



The Magnetism of Ponggok Tourism Village: From e-WOM to Destination Image Shaping Revisit Intention

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Abstract

This study aims to analyze the factors influencing revisit intention, such as e-WOM and destination familiarity, with destination image as an intervening variable. The research was conducted in Ponggok Klaten tourism village. A quantitative approach was employed, utilizing the SEM-PLS model. The study's results were tested using the Smart PLS 3 application. Data collection was carried out through questionnaires, field observations, and interviews. The population of this study includes visitors to the Ponggok Klaten Tourism Village. The sampling technique used was purposive sampling, with the criteria being visitors who had visited the Ponggok Klaten Tourism Village at least once and were interested in revisiting. The sample obtained in this study comprised 248 respondents. The results indicate that e-WOM and destination familiarity positively and significantly impact destination image. Similarly, destination image significantly affects revisit intention. This suggests that destination image mediates the influence of e-WOM and destination familiarity on revisit intention. Thus, efforts to increase revisit intention can be achieved by enhancing e-WOM and destination familiarity through destination image. This research is limited to a specific tourism destination. This study contributes to tourism village managers by demonstrating how online reviews and information can affect tourists' perceptions and their intention to revisit. This study positions destination image as an intervening or mediating variable that explains the relationship between e-WOM and familiarity with revisit intention. It provides new perspectives on the crucial role of destination image in linking digital information and direct experiences with tourists' decisions. Using this mediating variable helps reveal the more complex mechanisms through which the two independent variables influence revisit intention.

Keywords: *electronic word of mouth, destination familiarity, destination image, revisit intention, tourist village*

1. INTRODUCTION

Indonesia has a diverse potential for the development of tourist villages. With its rich natural resources, culture, and traditions, villages in Indonesia can become attractive destinations for both domestic and international tourists. Furthermore, the development of tourist villages can have a positive impact on local communities, such as economic growth, cultural preservation, and infrastructure development. With proper planning and management, tourist villages have the potential to become significant sources of income and a means of preserving local wisdom. The development of tourist villages also holds the potential to support environmental conservation and sustainability efforts by promoting eco-friendly practices and sustainable natural resource management. Additionally, through effective promotion and marketing, tourist villages in Indonesia can reach a wider tourist market, thus contributing to the growth of the national tourism sector. However, realizing sustainable tourist villages that provide optimal benefits for local communities is not without challenges.

The tourism industry has developed rapidly and become one of the most significant sectors in the global economy, including in Indonesia (Santoso, 2021). Ponggok Klaten tourism village, located in Polanharjo, Klaten, Central Java, is one of the tourist destinations with great potential to develop into a leading destination. To maximize this potential, it is essential to have a deep understanding of the factors that can enhance the attractiveness of the destination and encourage tourists' interest in returning. This study aims to examine the influence of E-WOM (Electronic Word of Mouth), Destination Familiarity, and Destination Image on Revisit Intention in Ponggok Klaten tourism village using a quantitative approach.

E-WOM has been proven to have a significant influence on tourists' decisions in choosing a travel destination. (Lee, 2009) found in their study that E-WOM can significantly affect consumers' perceptions and intentions through various digital platforms such as social media and review sites. In this digital era, reviews and recommendations from other users can be a determining factor for tourists in selecting a destination. Therefore, E-WOM is an important variable that must be considered in the management and promotion of Ponggok Klaten tourism village. Besides E-WOM, the level of tourists' familiarity with a destination also plays a crucial role in determining revisit intention. Destination familiarity encompasses the knowledge and previous experiences that tourists have regarding the destination. (Litvin, Goldsmith, & Pan, 2012) indicate that the higher the level of tourists' familiarity with a destination, the greater the likelihood they will have an intention to revisit. In the context of Ponggok Klaten tourism village, efforts to enhance tourists' familiarity through positive information and experiences are highly necessary.

