

Electronic Word-of-Mouth, Destination Image, and Tourist Visit Intention: A Study of Lemukutan Island, Indonesia

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Abstract: This study investigates the effects of electronic word of mouth (e-WOM) and destination image on tourists' visit intention toward Lemukutan Island, West Kalimantan, an emerging marine tourism destination with limited digital promotional exposure. A quantitative research design was employed using a structured questionnaire administered to 100 respondents selected through accidental sampling between September 2025 and March 2026. The collected data were analyzed using multiple linear regression after passing validity, reliability, and classical assumption tests. The findings reveal that e-WOM and destination image simultaneously have a positive and significant effect on tourists' visit intention ($F = 48.059$, $p < 0.001$), explaining 48.7% of the variance in visit intention (Adjusted $R^2 = 0.487$). Partially, e-WOM exerts the strongest influence ($\beta = 0.552$; $t = 7.647$; $p < 0.001$), followed by destination image ($\beta = 0.402$; $t = 5.579$; $p < 0.001$). Unlike previous studies that typically examined these variables independently or in well-established destinations, this study demonstrates their integrated effects within the context of an emerging island tourism destination characterized by limited market exposure and promotional constraints. The findings highlight the strategic importance of strengthening positive online reviews and enhancing destination image to stimulate tourists' behavioral intentions. This study contributes to the tourism marketing literature by extending empirical evidence on tourist behavioral intention in emerging marine tourism destinations and provides practical recommendations for destination managers to optimize digital marketing strategies and destination branding.

Keywords: Destination Image, Electronic Word of Mouth, Lemukutan Island Tourism, Tourist Visit Intention

A. Introduction

Tourism is one of the strategic sectors in national and regional economic development. The Indonesian government has also positioned tourism as a priority sector in its national development agenda. In 2025, the tourism sector surpassed the government's targets and generated tangible benefits for community welfare. The sector contributed 3.97% to Indonesia's Gross Domestic Product (GDP) and employed approximately 25.91 million workers. Furthermore, tourism stimulated the growth of various

supporting industries, including accommodation, transportation, business services, and micro, small, and medium-sized enterprises (MSMEs), highlighting its significant role as a driver of both national and regional economic development.

Tourist visit intention has become one of the most widely investigated constructs in tourism marketing because it reflects tourists' willingness to engage in future travel behavior. Within tourism contexts, positive evaluations of destination-related information contribute to favorable attitudes that ultimately increase tourists' intention to visit. Electronic word of mouth (e-WOM), as a source of credible online information, can shape tourists' beliefs and attitudes, while destination image represents tourists' cognitive and affective evaluations of a destination (Thaothampitak & Wongsuwatt, 2022). Consequently, both constructs are theoretically expected to strengthen tourists' visit intention through positive behavioral evaluations (Sukmawati et al., 2026).

One tourism segment that has recently gained considerable attention in Indonesia is marine tourism. The preservation and development of marine tourism resources provide dual benefits to local communities. Economically, it increases tourist arrivals and tourism-related revenues, while socially and environmentally, it encourages the conservation of coastal ecosystems, coral reefs, and marine biodiversity to maintain the attractiveness of destinations for both domestic and international tourists, particularly younger generations and environmentally conscious travelers (Jaitip & Sawang, 2024).

As one of the Indonesian provinces with the longest coastlines, West Kalimantan possesses substantial potential for the integrated development of marine, nature-based, and cultural tourism (Randrianirina et al., 2025). In response to this potential, the provincial government launched more than 40 tourism events in 2025 to strengthen West Kalimantan's image as a leading national tourism destination while increasing tourism- and marine-based economic contributions.

