.1.4 Multicollinearity testing

The multicollinearity test uses the Variance Inflation Factor (VIF) to determine whether there is a strong linear relationship between the independent variables. A high VIF indicates multicollinearity between the variables. However, since this model has only one independent variable for the regression analysis, which is the average of Statements X, multicollinearity among the independent variables is not a concern. Still, I calculate the VIF for variable X, the combination of Statements 1-4. For variable Y, which represents information adoption, we also check the VIF of the average of Statements 5 and 6, even though there is no direct multicollinearity issue here, as only one X variable is used in the regression model.

Table 6. Multicollinearity Test Result

Variable	Const	Avg	Tolerance
X_total	28.81	1.00	0.061
Y_total	32.41	1.00	0.061

Table 6 shows that the VIF for the constant is quite high, with values of 28.81 for variable X and 32.41 for variable Y. These values tend to be high because the constant isn't involved in the linear relationships between the independent variables. It is also clear that the VIF for both variable X and variable Y is 1.00. This indicates that there is no multicollinearity issue between these variables since a VIF greater than 1.00 usually points to correlation among independent variables. Therefore, we can conclude that there are no significant multicollinearity issues in this data, as the VIF values for both variables X and Y are 1.00. This suggests that these two variables do not show high multicollinearity.

4.1.5 Heteroscedasticity testing

Table 7. Heteroscedasticity Test Result

Variable	Std. Error	Coef	t-value	p-value	Conclusion
Constanta	0.218	1.3004	5.976	< 0.001	
X_total	0.40	-0.1377	-3.446	0.001	Indicated heteroscedasticity

Based on Table 7, the coefficient for Variable X is -0.1377. This shows a negative relationship between the Variable X and residual variance. As the value of X increased, the residual variance tended to decrease. A p-value of 0.001 indicated that this relationship was significant. We can conclude that Variable X has a significant effect on heteroscedasticity. This means that heteroskedasticity appears in the data for Variable X (peripheral route), as a very small p-value indicates a strong impact of Variable X on residual variance. Robust standard errors should be used to deal with the heteroscedasticity assumption. This ensures that the regression coefficients are estimated correctly even if the variance is not constant.

4.1.6 Robust regression

As mentioned in the results of the heteroskedasticity test, a robust regression was used. This technique corrects standard errors to address existing heteroskedasticity issues. This ensured that the estimated regression coefficients remained reliable despite the inconsistency in residual variance.

Table 8. Robust Regression Analysis

Statistics	Value	Interpretation
R-squared (R^2)	0.382	Variable X can explain 38.5% variation on Y
Adjusted R^2	0.380	(R^2 correction according to the number of predictors)
F-statistic	211.4	Simultaneously significant
p-value (F-statistic)	< 0.05	Significant (simultaneous test)

The R-squared value shows how well the regression model explains the variation in the dependent variable (Y) based on the independent variable (X). R-squared values ranged from 0 to 1. An R-squared value of zero indicates that the model cannot explain any variation in the data. A value of 1 indicates that the model explains all the variations in the data. In this case, the results in Table 8 show R-squared = 0.382. This means that 38.2% of the variation in variable Y (information adoption) could be explained by variable X (peripheral route) in the regression model. This model is fairly effective in explaining the relationship between X and Y.

Table 8 shows the Adjusted R-squared values. This is a version of R-squared adjusted for the number of variables in the model. The adjusted R-squared value lowers the R-squared value if the additional variables do not contribute significantly. This adjustment is useful for complex models with many variables. In this case, the Adjusted R-squared value was 0.380, which is slightly lower than the R-squared value. This indicates that variable X is sufficient to explain most of the variation in Y, and adding more variables is unlikely to significantly improve the model.

The F-statistic tests whether the regression model provides significant results. It measures whether the proposed model is better than the model without any independent variables. A high F-statistic generally suggests that the model significantly explains the data compared with a model without independent variables. A low F-statistic indicates that the model is not significant and is no better than the model that uses only the mean. As seen in Table 8, the F-statistic value = 211.4, indicating that this model is highly significant in explaining the relationship between variables X and Y. This means that the regression model is better than a model without variable X, showing that variable X (peripheral route) significantly affects variable Y (information adoption).

It is also important to note that the p-value for the F-statistic measures the likelihood of obtaining an F-statistic value equal to or greater than the calculated value if the null hypothesis (that the variable has no significant effect) is true. If the p-value is very small, as shown in Table 8, the null hypothesis is rejected. This means that the variable X is significantly better than the model without it. A p-value less than 0.05 indicates that the relationship found in the model is highly statistically significant. In other words, there is a strong and significant relationship between variables X (peripheral route) and Y (information adoption).

4.2 Discussion

This study examines how peripheral route dimensions within the ELM framework, particularly Information Quantity and Product Ranking, influence information adoption (Y) through online reviews on Google for the Milenial Glow Garden tourist destination. The focus is on testing hypotheses H1 and H2, which examine the role of peripheral route dimensions in how tourists adopt information. This analysis offers an understanding of how persuasive messages based on information quantity and product ranking in online reviews are processed differently depending on the motivation and ability of the reader. These findings support earlier research showing that peripheral cues such as review quantity and product ranking can impact consumer choice when selecting tourist destinations (Cacioppo & Petty, 1984; Gascón et al., 2023).

The results indicate that potential tourists adopt information as a cognitive response triggered by persuasion through various message formats such as review quantity and star ratings in Google Reviews. This is supported by robust regression analysis, which revealed a high F-statistic value of 211.4. This value suggests that the model explains the connection between peripheral route variables and information adoption significantly better, consistent with previous studies (Ajzen, 2001; Cacioppo & Petty , 1984).