Destination image is also a crucial factor influencing tourists' decisions. Destination image encompasses tourists' perceptions of various aspects of a destination, such as natural beauty, facilities, safety, and services. According to research by (Stylos, Vassiliadis, Bellou, & Andronikidis, 2016), a positive destination image can enhance the attractiveness of a destination and influence tourists' intention to revisit. Therefore, effective management of destination image can be an effective strategy to increase the appeal of Ponggok Klaten tourism village.

Revisit intention is an important indicator of a destination's success in attracting and retaining tourists. Research by (Prayag & Ryan, 2012) shows that revisit intention is influenced by various factors such as previous travel experiences, satisfaction, and perceptions of the destination. By understanding the factors that influence revisit intention, the management of Ponggok Klaten tourism village can design more effective strategies to increase tourist loyalty.

Table 1: Visitor data for Ponggok Klaten Tourism Village for the years 2019-2022
[Source: Badan Pusat Statistik Klaten]

Year	Number of visitors
2019	1.174.978
2020	1.152.773
2021	1.628.177
2022	4.837.799

Based on the data table above, it can be seen that the number of visitors to the Ponggok Klaten Tourism Village has been very fluctuating. The increase in the number of visitors from 2019 to 2020 saw a decline due to the COVID-19 pandemic, during which tourist spots were closed because of the PPKM (Community Activity Restrictions) implemented throughout Indonesia, particularly affecting Ponggok Klaten Tourism Village. In 2021, the number of visitors started to experience a significant increase compared to 2019. In 2022, the number of visitors has risen considerably as the COVID-19 pandemic has begun to subside and health protocols are no longer as strict, allowing many visitors, especially young people, to visit Ponggok Klaten Tourism Village to enjoy and capture the enchanting beauty of the Ponggok Tourism Village.

This study employs a quantitative method by collecting data through questionnaires distributed to tourists who have visited Ponggok Klaten tourism village. Data analysis will be conducted to examine the relationships between E-WOM, destination familiarity, destination image, and revisit intention. It is hoped that the results of this study will provide new insights into more effective and sustainable tourism development strategies and serve as a reference for other tourism managers in enhancing the attractiveness and loyalty of tourists.

2. RESEARCH METHODS

This study employed a quantitative method to examine how electronic word of mouth (E-WOM) and destination familiarity impact revisit intentions, with destination image serving as an intervening factor. Primary data were collected through the distribution of questionnaires and field observations. The study's population consisted of visitors to the Ponggok Klaten tourism village. A purposive sampling technique was employed, targeting visitors who had visited Ponggok Klaten tourism village at least once and expressed an interest in revisiting. A total of 248 respondents were obtained for this study.

Table 2. Definitions, Indicators, and Question Items

Variable	Definition	Indicators	Question Items
E-WOM (EW)	E-WOM, or electronic word of mouth, is a crucial aspect of marketing programs, shaping consumer expressions about a brand. The impact of online branding highlights that current purchasing decisions are heavily influenced by the	1. Argument Quality, 2. Source Credibility, 3. Positive Valence and Negative Valence (Prayogo, 2021)	EW1 EW2 EW3

	strength of e-WOM in building and activating brand image. (Rakhmawati, Nizar, & Murtadlo, 2019)		
Destination Familiarity (DF)	Familiarity with a destination helps us comprehend how people form their perceptions of it. Previous tourism research indicates that many visitors feel more comfortable and secure in places they already know, while unfamiliar environments may seem more risky. Interestingly, despite this preference for the familiar, one of the primary motivations for tourists is their desire to explore new and unknown destinations. (Chi, Huang, & Nguyen, 2020)	1. Comprehensive insight 2. Deeper familiarity 3. Geographical mastery (Agustina & Artanti, 2020)	DF1 DF2 DF3
Destination Image (DI)	Destination image is the perception or impression that a person holds about a place or object, formed from their thoughts, information, experiences, and knowledge about that tourist destination. (Sugiale, Rommy, & Isalman, 2021)	1. Attractions and amenities 2. Natural environment and accessibility 3. Destination condition and suitability (Shalsha Afifah Ayumi, Erlyna Wida Riptanti, & Isti Khomah, 2022)	DI1 DI2 DI3
Revisit Intention (RI)	Revisit intention refers to a type of behavioral intention or a customer's desire to revisit a destination based on their previous visit experiences. (Ting & Thurasamy, 2016)	1. Desire for a repeat visit 2. Advocacy intention 3. Positive story sharing 4. Destination priority (Syafrizal, Lubis, & Nizam, 2022)	RI1; RI2 RI3; RI4 RI5 RI6

