

The role of revisit intention in bridging destination image and e-WOM: Evidence from Borobudur Temple tourists

Husnul Kayla Yusuf Rizkiyya¹, Lintang Muliawanti^{1*}, and Zulfikar Bagus Pambuko¹

¹ Universitas Muhammadiyah Magelang, Magelang, Indonesia

*Corresponding author email: lintangmulia@unimma.ac.id

Abstract

This study aims to analyze the effect of destination image on electronic Word of Mouth (e-WOM) of tourists mediated by revisit intention. This study involved 342 respondents who were tourists visiting Borobudur Temple, obtained using purposive sampling technique. Data analysis was performed using the Partial Least Square (PLS) technique. The results prove that destination image has a positive and significant effect on e-WOM, and revisit intention is also proven to significantly mediate this relationship. The results of this study indicate that tourism destination managers, especially Borobudur Temple, need to strengthen the destination image by improving the quality of facilities, cleanliness, and services. A positive destination image not only encourages revisit intention but also directly increases the likelihood of positive e-WOM. Thus, a management strategy focused on strengthening the destination image creates a chain effect, leading to increased organic promotion through e-WOM and sustained tourist visitation.

Keywords

Destination image, e-WOM, Revisit intention, Tourist behavior, Borobudur Temple

Introduction

The tourism sector has become a cornerstone of the global economy due to its significant contribution to economic growth and foreign exchange earnings across various nations [1]. This pivotal role has shifted the perception of tourism from a mere recreational activity to a strategic sector capable of driving various supporting economic fields [2]. As tourism's economic contribution increases, destinations worldwide face intensifying competition to attract and retain visitors [3]. In this context, managing the tourist experience and establishing a robust destination image have become critical factors in determining a destination's competitiveness [4]. In Indonesia, tourism plays a strategic role as a national economic driver, particularly through the development of premier cultural and historical destinations [5]. A primary icon is Borobudur Temple, a

Published:
May 04, 2026

This work is licensed
under a [Creative
Commons Attribution-
NonCommercial 4.0
International License](#)

Selection and Peer-
review under the
responsibility of the 7th
BIS-HSS 2025 Committee

UNESCO World Heritage site that serves as a major cultural and religious destination attracting both domestic and international tourists [6].

However, its status as a global destination brings significant consequences and challenges, particularly in managing world heritage sites: balancing tourism utilization with the protection of physical structures vulnerable to environmental degradation [7]. The phenomenon of overtourism at Borobudur, which previously exceeded 1.4 million visitors annually, has surpassed the site's physical carrying capacity [8]. This condition prompted a restrictive access policy, limiting visitors to a maximum of 1,200 people per day to preserve the stone structures [9]. This policy directly creates a new challenge in digital marketing: how to ensure that a now-limited experience can still encourage tourists to provide voluntary positive reviews? The core issue lies in the fact that a positive image alone does not always guarantee the emergence of organic electronic Word of Mouth (e-WOM). Therefore, there is an urgent need to explore the triggers that determine whether a tourist's favorable impression remains a private memory or transforms into an actionable effort to promote the destination on digital platforms.

In tourism marketing literature, Destination Image is a vital factor shaping tourist attitudes and behavior [10]. Destination image represents a tourist's perception based on their experience, encompassing physical conditions such as facilities and environment, as well as non-physical aspects like atmosphere, cultural value, and the impressions formed during the visit [11]. These perceptions are built through direct interaction and serve as the foundation for evaluating the overall value of the travel experience. Prior research indicates that destination image is strongly correlated with tourist attitudes and influences behavioral intentions, including destination loyalty and the intention to revisit [12]. Meta-analysis findings further confirm that destination image consistently serves as a critical variable in shaping behavioral responses across various tourist destinations [13].

With the advancement of digital technology, these perceptions are no longer confined to private spaces but have transformed into Electronic Word of Mouth (e-WOM) [14]. Tourists actively seek and share travel experiences via social media and digital platforms both before and after their visits [15]. The role of e-WOM is increasingly potent, as online reviews and social media user experiences have been proven to influence tourist attitudes and interests [16]. Other studies show that e-WOM not only affects visitation decisions but also contributes to the formation of a destination's image in the minds of potential visitors [14]. This condition facilitates the widespread dissemination of information and influences decision-making behavior, proving that e-WOM is an essential element in robust modern tourism marketing strategies [17]. Consequently, e-WOM can be understood as a strategic communication tool that bridges the tourist experience with the perceptions and decisions of potential visitors, thereby playing a key role in shaping destination competitiveness in the digital marketing era.