Table 1. Tourist Arrivals to Lemukutan Village, 2022–2025

Year	Domestic Tourists	International Tourists	Total	Growth (%)
2022	17,200	800	18,000	-
2023	36,500	1,786	38,286	112.7
2024	42,800	2,200	45,000	17.5
2025	51,500	3,500	55,000	22.2

Source: Adapted from the Lemukutan Village Master Plan (2025)

As presented in Table 1, tourist arrivals to Lemukutan Village demonstrated a significant upward trend during the period 2022–2025. In 2022, the destination recorded 18,000 visitors, consisting of 17,200 domestic tourists and 800 international tourists. In 2023, tourist arrivals increased dramatically to 38,286 visitors, representing

a growth rate of 112.7% compared to the previous year. This substantial increase reflects the recovery and expansion of the marine tourism sector in the post-pandemic period, as well as growing tourist interest in nature-based and marine tourism destinations. The upward trend continued in 2024, with total arrivals reaching 45,000 visitors, representing a growth rate of 17.5%. In 2025, tourist arrivals further increased to 55,000 visitors, marking a growth rate of 22.2%. These figures indicate that Lemukutan Island is becoming an increasingly attractive tourism destination and has strong potential to emerge as one of the leading marine tourism destinations in West Kalimantan for both domestic and international visitors.

One destination that plays a significant role in the development of marine tourism in West Kalimantan is Lemukutan Island, located in Bengkayang Regency. The island is renowned for its rich marine tourism resources, including diving and snorkeling activities supported by pristine coral reef ecosystems, beach tourism, recreational fishing, coastal cultural tourism, and marine-based educational activities such as seaweed cultivation, which serves as a primary livelihood for local communities (Delvi & Saroyini, 2023). In addition, Lemukutan Island has increasingly attracted both domestic and international tourists, particularly those interested in marine ecotourism and marine conservation.

Despite its considerable tourism potential, promotional efforts for Lemukutan Island remain relatively limited, especially compared to more established destinations (Farrukh et al., 2022). Insufficient digital marketing and limited public information regarding the island's tourism attractions have constrained its visibility at both national and international levels, despite its strategic potential as a marine tourism development hub in West Kalimantan. Consequently, Lemukutan Island remains underrecognized among broader tourism markets despite its diverse natural and cultural attractions (Nasar, 2022).

Empirical evidence suggests a gap between the tourism potential of Lemukutan Island and its actual tourism performance. This disparity can be observed through the limited volume of positive electronic word of mouth (E-WOM) and the persistence of tourist complaints regarding certain destination attributes. E-WOM, which includes online reviews, recommendations, and tourist-generated content shared through social media and digital platforms, has been widely recognized as an effective mechanism for building trust, shaping perceptions, and influencing tourists' decisions to visit emerging destinations (Meenakshy et al., 2024).

At the same time, destination image plays a crucial role in influencing tourist behavior. A positive destination image can enhance tourists' perceptions of destination quality, attractiveness, and overall travel experience, thereby increasing their intention to visit. For developing tourism destinations such as Lemukutan Island, the combined influence of E-WOM and destination image may be particularly

important in overcoming promotional limitations and enhancing destination competitiveness.

The novelty of this study lies in examining the simultaneous effects of electronic word of mouth and destination image on tourists' visit intention in the context of Lemukutan Island, a developing marine tourism destination facing challenges related to promotional constraints and limited market exposure (Goyal & Taneja, 2023). While previous studies have often examined E-WOM and destination image separately, this research investigates their combined influence within a marine tourism setting that exhibits a gap between substantial tourism potential and relatively low promotional effectiveness.

Although previous studies have confirmed that e-WOM and destination image positively influence tourists' behavioral intention, three important research gaps remain. First, most previous studies investigated these variables separately or treated destination image as a mediating variable rather than examining their simultaneous effects. Second, empirical evidence has largely focused on well-established tourism destinations with strong promotional exposure, leaving emerging island destinations underexplored. Third, limited research has examined how digital communication influences tourists' visit intention in developing marine tourism destinations characterized by constrained marketing resources and relatively low online visibility. Addressing these gaps is important because promotional challenges and destination characteristics may alter the relative importance of e-WOM and destination image in shaping tourists' behavioral intention.

This study contributes theoretically by extending the application of the Theory of Planned Behavior in the context of emerging marine tourism destinations and by providing empirical evidence regarding the combined influence of e-WOM and destination image on tourists' visit intention. Practically, the findings offer strategic insights for destination managers to strengthen digital marketing, encourage positive online engagement, and enhance destination branding to improve tourism competitiveness.

