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The Impact of Electronic Word of Mouth, Destination Image and Tourism Attractions on Tourists' Visit Decisions in Kulon Progo

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Abstract: Tourism development plays a strategic role in supporting regional economic growth by increasing local revenue, creating employment opportunities, and improving community welfare. In the digital era, tourists increasingly rely on online information and destination perceptions when making travel decisions. This study aims to analyze the influence of Electronic Word of Mouth (EWOM), destination image, and tourist attraction on tourists' visiting decisions at tourism destinations in Kulon Progo Regency. This research employed a quantitative approach using primary data collected through questionnaires distributed to tourists. The data were analyzed using multiple linear regression analysis to examine the effect of each independent variable on visiting decisions. The results indicate that EWOM, destination image, and tourist attraction have a positive and significant effect on tourists' visiting decisions, both partially and simultaneously. Destination image is identified as the most dominant variable influencing visiting decisions, followed by EWOM and tourist attraction. Furthermore, the simultaneous test shows that the three variables significantly influence visiting decisions with an Adjusted R Square value of 0.908, indicating that 90.8% of the variation in visiting decisions can be explained by the proposed model. These findings highlight the importance of digital communication, positive destination perception, and attractive tourism resources in influencing tourists' travel decisions.

Keywords: Electronic Word of Mouth, Destination Image, Tourist Attraction, Visiting Decision.

INTRODUCTION

The tourism industry plays a strategic role in promoting regional economic growth by increasing local revenue, creating employment opportunities, and improving community welfare (Soedarwo et al., 2022). The development of tourism also contributes to infrastructure development, investment growth, and the competitiveness of tourist destinations at both

regional and national levels. In recent years, rapid advances in information technology and the internet have significantly influenced tourist behavior, particularly in how travelers search for information before visiting a destination.

The development of digital technology and social media has transformed the way tourists obtain travel information. Tourists no longer rely solely on official promotions from governments or destination managers but also on experiences shared by other travelers through digital platforms (Armutcu et al., 2023; Jadhav et al., 2023). One of the most influential forms of digital communication in this context is Electronic Word of Mouth (eWOM). eWOM refers to online communication among consumers that contains opinions, experiences, and recommendations about products or services, including tourism destinations (Romadhoni et al., 2023). Such information is often perceived as more credible because it originates from firsthand experiences of previous visitors (Perez-Aranda et al., 2026). Previous studies have shown that eWOM significantly influences tourists' visiting decisions by shaping perceptions and building trust in destinations (Khotimah & Sulistyowati, 2022; Zainuddin et al., 2022).

Another important factor influencing tourists' decisions is destination image, which refers to the overall perception or impression that tourists have of a destination based on information and personal experiences (Hapsara & Ahmadi, 2022). A positive destination image can increase tourists' interest in visiting by creating perceptions of quality, safety, and attractiveness. Conversely, a negative image may reduce tourists' willingness to visit. Therefore, destination managers must develop a strong and positive image through effective promotion and improved service quality (Rosi & Fathor, 2024).

In addition, tourist attraction plays a crucial role in influencing visiting decisions. Tourist attractions refer to the natural, cultural, or recreational features that draw tourists to a particular destination (Firdaus et al., 2022). Unique landscapes, cultural experiences, and supporting facilities can enhance tourists' travel experiences and encourage visitation. Previous studies indicate that tourist attraction significantly affects tourists' decisions to visit destinations (Nurchomariyah & Liliyan, 2023).

Kulon Progo Regency, located in the Special Region of Yogyakarta, Indonesia, has significant tourism potential, particularly in nature-based tourism. Several well-known attractions such as Kalibiru, Waduk Sermo, Pantai Glagah, and Pule Payung offer scenic landscapes and unique tourism experiences. These destinations have gained wider recognition through social media and digital platforms where visitors share their travel experiences.

In the digital era, tourists frequently rely on social media platforms such as Instagram, TikTok, and online travel reviews to gather information before deciding to visit a destination. Content shared by travelers including photos, videos, and reviews can significantly influence potential tourists' perceptions and decisions (Hasani et al., 2023). Therefore, the interaction between eWOM, destination image, and tourist attraction becomes an important factor influencing tourists' visiting decisions.