However, although the relationship between Destination Image and e-WOM has been extensively discussed in previous studies, the mechanism bridging the two in the

context of static heritage destinations with restricted access, such as Borobudur, remains ambiguous. Therefore, further exploration is required to understand how such limitations can be optimized to strengthen destination image and trigger sustainable digital promotion in the modern marketing era. The novelty of this research lies in examining Revisit Intention as a mediating variable connecting tourist perceptions with e-WOM behavior. Amidst the physical access restriction policy at Borobudur Temple, the intention to return becomes a key factor in determining whether a tourist's positive impression translates into widespread digital promotion. Several studies indicate that a positive destination image is associated with increased revisit intentions [18] [19]. Furthermore, other studies emphasize that positive perceptions not only drive revisit intentions but also increase the tendency to share experiences online, which can amplify the impact of e-WOM [20]. Nevertheless, empirical studies testing the mediating role of Revisit Intention in the relationship between Destination Image and e-WOM—specifically at world heritage sites undergoing a policy transition from mass tourism to sustainable tourism, such as Borobudur—remain limited. Thus, this study fills the literature gap by providing empirical data on the mediating role of revisit intention in strengthening digital marketing strategies.

Based on this background, this study aims to analyze the influence of Destination Image on Electronic Word of Mouth (e-WOM) among Borobudur Temple tourists, with Revisit Intention as a mediating variable. This research examines how a destination image formed under restrictive access policies can still drive revisit intentions that trigger voluntary digital promotion. Specifically, this study investigates the direct influence of Destination Image on e-WOM, the influence of Destination Image on Revisit Intention, the influence of Revisit Intention on e-WOM, and the mediating role of Revisit Intention in the relationship between Destination Image and e-WOM. The results are expected to contribute theoretically to the mediating mechanisms in marketing world heritage destinations transitioning from mass tourism to sustainable models. Practically, these findings will serve as a reference for destination managers in formulating effective digital marketing communication strategies, ensuring that physical access limitations do not hinder the dissemination of a destination's positive image on digital platforms.

Method

Study sampling

This research is a survey-based study conducted at the Borobudur Temple tourism area in Central Java, Indonesia. The study aims to examine the relationships between Destination Image, Revisit Intention, and Electronic Word of Mouth among tourists. The target respondents were tourists who had visited Borobudur Temple and were active social media users. Data were collected using a purposive sampling technique based on these criteria. The data collection process spanned one month in August 2025, utilizing both online and offline questionnaire distribution. Online distribution was conducted via social media by sharing Google Form links, while offline distribution was carried out

directly around the Borobudur Temple tourism area. Out of all the questionnaires collected, 342 respondents were deemed valid and included in the data analysis stage.

Instruments and measurement

The research instrument utilized measurement scales validated by previous studies. The Destination Image variable measures tourists' perceptions of the overall destination image, encompassing attractions, facilities, and visiting experiences [21]. The Revisit Intention variable reflects the tourists' intent and tendency to make future return visits [22] [23] [24]. The Electronic Word of Mouth (e-WOM) variable measures the tendency of tourists to share experiences, recommendations, and positive ratings online through social media or other digital platforms [25].

Data collection was performed using a structured questionnaire organized into several sections. The initial section provided a brief explanation of the research objectives and a confidentiality statement regarding respondent data. The subsequent section screened respondents to ensure they met the criteria of having visited Borobudur Temple. The following part gathered information on respondent characteristics, while the final section measured respondents' perceptions of Destination Image, Revisit Intention, and Electronic Word of Mouth. All indicators were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

Data analysis

The collected data were analyzed using the Partial Least Square Structural Equation Modeling (PLS-SEM) technique with SmartPLS software. This technique was employed to simultaneously test the structural relationships between latent variables, which aligns with the explanatory nature of this research and the characteristics of the research data.

