

The Effect of Promotion and E-WOM on the Intention of Visiting Foreign Tourists to the City of Denpasar: Destination Image as a Mediating Variable

Putu Surya Laksana Rahjasa^{1*}, I Putu Utama², Luh Yusni Wiarti³

^{1,2,3} Master in Applied Tourism, Bali Tourism Polytechnic

*Corresponding author: rahjasasurya@ppb.ac.id

Abstract

This study aimed to investigate the effect of promotion and E-WOM on tourists' intention to visit Denpasar and how the destination image as a mediating variable to increase the intention. Data were collected using a questionnaire to 104 respondents of foreign tourists who were in the province of Bali except for tourists who were in the city of Denpasar. The data were analysed using the Structure Equation Model (SEM) AMOS version 23. The results showed that, destination image had a significant effect on tourists' intention to visit. Promotion had no significant effect on intention to visit. E-WOM has no significant effect on intention to visit because. However, Promotion has a significant effect on visit intention through destination image with a Sobel test value of 3.214 as well as E-WOM has a significant effect on intention to visit through destination image with a Sobel test value of 2.840. It can be concluded that promotion and E-WOM are able to create a destination image, it will increase the Visiting Intention of tourists to Denpasar City.

Keywords

promotion; E-WOM; destination image; intention to visit

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1. INTRODUCTION

The World Tourism Organization (WTO, 2017) States that the growth of foreign tourists around the world will continue to be positive, competition between tourism destinations is increasingly becoming a challenge. Tourism destinations are increasingly improving to increase the number of visits to their destinations. The similarity of products from one tourist destination to other tourist destinations, most of which offer natural, cultural, and shopping

tourism makes competition between destinations increasingly fierce. Tourist destinations to be able to survive in the competition must have a strategy that aims to further introduce their tourist destinations. Various tourist destinations compete to make efforts to bring out the characteristics of their destinations. However, most of the efforts made by tourist destinations have not been able to produce a destination image that distinguishes a product offered by that destination, because most of the products offered by the destination have similarities. To increase the number of visits to a destination, information about the destination is very important for tourists to know. Knowing about a tourist destination requires information about the image of the destination in a broad, detailed and clear manner. Accurate information about a destination is very important for tourists. Tourist destinations will use marketing or promotional strategies to disseminate information about the image of the destination. Fridgen (2002:6) states that one of the most important promotional instruments is word of mouth promotion. e-WOM is a platform or tool that has great potential if used for marketing, as stated in the results of research (Abubakar, 2016) The relationship between (e-WOM), trust, destination, and travel intentions moderated by gender, tourists are very interested in posting and reading critiques and/or free experiences online, and this has been shown to be able to influence the behavioral outcomes of tourists intending to visit a destination.

One of the best tourism destinations in Indonesia is Bali, the island of Bali is the most popular tourist destination in Indonesia and even in the world, as evidenced by a survey conducted by one of the Travel planning and booking sites Trip Advisor. (Liputan6.com, 2017) Trip Advisor named Bali as Travelers Choice for The Best Destination category, beating London, Paris, Rome, and other world-class destinations. Not only that, Bali is also the best destination in Asia beating Thailand, Japan, China, Singapore, and also South Korea. Balinese art, culture and traditions are one of the attractions for tourists to visit tourist destinations in Bali. The province of Bali has 8 regencies and 1 municipality, the regencies consist of Badung district, Bangli district, Buleleng district, Gianyar district, Jembrana district, Karangasem district, Klungkung district, Tabanan district, and Denpasar city. Tourist destinations on the island of Bali are scattered in every district and city in the province of Bali, but the Bali tourism industry is more concentrated in southern Bali. Popular tourist locations in Bali are Kuta, Seminyak, Jimbaran, Nusa Dua, Ubud, Sanur, Tanah Lot and so on. Cities are one of the most important types of tourism destinations in the world since the 1980s (Law, 1996). At this time the city of Denpasar is starting to increase efforts to find and rediscover its identity as a city formed from the kingdom's territory, the existence of heritage in the city

of Denpasar is a potential that can be utilized in the tourism sector. Denpasar city is the capital city of Bali province, the potential of Denpasar city as a tourist destination in Bali province is an advantage of Denpasar city as a tourist destination. Denpasar City has the allure of a tourism destination that is not inferior to other districts in Bali Province. Data from the tourism office of the city of Denpasar states that the number of visits to the city of Denpasar during the 2016 to 2019 period experienced a fairly good increase, namely, visits in 2016 were at 546,005 tourists, in 2017 increased to 549,557 tourists, in 2018 increased to 567,243 tourists, and in 2019 there was a fairly good increase, namely at 702,761 tourists (Denpasar City Tourism Office, 2020).