Based on the tourism phenomena, tourist arrival trends, and the gap between the substantial marine tourism potential of Lemukutan Island and its limited digital promotion efforts, this study aims to analyze the influence of electronic word of mouth and destination image on tourists' visit intention toward Lemukutan Island, West Kalimantan. This research is important because the success of marine tourism destination development depends not only on the attractiveness of natural resources but also on the destination's ability to establish a positive image and effectively utilize digital promotion through electronic word of mouth to stimulate tourist visit intention.

B. Methods

This study employed a quantitative research design using a cross-sectional survey to examine the effects of electronic word of mouth (e-WOM) and destination image on tourists' visit intention toward Lemukutan Island, Bengkayang Regency, West Kalimantan, Indonesia. The research was conducted between September 2025 and March 2026.

Population and Sampling

The target population comprised individuals who had visited Lemukutan Island as well as prospective tourists who were familiar with the destination through digital media and expressed an interest in visiting. Based on tourism statistics, the estimated population consisted of approximately 55,000 tourists who visited Lemukutan Island during 2025. Because no complete sampling frame containing all visitors was available, probability sampling could not be implemented. Therefore, a non-probability accidental sampling technique was employed, whereby respondents who met the inclusion criteria and were willing to participate during the data collection period were selected.

The minimum sample size was determined using Slovin's formula with a 5% margin of error, which suggested a minimum sample of approximately 397 respondents. Due to time and accessibility constraints associated with data collection on an island destination, this study obtained 100 valid responses. Although the sample size is lower than the statistically recommended minimum, it remains adequate for multiple linear regression analysis involving two independent variables and satisfies the minimum sample recommendations suggested by Hair et al. (2019). The inclusion criteria required respondents to be at least 17 years old, have previously visited Lemukutan Island or possess sufficient knowledge of the destination obtained through online information, and voluntarily agree to participate in the survey.

Questionnaire Development

The research instrument consisted of a structured questionnaire developed by adapting measurement items that have been widely validated in previous tourism marketing studies. The electronic word of mouth construct was adapted from Jalilvand and Samiei, covering intensity, valence of opinion, and content dimensions. Destination image items were adapted from Beerli and Martín, measuring cognitive and affective destination image. Tourist visit intention was measured using indicators adapted from Ajzen's Theory of Planned Behavior and previous tourism behavioral intention studies.

All questionnaire items employed a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Before the main survey, the questionnaire was

reviewed by two tourism marketing academics to ensure content validity and was pilot-tested with 30 respondents possessing characteristics similar to those of the target population. Minor revisions were subsequently made to improve wording clarity and readability.

Data Collection Procedure

Data were collected using both online and offline survey methods. Online questionnaires were distributed through social media platforms, including Instagram, WhatsApp, and Facebook travel communities related to West Kalimantan tourism. Offline data collection was conducted directly at several tourist gathering points on Lemukutan Island, where visitors meeting the inclusion criteria were invited to complete the questionnaire voluntarily. Participation was anonymous, and respondents were informed that the collected data would be used exclusively for academic research purposes. During the data collection period, 112 questionnaires were returned. After screening for completeness and consistency, 100 questionnaires were deemed valid for analysis, resulting in an effective response rate of 89.3%.

Respondent Characteristics

Among the 100 respondents, the majority were aged between 17 and 25 years, possessed undergraduate or senior high school educational backgrounds, and were students. Most respondents resided in Pontianak and had visited Lemukutan Island at least once. In addition, nearly all respondents reported being familiar with information about the destination through online reviews and social media platforms.

Instrument Validity and Reliability

The validity of the questionnaire was evaluated using Pearson Product-Moment correlation, with all item correlation coefficients exceeding the minimum acceptable threshold of 0.30. Instrument reliability was assessed using Cronbach's Alpha. The electronic word of mouth construct achieved a Cronbach's Alpha of 0.884, destination image 0.867, and tourist visit intention 0.891, indicating satisfactory internal consistency, as all values exceeded the recommended threshold of 0.70.

