

THE INFLUENCE OF E-WOM ON DESTINATION IMAGE AND TOURIST ATTITUDE AND ITS IMPACT ON REVISIT INTENTION AT THE GUNUNG SALAK TOURIST DESTINATION

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Received: 04//08/2026 | Revised: 15/08/2026 | Accepted: 02/09/2026 | Published: 23/09/2026

Abstract

This study investigates the influence of electronic word-of-mouth (e-WOM) on destination image and tourist attitudes, as well as their subsequent impact on revisit intention within the Gunung Salak tourist destination. The sample comprised 120 tourists who had previously visited the site. Data were collected via online questionnaires and analyzed using Structural Equation Modeling (SEM), operationalized through the Analysis of Moment Structures (AMOS) software. The results indicate that e-WOM exerts a significant influence on tourist attitudes, destination image, and revisit intention. Furthermore, both tourist attitudes and destination image possess a direct effect on revisit intention. Analysis of indirect effects reveals that tourist attitudes and destination image serve as partial mediating variables in the relationship between e-WOM and revisit intention. These findings are intended to provide critical insights for the management of the Gunung Salak tourist destination to assist in formulating policies regarding the development of the tourism sector in North Aceh Regency.

Keywords: Electronic word-of-mouth (e-WOM), tourist attitudes, destination image, and revisit intention.

INTRODUCTION

Tourism has emerged as a primary driver of national economic advancement. Indonesia possesses significant potential for developing its tourism sector, attributed to its vast natural, cultural, and social wealth. Indeed, several of these cultural and social assets have been globally recognized as World Heritage sites. To ensure the success of tourism development, the promotion and cultivation of Indonesia's destination image are essential, as these efforts can effectively increase tourist arrival numbers. The World Tourism Organization has indicated that the tourism industry continues to experience consistent growth, with projections suggesting a sustained increase in global tourist arrivals (Safitri et al., 2020). Statistics Indonesia (BPS) reported that international tourist arrivals reached 1.07 million in April 2024, representing a 2.41 percent increase compared to March 2024 (month-to-month). This figure also reflects a 23.23 percent increase compared to the same month in the previous year (year-on-year). Tourist arrivals in Indonesia were predominantly composed of visitors from Malaysia (15.99%), Australia (11.99%), and China (8.06%). Regarding the tourism sector, Indonesia successfully increased state revenue by 3.831 million USD in the second quarter of 2024. Revenue from Indonesia's tourism sector has averaged 2,514.26 million USD from 2010 to 2024 (<https://id.tradingeconomics.com>).

International tourist arrivals in Aceh reached 34,097 in 2024 (BPS, 2025). The volume of tourist visits to a region significantly influences its Locally-Generated Revenue. Locally-Generated Revenue plays a vital role as a primary source of regional income and serves as an indicator of a region's economic autonomy. This economic self-sufficiency acts as a benchmark for assessing a region's reliance on the central government. In practice, however, many regions continue to face fiscal dependency on central government subsidies or assistance due to insufficient Locally-Generated Revenue. Addressing this challenge of regional dependency on the central government is a matter of urgent concern for all stakeholders. To enhance locally-generated revenue from the tourism sector, regional governments and tourism stakeholders must implement systematic initiatives to advance the sector and its subsequent impact on Locally-Generated Revenue. Furthermore, tourism managers must develop robust infrastructure to effectively foster revisit intentions among tourists. Revisit intention refers to a tourist's desire to return to a destination due to a positive experience during a previous visit (KARACAOĞLU, 2021). A tourist's intention to

revisit, recommend, and share experiences (WOM/e-WOM) can be regarded as positive tourist behavior toward a destination. Revisit intention represents a critical component in the context of tourism, influenced by various driving factors, such as the dissemination of information by tourists via social media (e-WOM), customer attitudes, and destination image, which serve as marketing strategies to influence visitor attitudes toward tourist destinations.

Previous research has examined revisit intention within the tourism sector, such as the study conducted by (Al-Kwafi, 2015; Alfaisaly et al., 2022; Dimopoulos et al., 2021; Harahap & Dwita, 2020; KARACAOĞLU, 2021; Safitri et al., 2020). It is noted that findings regarding the factors influencing tourists' revisit intentions to a destination remain highly ambiguous and inconsistent. These studies indicate that researchers have yet to reach a consensus on the variables that determine revisit intention. Furthermore, few studies have comprehensively assessed the state of tourists across the pre-visit, during-visit, and post-visit stages, nor have they adequately examined the various dimensions influencing these stages. Electronic word of mouth (e-WOM) plays a critical role in shaping tourists' perceptions and experiences, which, in turn, can enhance their intention to revisit a specific destination. Empirical evidence consistently demonstrates that e-WOM exerts a significant influence on revisit intention within the tourism industry. Several studies indicate that positive reviews from previous tourists, disseminated through digital platforms, are instrumental in bolstering the trust and interest of potential visitors in returning to a destination (Delvi & Saroyini, 2023). Furthermore, research by Choirisa et al., (2021), found that the credibility and quality of e-WOM directly contribute to tourist loyalty, as reflected in their intention to revisit. The dissemination of information regarding tourist destinations whether through direct word-of-mouth or electronic channels can influence the tourists' intentions to return to the destination (Harahap & Dwita, 2020; Magdy et al., 2020; Thaothampitak & Wongsuwatt, 2022). Nevertheless, insights regarding the measurement of tourists' revisit intentions remain limited to behavioral patterns.

