
The Effect of Accessibility and Tourist Attraction on The Decision to Visit Meikarta Central Park Mediated by Electronic Word of Mouth (E-Wom)

Dede Mulyana ¹, Adibah Yahya ², Sunita Hasan ³

Abstract:

The needs of tourists are now increasingly diverse and demand the renewal of the products provided. This is done so that tourists do not feel bored with monotonous products. One of them is in Cikarang which currently has more and more tourist attractions such as waterboom, djamoe vil-lage, saung ranggon, sehati park and one of the latest tourist attractions, namely Central Park Meikarta. This study investigates The Effect of Accessibility and Tourist Attraction on the Decision to Visit Meikarta Central Park Mediated by Electronic Word Of Mouth (E-WOM) using a quanti-tative approach analyzed through SmartPLS. The research examines how accessibility and tourist attraction influence visitor decisions at Meikarta Central Park, and how Electronic Word Of Mouth (E-WOM) mediates these relationships. Data were collected from visitors using questionnaires, and analysis using SmartPLS 3.0 confirmed significant direct and mediated effects. The findings underscore the importance of enhancing accessibility, improving tourist attractions, and leverag-ing E-WOM in attracting and retaining visitors to the park.

Keywords: Accessibility, Tourist Attraction, Decisions, Electronic Word Of Mouth (E-Wom)

1. Introduction

Indonesia possesses rich natural resources in terms of beauty and natural products, as well as diverse customs, tribes, languages, religions, and cultures that attract tourists from other countries. If managed properly, this can benefit the country. One of the utilizations is in the field of tourism. Tourism has now become the largest industry in various countries, both in developed and developing nations (Syafitri & Ezizwita, 2023). Indonesia, with its abundant natural wealth, vast potential areas, natural beauty, and diverse cultural heritage, has considerable appeal. These potentials can be developed into tourist attractions that require good management with the participation of tourism agencies, government, local gov-ernments, and local communities to create attractive tourism products for both domestic and international tourists to visit. Deputy of Distribution and Services Statistics at BPS, Pudji Ismartini, revealed that this decline was caused by various factors including seasonal influences, fewer days in February, and weather conditions affecting air and sea transpor-tation processes. "Monthly transportation developments have seen a decrease in passengers across all modes of transport, with the decline in February 2023 attributed to seasonal ef-fects, as February is considered the low season," she explained in the BPS release at the BPS office (Anisa Sopiah, 2023). In the research by (Tantriana & Widiartanto, 2019), ac-cessibility is proven to have a positive influence on the decision to revisit through customer satisfaction as a facilitator variable. However, the study by (Primadewi et al., 2020) found

¹ Universitas Pelita Bangsa, dede1092mulyana@gmail.com

² Universitas Pelita Bangsa, adibah.yahya@pelitabangsa.ac.id

³ Universitas Pelita Bangsa, sunita.dasman@pelitabangsa.ac.id

that accessibility does not significantly influence tourists' decisions to visit the Gunung Beruk tourist destination in Karangpatihan Village. Tourist attraction is the main motivation for visitors to make tourist visits and is also a deciding factor for tourists to visit a tourist place. Basiya and Rozak (2012) conducted research related to tourist attraction, where the study by (Rahmawati & Althalets, 2022) shows that tourist attraction positively influences the decision to visit the Biru Kersik Marangkayu Beach tourism. However, (Hanafi & Junaidi, 2022), in their study titled "The Influence of Digital Marketing, Facilities, and Tourist Attraction on the Intention to Revisit (Case Study of Tourists at Klayar Beach, Pacitan)," found that tourist attraction does not positively influence the intention to revisit Klayar Beach, Pacitan. E-WOM as a promotional medium also becomes an essential element in the decision to visit. Electronic Word of Mouth (E-WOM) is marketing using the internet to create a positive word-of-mouth effect to support business and marketing objectives. This marketing can be in the form of positive word-of-mouth news or news from one mouse click to the next, which encourages consumers to tell others about the products and services developed by the company in the form of audio, video, and writing online (Kotler and Armstrong, 2018). The study by (Massie et al., 2022) shows that E-WOM positively influences the decision to visit Rumah Alam Manado Adventure Park, while (Putri et al., 2023) found that E-WOM does not have a positive influence on tourist satisfaction at Kebun Raya Purwodadi.