Based on this background, this study aims to analyze the influence of Electronic Word of Mouth (eWOM), destination image, and tourist attraction on tourists' visiting decisions at tourism destinations in Kulon Progo Regency. The findings of this study are expected to provide insights for tourism destination managers and local governments in developing more effective tourism development strategies to increase tourist visits.

METHOD

The type of data used in this study is primary data, which were obtained directly by the researcher through the distribution of questionnaires to respondents who met the research criteria. The research instrument was designed in the form of closed-ended questions measured using a five-point Likert scale (1–5), which is commonly applied in quantitative research to objectively measure respondents' attitudes, perceptions, and opinions. The use of the Likert scale enables researchers to systematically and quantitatively assess tourists' perceptions of

digital information, destination image, and tourist attractions in a standardized manner (Biasetton et al., 2024).

In addition to primary data, this study also utilizes secondary data as supporting information obtained from various sources, including reference books, official reports from local government institutions, and relevant scholarly journal articles. These secondary data are used to strengthen the theoretical framework, support the research analysis, and provide an overview of the development of the tourism sector in Kulon Progo Regency.

The sampling technique employed in this study is non-probability sampling, as the exact number of tourists visiting destinations in Kulon Progo Regency cannot be precisely determined. Therefore, the study applies the snowball sampling technique, in which initial respondents recommend additional participants who possess characteristics consistent with the research criteria (Ting et al., 2025).

The respondents in this study consist of tourists who have visited or intend to visit tourism destinations in Kulon Progo Regency. Data were collected online using Google Forms, which were distributed through social media platforms such as WhatsApp, Instagram, and other digital platforms. All questionnaire items were designed as closed-ended questions with limited response options to facilitate respondents in providing answers and to simplify the quantitative data analysis process.

The analytical method employed in this study is multiple linear regression analysis. This method is used to examine and determine the influence of several independent variables on a single dependent variable simultaneously and partially. Multiple linear regression was selected because it allows researchers to analyze the causal relationship between Electronic Word of Mouth (EWOM), destination image, and tourist attraction and tourists' visiting decisions in a more comprehensive manner (Sinambela, 2021).

The multiple linear regression model used in this study is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Y	= Keputusan berkunjung wisatawan
X1	= Electronic Word of Mouth (EWOM)
X2	= Citra destinasi
X3	= Daya tarik wisata
α	= Konstanta
β1, β2, β3	= Koefisien regresi masing-masing variabel independen
ε	= Error term

RESULTS AND DISCUSSION

Classical Assumption Tests

Before conducting the multiple linear regression analysis, classical assumption tests were performed to ensure that the regression model satisfied the required statistical assumptions.

Normality Test

The normality test is used to determine whether the research data are normally distributed. In this study, the normality test was conducted using the One-Sample Kolmogorov–Smirnov Test.

Table 1. Kolmogorov–Smirnov Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		156
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.70363978

Most Extreme Differences	Absolute	.067
	Positive	.050
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.081[c]

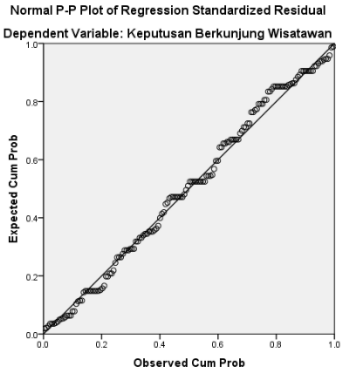
a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data Processing, 2026

Based on the results of the One-Sample Kolmogorov–Smirnov test, the Asymp. Sig. (2-tailed) value is 0.081, which is greater than 0.05. Therefore, it can be concluded that the residual data in this study are normally distributed, indicating that the regression model satisfies the normality assumption.

Multicollinearity and Heteroskedasticity Tests

The multicollinearity test was conducted to determine whether there is a strong correlation among independent variables in the regression model. Meanwhile, the heteroskedasticity test was performed to identify whether there is inequality in the variance of residuals within the regression model.



