

## Electronic Word of Mouth and Revisit Intention: The Mediating Role of Destination Image in Goa Lawah Tourism Village, Indonesia

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### ABSTRACT

This study examines the influence of Electronic Word of Mouth (e-WOM) on Revisit Intention with Destination Image as a mediating variable at Goa Lawah Tourism Village, Lebah Sempage, Lombok Barat. Using a quantitative approach, data were collected through an online questionnaire targeting 100 visitors and analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) technique. The results show that e-WOM has a positive and significant effect on Revisit Intention but does not significantly influence Destination Image. Meanwhile, Destination Image demonstrates a strong and significant effect on Revisit Intention, although it does not mediate the relationship between e-WOM and Revisit Intention. These findings indicate that tourists' willingness to revisit is driven more by direct experience and emotional impressions than by online reviews. Strengthening digital promotion and improving the quality of visitor experiences are therefore crucial to enhancing destination image and encouraging repeat visits to Goa Lawah.

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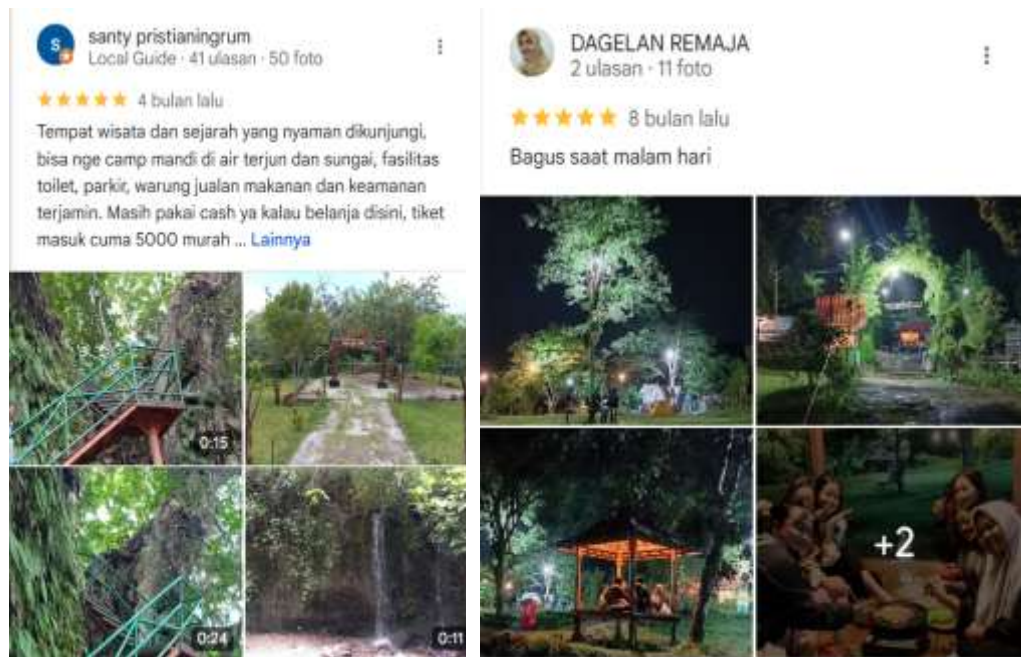
## INTRODUCTION

Tourism continues to grow alongside the increasing reliance on digital platforms as primary sources of destination information. In this context, Electronic Word of Mouth (e-WOM) plays a crucial role in shaping tourist behavior, including revisit intention. However, previous studies show inconsistent findings: while some confirm that e-WOM strongly influences destination image (Angga & Putra, 2017; Ainiyah et al., 2020), others report weak or insignificant effects, particularly in destinations with limited digital exposure. This inconsistency highlights a research gap concerning how effectively e-WOM shapes destination image in emerging tourism sites such as Goa Lawah in West Lombok. Moreover, although destination image is widely recognized as a determinant of revisit intention, its mediating role has not been sufficiently examined in newly developing destinations with minimal online promotion. The novelty of this study lies in analyzing the relationship among e-WOM, destination image, and revisit intention within a natural tourism site that has limited digital visibility, thereby offering new insights into the effectiveness of online promotion for emerging destinations.

