

Influence of destination image, augmented reality and destination social responsibility on destination beliefs, motivation and intention to visit of tourists which are moderate by digital WOM in Berau District, East Kalimantan

Safitri Nurhidayati^{1*}, Ida Aju Brahmasari², Ida Aju Brahma Ratih³

^{1,2,3}Faculty of Economics and Business, 17 August 1945 University of Surabaya, Indonesia; 1272100045@suret.untag-sby.ac.id (S.N.) brahmasari@untag-sby.ac.id (I.A.b.) brahmaratih@untag-sby.ac.id (I.A.B.R.).

Abstract: This research aims to prove and analyze the influence of destination image, augmented reality and destination social responsibility on destination trust, motivation and intention to visit moderated by digital word of mouth (WOM) in Berau Regency, East Kalimantan. The sample in this study was 247 respondents. The sampling technique uses purposive non-probability sampling. The data analysis technique in this research is validity and reliability testing using the SPSS V23 application and hypothesis testing using SEM-AMOS. The results of this research show that destination image has a significant effect on destination trust, destination image has a significant effect on motivation, destination image has a significant effect on intention to visit, augmented reality has a significant effect on destination trust, augmented reality has a significant effect on motivation, destination social responsibility has a significant effect on destination trust, destination trust has a significant effect on intention to visit, motivation has a significant effect on intention to visit, augmented reality has a significant effect on intention to visit tourist destinations in Berau Regency, East Kalimantan, unacceptable, destination social responsibility has a significant effect on intention to visit in tourist destinations in Berau Regency, East Kalimantan, is also unacceptable. The role of digital WOM as a moderator of destination trust on intention to visit is significant.

Keywords: *Augmented reality, Destination, Digital WOM, Intention to visit.*

1. Introduction

Sustainable tourism is one of the keys to recovery. There needs to be an effort to change the mindset to make tourism friendly and sustainable. The current tourism trend is *personalized, localized, customized and smaller in size*, but with better income. Indonesia generated US\$ 4.3 million in 2022, three times larger than the original projection with a quarter of the number of tourist arrivals. Not only does it increase income, this strategy is also able to create business opportunities and open up jobs for the community. These business opportunities and jobs come from the movement of 800 million local tourists. Indonesia is on the right track to create 1.1 million jobs in the tourism sector, and its strength comes from local tourists (Sandiaga Uno, www.cnnindonesia.com, 2022).

Tourism has a very important role in improving people's standard of living, it can be seen from an economic, social or cultural perspective. Viewed from an economic perspective, Indonesian tourism has a fairly important role in increasing people's income and increasing foreign exchange reserves. Viewed from a social perspective, Indonesian tourism can bridge distances and eliminate differences, so that it can foster a sense of brotherhood between tribes, races and religions. While viewed from a cultural perspective, Indonesian tourism has a role in introducing the variety of cultural customs and traditions that exist in society in a particular area and also to strengthen national unity.

Based on the background of the problems that have been described previously, the following problems can be formulated:

1. Does *destination image* have a significant influence on *destination trust*? traveler in Berau Regency, East Kalimantan?
2. Does *destination image* have a significant influence on tourist *motivation* in Berau Regency, East Kalimantan?
3. Does *destination image* have a significant influence on tourists' *intention to visit* Berau Regency, East Kalimantan?
4. Does *augmented reality* have a significant influence on tourist *destination trust* in Berau Regency, East Kalimantan?
5. Does *augmented reality* have a significant influence on *the motivation* of tourists in Berau Regency, East Kalimantan?
6. Does *augmented reality* have a significant influence on tourists' *intention to visit* Berau Regency, East Kalimantan?
7. Does *destination social responsibility* have a significant influence on tourist *destination trust* in Berau Regency, East Kalimantan?
8. Does *destination social responsibility* have a significant influence on tourist *motivation* in Berau Regency, East Kalimantan?
9. Does *destination social responsibility* have a significant influence on tourists' *intention to visit*? in Berau Regency, East Kalimantan?
10. Does *destination trust* have a significant influence on tourists' *intention to visit* Berau Regency, East Kalimantan?
11. Does *motivation* have a significant influence on tourists' *intention to visit* Berau Regency, East Kalimantan?
12. Can digital WOM moderate *determination trust* towards *intention to visit*?
13. Can digital WOM moderate *motivation* towards *intention to visit*?