2. Theoretical Background

Visiting Decision

The decision to visit a service or tourism destination offered employs the concept of purchasing decision. The theory underlying the decision to visit uses the purchasing decision concept. The decision to visit is the result where tourists truly decide to visit a preferred tourist destination from various alternative destinations available (Kotler and Keller, 2016:78). The decision to visit is the behavior of tourists in determining a tourist destination to achieve satisfaction according to their needs and desires. The decision to visit a tourist attraction is essentially closely related to tourist behavior. Tourist behavior is an important element in tourism marketing activities that need to be understood by tourist attractions (Widiastutik, 2019). The decision to visit is a process where a tourist makes an assessment and then chooses one necessary alternative based on certain considerations (Priatmoko, 2017:77). Based on the above definitions, it can be concluded that the decision to visit is an action in the form of behavior that emerges as a response to an object, resulting in the customer's desire to visit within a certain period.

Electronic Word Of Mouth (E-WOM)

According to (Prayogo & Kusumawardhani, 2016), E-WOM is an informal communication medium directed at consumers using internet-based technology. E-WOM has unique features compared to traditional face-to-face communication, such as being easily measurable, quantifiable, and observable. Electronic Word of Mouth (E-WOM) is marketing that uses the internet to create a positive word-of-mouth effect to support business and marketing objectives. This marketing can take the form of positive word-of-mouth news or news from one mouse click to the next, encouraging consumers to share information about products and services developed by the company in the form of audio, video, and writing online (Kotler and Armstrong, 2018). According to Wangsa in (Rizky et al., 2023), Electronic Word of Mouth (E-WOM) is communication that occurs among

users through online media in the form of both positive and negative statements about a product based on personal experience. This aligns with (Noviana & Khuzaini, 2022), who explain that Electronic Word of Mouth (E-WOM) is a new concept in the field of communication, especially in marketing communication, where individuals can continuously exchange information based on their personal experiences, both positive and negative, through online media. E-WOM is differentiated from WOM only by the medium used; E-WOM uses electronic media as an intermediary. In other words, E-WOM is the digitalization of traditional WOM. WOM is conveyed directly from one party to another, while the delivery of E-WOM requires an intermediary medium, namely through electronic media (Humaira & Wibowo, 2017). Based on the definitions from the experts above, it can be concluded that Electronic Word of Mouth (E-WOM) is the process of sharing information among individuals about products or services through electronic media, especially internet-based. This includes reviews, testimonials, and recommendations conveyed through online platforms such as review websites and social media.

Accessibility

Accessibility is the ease of moving from one place to another within a region. Tourism activities can only develop with modern technology, especially in the fields of transportation and communication. Transportation is crucial in helping tourists, transporting them from their origin or accommodation to tourist attractions (Yoestini et al., 2017: 3). According to (Kim & Lee, 2019), accessibility measures how easily one can overcome travel barriers to reach destinations separated from various urban activities such as work and shopping. Accessibility is a concept that has been applied in various research fields such as transportation science, urban planning, and geography. Additionally, there is yet to be a measure of accessibility that integrates travel time, transportation costs, and income into comparable units (Liu & Kwan, 2020). Based on the opinions of the experts above, it can be concluded that accessibility refers to locations that are easily reachable by public transportation for visitors. The indicators of accessibility include distance, access to the location, transportation, and traffic flow.

Tourist Attraction

Based on Law No. 10 of 2009 on tourism, an attraction is anything that is part of a tourist object that is unique, beautiful, and has a value in the form of a variety of natural, cultural, and man-made wealth that becomes the object and purpose of visitors to visit the tourist object. According to Isdarmanto (2017), a tourist attraction is a formation and related facilities that can attract the interest of tourists or visitors to come to a particular area or place. Suwena and Widyatmaja (2017:96) state that a tourist attraction is something unique and potential possessed by a tourist destination that can influence someone to undertake a trip. Traveling for tourism is driven by the presence of "something interesting," commonly referred to as a tourist attraction, which is owned by tourist destinations. According to Basiya and Rozak (2012) in (Poli et al., 2023), a tourist attraction is the main motivation for visitors to make tourist visits and also becomes a deciding factor for tourists to visit a tourist place. Tjiptono (2015:68) argues that an attraction is anything that can be offered by merchants/sellers to be noticed, requested, sought, bought, or consumed by the market as fulfillment of the market's needs or wants. If the characteristics become more attractive to all customers, the attraction in the product category increases for them, enhancing the likelihood of customers adopting innovations and making purchases. Based on the opinions of the experts above, it can be concluded that a tourist attraction refers to formations and

facilities related to a destination that possess unique and potential elements capable of influencing tourists' interest and decision to visit the place. This can include distinctive features that attract attention and can meet the needs or desires of the tourist market, becoming the main motivation for tourist visits and playing a crucial role in the development and competitiveness of the destination.