However, the comparison of the number of tourist visits to Denpasar City when compared to Badung, Gianyar, and Tabanan districts is still very low. It is evident from the data published by the district or city in numbers, the Bali Provincial Central Statistics Agency in 2019 and data from the Tourism Office of each district in 2019 describing the number of visits in Badung district as 3,464,348 tourists, Gianyar regency 3,215,350 tourists., and Tabanan regency 1,224,120 tourists, but the city of Denpasar only received 702,761 tourists. This is an unfortunate fact because Denpasar City as the capital city of Bali province with the characteristics of a historical city and cultural city in the province of Bali, has tourist destinations that are also not inferior to other districts, but have a low level of tourist arrivals compared to the other 3 districts. In the province of Bali.

Promotions carried out by the Denpasar city government through the tourism office and the Denpasar city regional tourism promotion agency (Bali Travel News, 2019) stated that the promotions carried out by the Denpasar city government were through the signing of a MoU with stakeholders related to the tourism sector to promote tourism products in the tourism sector. Denpasar city, providing news about Denpasar city tourism through the official website of the Denpasar city tourism office, promoting Denpasar city tourism by holding Denpasar Festival events and so on. Media promotions carried out by the Denpasar city government have been carried out, but the facts on the ground state that the number of tourist visits to the city of Denpasar is still lower than the 3 other regencies in the province of Bali. The promotional factors that have been carried out by the Denpasar city government are proven to be still lacking in being able to increase the number of tourist visits compared to 3 other tourist destination districts in Bali. . Research (Kim, 2018) states that the relationship between the image of a destination is able to influence the visiting intentions of young tourists to come and visit tourist destinations. The formation of the image of a destination that is built by local communities and published through social media has also been proven to be able to improve

the image of the destination and result in increased visits to destinations that were previously hit by a crisis (Gani, 2018). In another study, it was stated that Destination Image is a major factor in the competitiveness of a destination, as evidenced in research exploring the projected image of Portugal's official Instagram social media page as a tourist destination (Kuhzady and Ghasemi, 2019).

In the current digital era, social media factors also play an important role in the formation of a destination image, as evidenced by research which states that online promotion and electronic word of mouth play an important role in the image of the destination and the intention to visit tourists, because it makes it easier and faster for potential tourists to get information. From a destination to be visited (Alkharabsheh et al., 2011). The role of promotion of a tourist destination in shaping the image of a destination through electronic word of mouth on social media is also proven in Wang Chuan's (2015) research which proves that Gastronomic Tourism Image and Electronic Word of Mouth (e-WOM) have a positive and significant impact on intentions. Visiting tourists, and e-WOM has a positive and significant relationship with the gastronomic image of tourism in Macau.

2. RESEARCH METHOD

The theory of Reasoned Action as the basis for research to be able to determine the variables that can influence the intention of visiting individuals to tourist destinations in Denpasar City. In order to be able to predict the Theory of Reasoned Action, this research leads to how promotions are carried out by the Denpasar city government, research on the influence of tourist intentions to visit tourist destinations is also carried out through Electronic Word of Mouth, because in the current digital era tourists are looking for, sharing information and experiences that have been done previously at a destination through social media which eventually becomes an electronic word of mouth related to the Theory of Reasoned Action which states that an individual will behave based on pre-existing attitudes and behavioral intentions, then find out how to promote and Electronic Word of Mouth is able to influence the image of the destination, and in the end these variables will affect the behavioral intention of tourists to visit the city of Denpasar. This study aims to determine how the influence of Promotion and E-WOM is able to bring up the image of the Denpasar City destination so that the final result of this research is expected to increase the intention of visiting tourists to the city of Denpasar.