Previous research has also established that e-WOM exerts a significant influence on revisit intention within the context of tourism destinations, thereby impacting tourists' intentions to return to those destinations (Chrismardani & Arief, 2022; Gazzaly et al., 2023; Prayogo & Kusumawardhani, 2016; Ruhamak et al., 2021). However, other studies indicate that e-WOM does not have a significant effect on revisit intention (Alfin et al., 2023; Surya et al., 2022). The research by Delvi & Saroyini, (2023), presents a contrasting empirical finding, indicating that e-WOM activities do not exert a significant influence on revisit intention. Beyond e-WOM, revisit intention is also influenced by tourist attitudes (Tiong et al., 2025). Theoretically, tourist attitude can be defined as the cognitive, affective, and conative evaluations that an individual holds toward a specific tourist destination, service, or travel experience (Seddig et al., 2022; Yuheng et al., 2024). In the context of tourism, attitude encompasses a visitor's level of satisfaction or dissatisfaction, psychological inclinations, and evaluations of specific travel experiences (Lai et al., 2021). Consequently, these attitudes reflect the extent to which a tourist's feelings and perceptions regarding a tourist attraction are positive or negative.

According to Yuheng et al., (2024), attitudes constitute a fundamental element in numerous theories explaining human behavior in general, such as the theory of planned behavior (Ajzen, 1991), and pro-environmental behavior specifically, as delineated in the value-belief-norm theory (Stern et al., 1999). However, since most attitudes are cognitive in nature, their modification necessitates belief-based interventions that stimulate cognitive processing and facilitate adjustments in tourist attitudes. This cognitive approach is highly prevalent in tourism research. Recent literature reviews, such as that by Demeter et al., (2023), indicate that more than half of the pro-environmental behavioral interventions designed and tested within the context of tourism focus on altering beliefs, although their success rate remains relatively low, at approximately 58%. Previous studies have validated the tourism context by examining the direct and significant influence of attitudes on tourist intentions (Liao et al., 2022; Walean et al., 2023). The findings emphasize that the experiential symbolic and functional consumption of specific tourist destinations significantly influences both rational and emotional attitudes toward revisiting those destinations. However, this perspective appears to be challenged by Torabi et al., (2022), whose research found that tourist attitudes, when moderated by prior experience, increased the intention to revisit tourist destinations in Iran. Furthermore Lai et al., (2021), observed that an individual's attitude does not directly influence their intention to revisit the same tourist sites in China, as this relationship is mediated by cultural factors and perceptions of environmental comfort (Poon & Sunway, 2021).

Another factor influencing tourists' revisit intentions is the destination image variable. In the context of tourism, destination image serves as a key concept that elucidates the interaction and interdependence within socio-economic systems. Theoretically, Allanov et al., (2020), define destination image as the perception or mental representation an individual holds regarding a tourist destination. Within the tourism industry, according to Komilova et al., (2021), destination image significantly impacts tourist decision-making. A positive perception of a location

increases its appeal to potential visitors. Consequently, tourism promotion via advertising, social media, and influencers seeks to cultivate an attractive destination image to influence tourists' intentions to return. A tourist destination is not merely a physical location but a construct formed by various elements, including attractions, facilities, services, and the cultural and social experiences offered (Yuheng et al., 2024). Each of these elements contributes to the tourist experience, which in turn influences the intention to revisit. If the experience meets or exceeds expectations, tourists are more likely to express an intention to return. This study provides a novel contribution to the understanding of the relationship between destination characteristics and revisit intentions by highlighting dimensions frequently overlooked in previous research. The primary focus of this study is to explore how the unique elements of a destination such as the emotional experiences perceived during a visit, the quality of interactions with local residents, and the distinctiveness of cultural and natural attributes influence tourists' decisions to return. Several previous studies have been conducted within this context, and researchers have demonstrated results that align with the evolution of tourism theory (Harun et al., 2018; Malikah, 2023; Normalasari et al., 2023; Utama & Giantari, 2020), indicating a significant relationship between destination perception and tourists' revisit intentions. The findings of Abbasi et al. (2021), have validated the significant impact of destination image on the intention of tourists to revisit Penang, Malaysia. Furthermore, the study by Atmari & Putri, (2021), identified a significant influence of destination image on tourists' revisit intentions to Sanggaluri Park, Purbalingga.

