

*Research Article*

# The Influence of Electronic Word of Mouth and Tourist Satisfaction on Interest in Visiting through Destination Image at the Kembar Lake Area, West Sumatra

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**Abstract:** The number of domestic tourist visits has significantly increased year by year. Indonesia boasts a diverse array of natural beauty spread across many islands. One such stunning destination is located in West Sumatra, the Kembar Lake Area. Unfortunately, from 2019 to 2023, this area experienced a decline in the number of tourist visits. With the rapid growth of internet and social media usage in Indonesia, utilizing electronic word of mouth and reviews regarding tourist satisfaction on social media can serve as a solution to increase tourist visits. Through positive reviews on social media platforms about a positive destination image, it is expected that the Kembar Lake Area will attract greater attention and enhance its appeal to tourists. The purpose of this study is to determine the effect of electronic word of mouth and tourist satisfaction on interest in visiting through destination image at the Kembar Lake Area, West Sumatra. This research uses a quantitative approach to collect data through non-probability sampling with a purposive sampling technique, processed using SmartPLS version 3. A total of 300 respondents participated in this study. The results of this study show that electronic word of mouth affects destination image. Tourist satisfaction affects destination image. Electronic word of mouth affects interest in visiting. Tourist satisfaction affects interest in visiting. Destination image affects interest in visiting. Furthermore, electronic word of mouth affects an interest in visiting through destination image, and tourist satisfaction affects an interest in visiting through destination image. The practical implication for destination managers is to leverage digital platforms to promote their tourism destinations.

**Keywords:** Electronic Word of Mouth, Tourist Satisfaction, Destination Image, Interest in Visiting.

## I. INTRODUCTION

At the beginning of the 20th century, tourism was only enjoyed by the wealthy, but it has now become a basic human right. After World War I (1914-1918), tourism developed as a means of learning about other countries and supporting world peace. Today, the tourism sector has grown rapidly and become a key contributor for countries in improving their economic welfare. The growing tourism industry provides various facilities and services, including infrastructure and amenities, to facilitate the travel of tourists (Yuniar, 2019). Tourism is defined as travel outside one's residence for leisure, business, or other purposes (Wirawan et al., 2022).

The development of tourism industry trends is now interesting to examine because this sector is highly sensitive to internal and external changes that affect tourist visits. Technology plays an important role in attracting tourists by making access to information easier. In addition, the growth in population provides opportunities for the tourism industry to expand, which also plays a role in social and economic development (Salim et al., 2022; Azizah, 2021). The Indonesian government is actively developing the tourism sector, which has grown rapidly compared to other sectors (Yuniar, 2019). This development is not only the responsibility of the central government but also the local governments. The positive impacts of tourism development are very significant on the socio-economic conditions of society, particularly in increasing tourist visits, which in turn boosts government revenue (Rahmayani, 2021).

The increasingly diverse tourist destinations have become more important, given the significant changes in global tourism. In 2024, the tourism sector is predicted to experience a revival, with tourists tending to choose mindful, memorable, and quality travel experiences, as stated by the Ministry of Tourism and Creative Economy (Kemenparekraf/Barekraf). The World Travel & Tourism Council (WTTC) projects that the sector will set a new record for global economic contribution, reaching \$11.1 trillion. Going forward, WTTC forecasts the tourism sector will continue to grow rapidly, with a projected contribution of \$16 trillion by 2034, equivalent to 11.4% of the global economy. The Covid-19 pandemic has had a significant impact on various sectors, including tourism and the creative economy. However, Indonesia is beginning to show positive signs of recovery. As a country with rich diversity, Indonesia offers unique travel experiences from Sabang to Merauke, where each island presents its own cultural, religious, ethnic, and linguistic wealth (CakDay, 2024).



Over the past five years, the trend of domestic tourist visits in Indonesia has experienced fluctuations. In 2020, the number of visits dropped sharply to 524.57 million from 722.16 million in 2019, likely due to the COVID-19 pandemic, which restricted travel. However, following this decline, more active promotions and improvements in destination facilities began to show results. The number of visits increased to 613.3 million in 2021 and continued to rise to 734.86 million in 2022 and 749.11 million in 2023. Despite this growth, the number of visits in 2023 still has not reached pre-pandemic levels (BPS, 2023).

The Central Statistics Agency (BPS) recorded 433.57 million domestic tourist trips in 2023, a 12.57% increase compared to the previous year. Although West Sumatra Province recorded the lowest contribution with 11.32 million visits, the province offers various interesting destinations. Padang City is home to Air Manis Beach and Mount Padang, Bukittinggi is famous for Ngarai Sianok, Pesisir Selatan Regency offers Mandeh Tourism Area, and Solok Regency has Kembar Lake and Alahan Panjang Tea Gardens (Arfi, 2024).