2. Literature Review

2.1. Marketing Management

Marketing management according to Kotler and Keller (2012:5), marketing management is an art and science in the target market to attract, maintain, and also increase consumers by creating, communicating and delivering superior consumer quality. The definition of service marketing according to Kotler and Keller (2016:422) is an action that can be offered by one party to another party which is basically non-physical and cannot produce any ownership. Marketing is a managerial process that makes individuals or groups get what they want by creating, offering, and exchanging valuable products to other parties or all activities related to the delivery of products or services from producers to consumers (Sudarsono, 2020:2).

According to Suryati (2015:142), marketing is a success criterion of a company, even marketing management is a benefit generating process for the company, while other managerial functions are cost generating processes. Marketing is also a good solution for companies so that their business continuity continues to grow and consumers whose needs, desires, and demands are met.

2.1.1. Products

Products are all forms of business results offered to the market for use or consumption so that they can meet the needs and desires of the community. Producers must be able to create and produce products or services with their own quality and uniqueness. That way, products or services can automatically increase competitiveness in the market.

2.1.2. Price

The price in question is the amount of money that must be paid by the user or client to get the product offered. In other words, someone will use the service or buy the product offered, if the sacrifice made (i.e. money and time).

2.1.3. Place

This concept focuses on the place or location where the company is located. Where, the more strategic the business location, the greater the profit the company will get. With a strategic location, consumers or potential customers can more easily find and reach the business, so that sales transactions are easier to occur.

2.1.4. Promotions

marketing mix strategy focuses on business promotion issues, such as how to market a product, what media to use, and so on. Basically, promotion is an activity of spreading information that is persuasive, influencing and reminding the market that the product is ready to be sold and purchased.

2.1.5. People

This factor plays an important role in making progress or even decline of a company.

2.1.6. Process

The process here includes how the company serves each consumer's request, starting from when the consumer orders until they finally get what they want. Some specific companies usually have a unique or special way of serving their consumers. Like in a restaurant, there are some restaurants that provide an "open kitchen" facility, where consumers can see each process of making the food they order. This kind of service is one example of implementing a marketing strategy. mix in a culinary business.

2.1.7. Physical Appearance (Physical Evidence)

The physical appearance of a business premises will explain how the building layout of a company is. Does the company use a unique interior, an attractive lightning system , an eye-catching room design, and so on. The company will certainly realize that the layout of the building in a company will certainly affect the mood of visitors.

2.2. Consumer Behavior

For a company, consumers are the source of attention from all of the company's marketing efforts. Consumers are the people who have the right to decide whether the goods are worth buying or not for the products issued by the company. According to Philip Kotler and Kevin Keller (2012:151), consumer behavior is the study of how individuals, groups and organizations choose, buy, use, and dispose of goods, services, ideas, or experiences to meet their needs and desires. Meanwhile, according to Peter and Olsen (2008:5),

2.3. Intention To Visit

Visit Intention in tourism can be interpreted as an impulse that comes from a person's internal stimulus that motivates action, where the impulse is influenced by the stimulus and positive feelings of a product (Kotler & Armstrong, 2012). The interest in traveling can be said to be the same as the customer's buying interest in tourism.

2.4. Destination Image

Destination image is the belief of knowledge about a destination and what tourists feel during their trip. The destination image of tourists visiting tourist attractions in Berau Regency is as a natural tourist attraction, especially underwater natural tourism.

2.5. Augmented Reality

AR (augmented reality), is a technology that combines two-dimensional and/or three-dimensional virtual objects into a real environment and then projects these virtual objects in real time. Augmented reality can be applied to all senses, including hearing, touch, and smell. In addition to being used in fields such as health, military, manufacturing industry and education.