Based on the aforementioned description, this study proposes a novel approach by exploring the influence of electronic word-of-mouth (e-WOM) on destination image and tourist attitudes at Mount Salak, as well as its subsequent impact on revisit intentions. This research integrates e-WOM as a critical factor shaping destination image and tourist attitudes a dynamic that has received limited scholarly attention within the context of natural tourism destinations in Indonesia. Furthermore, this study highlights the relationship between destination image and revisit intention, providing new insights into how digital information influences tourists' decision-making processes regarding repeat visits to Mount Salak.

LITERATURE REVIEW

The Influence of e-WOM on Tourist Attitudes

Previous studies have identified electronic word-of-mouth (e-WOM) as a critical factor in enhancing positive consumer attitudes toward brands or products. Delvi & Saroyini, (2023), found that e-WOM and travel experiences exert a positive influence on destination image. Similarly, Rizky et al., (2017), demonstrated that e-WOM positively influences attitudes toward tourist destinations. Furthermore, empirical research by Doosti et al. (2016) indicates that e-WOM has a significant positive effect on both tourist attitudes and overall city image. The findings of Gosal et al., (2020) also confirm that e-WOM marketing strategies significantly influence tourists' attitudes toward visiting a destination. Research by Choirisa et al., (2021), reinforces these findings, asserting that e-WOM is a significant factor in shaping tourist attitudes, which subsequently influences their visitation intentions. The results of this study are expected to contribute to various fields of marketing, including e-commerce and the tourism industry. Based on the aforementioned discussion, the hypothesis developed in this study is as follows:

H₁: e-WOM has a significant influence on tourist attitudes toward the Gunung Salak tourist destination.

The Influence of e-WOM on Destination Image

Electronic word-of-mouth (e-WOM) serves as a marketing activity capable of enhancing consumers' positive or negative perceptions of tourist attractions. The dissemination of information through word-of-mouth plays a pivotal role in strengthening tourists' positive perceptions of destination image (Delvi & Saroyini, 2023; Rizky et al., 2017). Furthermore, data analysis in a study conducted by Chrismardani & Arief, (2022), indicates that e-WOM exerts a direct influence on the image of halal tourism destinations. Empirical evidence further demonstrates that e-WOM has a positive and significant impact on overall destination image (Doosti et al., 2016; Gosal et al., 2020; Utama & Giantari, 2020). Additional research also validates the significance of e-WOM activities in shaping tourists' perceptions of destination image Choirisa et al., (2021), which subsequently influences tourists' intentions to revisit the destination. Based on the aforementioned discussion, the hypothesis developed in this study is as follows:

H₂: e-WOM exerts a significant influence on the destination image of the Gunung Salak tourist area.

The Influence of Tourist Attitudes on Revisit Intention

An attitude is defined as a relatively permanent and stable evaluative summary of an individual. It serves as a significant psychological construct, as it has been found to influence and predict a wide range of behaviors. According to Rizky et al., (2017), the attitudes demonstrated by tourists can enhance their visitation to tourist destinations. Furthermore, research findings by (Jin et al., 2020), confirm that positive tourist attitudes exert a significant influence on their behavioral intention to revisit. A study by Yuki et al., (2024) identified a significant

relationship between tourist attitudes and the willingness to return to a tourist site. Similarly, Arismayanti et al., (2024), concluded that attitudes significantly affect both tourist satisfaction and the intention to revisit tourist destinations in Bali. Based on the aforementioned discussion, the hypotheses developed in this study are as follows: H₃: Tourist attitudes have a significant influence on revisit intention at the Gunung Salak tourist destination.

The Influence of Destination Image on Revisit Intention

Research by Delvi & Saroyini, (2023), reveals that destination image exerts a positive and significant impact on tourists' revisit intentions. Furthermore, data analysis conducted by Chrismardani & Arief, (2022), indicates that the image of a halal destination directly influences the intention to revisit tourist destinations in Sumenep Regency. These findings are further corroborated by the study of (Rizky et al., 2017), which posits that destination image influences travel intention. Research results by Rahman et al. (2023) and Utama & Giantari (2020), underscore that a positive destination image and superior service directly impact tourist loyalty. Additionally, a study by Yuki et al., (2024) demonstrates the critical role of destination type in fostering sustained tourist visitation, suggesting that attitudes and personality traits toward more sophisticated destination conditions yield significant benefits. Previous studies have indicated that a more comprehensive impression of a destination's conditions and environment can generate higher perceptions of quality, reputation, and brand value (Thaothampitak & Wongsuwatt, 2022). Based on the aforementioned discussion, the hypotheses developed for this study are as follows:

H₄: Destination image has a significant influence on revisit intention at the Gunung Salak tourist destination.

