



Research Article

The Influence of Attractions, Service, e-WOM on Revisit Decisions with Satisfaction Mediation and Digital Promotion Moderation

Aldien Ramadhan ^{1*}, Ida Bagus Cempena ², Endah Budiarti ³

¹ Universitas 17 Agustus 1945 Surabaya, Indonesia 1; e-mail : 1262300045@surel.untag-sby.ac.id

² Universitas 17 Agustus 1945 Surabaya, Indonesia 2; e-mail : ib_cempena@untag-sby.ac.id

³ Universitas 17 Agustus 1945 Surabaya, Indonesia 3; e-mail : endahbudiarti@untag-sby.ac.id

*Corresponding Author : Aldien Ramadhan

Abstract: This research investigates the impact of tourist attractions, service quality, and electronic word of mouth (e-WOM) on visitors' intention to revisit Sendang Tourism Village, located in Tulungagung, East Java. Additionally, the study explores the function of visitor satisfaction as an intermediary variable and digital promotion as a potential moderator. The study emerged from the concern over fluctuating visitor numbers despite Sendang's rich appeal in terms of natural landscapes, cultural heritage, and traditional charm. A quantitative method was applied, making use of a structured data collection process structured survey distributed to 138 individuals who had previously visited the site. The data were examined through Partial Least Squares Structural Equation Modeling (PLS-SEM) to evaluate and interpret the relationships between the research variables both the direct and mediated pathways between variables. This technique was chosen for its ability to explain complex relationships within behavioral research. The results reveal that tourist attraction, service quality, and e-WOM have a significant positive influence on revisit intention. Furthermore, tourist satisfaction was shown to act as a bridging variable between these predictors and return visits. On the other hand, digital promotion was not found to significantly moderate these effects. This indicates that digital marketing, while useful, may not independently boost visitor return rates unless paired with strong destination quality and positive visitor experiences. From a conceptual standpoint, the study contributes to tourism marketing discourse by incorporating both mediation and moderation into the revisit intention framework. In practical terms, the findings highlight the need for tourism managers to prioritize visitor satisfaction and enhance the core travel experience. Digital tools should complement rather than replace genuine service improvements and compelling destination features to effectively encourage repeat tourism.

Keywords: Digital Promotion; e-WOM; Revisit Intention; Service Quality; Tourist Attraction

Received: 11 May, 2025

Revised: 16 June, 2025

Accepted: 24 July, 2025

Online Available : 26 July, 2025

Curr. Ver.: 26 July, 2025



Copyright: © 2025 by the authors.

Submitted for possible open

access publication under the

terms and conditions of the

Creative Commons Attribution

(CC BY SA) license

([https://creativecommons.org/li](https://creativecommons.org/licenses/by-sa/4.0/)

[censes/by-sa/4.0/](https://creativecommons.org/licenses/by-sa/4.0/))

1. Introduction

Tourism serves as a vital contributor to supporting global economic growth, contributing significantly to national revenue and employment opportunities. As stated by the World Travel & Tourism Council (2023), tourism accounts for more than 10% of the world's GDP and is instrumental in accelerating economic recovery after global disruptions. Beyond its financial value, tourism also aids in the preservation of cultural heritage and promotes sustainable development across communities.

Indonesia's vast archipelago, cultural diversity, and natural landscapes present significant potential for advancing the tourism sector. Each area boasts distinct features from untouched coastlines and scenic highlands to local arts and heritage festivals making the country a strong contender in promoting meaningful and eco-friendly travel. To harness this potential, the

Ministry of Tourism and Creative Economy has introduced tourism village programs aimed at encouraging community participation and sustainable practices. These programs prioritize cultural preservation and involve local residents in tourism planning and execution. A notable example is Sendang Tourism Village in Tulungagung, East Java, which offers a unique blend of nature, education, and cultural experience. Rooted in local wisdom and sustainability, Sendang demonstrates how rural destinations can create both economic value and authentic travel experiences.

Sendang Village offers a wide range of tourism attractions, including natural landscapes, cultural heritage, and religious sites. Two of its flagship destinations Ori Green and Cowindo present family-friendly and educational tourism experiences. Ori Green is equipped with various attractions such as children's waterparks and thematic photo zones, whereas Cowindo provides agricultural and livestock learning experiences. Nevertheless, the number of visitors to these locations has been inconsistent over time, despite their promising features. Reports from the local Department of Tourism indicate a considerable gap in tourist numbers between Ori Green and Cowindo. Ori Green manages to attract over 9,000 visitors each month, while Cowindo draws in about 3,500–3,800 monthly. This disparity is likely due to differences in service delivery, management strategies, and digital promotional efforts. These findings suggest the importance of understanding key factors influencing tourists' decisions to return to a destination.

A tourist's decision to return is influenced not just by physical attractions, but by the overall quality of the experience. Key factors like scenic appeal, cultural interaction, and engaging activities play a crucial role in generating interest and fostering destination loyalty when they align with or surpass expectations. Service quality strongly shapes visitors' impressions of a destination: helpful staff, spotless and accessible facilities, and clear information channels all raise satisfaction levels. When travelers encounter outstanding service, they are more inclined to recommend the place and plan a return visit. At the same time, electronic word of mouth reviews, ratings, and personal stories shared on social media and travel apps now heavily guides travel choices, especially for digitally savvy tourists who trust peer experiences more than traditional advertising.

Tourist satisfaction bridges the gap between visitor expectations and actual experiences. A positive experience encourages tourists to return and share their impressions with others. As such, satisfaction acts as a mediating factor that strengthens the relationship between tourist attraction, service quality, and e-WOM on revisit intention. Meanwhile, digital promotion serves as a key strategy in expanding destination visibility and engaging potential visitors. When implemented effectively, it can enhance the influence of e-WOM and improve tourist retention. This study explores these dynamics by examining how satisfaction mediates and how digital promotion moderates the impact of key variables on revisit intention, particularly in the context of Sendang Tourism Village. The findings are expected to support

sustainable tourism development through informed marketing and visitor experience management.

2. Literature review

2.1 Tourist Attraction

Unique and authentic attractions play a crucial role in shaping tourists' positive impressions and encouraging repeat visits. Elements such as natural landscapes, cultural and historical value, or well-managed facilities contribute to creating memorable experiences that influence revisit intention (Prayogi & Suardani, 2023; Wibowo & Kurniawan, 2022). Tourist attraction is defined as any natural or artificial feature that offers distinctiveness, aesthetic appeal, and accessibility, making a destination more appealing and likely to be revisited (Utama, 2017; Kotler & Keller, 2016).

A recent study published in the *Jurnal Pariwisata Nusantara* revealed that tourist attraction exerts a notable impact on tourists' intention to return, particularly in destinations that emphasize natural and cultural elements (Maulidah & Nurhidayati, 2023). This finding highlights that strong and distinctive attractions such as natural bathing springs, scenic landscapes, and local legends associated with Sendang Tourism in Tulungagung play a crucial role in drawing and retaining tourists' interest. Indicators of tourist attraction are as follows (Prayogi and Suardani, 2023:88): 1) natural beauty, 2) uniqueness of local culture and traditions, 3) ease of accessibility, 4) completeness of facilities.