3. Methodology

The location and this research will be conducted directly at the Central Park Meikarta tourist destination, Kec. Cikarang Pusat, Kab. Bekasi, West Java Province. This will be done through observation and distribution of questionnaires to tourists visiting Central Park Meikarta, with a total of 100 or more questionnaires distributed to respondents. The type of research used in this study is quantitative research with a descriptive approach. The population used in this study consists of all the people visiting the Central Park Meikarta tourist destination, with an unknown exact number. To determine the population size, Cochran's formula is used to determine the sample size. Based on these calculations, the minimum sample size required for the study is 97 respondents. Sampling is done using the random sampling method, where the research sample consists of a number of elements selected randomly.

4. Empirical Findings/Result

The outer model design is used to connect independent variables to bound variables and mediate. The design of the outer path model can be described as follows:

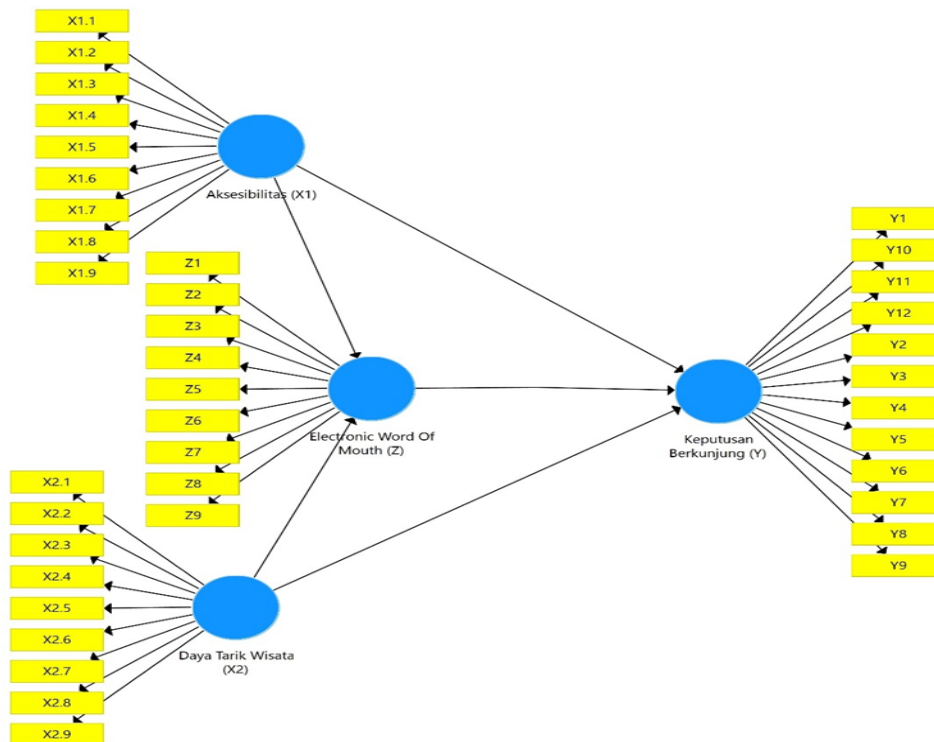


Figure 1. Outer Model

Convergent validity

The research indicator will be considered valid if it has an outer loading value above 0.7 on each instrument. However, an outer loading value of 0.5 is still considered sufficient (Ghozali, 2016). When the outer loading value < 0.5 , then the question item should be omitted. However, there are also those who use the < 0.6 guidelines, so statement items should be omitted.

