Exploring the influence of e-WOM and destination image on tourist satisfaction and decision-making for revisit intention to Gili tourism in the post-pandemic ERA

Astrid Octavia Bahari[1]*, Bambang Irawan[2], (iD)Sudaryanto Sudaryanto[3], (iD)Handriyono Handriyono[4]
[1,2,3,4]Faculty of Economics and Business, Universitas Jember, Indonesia; astridoctaviabahari@undikma.ac.id (A.O.B.).
[1]Faculty of Culture, Management, and Business, Universitas Pendidikan Mandalika, Indonesia.

Abstract: This study investigates the influence of destination image and electronic Word of Mouth (e-WOM) on tourists' revisit intentions, emphasizing the mediating role of tourist satisfaction. Understanding the factors that shape revisit behavior is essential for sustainable tourism development. The research employed a quantitative approach, collecting data from 124 tourists who had visited the Gili Islands and were active social media users. Data were gathered through online questionnaires and supported by structured interviews to validate respondents' comprehension of the research variables. Structural Equation Modeling (SEM) with Partial Least Squares (PLS) was utilized to examine the proposed relationships. The results indicate that both destination image and e-WOM have a significant positive effect on revisit intentions. Moreover, tourist satisfaction serves as a critical mediator, strengthening the relationship between destination image, e-WOM, and revisit intentions. These findings suggest that fostering a strong, positive image of the destination and encouraging favorable e-WOM can enhance tourist satisfaction and ultimately increase the likelihood of repeat visits. The study offers practical implications for destination managers to leverage digital platforms and manage online narratives effectively to build tourist loyalty and ensure long-term competitiveness.

Keywords: *Destination image, e-WOM, Traveller satisfaction, Repeat visit intention, Decision making.*

1. Introduction

The COVID-19 pandemic has had a major impact on the global tourism sector, including Indonesia. As one of the leading destinations in Southeast Asia, Indonesia has experienced a sharp decline in the number of international tourist visits. Based on data from the World Tourism Organization (UNWTO), the number of international tourists worldwide decreased by 74% in 2020 compared to the previous year [1]. Indonesia was also affected, with the number of international tourists falling dramatically from 16.1 million in 2019 to 4.02 million in 2020, and only 1.56 million in 2021 according to the Central Statistics Agency [2]. This decline was particularly felt by key destinations such as Bali, Labuan Bajo, and the Gili region of West Nusa Tenggara, which rely heavily on the tourism sector as a key driver of the local economy. The following graph shows the impact of the pandemic on international tourist arrivals to Indonesia from 2019 to 2021.
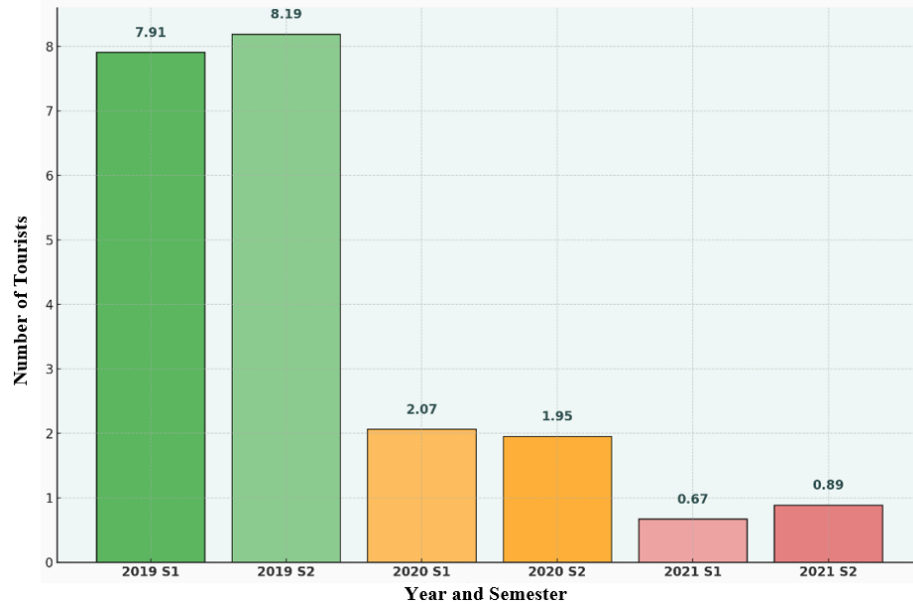
Figure 1.
Number of International Travelers to Indonesia (2019-2021).
Source: BPS [2] and Kompas [3].