The Influence of e-WOM on Revisit Intention

When electronic word-of-mouth (e-WOM) communication and the information disseminated are positive regarding a product, the brand image formed in the consumer's mind is correspondingly enhanced. Research conducted by Harahap & Dwita, (2020), demonstrates that e-WOM has a positive and significant influence on return intention. Tourism destination management should increase the frequency of e-WOM on social media to bolster the destination's image. This argument aligns with the findings of Rizky et al. (2017), who posit that e-WOM positively influences travel intention. Conversely, research by Delvi & Saroyini, (2023), reveals that e-WOM does not have a significant impact on revisit intention. Furthermore, other studies in the tourism sector confirm that electronic word-of-mouth promotion significantly enhances tourist loyalty, thereby encouraging repeat visits (Chrismardani & Arief, 2022; Rahman et al., 2023). Based on the discussion above, the hypothesis developed for this study is as follows:

H₅: e-WOM has a significant influence on Revisit Intention to the Gunung Salak tourist destination.

The Influence of e-WOM on Revisit Intention through Tourist Attitudes as a Mediating Variable

Research by Harahap & Dwita, (2020), indicates that tourist attitudes can mediate the indirect relationship between e-WOM and the frequency of tourist revisits. According to Rizky et al., (2017), attitude serves as a significant factor in the indirect relationship between marketing activities, such as e-WOM, and a tourist's intention to revisit a destination. E-WOM is a critical factor in evaluating positive tourist attitudes, which subsequently influences the number of revisits (Gosal et al., 2020). Based on the aforementioned rationale, the hypothesis developed in this study is as follows:

H₆: e-WOM has a significant effect on Revisit Intention through Tourist Attitudes as a mediating variable at the Gunung Salak tourist destination.

The Influence of E-WOM on Revisit Intention Through Destination Image as a Mediating Variable

Data analysis in the research conducted by Chrismardani & Arief, (2022), indicates that halal destination image exerts a direct influence on revisit intention in Sumenep Regency, with halal destination image mediating the indirect effect of e-WOM on revisit intention. Furthermore, other studies have established that e-WOM has a positive and significant effect on revisit intention, mediated by attitude and destination image (Harahap & Dwita, 2020; Utama & Giantari, 2020). Similar research by Delvi & Saroyini, (2023), found that destination image partially mediates the influence of e-WOM and tourist experience on revisit intention. Specifically, e-WOM significantly influences revisit intention through the destination image of Bali. The findings of Choirisa et al., (2021), also demonstrate that e-WOM indirectly affects the desire to revisit when mediated by the factor of destination image. Additionally, Delvi & Saroyini, (2023), confirmed that destination image serves as a mediating variable in the indirect relationship between e-WOM and tourist visitation levels. Based on the aforementioned discussion, the hypotheses developed for this study are as follows:

H₇: E-WOM has a significant effect on Revisit Intention through Destination Image as a mediating variable at the Gunung Salak tourist destination.

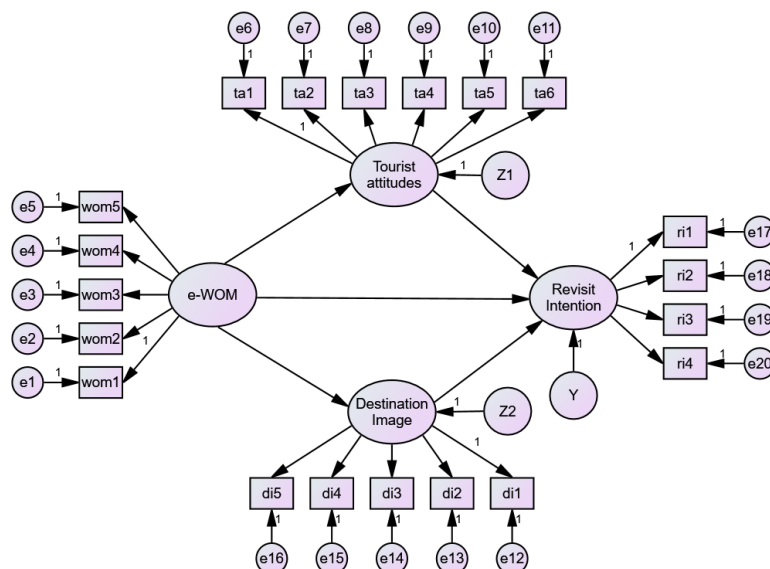


Figure 1 Conceptual Framework Model

METHOD

This study employs a quantitative research design with a causal approach to analyze the direct and indirect relationships between e-WOM, destination image, and tourist attitude, as well as their subsequent impact on revisit intention within the context of the Mount Salak tourist destination. The sampling technique utilized is purposive sampling. Data were collected via a structured questionnaire distributed to 120 tourists. Questionnaire items were measured using a Likert scale encompassing the variables of e-WOM, destination image, tourist attitude, and revisit intention. These items were adapted from previous studies and validated by earlier researchers within similar contexts. Data analysis was conducted using Structural Equation Modeling and Analysis of Moment Structures (SEM-AMOS). SEM is a combination of two statistical concepts: the concept of factor analysis, incorporated in the measurement model, and the concept of regression, applied through a structural model.