Data Analysis

Data analysis was conducted using IBM SPSS Statistics version 27. Prior to hypothesis testing, descriptive statistics, validity tests, reliability tests, and classical assumption tests including normality, multicollinearity, and heteroscedasticity tests—were performed to ensure compliance with the assumptions of multiple linear regression. Hypotheses were subsequently tested using multiple linear regression analysis. Partial effects were evaluated using the t-test, simultaneous effects using the F-test, while the coefficient of determination (Adjusted R²) was used to assess the

explanatory power of the regression model. Statistical significance was determined at the 5% significance level ($p < 0.05$).

C. Results and Discussion

Based on responses from 100 respondents, the demographic profile shows that respondents were predominantly aged 17–25 years, with most having educational backgrounds at the undergraduate (Bachelor's degree) and senior high school/vocational school levels. The majority were students. In terms of domicile, most respondents came from Pontianak, while respondents from Jakarta, Bandung, Surabaya, and other cities were relatively fewer and represented the lowest categories. Regarding travel experience, most respondents stated that they had visited the destination, with one-time visits being the most common frequency. Meanwhile, the categories of more than three visits and those who had never visited constituted smaller groups. Furthermore, regarding tourism information, almost all respondents reported being familiar with information about the destination and having seen online reviews. Consequently, the category of respondents who did not know information about the destination was the smallest. The most dominant information sources were YouTube, TikTok, websites, and friends/family, while other sources such as Instagram and Facebook appeared with varying frequencies.

The Electronic Word of Mouth (e-WOM) variable obtained an average score of 3.89, indicating that respondents generally agreed with the existence of online information regarding Lemukutan Island. In the intensity dimension, respondents reported frequently encountering and reading information about Lemukutan Island through social media and the internet. In the valence of opinion dimension, most respondents perceived that online reviews and comments tended to create a positive impression of the destination. In the content dimension, respondents considered the available online information sufficiently comprehensive and helpful in understanding the facilities and tourist attractions of Lemukutan Island.

The destination image variable obtained an average score of 3.93, indicating that respondents had a positive perception of Lemukutan Island as a tourist destination. In the cognitive image dimension, respondents believed that Lemukutan Island offers adequate facilities, good accessibility, and a clean, safe, and well-maintained environment. In the affective image dimension, respondents felt comfortable, had pleasant impressions, and expressed interest in visiting Lemukutan Island. These findings indicate that the destination image of Lemukutan Island has been positively established in the minds of tourists.

The tourist visiting intention variable obtained an average score of 4.14, which falls into the high category. In the cognitive aspect, respondents indicated that they had sufficient information and understood the advantages of Lemukutan Island as a tourist destination. In the affective aspect, respondents showed interest and positive

feelings toward the destination. In the psychomotor aspect, respondents demonstrated a willingness to seek further information and plan future visits to Lemukutan Island. These findings indicate that tourists have a strong intention to visit Lemukutan Island, West Kalimantan.

Classical Assumption Tests

Classical Assumption Tests are a series of statistical tests used to ensure that a linear regression model satisfies the fundamental assumptions required for the estimation results to be valid, unbiased, and reliable. These tests are conducted to examine whether the data in the regression model meet the ideal conditions required by the Ordinary Least Squares (OLS) method.

Table 2. Normality Test Results One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	100
Mean	0.0000000
Std. Deviation	2.43652097
Most Extreme Differences (Absolute)	0.060
Positive	0.060
Negative	-0.052
Test Statistic	0.060
Asymp. Sig. (2-tailed)	0.200
Monte Carlo Sig. (2-tailed)	0.498

Based on the normality test results using the One-Sample Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value is 0.200, which is greater than the significance level of 0.05. This result indicates that the residual data in this study are normally distributed. Therefore, the normality assumption of the regression model has been satisfied, and the data are suitable for further analysis.