3. RESULTS AND DISCUSSION

3.1 Data Description or Result

3.1.1 Convergent Validity

Table 3. Convergent Validity Test Results

Variables	Question Items	Loading Factor	AVE	Notes
E-WOM (EW)	EW1	0.800	0.659	Valid
	EW2	0.844		
	EW3	0.791		
Destination Familiarity (DF)	DF1	0.860	0.636	Valid
	DF2	0.736		
	DF3	0.791		
Destination Image (DI)	DI1	0.898	0.786	Valid
	DI2	0.890		
	DI3	0.872		
Revisit Intention (RI)	RI1	0.816	0.642	Valid
	RI2	0.821		
	RI3	0.758		
	RI4	0.757		
	RI5	0.837		
	RI6	0.814		

Based on the data analysis using Smart PLS, it was found that all loading factor values for each question item were greater than 0.7. Additionally, the AVE (Average Variance Extracted) values for each variable exceeded 0.6. This indicates that the constructs meet the criteria for convergent validity, confirming their validity.

3.1.2. Discriminant Validity

Table 4. Discriminant Validity Test Results

Variables	Question Items	E-WOM (EW)	Destinatio n Familiarity (DF)	Destinati on Image (DI)	Revisit Intention (RI)	Notes
E-WOM (EW)	EW1	0.800	0,433	0,474	0,512	Valid
	EW2	0.844	0,371	0,486	0,548	
	EW3	0.791	0,399	0,551	0,489	
Destinatio n Familiarity (DF)	DF1	0,482	0.860	0,450	0,548	Valid
	DF2	0,254	0.736	0,327	0,416	
	DF3	0,416	0.791	0,452	0,486	
Destinatio n Image (DI)	DI1	0,561	0,478	0.898	0,644	Valid
	DI2	0,578	0,490	0.890	0,663	
	DI3	0,510	0,410	0.872	0,649	
Revisit Intention (RI)	RI1	0,563	0,561	0,664	0.816	Valid
	RI2	0,518	0,502	0,597	0.821	
	RI3	0,436	0,460	0,516	0.758	
	RI4	0,456	0,510	0,495	0.757	
	RI5	0,482	0,449	0,601	0.837	

RI6	0,581	0,452	0,638	0.814
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Based on the data analysis using Smart PLS, it was found that all cross loading values for each question item were higher for their respective variable than for any other variable. This indicates that the constructs meet the criteria for discriminant validity, confirming their validity.

3.1.3. Composite Reliability and Cronbach Alpha

Table 5. Reliability Test Results

Variables	Cronbach's Alpha	Composite Reliability	Notes
E-WOM (EW)	0.741	0.853	Reliable
DestinationFamiliarity (DF)	0.713	0.839	Reliable
Destination Image (DI)	0.864	0.917	Reliable
Revisit Intention (RI)	0.888	0.915	Reliable

The reliability test outcomes, determined by composite reliability and Cronbach's Alpha values, indicate that each variable possesses a Cronbach's Alpha exceeding 0.6. Similarly, the composite reliability values are all above 0.7. Therefore, it can be concluded that the research instruments are deemed reliable.