Source: Data Processing, 2026

Figure 1. Normality Test P-Plot

Multicollinearity and Heteroskedasticity Tests

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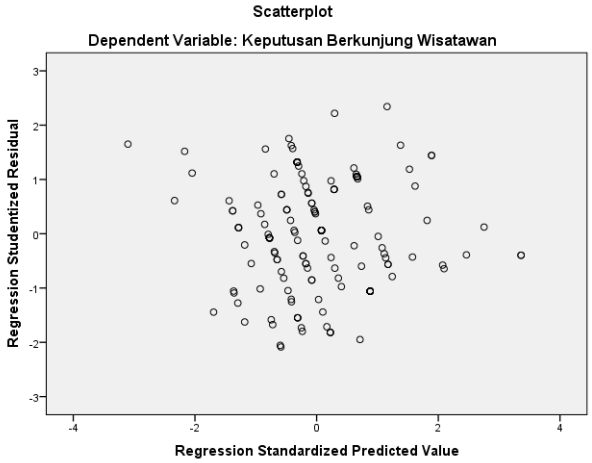
Table 2. Multicollinearity and Heteroskedasticity Tests

	Multikolinieritas		**Heteroskedastisitas**
Variabel	Tolerance	VIF	Collinearity Statistics
Constant			.001
Electronic Word of Mouth (EWOM)	.648	1.543	.503
Destination Image	.477	2.096	.188
Tourist Attraction	.477	2.096	.086

Source: Data Processing, 2026

The multicollinearity test results show that all independent variables have tolerance values greater than 0.01 and VIF values less than 10, indicating that no multicollinearity problem exists in the regression model.

Furthermore, the heteroskedasticity test results show that the significance values of each variable are greater than 0.05, indicating that heteroskedasticity is not present in the regression model. Therefore, the regression model used in this study satisfies the classical assumptions.



Source: Processed data, 2026

Figure 2. Scatterplot Graph

RESULTS

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of Electronic Word of Mouth (EWOM), destination image, and tourist attraction on tourists' visiting decisions.

Table 3. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.780	.318	
	Electronic Word of Mouth (EWOM)	.354	.027	.400
	Destination Image	.379	.031	.431
	Tourist Attraction	.241	.030	.283

a. Dependent Variable: Tourists' Visiting Decision

Source: Data Processing, 2026

The regression results indicate that all independent variables have positive regression coefficients, suggesting that an increase in each variable leads to an increase in tourists' visiting decisions.

The destination image variable has the strongest influence on tourists' visiting decisions with a beta value of 0.431. This is followed by Electronic Word of Mouth (EWOM) with a beta value of 0.400, indicating a relatively strong effect. Meanwhile, tourist attraction also has a positive influence but with a lower beta value of 0.283.

These findings indicate that tourists' visiting decisions are influenced not only by the attractiveness of the destination but also by the perceived destination image and information disseminated through digital platforms or Electronic Word of Mouth.

Partial Test (t-test)

The partial test (t-test) was conducted to determine the individual influence of each independent variable on the dependent variable.

Table 4. Partial Test (t-test)

Coefficients[a]

Model		t	Sig.
1	(Constant)	2.453	.015
	Electronic Word of Mouth (EWOM)	13.194	.000
	Destination Image	12.203	.000
	Tourist Attraction	8.015	.000

a. Dependent Variable: Tourists' Visiting Decision

Source: Data Processing, 2026

Based on the t-test results, the Electronic Word of Mouth (EWOM) variable has a t-value of 13.194 with a significance level of 0.000 (<0.05), indicating that EWOM significantly influences tourists' visiting decisions.

The destination image variable also shows a significant effect with a t-value of 12.203 and a significance level of 0.000, indicating that destination image plays an important role in influencing tourists' decisions to visit.

Similarly, the tourist attraction variable has a t-value of 8.015 with a significance level of 0.000, indicating that tourist attraction also significantly influences tourists' visiting decisions.

Thus, all independent variables in this study are proven to have a significant partial effect on tourists' visiting decisions.

Simultaneous Test (F-test)

The simultaneous test (F-test) was conducted to determine whether all independent variables collectively influence the dependent variable in the research model.