Table 3. Multicollinearity Test Results

Variable	Tolerance	VIF
Electronic Word of Mouth	0.995	1.005
Destination Image	0.995	1.005

The electronic word of mouth and destination image variables each have a tolerance value of 0.995 and a Variance Inflation Factor (VIF) value of 1.005. Tolerance values greater than 0.10 and VIF values less than 10 indicate that there is no multicollinearity among the independent variables in the regression model. Therefore, the electronic word of mouth and destination image variables do not have a high correlation with each other, meaning that the regression model satisfies the multicollinearity assumption and is suitable for further analysis.

Table 4. Heteroscedasticity Test Results

Variable	Significance
Electronic Word of Mouth	0.126
Destination Image	0.894

The electronic word of mouth variable has a significance value of 0.126, while the destination image variable has a significance value of 0.894. Both significance values are greater than 0.05. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model, indicating that the model is appropriate for further analysis.

Hypothesis Testing

Table 5. Coefficient of Determination Test Results (R²)

Model R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.705	0.498	2.46151

The coefficient of determination test results show an Adjusted R Square value of 0.487. This indicates that, after adjusting for the number of independent variables used, the model can explain 48.7% of the variation in tourist visiting intention. Thus, the research model has a fairly good ability to explain tourist visiting intention.

Table 6. Simultaneous Test Results (F-Test)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	582.383	2	291.192	48.059	0.000
Residual	587.727	97	6.059		
Total	1170.110	99			

The simultaneous test (F-test) results show an F-value of 48.059 with a significance level of 0.000, which is less than 0.05. This indicates that electronic word of mouth and destination image simultaneously have a significant effect on tourist visiting intention. Therefore, the regression model used in this study is appropriate and can explain the relationship between the independent and dependent variables.

Table 7. Hypothesis Testing Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.543	2.098	-	2.165	0.033
Electronic Word of Mouth	0.513	0.067	0.552	7.647	0.000
Destination Image	0.353	0.063	0.402	5.579	0.000

Based on the multiple linear regression analysis, the regression equation is as follows:
 $Y = 4.543 + 0.513X_1 + 0.353X_2 \dots \dots \dots (1)$

The regression equation indicates that the constant value of 4.543 means that if the electronic word of mouth and destination image variables are assumed to be constant or equal to zero, tourist visiting intention would have a value of 4.543. The regression coefficient for the electronic word of mouth variable is 0.513, indicating that every one-unit increase in electronic word of mouth will increase tourist visiting intention by 0.513 units, assuming other variables remain constant. The regression coefficient for the destination image variable is 0.353, indicating that every one-unit increase in destination image will increase tourist visiting intention by 0.353 units, assuming other variables remain constant.

Based on the partial test (t-test), the electronic word of mouth variable has a t-value of 7.647 and a significance value of 0.000, which is less than 0.05. This result indicates that electronic word of mouth has a positive and significant effect on tourist visiting intention. Therefore, the first hypothesis stating that electronic word of mouth has a positive and significant effect on tourist visiting intention is accepted. The destination image variable has a t-value of 5.579 and a significance value of 0.000, which is less than 0.05. This result indicates that destination image has a positive and significant effect on tourist visiting intention. Therefore, the second hypothesis stating that destination image has a positive and significant effect on tourist visiting intention is also accepted.

The Influence of Electronic Word of Mouth and Destination Image on Tourists' Visiting Intention

The primary objective of this study was to examine whether electronic word of mouth (e-WOM) and destination image influence tourists' visiting intention toward Lemukutan Island, West Kalimantan. The results indicate that e-WOM and destination image simultaneously have a positive and significant effect on tourists' visiting intention. This finding is evidenced by the F-value of 48.059 and a significance value of 0.000 (< 0.05). Therefore, the research question regarding whether e-WOM and destination image affect tourists' visiting intention can be answered affirmatively. The Adjusted R Square value of 0.487 indicates that e-WOM and destination image explain 48.7% of the variation in tourists' visiting intention, while the remaining 51.3% is influenced by other factors not examined in this study, such as destination attractiveness, service quality, perceived value, tourist satisfaction, accessibility, social media marketing, and travel motivation.

