THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH AND DESTINATION IMAGE ON VISIT DECISION THROUGH VISIT INTENTION AS INTERVENING VARIABLE

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Abstract

Now, internet and social media impact on many human life aspects, such as consumer behaviour on traveling in Indonesia. This research aims to exemine the influence of electronic word of mouth and destination image on visit decision. This research also proves the influence of visit intention as an intervening variable. Population are tourists of Panjang Island Jepara. The sampling technique used was purposive sampling technique, the respondents was 116. The data collection method used was questionnaire method. The data analysis used was path analysis. The research variables are electronic word of mouth, destination image, visit decision, and visit intention. Results showed that destination image had a positive and significant influence on visit decision. Meanwhile, electronic word of mouth had no significant influence on visit decision. Results also showed that visit intention had a role as an intervening variable between electronic word of mouth and destination image on visit decision.

Abstrak

Di era sekarang ini, keberadaan internet dan media sosial memiliki dampak terhadap banyak aspek kehidupan manusia, termasuk perilaku konsumen dalam hal melakukan kunjungan wisata di Indonesia. Penelitian ini bertujuan untuk mengetahui pengaruh electronic word of mouth dan citra destinasi terhadap keputusan berkunjung melalui minat berkunjung sebagai variabel intervening. Populasi dalam penelitian ini adalah wisatawan obyek wisata Pulau Panjang Kabupaten Jepara. Pengambilan sampel menggunakan teknik purposive sampling dengan jumlah responden sebanyak 116. Metode pengumpulan data menggunakan metode kuesioner. Analisis data menggunakan analisis jalur. Variabel dalam penelitian ini yaitu electronic word of mouth, citra destinasi, minat berkunjung, dan keputusan berkunjung. Hasil penelitian menunjukkan citra destinasi berpengaruh positif dan signifikan terhadap keputusan berkunjung. Namun, electronic word of mouth berpengaruh tidak signifikan terhadap keputusan berkunjung. Sedangkan pengujian pengaruh mediasi diperoleh hasil bahwa minat berkunjung memediasi hubungan electronic word of mouth dan citra destinasi terhadap keputusan berkunjung.

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INTRODUCTION

Indonesia with its dense population is expected to be able to compete in the community because it has the biggest economic potential in ASEAN (Sakitri et al., 2017). This potential also includes the tourism sector. In addition to the islands that are scattered, Indonesia is famous for its many places with beautiful views and many containing historical values that can invite tourists to visit. Each region was competing to promote tourist attractions to attract local and foreign tourists, but still, many who use marketing strategies that are less precise. Initial marketing concentrates only on features and benefits for customers or those labeled as traditional marketing (Muhammad & Artanti, 2016). In addition, the old marketing model is conventional marketing that only relies on face-to-face marketing (Farida et al., 2017). In fact, the current media development can be utilized in order to foster interest in buying tourists to make tourist visits to several attractions in Indonesia.

A person who visits a tourist attraction through an interest in advance will have a high desire to visit the resort because it has obtained in-depth information about the sights before making a visit and has chosen according to his interest (Aprilia et al., 2015). This is because visiting interest is a driving factor for a visiting decision maker (Suwarduki et al., 2016). Interest in visiting someone in determining the decision of his visit in choosing a place to visit, one of which comes from the influence of others around him in communicating a message or a positive impression of a tourist attraction (Aprilia et al., 2015). The message or positive impression is now more easily delivered as the times' progress.

The increasingly tight development of the business world requires companies to be able to move quickly and appropriately in order to be able to face the competition (Hartono & Wahyono, 2015). The development of internet technology in the dynamics of marketing is now affecting consumer behavior, such as the delivery of opinions about a product digitally called electronic word-of-mouth (Wijaya & Paramita, 2014). Widespread Internet usage and other powerful new technologies have a dramatic impact on buyers and marketers serving them (Murwatiningsih & Apriliani, 2013). This information-sharing and socialization activity then spawned a media called social media (Rukmiyati & Suastini, 2016). Marketing contains many aspects that one cannot be separated, one aspect that needs to get attention in marketing is consumer satisfaction and behavior (Wibowo, 2010). In this social media, tourists have the freedom to communicate their opinions after visiting a tourism object, either in the form of satisfaction or criticism.

The existence of social media is wrong can facilitate experienced visitors to share information with potential visitors (Widyanto et al., 2017). Communication either like, comment, or invitation through electronic media is called electronic word of mouth, which is believed to be one of marketing communication mix that can influence interest and decision visit others (Widyanto et al., 2017). Posting pictures of tourism objects is a form of the worth of mouth that can provide stimuli on improving the destination image and as a form of satisfaction response. The image of the destination is one of the determinants of potential tourists visiting a destination (Hania et al., 2016). The positive image of a destination plays an important role in attracting and retaining tourists (Setyaningsih & Murwatiningsih, 2017).

Several previous studies on the effect of electronic word-of-mouth and destination image on visiting decisions show different results. In addition, there are other studies that show an electronic word-of-mouth relationship with visiting decisions; there are allegations that the visiting interest variable is an intervening variable. This study aims to determine the effect of electronic word of mouth and the image of the destination on the decision to visit directly and to prove the alleged influence of interest in visiting as an intervening variable in the relationship between the electronic word of mouth and destination image of the visiting decision.