This sharp decline reflects the tourism crisis that Indonesia has faced during the pandemic. Major tourist destinations, including Gili Trawangan, Gili Air, and Gili Meno, faced major challenges in maintaining the sustainability of their tourism industry. However, as the global health situation improves and international travel restrictions ease, the tourism sector is starting to show signs of recovery. The Indonesian government through the Ministry of Tourism and Creative Economy launched the "#DiIndonesiaAja" campaign to encourage domestic travellers to explore local destinations. The Gili region, with its tropical beach appeal and unique no-motorized-vehicle atmosphere, is one of the destinations relied upon to attract tourists back post-pandemic. This recovery is reflected in the increasing trend of international tourist arrivals to Indonesia, which reached 5.47 million in 2022 and increased to 7.52 million in 2023 showing an increase of 112.26% compared to the previous year [2, 3]. The following graph shows the recovery trend of the number of international tourists during this period
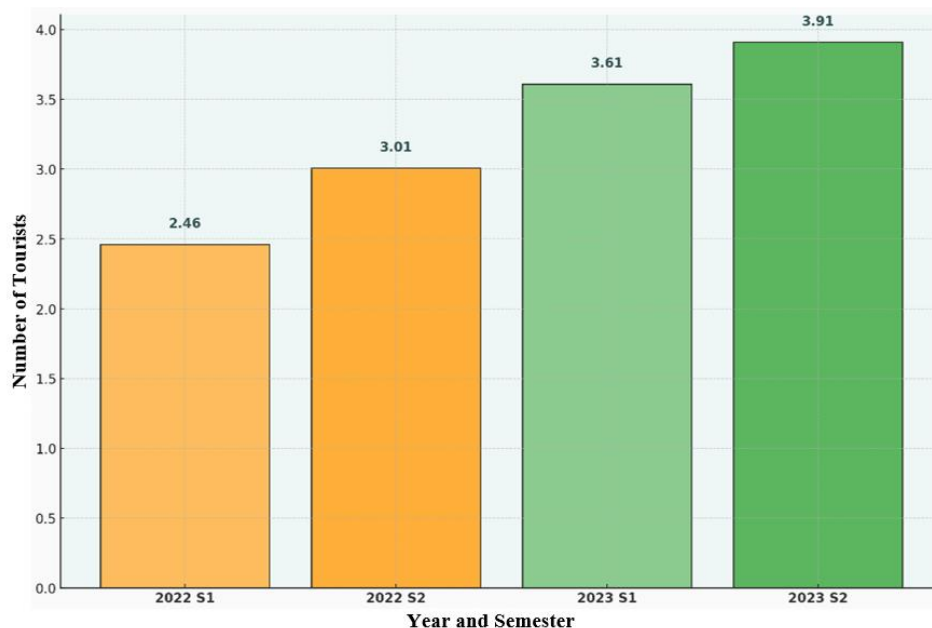
Figure 2.
Number of International Travelers to Indonesia (2022-2023)
Source: BPS [2] and Kompas [3].

The upward trend in the number of tourists not only shows the effectiveness of the government's and industry players' strategic measures in reviving the tourism sector, but also reflects the importance of adapting to travelers' preferences in the digital era. Nevertheless, major challenges remain, especially in rebuilding travelers' trust in post-pandemic destinations. In this context, electronic Word of Mouth (e-WOM) has become one of the key elements in travelers' decision-making process. Through online reviews, recommendations and testimonials shared on various digital platforms such as TripAdvisor, Google Reviews or social media, travelers can easily obtain information about other people's experiences in a particular destination. According to Yusuf, et al. [4], e-WOM has a much greater influence compared to traditional promotion because it is based on direct experience, so it is considered more credible by potential tourists. This provides a great opportunity for destinations such as the Gili region, which consistently receives positive reviews related to its natural beauty, the friendliness of the local people, and the unique atmosphere that is free of motorized vehicles, to utilize e-WOM as an effective marketing strategy. However, good e-WOM management also requires active efforts from destination managers to ensure the traveler experience is maintained at a satisfactory level.

Besides e-WOM, destination image is a crucial factor in shaping travelers' perceptions, which in turn affects their satisfaction and loyalty towards the destination. Destination image includes a combination of cognitive perceptions, such as available facilities, environmental cleanliness, and safety aspects, and affective perceptions, such as emotional appeal, cultural uniqueness, and memorable experiences offered by the destination [5]. The Gili region, with its identity as a serene and natural tropical destination, has built a strong image as a top choice for travelers seeking peace and beauty. However, in the post-pandemic era, travelers' expectations of the destination have changed, especially in terms of hygiene and environmental sustainability. To maintain its appeal, Gili area managers need to strengthen these elements through concrete initiatives, such as the implementation of strict health protocols, environmentally friendly waste management, and the promotion of sustainable community-based tourism activities. Destinations with a positive image are not only able to attract new tourists but also have the power to encourage past travelers to return, creating long-term loyalty.

Tourist satisfaction is also a key indicator of a destination's success in maintaining its competitiveness, especially in an era where tourists' choices are increasingly diverse. Chan, et al. [6] define satisfaction as the result of a travel experience that meets or even exceeds tourists' expectations. In this context, satisfied tourists are not only likely to provide positive reviews through e-WOM but also have a greater likelihood of returning to the same destination. The Gili region can enhance tourist satisfaction through various approaches, such as providing high-quality facilities, managing the destination with environmental sustainability in mind, and offering authentic and memorable travel experiences. As highlighted by Sangadji, et al. [7] the evolution of marketing paradigms today has emphasized the importance of understanding dynamic consumer behavior. This may include a shift toward experience-centered satisfaction in tourism. Satisfied tourists are more inclined to recommend the destination to others, thereby creating a positive ripple effect for the destination's image. Therefore, tourist satisfaction is not only the ultimate goal of destination management but also an essential element that connects e-WOM and destination image with revisit intentions, thereby reinforcing a positive cycle in tourism development.