3.1.4 Inner Model Analysis

3.1.4.1. R-Square Testing (R2)

Table 6. R-Square Testing Results

Variables	R-Square	R-Square Adjusted
Destination Image (DI)	0.446	0.441
Revisit Intention (RI)	0.640	0.635

The R-Square test results are presented in the table above. These results indicate that the Adjusted R-Square value for the destination image variable is 0.441, meaning that 44.1% of the variance in destination image can be explained by the E-WOM and destination familiarity variables. Meanwhile, the Adjusted R-Square value for the revisit intention variable is 0.635, indicating that 63.5% of the variance in revisit intention can be explained by the destination familiarity variable.

3.1.4.2. F-Square Testing (F2)

Table 7. F-Square Testing Results

Variables	Destination Image (DI)	Revisit Intention (RI)
E-WOM (EW)	0.317	0.076
DestinationFamiliarity(DF)	0.108	0.131
Destination Image (DI)		0.330
Revisit Intention (RI)		

The F-Square test results indicate that the influence of the E-WOM variable on destination image is 0.317, while its influence on destination familiarity is 0.108. This shows that the E-WOM variable contributes more significantly to the destination image variable compared to its smaller impact on the destination familiarity variable.

3.1.5. Hypotheses Testing

The hypothesis testing in this study was conducted using the path coefficient and specific indirect effect values obtained through the Smart PLS 3 analysis tool. These results are illustrated in the following figure:

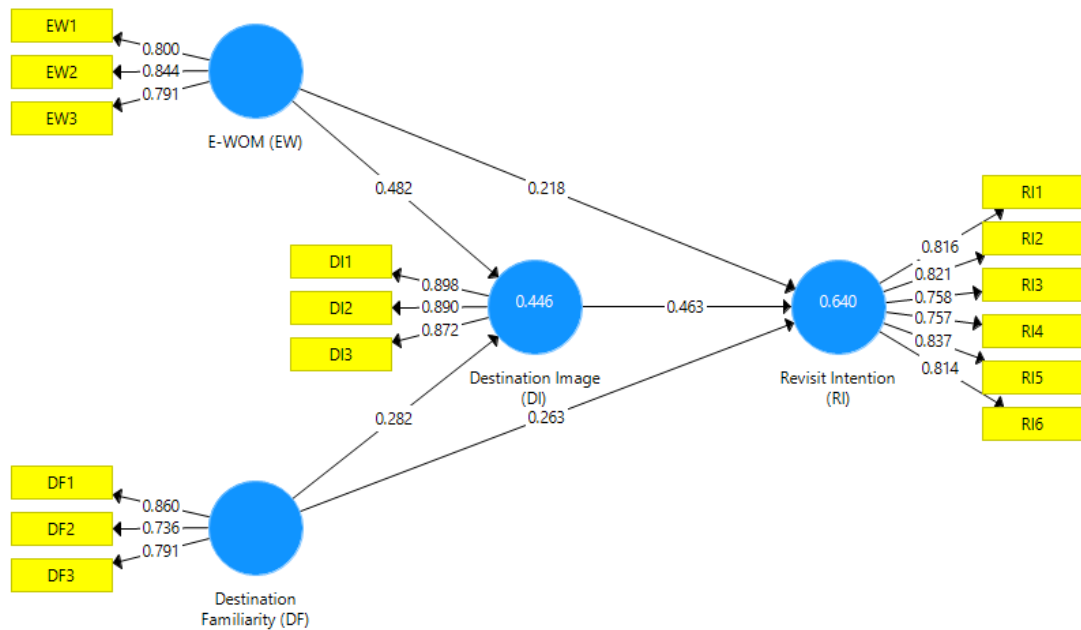


Figure 1. Hypothesis Testing Results
Source : Smart-PLS Output

3.1.6. Direct Effect Hypothesis Testing

Table 8. Direct Effect Hypothesis Testing Results

Hypothesis	Effects	Original Sample	T-Statistic	P-Values	Notes
H1	EW-DI	0.482	8.713	0.000	Positive Effect and Significant
H2	DF-DI	0.282	4.555	0.000	Positive Effect and Significant
H3	DI-RI	0.463	6.902	0.000	Positive Effect and Significant
H4	EW-RI	0.218	3.321	0.001	Positive Effect and Significant
H5	DF-RI	0.263	4.607	0.000	Positive Effect and Significant

The relationship between E-WOM (EW) and destination image (DI) is evidenced by a t-statistic value of 8.713, an effect size of 0.482, and a p-value of 0.000. Since the t-statistic is greater than 1.96 and the p-value is less than 0.05, E-WOM has a positive and significant effect on destination image, confirming Hypothesis 1.