Table 1. Outer Loading

Variable			Indicator	Outer Loading	Description
Accessibility (X1)			X1.1	0,795	Valid
			X1.2	0,894	Valid
			X1.3	0,803	Valid
			X1.4	0,867	Valid
			X1.5	0,897	Valid
			X1.6	0,858	Valid
			X1.7	0,868	Valid
			X1.8	0,820	Valid
			X1.9	0,868	Valid
Tourist (X2)	Attractions	X2.1	0,827	Valid	
		X2.2	0,767	Valid	
		X2.3	0,866	Valid	
		X2.4	0,810	Valid	
		X2.5	0,829	Valid	
		X2.6	0,820	Valid	
		X2.7	0,677	Valid	
		X2.8	0,889	Valid	
		X2.9	0,918	Valid	
Electronic Mouth (Z)	Word Of	Z1	0,842	Valid	
		Z2	0,799	Valid	
		Z3	0,857	Valid	
		Z4	0,853	Valid	
		Z5	0,844	Valid	
		Z6	0,798	Valid	
		Z7	0,783	Valid	
		Z8	0,783	Valid	

	Z9	0,790	Valid
Visiting Decision (Y)	Y1	0,829	Valid
	Y2	0,660	Valid
	Y3	0,802	Valid
	Y4	0,817	Valid
	Y5	0,863	Valid
	Y6	0,860	Valid
	Y7	0,834	Valid
	Y8	0,808	Valid
	Y9	0,794	Valid
	Y10	0,821	Valid
	Y11	0,835	Valid
	Y12	0,841	Valid

Source: Smart PLS 3.0 primary data, 2024

Based on Table, it can be concluded that the outer loading value of all research variables > 0.5 . This shows that many variables have been satisfied and each variable has a high level of validity.

Discriminant validity

Measurement of discriminant validity using crossloading score and mean sampling variance (AVE) score. The results of this sample mean variance (AVE) test show that the AVE value produced by each variable used is greater than 0.5, so it meets the conditions and limits of 0.5 to ensure that AVE is achieved.

Table 2. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Accessibility (X1)	0,728
Tourist Attractions (X2)	0,681
Electronic Word Of Mouth (Z)	0,667
Visiting Decision (Y)	0,665

Source : Primary Data Processed, 2024

Based on table 2 above, the AVE value in the research variables has reached a value above 0.5, which shows that the discriminant value contained in these variables has justifiable validity. Therefore, the research can proceed to the next stage.

Hypothesis

The results of hypothesis testing of this study are presented in the following table :

Table 3. Hypothesis path coefficients

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Accessibility (X1) -> Visiting Decision (Y)	0,236	0,229	0,073	3,247	0,001
Tourist Attractions (X2) -> Visiting Decision (Y)	0,329	0,325	0,080	4,109	0,000
Accessibility (X1) -> Electronic Word Of Mouth (Z)	0,397	0,387	0,149	2,667	0,008
Tourist Attraction (X2) -> Electronic Word Of Mouth (Z)	0,435	0,442	0,135	3,229	0,001
Electronic Word Of Mouth (Z) -> Visiting Decision (Y)	0,452	0,465	0,054	8,419	0,000

Source : Primary Data Processed, 2024

Table 4. Hypothesis path coefficients

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Accessibility (X1) -> Electronic Word Of Mouth (Z) -> Visiting Decision (Y)	0,179	0,181	0,078	2,307	0,021
Tourist Attraction (X2) -> Electronic Word Of Mouth (Z) -> Visiting Decision (Y)	0,197	0,204	0,064	3,068	0,002

Source: Smart PLS 3.0 primary data, 2024

According to Table 3 and Table 4, Based on the results of testing and data processing carried out by the author using the SmartPLS 3.0 application, the following are the final conclusions obtained for each hypothesis in this study:

Accessibility (X1) -> Decision to Visit (Y)

Based on the analysis results, Accessibility (X1) has a significant influence on the Decision to Visit (Y). With a P-value of 0.001, which is less than 0.05, this result provides sufficient statistical evidence to support the hypothesis that Accessibility (X1) significantly contributes to the Decision to Visit (Y).

Tourist Attraction (X2) -> Decision to Visit (Y)

Based on the analysis results, Tourist Attraction (X2) has a significant influence on the Decision to Visit (Y). With a P-value of 0.000, which is less than 0.05, this result provides

sufficient statistical evidence to support the hypothesis that Tourist Attraction (X2) significantly contributes to the Decision to Visit (Y).