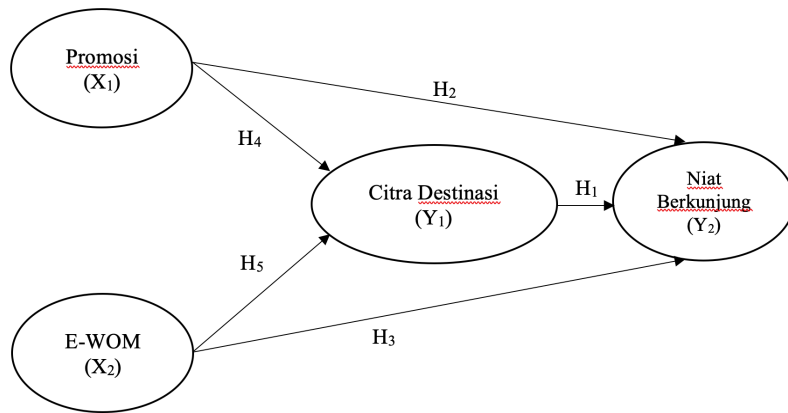


Figure 1. Research Concept

The hypothesis in this study is as follows:

- H1: There is an influence between the images of the destination on the intention to visit tourists.
- H2: There is an influence between promotions on the intention to visit tourists.
- H3: There is an influence between electronic word of mouth on the intention to visit tourists.
- H4: There is an effect of promotion on the image of the destination.
- H5: There is an influence between electronic word of mouth on the image of the destination.
- H6: There is an effect of promotion on the intention to visit through the image of the destination.
- H7: There is an effect of electronic word of mouth on the intention to visit through the image of the destination.

According to Ferdinand (2006: 189) population is a combination of all elements in the form of events, things or people who have similar characteristics that become the center of attention of a researcher. The population in this study are all foreign tourists who are in Bali except Denpasar city.

The research sample is an important factor that needs to be considered in our research. The research sample reflects and determines how far the sample is useful in making research conclusions. The sample is a part of the population, this includes a number of members selected from the population. Ferdinand (2006) stated that the number of samples is the number of indicators multiplied by 5-10. So, if there are 10 indicators, the sample size is between 50-100. In this study, a questionnaire will be distributed with a total of 104 respondents with a calculation of 13 indicators on the questionnaire multiplied by 8.

Sampling in this study was carried out using a purposive sampling method on foreign tourists (tourists) in the province of Bali, except for tourists who were in the city of Denpasar in 2019. The number of data was 104 people and processed using the Structure Equation Model (SEM) analysis technique.

In this study using data collection techniques with questionnaires, interviews, observations, and literature studies. The data analysis method used in this study is quantitative analysis using the SEM (Structural Equation Modeling) model with the help of the AMOS 23 program. Sarwono (2010) states that SEM is a statistical modeling technique that is highly cross-sectional, linear and general. The analysis included in SEM is factor analysis, path analysis and regression. SEM is a combination of separate statistical methods, namely factor analysis and simultaneous equation modeling.

3. RESULT AND DISCUSSION

Based on the results of the Data Normality Test in this study, it shows that the data in this study is normally distributed because it has a critical ratio (CR) skewness (skew) or CR curtois (skewer) value of no more than the absolute value, which is ± 2.58 . The results of the Outliers test in this study stated that there were no cases of multivariate outliers in the data because the highest value of Mahalanobis d-squared in the data was 24,041 where this value was smaller than 34,528.

The results of the Multicollinearity Singularity Test state that there is no multicollinearity or singularity problem in this study because the value of the Determinant of sample covariance matrix is greater than 0 absolute so that the data in this study is feasible to use. Research using structural equation model analysis (SEM) is a study that aims to confirm the existing hypothetical model in the framework of thought through empirical data. The data in this study were obtained from 104 respondents.

