

GENERATION Z AND INTERGENERATIONAL SHARING BEHAVIORS AFTER FAITH-BASED MUSICAL EVENTS IN MANADO

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Abstract

Faith-based musical events in Manado represent a unique intersection of religion, culture, and social connectivity in a region deeply rooted in Christian traditions. These gatherings serve not only as spiritual experiences but also as platforms for intergenerational bonding and digital expression. Generation Z (born 1997–2012) plays a central role—not just as participants but also as digital storytellers, using social media to share and shape narratives of faith. Grounded in electronic word-of-mouth (eWOM) theory and generational media habit frameworks, this study addresses a gap in prior research that has largely overlooked faith-based events and their digital impact. The study investigates whether digital usage (such as booking, payment, and information sources) influences sharing behavior (H1), and whether event satisfaction (content, performers, facilities) also affects such behavior (H2). It further examines the impact of sharing behavior on loyalty (H3), and its mediating role between digital usage and loyalty (H4). This research contributes to a deeper understanding of how Gen Z's online engagement with faith-based events shapes loyalty and intergenerational communication. The findings provide valuable insights for faith-based event organizers aiming to optimize attendee participation, digital outreach, and visitor retention through socially-driven strategies.

Keywords: Digital Sharing, e-WOM, Faith-Based Events, Generation Z, Loyalty

Introduction

Faith-based musical events in Manado represent a unique intersection of religion, culture, and social connectivity within a region deeply rooted in Christian traditions. These events, often characterized by gospel music, participatory singing, and communal worship, are more than just spiritual gatherings they serve as platforms for intergenerational dialogue and community bonding. Research has shown that Christian music festivals can play a powerful role in fostering positive peace, cultural inclusion, and even socio-political reflection (Caton et al., 2013). Generation Z (born 1997–2012) emerges as both the core audience and active amplifiers of faith-based musical events. Their role extends beyond attendance, as they document and broadcast experiences through social media, shaping digital narratives (Tirocchi, 2023).

This study is grounded in theories of electronic word-of-mouth (eWOM), which explain how individuals share and influence opinions through digital platforms (Cheung & Thadani, 2012). Additionally, it incorporates generational media habit theories that highlight Gen Z's preference for visual, real-time, and socially interactive content (Yağmur, 2024). By integrating these perspectives, the research situates itself within the discourse on digital behavior, faith-based community expression, and intergenerational communication in the social media era. A contemporary challenge, however, is how such intergenerational traditions are preserved and amplified in a highly mediated environment. Digital platforms now shape discovery, attendance, and post-event storytelling. This study responds to that challenge by focusing on Generation Z (Gen Z) as *digital storytellers* whose content creation and sharing potentially recode the meaning of participation for their families. We therefore ask how Gen Z's sharing behavior during a faith-based cultural event translates into loyalty and cross-generational resonance. This transition frames the inquiry from cultural tradition to its mediation through social platforms, where Gen Z act as connectors between offline rites and online narratives.

Previous studies have largely concentrated on general tourism or entertainment-based events, leaving a gap in understanding the dynamics of religious or faith-driven musical experiences. While research on event-based electronic word-of-mouth is growing, few have examined how sharing behaviors vary across generations in the context of spiritual or religious gatherings. In particular, there is limited insight into what motivates Generation Z to share, archive, or engage in online discussions following such events. This study addresses that gap by focusing on the unique digital expression patterns of Gen Z and their intergenerational counterparts after attending faith-based musical events.

This study seeks to investigate the factors that influence sharing behavior among Generation Z after attending faith-based musical events. Specifically, it explores whether digital usage such as online booking, digital payment, and source of event information positively affects their willingness to share experiences online (H1), and whether their satisfaction with the event such as content, performers, and facilities also contributes to this sharing behavior (H2). Furthermore, the study examines whether such sharing behavior leads to greater loyalty, reflected in the intention to revisit or recommend the event to others (H3). Lastly, it analyzes the mediating role of sharing behavior in the relationship between digital usage and loyalty (H4), offering insights into how digital engagement translates into long-term commitment through social expression.

This study holds significance in understanding how Generation Z engages with faith-based musical events through digital sharing behaviors, which in turn influence event loyalty and intergenerational communication. By focusing on Gen Z a cohort known for their high digital literacy and value-driven social engagement (Apperson et al., 2015) the research provides insights into how event experiences are transformed into online narratives that impact broader community perceptions. It also contributes to the limited body of literature on electronic word-of-mouth (eWOM) in religious event contexts (Cheung & Thadani, 2012) while offering practical implications for faith-based event organizers seeking to enhance attendee engagement and brand loyalty through digital platforms.