RESULTS AND DISCUSSION

Analysis of Respondent Characteristics

The respondents in this study comprised 120 tourists. The following section provides a systematic description of the respondents' profiles, including gender, age, educational attainment, marital status, occupation, income level, and frequency of visits. The characteristics of the respondents are detailed as follows:

Table 1 Respondent Characteristics

Respondent Characteristics		Amount	%
Gender	Male	49	40,8
	Female	71	59,2
	Total	120	100
Age	< 20 Years	16	13,3
	21-30 Years	30	25
	31-40 Years	38	31,7
	41-50 Years	26	21,7
	> 50 Years	10	8,3
	Total	120	100
Educational level	High School/Equivalent	42	35
	Diploma 3	16	13,3
	Bachelor's Degree	51	42,5
	Postgraduate	9	7,5
	Total	120	100
Marital status	Marry	77	64,2
	Not Married	26	21,7

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Respondent Characteristics		Amount	%
Type of work	Widower	12	10
	Widow	5	4,2
	Total	120	100
	Civil Servant	32	28
	TNI/Polri	25	22
	Private employees	17	15
	BUMN/BUMD Employee	13	11
	Businessman	28	24
	Student		
	Housewife		
Income	Total	120	100
	< 3 Million	17	15
	3-6 Million	41	36
	6-9 Million	35	30
	> 9 Million	22	19
Total		120	100

Source: Research findings (2025)

Validity and Reliability Test Results of the Data

Data validity testing was conducted using Confirmatory Factor Analysis (CFA). The analysis results indicated that all factor loading values exceeded 0.60; therefore, it can be concluded that all indicators within the research variables are acceptable, as they satisfy the requirements of the CFA model. The results of the CFA test are presented in Table 1 below:

Table 1 Confirmatory Factor Analysis

Variable	Code	Item	Estimated value	Criteria	Conclusion
e-WOM	e-wom1	1. Consulting via social media;	0,95	≥ 0.60	Valid
	e-wom2	2. Confident in social media	0,955		
	e-wom3	reviews;			
	e-wom4	3. Gathering information on social media;	0,909		
	e-wom5	4. Reading about other people's experiences on social media;	0,891		
5. Reading reviews from other travelers.			0,782		
Adopted from Choirisa et al. (2021)					
Tourist Attitudes	ta1	1. A great place to visit;	0,805	≥ 0.60	Valid
		2. A valuable place;	0,823		
	ta2	3. A very enjoyable tourist destination;	0,786		
	ta3	4. Favored as a tourist destination;	0,942		
	ta4	5. Having a positive attitude towards the destination;	0,795		
	ta5	Adopted from Pereira et al. (2019)			
Destination Image	di1	1. Possessing beautiful natural scenery;	0,734	≥ 0.60	Valid
	di2				
	di3	2. Boasts beautiful mountainous scenery;	0,803		
	di4				

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Variable	Code	Item	Estimated value	Criteria	Conclusion
	di5	3. The locals at the tourist destination are friendly;	0,843	≥ 0.60	Valid
		4. Has the potential to be developed into a recreational area;	0,892		
		5. Mount Salak has a pleasant atmosphere.	0,8		
		Adopted from Choirisa et al. (2021)			
Revisit Intention	ri1	1. Visiting this destination again another time;	0,851	≥ 0.60	Valid
	ri2	2. I might visit this destination again in the future;	0,987		
	ri3	3. This destination will be my first choice for experiencing the atmosphere of nature in the future;	0,968		
	ri4	4. I will invite relatives and friends to visit this destination.	0,951		
		Adopted from lin (2024).			