Although the influence of e-WOM and destination image on tourist behavior has been widely studied, the role of tourist satisfaction as a mediating variable in the post-pandemic context is less comprehensively explored. This study aims to explore the relationship between these variables in the context of the Gili region, with specific objectives to: (1) examine the effect of destination image on tourist revisit intention; (2) examine the effect of destination image on tourist satisfaction; (3) identify the effect of tourist satisfaction on revisit intention; (4) examine the effect of e-WOM on tourist revisit intention; (5) examine the effect of e-WOM on tourist satisfaction; (6) examine the mediating impact of tourist satisfaction on the relationship between destination image and revisit intention; and (7) examine the mediating impact of tourist satisfaction on the relationship between e-WOM and revisit intention.

2. Literature Review

2.1. Destination Image on Revisit Intention

Destination image is tourists' perception of the attractiveness of a destination, which includes cognitive aspects such as facilities, cleanliness, and safety, as well as affective aspects such as emotional appeal and unique experiences [8, 9]. A strong and positive image plays an important role in increasing tourists' repeat visit intentions [10].

The Gili region is known for its natural and relaxing tropical destination image. However, post-pandemic, travelers tend to pay more attention to hygiene, safety and sustainability aspects as part of the destination image. Previous research shows that destinations with an image that meets tourists' expectations are not only able to attract new visits, but also encourage loyalty and repeat visits [11]. Therefore, strategic destination image management is critical to maintaining destination attractiveness.

Post-pandemic, travelers are increasingly prioritizing cleanliness, safety and environmental sustainability as part of the destination image. Destinations that are able to demonstrate a commitment to sustainability and strict health protocols will be better able to maintain traveler loyalty and encourage repeat visits [12].

H_1: There is a positive influence between destination image and tourists' revisit intention.

2.2. Destination Image on Tourist Satisfaction

Destination image has a close relationship with tourist satisfaction. Research shows that destinations with a positive image can meet or even exceed tourist expectations, resulting in higher levels of satisfaction [13]. Conversely, a poor image can degrade the tourism experience and lead to tourist disappointment.

In the Gili region, an image that emphasizes cleanliness, safety and sustainability is increasingly important in the post-pandemic era. Travelers who feel that the destination meets their expectations in these aspects tend to feel more satisfied with their experience. Thus, good destination image management not only enhances a destination's appeal, but also has a significant impact on traveler

satisfaction levels. Destinations that actively implement good health protocols and sustainability practices tend to increase traveler satisfaction, as they feel safer and more comfortable during their visit [14].

H_2: There is a positive influence between destination image and tourist satisfaction.

2.3. Tourist Satisfaction on Revisit Intention

Tourist satisfaction is a key element in building loyalty to a destination. De Vos, et al. [15] state that satisfaction is created when the tourist experience meets or even exceeds tourists' expectations. Satisfied tourists not only tend to return to the same destination, but also recommend it to others through e-WOM [16, 17].

In the Gili region, increasing tourist satisfaction can be achieved through various efforts, such as improving facilities, sustainable destination management, and providing authentic tourism experiences. Satisfied tourists are more likely to return and increase their loyalty to the destination. Thus, tourist satisfaction plays an important role in driving repeat visit intentions. Tourist satisfaction not only influences repeat visit intentions directly, but also encourages them to recommend the destination through e-WOM, which strengthens the attractiveness and loyalty of tourist destinations [18].

H3: There is a positive influence between tourist satisfaction and revisit intention.

2.4. Electronic Word of Mouth (e-WOM) on Revisit Intention

Electronic Word of Mouth (e-WOM) refers to any positive or negative statement made by consumers about a product, service, or brand that is shared through online channels [19, 20]. In the digital era, electronic Word of Mouth (e-WOM) is one of the important elements that influence travelers' decisions. According to Reyes-Menendez, et al. [21] e-WOM is a review, recommendation, or testimonial shared through digital platforms such as social media, TripAdvisor, or Google Reviews. Travelers seeking information about destinations often use e-WOM to build trust before making travel decisions [22, 23]. Positive reviews tend to increase travelers' interest in the destination, while negative reviews can have the opposite impact.

Some studies show that e-WOM not only influences travelers' initial decisions, but also contributes to repeat visit intentions. Travelers who feel trust in online reviews tend to have a higher interest in returning to the same destination [24-26]. Therefore, strategically managing e-WOM becomes very important to create a positive experience that can encourage traveler loyalty.

Along with the development of social media platforms such as Instagram and TikTok, e-WOM through influencers or visual content also has a great influence on travelers' decisions, especially in terms of increasing repeat visit intentions [27]. This provides a great opportunity for destinations such as the Gili region, which consistently receives positive reviews for its natural beauty, friendliness of the locals, and unique motorized-free atmosphere, to utilize e-WOM as an effective marketing strategy.

H_4: There is a positive influence between e-WOM and tourists' repeat visit intention.

2.5. Electronic Word of Mouth (e-WOM) on Tourist Satisfaction

In addition to influencing repeat visit intentions, e-WOM also contributes to building traveler satisfaction. According to Chong, et al. [28] informative and credible online reviews help tourists form realistic expectations before traveling. When these expectations are met, the level of tourist   will increase.