Similarly, the relationship between destination familiarity (DF) and destination image (DI) is supported by a t-statistic of 4.555, an effect size of 0.282, and a p-value of 0.000. With the t-statistic exceeding 1.96 and the p-value below 0.05, destination familiarity positively and significantly influences destination image, supporting Hypothesis 2.

The connection between destination image (DI) and revisit intention (RI) shows a t-statistic of 6.902, an effect size of 0.463, and a p-value of 0.000. These values, with the t-statistic above 1.96 and the p-value under 0.05, indicate that destination image has a positive and significant impact on revisit intention, thereby accepting Hypothesis 3.

Furthermore, the effect of E-WOM (EW) on revisit intention (RI) is confirmed with a t-statistic of 3.321, an effect size of 0.218, and a p-value of 0.001. As the t-statistic is greater than 1.96 and the p-value is less than 0.05, it demonstrates that E-

WOM positively and significantly affects revisit intention, validating Hypothesis 4. familiarity has a positive and significant effect on revisit intention, confirming Hypothesis 5.

3.1.7. Indirect Effect Hypothesis Testing

Table 9. Indirect Effect Hypothesis Testing Results

Hypothesis	Effects	Original Sample	T-Statistic	P-Values	Notes
H6	EW-DI-RI	0.223	5.463	0.000	Positive Effect and Significant
H7	DF-DI-RI	0.130	3.859	0.000	Positive Effect and Significant

The relationship between E-WOM (EW) and revisit intention (RI), mediated by destination image, is supported by a t-statistic of 5.463, an effect size of 0.223, and a p-value of 0.000. With a t-statistic greater than 1.96 and a p-value below 0.05, it indicates that E-WOM has a positive and significant impact on revisit intention when mediated by destination image, thus supporting Hypothesis 6.

Similarly, the relationship between destination familiarity (DF) and revisit intention (RI), mediated by destination image, is demonstrated by a t-statistic of 3.859, an effect size of 0.130, and a p-value of 0.000. Given that the t-statistic exceeds 1.96 and the p-value is less than 0.05, it confirms that destination familiarity positively and significantly affects revisit intention through the mediation of destination image, thereby accepting Hypothesis 7.

3.2 Discussion

3.2.1 The Effect of E-WOM on Destination Image

Electronic Word of Mouth (eWOM) refers to information and reviews disseminated through online platforms such as social media, blogs, forums, and consumer review sites. In the context of tourism, eWOM can shape potential tourists' perceptions of a destination. Positive reviews and satisfying experience stories tend to enhance the positive image of that destination. Conversely, negative reviews can damage the image and decrease tourists' interest in visiting. For example, positive testimonials about a clean tourist village and beautiful scenery can attract more visitors, while complaints about poor service or inadequate facilities can diminish the appeal of a destination.

E-WOM encourages dynamic interaction and participation by tourists. In the digital ecosystem, tourists not only act as passive recipients of information about destinations but also as active participants in disseminating and developing that information. Through various online platforms such as social media, travel forums, and review sites, tourists can easily share their personal experiences about the destinations they visit. When a tourist posts photos, videos, or stories about their journey, they not only provide useful information to others but also contribute to the overall narrative of that destination. For example, stunning photos of natural landscapes or enjoyable experiences at local restaurants can inspire others to visit the same place. Conversely, reviews or stories about unsatisfactory experiences can signal destination managers to improve certain aspects.

