

THE INFLUENCE OF DESTINATION IMAGE AND DIGITAL PROMOTION ON VISIT INTENTION THROUGH TOURIST TRUST AT WAY LALAAAN

Reza Hardian Pratama^a, M. Irfan Pratama^a, Euis Mufahamah^a, Anita^a, Hiro Sejati^a

*Corresponding Author: rezahardianpratama@malahayati.ac.id

^aUniversitas Malahayati, Bandar Lampung, Indonesia

Abstract

This study aims to analyze the influence of destination image and digital promotion on tourists' visit intention with tourist trust as a mediating variable at Air Terjun Way Lalaan. Destination image and digital promotion are important factors in increasing tourists' interest in visiting a tourist destination, especially in the digital era characterized by the high use of social media and online platforms in searching for tourism information. The research method used is a quantitative approach with data collection techniques through the distribution of questionnaires to tourists who have visited or have the potential to visit Air Terjun Way Lalaan. The research sample was determined using a purposive sampling technique. Data analysis was conducted using the Structural Equation Modeling (SEM) method with the SmartPLS approach to examine both direct and indirect relationships among variables.

The results of the study indicate that destination image and digital promotion have a positive and significant effect on tourist trust. In addition, destination image, digital promotion, and tourist trust also have a positive influence on visit intention. Tourist trust is proven to mediate the relationship between destination image and digital promotion on tourists' visit intention. The implications of this study suggest that tourism destination managers need to enhance the destination image and maximize effective digital promotion strategies to build tourist trust, which in turn can increase tourists' intention to visit Air Terjun Way Lalaan. This study is expected to contribute to the development of digital-based tourism marketing strategies.

Keywords: Destination Image, Digital Promotion, Tourist Trust, Visit Intention, Tourism, Way Lalaan

INTRODUCTION

The tourism sector is one of the sectors that plays an important role in encouraging regional and national economic growth because it is able to increase economic activity and regional development (UNWTO, 2022). Tourism can contribute to increasing regional income, creating employment opportunities, and developing the economic potential of local communities (World Travel & Tourism Council, 2023). In recent years, the development of the tourism industry has experienced significant changes along with the rapid advancement of information and communication technology (Gretzel et al., 2020). These technological developments have encouraged changes in tourist behavior in seeking information about tourism destinations they plan to visit through various digital platforms (Xiang et al., 2021). Tourists no longer rely solely on conventional information sources but increasingly utilize digital media such as social media, websites, and travel platforms to obtain information about tourism destinations (Dwivedi et al., 2021). In the context of tourism marketing, destination image is one of the important factors that can influence tourists' decisions in choosing a tourism destination (Stylos et al., 2021). Destination image refers to the perceptions, beliefs, and impressions that tourists have about a tourism destination, which are formed from various information and experiences obtained by tourists (Marine-Roig & Clavé, 2020). Tourism destinations that have a positive image tend to attract tourists more easily because they are perceived as offering attractiveness, comfort, and satisfying travel experiences (Rather, 2021). Therefore, managing destination image is an important aspect of improving the competitiveness of a tourism destination (Hernández-Mogollón et al., 2020). In addition to destination image, digital promotion also plays a very important role in influencing tourists' visit intention (Dwivedi et al., 2021). Digital promotion refers to marketing activities that utilize digital media such as social media, websites, and other online platforms to deliver information about tourism destinations to potential tourists (Tiago & Veríssimo, 2021). Through digital promotion, destination managers can disseminate information more quickly, widely, and interactively, thereby increasing the attractiveness of a tourism destination (Hudson et al., 2020). Effective digital promotion can strengthen tourists' positive perceptions of the promoted tourism destination (Leung et al., 2022).

In the decision-making process to visit a destination, tourists are not only influenced by destination image and digital promotion but also by the level of tourist trust in the tourism destination (Kim & Lee, 2021). Tourist trust refers to tourists' belief that the chosen destination is able to provide a travel experience that meets their expectations, including aspects such as safety, comfort, facilities, and the quality of services provided (Abubakar et al., 2020). A high level of tourist trust will encourage stronger visit intentions toward a tourism destination (Han et al., 2022). Visit intention refers to the tendency or desire of tourists to travel to a particular tourism destination