West Sumatra has great potential to become a major destination in Indonesia, offering economic benefits while preserving its natural and cultural wealth (Tuswandi, 2024). The government needs to focus on provinces with low visitation but high potential. One of the leading destinations in Solok Regency is Kembar Lake, located in Bungo Tanjung, Alahan Panjang, and close to the main road leading to Solok and Solok Selatan Regencies, about 30 kilometers from the center of Solok Regency. Kembar Lake, which consists of two adjacent lakes—Danau Diatah (Upper Lake) and Danau Di Bawah (Lower Lake)—differ in shape, elevation, and depth. Dubbed the "Switzerland of West Sumatra" because of its beauty, this destination attracts tourists, especially nature lovers. At Kembar Lake, visitors can enjoy various activities such as jet skiing, paddleboarding, camping, staying in villas, touring tea plantations, and picking strawberries.

The number of tourist visits to Kembar Lake significantly declined from 2019 to 2022, with a decrease of 110,241 thousand trips. This was caused by the COVID-19 pandemic and travel restrictions imposed by the government. Additionally, the emergence of new tourist destinations in Solok Regency also shifted tourists' interests. However, in 2023, visits to Kembar Lake increased by 19,223 thousand trips. Although there was an increase in visits in 2023, the numbers have not yet returned to pre-pandemic levels. The decline in visits to Kembar Lake in Solok Regency can be attributed to several factors, one of which is the lack of promotional activities through both electronic and print media. The insufficient promotion of the destination contributed to the issue, as the local government relied solely on organic promotion from tourist posts on personal accounts or accounts managed by individuals. The official website managed by the tourism office is also underutilized and has not been updated, even though this platform could be an effective tool to promote tourist destinations.

The "Jendela Solok Nan Indah" website, managed by the Solok Regency Tourism Office, provides important information about tourist destinations, including Kembar Lake, for potential visitors. Research by Baber & Baber (2023) shows that tourists plan their vacations with information from the internet, including social media and government websites. Marketing through social media has become crucial to attracting tourists, with service quality and experiences influencing the image of the destination. On Instagram, 18.5 thousand users have used hashtags related to Kembar Lake, highlighting the great potential for promotion through social platforms. Social media and the internet play an important role in promoting tourist destinations, building a positive image, and supporting tourism development (Nurbaeti, 2020). As a strong branding tool, social media also builds relationships with tourists and influences their interest in visiting through relevant content (Lisa, Wibowo, 2020).

According to We Are Social data for 2024, Indonesia has a population of 276.4 million, with 355.8 million mobile devices connected, exceeding the total population. There are 97 million internet users and 266 million active social media users (Andi, 2024). The majority of internet users (83.1%) use it to search for information, followed by connecting with friends and family (70.9%) and looking for new ideas (70.6%). Social media now serves as the primary platform for finding information about companies and products, evolving from a mere communication tool (Lisa, Wibowo, 2020).

The development of information technology in the tourism industry has had a positive impact, making it easier for tourists to choose destinations (Novitasari, 2020). Social media acts as a means to share information through Electronic Word of Mouth (eWOM), where the experiences of previous tourists shape the perception and image of a destination. A favorable image can increase the attractiveness of an area, establish a two-way relationship that reinforces visitors' confidence, and widen the destination's appeal.

Tourism today creates its image through the use of new media in an attempt to welcome prospective visitors and enhance their appeal to go and visit (Zumalia, 2020). All these are encouraged through the process of searching for information that generates the first destination's image within tourists' perceptions. The effect of Electronic Word of Mouth (eWOM) is increasingly growing, and experiences are both spread by long-standing and emerging customers (Thurau-Henning et al., 2004). eWOM affects purchase intention and brand image (Ryantama, 2021), consumer decision involvement, and trust (Fhonna & Utami, 2018). Information technology and social media enable communication between consumers and strengthen the relationship between tourism and technology.

Human reliance on the internet in the modern digital age creates ease in accessing information and affects tourists' desire to visit particular places (Atmaja, 2023). Additionally, factors such as inadequate facilities, cleanliness, and suboptimal management also play a role. One of the key factors in attracting tourists is the destination image, which is formed by an individual's perception of a place. This image is shaped through various factors such as advertising, word of mouth, visit experiences, satisfaction levels, and the service received (Riyadi & Nurmahdi, 2022). A positive image will increase tourists' interest in visiting and revisiting, especially when supported by environmental sustainability, tourist attractions, good infrastructure, as well as accessibility, and adequate facilities (Illah, Nur, 2019).

Given the importance of destination image in attracting tourists, the Kembar Lake area needs to implement more effective strategies to enhance its appeal. One step that can be taken is to improve promotions, accessibility, and facilities. Research by Tasci & Moreno-Gil (2024) shows that tourism destination marketing organizations need to time their promotional messages to maintain the resilience of the image and prevent its decline. The research indicated that positive image changes for a destination can erode within one year. Reminder information on local heritage and culture can refresh the destination image. Through increased social media presence, information on tourism potential in Solok Regency can be easily reached, showing greater interest on the part of future tourists. Hakim & Mulia's (2019) studies identified a drop in tourists visiting the Thousand Islands as a result of poor promotion and information. On the other hand, Yuliyani & Suharto's (2022) studies revealed that good content on Instagram @explorejogja effectively lured 85.5% of fans to Jogja. This reflects the significant influence of social media on online marketing to enhance outreach and awareness of travel destinations (Amrita et al., 2024).