This active participation creates a continuous feedback cycle, where reviews and discussions serve as references for further improvement and development of destinations. This is important because the image of a destination is not static; it continues to evolve with various tourist experiences and perceptions reflected in

eWOM. Moreover, this interaction allows tourists to feel more engaged and emotionally

Finally, the relationship between destination familiarity (DF) and revisit intention (RI) is shown by a t-statistic of 4.607, an effect size of 0.263, and a p-value of 0.000. With the t-statistic above 1.96 and the p-value below 0.05, it is clear that destination connected to the destination, as they feel that their opinions and contributions are valued and have a real impact. In the long run, this cycle can help build a loyal community of tourists who enjoy sharing and continuously interacting with that destination, strengthening its positive image and attracting more visitors. Thus, eWOM not only helps spread information but also becomes a powerful tool for building and maintaining destination image through active participation and tourist interaction. Therefore, E-WOM can influence the destination image of tourist villages.

This is consistent with the research conducted by (Choirisa, Purnamaningsih, & Alexandra, 2021). Communicating with e-WOM can influence their thoughts and behaviors towards the destination image. The use of social media as a marketing tool and a link between consumers and village tourism managers can be utilized to attract visitors. This is because social media, as one form of e-WOM, can be used to build a positive perception of the tourist village for visitors. These findings are supported by research conducted by Setiawan et al (2021), which states that e-WOM has a positive and significant effect on destination image.

3.2.2 The Effect of Destination Familiarity on Destination Image

Destination Familiarity refers to how well someone knows or is knowledgeable about a tourist destination. In the context of tourism, familiarity plays a significant role in shaping and influencing destination image. Familiarity can stem from previous personal experiences, information obtained from media, or recommendations from others.

Firstly, previous personal experiences greatly influence how someone perceives a tourist village. When tourists have visited a place and enjoyed their experience there, the memories and impressions from that visit will help them build a clearer and more positive image of the destination. Secondly, information obtained from media also plays a crucial role in shaping familiarity. Media such as articles, documentary videos, or photos spread on the internet can provide broad and detailed insights into a tourist village. When potential tourists read reviews or watch content about Ponggok Village, known for its abundant water resources, they will get a more concrete and appealing picture, which helps them feel more familiar with the place before they actually visit. Thirdly, recommendations from others, especially from friends or family, also serve as a strong source of familiarity. Suggestions from trusted individuals are usually considered very valuable because they are deemed more honest and realistic. This information can make listeners feel more confident and interested in visiting the village. In this regard, social networks and communities become important channels in shaping perceptions and interests in a specific tourist destination. Therefore, destination familiarity can influence the destination image of tourist villages.

This is consistent with the research conducted by Kim et al (2019). When consumers become more familiar with a tourist destination, they may have sought information related to that tourist destination. The various information obtained then creates a brand image for visitors. These findings are supported by research conducted by Styliadis et al. (2020).

3.2.3 The Effect of Destination Image on Revisit Intention

Destination Image, or the image of a destination, plays a significant role in influencing tourists' intention to revisit a destination, as seen in the context of tourist villages. When a tourist village successfully builds a positive and attractive image, it often creates a strong urge for tourists to return. If tourists have a positive perception of the tourist village as a friendly destination, offering unique experiences, and boasting stunning natural beauty, they are more likely to feel inclined to return. A strong image of a destination creates positive and enjoyable expectations in the minds of tourists. When tourists have a good perception of a tourist village, such as considering it an interesting, friendly place with breathtaking natural beauty, they tend to envision experiences that will make them happy and satisfied. These expectations are an important factor influencing tourists' intentions to repeat their visits or even explore other aspects of the village that they have not tried before. Moreover, a positive image also strengthens the emotional connection between tourists and the destination, making them feel connected to the place and having meaningful experiences. As a result, they are more likely to consider revisiting the tourist village, ultimately supporting the growth and sustainability of the tourism sector there. Therefore, destination image can influence revisit intention to tourist villages.