Results and discussion

Results

The sociodemographic characteristics of respondents are shown in Table 1. Based on gender, the respondents in this study were relatively balanced, with 56.1% female and 43.9% male. Based on tourist origin, there was an almost equal proportion of domestic tourists (48.5%) and foreign tourists (51.5%). In terms of age, the productive age group dominated, namely 20–29 years (44.2%), followed by 30–39 years (21.6%) and 40–49 years (14.6%). Respondents under the age of 19 accounted for 10.5%, while those aged 50–59 accounted for 6.1%, and those over 60 accounted for 2.9%. Based on income level, most respondents (44.4%) had a monthly income below USD 500, followed by the USD 2,001–3,000 group (22.2%) and above USD 3,000 (15.5%). Meanwhile, the USD 501–1,000 income group accounted for 8.2% and the USD 1,001–2,000 group accounted for 9.6%. In terms of visit behavior, nearly half of the respondents (47.4%) were first-time visitors, while 23.7% had visited two to three times, 9.4% four to five times, and 19.6% more than five times. In terms of social media usage, the majority of respondents actively used

Instagram (72.8%) to search for and share tourism information. Other platforms used include Facebook (12%), TikTok (6.7%), WhatsApp Story (5.3%), YouTube (2%), Snapchat (0.9%), and Twitter/X (0.3%).

Table 1. Tourist Profile

Profile	n	%
Number of times visited		
1 time s	162	47.4
2-3 times	81	23.7
4-5 times	32	9.4
More than 5 times	67	19.6
Sex		
Woman	192	56.1
Man	150	43.9
Age		
19 years old and below	36	10.5
20-29 years	151	44.2
30-39 years	74	21.6
40-49 years	50	14.6
50-59 years	21	6.1
60 years old and below	10	2.9
Tourist Type		
Domestic	166	48.5
Foreign	176	51.5
Monthly income		
\$ 500 and below	152	44.4
\$ 501 - 1,000	28	8.2
\$ 1,001 - 2,000	33	9.6
\$ 2,001 - 3,000	76	22.2
\$ 3,001 and above	53	15.5
Social media		
Instagram	249	72.8
TikTok	23	6.7
Facebook	41	12.0
YouTube	7	2.0
Snapchat	3	0.9
WhatApps Story	18	5.3
Twitter (X)	1	0.3

Descriptive statistics for the research instruments are shown in Table 2. The average score for Destination Image was 3.94, Revisit Intention was 3.13, and Electronic Word of Mouth was 3.40. All variables had a minimum value of 1 and a maximum value of 5, in accordance with the measurement scale used.

Table 2. Instrument

Variable	n	Mean	Std.Dev	Min	Max
Destination image	342	3.94	0.745	1.00	5.00
Revisit intention	342	3.13	0.783	1.00	5.00
Electronic word of mouth	342	3.40	0.832	1.00	5.00

The results of the Measurement Model (Outer Model) analysis in Table 3 using SmartPLS show that all research constructs have high quality, both in terms of reliability and convergent validity, and are free from multicollinearity issues. The feasibility of this

measurement model ensures that the data can be used for further structural hypothesis testing.

First, the reliability of the constructs was tested using Composite Reliability (CR) and Cronbach's Alpha (α) values. All constructs, Destination Image (DI), Revisit Intention (RI), and Electronic Word-of-Mouth (e WOM) met strict reliability criteria with CR values above the threshold of > 0.80 and α values also above > 0.80 . Specifically, the CR and α values ranged from 0.84 to 0.87, confirming excellent internal consistency among the indicators. Next, convergent validity was assessed through the Average Variance Extracted (AVE) value. All constructs showed AVE values above the threshold of > 0.60 , with values ranging from 0.65 to 0.75. The high AVE values indicate that more than half of the indicator variance is explained by its latent construct.

Second, the validity of each indicator was confirmed through the outer loading (factor loading) value. The factor loading values of all indicators ranged from 0.76 to 0.89, which means that all of them were above the recommended threshold of > 0.70 . For example, the DI2 indicator in the Destination Image construct has the highest loading value of 0.89. The consistency of these high loading values proves that each indicator is valid and capable of accurately measuring its construct.

Finally, a multicollinearity test was conducted by examining the Variance Inflation Factor (VIF) values. The VIF values of all indicators ranged from 1.89 to 2.83. These values are well below the critical limit of 5.0, so it can be concluded that there is no multicollinearity problem between indicators in the measurement model. Thus, based on all the above criteria, the measurement model of this study is declared feasible for further structural model analysis.