Table 1. Number of Visitors to Goa Lawah (2022-2024)

Year	Number of Visitors
2022	1,000
2023	4,200
2024	6,000
<i>Source: Tourism Management of Goa Lawah, 2025</i>	

Visitor numbers to Goa Lawah increased significantly from 1,000 in 2022 to 4,200 in 2023, driven by proactive efforts from the local tourism awareness group (Pokdarwis). Their initiatives included facility improvements, accessibility upgrades, and the use of social media for promotion. In 2024, visits rose again to 6,000, supported by better infrastructure and the creation of new recreational areas around the waterfall. Despite this growth, Goa Lawah remains relatively unknown outside the local region, as most information still spreads through limited word-of-mouth and a few digital reviews on platforms like Google Maps.



Source: Google Maps, 2025

**Figure 1. Electronic Word of Mouth on Goa Lawah Tourism**

Positive online reviews with five-star ratings, descriptive comments, and visual content have enhanced Goa Lawah's image. Such e-WOM effectively builds trust among potential visitors and strengthens revisit intention. Digital marketing thus plays a vital role in increasing destination visibility. Tourists are more likely to revisit when digital promotional strategies – especially on social media – highlight the destination's natural beauty and reinforce a positive image (Hanif et al., 2016; Utama & Giantari, 2020; Jalilvand & Samiei, 2012).

Considering the importance of electronic word of mouth and destination image in shaping consumer behavior, this study is titled: **"The Influence of Electronic Word of Mouth on Revisit Intention with the Mediating Role of Destination Image at Goa Lawah, Lebah Sempage Village."**

### **Research Problem**

Revisit intention is a crucial factor influencing tourists' decision to return to a destination. It reflects the likelihood of revisiting based on previous experiences and satisfaction. Thus, it is essential to explore what factors encourage repeat visitation. In this context, Electronic Word of Mouth (e-WOM) is expected to influence revisit intention, with destination image acting as a mediating variable.

## **THEORETICAL REVIEW**

### **Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB), first introduced by Icek Ajzen in 1985, explains how individuals make decisions and take actions based on cognitive evaluations. Ajzen emphasizes that behavioral intention is a key

determinant of whether a person engages in a particular behavior or not (George, 2004). TPB suggests that behavioral intention is shaped by three major factors: (1) attitude toward the behavior, reflecting the degree of personal favorability; (2) subjective norms, which represent perceived social pressure to perform or not perform the behavior; and (3) perceived behavioral control, referring to an individual's belief about their ability to execute the behavior. This theory provides a useful framework for understanding tourist behavioral intentions, including their willingness to revisit a destination.

### *Electronic Word of Mouth (e-WOM)*

Electronic Word of Mouth (e-WOM) refers to the exchange of information, opinions, and experiences shared online by consumers through digital platforms (Hennig-Thurau et al., 2004). In tourism, e-WOM is influential because it reflects real visitor experiences. Goyette et al. (2010) introduced five dimensions of e-WOM—intensity, valence of opinion, content, trust, and participation—that describe how online communication shapes tourist perceptions. While prior research confirms e-WOM's role in influencing visit-related decisions, its effectiveness in shaping destination image varies, especially in destinations with limited digital exposure.

### *Revisit Intention*

Revisit intention describes tourists' willingness to return to a destination and recommend it to others (Cheng & Lu, 2013). It is shaped by satisfaction, experience, and destination image. Studies consistently show that destination image strongly predicts revisit intention by fostering emotional attachment and positive evaluation.