This is consistent with the research conducted by (Soliman, 2021). The creation of familiarity with a tourist destination will result in a favorable destination image. This destination image refers to the subjective familiarity of foreign tourists. These findings are supported by research conducted by Agustina & Artanti (2020), which states that destination familiarity has a positive and significant effect on revisit intention.

3.2.4 The Effect of E-WOM on Revisit Intention

E-WOM, which includes reviews, testimonials, and recommendations spread through online platforms, plays a significant role in shaping tourists' perceptions and interests in specific destinations. When tourists read positive reviews about a particular Tourist Village, such as reviews praising its natural beauty, the friendliness of local residents, or the diversity of activities offered, it influences their perception of that destination. Tourists tend to feel interested and motivated to visit destinations that receive much praise from fellow tourists. Additionally, E-WOM also allows tourists to gain broader insights into various experiences and activities they can enjoy in the village, which can increase their desire to return and explore more things they have not tried before. For example, when someone reads reviews mentioning the amazing snorkeling experience at Umbul Ponggok, a natural pool in Ponggok Tourist Village, they may feel intrigued to visit the village and try the activity themselves. Thus, E-WOM not only impacts the initial decision to visit a destination but also influences the intention to return, which is important for supporting the growth and sustainability of the tourism sector. When tourists have positive experiences at a destination and share those experiences through online platforms, such as social media or review sites, these reviews and testimonials create a strong impression on others. This not only increases people's interest in visiting the destination for the first time but also enhances their desire to return in the future. This phenomenon strengthens the relationship between the destination and its visitors, creating a cycle of repeat visits that is crucial in sustaining the tourism industry. As a result, E-WOM is not only an effective marketing tool but also a contributing factor to the economic growth and environmental sustainability in the tourism sector. Therefore, e-WOM also influences revisit intention to tourist villages.

This is consistent with the research conducted by Chrismardani & Arief (2022). The higher the perception created by E-WOM exposure through reviews, testimonials, or recommendations, the more it will influence their interest in revisiting the tourist village. These findings are supported by research conducted by Qadri (2022) and Kaunang & Tielung (2022), which state that e-WOM has a positive and significant effect on revisit intention.

3.2.5 The Effect of Destination Image on Revisit Intention

Destination Image, or the image of a destination, plays a significant role in influencing tourists' intentions to revisit a destination, as seen in the context of tourist villages. When a tourist village successfully builds a positive and attractive image, it often creates a strong urge for tourists to return. If tourists have a positive perception of the tourist village as a friendly destination, offering unique experiences, and boasting stunning natural beauty, they are more likely to feel inclined to return. A strong image of a destination creates positive and enjoyable expectations in the minds of tourists. When tourists have a good perception of a tourist village, such as considering it an interesting, friendly place with breathtaking natural beauty, they tend to envision experiences that will make them happy and satisfied. These expectations are an important factor influencing tourists' intentions to repeat their visits or even explore other aspects of the village that they have not tried before. Moreover, a positive image also strengthens the emotional connection between tourists and the destination, making them feel connected to the place and having meaningful experiences. As a result, they are more likely to consider revisiting the tourist village, ultimately supporting the growth and sustainability of the tourism sector there. Therefore, destination image can influence revisit intention to tourist villages.

This is consistent with the research conducted by Sitepu & Rismawati (2021). The higher the destination image reflected through the positive perceptions of visitors towards the tourist destination, the higher the interest in returning to the tourist destination. These findings are supported by research conducted by Lestari (2022), which states that destination image has a positive and significant effect on revisit intention.

3.2.6 The Effect of E-WOM on Revisit Intention through Destination Image

Electronic Word of Mouth (eWOM) has a significant influence on tourists' intention to revisit a destination, and this is often mediated by Destination Image. Through eWOM, tourists can obtain information, reviews, and recommendations from others online, which directly affect their perceptions of a destination. When tourists are exposed to positive eWOM about a tourist destination, it tends to enhance their image of the destination because they form positive and enjoyable expectations based on others' experiences.