(Buhalis & Sinarta, 2020). Visit intention is usually influenced by various factors such as destination image, the information obtained by tourists, previous travel experiences, and the level of trust in the tourism destination (Stylos et al., 2021). The more positive tourists' perceptions of a tourism destination, the greater the likelihood that they will have the intention to visit (Rather, 2021). One of the natural tourism destinations that has the potential to be developed is Way Lalaan Waterfall, located in Tanggamus Regency, Lampung Province. Way Lalaan Waterfall is one of the natural tourist attractions that offers scenic natural beauty, cascading water from a significant height, and a relatively preserved natural environment. The tourism potential of Way Lalaan Waterfall makes it one of the leading tourist destinations in the region. However, in efforts to increase the number of tourist visits, effective marketing strategies are required, particularly in building a positive destination image and optimizing digital promotion (Leung et al., 2022).

The phenomenon that currently occurs shows that many tourism destinations with strong natural potential have not been able to attract tourists optimally (UNWTO, 2022). This condition is often caused by the lack of effective digital promotion and the absence of a strong destination image in the minds of tourists (Hudson et al., 2020). In addition, the level of tourist trust in information delivered through digital media is also an important factor that influences tourists' decisions to visit a destination (Kim & Lee, 2021). If tourists have a low level of trust in a destination, their intention to visit will also decrease (Han et al., 2022). Several previous studies have shown different results regarding the influence of destination image and digital promotion on tourists' visit intention. Some studies state that destination image has a positive and significant effect on tourists' visit intention (Stylos et al., 2021). However, other studies indicate that destination image does not always directly influence visit intention without the presence of other factors that mediate the relationship (Rather, 2021). A similar situation also occurs with the digital promotion variable, where some studies have found that digital promotion significantly influences tourists' visit intention, while other studies show inconsistent results (Dwivedi et al., 2021). Most previous studies have only examined the direct relationship between destination image and digital promotion on visit intention without considering the role of mediating variables such as tourist trust (Kim & Lee, 2021). In consumer behavior theory, trust is one of the important factors that can strengthen the relationship between the information received and the decisions made by consumers (Abubakar et al., 2020). Therefore, it is important to examine the role of tourist trust as a mediating variable that can explain the relationship between destination image, digital promotion, and tourists' visit intention. Based on the explanation above, this study aims to analyze the influence of destination image and digital promotion on tourists' visit intention with tourist trust as a mediating variable at the Way Lalaan Waterfall tourist attraction. This study is expected to contribute to the development of tourism marketing knowledge and provide recommendations for destination managers in designing more effective promotional strategies and destination image management to increase tourist trust and visit intention.

LITERATURE REVIEW

Destination Image

Destination image refers to the perceptions, beliefs, and impressions that tourists have about a tourism destination, which are formed through various sources such as information, experiences, and marketing communications received by tourists. Destination image is one of the important factors influencing tourists' decisions to visit a particular place because a positive image can increase the attractiveness and willingness of tourists to visit. According to Philip Kotler and Kevin Lane Keller (2018), image is a set of beliefs, ideas, and impressions that a person holds about an object. In the context of tourism, destination image reflects how tourists perceive a destination based on their experiences and the information they obtain. Meanwhile, John R. B. Ritchie and Charlotte M. Echtner state that destination image is formed from a combination of tourists' perceptions of physical attributes, atmosphere, and the emotional experiences felt when visiting a tourism destination. A positive destination image provides favorable perceptions for tourists and can increase their intention to visit. Conversely, a negative or weak destination image may reduce tourists' interest in visiting a tourism destination.

Destination Image Indicators

According to Asunción Beerli and Josefa D. Martín (2004), the indicators of destination image include:

1. Tourist attraction
The uniqueness and natural beauty possessed by a tourism destination.
2. Tourist facilities
The availability of facilities that support tourists' comfort.
3. Accessibility
The ease with which tourists can reach the tourism destination.
4. Environment
Environmental conditions, safety, and comfort of the tourism destination.
5. Tourism experience
The experiences perceived by tourists during their visit to the destination.

Digital Promotion

Digital promotion refers to marketing activities conducted through digital media to deliver information about products or services to consumers. In the tourism sector, digital promotion is used to introduce tourism destinations to the public through various digital platforms such as social media, websites, travel applications, and other digital content. According to Dave Chaffey and Fiona Ellis-Chadwick (2019), digital marketing is the use of digital technologies to create effective communication between companies and consumers in promoting products or services. Digital promotion enables faster, more interactive information delivery and can reach a wider market compared to conventional promotion. In the tourism industry, digital promotion plays a very important role because tourists often search for information about tourism destinations on the internet before deciding to travel. Attractive and easily accessible information through digital media can increase tourists' interest in visiting a tourism destination.