Accessibility (X1) -> Electronic Word of Mouth (Z)

Based on the analysis results, Accessibility (X1) has a significant influence on Electronic Word of Mouth (Z). With a P-value of 0.008, which is less than 0.05, this result provides sufficient statistical evidence to support the hypothesis that Accessibility (X1) significantly contributes to Electronic Word of Mouth (Z).

Tourist Attraction (X2) -> Electronic Word of Mouth (Z)

Based on the analysis results, Tourist Attraction (X2) has a significant influence on Electronic Word of Mouth (Z). With a P-value of 0.001, which is less than 0.05, this result provides sufficient statistical evidence to support the hypothesis that Tourist Attraction (X2) significantly contributes to Electronic Word of Mouth (Z).

Electronic Word of Mouth (Z) -> Decision to Visit (Y)

Based on the analysis results, Electronic Word of Mouth (Z) has a significant influence on the Decision to Visit (Y). With a P-value of 0.000, which is less than 0.05, this result provides sufficient statistical evidence to support the hypothesis that Electronic Word of Mouth (Z) significantly contributes to the Decision to Visit (Y).

Accessibility (X1) -> Electronic Word of Mouth (Z) -> Decision to Visit (Y)

Based on the analysis results, Accessibility (X1) through Electronic Word of Mouth (Z) has a significant influence on the Decision to Visit (Y). With a P-value of 0.021, which is less than 0.05, the statistical test results are sufficient to support the hypothesis that effective school-based management increases teacher professionalism, which in turn significantly contributes to the Decision to Visit (Y).

Tourist Attraction (X2) -> Electronic Word of Mouth (Z) -> Decision to Visit (Y)

Based on the analysis results, Tourist Attraction (X2) through Electronic Word of Mouth (Z) has a significant influence on the Decision to Visit (Y). With a P-value of 0.002, which is less than 0.05, the statistical test results are sufficient to support the hypothesis that effective school-based management increases teacher professionalism, which in turn significantly contributes to the Decision to Visit (Y).

5. Discussion

The analysis results demonstrate that accessibility significantly influences the decision to visit a destination. This finding is consistent with previous research emphasizing the importance of ease of access in attracting tourists. Accessibility, which includes transportation options, ease of navigation, and overall convenience, plays a crucial role in determining a destination's attractiveness (Alsheikh, Abd Aziz, & Alsheikh, 2021). When tourists find a location easy to reach, they are more likely to decide to visit, underscoring the direct impact of accessibility on tourism decisions. Similarly, the significant influence of tourist attractions on the decision to visit supports the hypothesis that unique and appealing attractions are major determinants of tourist behavior. Tourist attractions, such as natural landscapes, cultural heritage sites, and recreational facilities, are primary motivators for travel. This aligns with the findings of Chrismardani and Arief (2022), who emphasized that well-

developed tourist attractions significantly enhance a destination's appeal and drive tourist visits. Effective promotion and maintenance of these attractions are therefore essential for increasing visitor numbers.

Moreover, accessibility significantly influences electronic word of mouth (e-WOM). Tourists who find a destination accessible are more likely to share positive experiences online, thereby influencing others through e-WOM. This finding is supported by Doosti et al. (2016), who noted that accessibility enhances the likelihood of positive online reviews and recommendations. As tourists increasingly rely on e-WOM for travel decisions, ensuring easy access to destinations becomes a strategic imperative for tourism managers. The significant impact of tourist attractions on e-WOM further highlights the role of compelling attractions in generating online buzz. Attractions that offer unique experiences and memorable visits encourage tourists to share their experiences on social media and review platforms. This finding is in line with Setiawan et al. (2021), who found that high-quality attractions contribute to positive e-WOM, thereby enhancing a destination's image and attractiveness. Tourist satisfaction derived from these attractions translates into enthusiastic recommendations, which can significantly boost a destination's visibility and appeal.