In the Gili region, online reviews that highlight the natural beauty, friendliness of local people, and unique experiences can create positive expectations among tourists. Travelers who feel satisfied with their experience will be more likely to leave positive reviews again, thus creating a mutually supportive cycle in e-WOM management. Thus, e-WOM not only influences traveler decisions but also becomes one of the important factors in increasing traveler satisfaction. The satisfaction created through positive reviews will create a feedback loop that encourages travelers to provide positive e-WOM, which in turn strengthens the destination's image and attracts more visitors [29].

H_5: *There is a positive influence between e-WOM on tourist satisfaction.*

2.6. Tourist Satisfaction as a Mediating Variable

Tourist satisfaction not only affects revisit intentions directly, but also acts as a mediating variable between e-WOM, destination image, and revisit intentions. Kim and Kim [30] found that positive online reviews increase travelers' trust, which in turn impacts their satisfaction. Similarly, a strong and positive destination image creates realistic expectations, thereby increasing traveler satisfaction.

In the context of the Gili region, traveler satisfaction can be an important link between e-WOM and destination image with repeat visit intentions. Travelers who are satisfied with their visit are not only likely to return, but also promote the destination through positive e-WOM. Therefore, the mediating role of traveler satisfaction is important to understand the relationship between these variables. Traveler satisfaction mediates the relationship between e-WOM and destination image with repeat visit intentions, creating a mutually supportive cycle between positive reviews and traveler loyalty [31].

H_6: *Traveler satisfaction mediates the relationship between destination image and revisit intentions.*

H_7: *Traveler satisfaction mediates the relationship between e-WOM and revisit intentions.*

3. Methodology

3.1. Type and Location of Research

This study uses an explanatory research approach or research with the aim of explaining the causal relationship between the research variables, namely electronic Word of Mouth (e-WOM), destination image, tourist satisfaction, and repeat visit intentions. This research was conducted to test the hypotheses that have been formulated and confirm the theory used as the basis of the research. Through this approach, the study aims to analyze the direct and indirect relationships between research variables, as well as test the mediating role of tourist satisfaction in the relationship.

The research was conducted in the Gili tourist area, West Nusa Tenggara, which includes Gili Trawangan, Gili Air, and Gili Meno. This area was chosen because it has significant tourism potential as a leading tropical destination in Indonesia, as well as being one of the destinations affected by post-pandemic changes in tourist behavior. This location selection allows the research to analyze changes in tourist behavior and the application of e-WOM in the post-pandemic era.

3.2. Sample and Data Collection Method

The population in this study are tourists who have visited the Gili tourist areas (Gili Trawangan, Gili Air, and Gili Meno) after the COVID-19 pandemic and are involved in electronic Word of Mouth (e-WOM) activities through reviews on digital platforms. The sampling technique used was purposive sampling method, which is the withdrawal of samples based on certain criteria [32, 33]. The criteria in this study are:

1. Travelers who have visited the Gili tourist area in the last two years (2022-2024).
2. Travelers who provide reviews, recommendations, or testimonials through digital platforms such as TripAdvisor, Google Reviews, or social media.

The number of samples is calculated by referring to the guidelines of Singh and Masuku [34], which recommends a minimum sample size of 5-10 times the number of research indicators. In this study, there are 15 indicators, so the minimum sample size is 75 respondents. To ensure the validity and reliability of the results, this study involved 124 respondents.

Data collection was conducted through two methods; (1) Literature study was used to obtain secondary data, including tourism statistical data, tourist reviews on digital platforms, and academic references related to e-WOM, destination image, tourist satisfaction, and repeat visit intention. (2) Direct and online distribution of questionnaires to respondents. The questionnaire was designed with a Likert scale of 1-5, where 1 means "strongly disagree" and 5 means "strongly agree".

3.3. Measurement

Measurement of variables in this study is carried out based on indicators that have been adapted from various trusted sources. The table below shows the indicators used to measure each variable:

Table 1.
Measurement.

Variable	Indicator	Author
e-WOM	The emergence of reviews, ease of information, positive review content, and complete information	Chrismardani and Arief [35]
Destination Image	Natural beauty, complete facilities, ease of access, variety of activities, uniqueness of the destination	Quynh, et al. [36] and Chrismardani and Arief [35]
Tourist Satisfaction	Tourist enjoyment, correct decision, fulfillment of expectations	Quynh, et al. [36] and Morshed, et al. [37]
Revisit Intention	Desire to return, visit plans, efforts to visit	Quynh, et al. [36] and Chrismardani and Arief [35]

Each variable in this study is measured based on indicators adapted from various existing literatures. The e-WOM variable is measured using four indicators: the emergence of reviews, ease of information, positive review content, and complete information, as adapted from the study by Chrismardani and Arief [35]. The Destination Image variable uses five indicators, including natural beauty, facility completeness, ease of access, variety of activities, and uniqueness of the destination, adapted from Quynh, et al. [36] and Chrismardani and Arief [35]. Meanwhile, Tourist Satisfaction is measured with three indicators: tourist enjoyment, correct decision, and fulfillment of expectations, as adapted from Quynh, Hoai, and Morshed, et al. [37]. The last variable, Revisit Intentions, is measured through three indicators: desire to return, visit plans, and efforts to visit, formulated based on the studies by Quynh, et al. [36] and Chrismardani and Arief [35].