Table 3. Measurement model items and factors

Construct	Loading	VIF
Destination Image (DI) (AVE = 0.75, CR = 0.84, α = 0.84)		1.91
(DI1) Borobudur left a good impression on me.	0.85	2.15
(DI2) Borobudur left a good impression on me.	0.89	1.93
(DI3) Borobudur is very attractive to me.	0.86	
Revisit Intention (RI) (AVE = 0.65, CR = 0.87, α = 0.86)		1.93
(RI1) Borobudur is on my list of places to return shortly	0.81	2.43
(RI2) I plan to get back to Borobudur in the future.	0.82	2.31
(RI3) I will likely return to Borobudur in the future.	0.81	2.83
(RI4) I look forward to returning to Borobudur shortly.	0.81	2.47
(RI5) I am going to return to Borobudur shortly.	0.76	2.39
Electronic Word-of-Mouth (EWOM) (AVE = 0.75, CR = 0.86, α = 0.86)		
(EWOM1) I plan to share my experiences of my trip with friends and on social media more often in the future.	0.86	2.41
(EWOM2) I will share my friends' experiences and photos from their trips with my other friends on social media.	0.86	1.98
(EWOM3) I will post my honest reviews (positive or negative) of my trip on social media for others to see.	0.83	1.89
(EWOM4) Before my trip, I frequently check online reviews from other travelers to help choose the right destination.	0.81	

To establish discriminant validity, we first applied the Fornell & Larcker criteria. Second, we used the Heterotrait-Monotrait 2 (HTMT2) correlation ratio, where all HTMT2 values were recorded below the conservative threshold of 0.90, with the highest value being 0.71. Based on Table 4, all constructs in this study show a larger AVE square root value than the correlations between other constructs. For example, the diagonal value for Destination Image (DI) is 0.87, higher than the correlation (DI) with other constructs. A similar pattern also occurs in other constructs, such as EWoM (0.84) and RI (0.38), which are all greater than their cross-correlation values.

The results of testing with HTMT also show that all heterotrait-monotrait ratio values are below the 0.90 limit. These relatively low HTMT values indicate that each construct is quite different from one another (discriminant), so there is no overlap between constructs. Thus, the discriminant validity test, both through the Fornell–Larcker criteria and HTMT, proves that the constructs in this model have clarity and specificity in measuring the intended variables. This ensures that the measurement model is suitable for further analysis in the structural model.

Table 4. Discriminant validity

Fornell-Larcker			
	DI	e-WoM	RI
DI	0.87		
e-WoM	0.40	0.84	
RI	0.34	0.38	0.80
Heterotrait-Monotrait 2			
	DI	e-WoM	RI
DI			
e-WoM	0.47		
RI	0.38	0.38	

The results of the structural model testing shown in Table 5 indicate that all hypothesized relationships in this study are supported by the data. Destination Image (DI) has a positive and significant effect on Electronic Word of Mouth (EWoM) ($\beta = 0.312$; $p < 0.01$). This finding indicates that the better the destination image perceived by tourists, the greater their tendency to share their positive experiences through social media. Furthermore, Destination Image (DI) is also proven to have a positive and significant effect on Revisit Intention (RI) ($\beta = 0.342$; $p < 0.01$). This means that a positive destination image not only encourages tourists to share their experiences but also increases their intention to revisit the destination in the future. Then, the test results show that Revisit Intention (RI) has a positive and significant effect on Electronic Word of Mouth (EWoM) ($\beta = 0.278$; $p < 0.01$). This indicates that the higher the intention of tourists to return, the greater their urge to spread their positive experiences through digital platforms.

In addition to the direct effect, the test also showed a significant indirect effect, namely the relationship between Revisit Intention (RI) and Electronic Word of Mouth (EWoM) through Destination Image (DI) ($\beta = 0.095$; $p < 0.001$). This finding confirms that tourist satisfaction contributes indirectly to increasing online experience sharing behavior

through positive perceptions of destination image. Overall, these results show that the research model has strong empirical support, in which destination image, revisit intention, and tourist satisfaction play an important role in encouraging tourist Electronic Word of Mouth behavior.