Studies indicate that user reviews and eWOM are very credible sources of information among prospective tourists. These can be utilized to market Solok Regency tourism using social media and the Tourism Office's official website. Apart from eWOM, Destination Image is important in shaping a positive destination image and standing out as a unique destination. With the expansion of online travel agencies, tourists who post reviews on social media contribute to creating this image. Online marketing through mobile applications and websites can increase market coverage and tourist satisfaction (Widayati et al., 2020; Lisa & Wibowo, 2020; Amrita et al., 2024). eWOM is significant in the formation of the Destination Image, as indicated by Zumalia et al. (2020) and Wahyuni & Wantara (2024), which demonstrated the impact of eWOM on visit intention. Good reviews and postings can stimulate the interest of tourists to visit a particular destination. Word-of-mouth recommendations from relatives or friends are perceived as reliable and powerful to form a destination's image (Nurita Andriani & Nuri Ma'rifatullaili, 2022).

Information spread through social media and the internet strengthens tourists' intention to share and spread further information, expanding the influence of eWOM (Chu, 2021).

Tourist destinations need to offer comfort, quality services, attractive photo spots, and relaxing areas to attract tourists (Zumalia & Fitri, 2020). Although having a good Destination Image, Tourist Satisfaction is not always guaranteed. A mismatch between tourists' expectations and experiences can occur if services and attractions are inadequate. Therefore, destination marketing should focus on tourist satisfaction and be supported by effective promotions. This can increase visits and generate revenue for the local government (Arpan, 2023).

The author examines the influence of eWOM and Tourist Satisfaction on Interest in Visiting through Destination Image in the Kembar Lake Area. With the rapid development of technology, tourists now tend to search for information online, and Destination Image has become a key factor in their decision to visit (Aprilia & Kusumawati, 2021). Evidence indicates that eWOM has a strong impact on tourists' interest and is a good instrument for promoting more visits to the region. Research by Assaker & O'Connor (2021) and Ran et al. (2021) reveals that eWOM affects Destination Image positively, leading to an increase in tourists' visit intentions. eWOM reduces perceived risks, e.g., political instability, and is a mediator between eWOM credibility and tourist attitude. Other research by Lisa & Wibowo (2020) and Dilla et al. (2021) further indicates that eWOM strengthens Interest in Visiting through Destination Images. Destination image formation is significant in deciding tourist destinations, promoting visits, and generating positive social and economic effects, though its environmental effects need to be tracked (Ahmed et al., 2020). Research by Su et al. (2020) and Jebbouri et al. (2022) indicates that Tourist Satisfaction has a positive influence on Destination Image and encourages tourists to be interested in visiting. Satisfied tourists will recommend destinations to others. Moreover, Destination Image positively affects Interest in Visiting, as established in the study by Baber & Baber (2023), which shows that eWOM and social media information stimulate tourists' intention to visit tourist destinations. This research is concerned with how prospective tourists are affected by information and their satisfaction with a Destination Image that meets their expectations. The positive image projected on social media creates satisfaction, and the latter boosts interest in visiting. Contrary to other studies, this study demonstrates that eWOM and satisfaction are important drivers of strengthening Interest in Visiting through Destination Image. This research provides a new approach to creating more effective marketing strategies, especially in the Kembar Lake Area.

## II. LITERATURE REVIEW

### A) Tourism

Tourism comes from the word "wisata," which means "journey," referring to "a person or group of people who travel," and "kepariwisata," which means "activities or anything related to tourism." The characteristics of tourism produce social, economic, and cultural effects as a result of tourist visits (Kurniawan et al., 2021). Wirawan, Eka, et al. (2022) stated that tourism is a journey that takes place outside one's place of residence and its environment, which is non-permanent and aims for leisure, business, or other purposes at the visited location.

### B) Tourists

According to Pandit (2002), a tourist is a person who travels for leisure, personal reasons, health purposes, and so on. Meanwhile, Cohen (as cited in Maesaraoh, 2019) classifies tourists based on the popularity level of the area they visit, as well as the level of organization of their travel arrangements.

### C) Destination Image

Destination Image is a tourist's perception of tourism services or products that are promoted, which includes their knowledge, imagination, and prejudice toward a destination (Lopes, 2011). Individual perceptions shape this image and influence the interest in visiting. The better the Destination Image, the more attractive the destination, although this image may not always reflect reality (Mahfudhotin & Nurfarida, 2020; Hapsara & Ahmadi, 2022).

### D) Electronic Word of Mouth (eWOM)

According to Kotler & Keller (2016), eWOM is internet marketing that creates a word-of-mouth effect to support marketing goals. The development of the internet has transformed WOM into eWOM (Jalilvand & Samiei, 2012; Cheung & Thadani, 2012). eWOM allows tourists to gather information through online media, which becomes a strong reference in choosing tourism products (Sari et al., 2019; Suwarduki et al., 2018).