Literature Review and Theoretical Framework

1) Generation Z: Values, Media Practices, and Event Participation

Research consistently frames Generation Z (Gen Z) as a cohort shaped by always-on connectivity, high platform literacy, and an ethos that prizes visibility balanced by a search for authenticity (Tirocchi, 2023). Their media practices are deeply entangled with identity work and peer recognition, often privileging short-form, visual, and participatory formats (Yağmur, 2024). In hospitality and work contexts, Gen Z's "collective consciousness" yields expectations for meaningful experiences, feedback loops, and technologically enabled agency (Sakdiyakorn et al., 2021). Within leisure and event settings, Gen Z and Millennials share overlapping motivations but differ in how digital touchpoints (discovery, planning, co-creation, post-event narration) are integrated into satisfaction and intention pathways (Karnadipa et al., 2022a, 2022b; Poyoi et al., 2024). Festival-goer studies affirm that Gen Z's attendance decisions are sensitive to experiential authenticity, social proof, and opportunities for self-expression both on-site and online (Sinéad O'Mahony, 2020); *The Perceptions and Preferences of Generation Z Regarding Music Festivals in Portugal*, n.d.).

Taken together, these works suggest that Gen Z's sharing behavior is not merely an outcome of enjoyment but a curated performance of values and identity. Content that aligns with authenticity norms and offers visible, low-effort participation points (e.g., templates, challenges, remixable media) is more likely to be created and circulated (Tirocchi, 2023; Yağmur, 2024).

2) Faith-Based Music Events: Community, Identity, and Peace

Faith-inflected musical gatherings operate as engines of communal identity, ritual renewal, and even peace-building. Scholarship on Christian music festivals highlights how performative worship spaces can produce "positive peace" through shared symbols, collective affect, and intergroup encounter (Caton et al., 2013). Subsequent analyses of Christian youth festivals show the ideological and pedagogical work done by programming, staging, and participatory music to construct, rehearse, and transmit values to younger audiences (Pastoor et al., 2018). Beyond formal festivals, participatory sing-alongs such as "Beer & Hymns" demonstrate how communal singing reframes religious identity, lowers the threshold for participation, and fosters inclusive belonging (Mall, 2021). For a Manado/North Sulawesi context characterized by strong choral traditions, this literature implies that music-centered faith events offer fertile ground for intergenerational bonding: younger participants can serve as both performers and narrators, while older cohorts experience renewed proximity to the event via mediated stories circulating within family networks.

3) e-WOM, Sharing Behavior, and Loyalty Mechanisms

A robust body of work connects electronic word-of-mouth (eWOM) to attitudes and behavioral intentions via credibility, usefulness, and adoption mechanisms (Cheung & Thadani, 2012). Within cross-generational contexts, recent studies on food-sharing behavior indicate that motivations (self-presentation, social connection, altruism), satisfaction, and intention interact in ways that differ subtly between Millennials and Gen Z, with platform affordances structuring how content is produced and consumed (Poyoi et al., 2024). Event research further shows that

social impacts including community pride, social cohesion, and perceived inclusiveness positively predict satisfaction and, in turn, loyalty to events and destinations (Pivac, 2011; Yürük et al., 2017). Integrating these insights, a plausible pathway for faith-music events is: digital touchpoints → Gen Z sharing → social impacts (e.g., family co-attendance, pride) → satisfaction → loyalty/return intention. The role of sharing is likely mediational, with its strength conditioned by how well event narratives align with Gen Z authenticity norms (Cheung & Thadani, 2012; Poyoi et al., 2024).