Digital Promotion Indicators

According to Philip Kotler and Kevin Lane Keller (2018), digital promotion indicators include:

1. Information quality
The completeness and clarity of information regarding the tourism destination.
2. Content attractiveness
Visual appearance, photos, videos, and engaging promotional content.
3. Promotion frequency
The intensity of delivering promotional information through digital media.
4. Interaction
The ability of digital media to build communication with tourists.
5. Accessibility
The ease for tourists to obtain information through digital media.

Tourist Trust

Tourist trust refers to tourists' confidence in the reliability, safety, and quality of a tourism destination offered. This trust is formed through information received by tourists, previous travel experiences, and recommendations from others. According to Robert M. Morgan and Shelby D. Hunt (1994), trust is a person's belief in the integrity and reliability of another party in providing services. In the tourism context, tourist trust becomes an important factor influencing tourists' decisions in choosing a tourism destination. Tourists who have a high level of trust in a tourism destination are more confident in making visits because they believe that the destination will provide travel experiences that meet their expectations.

Tourist Trust Indicators

According to D. Harrison McKnight et al. (2011), trust indicators include:

1. Reliability
Confidence that the tourism destination can provide good services.
2. Safety
The level of safety perceived by tourists when visiting.
3. Honesty
The consistency between promotional information and the actual condition of the destination.
4. Service quality
Tourists' perceptions of the quality of services provided.
5. Reputation
The positive public perception of the tourism destination.

Visit Intention

Visit intention refers to the tendency or desire of tourists to visit a tourism destination within a certain period. Visit intention can be influenced by various factors such as destination image, promotional activities, tourism experiences, and the level of tourist trust in the destination. According to Leon G. Schiffman and Joseph Wisenblit (2019), intention is a person's tendency to perform an action based on attitudes and perceptions toward an object. In the tourism context, visit intention describes tourists' willingness to travel to a tourism destination after obtaining certain information or experiences. Visit intention is one of the important indicators in tourism marketing because it reflects the potential number of tourist visits in the future.

Visit Intention Indicators

According to Augusty Ferdinand (2014), visit intention indicators include:

1. Transactional intention
The willingness of tourists to visit a tourism destination.

2. Referential intention
The willingness of tourists to recommend the destination to others.
3. Preferential intention
Tourists' preference to choose the destination compared to other destinations.
4. Exploratory intention
The willingness of tourists to seek further information about the tourism destination.

RESEARCH METHODS

This study employs a quantitative approach with a survey method to analyze the influence of destination image and digital promotion on visit intention through tourist trust at the Way Lalaan Waterfall tourist attraction. The quantitative approach was chosen because it allows researchers to objectively test the relationships between variables through statistical analysis of data obtained from respondents (Creswell & Creswell, 2022). The population in this study consists of tourists who have visited or are familiar with the Way Lalaan Waterfall tourist destination. The sampling technique used is purposive sampling, with specific criteria applied to select respondents, resulting in a total sample of 100 participants. Data collection was conducted through the distribution of questionnaires using a Likert scale to measure respondents' perceptions of the variables of destination image, digital promotion, tourist trust, and visit intention. The collected data were analyzed using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). This method was chosen because it is capable of analyzing relationships between latent variables and is considered suitable for predictive and exploratory research (Hair et al., 2022).

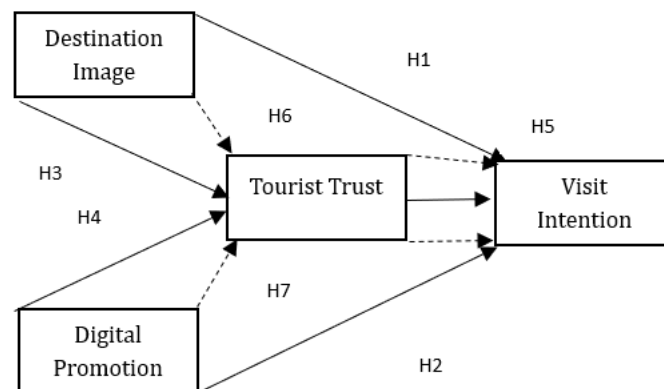


Figure 1. Conceptual Framework

Hypotheses

- H1: Destination Image has a positive and significant effect on Visit Intention.
- H2: Digital Promotion has a positive and significant effect on Visit Intention.
- H3: Destination Image has a positive and significant effect on Tourist Trust.
- H4: Digital Promotion has a positive and significant effect on Tourist Trust.
- H5: Tourist Trust has a positive and significant effect on Visit Intention.
- H6: Destination Image through Tourist Trust has a positive and significant effect on Visit Intention.
- H7: Digital Promotion through Tourist Trust has a positive and significant effect on Visit Intention.