### E) Tourist Satisfaction

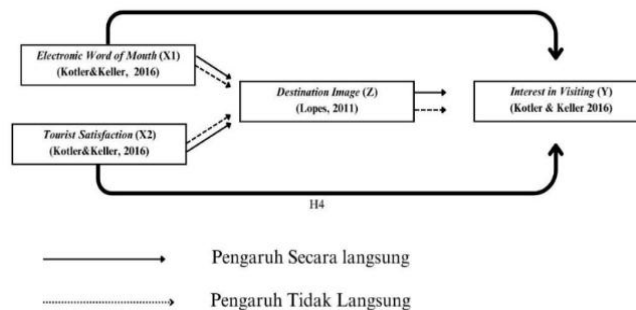
Tourist Satisfaction is an important factor in satisfying tourists and increasing the revenue of a destination. Tourist satisfaction is reflected in the comparison between their expectations and experiences. Satisfied tourists are more likely to return (Andriyanto, 2023). Satisfaction or dissatisfaction arises from the difference between expectations and the reality perceived (Helandu & Setiadi, 2023). Trimurti and Utama (2020) state that Tourist Satisfaction depends on the alignment of expectations with the experiences received by tourists. According to Kotler & Keller (2009), Tourist Satisfaction makes tourists stay longer, purchase new products, and recommend the destination. On the other hand, disappointment can decrease the number of tourists as they become reluctant to use the services offered. Tourists' expectations are influenced by past experiences, recommendations from close contacts, and marketing information.

### F) Interest in Visiting

Interest in Visiting is similar to purchase intention (Yandi et al., 2023), which describes the tendency of consumers to take action before a decision is made (Kotler & Keller, 2009). In the context of tourism, this interest is reflected in the desire to visit a destination, influenced by information search and positive feelings toward the destination (Kotler & Keller, 2016; Suwarduki & Yulianto, 2016).

### G) Conceptual Framework

According to Sugiyono (2022), the conceptual framework is a model that explains how theories relate to various factors identified as important issues. The variables to be used in this study are Electronic Word of Mouth, Tourist Satisfaction, Destination Image, and Interest in Visiting.



**Figure 1 Conceptual Framework**

*Source: Adapted from (Khashan et al., 2023) and processed, 2024*

- H1: There is a direct influence of Electronic Word of Mouth on Destination Image in the Kembar Lake Area.  
H2: There is a direct influence of Tourist Satisfaction on Destination Image in the Kembar Lake Area.  
H3: There is a direct influence of Electronic Word of Mouth on Interest in Visiting the Kembar Lake Area.  
H4: There is a direct influence of Tourist Satisfaction on Interest in Visiting the Kembar Lake Area.  
H5: There is a direct influence of Destination Image on Interest in Visiting the Kembar Lake Area.  
H6: There is an indirect influence of Electronic Word of Mouth on Interest in Visiting through Destination Image in the Kembar Lake Area.  
H7: There is an indirect influence of Tourist Satisfaction on Interest in Visiting through Destination Image in the Kembar Lake Area.

### III. RESULTS AND DISCUSSION

#### A) Results of Structural Model Testing (Outer Model)

The testing of the outer model is conducted to evaluate the validity and reliability of the constructs/variables. This measurement aims to determine the relationship between each indicator forming the variable, as stated by Ghozali (2021). This measurement model testing is performed using SmartPLS 3, and the outer model of this study can be seen in the provided figure.

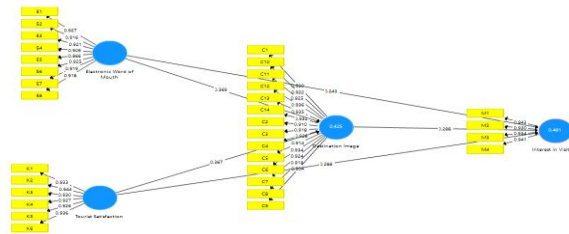


Figure 2 Outer Model Structural Equation Modelling (Algorithm)

Source: The data processing results SmarPLS (2025)

#### B) Convergent Validity

Suppose the factor loading of an indicator is greater than 0.70. In that case, it indicates a strong relationship, but a value of 0.50 or higher is already considered to meet the criteria for convergent validity (Chin & Marcoulides, 1998). The AVE value of each variable must be higher than 0.5 for convergent validity to be considered fulfilled (Ghozali, 2021).