### *Destination Image*

Destination image represents tourists' perceptions, beliefs, and evaluations of a destination, comprising cognitive, affective, and unique components (Hailin Qu et al., 2011). A favorable image strengthens a destination's attractiveness and enhances tourist loyalty. Although e-WOM may contribute to image formation, destinations with minimal online presence often rely more heavily on visitors' direct experiences. This suggests variations in how e-WOM contributes to destination image depending on a destination's digital visibility.

## *Hypothesis Development*

### **H1: The Effect of e-WOM on Revisit Intention at Goa Lawah, Lebah Sempage Village**

Electronic Word of Mouth (e-WOM) is a critical factor influencing tourism marketing. Information shared through social media attracts potential visitors and shapes their revisit decisions. Positive e-WOM provides persuasive messages that increase tourists' willingness to return. Studies by Utama & Giantari (2020), Soeid et al. (2020), and Purnama & Marlana (2022) confirm that e-WOM has a significant and positive impact on revisit intention in tourism

contexts.

H1: e-WOM has a positive and significant effect on Revisit Intention at Goa Lawah, Lebah Sempage Village.

### **H2: The Effect of e-WOM on Destination Image at Goa Lawah, Lebah Sempage Village**

Positive e-WOM enhances destination image by providing convincing representations of service quality and visitor experience. Research by Salman Paludi (2016), Angga & Putra (2017), and Ainiyah et al. (2020) demonstrated that e-WOM significantly influences destination image formation. Positive online experiences build credibility, satisfaction, and loyalty, strengthening overall destination perception.

H2: e-WOM has a positive and significant effect on Destination Image at Goa Lawah, Lebah Sempage Village.

### **H3: The Effect of Destination Image on Revisit Intention at Goa Lawah, Lebah Sempage Village**

A favorable destination image contributes to tourist satisfaction and enhances revisit intention. Studies by Adinda et al. (2022), Permadi et al. (2020), and Khansa & Farida (2016) revealed that a positive destination image significantly affects tourists' willingness to revisit and recommend a destination.

H3: Destination Image has a positive and significant effect on Revisit Intention at Goa Lawah, Lebah Sempage Village.

### **H4: The Mediating Role of Destination Image in the Relationship between e-WOM and Revisit Intention**

Destination image acts as a key mediator linking e-WOM to revisit intention. In the digital era, visual and textual online content shapes tourists' perceptions and strengthens their desire to revisit. Studies by Agung et al. (2020) and Utama & Giantari (2020) found that destination image mediates the influence of e-WOM on revisit intention, emphasizing its strategic role in digital tourism marketing.

H4: Destination Image mediates the positive effect of Electronic Word of Mouth (e-WOM) on Revisit Intention at Goa Lawah, Lebah Sempage Village.

### ***Conceptual Framework***

Based on the theoretical and empirical review above, the conceptual framework of this study is illustrated as follows:

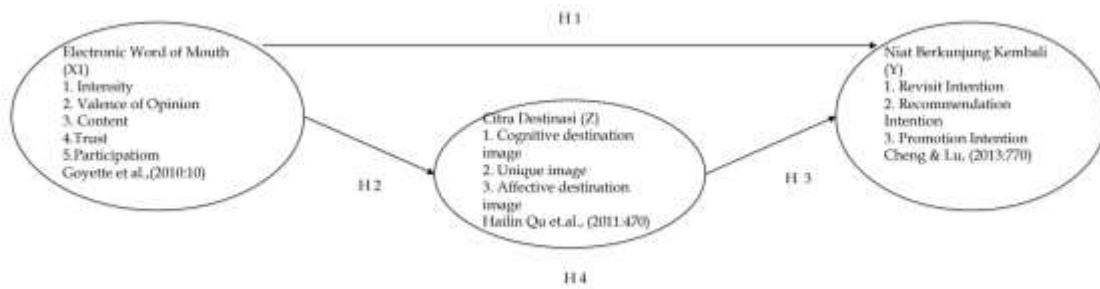


Figure 1. Conceptual Framework

## METHODOLOGY

This study employed a quantitative research design to examine the influence of Electronic Word of Mouth (e-WOM) on Revisit Intention, with Destination Image acting as a mediating variable. The research was conducted at the Goa Lawah tourist site in Lebah Sempage Village, West Lombok. The population consists of visitors who have previously visited Goa Lawah, and the sample was selected using a purposive sampling technique, requiring participants to have visited the site at least once. A total of 100 respondents participated, and data were collected through an online questionnaire distributed via Google Forms.