Table 5. Structural model evaluation results

Hypothesis path	β	Std. Deviation	t-value	p-value	Interpretation
Direct Effect					
H1 DI → EWOM	0.312	0.052	5.981	0.000**	Supported
H2 DI → RI	0.342	0.047	7.273	0.000*	Supported
H3 RI → EWOM	0.278	0.049	5.635	0.000*	Supported
Indirect Effect					
H4 DI → RI → EWOM	0.095	0.023	4.218	0.000**	Supported

Discussion

The findings of this study demonstrate that destination image plays a pivotal role in shaping post-visit tourist behavior, particularly in driving e-WOM and revisit intention. The travel experience at Borobudur Temple does not conclude with immediate satisfaction; rather, it evolves into tangible intentions and actions, specifically the desire to return and the tendency to share experiences online. Previous research indicates that positive travel experiences encourage tourists to share their journeys digitally while simultaneously reinforcing their intention to revisit the destination [26]. This suggests that tourist perceptions of a destination contribute to a sustainable pattern of post-visit behavior.

The relationship between destination image and e-WOM indicates that tourists who gain a positive impression during their visit to Borobudur are more likely to share their experiences via social media. This finding is quantitatively supported and reinforced by the respondent profile, where the majority belong to the digital-native generation—specifically aged 20–29 years (44.2%)—with a dominant Instagram usage of 72.8%. These data suggest that for digital natives, the majestic visual image of Borobudur has transformed from a historical object into a strategic digital content asset. This aligns with the findings of Zahrudy et al. (2025), who explained that for young tourists, visits to Indonesian cultural heritage sites are now heavily influenced by the drive to create aesthetic visual content. Social media, particularly Instagram, has altered how they consume history, where the visual quality of a destination becomes a decisive factor in forming their perception and satisfaction [27]. Through this phenomenon, they can transform photos or videos of Borobudur into tools for increasing popularity and social networks. This clarifies why the influence of destination image on e-WOM is highly significant ($\beta = 0,312$), driven by the need for digital existence among younger tourists. This finding also reinforces the view that destination image is a primary trigger for online experience-sharing behavior, as tourists act not only as consumers but also as voluntary informants and promoters. This is consistent with prior research stating that a strong destination image can trigger online sharing behavior [28]. Given that most respondents

are active Instagram users, visual imagery and positive emotional experiences become essential factors in driving organic e-WOM [29].

Furthermore, destination image is closely linked to the intention to revisit [30]. Tourists who perceive Borobudur as an attractive, comfortable, and memorable destination tend to desire a return in the future [31]. This is supported by various empirical studies showing that positive perceptions significantly increase revisit interest. Foster and Sidharta (2012) found that destination image positively influences revisit intentions in several Indonesian cities and suggested that destination managers enhance the variables forming that image to strengthen such intentions [32]. Other studies report that destination image is a crucial factor driving return visits, as a positive image creates a more memorable experience and influences future decision-making [33]. In cultural and historical destinations like Borobudur, the roles of historical value, spirituality, and lasting personal experiences are vital factors strengthening the link between destination image and revisit intention; thus, the destination is perceived not merely as a tourist object but as a meaningful experiential space worthy of a return [34].

This study also finds that revisit intention significantly affects e-WOM. Tourists with a strong desire to return tend to be more enthusiastic in providing online recommendations and positive reviews [35]. Such desire reflects the level of attachment to the destination, prompting them to invite others to share the same experience. This pattern aligns with the findings of Maulina et al. (2023), who stated that loyal tourists often act as destination advocates in digital spaces, voluntarily sharing their experiences with others [36].

The most significant finding of this research is the role of revisit intention as a partial mediator between destination image and e-WOM. This result indicates that a positive destination image does not only directly prompt tourists to share experiences online but also builds a desire to return, which ultimately further strengthens e-WOM behavior. The success of revisit intention in bridging the relationship between destination image and e-WOM ($\beta = 0,095$) provides a new interpretation for heritage destination management. This is consistent with previous research asserting that in cultural tourism, destination image is a primary antecedent determining revisit intention, where the perceived quality of cultural heritage reinforces the commitment to stay connected with the destination [37]. Amidst current policies restricting physical access to the temple structure, revisit intention emerges as an emotional bridge validating that tourists still perceive high value (perceived value) despite limited accessibility. Compared to the linear model in the study by Absharina & Karmilasari (2022), this finding proves that at static UNESCO sites, psychological attachment (revisit intention) is a prerequisite for transforming visual perception into organic digital advocacy. This is a key differentiator from their study, which used multiple linear regression to test the influence of destination image on visit intention directly on Instagram [38]. In contrast to their findings, the results at Borobudur suggest that a majestic image does not necessarily result in digital promotion (e-WOM) without a strong desire to return. In