Tabel 1 Convergent Validity

| Variable                 | Indicator | Outer Loading | AVE   | Description |
|--------------------------|-----------|---------------|-------|-------------|
| Electronic Word of Mouth | E1        | 0.927         | 0.834 | Valid       |
|                          | E2        | 0.916         |       | Valid       |
|                          | E3        | 0.921         |       | Valid       |
|                          | E4        | 0.909         |       | Valid       |
|                          | E5        | 0.866         |       | Valid       |
|                          | E6        | 0.925         |       | Valid       |
|                          | E7        | 0.919         |       | Valid       |
|                          | E8        | 0.918         |       | Valid       |
| Tourist Satisfaction     | K1        | 0.933         | 0.870 | Valid       |
|                          | K2        | 0.944         |       | Valid       |
|                          | K3        | 0.930         |       | Valid       |
|                          | K4        | 0.927         |       | Valid       |
|                          | K5        | 0.926         |       | Valid       |
|                          | K6        | 0.936         |       | Valid       |
| Destination Image        | C1        | 0.920         | 0.851 | Valid       |
|                          | C2        | 0.910         |       | Valid       |
|                          | C3        | 0.918         |       | Valid       |
|                          | C4        | 0.926         |       | Valid       |
|                          | C5        | 0.914         |       | Valid       |
|                          | C6        | 0.934         |       | Valid       |
|                          | C7        | 0.924         |       | Valid       |
|                          | C8        | 0.918         |       | Valid       |
|                          | C9        | 0.904         |       | Valid       |
|                          | C10       | 0.922         |       | Valid       |
|                          | C11       | 0.925         |       | Valid       |

| Variable             | Indicator | Outer Loading | AVE   | Description |
|----------------------|-----------|---------------|-------|-------------|
|                      | C12       | 0.936         |       | Valid       |
|                      | C13       | 0.935         |       | Valid       |
|                      | C14       | 0.932         |       | Valid       |
| Interest in Visiting | IV 1      | 0.943         | 0.878 | Valid       |
|                      | IV 2      | 0.930         |       | Valid       |
|                      | IV 3      | 0.934         |       | Valid       |
|                      | IV4       | 0.941         |       | Valid       |

Source: The data processing results SmarPLS (2025)

### C) Discriminant Validity

Discriminant validity can be measured by examining the cross-loading of the measurements on their respective constructs. Additionally, discriminant validity can be compared by looking at the square root of the Average Variance Extracted (AVE) for each construct in relation to the correlation between constructs. The square root of the AVE must be greater than the correlation between latent constructs to indicate good discriminant validity, as stated by Hair Jr. (2022) in (Isya, Rasyid, et al., 2024).

**Table 2 Discriminant Validity (Fornell Larcker Criterion)**

|                          | Destination Image | Electronic Word of Mouth | Tourist Satisfaction | Interest in Visiting |
|--------------------------|-------------------|--------------------------|----------------------|----------------------|
| Destination Image        | <b>0.923</b>      |                          |                      |                      |
| Electronic Word of Mouth | 0.578             | <b>0.913</b>             |                      |                      |
| Tourist Satisfaction     | 0.595             | 0.573                    | <b>0.937</b>         |                      |
| Interest in Visiting     | 0.577             | 0.569                    | 0.593                | <b>0.933</b>         |

Source: The data processing results SmarPLS (2025)

Based on Table 2, the results of the discriminant validity test using the Fornell-Larcker criterion show that the values on the main diagonal (in bold) represent the square root of the Average Variance Extracted (AVE) for each construct, such as Destination Image (0.923), Electronic Word of Mouth (0.913), Tourist Satisfaction (0.937), and Interest in Visiting (0.933). The Fornell-Larcker discriminant validity criterion states that the square root of the AVE for each construct must be greater than the highest correlation between that construct and other constructs. The analysis shows that all constructs meet this criterion, indicating that the measurement tool used can effectively differentiate between the constructs being measured. Thus, the overall measurement results can be considered valid.

### D) Reliability Test

Composite Reliability measures the reliability of the construct, with reliability values considered good if Composite Reliability > 0.70 and Cronbach's Alpha > 0.70. This reliability test can be conducted using either the Composite Reliability method or Cronbach's Alpha. Below are the results of the reliability test using SmartPLS 3.0:

**Table 3: Composite Reliability**

| Variable                 | Composite Reliability | Critical Value | Description |
|--------------------------|-----------------------|----------------|-------------|
| Destination Image        | 0.988                 | > 0.70         | Reliable    |
| Electronic Word of Mouth | 0.976                 | > 0.70         | Reliable    |
| Tourist Satisfaction     | 0.966                 | > 0.70         | Reliable    |
| Interest in Visiting     | 0.976                 | > 0.70         | Reliable    |

Source: The data processing results SmarPLS (2025)

Based on Table 3 shows that the Composite Reliability values for the variables in the table are all greater than 0.70, indicating a high level of reliability. This demonstrates that all variables have values above 0.70, which are considered reliable, suggesting that the data used in this study is reliable.

### E) Cronbach's Alpha

Cronbach's Alpha is a component in the reliability test used to evaluate the internal consistency of the responses provided in a measurement. Cronbach's Alpha is considered good if the value is > 0.7.