2.2 Service Quality

Service quality represents how well a destination fulfills tourist expectations through reliable and timely service delivery. When experiences are consistently aligned with what visitors anticipate, it fosters satisfaction and builds trust, which in turn enhances the likelihood of return visits (Tjiptono, 2023; Arianto, 2018). High service quality involves not only meeting tourist needs but also ensuring responsiveness and accuracy throughout their experience.

Research findings by Lestari and Hartono (2022) indicate that aspects of service quality such as friendliness, responsiveness, accurate information, and facility comfort significantly influence tourists' intention to revisit. Even if a destination has strong attractions, poor service delivery can reduce the likelihood of repeat visits, emphasizing the need to uphold exceptional service quality to retain tourist interest. There are five main indicators of service quality, namely (Tjiptono, 2019:305): 1) reliability, 2) responsiveness, 3) assurance, 4) empathy, 5) tangibles.

2.3 Electronic Word Of Mouth

Electronic Word of Mouth (e-WOM) is a vital component in shaping tourists' perceptions and influencing their travel decisions. Through platforms such as social media, blogs, and online review sites, travelers often rely on the shared experiences of others to evaluate destinations (Setiawan, 2023). As a digital form of traditional word-of-mouth, e-WOM includes various online content from websites and apps to videos and social media

that encourages users to share information (Kotler & Armstrong, 2018). It also encompasses consumer opinions, whether positive or negative, shared online based on real or anticipated experiences with tourism services or destinations (Noviandini et al., 2021).

A study published in the *Jurnal Ilmu Manajemen Pariwisata* found that electronic word of mouth (e-WOM) has a significant impact on revisit intention (Paramita & Nugroho, 2023). This influence stems from positive reviews shared by previous visitors, which help build trust, attract potential new tourists, and reinforce return interest among past travelers. The effectiveness of e-WOM largely depends on its quality, credibility, and volume, all of which contribute to shaping favorable perceptions of a tourism destination. There are four indicators of electronic word of mouth as follows

(Goyette et al. 2010:11) Maharia, 2020): 1) intensity, 2) content, 3) positive opinion, 4) negative opinion.

2.4 Return Visit Decision

Repeat purchases are considered a form of post-purchase behavior that typically stems from customer satisfaction. When individuals are pleased with their initial experience, they are more likely to exhibit a higher probability of making the same purchase again in the future (Kotler & Keller, 1997). In tourism, this concept is reflected in revisit behavior—returning to a destination often signals that the previous visit was satisfying. Revisit intention can be described as a person's motivation to travel again to a place they have previously visited, with future travel decisions shaped by their attitude toward past experiences (Lestari et al., 2022).

According to Baker and Crompton (2000) and supported by Lestari et al. (2022), the intention to revisit a tourism destination can be evaluated using three key indicators: 1) the desire to return in the future, 2) the willingness to recommend the destination to others, 3) and the overall preference for the destination compared to alternatives.

2.5 Tourist Satisfaction

Customer satisfaction is the emotional outcome that results from evaluating a product or service based on expectations versus actual experience (Kotler & Armstrong, 2013). In tourism, it reflects the extent to which travelers find value and fulfillment in their experiences (Ismayanti, 2010). Research shows that tourists who feel satisfied are more inclined to revisit the destination, especially when a destination offers enjoyable and memorable experiences (Oktavia, 2021). Satisfaction also plays a critical role in fostering loyalty, which is reflected not only in repeat visits but also in favorable word-of-mouth promotion (Nurmala et al., 2022).

Tourist satisfaction can be assessed through three key indicators: 1) the extent to which the experience meets expectations, 2) the intention to revisit the destination, 3) and the willingness to recommend it to others (Tjiptono, 2014; Maharani, 2022). These dimensions reflect both the personal evaluation of the experience and its influence on future behavior and advocacy.

2.6 Digital Promotion

Digital promotion refers to the strategic use of online platforms such as social media, email, and other digital tools to market and communicate offerings to consumers. Its primary goals are to increase visit intention, build brand awareness, drive sales, and attract potential visitors. As part of marketing communication, digital promotion aims to inform and influence target audiences to take purchasing action (Siagian & Cahyono, 2021).

According to Kotler (2019), the effectiveness of digital promotion can be measured through four key indicators: 1) the level of appeal it generates, 2) the extent to which it stimulates curiosity, 3) the degree of consumer commitment it fosters, 4) and the strength of emotional affinity developed toward the brand or destination. These dimensions help evaluate how well digital campaigns engage target audiences and influence their behavioral intentions.

2.7 Research Hypothesis

Drawing from the study's background, problem formulation, literature review, and conceptual framework, the following hypotheses are formulated for this research:

- a. Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- b. Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- c. Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- d. Tourist satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- e. Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- f. Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- g. Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- h. Digital promotion moderates the effect of tourist attraction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- i. Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- j. Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- k. Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

Based on the formulation of the problem, theoretical review, and previous studies, the conceptual framework of this research is illustrated as follows: shown in Figure 1.

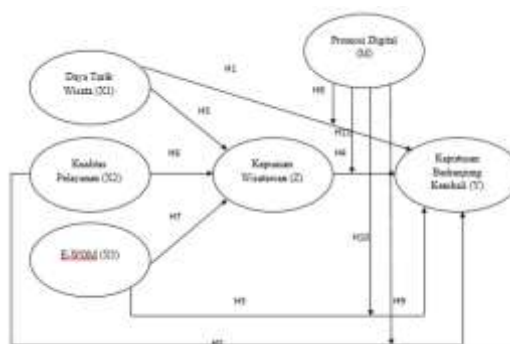


Figure 1: Research Concept Framework

The conceptual framework outlines the interactions among the study's main variables. It includes three independent variables: tourist attraction (X1), service quality (X2), and electronic word of mouth (X3). The dependent variable is revisit intention (Y), which reflects tourists' likelihood of returning. Tourist satisfaction (Z) acts as a mediator, clarifying how the independent variables influence revisit behavior, while digital promotion (M) is positioned as a moderator that potentially alters the strength of these relationships.

3. Research methods

This study adopts a causal-explanatory design to explore cause-and-effect relationships among variables, focusing on how one factor influences another through hypothesis testing. A quantitative approach is utilized to examine the influence of tourist attraction, service quality, and electronic word of mouth on revisit intention, with tourist satisfaction as a mediating variable and digital promotion as a moderating factor specifically within the context of Sendang Tourism Village in Tulungagung.

To analyze these relationships, path analysis is employed to identify both mediating and moderating effects in the proposed model. The research uses Structural Equation Modeling with Partial Least Squares (SEM-PLS), an analytical technique well-suited for investigating complex interactions among variables and evaluating theoretical models in social science studies.