Table 5. Simultaneous Test (F-test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	769.848	3	256.616	508.270	.000[b]
	Residual	76.742	152	.505		
	Total	846.590	155			

a. Dependent Variable: Tourists' Visiting Decision

b. Predictors: (Constant), Destination Image, EWOM,Tourist Attraction

Source: Data Processing, 2026

The F-test results show that the calculated F value is 508.270 with a significance level of 0.000 (<0.05). This indicates that Electronic Word of Mouth (EWOM), destination image, and tourist attraction simultaneously have a significant influence on tourists' visiting decisions. Therefore, the regression model used in this study is considered appropriate for explaining the phenomenon of tourists' visiting decisions.

Coefficient of Determination (R^2)

The coefficient of determination is used to determine the extent to which independent variables explain variations in the dependent variable within the research model.

Table 6. Coefficient of Determination (R^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.954[a]	.909	.908	.711

a. Predictors: (Constant), Destination Image, EWOM,Tourist Attraction

b. Dependent Variable: Tourists' Visiting Decision

Source: Data Processing, 2026

The analysis results show that the R value is 0.954, indicating a very strong relationship between the independent variables and tourists' visiting decisions. The R Square value of 0.909

indicates that the research model has a very high explanatory power in explaining the variation in the dependent variable. Meanwhile, the Adjusted R Square value of 0.908 indicates that the model remains stable and reliable.

Thus, it can be concluded that 90.8% of the variation in tourists' visiting decisions can be explained by Electronic Word of Mouth (EWOM), destination image, and tourist attraction, while the remaining 9.2% is influenced by other factors outside the research model that were not examined in this study but may potentially affect tourists' visiting decisions.

DISCUSSION

The Influence of Electronic Word of Mouth (EWOM) on Visiting Decisions

Based on the results of the partial test (t-test), the Electronic Word of Mouth (EWOM) variable has a t-value of 13.194 with a significance level of 0.000 (<0.05). This result indicates that EWOM has a positive and significant influence on tourists' visiting decisions. These findings suggest that information disseminated through digital media, such as tourist reviews, social media comments, and recommendations on online platforms, plays an important role in influencing tourists' decisions to visit a destination.

Electronic Word of Mouth refers to informal online communication that enables tourists to share experiences and evaluations regarding tourism destinations. Information shared through EWOM is often perceived as more credible because it is based on the direct experiences of previous visitors. Therefore, the greater the number of positive reviews circulating in digital media, the higher the likelihood that tourists will be interested in visiting the destination.

These findings are consistent with previous studies indicating that EWOM significantly influences tourists' visiting decisions because it shapes perceptions and increases trust in tourism destinations (Khotimah & Sulistyowati, 2022; Zainuddin et al., 2022). Furthermore, EWOM has become an effective digital marketing strategy in promoting tourism destinations through the widespread dissemination of travel experiences on the internet (Hermawan & Putri, 2023; Hasani et al., 2023). Similarly, Dakhi et al. (2025) found that EWOM plays an important role in influencing visitor decisions because digital information can affect tourists' perceptions of destination quality. This finding is also supported by Perez-Aranda et al. (2026), who stated that destination reputation formed through online reviews significantly influences tourists' decision-making processes when selecting travel destinations.

The Influence of Destination Image on Visiting Decisions

Based on the results of the partial test, the destination image variable has a t-value of 12.203 with a significance level of 0.000 (<0.05). This result indicates that destination image has a positive and significant influence on tourists' visiting decisions. These findings suggest that tourists' perceptions regarding reputation, attractiveness, safety, and service quality of a destination are important factors influencing their decision to visit.

Destination image can be defined as the perception or overall impression formed in tourists' minds about a tourism destination based on information, experience, and promotional exposure. Destinations with a positive image tend to attract more tourists because they are perceived as capable of providing enjoyable and satisfying travel experiences.

The results of this study show that destination image is the most dominant variable in the research model with a beta value of 0.431. This indicates that the better the image of a tourism destination, the greater the likelihood that tourists will decide to visit.

These findings are consistent with the study conducted by Hapsara and Ahmadi (2022), which found that destination image has a significant influence on tourists' visiting intentions and decisions. A positive destination image can increase tourists' trust in the quality of the destination and create favorable expectations regarding the travel experience.

Additionally, research by Rosi and Fathor (2024) demonstrates that destination image plays an important role in influencing tourists' visiting decisions and increasing the likelihood

of repeat visits. This suggests that destination image not only affects initial visiting decisions but also contributes to the development of tourist loyalty toward a particular destination.