Research Method

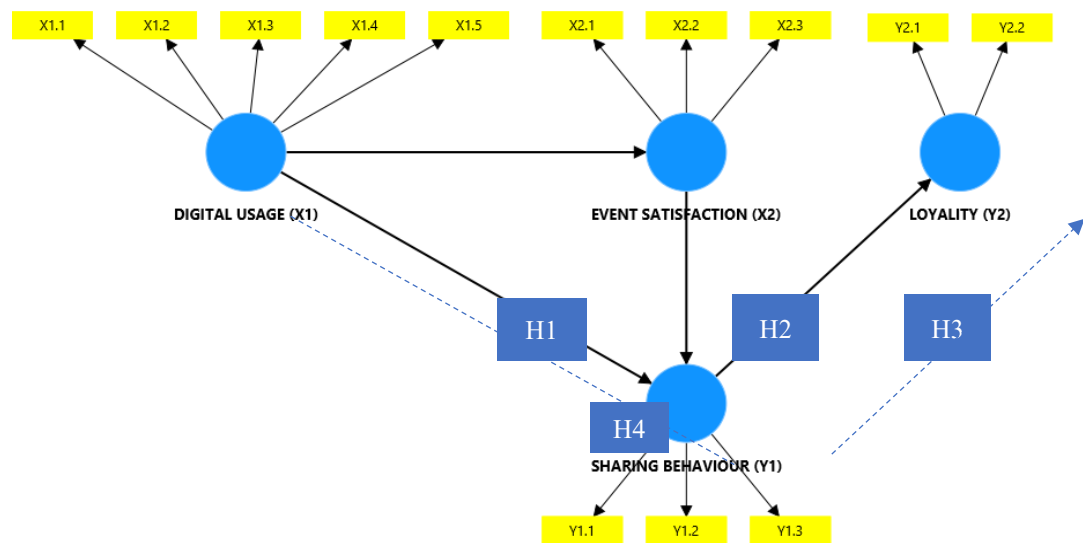


Figure 1. SEM Model
 Source: Author, 2025

Data were collected through a self-administered questionnaire distributed to 175 Generation Z respondents in Manado, Indonesia, all of whom had attended at least one faith-based concert. This sample was selected purposively, as Gen Z represents a highly connected demographic with a strong tendency toward digital engagement and social sharing. The constructs were measured using reflective indicators: Digital Usage (X1) consisted of five items including digital payment, booking platform, and source of information (X1.1–X1.5); Event Satisfaction (X2) included satisfaction with event content, entertainment, and F&B (X2.1–X2.3); Sharing Behaviour (Y1) captured three forms of social media activity (Y1.1–Y1.3); and Loyalty (Y2) was assessed through repurchase and recommendation intentions (Y2.1–Y2.2). The data were analyzed using Structural Equation Modeling (SEM) with path modeling techniques to assess both the measurement and structural relationships among the research variables. This method was chosen for its ability to evaluate complex causal relationships simultaneously and to measure both direct and indirect effects within a theoretical framework. The analysis was conducted in two stages: first, a Confirmatory Factor Analysis (CFA) was performed to ensure the validity and reliability of each latent construct, including Digital Usage, Event Satisfaction, Sharing Behaviour, and Loyalty. This involved evaluating indicator loadings, Cronbach’s Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE).

Table 1. Research Construct

Construct	Measurement item	References
Digital Usage	X1.1: prefer to use digital payment methods (e-wallet, QRIS, bank transfer) when attending events.	(Karnadipa et al., 2022b)
	X1.2: I found out about this event through digital media (Instagram, TikTok, websites, etc.).	
	X1.3: I booked the event ticket through an online platform.	
	X1.4: Digital booking or registration feels convenient to me.	
	X1.5: I feel more confident attending an event that provides digital services such as e-ticketing and online check-in.	
Event Satisfaction	X2.1: The content of the music event met my expectations.	(Daniel, 2018; Pivac, 2011)
	X2.2: The performers successfully delivered a meaningful message.	
	X2.3: The music event was well-organized in terms of logistics and layout.	
Sharing Behaviour	Y1.1: I shared photos or videos of this event publicly (on Instagram, TikTok, WhatsApp, etc.).	(Boros & Keller, 2023; Poyoi et al., 2024)
	Y1.2: I saved photos or videos of this event as personal documentation.	
	Y1.3: I wrote a review or caption about this event on social media.	
Loyalty	Y2.1 : I am interested in attending a similar event in the future.	(Yürük et al., 2017)
	Y2.2 : I would recommend this event to friends or family.	

Source: Author, 2025

Once the measurement model met the required thresholds, the structural model was assessed using path modeling to examine the hypothesized relationships between constructs. Bootstrapping with 5,000 resamples was applied to test the significance of path coefficients, including the mediation effect of Sharing Behaviour between Digital Usage and Loyalty. The path modeling approach allowed the researcher to identify which variables significantly influenced one another and to confirm that Digital Usage had both direct and indirect impacts on participant loyalty through the mechanism of social sharing, particularly among Gen Z concertgoers in Manado.