RESULT AND DISCUSSION

The discussion section of this article begins with the presentation of the data analysis results obtained from the research questionnaire. The first analysis conducted is the descriptive analysis, which aims to describe the characteristics of the respondents and provide a general overview of respondents' perceptions of each research variable. Subsequently, validity and reliability tests are conducted to ensure that each indicator used in the questionnaire accurately and consistently measures the research constructs. This study also performs discriminant validity testing through the HTMT (Heterotrait–Monotrait Ratio) test and the Fornell–Larcker test to ensure that each variable is clearly distinct from the others in the research model. The next stage is the R-square (R²) test, which is used to determine the extent to which the independent variables explain the dependent variable in the research model. A path coefficient test is conducted to identify the strength and direction of the relationships among variables in the structural model. In addition, this study also performs a mediation test to examine the role of tourist trust in mediating the relationship between destination image and digital promotion on visit intention. Through

these series of tests, the study aims to provide a comprehensive understanding of the relationships among variables in this research model.

Table 1. Descriptive Analysis of Respondents

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	46	46%
	Female	54	54%
Age	< 20 Years	18	18%
	20–30 Years	47	47%
	31–40 Years	22	22%
	> 40 Years	13	13%
Occupation	Student	40	40%
	Private Employee	28	28%
	Entrepreneur	17	17%
	Civil Servant	10	10%
	Others	5	5%
Visitor Origin (Lampung Province)	Bandar Lampung	30	30%
	Pringsewu	18	18%
	Tanggamus	16	16%
	South Lampung	14	14%
	Pesawaran	12	12%
	Others	10	10%
Total Respondents		100	100%

Source: Processed Data, 2026

The table of respondent characteristics provides an overview of the profile of tourists who became the sample in this study, with a total of 100 respondents. Based on gender, the respondents were dominated by females with 54 respondents (54%), while males accounted for 46 respondents (46%). This indicates that female tourists participated slightly more in this study compared to male tourists. Based on age, the 20–30 years age group represents the largest proportion with 47 respondents (47%), followed by those aged 31–40 years with 22 respondents (22%), respondents under 20 years with 18 respondents (18%), and respondents over 40 years with 13 respondents (13%). This shows that the majority of visitors come from the young adult age group, who generally have high mobility and a strong interest in tourism activities. In terms of occupation, most respondents are students with 40 respondents (40%), followed by private employees with 28 respondents (28%), entrepreneurs with 17 respondents (17%), civil servants with 10 respondents (10%), and others with 5 respondents (5%). This indicates that visitors are dominated by students and young professionals who have a strong interest in recreational and tourism activities. Based on visitor origin within Lampung Province, most respondents come from Bandar Lampung with 30 respondents (30%), followed by Pringsewu with 18 respondents (18%), Tanggamus with 16 respondents (16%), South Lampung with 14 respondents (14%), Pesawaran with 12 respondents (12%), and other regions with 10 respondents (10%). This indicates that most tourists come from areas relatively close to the tourist destination, suggesting that accessibility is one of the factors influencing tourist visits.