e-WOM has a significant influence on the decision to visit, underscoring the power of online reviews and recommendations in shaping tourist behavior. Positive e-WOM acts as a form of social proof, persuading potential tourists to visit based on the experiences of others. This is corroborated by the work of Thaothampitak and Wongsuwatt (2022), who found that e-WOM plays a critical role in forming tourist intentions and decisions. Effective management of online reputation and encouraging satisfied tourists to share their experiences can therefore be pivotal in attracting more visitors. The mediation analysis shows that accessibility, through e-WOM, significantly influences the decision to visit. This suggests that accessible destinations not only directly attract tourists but also enhance e-WOM, which in turn further boosts tourist visits. The combined effect of accessibility and positive e-WOM highlights the importance of providing seamless access to destinations and encouraging tourists to share their positive experiences online (Riyadi & Nurmahdi, 2022). By focusing on both these aspects, destination managers can effectively increase tourist arrivals. Similarly, tourist attractions, through e-WOM, have a significant impact on the decision to visit. This finding aligns with Taryadi and Miftahuddin (2021), who emphasized that the quality of attractions and the resulting positive e-WOM are critical in driving tourist decisions. Enhancing the quality and uniqueness of attractions can generate enthusiastic online recommendations, thereby leveraging e-WOM to attract more visitors.

In conclusion, this study highlights the significant roles of accessibility and tourist attractions in influencing the decision to visit through direct effects and mediated by e-WOM. The findings underscore the importance of improving destination accessibility and maintaining high-quality attractions to enhance visitor numbers. Additionally, leveraging e-WOM by encouraging positive online reviews and recommendations can further amplify these effects, ultimately contributing to the overall attractiveness and competitiveness of tourist destinations.

6. Conclusion

Based on the analysis using the SmartPLS 3.0 application, this study has provided significant insights into the influence of Accessibility and Tourist Attraction on the Decision to Visit Central Park Meikarta, mediated by Electronic Word Of Mouth (E-

WOM). The findings indicate that both Accessibility and Tourist Attraction significantly impact the Decision to Visit, demonstrating that these factors are crucial for attracting visitors. Furthermore, both Accessibility and Tourist Attraction significantly influence E-WOM, highlighting their role in generating positive online word-of-mouth communication. E-WOM itself has a significant effect on the Decision to Visit, underscoring its importance as a mediator. Additionally, the results show that Accessibility and Tourist Attraction, when mediated by E-WOM, significantly influence the Decision to Visit, emphasizing the interconnectedness of these variables in shaping visitors' decisions. These conclusions suggest that enhancing accessibility, improving tourist attractions, and leveraging E-WOM can effectively increase the number of visitors to Central Park Meikarta.

References

- Alsheikh, D. H., Abd Aziz, N., & Alsheikh, L. H. (2021). The impact of electronic word of mouth on tourists visit intention to Saudi Arabia: Argument quality and source credibility as mediators. *African Journal of Hospitality, Tourism and Leisure*, 10(4), 1152-1168.
- Chriskardani, Y., & Arief, M. (2022). Halal destination image, electronic word of mouth (e-WOM), and revisit intention at tourist destinations in Sumenep Regency. *Quantitative Economics and Management Studies*, 3(6), 834-841.
- Doosti, S., Jalilvand, M. R., Asadi, A., Khazaei Pool, J., & Mehrani Adl, P. (2016). Analyzing the influence of electronic word of mouth on visit intention: The mediating role of tourists' attitude and city image. *International Journal of Tourism Cities*, 2(2), 137-148.
- Hanafi, A. F., & Junaidi, M. R. (2022). Pengaruh digital marketing, facilities, dan daya tarik wisata terhadap minat berkunjung kembali (Studi kasus wisatawan pantai Klayar Kabupaten Pacitan). UIN Raden Mas Said Surakarta.
- Humaira, A., & Wibowo, L. A. (2017). Analisis faktor elektronik word of mouth (eWOM) dalam mempengaruhi keputusan berkunjung wisatawan. *The Journal: Tourism and Hospitality Essentials Journal*, 6(2), 1049. <https://doi.org/10.17509/thej.v6i2.5515>
- Kim, J., & Lee, B. (2019). More than travel time: New accessibility index capturing the connectivity of transit services. *Journal of Transport Geography*, 78, 8-18. <https://doi.org/10.1016/j.jtrangeo.2019.05.008>
- Liu, D., & Kwan, M. P. (2020). Measuring job accessibility through integrating travel time, transit fare and income: A study of the Chicago metropolitan area. *Tijdschrift voor Economische en Sociale Geografie*, 111(4), 671-685. <https://doi.org/10.1111/tesg.12415>
- Massie, P. C., Massie, J. D. D., & Roring, F. (2022). Pengaruh digital marketing dan electronic word of mouth (e-WOM) terhadap keputusan berkunjung pada Rumah Alam Manado Adventure Park. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(4), 13-24.
- Noviana, R. S., & Khuzaini. (2022). Pengaruh brand image, e-WOM dan kualitas pelayanan terhadap keputusan pembelian. *Jurnal Ilmu dan Riset Manajemen*, 11(12), 1-15.
- Poli, P. Y. C., Lapian, S. J., & Loindong, S. S. R. (2023). Pengaruh daya tarik wisata dan fasilitas terhadap keputusan berkunjung pada objek wisata Bukit Kasih Kanonang. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 11(1), 821-832.
- Prayogo, R. R., & Kusumawardhani, A. (2016). Examining relationships of destination image, service quality, e-WOM, and revisit intention to Sabang Island, Indonesia. *Asia Pacific Management and Business Application*, 5(2), 85-96. <https://doi.org/10.21776/ub.apmba.2016.005.02.3>
- Primadewi, E., Rispantyo, R., & Wardiningsih, S. S. (2020). Analisis faktor promosi, aksesibilitas dan bukti fisik terhadap keputusan berkunjung wisatawan (Studi pada destinasi wisata Gunung Beruk Desa Karangpatihan Kecamatan Balong Kabupaten Ponorogo). *Jurnal Manajemen Sumber Daya Manusia*, 14.