4. Research Results and Discussion

4.1 Respondent Characteristics

Respondent descriptions include gender, age, education level, and marital status are shown in Table as follows:

Table 1 Characteristics of respondents based on gender

Gender	Frequency	Percentage (%)
Male	41	29,71%
Female	97	70,29%
Total	138	100%

Source: SEM-PLS Output

The respondent data showed a majority of females (70.29%), who are generally more involved in family-oriented and recreational tourism, matching the nature-focused and educational appeal of Ori Green and Cowindo. However, according to Garcia et al. (2017), although women are frequent users of social media, they tend to engage more in personal sharing rather than with formal promotional content. This aligns with Kotler and Keller's (2016) assertion that digital marketing effectiveness relies heavily on emotional connection and perceived value. As such, the predominance of female respondents does not guarantee a strong impact of formal digital promotions on their revisit intentions.

Table 2. Characteristics of respondents based age

Age	Frequency	Percentage (%)
18–25 years	29	21.01%
26–40 years	43	31.16%
>40 years	66	47.83%
Total	138	100%

Source: SEM-PLS Output

The data indicates that 47.83% of respondents were over 40 years old, making this the dominant age group. This aligns with findings from We Are Social & Hootsuite (2024), which report that most digital engagement on platforms like Instagram and TikTok comes from users aged 18–34, while those over 40 represent less than 20%. Older adults generally adopt digital technology at a slower rate (Singer et al., 2012) and are more skeptical of digital promotions, relying more on word-of-mouth (Zeithaml et al., 2020). Therefore, despite the appeal of Ori Green and Cowindo to this demographic due to their relaxing and educational experiences, digital promotions appear less influential in encouraging repeat visit.

Table 3. Characteristics of respondents based type of work

Occupation Type	Frequency	Percentage (%)
Student	30	21.74%
Employee (Public/Private)	63	45.65%
Others	45	32.61%
Total	138	100%

Source: SEM-PLS Output

Based on the table, 45.65% of respondents were employees (civil or private sector), followed by 32.61% from other occupations and 21.74% students. This dominance may be due to the busy routines of working individuals, limiting their time to engage with digital promotional content. As noted by Florenza & Utami (2021), employees tend to prefer firsthand experiences over online promotional visuals. Kotler & Keller (2016) further explain that digital marketing is more effective when tailored to the lifestyle, time availability, and media preferences of its target audience. Although Ori Green and Cowindo actively use social media, their content has yet to adopt a more personalized and emotionally resonant approach suited to this working demographic.

4.2 Validity Test of Research Variables

To assess convergent validity, this study utilized outer loading values and the Average Variance Extracted (AVE). The table below presents the loading factor values for each indicator, as processed using SmartPLS version 4.1.0.9 software:

Table 4 Average Variance Extracted (AVE)

Variable	AVE	Sign	Threshold	Test Result
Tourist Attraction	0.579	>	0.50	Valid
Service Quality	0.586	>	0.50	Valid
E-WOM	0.595	>	0.50	Valid
Digital Promotion	0.641	>	0.50	Valid
Tourist Satisfaction	0.620	>	0.50	Valid
Revisit Intention	0.618	>	0.50	Valid

Source: SEM-PLS Output

4.3 Reliability Test of Research Variables

The reliability test aims to determine the consistency between indicators within a construct. A construct is considered reliable if both Cronbach's Alpha and Composite Reliability values exceed 0.70, indicating strong internal consistency. Below are the results of the reliability analysis based on Cronbach's Alpha and Composite Reliability values:

Table 5 Composite Reliability

Variable	Composite Reliability	Description
Digital Promotion	0.954	Reliable
Tourist Attraction	0.936	Reliable
Service Quality	0.951	Reliable
E-WOM	0.918	Reliable
Revisit Intention	0.926	Reliable
Tourist Satisfaction	0.926	Reliable

Source: SEM-PLS Output

Table 6 Cronbach Alpha

Variable	Cronbach's Alpha	Description
Digital Promotion	0.949	Reliable
Tourist Attraction	0.934	Reliable
Service Quality	0.949	Reliable
E-WOM	0.913	Reliable
Revisit Intention	0.922	Reliable
Tourist Satisfaction	0.923	Reliable

Source: SEM-PLS Output

4.4 Hypothesis testing

Hypothesis testing aims to demonstrate the hypothesized relationships through simulation practices. In this study, the hypothesis test was conducted using the bootstrapping technique. The data used for bootstrapping had previously passed the measurement model evaluation stage. This testing focuses on three key indicators:

Table 7. Hypothesis Testing

Hypothesis	Effect	Original Sample (O)	T-Statistics	P-Value	Description
1	Tourist Attraction -> Revisit Intention	0.240	2.689	0.007	Significant
2	Service Quality -> Revisit Intention	0.210	2.710	0.007	Significant
3	E-WOM -> Revisit Intention	0.237	2.783	0.005	Significant
4	Tourist Satisfaction -> Revisit Intention	0.234	2.115	0.035	Significant
5	Tourist Attraction -> Tourist Satisfaction	0.219	2.271	0.023	Significant
6	Service Quality -> Tourist Satisfaction	0.310	3.791	0.000	Significant
7	E-WOM -> Tourist Satisfaction	0.467	6.688	0.000	Significant
8	Digital Promotion x Tourist Attraction -> Revisit Intention	-0.033	0.257	0.797	Not Significant
9	Digital Promotion x Service Quality -> Revisit Intention	-0.091	0.804	0.421	Not Significant
10	Digital Promotion x E-WOM -> Revisit Intention	0.043	0.442	0.658	Not Significant
11	Digital Promotion x Tourist Satisfaction -> Revisit Intention	0.021	0.145	0.885	Not Significant

Source: SEM-PLS Output

4.5 Discussion

This section interprets the results to explain the interactions among the study variables. Tourist Attraction (X1), Service Quality (X2), and e-WOM (X3) are examined as independent variables influencing Revisit Intention (Y), the primary outcome. Tourist Satisfaction (Z) is analyzed as a mediating variable, while Digital Promotion (M) is tested as a moderating factor. The analysis highlights how each variable affects the likelihood of tourists returning to Sendang Tourism Village.

4.1 Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The results of hypothesis testing reveal that tourist attraction significantly impacts revisit intention. When travelers view Sendang Tourism Village as offering appealing features such as natural landscapes, enjoyable surroundings, recreational options, and educational value they are more likely to develop a favorable impression that encourages future visits. This highlights the role of attraction as a key driver in repeat tourist behavior. Features found in sites like Ori Green Fresh Happy and Cowindo Refreshing and Education such as scenic beauty, interactive activities, and visitor comfort serve as strong motivators. These findings are consistent with Yuliana and Putra (2022), who confirmed that destinations blending natural and man-made elements can enhance tourist loyalty and increase return intentions.