other words, the mediation model in this study fills the gap left by linear models: the role of revisit intention as a primary requirement for a visual impression to transform into genuine digital advocacy. Without the intent to return, a positive image remains a passive memory that fails to generate sustainable promotion. This aligns with prior research asserting that organic positive reviews (e-WOM) are rooted in loyalty and revisit intention [28].

Conclusion

This study demonstrates that destination image plays a central role in shaping tourist behavior during the post-visit phase at Borobudur Temple, particularly in driving revisit intention and electronic word of mouth (e-WOM). The findings confirm that positive tourist perceptions do not merely end with experience evaluation; instead, they evolve into an intention to return and an urge to share experiences online, forming the core foundation of long-term relationships between tourists and the destination. Scientifically, this study proves that revisit intention functions as a critical mechanism bridging the relationship between destination image and e-WOM. This provides scientific validation that amidst the policy of restricted physical access to the temple structure, the intention to revisit serves as an emotional bridge that validates the destination's value, ensuring that tourists' digital communication behavior does not emerge spontaneously but through a sustained psychological process.

Theoretically, this research offers a significant contribution to tourism marketing literature by providing a deeper understanding of how tourist perceptions transform into tangible actions in digital spaces. Positioning revisit intention as a mediating variable successfully uncovers the dynamics of post-visit behavior, which has previously seen limited empirical discussion in the context of cultural heritage sites like Borobudur Temple. These findings prove that for destinations with physical access restrictions, psychological attachment, manifested as the intention to return, is the primary determinant in ensuring that a positive image does not remain a passive memory but transforms into genuine digital advocacy. Managerially, the results provide a strategic foundation for destination managers to prioritize image reinforcement through improving facilities, service quality, and the presentation of authentic cultural experiences. A strong destination image must be managed as the initial trigger that drives loyalty while simultaneously strengthening organic e-WOM behavior. Furthermore, managers need to develop post-visit communication strategies oriented toward maintaining emotional connections with tourists. Such efforts are crucial to ensuring that positive narratives about the destination continue to spread sustainably across digital platforms despite physical visitation limitations.

As a final note, this study has several limitations that should be considered when interpreting the results. The research focuses solely on one destination, Borobudur Temple; therefore, the findings may not fully represent tourist behavior at other cultural and religious destinations with different characteristics. Additionally, the use of a cross-

sectional design limits the ability of this study to capture the dynamic changes in tourist perceptions, intentions, and behaviors over time. Consequently, future research is encouraged to include more destinations with diverse contexts, incorporate additional variables such as tourist satisfaction, experience quality, or emotional engagement, and employ longitudinal designs to gain a more profound and comprehensive understanding of the formation of revisit intention and e-WOM.