Results and Discussion

The majority of respondents in this study were female (63.4%), while male participants accounted for 36.6%, indicating a gender distribution skewed toward women. This is a common pattern in studies related to event experiences and digital sharing, where women tend to be more active in content engagement and feedback. In terms of age group, the sample is dominated by Generation Z (53.2%), followed by Millennials and older age segments. This reinforces the study's relevance in assessing digital behaviour, as Gen Z are digital natives highly familiar with online platforms for booking, payment, and sharing experiences.

Regarding education level, the highest proportion of respondents (57.4%) were undergraduate degree holders, followed by those with senior high school diplomas (33.7%), and a smaller percentage holding master's degrees or above. This suggests the sample is relatively well-educated, with sufficient digital literacy to participate in online event-related activities. In terms of employment status, the respondents are mostly students (42.6%) and employees (35.6%), reflecting a youthful, active, and economically engaged population who are both event consumers and digitally connected.

Table 2. Characteristics of Respondent

Gender	Percentage
Female	60%
Male	40%
Age	Percentage
<17 Years	76%
17-24 Years	24%
Education	Percentage
Secondary	24%
University	76%
Sharing Behaviour on Social Media	Percentage
Instagram	84%
Tiktok	8%
Whatsapp	8%

Source: Author, 2025

The respondent profile predominantly young, tertiary-educated, and digitally fluent is not merely descriptive context but an integral theoretical condition for our model. In intergenerational communication terms, Gen Z's digital nativity supplies the *means* (platform literacy and content creation skills) to translate offline ritual into online narratives consumable by older family members. This explains the strong pathway from Digital Touchpoints → Sharing Behavior and from Sharing Behavior → Loyalty/Resonance. This respondent profile supports the study's focus on digital usage, satisfaction, and social sharing within event settings. The dominance of younger, educated, and tech-savvy individuals aligns with current trends in event tourism, where digital tools and social media play a major role in shaping experiences and loyalty. Their characteristics make them ideal subjects for evaluating how digital engagement influences event satisfaction, sharing behaviour, and repeat attendance.

Validity and Reliability

Table 3. Cronbach's alpha, composite reliability (Pc) and AVE values (Pvc)

Factor	Cronbach's Alpha	Average Variance Extracted	Composite Reliability	P	Findings
Digital Usage	0,904	0,720	0,917	0,000	Supported
Event Satisfaction	0,881	0,806	0,896	0,000	Supported
Loyalty	0,863	0,878	0,892	0,000	Supported
Sharing Behaviour	0,837	0,753	0,855	0,000	Supported

Source: Author, 2025

The measurement model demonstrates good construct validity and reliability based on CFA results. All standardized factor loadings exceed the recommended threshold of 0.5, indicating that the observed indicators strongly represent their latent variables. The Composite Reliability (CR) values for all constructs are above 0.7, confirming high internal consistency and reliability. Furthermore, the Average Variance Extracted (AVE) values for each construct are above 0.5, meeting the criteria for convergent validity, meaning that each construct explains more than half of the variance of its indicators. Additionally, discriminant validity is supported as the square root of AVE for each construct is greater than its correlations with other constructs. Collectively, these results indicate that the measurement model is statistically sound, with valid and reliable constructs for further structural analysis.