4.2 Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings indicate that service quality significantly influences revisit intention. When tourists receive friendly, responsive, and comfortable service, they are more likely to return to the destination. Positive interactions between tourism staff and visitors such as timely responses, hospitality, and attention to needs enhance the overall experience. This aligns with previous research by Ardiani and Nugroho (2022), as well as Sari and Gunawan (2023), which emphasize that empathy and responsiveness are key factors in encouraging return visits, especially among family tourists. Practically, this suggests that destinations like Ori Green Fresh Happy and Cowindo Refreshing and Education should prioritize service quality by training staff, maintaining clean facilities, and ensuring accessible information and feedback systems to foster satisfaction and loyalty.

4.3 Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study reveals that Electronic Word of Mouth (e-WOM) significantly influences revisit intention. Positive digital content such as reviews, comments, and testimonials enhances tourists' trust in a destination, increasing their likelihood of returning. This supports prior findings by Rahmawati and Prasetyo (2022), which highlight the role of positive e-WOM in shaping consumers' travel choices, as well as research by Syahputra et al. (2023), noting its impact on both initial visits and repeat decisions through trust reinforcement.

Practically, tourism managers should encourage satisfied visitors to share their experiences on digital platforms. Tactics like offering incentives for reviews, using branded hashtags, and collaborating with influencers can organically boost destination visibility. Additionally, maintaining active responses to online feedback and providing visually appealing spots for digital content can further strengthen public perception and tourist engagement.

4.4 Satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The analysis shows that tourist satisfaction significantly affects revisit intention. When visitors are pleased with the services, facilities, ambiance, and emotional experiences they encounter, they are more likely to become loyal and consider returning. Satisfaction arises from the alignment or even surpassing of visitor expectations with actual experiences (Oliver, 1997; Kotler & Keller, 2016). In tourism, this includes service quality, cleanliness, atmosphere, and overall experiential value, all of which are crucial in driving repeat visits (Lovelock & Wirtz, 2011).

Supporting studies by Pratiwi et al. (2023) and Azizah & Nugroho (2022) confirm that satisfaction plays a direct and mediating role in shaping revisit behavior, particularly in nature-based and rural educational tourism. Practically, tourism managers at destinations like Ori Green and Cowindo should prioritize maintaining high service standards, ensuring cleanliness, and actively gathering feedback to improve visitor experiences and encourage return intentions.

4.5 Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study found that tourist satisfaction mediates the relationship between tourist attraction and revisit intention. This indicates that attractions not only directly influence return visits but also exert an indirect effect by enhancing satisfaction. When visitors encounter appealing features such as natural beauty, comfort, and engaging activities their overall satisfaction increases, reinforcing the intention to revisit. The emotional fulfillment derived from unique attractions and positive experiences plays a key role in driving return behavior.

These findings align with previous research by Siregar and Wulandari (2022), Fadhilah et al. (2023), and Wicaksono and Hartini (2022), which confirm that satisfaction significantly mediates the impact of tourist attraction on loyalty and revisit decisions. From a practical standpoint, destination managers should focus not only on physical improvements but also on enhancing the emotional and experiential quality of visits. Ensuring comfort, safety, educational value, and overall service quality can foster satisfaction, encouraging both new and returning visitors.

4.6 Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings show that tourist satisfaction mediates the relationship between service quality and revisit intention. This suggests that high-quality service not only has a direct impact but also indirectly influences return visits by enhancing satisfaction. Elements such as staff friendliness, clean facilities, and accessible information contribute to a positive experience, which in turn fosters tourists' desire to revisit the destination.

These results are supported by previous studies, including Yulianti and Pradana (2023), who highlight satisfaction as a key mediator in nature tourism, and Rahmat and Lestari (2022), who emphasize the emotional value of friendly and efficient service. Additionally, Nurfadilah et al. (2024) note that well-integrated digital services also improve satisfaction and revisit decisions. From a practical standpoint, tourism managers at Ori Green and Cowindo should emphasize service quality at every touchpoint. Staff training, responsive complaint handling, and clean facilities are essential. Integrating digital feedback systems can also help monitor satisfaction in real time and support continuous service improvement, ultimately boosting visitor loyalty and positive word-of-mouth.

4.7 Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study reveals that tourist satisfaction mediates the effect of Electronic Word of Mouth (e-WOM) on revisit intention. Positive online reviews and testimonials do not only influence travelers' decisions directly, but also shape expectations that, when fulfilled or exceeded during their visit, lead to greater satisfaction and increase the likelihood of returning. In essence, e-WOM builds trust and sets anticipations that, once validated by a satisfying experience, reinforce revisit behavior.

These findings are supported by previous research, such as Fadhilah and Halim (2023) and Kusuma and Fitriani (2022), who found that e-WOM positively affects satisfaction, which then drives loyalty. Nugroho et al. (2024) also confirm that greater exposure to e-WOM correlates with higher levels of satisfaction and return intentions. Practically, this highlights the importance of managing a destination's digital reputation. Tourism managers should encourage satisfied visitors to leave online reviews and share their experiences on social media. Creating memorable and shareable experiences, supported by tools like QR codes for instant feedback or designated social media spots, can amplify positive e-WOM and build long-term visitor loyalty.

4.8 Digital promotion moderates the effect of tourist attraction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The study found that digital promotion did not significantly moderate the relationship between tourist attraction and revisit intention. Although Sendang Tourism Village offers compelling natural and educational attractions, the use of digital promotion primarily through social media was ineffective in enhancing tourists' intentions to return. This could be attributed to several factors, particularly the characteristics of the respondents, many of whom were local visitors with limited engagement in digital media.

A large portion of the respondents were over the age of 40 and showed low exposure to digital promotional content, aligning with findings from Statista (2023) and We Are Social (2024) indicating that older demographics tend to rely more on personal recommendations than online advertisements. The current digital promotion strategies used by the destination

focus on factual content like pricing and facilities but lack emotional appeal or storytelling, which are critical for building deeper tourist connections.

Similar results have been reported in prior studies, such as in West Lombok and Botutonuo Beach, where digital promotion had limited impact on revisit decisions despite influencing initial perceptions (Agustina, 2021; Ningrum et al., 2022). In the case of Ori Green and Cowindo, digital campaigns lack user-generated content and emotionally engaging narratives, making them less effective in enhancing loyalty. Given these insights, it is recommended that destination managers redesign their digital marketing approach. More interactive, authentic, and emotionally resonant content such as personal visitor stories, community-driven campaigns, and partnerships with local influencers could improve engagement and help digital promotion become a more powerful driver of revisit intention.

4.9 Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The findings indicate that although tourists were generally satisfied with the quality of services provided such as cleanliness, hospitality, and responsiveness digital promotion efforts at Sendang Tourism Village were not effective in strengthening their intention to revisit. Social media campaigns failed to significantly enhance perceptions or emotional engagement, suggesting that promotional content alone was insufficient to influence return behavior. This ineffectiveness can be partly explained by the demographics of the respondents. The majority were female (70.29%) and over the age of 40 (47.83%), with a significant proportion employed as civil or private sector workers (45.65%). According to We Are Social (2024), this demographic is less engaged with visually driven platforms like TikTok, Instagram, or YouTube. Older users tend to rely more on personal experiences and direct recommendations than on digital marketing content (Zeithaml et al., 2020).