2.6. Destination Social Responsibility

Destination social responsibility is one form of implementation of the concept of socially responsible marketing with the aim of fulfilling obligations and maintaining the image of a destination for related stakeholders (L. Su et al, 2017). In the tourism industry, visitors will see the company's deep involvement in social responsibility programs as a form of concern for the surrounding environment. (Kim, Yin, & Lee, 2020).

2.7. Destination Trust

Trust is defined as tourists' overall perception of a destination's competence (e.g., service quality), benevolence (e.g., positive intentions, i.e., willingness to consider stakeholders' interests and expectations), and credibility (L. Su et al., 2020). According to Chung and Kwon (2009),

2.8. Motivation

Travel motivation is defined as things that drive someone to travel. There are several theories about tourist motivation. Motivation is a state of need, a condition that provides an individual with an impulse towards some type of action that is seen as likely to bring satisfaction. According to Pizam, Neumann, & Reichel, in Plangmarn (2012).

2.9. Digital Word of Mouth

According to Kotler and Keller (2016) some marketers emphasize two specific forms of word of mouth (buzz and viral). Buzz marketing (gossip/conversation) generates interest, creates interest, and expresses new relevant information related to the brand through unexpected or even surprising things. Word of mouth indicators.

Based on the above framework of thought, a causal research model can be compiled as shown in the image:

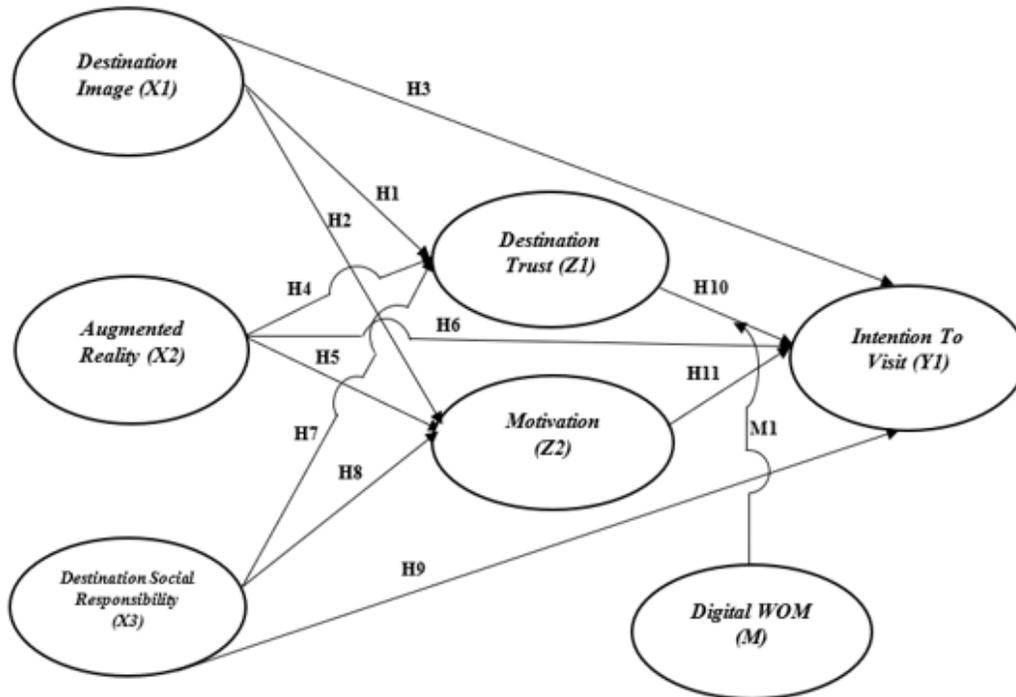


Figure 1.
Conceptual framework 1.