References

1. R. Purwono, M. A. Esquivias, and O. Rojas, "Tourism Destination Performance and Competitiveness : The Impact on Revenues , Jobs , the Economy , and Growth," vol. 15, no. 28, 2024.
2. C. L. Bunghez, "The Importance of Tourism to a Destination ' s Economy," vol. 2016, 2016, doi: 10.5171/2016.143495.
3. Y. Guo, M. Yu, and Y. Zhao, "Impact of destination advertising on tourists' visit intention: The influence of self-congruence, self-confidence, and destination reputation," *J. Destin. Mark. Manag.*, vol. 31, p. 100852, 2024.
4. G. Sasongko, D. D. Kameo, V. N. Siwi, and Y. Wahyudi, "The Effect of Service Quality and Heritage Tourism on Tourist Loyalty : The Case of Borobudur Temple," 2025.
5. A. P. Yakup and T. Haryanto, "Pengaruh pariwisata terhadap pertumbuhan ekonomi di indonesia," vol. 23, no. 2, pp. 39–47, 2019.
6. P. E. Soesanta, I. Radianto, and A. Setia, "The Development of a Sustainable Tourism Area for Borobudur Temple as a City Branding Theme for Magelang Regency," pp. 111–122, 2023.
7. X. Jia, Y. Xu, B. Zhao, H. Li, L. Li, and J. Zhang, "Sustainable tourism at nature-based cultural heritage sites : visitor density and its in fl uencing factors," *npj Herit. Sci.*, pp. 1–15, 2025, doi: 10.1038/s40494-025-01761-4.
8. D. T. Noviasari, F. Muhammad, and H. Muhsin, "Legal policy for the protection of the super priority tourist destination Borobudur Temple by using traditional tools with appropriate and environmentally friendly technology," vol. 2, pp. 1–6, 2025, doi: 10.31603/bishss.272.
9. N. Janti, "Govt to hike Borobudur ticket prices, limit visitors," *The Jakarta Post*, 2022. <https://www.thejakartapost.com/paper/2022/06/07/govt-to-hike-borobudur-ticket-prices-limit-visitors.html>
10. L. E. Dewi, R. Andari, and Gitasiswhara, "Pengaruh destination image terhadap behavioral intention wisatawan di destinasi wisata ciamis," vol. 5, no. 2, pp. 424–431, 2024.
11. L. M. Hernández-garcía, A. Delgado-cruz, and Y. D. Palmas-castrejón, "Destination image : validation of a measurement scale Imagen del destino : validación de una escala de," pp. 2–12, 2022.
12. B. B. Dedeoğlu, "Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value," *Tour. Manag. Perspect.*, vol. 29, pp. 105–117, 2019.
13. M. Afshardoost and M. Sadegh, "Destination image and tourist behavioural intentions : A meta-analysis," *Tour. Manag.*, vol. 81, no. May, p. 104154, 2020, doi: 10.1016/j.tourman.2020.104154.
14. E. Degor, W. Astuti, F. Earlike, A. Sani, and S. Alvianna, "Pengaruh e-wom dan citra destinasi terhadap minat berkunjung pengunjung pada kaliwatu rafting Kecamatan Bumiaji Kota Batu," vol. 5, no. 1, pp. 19–25, 2025.
15. A. M. Abubakar and M. Ilkan, "Impact of online WOM on destination trust and intention to travel: A medical tourism perspective," *J. Destin. Mark. Manag.*, vol. 5, no. 3, pp. 192–201, 2016.
16. Y. Liu, T. Teichert, M. Rossi, H. Li, and F. Hu, "Big data for big insights: Investigating language-specific drivers of hotel satisfaction with 412,784 user-generated reviews," *Tour. Manag.*, vol. 59, pp. 554–563, 2017.
17. M. M. Denita Salsabila, "Pengaruh Electronic Word Of Mouth (Ewom) Pada Media Sosial Instagram Terhadap Minat," vol. 3, no. April, pp. 274–281, 2024.
18. C. O. Widodo, "Of Tourism The influence of e-wom on instagram , destination image and domestic tourist satisfaction on the intention to revisit Jakarta aquarium and safari," vol. 6, no. 1, pp. 27–40, 2023.
19. M. M. Dakwah and D. Risprawati, "Electronic Word of Mouth and Revisit Intention : The Mediating Role of Destination Image in Goa Lawah Tourism Village , Indonesia," vol. 4, no. 11, pp. 5695–5706,