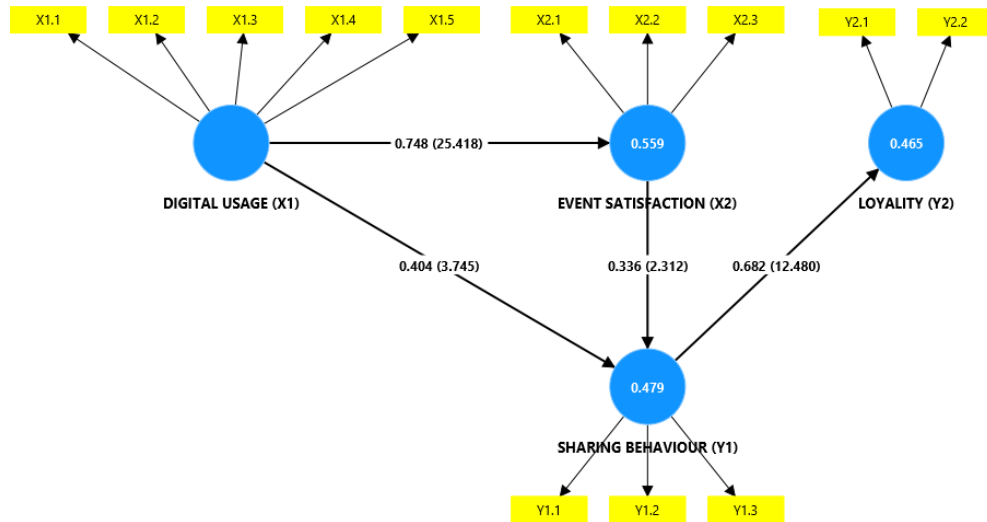


Figure 2. Bootstrap Structural Equation Modeling (SEM)
Source: Author, 2025

Bootstrapping in this SEM model was used to test the significance and stability of both direct and indirect relationships between constructs. The results show that Digital Usage significantly influences both Event Satisfaction ($\beta = 0.748$, $t = 25.418$) and Sharing Behaviour ($\beta = 0.404$, $t = 3.745$), while Sharing Behaviour strongly affects Loyalty ($\beta = 0.682$, $t = 12.480$), all with t-values well above the critical threshold ($t > 1.96$), confirming significance through bootstrapping. However, the path from Event Satisfaction to Sharing Behaviour ($\beta = 0.336$, $t = 2.312$) was rejected, suggesting that satisfaction alone does not predict sharing behaviour. Importantly, the indirect effect of Digital Usage on Loyalty through Sharing Behaviour ($\beta = 0.276$) was supported, indicating a significant mediating role confirmed by bootstrap estimates. This highlights the importance of digital engagement in driving loyalty, particularly through encouraging social sharing among participants.

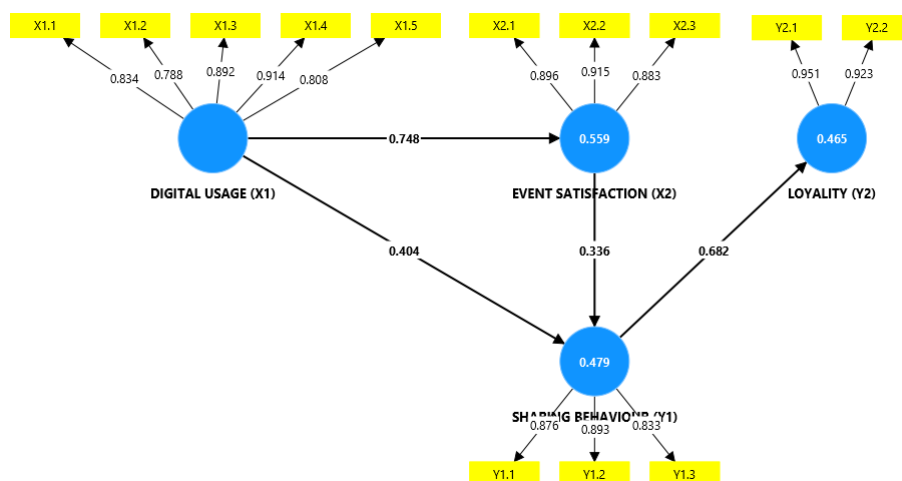


Figure 3. Path Coefficients
Source: Author, 2025

Table 4. Path Coefficient Direct Effect

Hypot hesis	Relation	Original Sample (O)	Sample Mean (M)	T Statistics (O/STDEV)	P Values	Decision
H1	Digital Usage (X1) -> Sharing Behaviour (Y1)	0,404	0,392	3,745	0,000	Accepted
H2	Event Satisfaction (X2) -> Sharing Behaviour (Y1)	0,336	0,348	2,312	0,021	Rejected
H3	Sharing Behaviour (Y1) -> Loyalty (Y2)	0,682	0,680	12,480	0,000	Accepted

* $p \leq 0.05$, *** $p \leq 0.001$.

Source: Author, 2025

Discussion

H1: Digital Usage Positively Affect Sharing Behavior

The utilization of digital tools in events, including digital payment systems, online booking platforms, and digital information sources, plays a significant role in shaping participants' willingness to engage in sharing behaviour. When event-goers experience a smooth and tech-enabled process from obtaining event details to making hassle-free bookings and payments they tend to perceive the event as modern, accessible, and worth sharing. This perception encourages them to document and disseminate their experience through social media platforms, either in real time or after the event. The convenience of digital touchpoints thus becomes a catalyst for attendees to actively contribute content, such as photos or videos, that promote the event organically.