- The hypothesis in this study is as follows:

H₁: Destination image has a significant effect on destination trust tourists in Berau Regency, East Kalimantan.
H₂: Destination image has a significant influence on motivation of tourists in Berau Regency, East Kalimantan.
H₃: Destination image has a significant influence on tourists' intention to visit Berau Regency, East Kalimantan.
H₄: Augmented reality has a significant influence on tourist destination trust in Berau Regency, East Kalimantan.
H₅: Augmented reality has a significant influence on tourist motivation in Berau Regency, East Kalimantan.
H₆: Augmented reality has a significant influence on tourists' intention to visit Berau Regency, East Kalimantan.
H₇: Destination social responsibility has a significant influence on tourist destination trust in Berau Regency, East Kalimantan.
H₈: Destination social responsibility has a significant influence on tourist motivation in Berau Regency, East Kalimantan.
H₉: Destination social responsibility has a significant influence on tourists' intention to visit Berau Regency, East Kalimantan.
H₁₀: Destination trust has a significant effect on the intention to visit tourists in Berau Regency, East Kalimantan.
H₁₁: Motivation has a significant influence on the intention to visit tourists in Berau Regency, East Kalimantan.
H₁₂: Digital WOM can moderate destination trust on intention to visit.
H₁₃: Digital WOM can moderate motivation towards intention to visit.

3. Research Methods

This study is a causality study between several variables, namely Destination image, augmented reality, and destination social responsibility on destination trust, motivation, intention to visit tourists and moderated by digital WOM in Berau Regency, East Kalimantan. This type of research is explanatory (explanatory research) because it explains the causal relationship between variables through hypothesis testing (Raf, 2021:91). This study in collecting data uses a survey collected from respondents using a questionnaire, data obtained from samples representing a population (Hermawan &

Amirullah, 2021). The object of research is tourists in Berau Regency, East Kalimantan. The sample is part of the number and characteristics of the population. In this study, the sample criteria used:

- a) Tourists visiting tourist attractions in Berau Regency.
- b) The tourists are aged 27 – 59 years.

Hair *et al.* (2010:102) (Multivariate Data Analysis 7th Edition, n.d.) stated that the number of samples taken is at least five times the number of parameters used in the study. Hair *et al.*, (2010:643) said that there are five considerations needed in determining the number of samples in SEM, namely:

- a) Multivariate normality of data
- b) Estimation techniques
- c) Model complexity
- d) Amount of lost data
- e) Average error variance between indicators

According to Hair et al. in Sanusi (2011:175) there are several suggestions that can be used as guidelines in determining sample size in SEM analysis, namely:

- 1) Sample size 225 – 450 for maximum likelihood (ML) estimation technique.
- 2) Depends on the number of parameters being estimated. A guideline is 5–10 times the number of parameters being estimated.
- 3) Depends on the number of indicators used in all formed variables. The number of samples is the number of indicators of the variable. formation, which is multiplied by 5 to 10. If there are 45 indicators, the sample size is between 225 – 450.
- 4) If the sample is very large, the researcher may choose a particular estimation technique.

The most popular estimation model in SEM analysis is Maximum Likelihood (ML). This ML method is also used as a default by AMOS, in addition to other alternative methods, such as GLS or ULS. The ML method will be effective on sample sizes between 225 data and 450 data. The researcher decided to use 247 samples collected from the distributed questionnaires. The researcher decided to use a sample of 247 respondents, which is in accordance with the sample size for the maximum likelihood (ML) estimation technique.

4. Research Result

The research results refer to the findings and information obtained through the implementation of data analysis based on the hypothesis proposed in the research. The data analysis process to answer the research hypothesis, using the *Structural Equation Modeling* (SEM) technique. *Measurement model* analysis aims to evaluate the suitability of construct measurement, as well as the validity and reliability of indicators in reflecting the construct. *Measurement model analysis* is also called the *Confirmatory Factor Analysis* (CFA) test, carried out in three stages, namely testing the suitability of the measurement model (*measurement model fit*), construct validity (*construct validity*), and construct reliability (*construct reliability*).