While women are active on social media, studies show they engage more in informal social interactions rather than commercial promotions (Garcia et al., 2017). Moreover, employed individuals often lack time to explore promotional content and are more influenced by service quality and convenience than by online campaigns (Florenza & Utami, 2021). These factors contribute to the low effectiveness of digital promotion in this context. To improve future strategies, tourism managers at Ori Green and Cowindo should shift toward storytelling-based content featuring real visitor testimonials and emotionally engaging narratives. Utilizing platforms like Instagram, TikTok, and YouTube to deliver authentic visual experiences combined with collaborations with local influencers can help build stronger emotional connections and reinforce revisit intentions among a broader audience.

4.10 Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The hypothesis testing results indicate that digital promotion does not significantly moderate the relationship between electronic word of mouth (e-WOM) and revisit intention. While e-WOM independently exerts a significant influence on tourists' return decisions, the

presence of formal digital promotions fails to enhance this effect. This suggests that content created by tourism managers at destinations such as Ori Green and Cowindo lacks the persuasive power to compete with authentic peer recommendations and shared visitor experiences found in user-generated e-WOM.

This finding aligns with theoretical perspectives, such as those by Hair et al. (2022), who emphasize that for a moderating variable to be effective, it must alter the strength or direction of the relationship between independent and dependent variables. In this study, digital promotion—often formal, unidirectional, and not tailored to the demographic preferences of the target audience—proved ineffective. The demographic profile of respondents, dominated by women (70.29%) and individuals over 40 years old (47.83%), further explains the result. According to We Are Social (2024), this age group shows lower engagement with promotional content and places greater trust in real experiences, reinforcing the impact of e-WOM over digital marketing efforts.

4.11 Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

The hypothesis testing reveals that digital promotion does not significantly moderate the relationship between tourist satisfaction and revisit intention. This suggests that even when visitors report a high level of satisfaction, the presence of digital promotional content from destination managers fails to strengthen their intention to return. In other words, the promotional efforts did not enhance or intensify the positive effect of a satisfying travel experience.

This result is supported by previous studies showing that digital promotion often lacks a moderating effect in similar contexts. For instance, Yani et al. (2023) found that although customer satisfaction influences repurchase intention, digital promotion had no significant role in strengthening this relationship. Similarly, Khaira et al. (2024) noted that while social media promotions and discounts may affect customer loyalty, satisfaction itself plays a more dominant mediating role than a moderating one.

The ineffectiveness of digital promotion in this case may also relate to the demographic profile of the respondents. Most participants were women (70.29%) over the age of 40 (47.83%) and employed in formal jobs (45.65%). According to We Are Social (2024), these groups tend to be passive digital users, showing low engagement with promotional content and preferring firsthand experiences or peer recommendations. As noted by Zeithaml et al. (2020), older consumers are generally less influenced by formal marketing and more by interpersonal communication such as e-WOM.

Previous research has reinforced these findings. For example, Pratama and Mulyani (2022) discovered that digital promotions in local tourism lacked emotional appeal and were overly informative, rendering them ineffective as moderators between satisfaction and loyalty. Similarly, a study on Ammatoa Kajang Forest Tourism by Yuliana (2022) concluded that

promotional content failed to capture meaningful visitor experiences, thereby weakening its moderating potential.

5. Conclusion and Suggestions

Based on the research results and discussion, the following conclusions were obtained, which also answer the research problem formulation and objectives:

- a. Tourist attraction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- b. Service quality has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- c. Electronic word of mouth (e-WOM) has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- d. Tourist satisfaction has a significant influence on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- e. Tourist satisfaction mediates the relationship between tourist attraction and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- f. Tourist satisfaction mediates the relationship between service quality and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- g. Tourist satisfaction mediates the relationship between electronic word of mouth and revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- h. Digital promotion moderates the effect of tourist attraction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- i. Digital promotion moderates the effect of service quality on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- j. Digital promotion moderates the effect of electronic word of mouth on revisit intention at Sendang Tourism Village, Tulungagung, East Java.
- k. Digital promotion moderates the effect of tourist satisfaction on revisit intention at Sendang Tourism Village, Tulungagung, East Java.

Based on the research results, the conclusions obtained, and considering the existing limitations, the researcher offers the following suggestions as a contribution to the development of scientific knowledge and practical implementation in the tourism sector:

5.1 For the management of the Sendang village tourist attraction, Tulungagung Regency

- a. Instead of relying only on natural beauty or Instagram-worthy spots, destinations should integrate local culture, education, and interactive experiences. Places like Ori Green and Cowindo can develop themed activities such as vegetable picking, farm life storytelling, or culturally inspired photo areas. According to Prayitno (2019), tourism that involves cultural engagement leaves a deeper, more memorable impression on visitors.

- b. Service quality represents how effectively a destination meets visitor expectations; however, inconsistencies still appear in aspects like staff hospitality, responsiveness, and empathy. Sites such as Ori Green are advised to improve staff capabilities through targeted training and enforce clear service guidelines, particularly during busy periods. This aligns with Puspitasari (2021), who highlights the critical role of skilled personnel in ensuring quality tourism service.
- c. E-WOM refers to tourists communicating their experiences via digital platforms, yet the quality of such content is frequently insufficient. To enhance its impact, destination managers can initiate campaigns like TikTok video reviews or Instagram hashtag challenges. Saragih (2022) emphasizes that authentic and engaging experiences are key to effective organic promotion.
- d. Tourist satisfaction reflects the emotional outcome after comparing expectations with real experiences. Though many are pleased with physical facilities, fewer feel fulfilled in terms of uniqueness and emotional depth. To improve this, destinations should foster emotional engagement through interactive experiences and storytelling, as meaningful encounters greatly enhance overall satisfaction (Nurmala et al., 2022).
- e. Revisit intention, referring to a tourist's willingness to return, doesn't always follow satisfaction. Despite positive experiences, not all visitors plan to come back. To strengthen loyalty, Ori Green and Cowindo should diversify attractions, update offerings regularly, and introduce incentives like loyalty programs. Ongoing innovation is essential for sustaining repeat interest (Fitriyani, 2020).
- f. Digital promotion encompasses marketing efforts via platforms like social media, websites, and mobile apps to engage tourists. However, its moderating effect was found to be minimal. To improve impact, destinations like Ori Green should optimize channel selection (e.g., Instagram, TikTok), craft engaging visuals, and align content with audience traits. Its effectiveness hinges on compelling narratives and interactive engagement (Saragih, 2022).

5.2 For Further Research

Future research is advised to adopt a mixed-methods approach, combining quantitative analysis with qualitative insights. This allows not only for measuring statistical relationships but also for exploring tourists' experiences and perceptions more deeply, leading to richer, context-specific findings. Expanding the research scope is also important. Instead of focusing on one or two tourist sites, future studies should include a range of destinations natural, cultural, educational, and artificial to enhance data variety and improve result generalizability. Including more diverse respondent demographics (e.g., age, education, origin, and visit frequency) will also yield more representative outcomes. Lastly, upcoming studies should consider emerging variables relevant to today's tourism landscape, such as digital travel experience, tourist tech literacy, and local cultural values. These factors are likely to influence

revisit behavior and loyalty in the increasingly digital tourism era, making research more relevant and applicable to sustainable destination development strategies.