The measurements are conducted using a 1–5 Likert scale, where 1 means "strongly disagree" and 5 means "strongly agree". To ensure the quality of the data collection instrument, factor analysis is performed to verify the validity of the items, with a factor loading greater than 0.5 considered valid, and a reliability coefficient (Cronbach's alpha) greater than 0.7 to ensure consistency and reliability.

3.4. Data Analysis Technique

The data analysis technique used in this study is Structural Equation Modeling (SEM) based on Partial Least Squares (PLS), analyzed using the SmartPLS software. SEM-PLS was chosen because it can analyze causal relationships among latent variables while considering the complexity of relationships among independent, mediating, and dependent variables in complex models. According to Kock [38] PLS analysis is a multivariate statistical technique that can handle data with small sample sizes, non-normal distributions, and multicollinearity issues.

The respondents in this study are tourists who have visited the Gili Islands (Gili Trawangan, Gili Air, and Gili Meno) post-COVID-19 pandemic. The study involved 124 respondents, with data collection conducted through an online questionnaire. Descriptive analysis was performed to describe the characteristics of respondents based on gender, age, highest education level, employment status, who they typically travel with to tourist destinations, and the social media platforms they most frequently use. The results of this descriptive analysis can provide a deeper understanding of the tourist profile.

The following are the descriptive results of the respondents based on the characteristics studied:

Table 2.
Descriptive of Respondents Based on Gender.

No.	Gender	Frequency	Percentage (%)
1.	Male	61	49.2
2.	Female	63	50.8
	Total	124	100

Based on Table 2, it can be seen that the majority of respondents are female (50.8%), while male respondents (49.2%) are almost equal, with a slight dominance of females. This indicates that female tourists tend to be more active in visiting the Gili Islands. Women in this study appear to be more active in seeking information through social media and more likely to share travel experiences via e-WOM. This also suggests that women are more likely to influence family or group travel decisions compared to men, which may reflect the social role of women in making joint travel decisions with family or friends. Descriptive data on the respondents' age can be seen in Table 3 below:

Table 3.
Descriptive of Respondents Based on Age.

No.	Age	Frequency	Percentage (%)
1.	< 20 Years	10	8.1
2.	20-25 Years	21	16.9
3.	26-30 Years	36	29
4.	31-35 Years	33	26.6
5.	> 36 Years	24	19.4
	Total	124	100

Table 3 shows that the majority of respondents fall within the age ranges of 26-30 years (29%) and 31-35 years (26.6%), indicating that young and productive tourists dominate visits to the Gili Islands. This age group tends to be more active in seeking travel information through digital media and providing online reviews (e-WOM), particularly via platforms such as Instagram and TikTok. Young tourists also tend to travel more frequently to destinations like the Gili Islands because they have higher mobility, are more open to new experiences, and are more often engaged with visual content that can influence their decisions. Older age groups also play an important role, especially those over 36 years old, indicating their interest in more relaxed and quality-oriented travel experiences. Descriptive data on the respondents' highest education level can be seen in Table 4 below.

Table 4.
Descriptive of Respondents Based on Highest Education Level.

No.	Education Level	Frequency	Percentage (%)
1.	SD	6	4.8
2.	SMP	11	8.9
3.	SMA/SMK	37	29.8
4.	D3//S1	46	37.1
5.	S2/S3	24	19.4
	Total	124	100

Table 4 shows that the majority of respondents have the highest education level of Diploma/Bachelor's (37.1%), followed by High School/Vocational School (29.8%). This indicates that tourists with higher education (Diploma/Bachelor's and Master's/Doctoral degrees) dominate visits to the Gili Islands, reflecting that the destination attracts individuals from various educational backgrounds. Tourists with higher education may be more inclined to seek deeper experiences and use digital media to obtain more reliable information about the destination. Education also plays a role in influencing tourists' decisions regarding destination choice based on the quality of information they receive. Descriptive data on the respondents' employment status can be seen in Table 5 below.

Table 5.
Descriptive of Respondents Based on Employment Status.

No.	Employment Status	Frequency	Percentage (%)
1.	Student/University Student	31	25
2.	Private Sector Employee	15	12.1
3.	Civil Servant	31	25
4.	Entrepreneur	29	23.4
5.	Housewife	7	5.6
6.	Laborer	4	3.2
7.	Teacher	2	1.6
8.	Other	5	4
Total		124	100

Table 5 explains that based on the respondents' employment status, the majority are students and civil servants (each 25%). This indicates that the Gili Islands are more popular among tourists with relatively flexible job statuses, such as students and entrepreneurs, who tend to have more time for travel. Tourists with flexible jobs are generally more able to plan their trips and more active in seeking digital information through e-WOM.

Tourists' decisions to visit a destination are also heavily influenced by who they are traveling with and the social media platforms they use to gather information. The Gili Islands, known for their natural beauty and tropical atmosphere, are likely chosen due to their strong appeal among specific tourist groups. Table 6 presents two important aspects in this study: first, travel companions, and second, the social media platforms frequently used by respondents to search for information about tourist destinations.

Table 6.
Descriptive of Respondents Based on Travel Companions and Frequently Used Social Media Platforms.