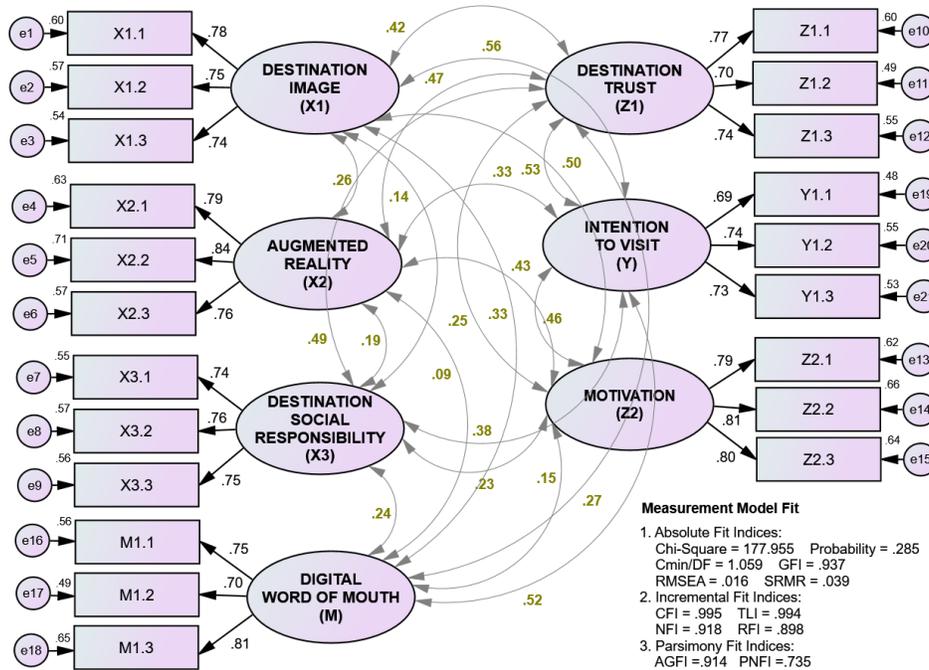


Figure 2. Measurement model estimation results.

In this study, the *moderation effect model testing* will use a *two-stage approach*. Testing of direct effects, indirect effects, and total effects still uses the results of the main model estimation (see Figure 5.3), while testing of the moderation effect uses the results of the SEM estimation of the 2-stage interaction model (see Figure 5.4).

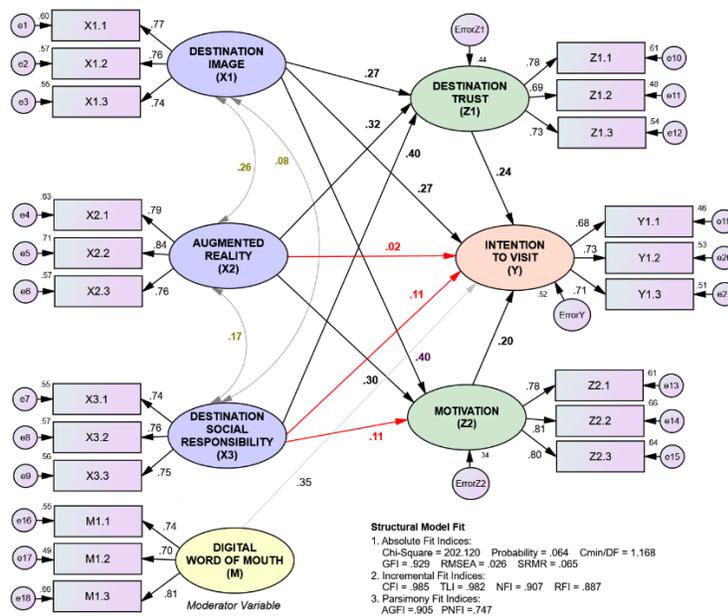


Figure 3. SEM estimation results of main model.

The following are the results of *testing structural relationships* in order to test each research hypothesis based on SEM output :

Table 1.
Testing of direct influence structural relationships.