The indicators that make up each of the exogenous and endogenous constructs were then confirmed. Each construct formed by significant indicators can be seen from the probability value of each indicator. The next step in this research is confirmatory factor analysis and model conformity test (goodness of fit) to ensure that the model obtained is fit, then continued with Construct Reliability (CR) testing to determine the size of the internal consistency of the indicators of a formed variable that shows the degree in the variables formed, and Analysis of Average Variance Extract (AVE) to find out how much the variance of the indicators extracted by the variables formed, then continued with the Causality Test aimed at knowing the causality relationship between exogenous constructs and endogenous constructs in a study, and continued with the Sobel test to find out the results of the mediation hypothesis in the study.

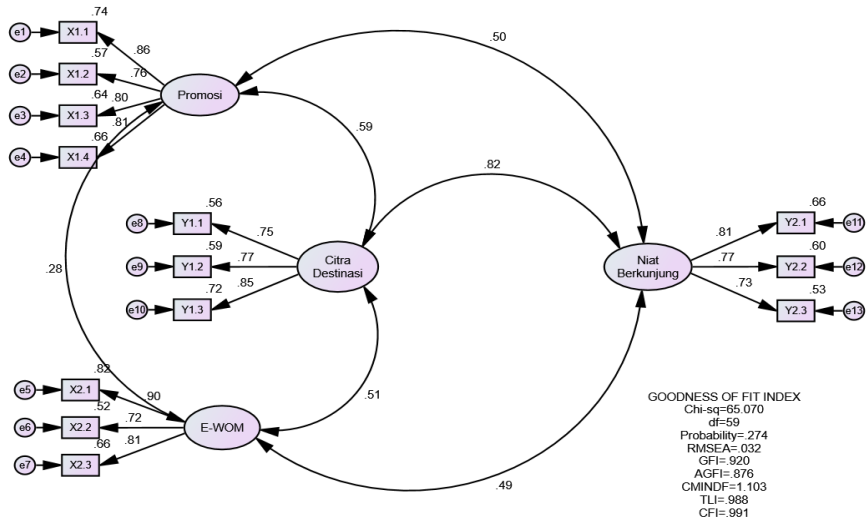


Figure 2. Measurement Model

In the measurement model, after testing the goodness of fit model, the results show that the model has met the criteria for the goodness of fit index as a whole, it is included in the good fit category. Therefore, the model is suitable and feasible to use, so it can be interpreted for further discussion.

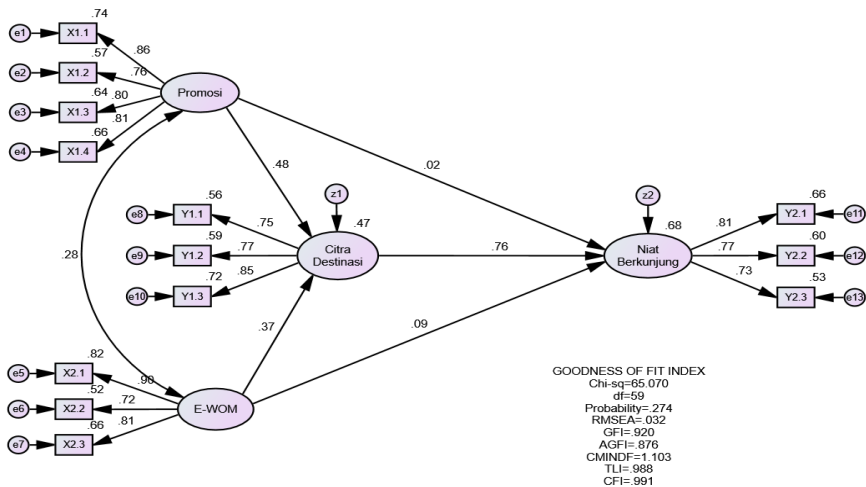


Figure 3. Full Test of the Research Structural Model

In the Structural Model Research, after testing the goodness of fit model, the results show that the model has met the criteria for the goodness of fit index as a whole, it is included in the good fit category. Therefore, the model is suitable and feasible to use, so it can be interpreted for further discussion.