No.	Category	Option	Frequency	Percentage (%)
1.	Travel Companion	Alone	13	10.5
		Family	43	34.7
		Friends	38	30.6
		Partner	30	24.2
	Total		124	100
2.	Social Media Platform	Instagram	26	21
		Facebook	30	24.2
		Youtube	21	16.9
		TikTok	39	31.5
		Other	8	6.5
Total			124	100

Table 6 shows that the majority of respondents travel to the Gili Islands with family (34.7%) and friends (30.6%), indicating that the area is more popular among larger tourist groups rather than individuals or couples. This suggests that Gili is a suitable destination for family vacations or group trips. Regarding social media platforms, TikTok is the primary choice (31.5%) for seeking travel information, followed by Facebook (24.2%) and Instagram (21%). The use of TikTok, with its focus on visual content and short videos, highlights the importance of visual-based social media in influencing tourists' decisions. YouTube (16.9%) and Facebook also play a significant role in providing recommendations and reviews from previous tourists, though more as supplementary sources of information.

4. Results

Based on the analysis results using the Partial Least Squares (PLS) method with the help of SmartPLS 3.3 software, the measurement model (outer model) has been tested to ensure the validity and

reliability of the constructs. Validity testing was conducted through convergent validity and discriminant validity, while reliability was measured using Composite Reliability and Cronbach's Alpha values. The results of the measurement model testing are presented in Table 7:

Table 7.
Construct Validity and Reliability.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
e-WOM	0.894	0.895	0.927	0.760
Destination Image	0.865	0.865	0.903	0.650
Tourist Satisfaction	0.759	0.772	0.860	0.672
Revisit Intention	0.732	0.746	0.848	0.651

Table 7 shows that all constructs in the model have AVE values greater than 0.50, indicating good convergent validity. Composite Reliability and Cronbach's Alpha values also exceed 0.70, which indicates high reliability for all constructs. Based on these results, it can be concluded that the measurement model in this study is suitable for further analysis. The e-WOM construct has the highest AVE value (0.760), indicating very good convergent validity, while the Destination Image construct has a slightly lower AVE value (0.650), which still falls within the acceptable validity threshold.

Convergent validity was also tested by examining the loading factor values for each indicator. The criterion used to declare an item reliable is a loading factor > 0.70. Table 8 presents the outer loadings results for all the indicators used in this study:

Table 8.
Result for Outer Loadings.

	Destination Image	Revisit Intention	Tourist Satisfaction	e-WOM
DI1	0.851			
DI2	0.795			
DI3	0.727			
DI4	0.831			
DI5	0.822			
RI1		0.879		
RI2		0.789		
RI3		0.747		
TS1			0.830	
TS2			0.792	
TS3			0.836	
e-WOM1				0.899
e-WOM2				0.914
e-WOM3				0.854
e-WOM4				0.817

Table 8 shows that all indicators have loading factor values greater than 0.70, indicating excellent convergent validity. Each indicator in this study clearly represents the construct being measured, meaning these indicators are reliable and can be used for further analysis. The e-WOM indicators, such as e-WOM1 (0.899) and e-WOM2 (0.914), have the highest loading factor values, indicating that the items measuring e-WOM are very strong in representing this construct. Similarly, the indicators for Destination Image, Revisit Intention, and Tourist Satisfaction all show loading factor values greater than 0.70, ensuring that the measurement model used is acceptable and suitable for further analysis.

Figure 3 below shows the results of the inner model, or structural model, which illustrates the relationships between the latent variables in this study. The inner model is used to evaluate both the direct and indirect effects between the existing constructs. In general, the R-square values (coefficient of determination) for the dependent variables provide an overview of how well the model explains the variability in the measured variables.
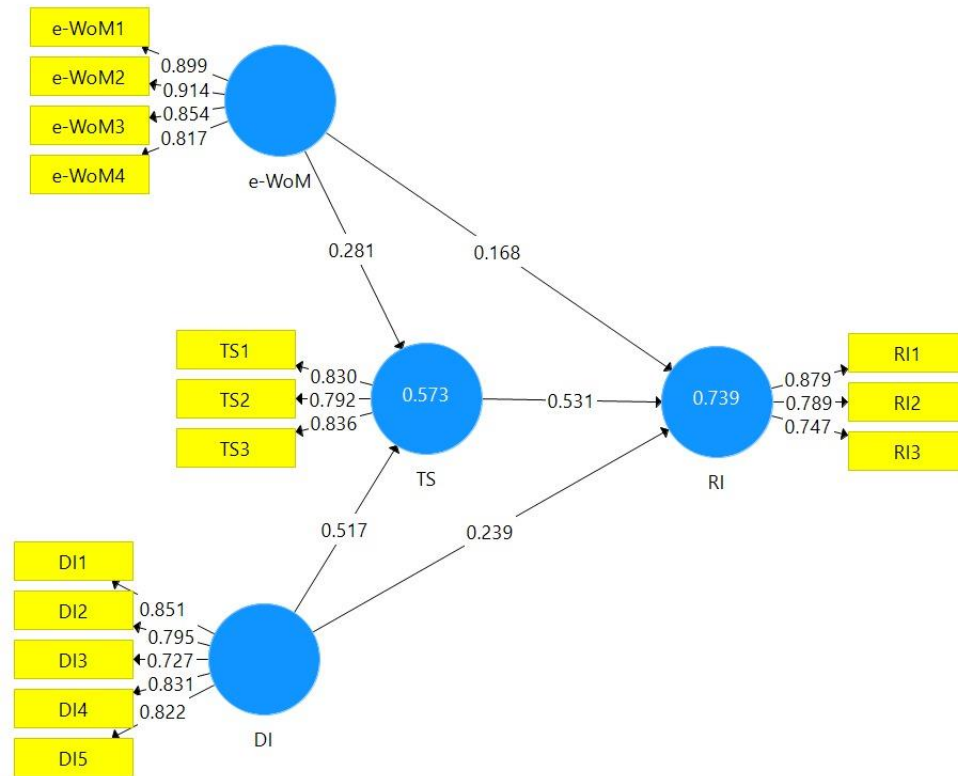
Figure 3.
Results of inner loading.