The research instrument utilized a 5-point Likert scale and was adapted from established measurements: e-WOM (Goyette et al., 2010), Destination Image (Hailin Qu et al., 2011), and Revisit Intention (Cheng & Lu, 2013). Prior to hypothesis testing, validity and reliability assessments were conducted. Data analysis employed Structural Equation Modeling–Partial Least Squares (SEM-PLS) using SmartPLS software, consisting of the evaluation of the measurement model (outer model) and structural model (inner model). The proposed model examines direct effects among variables and the mediating role of Destination Image. SEM-PLS was selected due to its suitability for relatively small sample sizes and complex models involving latent constructs.

## RESULTS

### *Outer Loading*

The results of the outer loading analysis show that all indicator values for the variables of Electronic Word of Mouth (EWOM), Destination Image, and Revisit Intention are greater than 0.70, indicating that all indicators are valid and can be used in the model. However, one indicator of the destination image variable (Z4) has a loading value of 0.636, which is below 0.70; therefore, it is considered invalid and was eliminated from further analysis.

### *Discriminant Validity (Cross Loading)*

The discriminant validity test using the cross-loading method demonstrates that each indicator of EWOM, Destination Image, and Revisit Intention has a higher correlation with its corresponding construct than with other constructs. All cross-loading values exceed 0.70, confirming that each indicator is distinct and measures its intended construct effectively. Hence, the discriminant validity requirements are satisfied.

**Reliability Test**

Table 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Destination Image	0.852	0.894
EWOM	0.952	0.958
Revisit Intention	0.913	0.933

Based on the table above, both Cronbach's Alpha and Composite Reliability values for all variables are greater than 0.70, indicating that all constructs have excellent internal consistency and reliability.

**Coefficient of Determination (R-Square)**

Table 3. Coefficient of Determination (R-Square)

Variable	R-Square
Destination Image	0.006
Revisit Intention	0.635

The R-Square value for Destination Image is 0.006, indicating that EWOM explains only 0.6% of the variance in Destination Image, while the remaining 99.4% is influenced by other factors. Thus, the relationship between EWOM and Destination Image is considered weak. Meanwhile, the R-Square value for Revisit Intention is 0.635, showing that EWOM and Destination Image together explain 63.5% of the variance in Revisit Intention, which falls within the moderate range according to Hair et al. (2019).

**Effect Size (F-Square)**

Table 4. R-Square

Relationship	F-Square
Destination Image → Revisit Intention	1.700
EWOM → Destination Image	0.006
EWOM → Revisit Intention	0.088

The effect of Destination Image on Revisit Intention ( $F^2 = 1.700$ ) is categorized as strong, indicating that destination image substantially contributes to tourists' revisit intention. The effect of EWOM on Destination Image ( $F^2 = 0.006$ ) is very weak, while the effect of EWOM on Revisit Intention ( $F^2 = 0.088$ ) is categorized as moderate.

**Path Coefficient Analysis**

Table 5. Path Coefficient

Relationship	Original Sample (O)	T-Statistic	P-Value	Interpretation
Destination Image → Revisit Intention	0.790	17.265	0.000	Significant
EWOM → Destination Image	-0.076	0.524	0.300	Not Significant
EWOM → Revisit Intention	0.180	2.255	0.012	Significant
EWOM → Destination Image → Revisit Intention	-0.060	0.513	>0.05	Not Significant

## a. Destination Image → Revisit Intention

The relationship between Destination Image and Revisit Intention is positive and highly significant ( $P < 0.05$ ). This finding implies that the better the perceived image of Goa Lawah, the stronger the tourists' intention to revisit. Therefore, Destination Image plays a crucial role in influencing behavioral intention.