For example, when a tourist reads reviews describing a satisfying experience in a tourist village through eWOM platforms like travel review sites or social media, it can make them imagine a similar or even better experience. This positive perception then becomes the main factor influencing tourists' intention to revisit the destination. They may feel interested in repeating the experience mentioned by others or exploring other aspects of the destination that they have not explored before.

In this context, destination image acts as a mediator between eWOM and revisit intention. eWOM indirectly influences tourists' intention to revisit through the formation of a positive destination image. The more positive reviews are shared online, the stronger the destination image, and the higher the likelihood that tourists

will consider revisiting. Therefore, the influence of eWOM on revisit intention is mediated by how tourists perceive the destination based on the information they receive online.

3.2.7 The Effect of Destination Familiarity on Revisit Intention through Destination Image

Destination Familiarity, or the level of someone's acquaintance with a destination, plays a crucial role in influencing tourists' intention to revisit that destination, and this is often mediated by Destination Image. When tourists are already familiar with a destination, whether through personal experiences, information obtained from media, or recommendations from others, they tend to have a clearer and deeper understanding of that destination. This familiarity shapes a more specific and measurable image in their minds. For example, someone who has visited Ponggok Klaten tourism village several times may have a very positive perception of its natural beauty, the friendliness of the local residents, and the unique experiences it offers.

The positive image formed from this familiarity then becomes a key factor mediating the relationship between familiarity and the intention to revisit. When tourists have a strong and positive image of a destination, acquired from direct experiences or credible information, they are more likely to have a strong desire to return. This is because they feel confident that the next visit will provide a satisfying or even better experience than before. Thus, high familiarity with the destination reinforces its positive image, which in turn increases tourists' intention to repeat their visits. In this context, Destination Image acts as a mediator explaining how familiarity with the destination directly enhances tourists' likelihood of considering a return visit. Deep familiarity makes tourists feel more comfortable and interested in returning, driven by the image they have formed based on their experiences and knowledge of the destination.

Social media is a powerful tool for amplifying e-WOM. Tourism stakeholders should encourage visitors to share their experiences by leveraging **User-Generated Content (UGC)**, such as photos, videos, and testimonials. Featuring the best visitor content on official platforms can enhance authenticity and attract potential tourists. Collaborating with **travel influencers and bloggers** can expand the reach of positive destination narratives. Hosting **live streaming sessions** or interactive content, such as virtual tours and polls, helps sustain audience engagement and foster excitement around the destination.

4. CONCLUSION

The findings of this study indicate that e-WOM and destination familiarity play crucial roles in shaping a strong and positive destination image, which in turn drives the intention to revisit. e-WOM is a highly influential source of information in today's digital world. Reviews and recommendations shared online can significantly influence the perceptions and image of a destination in the minds of prospective tourists. Positive reviews from previous visitors not only strengthen the destination's image but also build positive expectations that make tourists more interested in repeating their visits. Destination familiarity, or the level of acquaintance with a destination, also plays a significant role. Tourists who are already familiar with a destination through personal experiences or gathered information tend to have a deeper and more positive image of the place. This familiarity reduces uncertainty and increases comfort, ultimately fueling their desire to return. Destination image emerges as a variable mediating the relationship between eWOM and destination

familiarity, towards revisit intention. A strong and positive image, formed from direct experiences or information received through e-WOM, enhances the likelihood of tourists repeating their visits. Tourists who have a positive perception of a destination feel more confident that their next visit will meet or even exceed their expectations.

STATEMENT OF APPRECIATION

We extend our sincere gratitude to the management of Ponggok Klaten tourism village for granting us permission to collect data and conduct field research at the tourism destination. The participation and cooperation provided by the community and tourism village managers were instrumental in the success of this research. We also thank the survey respondents who took the time to participate and provide valuable information for this study.

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