Bibliography

- [1] Abdullah, R., Kartono, R., & Yuliana, M., *Metodologi penelitian kuantitatif: Konsep dan aplikasi*, Pustaka Abadi, 2022.
- [2] Andy, R., Andayani, A., & Utami, D., *Digital marketing dalam perspektif bisnis*, Penerbit Graha Ilmu, 2020.
- [3] Ardiani, R., & Nugroho, M., "Pengaruh kualitas pelayanan terhadap keputusan kunjungan ulang wisatawan," *Jurnal Manajemen Pariwisata*, vol. 12, no. 1, pp. 45–56, 2022.
- [4] Arianto, B., *Manajemen pelayanan pelanggan*, Mitra Wacana Media, 2018.
- [5] Arianto, B., *Manajemen pelayanan pelanggan*, Mitra Wacana Media, 2018.
- [6] Arianto, B., *Manajemen pemasaran: Teori dan aplikasi*, Mitra Wacana Media, 2018.
- [7] Badan Pusat Statistik, *Laporan statistik pariwisata Indonesia*, BPS, 2024.
- [8] Baker, D. A., & Crompton, J. L., "Quality, satisfaction and behavioral intentions," *Annals of Tourism Research*, vol. 27, no. 3, pp. 785–804, 2000.
- [9] Basiya, R., & Rozak, H., *Manajemen destinasi pariwisata*, UIN Press, 2012.
- [10] Basiya, R., & Rozak, H., *Manajemen destinasi pariwisata*, UIN Press, 2012.
- [11] Budi, I., Prasetyo, A., & Handoko, S., "Pengaruh daya tarik wisata dan electronic word of mouth terhadap keputusan berkunjung kembali wisatawan," *Jurnal Darma Agung*, vol. 30, no. 3, pp. 1214–1219, 2022.
- [12] Buhalis, D., & Law, R., "Progress in information technology and tourism management: 20 years on and 10 years after the internet—The state of eTourism research," *Tourism Management*, vol. 29, no. 4, pp. 609–623, 2020.
- [13] Chaffey, D., & Chadwick, F. E., *Digital marketing: Strategy, implementation and practice*, 6th ed., Pearson Education Limited, 2016.
- [14] Chaffey, D., & Chadwick, F. E., *Digital marketing: Strategy, implementation and practice*, 6th ed., Pearson Education, 2016.
- [15] Chaffey, D., & Ellis-Chadwick, F., *Digital marketing*, 8th ed., Pearson Education, 2022.
- [16] Chaffey, D., & Ellis-Chadwick, F., *Digital marketing*, 8th ed., Pearson, 2022.
- [17] Cheung, C. M. K., & Thadani, D. R., "The impact of electronic word-of-mouth communication: A literature analysis and integrative model," *Decision Support Systems*, vol. 54, no. 1, pp. 461–470, 2021.
- [18] Cinthya, A., "Strategi promosi digital dalam meningkatkan keputusan berkunjung," *Jurnal Digital Marketing*, vol. 2, no. 1, pp. 15–27, 2021.
- [19] Darwin, M., Hartono, B., & Sudarsono, A., *Metode penelitian sosial*, Media Discourse Indonesia, 2021.
- [20] Dinas Kebudayaan dan Pariwisata Jawa Timur, *Laporan kunjungan wisatawan ke Jawa Timur tahun 2023*, Disbudpar Jatim, 2023.
- [21] Dinas Pariwisata Tulungagung, *Laporan statistik pengunjung obyek wisata Desa Sendang tahun 2023*, Dispar Tulungagung, 2023.
- [22] Fadhillah, A., & Halim, M., "Persepsi E-WOM dan dampaknya terhadap kepuasan serta kunjungan ulang," *Jurnal Komunikasi Digital*, vol. 5, no. 1, pp. 21–33, 2023.
- [23] Ferdinand, A., *Metode penelitian manajemen*, UNDIP Press, 2014.
- [24] Florenza, M., & Utami, S., "Preferensi informasi wisatawan terhadap promosi wisata alam," *Jurnal Komunikasi Digital*, vol. 5, no. 2, pp. 43–52, 2021.
- [25] Goodstats, *Tren wisatawan nusantara dan mancanegara 2024*, Goodstats Indonesia, 2024.
- [26] Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F., "e-WOM Scale: Word-of-mouth measurement scale for e-services context," *Canadian Journal of Administrative Sciences*, vol. 27, no. 1, pp. 5–23, 2010.
- [27] Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M., *A primer on partial least squares structural equation modeling (PLS-SEM)*, 3rd ed., Sage, 2021.
- [28] Harusjowono, A., & Arnata, I., *Teknik sampling dalam penelitian kuantitatif*, Literasi Nusantara, 2020.
- [29] Henseler, J., Ringle, C. M., & Sarstedt, M., "A new criterion for assessing discriminant validity in variance-based structural equation modeling," *Journal of the Academy of Marketing Science*, vol. 43, no. 1, pp. 115–135, 2015.
- [30] Ismael Nurdin, & Hartati, S., *Metodologi penelitian sosial*, Salemba Humanika, 2019.
- [31] Ismayanti, S., *Pengantar pariwisata*, Graha Ilmu, 2010.
- [32] Jadesta Kemenkraf, *Data jumlah pengunjung wisata desa*, Kementerian Pariwisata dan Ekonomi Kreatif Republik Indonesia, 2024.
- [33] Kasmir, *Manajemen pelayanan*, RajaGrafindo Persada, 2017.
- [34] Kim, J. H., Ritchie, J. R. B., & McCormick, B., "Development of a scale to measure memorable tourism experiences," *Journal of Travel Research*, vol. 51, no. 1, pp. 12–25, 2021.
- [35] Kingsnorth, S., *Digital marketing strategy: An integrated approach to online marketing*, 3rd ed., Kogan Page, 2022.
- [36] Kotler, P., & Armstrong, G., *Prinsip-prinsip pemasaran*, 12th ed., Erlangga, 2013.
- [37] Kotler, P., & Armstrong, G., *Prinsip-prinsip pemasaran*, 12th ed., Erlangga, 2013.