Table 4 Cronbach's Alpha

| Variable                 | Cronbach's Alpha | Critical Value | Description |
|--------------------------|------------------|----------------|-------------|
| Destination Image        | 0.987            | > 0.70         | Reliable    |
| Electronic Word of Mouth | 0.971            | > 0.70         | Reliable    |
| Tourist Satisfaction     | 0.954            | > 0.70         | Reliable    |
| Interest in Visiting     | 0.970            | > 0.70         | Reliable    |

Source: The data processing results SmarPLS (2025)

Based on Table 4 shows that the Cronbach's Alpha values for all variables are above 0.70, indicating good reliability. All variables are reliable and can be trusted, making them suitable for use in this study. The table above indicates that the measurement tools used in this study have a high level of reliability.

#### F) Results of Structural Model Testing (Inner Model)

The inner model, or structural model testing, aims to understand the relationships between latent variables and determine whether the constructed model can be explained by the available data and tested hypotheses (Suhartanto et al., 2023). This structural model test requires the evaluation of various measurements, such as the coefficient of determination (R-square), t-statistics, and path coefficients, which are obtained through the bootstrapping process.

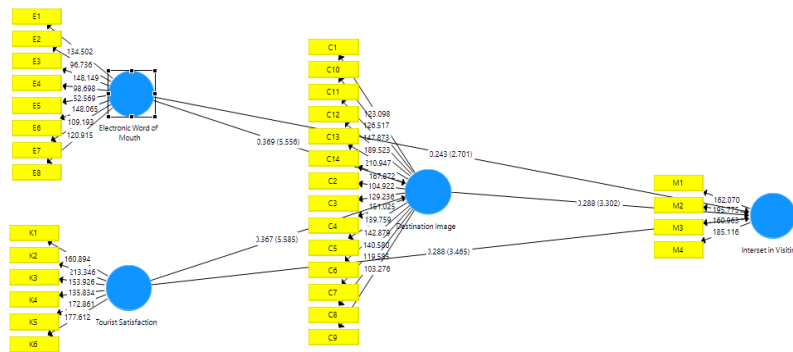


Figure 3 Structural Model Path Diagram (Bootstrapping)

Source: The data processing results SmarPLS (2025)

#### G) R Square

The measurement of this structural model aims to assess the extent to which variation in the independent variables can explain the variation in the dependent variable within the statistical model used.

Table 5 R Square

|                      | R Square | Effect   |
|----------------------|----------|----------|
| Destination Image    | 0.425    | Moderate |
| Interest in Visiting | 0.481    | Moderate |

Source: The data processing results SmarPLS (2025)

The R Square value for the Destination Image is 0.425, indicating that the model can explain 42.5% of the variation. Meanwhile, the R Square value for Interest in Visiting is 0.481, meaning that 48.1% of the variation can be explained. According to the criteria of Ghozali (2021), a model is considered moderate if the R Square value reaches 0.33. Thus, this model can be categorized as moderate.

#### H) F Square

F Square is used to measure the extent of the change in the R Square coefficient of determination in the dependent variable when the independent variable is added to the model. The value of F Square can be classified as a small effect (0.02), medium effect (0.15), or large effect (0.35).

Table 6 F Square

|           | F Square | Effect |
|-----------|----------|--------|
| DI → IV   | 0.092    | Low    |
| EWOM → IV | 0.066    | Low    |

|           |       |        |
|-----------|-------|--------|
| EWOM → DI | 0.160 | Medium |
| TS → DI   | 0.159 | Medium |
| TS → IV   | 0.093 | Low    |

Source: The data processing results SmarPLS (2025)

Based on Table 6, the F Square value illustrates the effect size of one construct on another construct within the structural model.

#### I) Q2 Predictive Relevance

The predictive relevance (Q2) test serves to assess the model's predictive capability. If the result of Q2 predictive relevance is  $Q2 > 0$ , it indicates that the exogenous latent variables are good as explanatory variables capable of predicting their endogenous variables (Ghozali, 2021).

**Tabel 7 Q2 Predictive Relevance**

| Variable             | S        | SSE      | Q2 (=1-SSE/SSO) |
|----------------------|----------|----------|-----------------|
| Destination Image    | 4200.000 | 2691.239 | 0.359           |
| Interest in Visiting | 1200.000 | 697.981  | 0.418           |

Source: The data processing results SmarPLS (2025)

Based on Table 7, the Q2 Predictive Relevance value shows that the Destination Image variable has a predictive value of 0.359, indicating that the model has a good value. Meanwhile, the Interest in Visiting variable has a predictive value of 0.418, also indicating that the model has a good value. This shows that the Q2 value is  $> 0$ , which allows us to conclude that the model has relevant predictive relevance.