Hi.	Direct influence		Std. estimate	CR	P	Hypothesis decision	
H ₁	Destination image (X ₁)	→	Destination trust (Z ₁)	0.265	3,583	0,000 *	Accepted
H ₂	Destination image (X ₁)	→	Motivation (Z ₂)	0.402	5,130	0,000 *	Accepted
H ₃	Destination image (X ₁)	→	Intention to visit (Y)	0.272	2,820	0.005 *	Accepted
H ₄	Augmented reality (X ₂)	→	Destination trust (Z ₁)	0.324	4,137	0,000 *	Accepted
H ₅	Augmented reality (X ₂)	→	Motivation (Z ₂)	0.299	4,075	0,000 *	Accepted
H ₆	Augmented reality (X ₂)	→	Intention to visit (Y)	0.024	0.276	0.783 ^{ns}	Rejected
H ₇	Destination social responsibility (X ₃)	→	Destination trust (Z ₁)	0.398	5,237	0,000 *	Accepted
H ₈	Destination social responsibility (X ₃)	→	Motivation (Z ₂)	0.110	1,567	0.117 ^{ns}	Rejected
H ₉	Destination social responsibility (X ₃)	→	Intention to visit (Y)	0.105	1,204	0.229 ^{ns}	Rejected
H ₁₀	Destination trust (Z ₁)	→	Intention to visit (Y)	0.243	2,252	0.024 *	Accepted
H ₁₁	Motivation (Z ₂)	→	Intention to visit (Y)	0.197	2,197	0.028 *	Accepted

Note: * Significant at the 0.05 level not significant

Source: Appendix 9.

5. Conclusion

Based on the background, problem formulation, hypothesis testing, analysis and discussion of this research, it is concluded as follows:

Destination image has a significant influence on *destination trust* traveler in Berau Regency, East Kalimantan. *Destination image* is the basis for analyzing tourist behavior: before, during, and after vacation (Bigne *et al.* , 2001). *Destination image* is an important concept in the study of consumer behavior. because it affects individuals or the public, subjective perceptions, value for customers, satisfaction and behavioral intentions (Dobni and Zinkhan, 1990). According to Schiffman and Kanuk (2008), positive *brand image* is related to customer loyalty and customer trust. *image* positive brand and willingness to find *image* the. The relationship between destination image and trust. Schiffman and Kanuk (2008) stated that positive *brand image* is related to consumer loyalty, positive consumer trust brand and willingness to search for the brand. In their conceptual study, Chen and Phou (2013) revealed a correlation between *destination image* and *destination trust* . This research on *destination image* and *destination trust* is also supported by research conducted by (Shen *et al.*, 2022), (Torres-Moraga & Barra, 2023),(L. Su, Lian, *et al.*, 2020).

Destination Image has a significant influence on tourist *motivation* in Berau Regency, East Kalimantan. Martin (2008) argues that the whole impression, belief, image, hope, and collection of feelings towards a place. Based on several definitions, it can be concluded that *destination image* is a perception or impression felt by someone towards a tourist spot either before visiting the tourist spot or during and after the visit. Crompton (1979) in Lim and Omar (2012) defines *image* as a number of

beliefs, ideas, and impressions that someone has about a destination. Echtner and Richie (1993) in Lim and Omar (2012) explain that *destination image* is a "perception of an area". When the reputation of a tourist destination is good, motivation will encourage tourists to have more confidence in the destination, and increase their intention to visit. Visitor satisfaction as consumers is obtained with a destination image that has a positive impact on visiting motivation (Tamtomo, 2020). This research on *destination image* and *motivation* is supported by research also conducted by (Almeida-García et al., 2020).

Destination image has a significant influence on *intention to visit* traveler in Berau Regency, East Kalimantan. Several studies have revealed that *Destination Image* is a factor that influences *intention to visit*. The results of this study prove that *the destination image* by tourists has a direct relationship with *visit intention* and its influence is positive. So it can be concluded that *the destination image* has fulfilled the consideration aspects of prospective tourists to visit tourist destinations. This is in line with previous research conducted by Khansa and Farida (2016) that there is a positive and significant influence between the *destination image variable* on *intention to visit* and research conducted by Allameh et al. (2015) which states that the *destination image variable* influences revisit intention. Research on *Destination Image* the results of which did not have a significant effect on the intention to visit were studies conducted by Banki et al., (2014), Jin et al., (2013). Banki et al., (2014) that *cognitive destination image* does not influence *behavioral* intention but affective destination image has a direct influence on behavioral intention. Research by L. Su et al., 2022, " *The influence of tourists' monetary and temporal sunk costs on destination trust and visit intention* ". *Tourism Management Perspectives* 42 (2022) 100968. States that when *the destination image* is above average, it causes higher visit intention to the tourist destination.