Source: Research findings (2025)

Table 2 shows that all indicators constituting the research variables have a loading factor value of ≥ 0.60 , indicating that all indicators are acceptable as they meet the criteria for Confirmatory Factor Analysis (CFA) outlined by Ghozali (2018). Consequently, the data can be used for subsequent stages of analysis. Furthermore, the results of the construct reliability test are presented in Table 2 below. Construct reliability testing is generally conducted by assessing construct reliability (C.R) and variance extracted (V.E). An indicator is considered reliable if it has a significant factor loading, a standardized C.R value of ≥ 0.70 , and a standardized V.E value of ≥ 0.50 . The higher the factor loading value, the stronger the indicator's ability to explain the latent variable. The reliability test results for this study are presented in Table 2 below:

Table 2 Results of Construct Validity and Reliability Tests

Variables	Construct Reliability (C.R)		Variance Extracted (V.E)		Description
	C.R	Cut Off	VE	Cut Off	
E-Wom	0,952	$> 0,70$	0,800	$> 0,50$	Reliable
Tourist Attitude	0.918	$> 0,70$	0.693	$> 0,50$	Reliable
Destination Image	0.908	$> 0,70$	0.666	$> 0,50$	Reliable
Revisit Intention	0.968	$> 0,70$	0.885	$> 0,50$	Reliable

Source: Research findings (2025)

The data in table 2 explains that all variables used in this study have a C.R value greater than 0.70. The V.E value is greater than 0.50. So it can be concluded that the data used in this study are valid and reliable.

Hypothesis Test Results

To explain the hypothesis testing results of this study, a comprehensive analysis of the research model and regression weight data was conducted. The results of the research model analysis and the regression weight values are presented in Figure 2 and Table 3 below:

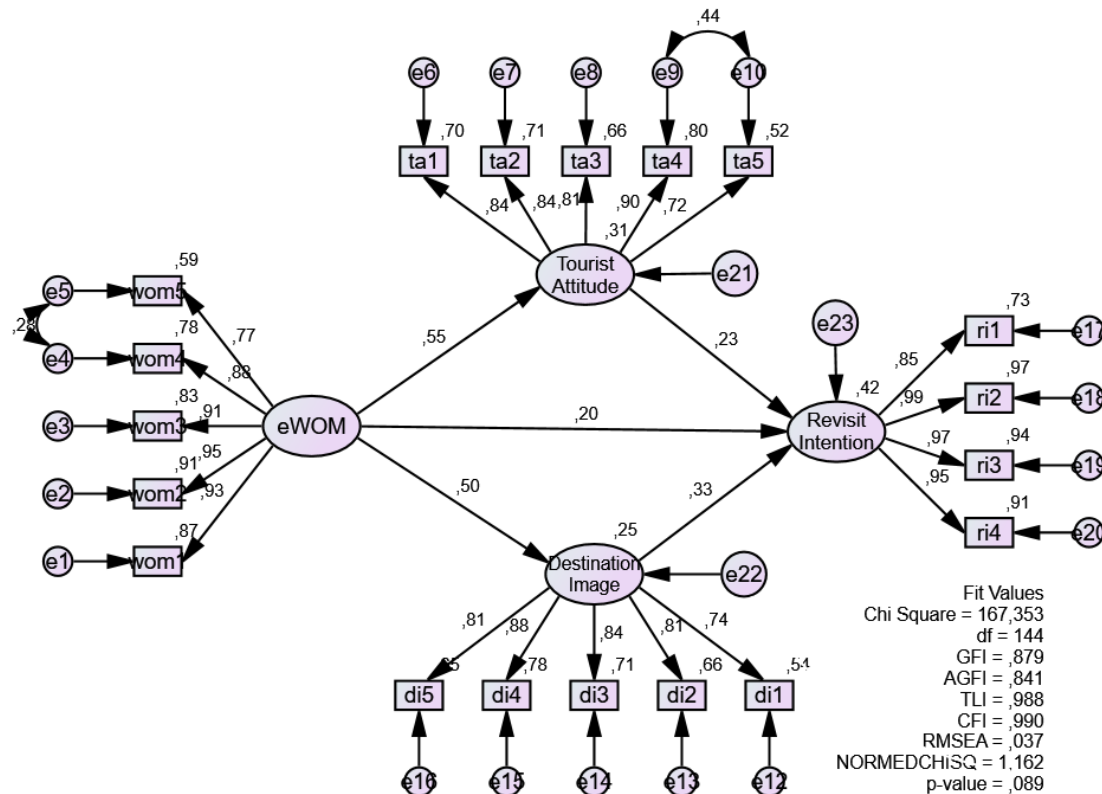


Figure 2 Research Model
Source: Research findings (2025)

The goodness-of-fit analysis results presented in Figure 2 and Table 3 indicate that all established criteria have been met satisfactorily. Thus, the research model can be considered statistically fit overall, allowing the structural model to be used to estimate the influence of exogenous variables on endogenous variables. The results of the model fit estimation are presented in the following table:

Table 3 Research Model Goodness-of-Fit (GOF)

Goodness Of Fit Index	Cut-Off Value	Analysis Results	Model Evaluation
χ^2 Chi-Square Statistics	Expected to be small	167.353	Good
Probability	≤ 0.05	0.089	Good
CMIN/DF	≤ 2.00	1,162	Good
GFI	≥ 0.90	0.879	Good
AGFI	≥ 0.90	0.841	Good
TLI	≥ 0.95	0.988	Good
CFI	≥ 0.95	0.996	Good
RMSEA	≤ 0.08	0.037	Good