Figure 3 illustrates the relationships between variables in the structural model. The path coefficients represent the strength and direction of the relationships between variables. Destination Image has a significant effect on Tourist Satisfaction and Revisit Intention, while e-WOM shows a positive effect on both of these variables, particularly on Revisit Intention.

Based on the evaluation of the Structural Model (Inner Model), the Variance Analysis (R^2) or Determination Test is used to assess the effect of independent variables on the dependent variables. The coefficient of determination values is presented in Table 9.

Table 9.
R-Square Value.

	R Square	R Square Adjusted
Tourist Satisfaction	0.573	0.566
Revisit Intention	0.739	0.733

Table 9 presents the R-Square values for the dependent variables in the structural model, namely Tourist Satisfaction and Revisit Intention. The R-Square value of 0.573 for Tourist Satisfaction (TS) indicates that approximately 57.3% of the variability in tourist satisfaction can be explained by e-WOM and Destination Image. This suggests that these two variables significantly contribute to shaping tourists' perceptions and experiences of the destination. The remaining 42.7% is influenced by other factors not captured in this model.

For Revisit Intention (RI), the R-Square value of 0.739 indicates that 73.9% of the variability in revisit intention can be explained by the variables in the model, including e-WOM, Destination Image, and Tourist Satisfaction. This demonstrates that the model is very effective in predicting tourists'

intention to revisit the destination. The remaining 26.1% is influenced by other factors not measured in this study. Overall, the model explains a significant portion of the variability in tourist satisfaction and revisit intention, providing evidence that e-WOM and destination image play a crucial role in determining tourists' decisions to return to the destination.

Next, to examine the path coefficient values, hypothesis testing should be conducted through the bootstrapping process. The results of this hypothesis testing can be seen in Table 10.

Table 10.
Path Coefficients.

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Destination Image -> Revisit Intention	0.239	0.233	0.093	2.573	0.010
Destination Image -> Tourist Satisfaction	0.517	0.522	0.091	5.661	0.000
Tourist Satisfaction -> Revisit Intention	0.531	0.539	0.077	6.897	0.000
e-WOM -> Revisit Intention	0.168	0.167	0.083	2.039	0.042
e-WOM -> Tourist Satisfaction	0.281	0.278	0.092	3.054	0.002
Destination Image -> Tourist Satisfaction -> Revisit Intention	0.274	0.282	0.066	4.128	0.000
e-WOM -> Tourist Satisfaction -> Revisit Intention	0.149	0.149	0.052	2.880	0.004

Hypothesis 1 tests the effect of Destination Image on Revisit Intention. The hypothesis test results show a path coefficient of 0.239, with a T-Statistic of 2.573 and a P-value of 0.010. With a P-value < 0.05, this hypothesis is accepted, indicating that Destination Image has a significant positive effect on revisit intention. This result supports the findings of Kanwel, et al. [39], which state that a positive destination image can strengthen tourist loyalty and encourage them to revisit the destination. This study is also consistent with the findings of Nguyen Viet, et al. [40], who found that a positive destination image plays a key role in enhancing tourists' revisit intention.

Hypothesis 2 tests the effect of Destination Image on Tourist Satisfaction. The obtained path coefficient is 0.517, with a T-Statistic of 5.661 and a P-value of 0.000. With a P-value < 0.05, this hypothesis is accepted, indicating that Destination Image has a significant positive effect on tourist satisfaction. This finding aligns with the research by Chiu, et al. [41], which shows that a good destination image directly enhances tourist satisfaction. This is further supported by Liu, et al. [10] who argue that a positive destination image is a crucial factor in shaping a satisfying tourist experience.

Hypothesis 3 tests the effect of Tourist Satisfaction on Revisit Intention. The analysis shows a path coefficient of 0.531, with a T-Statistic of 6.897 and a P-value of 0.000, thus this hypothesis is accepted. With a P-value < 0.05, the result indicates that tourist satisfaction has a significant positive effect on revisit intention. This is consistent with the research of Park, et al. [42] who state that tourist satisfaction is a strong predictor of revisit intention. This finding is also supported by Dolnicar, et al. [43], who found that tourists satisfied with their experience at a destination are more likely to have the intention to return.

Hypothesis 4 tests the effect of e-WOM on Revisit Intention. The obtained path coefficient is 0.168, with a T-Statistic of 2.039 and a P-value of 0.042, meaning this hypothesis is accepted. With a P-value < 0.05, the result indicates that e-WOM has a significant positive effect on revisit intention. This supports the research by Adam, et al. [18] which found that e-WOM plays a crucial role in influencing tourists' decisions to revisit a specific destination. This study is also consistent with the findings of Filieri, et al. [25] who state that recommendations from friends or online testimonials can increase tourists' trust and their intention to return.