The Influence of Tourist Attraction on Visiting Decisions

The results of the partial test indicate that the tourist attraction variable has a t-value of 8.015 with a significance level of 0.000 (<0.05), which means that tourist attraction has a positive and significant influence on tourists' visiting decisions. This finding suggests that the presence of appealing tourism objects, such as natural beauty, cultural uniqueness, and various tourism activities, serves as an important factor motivating tourists to visit a destination.

Tourist attractions represent the core component that encourages tourists to travel to a particular destination. Unique landscapes, cultural heritage, and engaging tourism activities can provide memorable experiences for visitors. Consequently, the more unique and attractive the tourism resources offered by a destination, the higher the probability that tourists will choose to visit.

This finding is consistent with the research conducted by Firdaus et al. (2022), which states that tourist attractions significantly influence tourists' visiting decisions because they create enjoyable and memorable travel experiences. Similarly, Nurchomariyah and Liliyan (2023) found that tourist attraction is a crucial factor influencing tourists' decisions when selecting tourism destinations.

However, the results of this study indicate that the influence of tourist attraction is relatively lower compared to destination image and EWOM. This suggests that although tourist attractions remain important, tourists' visiting decisions are also strongly influenced by perceptions formed through destination image and digital information obtained through EWOM.

Simultaneous Influence on Visiting Decisions

Based on the results of the simultaneous test (F-test), the calculated F value is 508.270 with a significance level of 0.000 (<0.05). This result indicates that Electronic Word of Mouth (EWOM), destination image, and tourist attraction simultaneously have a significant influence on tourists' visiting decisions.

These findings indicate that tourists' decisions to visit a destination are influenced by the interaction of several factors rather than by a single variable. EWOM provides information and recommendations about tourism destinations, destination image shapes tourists' perceptions regarding the reputation and quality of the destination, while tourist attractions provide the actual experiences that motivate tourists to visit.

This result supports the findings of Arrizki et al. (2023), who reported that EWOM, destination image, and tourism facilities simultaneously influence tourists' visiting decisions. Similarly, Indrasena et al. (2024) found that the combination of digital information and destination image can enhance tourists' trust in tourism destinations.

Furthermore, the Adjusted R Square value of 0.908 indicates that 90.8% of the variation in tourists' visiting decisions can be explained by EWOM, destination image, and tourist attraction, while the remaining 9.2% is influenced by other factors outside the research model, such as tourism facilities, pricing, previous travel experiences, and psychological factors of tourists (Wahyuni et al., 2022).

CONCLUSION

Based on the results of the partial test (t-test), all independent variables—Electronic Word of Mouth (EWOM), destination image, and tourist attraction—were found to have a significant influence on tourists' visiting decisions. Among these variables, destination image demonstrated the strongest effect, as indicated by the highest beta coefficient. This finding suggests that tourists' perceptions regarding the reputation, attractiveness, safety, and overall

quality of a destination play a crucial role in shaping their visiting decisions. The more positive the image of a tourism destination, the greater the likelihood that tourists will decide to visit.

Furthermore, Electronic Word of Mouth (EWOM) also shows a significant and relatively strong influence on tourists' visiting decisions. This indicates that information obtained through digital platforms such as tourist reviews, social media comments, and online recommendations plays an important role in shaping perceptions and increasing potential tourists' trust in a destination. Consequently, positive online reviews and shared travel experiences have become key factors influencing tourists' decision-making processes.

Meanwhile, tourist attraction also has a significant effect on visiting decisions, although its influence is relatively weaker compared to the other variables. This suggests that the presence of appealing tourism resources, including natural beauty, cultural uniqueness, and tourism activities, remains an important factor encouraging tourists to visit a destination, even though their final decision is also strongly influenced by destination perceptions and digital information.

Simultaneously, the ANOVA test results indicate that EWOM, destination image, and tourist attraction collectively have a highly significant influence on tourists' visiting decisions. The high coefficient of determination demonstrates that most of the variation in visiting decisions can be explained by these three variables. These findings confirm that tourists' destination choices are shaped by the interaction between digital information, perceived destination image, and the attractiveness of tourism resources.

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