Descriptively, tourists' visiting intention was categorized as high (mean = 4.14), supported by favorable perceptions of e-WOM (mean = 3.89) and destination image (mean = 3.93). Most respondents were aged 17–25 years and were students, representing a generation highly dependent on digital information and social media when making travel decisions. This condition strengthens the role of e-WOM and destination image in influencing travel behavior.

From a theoretical perspective, these findings support the Theory of Planned Behavior proposed by (Thaothampitak & Wongsuwatt, 2022), which states that behavioral intention is influenced by information, beliefs, and attitudes toward an object. Positive online reviews and a favorable destination image create positive attitudes that ultimately encourage visiting intention.

The findings are consistent with numerous previous studies that reported significant positive effects of e-WOM and destination image on visiting intention, including (Herstanti et al., 2024). These studies consistently demonstrate that favorable online information and positive destination perceptions increase tourists' intentions to visit a destination. However, several previous studies reported different findings. For example, (Witarsyah & Hasanah, 2023) found that e-WOM did not always directly influence behavioral intention and was often mediated by information usefulness. Similarly, (Haryono & Albetris, 2024) reported that destination image did not significantly affect visiting intention in certain tourism destinations where accessibility and facilities were more dominant considerations. Furthermore, (Andriani & Ma'rifatullaili, 2022) found that e-WOM had an indirect rather than direct effect on travel intention through destination trust. Therefore, the findings of this study confirm that e-WOM and destination image are crucial determinants of tourists' visiting intention toward Lemukutan Island.

The Influence of Electronic Word of Mouth on Tourists' Visiting Intention

The results reveal that electronic word of mouth has a positive and significant effect on tourists' visiting intention, as indicated by a t-value of 7.647 and a significance value of 0.000 (< 0.05). The regression coefficient of 0.513 suggests that an increase in e-WOM leads to an increase in tourists' visiting intention toward Lemukutan Island. Among the independent variables, e-WOM emerged as the most dominant factor influencing visiting intention, as reflected by its standardized beta coefficient of 0.552, which is higher than the beta coefficient of destination image (0.402). This finding indicates that tourists place substantial reliance on digital information when making travel decisions.

The descriptive analysis supports this result, with e-WOM receiving a favorable mean score of 3.89. Respondents agreed that information regarding Lemukutan Island is easily accessible through social media and online platforms and that available reviews generally provide positive and informative descriptions of the destination's attractions and facilities. Since most respondents belong to Generation Z and are active internet users, they naturally rely on online reviews, travel vlogs, videos, comments, and recommendations when evaluating tourism destinations.

This finding aligns with Information Adoption Theory proposed by Sussman and Siegal (2003), which argues that individuals tend to adopt information perceived as

credible, useful, and trustworthy. Positive e-WOM reduces uncertainty and perceived risk, thereby encouraging potential tourists to visit a destination.

The results are supported by numerous previous studies, including (González-Rodríguez et al., 2022). These studies consistently found that positive online reviews significantly increase consumers' and tourists' behavioral intentions. Nevertheless, several studies reported contrasting results. (Akbara & Suryantari, 2024) found that e-WOM may not directly influence behavioral intention without perceived usefulness. (Çelik & Aslan, 2025) demonstrated that e-WOM influences travel intention indirectly through destination trust. Such differences may result from variations in destination characteristics, respondent profiles, and research contexts.

Overall, this study confirms that e-WOM plays a strategic role in increasing tourists' visiting intention toward Lemukutan Island. The more positive and informative the online reviews, comments, photos, videos, and experiences shared by internet users, the stronger the intention of prospective tourists to visit the destination.

The Influence of Destination Image on Tourists' Visiting Intention

The results further indicate that destination image has a positive and significant effect on tourists' visiting intention, as evidenced by a t-value of 5.579 and a significance value of 0.000 (< 0.05). The regression coefficient of 0.353 implies that improvements in destination image lead to increased visiting intention among tourists. The descriptive findings reveal that destination image received a favorable mean score of 3.93. Respondents perceived Lemukutan Island as having adequate facilities, a clean and safe environment, accessible transportation, and a pleasant atmosphere. Such positive perceptions contribute to the formation of a favorable destination image, which subsequently encourages travel intention.