Source: Research findings (2025)

Next, the extent of the influence of the exogenous variable (e-WOM) on the intervening variables (tourist attitude and destination image) and the endogenous variable (revisit intention) is presented in Table 4 below:

Table 4 Direct Effect of Exogenous Variables on Endogenous Variables

			Std. Estimate	UnStd. Estimate	S.E.	C.R.	P
eWOM	→	Tourist Attitude	0,553	0,463	0,077	6,01	***
eWOM	→	Destination Image	0,501	0,386	0,076	5,102	***
Tourist Attitude	→	Revisit Intention	0,234	0,249	0,117	2,128	0,033
Destination Image	→	Revisit Intention	0,333	0,385	0,127	3,032	0,002
eWOM	→	Revisit Intention	0,204	0,182	0,083	2,184	0,029

Source: Research findings (2025)

Based on the data analysis results presented in Table 4, it is evident that the exogenous variable e-WOM exerts a positive and significant direct influence on tourist attitude (0.553; sig. 0.000) and on destination image (0.501; sig. 0.000). These results are consistent with previous studies identifying e-WOM as a crucial factor in fostering positive consumer attitudes toward a brand or product (Delvi & Saroyini, 2023). Similarly, a study by Rizky et al., (2017), found that e-WOM positively influences tourist attitudes. Furthermore, Doosti et al., (2016), reported that e-WOM has a positive and significant impact on both tourist attitudes and the overall image of a city. Research by Gosal et al. (2020) also demonstrated that e-WOM marketing strategies significantly influence tourist attitudes regarding visiting a destination. Finally, findings by Choirisa et al., (2021) confirm that e-WOM is a significant factor in shaping tourist attitudes, which in turn influences the intention to visit. Furthermore, e-WOM was found to have a positive and significant effect on revisit intention, with a coefficient of 0.204 (significance 0.029). This result aligns with previous research indicating that e-WOM is a marketing activity capable of shaping consumers' positive or negative perceptions of tourist attractions in Bali (Surya et al., 2022). Word-of-mouth communication can enhance tourists' positive perceptions of a destination's image (Delvi & Saroyini, 2023; Rizky et al., 2017). Additionally, data analysis in the study conducted by Chrismardani & Arief, (2022) revealed that e-WOM has a direct effect on the image of halal tourism destinations.

Furthermore, tourist attitude has a significant influence on revisit intention, with a coefficient of 0.234 (significance: 0.033). These findings align with the study by Rizky et al. (2017), which indicates that the attitudes held by tourists can increase their visitation to tourist destinations. Additionally, research by Jin et al. (2020) confirms that positive tourist attitudes significantly influence the intention to revisit. A study by Yuki et al. (2024) also identified a significant relationship between tourist attitudes and the willingness to revisit a tourist site. Similarly, Arismayanti et al. (2024) concluded that attitude significantly influences both tourist satisfaction and the intention to revisit. Furthermore, destination image has a positive and significant effect on revisit intention, with a coefficient of 0.333 (significance 0.002). This result is consistent with research conducted by Delvi & Saroyini, (2023), which revealed that tourism destination image has a positive and significant impact on tourists' intention to revisit. Additionally, data analysis in the study by Chrismardani & Arief, (2022) showed that the image of halal tourism destinations directly influences the intention to revisit destinations in Sumenep Regency. These findings are further supported by studies Rizky et al. (2017) and Zhang et al. (2019) indicating that destination image influences travel intention. Research results by Rahman et al. (2023) and Utama & Giantari (2020) underscore that a positive destination image and superior service have a direct impact on tourist loyalty.

The testing of the mediation effect was conducted based on the criteria or stages proposed by (Baron & Kenny, 1986). The mediation effect analysis in this study was performed to address or verify the sixth (H6) and seventh (H7) hypotheses specifically, to determine whether tourist attitude and destination image mediate the influence of e-WOM on revisit intention, as illustrated in Figure 3. The results of the mediation (intervening) effect test regarding the relationship between the e-WOM variable and the revisit intention variable mediated by tourist attitude and destination image are presented in Figure 3 below. To determine the significance of path C', one can use the Sobel test an interactive calculation tool for mediation tests which yields the Sobel test, Aroian test, and Goodman test results. In this study, the figures or values derived from the Sobel test were used to examine the test statistic, standard error, and p-value.