- Putri, V. N., Roedjinandari, N., & Risfandini, A. (2023). Pengaruh e-WOM, citra destinasi dan fasilitas terhadap kepuasan wisatawan di Kebun Raya Purwodadi. *Studi Ilmu Manajemen dan Organisasi*, 4(1), 1-12.
- Rahmawati, L. N., & Althalets, F. (2022). Pengaruh daya tarik wisata dan harga terhadap keputusan berkunjung di wisata Pantai Biru Kersik Marangkayu. *Jurnal Sosial dan Sains*, 2(1), 1-12.
- Rizky, B., Kurniati, R. R., Hardati, R. N., Studi, P., Bisnis, A., Administrasi, F. I., Malang, U. I., Rating, O. C., & Pembelian, K. (2023). Pengaruh online customer review terhadap keputusan pembelian. *I3(1)*, 35-43.
- Setiawan, P. Y., Purbadharmaja, I. B. P., Widanta, A. A. B. P., & Hayashi, T. (2021). How electronic word of mouth (e-WOM) triggers intention to visit through destination image, trust and satisfaction: The perception of a potential tourist in Japan and Indonesia. *Online Information Review*, 45(5), 861-878.
- Syafitri, D., & Ezizwita, E. (2023). Pengaruh daya tarik wisata, fasilitas dan aksesibilitas terhadap proses keputusan berkunjung di objek wisata Pantai Padang di Kota Padang. *Jurnal Ekonomi dan Bisnis Dharma Andalas*, 25(2), 328-341.
- Tantriana, D., & Widiartanto, W. (2019). Pengaruh aksesibilitas, experiential marketing dan electronic word of mouth (eWOM) terhadap keputusan berkunjung kembali melalui customer satisfaction sebagai variabel intervening. *Jurnal Ilmu Administrasi Bisnis*, 8(3), 173-183.
- Taryadi, A. R., & Miftahuddin, M. A. (2021). The role of mediation electronic word of mouth (e-WoM) in relationship quality of services and tourism products against visiting decisions. *Journal of Economics Research and Social Sciences*, 5(1), 64-76.
- Thaothampitak, W., & Wongsuwatt, S. (2022). The effect of e-WOM on foreign students' travel intention related to visiting tourism destinations along Thailand's Andaman coast in the wake of the COVID-19 pandemic: Mediating roles of destination image. *Journal of Community Development Research (Humanities and Social Sciences)*, 15(1), 62-75.
- Widiastutik, R. (2019). Analisis pengaruh viral marketing dan fasilitas wisata terhadap keputusan berkunjung (Studi pada wisata religi Masjid Safinatun Najah). *Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Walisongo Semarang*. https://eprints.walisongo.ac.id/11095/1/full_skripsi.pdf