- [38] Kotler, P., & Keller, K. L., *Marketing management*, 15th ed., Erlangga, 2016.
- [39] Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S., *Marketing for hospitality and tourism*, 7th ed., Pearson, 2021.
- [40] Kotler, P., Kartajaya, H., & Setiawan, I., *Marketing 4.0: Moving from traditional to digital*, Wiley, 2019.
- [41] Kotler, P., Kartajaya, H., & Setiawan, I., *Marketing 5.0: Technology for humanity*, Wiley, 2023.
- [42] Kurniawan, A., & Puspita, R., *Metodologi penelitian untuk bisnis dan ekonomi*, Prenadamedia Group, 2016.
- [43] Kurniawan, R., & Prasetyo, A., "Peran promosi digital dalam memperkuat pengaruh daya tarik wisata terhadap keputusan berkunjung ulang," *Jurnal Komunikasi Digital*, vol. 11, no. 2, pp. 65–75, 2023.
- [44] Lee, M., Han, H., & Lockyer, T., "The role of customer satisfaction in destination marketing: A structural equation modeling approach," *International Journal of Hospitality Management*, vol. 31, no. 3, pp. 465–475, 2022.
- [45] Lestari, A., & Hartono, D., "Pengaruh kualitas pelayanan terhadap loyalitas wisatawan," *Jurnal Ilmu Pariwisata*, vol. 10, no. 1, pp. 55–62, 2022.
- [46] Lestari, R., & Hartono, D., "Pengaruh kualitas pelayanan terhadap keputusan kunjungan ulang wisatawan," *Jurnal Ilmu Pariwisata*, vol. 12, no. 2, pp. 133–142, 2022.
- [47] Lestari, R., & Hidayat, A., "Pengaruh E-WOM terhadap loyalitas wisatawan," *Jurnal Pariwisata dan Perilaku Konsumen*, vol. 3, no. 1, pp. 17–28, 2022.
- [48] Lestari, R., Wulandari, S., & Santoso, A., "Pengaruh kepuasan wisatawan terhadap keputusan kunjungan ulang," *Jurnal Manajemen Pariwisata*, vol. 4, no. 1, pp. 23–31, 2022.
- [49] Lisnawati, T., & Rachmawati, I., "Electronic word of mouth dalam pengaruhnya terhadap minat berkunjung kembali," *Jurnal Ilmu Komunikasi Pariwisata*, vol. 6, no. 1, pp. 74–81, 2023.
- [50] Lovelock, C., & Wirtz, J., *Services marketing: People, technology, strategy*, 7th ed., Prentice Hall, 2011.
- [51] Maesaraoh, F., *Karakteristik wisatawan dan implikasinya*, Prenadamedia Group, 2020.
- [52] Maharani, D., "Kepuasan wisatawan dalam memediasi kualitas layanan terhadap loyalitas," *Jurnal Ilmu Manajemen Pariwisata*, vol. 6, no. 2, pp. 99–108, 2022.
- [53] Maharia, I., "Pengaruh electronic word of mouth terhadap keputusan pembelian produk fashion online," *Jurnal Ilmu Ekonomi dan Sosial*, vol. 8, no. 3, pp. 155–162, 2020.
- [54] Maulidah, N., & Nurhidayati, D., "Pengaruh daya tarik wisata terhadap keputusan berkunjung ulang," *Jurnal Pariwisata Nusantara*, vol. 7, no. 2, pp. 88–99, 2023.
- [55] Ningrum, A., Suryani, T., & Wibowo, H., "Analisis daya tarik wisata dan promosi digital," *Jurnal Ilmu Pariwisata Indonesia*, vol. 4, no. 2, pp. 78–89, 2022.
- [56] Noviandini, R., Harjanto, A., & Dewi, A., "The influence of electronic word of mouth (e-WOM) on consumer behavior in online shopping," *Jurnal Ekonomi dan Manajemen*, vol. 5, no. 2, pp. 123–130, 2021.
- [57] Novitasari, D., & Setiawan, A., "Kepuasan wisatawan sebagai mediasi keputusan kunjungan ulang," *Jurnal Manajemen Pariwisata*, vol. 3, no. 1, pp. 33–44, 2022.
- [58] Nurfadilah, H., Saputra, D., & Kurniawan, M., "Layanan digital dan keputusan kunjungan kembali," *Jurnal Teknologi Informasi dan Pariwisata*, vol. 6, no. 1, pp. 101–115, 2024.
- [59] Nurmala, R., Yuliana, T., & Pramono, H., "Pengaruh kepuasan terhadap loyalitas wisatawan," *Jurnal Ekonomi dan Bisnis*, vol. 5, no. 2, pp. 89–95, 2022.
- [60] Oktavia, A., "Pengaruh pengalaman wisata terhadap kepuasan wisatawan," *Jurnal Pariwisata dan Perhotelan*, vol. 2, no. 2, pp. 75–83, 2021.
- [61] Oliver, R. L., "Expectation disconfirmation theory," McGraw-Hill, 1980.
- [62] Oliver, R. L., *Satisfaction: A behavioral perspective on the consumer*, 2nd ed., McGraw-Hill, 2020.
- [63] Padalarang, T., *Pengantar wisata dan destinasi*, Pustaka Baru Press, 2020.
- [64] Paramita, D., & Nugroho, S., "Dampak e-WOM terhadap keputusan kunjungan wisata," *Jurnal Ilmu Manajemen Pariwisata*, vol. 5, no. 3, pp. 110–120, 2023.
- [65] Parasuraman, A., Zeithaml, V. A., & Berry, L. L., "SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality," *Journal of Retailing*, vol. 64, no. 1, pp. 12–40, 2020.
- [66] Park, D. H., Lee, J., & Han, I., "The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement," *International Journal of Electronic Commerce*, vol. 11, no. 4, pp. 125–148, 2023.
- [67] Pramudito, Y., & Susanti, L., "Kualitas pelayanan dan niat kunjungan ulang wisatawan," *Jurnal Ilmu Pariwisata dan Perhotelan*, vol. 4, no. 2, pp. 55–66, 2023.
- [68] Prasetya, M., & Widodo, S., "Mediasi kepuasan dalam hubungan daya tarik wisata dan keputusan berkunjung kembali," *Jurnal Manajemen Pariwisata*, vol. 6, no. 1, pp. 44–56, 2022.
- [69] Prasetyo, A., & Ramadhani, H., "Strategi promosi digital dan e-WOM terhadap loyalitas pelanggan," *Jurnal Digital Marketing*, vol. 4, no. 1, pp. 91–101, 2023.
- [70] Pratama, Y., & Mulyani, E., "Promosi digital dan loyalitas pelanggan wisata lokal," *Jurnal Ekonomi dan Pariwisata*, vol. 10, no. 2, pp. 88–96, 2022.
- [71] Pratiwi, R., & Utama, I. G. B. R., "Mediasi kepuasan wisatawan dalam pariwisata alam," *Jurnal Kepariwisata Nusantara*, vol. 4, no. 2, pp. 72–81, 2023.
- [72] Prayogi, Y., & Suardani, N. M., *Manajemen pariwisata berkelanjutan*, Deepublish, 2023.