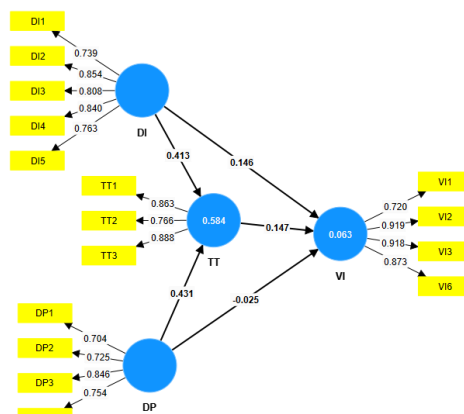


Figure 2. Validity and Reliability Test

Table 3. Validity and Reliability Test

code	outer loading	Cronbach's alpha	Average variance extracted (AVE)	informations
D11	0.739	0.86	0.643	valid dan reliabel
D12	0.854			valid dan reliabel
D13	0.808			valid dan reliabel
D14	0.84			valid dan reliabel
D15	0.763			valid dan reliabel
DP1	0.704	0.754	0.576	valid dan reliabel
DP2	0.725			valid dan reliabel
DP3	0.846			valid dan reliabel
DP4	0.754			valid dan reliabel
TT1	0.863	0.793	0.707	valid dan reliabel
TT2	0.766			valid dan reliabel
TT3	0.888			valid dan reliabel
VI1	0.72	0.888	0.742	valid dan reliabel
VI2	0.919			valid dan reliabel
VI3	0.918			valid dan reliabel
VI6	0.873			valid dan reliabel

Source: Smart Pls 4.0,2026

Based on the results of the outer model test in this study, it can be seen that all indicators used have met the criteria of validity and reliability. This can be observed from the outer loading values of each indicator, which are above or close to the minimum threshold of 0.70. In the Destination Image (DI) variable, the outer loading values range from 0.739 to 0.854. The Cronbach's Alpha value of 0.86 indicates a very good level of internal consistency, while the Average Variance Extracted (AVE) value of 0.643 shows that the variable can explain more than 50% of the variance of its indicators. Therefore, the indicators in this variable are considered valid and reliable. Digital Promotion (DP) variable, the outer loading values range from 0.704 to 0.846, indicating that each indicator is able to represent the measured construct well. The Cronbach's Alpha value of 0.754 indicates that this variable has a good level of reliability, while the AVE value of 0.576 also meets the convergent validity criterion because it is greater than 0.50. This indicates that the indicators of the digital promotion variable can be used consistently in the study. Tourist Trust (TT) variable has outer loading values ranging from 0.766 to 0.888, which indicates a strong relationship between the indicators and the construct. The Cronbach's Alpha value of 0.793 shows that this construct has good reliability, while the AVE value of 0.707 indicates that most of the variance of the indicators can be explained by the construct. Thus, the tourist trust variable is declared valid and reliable. Visit Intention (VI) variable shows very strong outer loading values ranging from 0.720 to 0.919. The Cronbach's Alpha value of 0.888 indicates a very high level of internal consistency, while the AVE value of 0.742 also demonstrates excellent convergent validity. Based on these results, it can be concluded that all indicators in the visit intention variable have met the validity and reliability criteria and are therefore suitable for further analysis in the research model.

Table 2. Heteroit Monotroit Ratio Test (HTMT)

Code	DI	DP	TT	VI
DI				
DP	0.784			
TT	0.818	0.878		
VI	0.232	0.214	0.233	

Source: Smart Pls 4.0,2026

The table presents the correlation values between latent variables in the study, which include Destination Image (DI), Digital Promotion (DP), Tourist Trust (TT), and Visit Intention (VI). These correlation values indicate the strength of the relationships between variables in the research model. Based on the table, the relationship between Destination Image (DI) and Digital Promotion (DP) has a correlation value of 0.784. This value indicates a

relatively strong relationship between destination image and digital promotion. It suggests that the better the digital promotion carried out, the more positive the destination image perceived by tourists. the relationship between Destination Image (DI) and Tourist Trust (TT) shows a correlation value of 0.818, which falls into the strong category. This indicates that a positive destination image can significantly increase tourists' trust in the tourist destination. In other words, when tourists have a favorable perception of a destination, their level of trust in that destination also increases. The relationship between Digital Promotion (DP) and Tourist Trust (TT) shows a correlation value of 0.878, which is the highest correlation value in the table. This finding indicates that digital promotion plays a very important role in building tourist trust. Information, reviews, and promotional content distributed through digital media can enhance tourists' confidence in the quality and attractiveness of a tourist destination. The relationships between Destination Image (DI), Digital Promotion (DP), and Tourist Trust (TT) with Visit Intention (VI) show relatively lower correlation values of 0.232, 0.214, and 0.233, respectively. These values indicate that although there is a positive relationship, the strength of the relationships is relatively weak to moderate. This suggests that tourists' visit intention is not only influenced by destination image, digital promotion, and tourist trust, but may also be affected by other factors such as accessibility, facilities, travel experiences, and recommendations from others.