Hypothesis 5 tests the effect of e-WOM on Tourist Satisfaction. The test results show a path coefficient of 0.281, with a T-Statistic of 3.054 and a P-value of 0.002, so this hypothesis is accepted. With a P-value < 0.05, the result indicates that e-WOM has a significant positive effect on tourist

satisfaction. This finding aligns with the research by Serra-Cantallops, et al. [44], which states that positive e-WOM can raise tourists' expectations and encourage them to feel more satisfied with their experiences. The study by Al-Bourini, et al. [45] also shows that e-WOM provides information that can improve tourists' positive perceptions of a destination and influence their satisfaction level.

Hypothesis 6 tests the effect of Destination Image on Revisit Intention through Tourist Satisfaction. The obtained path coefficient is 0.274, with a T-Statistic of 4.128 and a P-value of 0.000, meaning this hypothesis is accepted. With a P-value < 0.05, the result indicates that Destination Image, through the enhancement of tourist satisfaction, also has a significant effect on revisit intention. This finding supports the research by Kanwel, et al. [39] which states that tourist satisfaction acts as a mediating variable between destination image and tourist loyalty. Satisfaction influenced by a positive image increases the likelihood of revisit intention.

Hypothesis 7 tests the effect of e-WOM on Revisit Intention through Tourist Satisfaction. The obtained path coefficient is 0.149, with a T-Statistic of 2.880 and a P-value of 0.004, meaning this hypothesis is accepted. With a P-value < 0.05, the result indicates that e-WOM, through the enhancement of tourist satisfaction, also influences revisit intention. The study by Adam, et al. [18] supports this finding, stating that positive e-WOM not only influences the initial decision to visit a destination but also enhances satisfaction and tourist loyalty, which in turn strengthens their intention to return.

5. Conclusion

Based on the research results from 124 respondents who are social media users and have visited the Gili tourist destination, it can be concluded that both destination image and e-WOM have a significant positive impact on tourists' revisit intention, both directly and indirectly through tourist satisfaction. A positive destination image, especially in terms of cleanliness, sustainability, and safety, plays a crucial role in enhancing tourist satisfaction, which in turn strengthens their intention to revisit the destination. Additionally, positive e-WOM has a direct influence on tourist satisfaction and revisit intention, with effective management of e-WOM further reinforcing this relationship. This study emphasizes that tourist satisfaction functions as a mediating variable, which mediates the relationship between destination image and e-WOM on revisit intention. Furthermore, it shows that in the Indonesian context, where there is a strong culture of information sharing on social media, visual elements and credible information on digital platforms can enhance tourist loyalty. These findings provide important insights for destination managers to design effective marketing strategies by leveraging a strong destination image and positive e-WOM to foster tourist loyalty and strengthen revisit intention.

6. Research Implication

This research is expected to provide benefits for various stakeholders. For destination managers, the findings can serve as a reference, particularly in the Gili area, to strengthen digital marketing strategies. Effective management of destination image, including aspects such as cleanliness, sustainability, and safety, as well as utilizing e-WOM through social media, can enhance tourist satisfaction and encourage revisit intentions. Destination managers should prioritize building a positive image and fostering good relationships with tourists through digital platform interactions to strengthen tourist loyalty and increase the destination's appeal.

For digital marketing teams, this study provides valuable insights into the importance of visual elements and product information in creating higher consumer engagement. Digital marketing teams of tourism destinations are encouraged to develop creative content that highlights the natural beauty and uniqueness of the destination while providing credible and relevant information about cleanliness and sustainability aspects. Such content can reinforce the destination's image and enhance tourist satisfaction, which in turn encourages tourists to share their experiences through e-WOM, thereby strengthening revisit intentions.

For academics, this research is expected to enrich the literature on the role of destination image and e-WOM in shaping tourist satisfaction and loyalty. Future studies could explore additional factors that influence revisit intentions, such as tourists' trust in the destination, service quality, or local cultural values. Furthermore, this study opens opportunities to develop a more comprehensive model of how social, cultural, and psychological factors interact in determining tourists' decisions to revisit specific tourist destinations.

7. Research Limitations and Suggestions

This study involved a sample of 124 respondents who are social media users and have visited the Gili tourist destinations. As such, the sample may not fully represent all Indonesian tourists or the international market. Tourist preferences regarding destination image and electronic word-of-mouth (e-WOM) can vary significantly across different cultural contexts. Therefore, future research is recommended to expand the geographic scope to include other tourist destinations within Indonesia or even abroad, providing a more comprehensive understanding of the impact of destination image and e-WOM on tourist satisfaction and revisit intentions across diverse cultural settings and markets.

Additionally, this study only incorporated tourist satisfaction as a mediating variable in the relationship between destination image, e-WOM, and revisit intention. However, there is potential for other mediating variables, such as tourist trust or tourist loyalty, which could play a significant role in clarifying the relationships between these constructs. Future research is encouraged to explore additional mediating variables to enrich the conceptual model and provide deeper insights into the factors influencing tourist loyalty and revisit intentions in the tourism sector.

Transparency:

The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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