Features on Google platforms act as marketing tools, leading to different evaluative responses among the users. In today's digital age, technology and platforms such as Google Reviews play a key role in tourists' decision making. The results suggest that an increasingly tech-savvy urban population relies on online reviews to gather information about tourist spots such as the Milenial Glow Garden. Many reviews and positive ratings create cognitive shortcuts or peripheral routes, enabling tourists to make quick decisions without thoroughly

assessing each review. This highlights how digitalization affects how tourists look for and adopt information and how technology supports quicker and more practical decision-making (Miao et al., 2022; Huette-Alcocer et al., 2020).

Empirical evidence shows that peripheral route variables significantly impact tourists' information adoption. These findings suggest that tourists are influenced by peripheral dimensions such as review volume and product ranking. This supports ELM's explanation of how tourists gather information from Google Reviews, especially from the Milenial Glow Garden. The peripheral route variables have a significant influence on adoption, showing the various cognitive paths digital consumers use to process online reviews, as confirmed by Chen and Xie (2008).

These findings are also relevant to the concept of FOMO, which is becoming more common in urban areas, especially among individuals aged 18–35 years. This study shows that tourists are influenced more by a high number of reviews and ratings, which serve as social cues for selecting trendy and innovative destinations. The Milenial Glow Garden, known for its immersive rides that blend technology, design, and art, fits the trend of urban society that seeks modern and high-tech nighttime experiences. With its stunning visual displays and high ratings, Milenial Glow Garden is an appealing choice for tourists looking for innovative entertainment, reflecting changing social and cultural trends in urban environments (Miao et al., 2022).

The strong impact of Information Quantity and Product Ranking confirms the effectiveness of heuristic processing in shaping users' views. Many reviews and positive ratings provide social proof, especially for those who prefer not to evaluate every detail of the reviews (Cacioppo & Petty, 1984; Gascón et al., 2023). In this context, for the Milenial Glow Garden, the quantity of reviews and average star ratings serve as cognitive shortcuts that boost perceptions of quality, satisfaction, and safety, which is in line with previous research on information adoption and online reviews (Ajzen, 2001; Filieri & McLeay, 2013).

As urban life shifts from day to evening, the demand for nighttime tourist destinations is increasing. This study confirms that the number of reviews and ratings on Google Reviews is crucial in influencing tourists' decisions to visit nighttime venues such as the Milenial Glow Garden. With its technology-driven experiences and immersive LED lighting, this destination exemplifies the evolution of nighttime tourism, making it more appealing to urban society. With growing reliance on digital platforms for information, tourists seek trust and assurance through a wealth of online reviews and high ratings, which are essential in the information adoption process. This is particularly relevant for younger tourists aged 18–35, who often make quick decisions based on aggregated online reviews (Miao et al., 2022; Huette-Alcocer et al., 2020).

5. Conclusion

This study clearly shows that the dimensions of peripheral routes, specifically Information Quantity and Product Ranking, have a strong impact on how tourists adopt information from Google Reviews at the Milenial Glow Garden tourist destination. The findings indicate that a high number of reviews and high star ratings serve as important cues that significantly influence tourist decision making. This supports the Elaboration Likelihood Model (ELM), which explains that when consumers lack the motivation or ability to process information deeply, they tend to depend on simple cues, such as review volume and product ratings, to make decisions. This trend mirrors the growing nightlife dynamics in urban areas, where people increasingly rely on digital information to choose tourist destinations that suit their lifestyles.

Additionally, the study finds that younger tourists, aged 18 to 35, who are used to making quick decisions based on summarized information, are more impacted by the number of reviews and star ratings when choosing tourist spots. A high number of reviews and positive ratings provide social proof, strengthening tourists' views on the quality and safety of the destination. This is especially true for those motivated by the fear of missing out (FOMO) and those who prefer modern, innovative entertainment venues, such as the Milenial Glow Garden. These findings illustrate how changes in social and digital trends shape tourist preferences, leading to greater reliance on online reviews as their main decision-making tool.

Overall, this study offers valuable insight into digital tourism marketing. Destination managers, such as those at the Milenial Glow Garden, can adopt marketing strategies that boost the quantity of reviews and product ratings to guide tourist decision-making. This approach is particularly effective for tourists who depend on simple cues in their decision-making, as it can build trust, improve perceptions of quality, and create a more relevant tourism experience that matches urban society's growing interest in technology-driven nightlife.

Based on these conclusions, researchers believe that this study underscores the increasing role of digital platforms such as Google Reviews in influencing the choices of modern tourists. In today's digital landscape, it is evident that tourists, especially younger generations, rely more on external signals, such as review volume and product ratings, to make quick and informed decisions. This shift highlights the importance of tourism providers actively engaging with digital platforms and ensuring that they maintain positive reviews. From a broader perspective, this study suggests that digital reviews, once viewed as secondary marketing tools, are now essential in tourism decision-making. As digital information continues to be pivotal in consumers' lives, understanding how information is adopted through online channels is vital for the future of the tourism industry.

There are several suggestions for future research in this area. First, researchers can explore other peripheral factors. While this study emphasizes Information Quantity and Product Ranking, further inquiry might consider factors such as visual cues (images and videos) and review display design (such as easily readable ratings and interactive information), which could also influence consumer decision-making. Second, the influence of demographics on information adoption is worth further investigation. This study focused on younger tourists, but differences in age, income, or geographical location may affect how information from online reviews is perceived and used. A broader study that includes various demographic groups would provide a deeper understanding of how information adoption behavior varies across different individual characteristics. Third, examining the impact of different types of social media on information adoption may be beneficial. Although this study focused on Google Reviews, further research might compare how reviews on various social media platforms, such as Instagram, TripAdvisor, and YouTube, affect information adoption.

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