Table 3. Fornier Lacker Criterion test

codec	DI	DP	TT	VI
DI	0.802			
DP	0.638	0.759		
TT	0.688	0.695	0.841	
VI	0.231	0.17	0.23	0.861

Source: Smart Pls 4.0, 2026

The Destination Image (DI) variable has a diagonal value of 0.802, which is higher than its correlations with Digital Promotion (0.638), Tourist Trust (0.688), and Visit Intention (0.231). This indicates that the indicators of the destination image variable better explain their own construct compared to other constructs. A similar pattern is observed for the Digital Promotion (DP) variable, which has a diagonal value of 0.759, higher than its correlations with Destination Image (0.638), Tourist Trust (0.695), and Visit Intention (0.170). For the Tourist Trust (TT) variable, the diagonal value of 0.841 is also higher than its correlations with other variables such as Destination Image (0.688), Digital Promotion (0.695), and Visit Intention (0.230). Meanwhile, the Visit Intention (VI) variable has a diagonal value of 0.861, which is also higher than its correlations with other variables in the model.

Table 4. R-squared and R-squared adjusted Test

Code	R-square	R-square adjusted
TT	0.584	0.58
VI	0.063	0.049

Source: Smart Pls 4.0,2026

Based on the table, the Tourist Trust (TT) variable has an R-square value of 0.584 and an adjusted R-square of 0.580. This result indicates that 58.4% of the variance in tourist trust can be explained by the variables Destination Image and Digital Promotion in the research model. Meanwhile, the remaining 41.6% is influenced by other factors outside the model that were not examined in this study. The Visit Intention (VI) variable has an R-square value of 0.063 and an adjusted R-square of 0.049. This means that 6.3% of the variance in visit intention can be explained by the variables in the research model, namely destination image, digital promotion, and tourist trust. This value is relatively low, indicating that there are many other factors outside the research model that may influence tourists' visit intention, such as facility quality, accessibility, travel experience, recommendations from others, as well as social and economic factors.

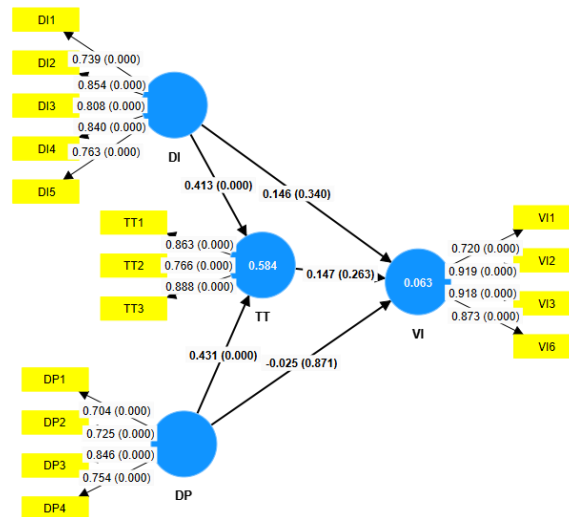


Figure 2. Validity and Reliability Test

Table 5. Path Analysis and Mediation Test Results

Informations	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DI -> TT	0.413	0.413	0.095	4.357	0.000
DI -> VI	0.146	0.156	0.153	0.954	0.340
DP -> TT	0.431	0.438	0.099	4.36	0.000
DP -> VI	-0.025	-0.025	0.155	0.162	0.871
TT -> VI	0.147	0.154	0.131	1.12	0.263
DI -> TT -> VI	0.061	0.065	0.059	1.03	0.303
DP -> TT -> VI	0.063	0.065	0.059	1.078	0.281

Source: Smart Pls 4.0, 2026

Based on the analysis results, the relationship between Destination Image (DI) and Tourist Trust (TT) has a coefficient value of 0.413, with a t-statistic of 4.357 and a p-value of 0.000. Since the p-value is less than 0.05, this relationship is significant. This indicates that a positive destination image can increase tourists' trust in the tourist destination. The relationship between Destination Image (DI) and Visit Intention (VI) has a coefficient value of 0.146, with a t-statistic of 0.954 and a p-value of 0.340. Because the p-value is greater than 0.05, the relationship is not significant. This suggests that destination image does not directly influence tourists' visit intention in this research model. The relationship between Digital Promotion (DP) and Tourist Trust (TT) shows a coefficient value of 0.431, with a t-statistic of 4.36 and a p-value of 0.000, indicating a significant effect. This result suggests that effective digital promotion can enhance tourists' trust in the tourist destination. The relationship between Digital Promotion (DP) and Visit Intention (VI) has a coefficient value of -0.025, with a t-statistic of 0.162 and a p-value of 0.871. This result indicates that digital promotion does not have a significant direct effect on tourists' visit intention. The relationship between Tourist Trust (TT) and Visit Intention (VI) has a coefficient value of 0.147, with a t-statistic of 1.12 and a p-value of 0.263, indicating that the influence of tourist trust on visit intention is not significant in this research model. In the mediation test, the path DI → TT → VI has a coefficient value of 0.061, with a t-statistic of 1.03 and a p-value of 0.303, while the path DP → TT → VI has a coefficient value of 0.063, with a t-statistic of 1.078 and a p-value of 0.281. Both results indicate that tourist trust does not mediate the influence of destination image and digital promotion on visit intention, since the p-values are greater than 0.05.