The results of the calculation of Construct Reliability in this study indicate that the Promotional Variable has a construct reliability value of 0.883, the E-WOM variable is 0.855, the Destination Image Variable is 0.830, and the Visiting Intention Variable is 0.814. The construct reliability value of the four variables is greater than 0.70, so all indicators used in this study have good consistency. The results of the AVE calculation in this study indicate that the Promotion Variable has a variance extracted value of 0.655, the E-WOM Variable of 0.665, the Destination Image Variable of 0.621, and the Visiting Intention Variable of 0.594. The value of variance extracted from the four variables is greater than 0.50 then the variance extracted from the indicators is greater for the formation of latent variables. Based on the results of data processing from the Sobel Test in this study, it shows that the Destination Image Variable mediates the effect of Promotional Variables on Visit Intentions because it has a Sobel test statistic value of 3.214 where this value is greater than 1.96 and also a p value of 0.001 or smaller than 0.05. Likewise, based on the results of data processing from the Sobel Test in this study, it shows that the Destination Image Variable mediates the effect of the E-WOM variable on the Intention to Visit because it has a Sobel test statistic value of 2.840 where this value is greater than 1.96 and also a p value of 0.004 or smaller than 0.05.

Based on the estimated output of Regression Weights in this study, the results of testing the research hypothesis can be stated as follows:

1. Hypothesis 1: Destination Image has a positive and significant effect on Visit Intentions because the CR value is 4.656 where this value is greater than 1.96 and the p value is much smaller than 0.05.
2. Hypothesis 2: Promotion has no significant effect on Visit Intentions because the CR value is 0.215 where this value is smaller than 1.96 and the p value is 0.830 or greater than 0.05.
3. Hypothesis 3: E-WOM has no significant effect on Visiting Intentions because the CR value is 0.876 where this value is smaller than 1.96 and the p value is 0.381 or greater than 0.05.
4. Hypothesis 4: Promotion has a positive and significant effect on Destination Image because the CR value is 4,430 where this value is greater than 1.96 and the p value is much smaller than 0.05.
5. Hypothesis 5: E-WOM has a positive and significant effect on Destination Imagery because the CR value is 3.559 where this value is greater than 1.96 and the p value is much smaller than 0.05.
6. Hypothesis 6: Promotion has a positive and significant effect on visiting intentions through destination image as a mediating variable with a Sobel test statistic value of 3.214 where this value is greater than 1.96 and also a p value of 0.001 or less than 0.05.

7. Hypothesis 7: E-WOM has a positive and significant effect on visiting intentions through destination image as a mediating variable with a statistical Sobel test value of 2.840 where this value is greater than 1.96 and also a p value of 0.004 or less than 0, 05.

The Effect of Destination Image on Visit Intention

The results showed that the image of the destination had a positive and significant effect on visiting intentions. This shows that the higher the image of the destination, the higher the intention to visit. It is stated with a CR value of 4.656 where this value is greater than 1.96 and also the p value is much smaller than 0.05.

Behavioral intentions are formed through rational choice and decision-making processes (Hennessey, Yun, MacDonald & Mac Eachern, 2010). Research demonstrated by Vogt, Winter & Fried (2005) states that intentions are assumed to accurately predict an individual's actual behavior. Previous research Armitage & Conner (2000); Petty & Krosnick (1995); Vogt et al., (2005) stated that consumers' behavioral intentions showed a positive relationship between individual attitudes and their interest or buying behavior. Morwitz & Schmittlein (1992) have found that intentions can be used to predict the actual behavior of consumers. The results of the study correspond to Nevena Kuric, 2016. Sing-Bum Kim, Ki-Joon Kwon, (2018).

The Effect of Promotion on Intention to Visit

The results of this study indicate that promotion has no significant effect on visiting intentions. This is expressed by a CR value of 0.215 where this value is smaller than 1.96 and also a p value of 0.830 or greater than 0.05.