## b. EWOM → Destination Image

The coefficient shows a negative and insignificant relationship between EWOM and Destination Image ( $P > 0.05$ ). This result indicates that online word-of-mouth communication has not significantly influenced the perceived image of Goa Lawah. Thus, tourists' perception of the destination's image may be shaped more by personal experience than by online information.

## c. EWOM → Revisit Intention

The relationship between EWOM and Revisit Intention is positive and significant ( $P < 0.05$ ), suggesting that electronic word of mouth effectively encourages tourists to revisit Goa Lawah. Positive online discussions, reviews, and recommendations increase trust and stimulate repeat visits.

## d. Mediating Role of Destination Image

The mediating effect of Destination Image between EWOM and Revisit Intention is statistically insignificant ( $P > 0.05$ ). This means that although EWOM directly influences Revisit Intention, the indirect effect through Destination Image is not significant. In other words, EWOM encourages tourists to revisit primarily through direct perception rather than through changes in destination image.

**DISCUSSION**

The findings demonstrate that EWOM has a direct and positive impact on Revisit Intention but not on Destination Image. This suggests that while online reviews and social media engagement can enhance tourists' willingness to return, they may not necessarily alter how tourists perceive the overall image of the destination. The strong influence of Destination Image on Revisit Intention supports previous research (Adinda et al., 2022; Permadi et al., 2020; Khansa &

Farida, 2016), emphasizing that a favorable destination image plays a significant role in shaping revisit behavior. The positive image of Goa Lawah, supported by scenic landscapes, improved facilities, and authentic cultural elements, enhances the emotional attachment of visitors, thereby strengthening their intention to return.

On the other hand, the weak relationship between EWOM and Destination Image may reflect limited online engagement or low volume of digital content related to Goa Lawah. This indicates that more proactive digital promotion and online community engagement are needed to improve the destination's online visibility and strengthen its image among potential visitors. In summary, the model suggests that EWOM directly enhances tourists' revisit intention, while Destination Image acts as a strong independent factor but not as a mediator between EWOM and revisit behavior. This emphasizes the need for destination managers to focus on both digital communication strategies and experiential quality improvement to sustain tourist loyalty and repeat visitation.

## **CONCLUSIONS AND RECOMMENDATIONS**

The results of this study demonstrate that Electronic Word of Mouth (e-WOM) has a positive and significant direct effect on Revisit Intention, but does not significantly influence Destination Image. Meanwhile, Destination Image shows a strong and significant influence on Revisit Intention, confirming its critical role in motivating tourists to return. However, the mediating role of Destination Image between e-WOM and Revisit Intention is found to be insignificant.

Based on these findings, destination managers of Goa Lawah, Lebah Sempage Village should strengthen online engagement strategies by encouraging visitors to share positive reviews, visual content, and testimonials on social media platforms. Additionally, consistent branding and experience-based storytelling can enhance tourists' perceptions and strengthen emotional attachment, ultimately increasing revisit intentions. Collaboration between local communities and tourism authorities is also recommended to improve destination visibility and sustainability.

## **FURTHER STUDY**

Future research could explore broader samples or compare multiple destinations to better generalize findings on the impact of e-WOM and destination image on revisit behavior. It is also suggested to include other variables such as tourist satisfaction, perceived value, or destination loyalty as mediating or moderating factors. Applying mixed-method approaches, such as combining surveys with qualitative interviews, may provide deeper insights into tourists' motivations and perceptions regarding destination image formation and digital word-of-mouth effects. Moreover, future studies should consider temporal variations in social media influence and the evolving nature of digital behavior in post-pandemic tourism contexts.

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