Discussion

Effect of Destination Image on Tourist Trust

The results indicate that Destination Image (DI) has a positive and significant effect on Tourist Trust (TT) with a coefficient value of 0.413, t-statistic of 4.357, and p-value of 0.000. This finding suggests that the better the destination image of a tourist attraction, the higher the level of trust tourists have in that destination. A positive

destination image, such as beautiful natural scenery, adequate facilities, and positive travel experiences, can shape strong perceptions among tourists and increase their trust in visiting the destination.

Effect of Destination Image on Visit Intention

The test results show that Destination Image (DI) does not have a significant effect on Visit Intention (VI) with a coefficient value of 0.146, t-statistic of 0.954, and p-value of 0.340. This indicates that a positive destination image does not necessarily increase tourists' intention to visit directly. In this context, tourists may consider other factors such as accessibility, travel costs, tourism facilities, and recommendations from others before deciding to visit.

Effect of Digital Promotion on Tourist Trust

The analysis shows that Digital Promotion (DP) has a positive and significant effect on Tourist Trust (TT) with a coefficient value of 0.431, t-statistic of 4.36, and p-value of 0.000. This result indicates that digital promotion through social media, websites, and other digital platforms can enhance tourists' trust in a tourist destination. Clear information, attractive photos or videos, and positive reviews from other visitors can strengthen tourists' confidence in the quality and attractiveness of the destination.

Effect of Digital Promotion on Visit Intention

The results show that Digital Promotion (DP) does not have a significant effect on Visit Intention (VI) with a coefficient value of -0.025, t-statistics of 0.162, and p-value of 0.871. This indicates that digital promotion alone is not sufficient to directly encourage tourists to visit a destination. Tourists may require real experiences, recommendations from others, or more comprehensive information before making a visit decision.

Effect of Tourist Trust on Visit Intention

The analysis results indicate that Tourist Trust (TT) does not have a significant effect on Visit Intention (VI) with a coefficient value of 0.147, t-statistic of 1.12, and p-value of 0.263. This suggests that although tourists may trust a destination, it does not necessarily lead to a stronger intention to visit. Other factors may play a more dominant role in influencing tourists' visiting decisions.

Mediating Effect of Tourist Trust between Destination Image and Visit Intention

The mediation test shows that the path Destination Image → Tourist Trust → Visit Intention is not significant, with a coefficient value of 0.061, t-statistic of 1.03, and p-value of 0.303. This indicates that Tourist Trust does not mediate the relationship between Destination Image and Visit Intention in this study.

Mediating Effect of Tourist Trust between Digital Promotion and Visit Intention

The mediation test also indicates that the path Digital Promotion → Tourist Trust → Visit Intention is not significant, with a coefficient value of 0.063, t-statistics of 1.078, and a p-value of 0.281. This means that the Tourist Trust does not mediate the relationship between Digital Promotion and Visit Intention in this research.

Based on the results obtained in this study, the author draws the following conclusions:

1. Destination Image (DI) has a positive and significant effect on Tourist Trust (TT).
2. Destination Image (DI) does not have a significant effect on Visit Intention (VI).
3. Digital Promotion (DP) has a positive and significant effect on Tourist Trust (TT).
4. Digital Promotion (DP) does not have a significant effect on Visit Intention (VI).
5. Tourist Trust (TT) does not have a significant effect on Visit Intention (VI).
6. The mediation test shows that the path Destination Image → Tourist Trust → Visit Intention is not significant.
7. The mediation test also indicates that the path Digital Promotion → Tourist Trust → Visit Intention is not significant.

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