- [73] Prayogi, Y., & Suardani, N. M., *Pengaruh daya tarik wisata terhadap keputusan berkunjung*, Deepublish, 2023.
- [74] Putra, I. M. A., & Yasa, I. N., "E-WOM dan kepuasan sebagai penentu keputusan berkunjung ulang," *Jurnal Pariwisata Budaya*, vol. 3, no. 1, pp. 58–67, 2023.
- [75] Rachmawati, D., Surya, P., & Indrawati, E., "Kualitas pelayanan dan loyalitas wisatawan di Jawa Timur," *Jurnal Manajemen Pariwisata Nusantara*, vol. 7, no. 2, pp. 95–110, 2022.
- [76] Rahayu, S., & Ramadhani, F., "Pengaruh electronic word of mouth terhadap keputusan wisatawan," *Jurnal Komunikasi Pariwisata*, vol. 3, no. 1, pp. 55–63, 2021.
- [77] Rahayu, S., & Ramadhani, F., "Pengaruh electronic word of mouth terhadap keputusan wisatawan," *Jurnal Komunikasi Pariwisata*, vol. 3, no. 1, pp. 55–63, 2021.
- [78] Rahayu, S., & Ramadhani, N., "Pengaruh electronic word of mouth terhadap minat berkunjung," *Jurnal Komunikasi Pariwisata*, vol. 2, no. 2, pp. 45–53, 2021.
- [79] Rahmat, S., & Lestari, I., "Pelayanan wisata dan kepuasan emosional pengunjung," *Jurnal Pelayanan Publik dan Pariwisata*, vol. 5, no. 1, pp. 23–35, 2022.
- [80] Rahmawati, D., & Prasetyo, A., "Dampak E-WOM terhadap keputusan kunjungan ulang," *Jurnal Komunikasi Digital*, vol. 4, no. 3, pp. 112–124, 2022.
- [81] Safitri, N., *Dasar-dasar manajemen pemasaran*, Uwais Inspirasi Indonesia, 2023.
- [82] Sanusi, A., *Metodologi penelitian bisnis*, Salemba Empat, 2011.
- [83] Satriadi, D., Putra, Y., & Nugraha, A., *Manajemen pemasaran untuk UMKM*, CV Literasi Nusantara Abadi, 2021.
- [84] Sekaran, U., & Bougie, R., *Research methods for business: A skill-building approach*, 8th ed., Wiley, 2019.
- [85] Setiawan, A., *Digital tourism marketing*, Prenadamedia Group, 2023.
- [86] Setiawan, A., *Digital tourism marketing*, Prenadamedia Group, 2023.
- [87] Singer, M., et al., "Social media use across age groups in tourism," *Journal of Digital Behavior*, vol. 9, no. 1, pp. 22–35, 2024.
- [88] Solomon, M. R., *Consumer behavior: Buying, having, and being*, 12th ed., Pearson, 2017.
- [89] Sudaryanto, A., & Nugroho, R., "Peran kepercayaan dalam e-WOM dan niat kunjungan," *Jurnal Pemasaran Digital*, vol. 5, no. 2, pp. 114–123, 2023.
- [90] Sugihartini, N., & Adnyani, L. P., "Daya tarik wisata dan pengalaman wisatawan," *Jurnal Kepariwisata Bali*, vol. 5, no. 2, pp. 92–102, 2023.
- [91] Sugiyono, *Metode penelitian kuantitatif, kualitatif, dan R&D*, Alfabeta, 2019.
- [92] Sugiyono, *Metode penelitian kuantitatif, kualitatif, dan R&D*, edisi revisi, Alfabeta, 2022.
- [93] Suriasumantri, J. S., *Filsafat ilmu: Sebuah pengantar populer*, Pustaka Sinar Harapan, 2006.
- [94] Syahputra, R., Andayani, L., & Susanti, M., "Electronic word of mouth and destination loyalty," *Jurnal Pariwisata Nusantara*, vol. 8, no. 1, pp. 55–67, 2023.
- [95] Tjiptono, F., *Service management: Menujudkan layanan prima*, 3rd ed., Andi, 2014.
- [96] Tjiptono, F., *Service management: Menujudkan layanan prima*, 3rd ed., Andi, 2014.
- [97] Utama, I. G. B. R., *Manajemen destinasi pariwisata*, Udayana University Press, 2017.
- [98] Wahyuningsih, R., & Pradana, M., "Pengembangan desa wisata berbasis BUMDes," *Jurnal Pemberdayaan Desa*, vol. 5, no. 2, pp. 65–78, 2021.
- [99] Wibowo, A., & Kurniawan, D., "Daya tarik destinasi dan keputusan wisatawan," *Jurnal Pariwisata Indonesia*, vol. 14, no. 1, pp. 66–78, 2022.
- [100] Wibowo, A., & Kurniawan, D., "Daya tarik destinasi dan loyalitas wisatawan," *Jurnal Pariwisata Nusantara*, vol. 12, no. 1, pp. 24–31, 2022.
- [101] Wijaya, R., Lestari, P., & Ningsih, A., "Promosi digital sebagai moderator kualitas pelayanan terhadap keputusan ulang," *Jurnal Ilmu Pemasaran*, vol. 4, no. 2, pp. 99–108, 2023.
- [102] World Travel & Tourism Council, *Economic impact report 2023*, WITC, 2023.
- [103] Wulandari, D., Pramesti, E., & Safitri, M., "Promosi digital dan niat kunjung ulang," *Jurnal Pariwisata dan Ekonomi Kreatif*, vol. 3, no. 1, pp. 33–42, 2022.
- [104] Xu, H., Pratt, S., & Tavitiyaman, P., "Digital marketing strategies for enhancing tourism competitiveness: A case of Southeast Asia," *Asia Pacific Journal of Tourism Research*, vol. 28, no. 2, pp. 145–161, 2023.
- [105] Yoeti, O. A., *Pengantar ilmu pariwisata*, Angkasa, 1996.
- [106] Yoeti, O. A., *Pengantar ilmu pariwisata*, ed. revisi, Angkasa Bandung, 2020.
- [107] Yuliana, R., "Promosi digital pasca pandemi di wisata hutan adat," *Jurnal Pariwisata Terapan*, vol. 8, no. 1, pp. 41–50, 2022.
- [108] Yuliana, R., & Putra, S., "Daya tarik wisata dan keputusan kunjungan ulang," *Jurnal Pariwisata Terapan*, vol. 8, no. 2, pp. 23–34, 2022.
- [109] Yulianti, F., & Pradana, R., "Kepuasan sebagai mediasi dalam keputusan wisata," *Jurnal Pariwisata dan Perilaku Konsumen*, vol. 4, no. 2, pp. 33–44, 2023.
- [110] Zeithaml, V. A., Bitner, M. J., & Gremler, D. D., *Services marketing: Integrating customer focus across the firm*, 7th ed., McGraw-Hill Education, 2020.

- [111] Zeithaml, V. A., Bitner, M. J., Gremler, D. D., & Ajay, P., *Services marketing: Integrating customer focus across the firm*, 7th ed., McGraw-Hill Education, 2020.
- [112] Zhang, H., Wu, Y., & Buhalis, D., "A model of perceived destination image, tourist satisfaction, and destination loyalty: Evidence from a developing country," *Tourism Management*, vol. 33, no. 2, pp. 290–302, 2022.