Promotion can be used to increase sales, attract new customers, create awareness, change attitudes or create an image, through advertising, personal selling, public relations, publicity, direct marketing, and interactive/internet marketing (Dhunna, Chakrabarti, Katiyar, Mallick, and Harrish, 2012; Esu & Ebitu, 2010). The important role of promotion is to fill the perception and information gap that exists between tourism resources (industry) and tourists (markets) (Esu & Ebitu, 2010). Promotion has a certain influence on the decision to buy products and services or in terms of tourism destination marketing is to choose a particular tourist destination (Esu & Ebitu, 2010). Behavioral intentions are formed through rational choice and decision-making processes Hennessey, Yun, MacDonald & Mac Eachern (2010). Research demonstrated by Vogt, Winter & Fried (2005) states that intentions are assumed to accurately predict an individual's actual behavior. Previous research Armitage & Conner, (2000); Petty & Krosnick (1995); Vogt ET. AL., (2005) stated about consumer

behavioral intentions showing a positive relationship between individual attitudes and their interest or buying behavior. Morwitz & Schmittlein (1992) have found that intentions can be used to predict the actual behavior of consumers. The results of this study are in accordance with the results of the research of Jehn-Yih Wong, Shu-Ju Lee, Wen-Hwa Lee (2015).

The Effect of E-WOM on the Intention to Visit

The results showed that e-WOM had no significant effect on visiting intentions. It is stated with a CR value of 0.876 where this value is smaller than 1.96 and also a p value of 0.381 or greater than 0.05. Online promotion is an important element as a provider of information for consumers. Through various types of advertisements, especially through the Alkharabsheh ET. Al, (2011). Dellarocas, (2003) states that through the internet, a person's ideas and opinions are easier to access by other internet users. Goldenberg ET. AL. (2001) emphasized that tourist decision making is strongly influenced by word of mouth (WOM) from other tourists. Gretzel & Yoo (2008) conclude that readers often perceive reviews provided by other travelers as more current, interesting, and reliable than information from travel agents. Electronic word of mouth (e-WOM) is considered an important source of information that influences visit intentions and tourist destination choices Yun & Good (2007; Soderlund & Rosengren (2007); Jalilvand & Samiei (2012).

Behavioral intentions are formed through rational choice and decision-making processes Hennessey, Yun, MacDonald & Mac Eachern, (2010). Research demonstrated by Vogt, Winter & Fried (2005) states that intentions are assumed to accurately predict an individual's actual behavior. Previous research Armitage & Conner (2000); Petty & Krosnick (1995); Vogt ET. AL., (2005) stated about consumer behavioral intentions showing a positive relationship between individual attitudes and their interest or buying behavior. Morwitz & Schmittlein (1992) have found that intentions can be used to predict the actual behavior of consumers. The results of this study are in accordance with research conducted by Abdul Gani, Ramjit, Adil Nazki (2018).

The Effect of Promotion on the Image of the Destination

The results of this study indicate that promotion has a positive and significant effect on the image of the destination. This shows that the higher the promotion, the higher the image of the destination. It is stated with a CR value of 4.430 where this value is greater than 1.96 and also the p value is much smaller than 0.05.

Sales promotion means any activity used by manufacturers to encourage trade and get customers to buy a brand and encourage salespeople to sell it

more aggressively to produce an immediate selling effect. Promotion can be used to increase sales, attract new customers, create awareness, change attitudes or create an image, through advertising, personal selling, public relations, publicity, direct marketing, sales and interactive/internet marketing Dhunna, Chakrabarti, Katiyar, Mallick & Harish (2012). Promotion can be used to increase sales, attract new customers, create awareness, change attitudes or create an image, through advertising, personal selling, public relations, publicity, direct marketing, and interactive/internet marketing Dhunna, Chakrabarti, Katiyar, Mallick, and Harris (2012); Esu & Ebitu (2010). The important role of promotion is to fill the perception and information gap that exists between tourism (industry) and tourist (market) resources. Esu & Ebitu (2010). Esu & Ebitu (2010) stated that promotion has a certain influence on the decision to buy products and services or in the case of tourism destination marketing is to choose certain tourist destinations. According to Esu & Ebitu (2010) Promotion has an important role that promotion has a high potential to generate different benefits, increase interest in the destination, show the benefits of a particular destination, differentiate the destination, can create the image of the destination and can also motivate tourists to stay longer in the destination. a goal. When using promotion as a strategy to influence tourist decisions, it is important to choose good promotional tools. Esu & Ebitu (2010) state that promotional tools are devices, activities, or methods used by marketing managers to convey the desired message to the market to achieve the desired marketing goals.