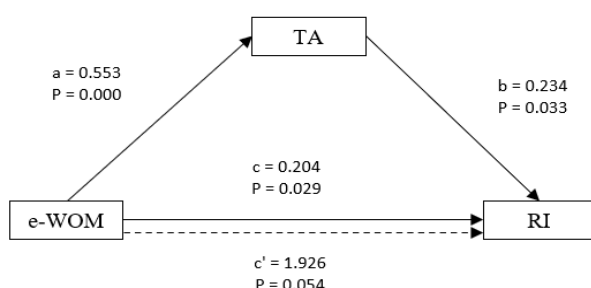


Figure 3a Mediation Effect of E-WOM → TA → RI

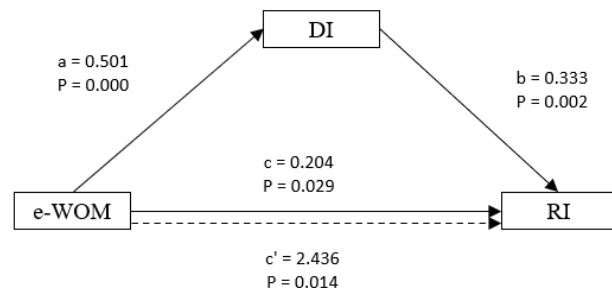


Figure 3b Mediation Effect of E-WOM → DI → RI

Figure 3a shows that the path coefficients for path A (significant at alpha 0.000), path B (significant at alpha 0.033), and path C (significant at 0.029) are significant, whereas the significance value for path C' is 0.054 (not significant). The significance result for path C' indicates that the "tourist attitude" variable acts as a perfect mediator.

These findings align with the study by Harahap & Dwita, (2020), which demonstrated that positive tourist attitudes can mediate the indirect relationship between e-WOM and the number of repeat visits. According to Rizky et al., (2017), attitude serves as a crucial factor in mediating the indirect relationship between marketing activities such as e-WOM and tourists' intention to revisit a destination. E-WOM is a key factor in shaping positive tourist attitudes, which ultimately influence the number of repeat visits (Gosal et al., 2020). Furthermore, regarding Figure 3b, the path coefficients for path A (significant at alpha 0.000), path B (significant at alpha 0.002), and path C (significant at 0.029) are evident, while the significance value for path C' is 0.014 (significant). The significance of path C' indicates that the destination image variable acts as a partial mediator. These findings align with the research of Chrismardani & Arief, (2022), which showed that the image of halal tourism destinations influences the intention to revisit tourism destinations in Sumenep Regency, mediated by the destination image variable. Additionally, other studies have found that e-WOM has a positive and significant effect on the intention to revisit tourism sites, mediated by attitudes and destination image (Harahap & Dwita, 2020; Utama & Giantari, 2020). A similar study by Delvi & Saroyini, (2023) found that destination image partially mediates the influence of e-WOM and tourist experience on the intention to revisit; specifically, e-WOM significantly affects the intention to visit via destination image in Bali. Research by Choirisa et al., (2021) found that e-WOM indirectly influences the desire to revisit when mediated by the destination image factor. Furthermore, Delvi & Saroyini, (2023) found that destination image serves as a mediating variable in the indirect relationship between e-WOM and the level of tourist visits.

CONCLUSION

This study concludes that electronic word-of-mouth (e-WOM), tourist attitudes, and destination image play pivotal roles in explaining tourists' intentions to revisit Mount Salak. The findings indicate that e-WOM reflected in tourists' tendencies to seek information on social media, trust online reviews, gather destination details, and read about others' experiences and reviews contributes significantly to the formation of positive tourist attitudes and a favorable destination image. Tourists who perceive Mount Salak as a high-quality, valuable, enjoyable, and worthwhile destination tend to hold more positive attitudes and exhibit stronger intentions to revisit. Similarly, destination image characterized by beautiful natural scenery, recreational opportunities, local hospitality, and a relaxed, pleasant atmosphere significantly reinforces the intention to revisit. Theoretically, this study contributes to tourism and destination marketing literature by demonstrating that e-WOM influences revisit intentions through both tourists' evaluative attitudes and their overall perceptions of the destination; thus, it integrates digital information, psychological evaluations, and behavioral intentions into a single framework. Practically, the findings suggest that destination managers should strengthen digital engagement by encouraging authentic tourist reviews and positive social media experiences, while simultaneously enhancing destination attributes, recreational opportunities, community hospitality, and the overall tourist experience. However, this study has limitations, primarily its focus on a single destination and its reliance on tourists' self-reported perceptions and intentions; these factors may limit the generalizability of the findings to other tourist destinations and cultural contexts. Therefore, future research should test this proposed model across diverse destinations, tourist segments, and cultural settings, while incorporating additional factors such as perceived value, tourist satisfaction, destination loyalty, social media engagement, and the tourist experience. Furthermore, the use of a longitudinal approach or mixed methods is recommended to provide deeper insights into how e-WOM and destination perceptions influence actual repeat visits.

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