#### J) Hypothesis Testing

The hypotheses proposed in this study were tested using SmartPLS software and the bootstrapping method. A hypothesis can be accepted if it meets the following criteria: the significance value must be less than 0.05, the t-statistic value must be greater than 1.96 for a two-tailed test, and the beta coefficient must be positive. The results of the hypothesis testing in this study are presented in the following table.

| Hipotesis | Path      | Path Coefficient | T statistic | P Value | Description               |
|-----------|-----------|------------------|-------------|---------|---------------------------|
| H1        | EWOM → DI | 0.369            | 5.064       | 0.000   | H1 Accepted (Significant) |
| H2        | TS → DI   | 0.367            | 5.419       | 0.000   | H2 Accepted (Significant) |
| H3        | EWO → IV  | 0.349            | 4.734       | 0.000   | H3 Accepted (Significant) |
| H4        | TS → IV   | 0.394            | 5.604       | 0.001   | H4 Accepted (Significant) |
| H5        | DI → IV   | 0.288            | 3.291       | 0.001   | H5 Accepted (Significant) |

Source: The data processing results SmarPLS (2025)

##### a. The Influence of Electronic Word of Mouth on Destination Image

Hypothesis 1 (H1) tests the effect of Electronic Word of Mouth on Destination Image. The results show a T Statistic of 4.734 (greater than 1.96) and a p-value of 0.000 ( $< 0.05$ ), so H1 is accepted. This indicates that Electronic Word of Mouth has a significant effect on Destination Image. Therefore, Hypothesis 1 (H1) is accepted with a positive and significant effect.

##### b. The Influence of Tourist Satisfaction on Destination Image

Hypothesis 2 (H2) tests the effect of Tourist Satisfaction on Destination Image. The results show a T Statistic of 5.419 (greater than 1.96) and a p-value of 0.000 ( $< 0.05$ ), so H2 is accepted. This indicates that Tourist Satisfaction has a significant effect on Destination Image. Therefore, Hypothesis 2 (H2) is accepted with a positive and significant effect.

##### c. The Influence of Electronic Word of Mouth on Interest in Visiting

Hypothesis 3 (H3) tests the effect of Electronic Word of Mouth on Interest in Visiting. The results show a T Statistic of 5.064 (greater than 1.96) and a p-value of 0.000 ( $< 0.05$ ), so H3 is accepted. This indicates that Electronic Word of Mouth has a significant effect on Interest in Visiting. Therefore, Hypothesis 3 (H3) is accepted with a positive and significant effect.



**d. The Influence of Tourist Satisfaction on Interest in Visiting**

Hypothesis 4 (H4) tests the effect of Tourist Satisfaction on Interest in Visiting. The results show a T Statistic of 5.604 (greater than 1.96) and a p-value of 0.000 ( $< 0.05$ ), so H4 is accepted. This indicates that Tourist Satisfaction has a significant effect on Interest in Visiting. Therefore, Hypothesis 4 (H4) is accepted with a positive and significant effect.

**e. The Influence of Destination Image on Interest in Visiting**

Hypothesis 5 (H5) tests the effect of Destination Image on Interest in Visiting. The results show a T Statistic of 3.921 (greater than 1.96) and a p-value of 0.000 ( $< 0.05$ ), so H5 is accepted. This indicates that Destination Image has a significant effect on Interest in Visiting. Therefore, Hypothesis 5 (H5) is accepted with a positive and significant effect.

**Table 7 Hypothesis Testing for Mediating Variables**

| hypotheses | Path                                      | Path Coefficient | T statistic | P value |                           |
|------------|-------------------------------------------|------------------|-------------|---------|---------------------------|
| H6         | EWOM $\rightarrow$ DI<br>$\rightarrow$ IV | 0.106            | 2.818       | 0.005   | H6 Accepted (Significant) |
| H7         | TS $\rightarrow$ DI<br>$\rightarrow$ IV   | 0.106            | 2.949       | 0.003   | H7 Accepted (Significant) |

**Source:** The data processing results SmarPLS (2025)

Based on Table 7, the following explanations can be derived regarding the indirect effect hypotheses:

**f. Electronic Word of Mouth on Destination Image through Interest in Visiting**

Hypothesis 6 (H6) tests the effect of Electronic Word of Mouth on Destination Image through Interest in Visiting. The results show a T Statistic of 2.818 (greater than 1.96) and a p-value of 0.005 ( $< 0.05$ ), so H6 is accepted. This indicates that Electronic Word of Mouth has a significant effect on Destination Image through Interest in Visiting. Therefore, Hypothesis 6 (H6) is accepted with a positive and significant effect.

**g. Tourist Satisfaction on Destination Image through Interest in Visiting**

Hypothesis 7 (H7) tests the effect of Tourist Satisfaction on Destination Image through Interest in Visiting. The results show a T Statistic of 2.818 (greater than 1.96) and a p-value of 0.005 ( $< 0.05$ ), so H7 is accepted. This indicates that Tourist Satisfaction has a significant effect on Destination Image through Interest in Visiting. Therefore, Hypothesis 7 (H7) is accepted with a positive and significant effect.

**K) Discussion****a. The Influence of Electronic Word of Mouth on Destination Image**

The path analysis results show that Hypothesis H1, which states, "Electronic Word of Mouth has a positive and significant effect on Destination Image," is accepted. The T Statistic of 4.734 and p-value of 0.000 ( $< 0.05$ ) confirm the positive influence of eWOM on the Destination Image. These findings are consistent with the study by Rofiah (2020), which showed that eWOM can enhance the destination image through social media.