Berli & Martin (2004: 658) state that cognitive image refers to the knowledge and beliefs of individuals about objects, while affective images relate to individual feelings towards objects. Tan & Wu (2016) stated that cognitive image is known to positively influence affective image even before tourist visits to the destination. The results of this study are in agreement with Jehn-Yih Wong, Shu-Ju Lee, Wen-Hwa Lee, (2015); Sing-Bum Kim, Ki-Joon Kwon (2018).

The Effect of E-WOM on Destination Image

The results showed that e-WOM had a positive and significant effect on the image of the destination. It is stated with a CR value of 3.559 where this value is greater than 1.96 and also the p value is much smaller than 0.05.

Thurau ET. AL., (2004) defines electronic word of mouth (E-WOM) as positive or negative statements from potential customers or previous customers about products or companies that can be accessed by a wider audience through the internet. Dellarocas (2003) states that through the internet, a person's ideas and opinions are easier to access by other internet users. Goldenberg ET. AL., (2001) emphasizes that tourist decision making is strongly influenced by word

of mouth (WOM) from other tourists. Gretzel & Yoo (2008) conclude that readers often perceive reviews provided by other travelers as more current, interesting, and reliable than information from travel agents. The results of this study are in accordance with research conducted by Abdul Gani, Ramjit, Adil Nazki (2018).

The Effect of Promotion on Visit Intention through Destination Image

Based on the results of the Sobel Test data processing in this study, the Destination Image Variable mediates the effect of Promotional Variables on Visiting Intentions because it has a statistical Sobel test value of 3.214 where this value is greater than 1.96 and also a p value of 0.001 or less than 0, 05.

The Effect of E-WOM on Visit Intentions through Destination Image

Based on the results of the Sobel Test data processing in this study, the Destination Image Variable mediates the effect of the E-WOM Variable on Visiting Intentions because it has a statistical Sobel test value of 2.840 where this value is greater than 1.96 and also a p value of 0.004 or less than 0.05.

4. CONCLUSION

Based on the discussion of the results in this study, it can be concluded to briefly answer the problems in the research as follows:

1. The results of the study indicate that Destination Image has a positive and significant effect on Visit Intention, with a Critical Ratio (CR) value of 4.656 where this value is greater than 1.96 and the p value is much smaller than 0.05. This shows that the better the Destination Image, the higher the Tourist Visiting Intention.
2. The results of the study indicate that promotion has no significant effect on Visit Intentions, because the Critical Ratio (CR) value is 0.215 where this value is smaller than 1.96 and also the p value is 0.381 or greater than 0.05. This shows that the Promotion has not been able to influence the Intention to Visit.
3. The results of the study indicate that E-WOM has no significant effect on Visiting Intentions, because the Critical Ratio (CR) value is 0.876 where this value is smaller than 1.96 and the p value is 0.381 or greater than 0.05. This shows that E-WOM has not been able to influence Visit Intentions.
4. The results of the study indicate that Promotion has a positive and significant effect on Destination Image, with a Critical Ratio (CR) value of 4,430 where this value is greater than 1.96 and the p value is much smaller than 0.05. This shows that the higher the promotion, the higher the Destination Image.

5. The results of the study show that E-WOM has a positive and significant effect on Destination Imagery, with a Critical Ratio (CR) value of 3.559 where this value is greater than 1.96 and the p value is much smaller than 0.05. This shows that the higher the E-WOM, the higher the Destination Image.
6. Based on the results of data processing from the Sobel Test, it shows that Destination Image is able to mediate the effect of Promotion on Visit Intentions because it has a statistical Sobel test value of 3.214 where this value is greater than 1.96 and also a p value of 0.001 or less than 0,05. This shows that the higher the Promotion of Destination Image, the higher the influence on the Intention to Visit.
7. Based on the results of data processing from the Sobel Test, it shows that the Destination Image is able to mediate the effect of E-WOM on the Intention to Visit because it has a statistical Sobel test value of 2.840 where this value is greater than 1.96 and also a p value of 0.004 or less. of 0.05. This shows that the higher the E-WOM regarding the Destination Image, the higher the influence on the Intention to Visit.

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