Furthermore, digital usage empowers attendees with the tools and confidence to become active content creators rather than passive participants. With reliable sources of information and easy registration, attendees can plan more effectively, resulting in more memorable and shareable moments. Many feel compelled to post videos or pictures not only to show others (social sharing) but also to archive their own experiences (self-documentation). This behaviour is further reinforced when platforms provide channels for leaving reviews or comments. As such, digital interaction throughout the event lifecycle significantly predicts the likelihood of sharing behaviour, strengthening both the individual's engagement and the event's digital visibility.

H2: Event Satisfaction Positively Affect Sharing Behavior

Despite the assumption that high satisfaction with an event would directly lead to increased sharing behaviour, this study finds that such a relationship is not significant among Gen Z participants. Although Gen Z may express enjoyment toward aspects like the event program, performers, entertainment, food and beverage, or facilities, these elements alone do not drive them to share content on social media. This could be due to Gen Z's selective and purpose-driven sharing habits—they often seek novelty, uniqueness, or aesthetic value in what they post. Mere satisfaction is not always perceived as "share-worthy" unless it aligns with their personal branding or adds value to their digital identity.

This finding reflects Gen Z's broader digital behaviour, which emphasizes self-curation, authenticity, and relevance. Unlike older generations who may post as a sign of enjoyment or loyalty, Gen Z tends to prioritize content that resonates with their online persona and engages their followers. They are also more conscious of over-sharing and are less likely to post out of obligation. Therefore, even if an event meets or exceeds expectations, it does not automatically result in sharing behaviour unless the experience is deemed socially or visually impactful. This implies that event organizers targeting Gen Z should focus not just on satisfaction but on creating moments that feel Instagrammable, relatable, or trend-worthy.

H3: Sharing Behaviour Positively Affect Loyalty

The analysis confirms that sharing behaviour has a significant positive influence on loyalty. When participants actively share their event experiences through photos, videos, or reviews on social media they become more psychologically engaged with the event brand. This engagement strengthens emotional attachment, leading to stronger intentions to repurchase or recommend the event to others. Sharing serves not only as a form of expression but also reinforces the attendee's identity as part of the event community, which can foster loyalty over time.

This relationship is particularly relevant for Generation Z, who often view sharing as a form of social validation and self-presentation. When they post about an event, it signals endorsement to their peers and reinforces their positive feelings toward the experience. This act of digital storytelling can enhance their connection with the brand, making them more likely to return to future events or encourage others to attend. Thus, cultivating sharing behaviour among attendees especially Gen Z can be an effective strategy to build long-term loyalty through organic, peer-driven promotion.

Table 5 Path Coefficient Indirect Effect

Hypothesis	Relation	Specific indirect effects
H4	Digital Usage (X1) -> Sharing Behaviour (Y1) -> Loyalty (Y2)	0,276

Source: Author, 2025

H4: Sharing Behaviour mediates the relationship between Digital Usage and Loyalty.

The study reveals that sharing behaviour plays a mediating role in the relationship between digital usage and loyalty, as shown by the significant indirect effect ($\beta = 0.276$). This suggests that when participants engage with digital tools such as using online payment systems, sourcing event information digitally, or booking through online platforms they are more likely to share their experiences on social media. This act of sharing, in turn, enhances their sense of involvement and emotional connection with the event, ultimately leading to increased loyalty in the form of repurchase intentions or recommending the event to others.

This mediated relationship is particularly relevant in the context of Generation Z. As digital natives, Gen Z places a high value on smooth digital interaction and social media presence. They are more inclined to share their experiences if the event supports a seamless digital journey. Once they share, the public affirmation (likes, comments, engagement) strengthens their bond with the event brand. Thus, digital usage contributes to loyalty indirectly through the activation of social sharing, underscoring the importance of designing digitally integrated and socially shareable event experiences for younger audiences.

Conclusion

This study concludes that digital usage significantly influences both sharing behaviour and event satisfaction among Generation Z participants in Manado who have attended faith-based music events. While digital usage was found to be a strong driver of both satisfaction and social media engagement, event satisfaction alone did not significantly impact sharing behaviour, suggesting that Gen Z selectively shares only experiences that align with their personal brand or social identity. However, sharing behaviour showed a strong and significant impact on loyalty, indicating that when attendees share their experiences online, it strengthens their emotional connection and likelihood to revisit or recommend the event. Additionally, sharing behaviour was found to mediate the relationship between digital usage and loyalty, highlighting the importance of creating digitally enhanced, socially shareable event experiences. These findings underscore the need for event organizers to prioritize digital integration not only to streamline access and information but also to foster meaningful engagement that translates into lasting loyalty, particularly for tech-savvy and socially driven Gen Z audiences.

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