**b. The Influence of Tourist Satisfaction on Destination Image**

The path analysis results show that Hypothesis H2, which states "Tourist Satisfaction has a positive and significant effect on Destination Image," is accepted. The T Statistic of 5.419 and p-value of 0.000 ( $< 0.05$ ) confirm the positive influence of Tourist Satisfaction on Destination Image. These findings align with the study by Saputra & Efferyn (2024), which states that a positive destination image can attract more tourists.

**c. The Influence of Electronic Word of Mouth on Interest in Visiting**

The path analysis results show that Hypothesis H3, which states, "Electronic Word of Mouth has a positive and significant effect on Interest in Visiting," is accepted. The T Statistic of 5.064 and p-value of 0.000 ( $< 0.05$ ) confirm the positive influence of eWOM on Interest in Visiting. Aziza's (2022) research also shows that positive eWOM can increase tourists' interest in visiting a destination.

**d. The Influence of Tourist Satisfaction on Interest in Visiting**

The path analysis results show that Hypothesis H4, which states "Tourist Satisfaction has a positive and significant effect on Interest in Visiting," is accepted. The T Statistic of 5.604 and p-value of 0.000 ( $< 0.05$ ) confirm the positive influence of Tourist Satisfaction on Interest in Visiting. Hayati (2019) found that tourist satisfaction is often influenced by viral posts and conversations about a destination, even if the destination itself is less attractive.

**e. The Influence of Destination Image on Interest in Visiting**

The path analysis results show that Hypothesis H5, which states "Destination Image has a positive and significant effect on Interest in Visiting," is accepted. The T Statistic of 3.291 and p-value of 0.001 ( $< 0.05$ ) confirm the positive influence of Destination Image on Interest in Visiting. Wahyudi (2023) also demonstrated that the destination image contributes significantly to tourists' interest in visiting.

#### f. The Influence of Electronic Word of Mouth on Destination Image through Interest in Visiting

The path analysis results show that Hypothesis H6, which states, "Electronic Word of Mouth has a positive effect on Destination Image through Interest in Visiting," is accepted. The T Statistic of 2.818 and p-value of 0.005 ( $< 0.05$ ) confirm the significant influence of eWOM on Destination Image through Interest in Visiting. Lisa (2020) also showed a significant influence of eWOM on Interest in Visiting through Destination Image.

#### g. The Influence of Tourist Satisfaction on Destination Image Through Interest in Visiting

The path analysis results show that Hypothesis H7, which states "Tourist Satisfaction has a positive effect on Destination Image through Interest in Visiting," is accepted. The T Statistic of 2.818 and p-value of 0.005 ( $< 0.05$ ) show a significant effect. According to Ratnaningtyas et al. (2023), a positive image can enhance tourist satisfaction, which in turn influences their decision to return and recommend the destination. On the other hand, a negative image can reduce satisfaction and lower visit rates.

### IV. CONCLUSION

#### A) Conclusion

Based on the research involving 300 respondents regarding the influence of electronic word of mouth (eWOM) and tourist satisfaction on destination image through interest in visiting the Kembar Lake Area, the following conclusions can be drawn:

1. There is a significant influence of electronic word of mouth on destination image.
2. There is a significant influence of tourist satisfaction on destination image.
3. There is a significant influence of electronic word of mouth on interest in visiting.
4. There is a significant influence of tourist satisfaction on interest in visiting.
5. There is a significant influence of destination image on interest in visiting.
6. There is a significant indirect influence of electronic word of mouth on interest in visiting through destination image.
7. There is a significant indirect influence of tourist satisfaction on interest in visiting through destination image.

A good destination image can attract tourists' interest in visiting. The positive image of the Kembar Lake Area is formed through social media, where tourists share their experiences and satisfaction. Positive posts about the natural beauty, comfort, safety, and available facilities enhance tourists' perceptions of the destination. Electronic word of mouth (eWOM) plays a significant role in building the destination's image, as engaging reviews from previous tourists can spark curiosity and attract other tourists. Additionally, high tourist satisfaction strengthens the destination image, which ultimately encourages interest in visiting and boosts tourist arrivals.

#### Suggestion

This study provides practical implications for marketers and destination managers, particularly in West Sumatra, to increase interest in visiting the Kembar Lake Area. Several recommendations that can be implemented are as follows:

- a. Active Use of Social Media and Digital Platforms: Managers should actively utilize social media and digital platforms for promotions based on electronic word of mouth (eWOM), encouraging tourists to share positive experiences and highlight the beauty and facilities of the Kembar Lake Area.
- b. Improving Tourist Satisfaction: To enhance tourist satisfaction, managers need to maintain facilities such as cleanliness, safety, and service quality, which can create a positive experience for tourists and encourage reviews and recommendations.
- c. Enhancing Positive Destination Image: Maintaining cleanliness, ensuring safety, and creating authentic experiences can strengthen the destination's image, attracting more tourists, both new and returning.

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