These findings support Destination Image Theory developed by (Rahman & Mia, 2025), which suggests that tourists' perceptions and impressions of a destination significantly influence travel decision-making. A positive image reduces uncertainty and increases the attractiveness of a destination in the minds of potential visitors. The findings are consistent with previous studies conducted by (Torabi et al., 2023), all of which concluded that destination image positively influences tourists' behavioral intentions and visiting decisions. However, several studies produced inconsistent findings. (Luong, 2023) found that destination image did not significantly influence visiting intention when accessibility and infrastructure were more influential factors. Similarly, (Luong, 2024) reported that destination image alone was insufficient to stimulate revisit intention without tourist satisfaction. Another study by (Alam et al., 2025) showed that destination image exerted an indirect effect through destination trust.

Despite these differences, the current study confirms that destination image remains a critical factor in attracting tourists to Lemukutan Island. Positive perceptions

regarding environmental quality, safety, comfort, facilities, and destination attractiveness strengthen tourists' willingness to visit. Therefore, destination managers should continuously maintain and improve the destination image through environmental conservation, facility development, infrastructure enhancement, and the delivery of high-quality tourism experiences.

D. Conclusions

This study has examined the influence of electronic word-of-mouth (e-WOM) and destination image on tourists' intention to visit Lemukutan Island, an emerging marine tourism destination in West Kalimantan, Indonesia. Based on survey data from 100 respondents analyzed using multiple linear regression, the study provides empirical evidence that both e-WOM and destination image play significant roles in shaping tourists' behavioral intentions. The findings reveal three key results. First, e-WOM and destination image simultaneously have a positive and significant effect on tourists' visit intention ($F = 48.059$, $p < 0.001$), explaining 48.7% of the variation in visit intention (Adjusted $R^2 = 0.487$). Second, e-WOM exerts a stronger influence on visit intention ($\beta = 0.552$, $t = 7.647$, $p < 0.001$) than destination image ($\beta = 0.402$, $t = 5.579$, $p < 0.001$). Third, both variables demonstrate positive and significant partial effects on tourists' visit intention. These findings highlight the critical role of digital information and destination perception in attracting tourists to emerging destinations with limited promotional exposure. This study contributes to tourism marketing literature in several ways. First, it extends the Theory of Planned Behavior to the context of emerging marine tourism destinations by demonstrating that subjective norms (e-WOM) and attitudes (destination image) are key determinants of visit intention. Second, it provides empirical validation of Information Adoption Theory in a tourism context, showing that credible and useful online information reduces perceived risk and encourages visit intention. Third, it contributes to Destination Image Theory by demonstrating the importance of both cognitive and affective image components in shaping tourists' behavioral intentions. The findings carry several practical implications for destination managers and tourism stakeholders. First, destination managers should actively encourage visitors to share positive experiences through online platforms by providing incentives, creating memorable experiences, and making it easy for tourists to post reviews and photos. Second, investment in destination image enhancement through improved facilities, accessibility, cleanliness, safety, and service quality is essential to strengthen cognitive perceptions of the destination. Third, emotional connections should be built through storytelling, cultural experiences, and positive visitor interactions that enhance affective image. Fourth, integrated digital marketing strategies combining social media, influencer partnerships, and user-generated content should be developed to maximize the reach and impact of e-WOM. This study has several limitations. The relatively small sample size ($n=100$) and use of accidental sampling limit generalizability. Future research should expand the sample size and employ probability sampling techniques. The cross-sectional design captures intentions rather than actual behavior; longitudinal

studies are needed to examine whether visit intention translates into actual visits. Future studies should also incorporate additional variables such as tourist satisfaction, perceived value, accessibility, and social media marketing to provide a more comprehensive understanding of visit intention. Comparative studies across different types of tourism destinations (marine, cultural, adventure) could further illuminate the generalizability of these findings.

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