Augmented reality has a significant influence on *tourist destination trust in Berau Regency*, East Kalimantan. Augmented Reality (AR) is a variation of *Virtual Environments* (VE), or *Virtual Reality* as it is more often called. AR allows users to see the real world, with virtual objects superimposed or combined with the real world. Therefore, AR complements reality, rather than completely replacing it. Ideally, it will appear to users that virtual and real objects coexist in the same space Ronald T. Azuma (2008). The influence of *destination trust* after the application of *Augmented Reality media* was also carried out by Taub et al (2024) and Mior Shariffuddin et al (2023)

Augmented reality has a significant influence on *tourist motivation* in Berau Regency, East Kalimantan. Internet, AR, and related technologies have developed rapidly developed over the last twenty years, where many conventionally offline activity own migrate into the virtual, inserting information into the virtual world and displaying it in the real world. Mutual trust behavior in this virtual world environment attracts attention and, as a result, many kinds of related studies in the That field from agent design, human-computer interaction, sociology, psychology, and Again. Lots from This studies have adopted a vulnerability-based definition of trust, shows that the nature trust in the virtual world environment is basically the same as the reality as in the study (Bailenson and Yee, 2005). The influence of motivation after the application of Augmented Reality media was also carried out by Banjarani et al (2023).

The results of the estimation of the coefficient of the influence of *augmented reality* on *the intention to visit* show an insignificant effect, meaning that the higher the use of AR technology at the destination has not been able to provide a real impact on increasing the intention of tourists to visit the destination. Thus, the sixth hypothesis which states that *augmented reality* has a significant effect on *the intention to visit* at tourist destinations in Berau Regency, East Kalimantan cannot be accepted. When using AR at heritage sites or destinations, visitors form positive or negative attitudes towards AR. Individuals who form attitudes from experiencing AR will create an image of the heritage destination through AR although not significant. In this situation, respondents will be more sensitive to considering cost factors such as travel costs, accommodation, and activities at the destination compared to AR experiences that may be considered as additional, not primary needs. Research on the influence of AR on intention to visit was also conducted by Law, Leung, & Buhalis (2009), Nadeau, Heslop, O'Reilly, & Luk (2008), Kaplanidou and Vogt (2006).

Destination Social Responsibility has a significant effect on *Destination Trust* of tourists in Berau Regency, East Kalimantan. *Destination social responsibility* is the perception of obligations and activities implemented by destination managers for all stakeholders, including visitors, local residents, employees,

investors, government, suppliers, and competitors (L. Su *et al.*, 2017). The implementation of *destination social responsibility* can provide confidence for visitors to be able to trust that destination managers are able to carry out operations with high integrity, are reliable and act well (Hassan & Soliman, 2020). The results of this study support the results of research conducted by Hassan & Soliman (2020), which found that *destination social responsibility* has a positive effect on *trust* during the Covid-19 pandemic. This means that the greater *the destination social responsibility* carried out by destination managers, the greater the level of visitor trust intention when visiting tourist destinations. In addition, this research proposal is also in line with previous research which found that *destination social responsibility* has a positive effect on *trust* in various sectors, namely hotels and restaurants. (Jung & Yoon, 2014) (Kim & Kim, 2016) (Jalilvand *et al.*, 2017) (Palacios-Florencio *et al.*, 2018). Previous research that is in accordance with this research proposal is from research (L. Su, Lian, *et al.*, 2020), (Hassan & Soliman, 2021), (L. Su, Lian, *et al.*, 2020).

The results of the estimated coefficient of the influence of *destination social responsibility* on *motivation* show an insignificant effect, meaning that the higher the level of social responsibility at the destination has not been able to provide a real impact on increasing tourist motivation at the destination. Thus, the eighth hypothesis which states that *destination social responsibility* has a significant effect on *motivation* at tourist destinations in Berau Regency, East Kalimantan, cannot be accepted. Research on the effect of destination Social Responsibility on motivation was also conducted by L. Su *et al.* (2017). In addition, there is also research from Hassan & Soliman (2020), and this research is supported by Sabiote-Ortiz *et al.* (2024).