- 2025.
20. N. Sonia, P. Aurellia, N. Farida, and S. Listyorini, "Pengaruh Destination Image Dan Service Quality Terhadap Revisit Intention Melalui Ewom (Studi Pada Umbul Sidomukti Kabupaten Semarang) Pendahuluan Kerangka Teori," vol. 14, no. 1, pp. 418–429, 2025.
 21. S. A. Suban, "Visitor ' s emotional experience in predicting destination image , satisfaction and intention to revisit : a spa tourism perspective," vol. 39, no. 2, pp. 355–376, 2025, doi: 10.1108/IHR-05-2023-0032.
 22. S. A. Kareem and P. Venugopal, "Examining the relationship between gastronomic experience, revisit intention, destination image and destination brand love: a moderating role of cewebrity reviews," *Leisure/loisir*, vol. 48, no. 3, pp. 393–419, 2024.
 23. J. Kim and D. R. Fesenmaier, "Sharing tourism experiences: The posttrip experience," *J. Travel Res.*, vol. 56, no. 1, pp. 28–40, 2017.
 24. T. Van Pham, T. Duc Le, K. T. Dang Thi, T. L. Nguyen, and T. N. T. Tran, "Unveiling the impacts of eWOM on tourist revisit intention from a cognitive perspective: the moderating role of trade-offs," *Cogent Bus. Manag.*, vol. 12, no. 1, p. 2452239, 2025.
 25. H. Baber, "Predicting Romanian tourism e-WOM intentions using value and personality theories," 2022, doi: 10.1108/EJIM-05-2022-0235.
 26. P. Tiong, U. Farida, A. Haris, and M. Azizurrohman, "From Experience to E-WOM : Unpacking the Power of Tourist Motivation and Marketing Mix on Revisit Intentions in Taiwan," no. 1, pp. 103–124, 2025.
 27. F. Zahrudy, P. J. S. Siagian, N. Salsabila, I. M. A. A. Kusuma, and T. T. Firdalia, "Exploring Digital Tourist Behavior Among Young Visitors at Indonesian Cultural Heritage Destinations: A Mixed-Method Study," *Tour. Sci. J.*, vol. 11, no. 1, pp. 34–49, 2025.
 28. S. Kanwel, Z. Lingqiang, M. Asif, J. Hwang, A. Hussain, and A. Jameel, "The influence of destination image on tourist loyalty and intention to visit: Testing a multiple mediation approach," *Sustainability*, vol. 11, no. 22, p. 6401, 2019.
 29. A. Z. Akbara and Y. Suryantari, "Impact of Destination Images and E-WOM on Urban Millennial Decision to Visit Tourism Potential City," no. 2022, 2024, doi: 10.36256/ijtl.v5i1.394.
 30. D. N. Fitria, N. Farida, H. S. Nugraha, D. A. Bisnis, and K. Semarang, "Pengaruh Destination Image Dan Service Quality Terhadap (Studi Pada Pengunjung Wisata Pantai Dewa Ruci ' Jatimalang ' Kabupaten Purworejo) Pendahuluan," vol. 13, no. 3, pp. 801–812, 2024.
 31. D. Citaningtyas, A. Kadi, H. Purwanto, and B. R. Vonseica, "Pengaruh destination image terhadap revisit intention dan intention to recommend melalui satisfaction sebagai variabel intervening Pendahuluan," vol. 5, no. 2, pp. 176–187, 2021.
 32. I. S. Bob Foster, "A Perspective From Indonesian Tourists: The Influence Of Destination Image On Revisit Intention," 2012.
 33. F. Rompas, D. P. E. Saerang, and F. J. Tumewu, "Influence Of Destination Image And Customer Experience To Revisit Intention At Kai ' Santi Garden Pengaruh Citra Destinasi Dan Pengalaman Pengunjung Terhadap Niat Kunjungan Kembali Ke Kai ' Santi Garden," vol. 7, no. 4, pp. 4561–4570, 2019.
 34. Latifah, "A Semiotic Branding Analysis of Borobudur : World Spiritual Tourism Destination," 2024.
 35. D. N. A. & E. G. Marsasi, "The Influence Of Revisit Intention And Self-Concept On E-Wom Based On Theory Of Planned Behavior Deasa Nurrhusan Albana & Endy Gunanto Marsasi * Universitas Islam Indonesia, Indonesia," vol. 12, no. 3, pp. 323–341, 2024.
 36. A. Maulina, I. Sukoco, and B. Hermanto, "Tourists ' Revisit Intention and Electronic Word-of-Mouth at Adaptive Reuse Building in Batavia Jakarta Heritage," pp. 1–23, 2023.
 37. M. Faturochim, "Analisis Pengaruh Destination Heritage Quality Dan City Personality Terhadap Destination Image Dan Dampaknya Terhadap Revisit Intention," *J. Neraca*, vol. 2, pp. 57–68, 2023.
 38. D. Absharina, "Pengaruh E-Wom Dan Citra Destinasi Terhadap Niat Kunjungan Kembali di Instagram," vol. 27, no. 1, pp. 1–10, 2022.