The results of the estimation of the coefficient of the influence of *destination social responsibility* on *the intention to visit* also show an insignificant effect, meaning that the higher the level of social responsibility at the destination has not been able to provide a real impact on increasing the intention of tourists to visit the destination. Thus, the ninth hypothesis which states that *destination social responsibility* has a significant effect on *the intention to visit* at tourist destinations in Berau Regency, East Kalimantan, cannot be accepted either. This study is not in line with the following studies. The results of the study on the *destination social responsibility program* are one of the steps in integrating long-term strategic planning because tourists' perceptions of social responsibility are an important source for increasing tourist loyalty (Su & Huang, 2018). This study found that *Destination Social Responsibility* has a positive influence on *visits intention*. This means that the greater *the destination social responsibility* implemented by the manager destination, it will have a positive influence on the intention to visit the tourist destination. Research conducted by Hassan & Soliman (2021) which states that the greater the form of destination social responsibility felt by visitors, the more it will encourage visitors to visit a destination. This study is also inconsistent with research conducted by L. Su *et al.* (2018) which found that *destination social responsibility* has a positive influence on *revisit intention* at urban tourist destinations in China. This study is in line with the following research. The appropriate research is the results conducted by Ahn & Kwon, (2020) and Ahn (2019) which stated that there was no influence of *destination social responsibility* on *revisit intention at cruise and hotel* tourist destinations. The difference in the results of the study was because the objects carried out at the destination did not succeed in implementing all the important elements of DSR so that it was not strong enough to encourage revisit intention at the tourist destination.

Destination Trust has a significant influence on tourists' Intention to Visit in Berau Regency, East Kalimantan. According to Abubakar and Ilkan (2016), *destination trust* refers to relevant attention to tourist destinations. Trust plays an important role in tourist behavior to visit a tourist destination by reducing the risk perceived by tourists when visiting. Trust is an important thing for tourists' interest in visiting a particular destination. In the research of Anggraeni and Astini (2020), destination trust refers to the willingness of visitors to rely on its ability to perform advertised functions. Trust refers to the extent to which a destination is considered reliable, transparent, risk-free, and capable of performing advertised functions (Aktan *et al.*, 2022). The appropriate research is *Destination Trust on Intention to Visit* is (Shen *et al.*, 2022), (L. Su *et al.*, 2022a), (L. Su, Lian, *et al.*, 2020)

Motivation has a significant influence on *Intention to Visit* traveler in Berau Regency, East Kalimantan. Motivation is mostly described as biological or psychological desires and needs, as well as

essential forces that generate, direct, and combine individual behavior and actions (Luo and Ye, 2020). Motivation has a positive influence on visit intention, which is also congruent with previous research. (e.g. Hsu *et al.*, 2009; Tang & Qiu, 2015). These results are also consistent with Brida *et al.*'s (2012) study of museum visitors push and pull factors that influence their behavior. Future discoveries can consider the relationship between experience expectations, motivation and the emotional or psychological state of tourists during the visit. Viral marketing or also known as electronic *word of mouth* (eWOM) according to Kotler and Keller (2016) is marketing using the internet to create a word of mouth effect to support marketing efforts and goals.

The results of digital WOM moderation on the influence of destination trust on visit intention showed a significant influence, so it was concluded that digital WOM strengthens the influence of destination trust on visit intention (H12 is accepted), meaning that in destinations with better digital WOM, the role of destination trust will be stronger in encouraging increased tourist visit intention. These results also provide implications for the importance of digital WOM in a tourist destination. Trust itself has a strong influence on visit intention, and with high digital WOM, it will encourage the strengthening of both influences. The research results that are in accordance with this research are research conducted by Handoyo (2024).

Furthermore, the results of digital WOM moderation on the influence of motivation on visit intention showed an insignificant influence, so it was concluded that digital WOM did not moderate the influence of motivation on visit intention (H13 was rejected), meaning that with better digital WOM, there was actually a tendency for the influence of motivation on visit intention to weaken slightly, although statistically it was still decided to be insignificant. The results of this study are not in line with the research conducted by (Toffi *et al.*, 2024).

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