The object of research in this research is tourism object of Pulau Panjang in Jepara regency. Pulau Panjang Jepara is less popular when compared to the Karimunjawa Islands, although in fact there are many tourists who have visited and gave their opinions about their experiences while spending a holiday on Pulau Panjang Jepara via the internet. This object was chosen to support the efforts of the local government to advance the regional tourism sector. The tourism sector is an industry that needs special attention, both in the city/ district, province and national scope (Purnama & Murwatiningsih, 2014).

Hypotheses Development

Hennig-Thurau et al. (2004) describe what is meant by electronic word-of-mouth are positive and negative statements made by potential, actual, or former customers about a product or

company that is made available to many people and institutions through the internet. Electronic word-of-mouth as a new phenomenon in the world of communication, especially marketing communications today, where each individual exchanging information and positive or negative experiences about something they had or others experienced before through online media (Enikmah, 2016) .

Electronic word-of-mouth, which is believed to be one of a mix of marketing communications that can influence the interests and visiting decisions of others (Widyanto et al., 2017). Hapsari et al. (2014) explained that electronic word-of-mouth has an influence on visiting decisions through his research. So the better the dissemination of word-of-mouth electronic, the higher people's decision to visit. Based on the explanation, the hypothesis is formulated as follows:

H1: Electronic word-of-mouth influences the decision to visit Pulau Panjang Jepara tourism objects.

Visiting decisions are the process by which a visitor undertakes an assessment and selects one necessary alternative based on certain considerations (Aprilia et al., 2015). Theories related to visiting decisions are analogous to buying decisions such as Suwarduki et al. (2016) which assumes the purchase decision theory is the same as the decision to visit.

The purchase decision is to buy the most preferred brand from various alternatives (Kotler & Armstrong, 2008). Consumer buying decisions are a summary of three stages of the process name, the process of entering information, the process of considering the decision of consumers in buying and ending with the decision making the process by consumers (Nitisusatro, 2013). In relation to tourism means the decision to visit is a series of processes in which tourists obtain information and evaluate information about tourist attractions, determine alternative choices and make decisions that are most suitable for visiting tourist attractions.

The information obtained can foster interest in visiting a place that is sourced from anywhere including the internet. Visits to high visitor visitors will encourage visitors to visit a place. Otherwise, low visitor interest will prevent visitors to visit a place (Aprilia et al., 2015). Suwarduki et al. (2016) explained that electronic word-of-mouth variables have a significant effect on interest in visiting. This means that visiting

interest can affect the electronic word-of-mouth relationship to visiting decisions. Based on the explanation, the hypothesis is formulated as follows:

H2: Electronic word-of-mouth has a positive effect on the decision to visit through an interest in visiting Pulau Panjang tourism objects.

Lawson and Bovy (1997) explain that the image of the destination is the objective knowledge, prejudice, imagination and individual and group emotional thoughts of a particular location (Suwarduki et al., 2016). Destination image in relation to this research refers to Maghfiroh brand image theory (2017).

An image is something abstract (intangibility) that cannot be tasted, seen, heard, smelled, or perceived; the service provider company must be completely convincing to prospective tourists and provide tangible evidence to tourists when in tourist destinations (Suharto, 2016). In tourism, managers need to pay attention to the destination image to show the value of tourist attractions. Value for customers, one of which is to increase customer confidence in purchasing decisions (Khasanah, 2013). That's because the image can affect the interests and decisions of visiting potential tourists. The image of the destination is one of the determinants of potential tourists visiting a destination (Hania et al., 2016). Based on the explanation, the hypothesis is formulated as follows:

H3: The destination image influences the decision to visit the Long Island Jepara tourism object.

Human need is a state of part of the perceived basic satisfaction or consciousness (Nuraini & Maftukhah, 2015). Consumers or tourists in deciding to visit have various considerations as well before making a purchase (Ramadhan et al., 2015). Interest is visiting to be one of these considerations. Interest in visiting is basically a drive from within the consumer in the form of a desire to visit a place or region that attracts someone's attention (Suwarduki et al., 2016). The image of a tourist place is one of the factors that makes tourists want to visit a place. Echtner and Ritchie (2013) describe the image of the destination as an important aspect for visiting decisions in which there is post-visiting behavior (Sari & Maftukhah, 2017). Kotler and Keller (2009) explain what is meant by the brand image is the perception and belief done by the con-

sumer, as reflected in the association that occurs in consumer memory. Suwarduki et al. (2016) explained that destination image had a significant effect on interest in visiting through his research. This means that there is a possibility that interest in visiting has an influence on the relationship of the destination image to the decision to visit. Based on the explanation, the hypothesis is formulated as follows:

H4: Destination image has a positive effect on the decision to visit through an interest in visiting Pulau Panjang tourism objects.
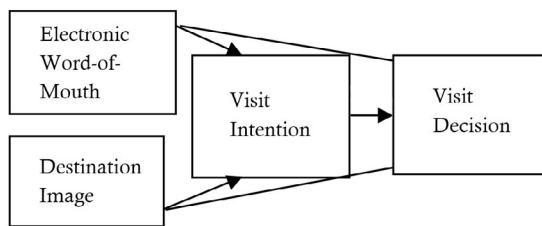

Figure 1. Research Framework

METHOD

This research is quantitative research with the object of research that is tourism object of Panjang Jepara Island.

The population in this study are tourists who have visited the island attractions Panjang Jepara. Since the amount of pollution is not known, the formula to be used to determine the sample is the Iteration formula. By using the formula is known that the sample used amounted to 116 respondents. The sampling technique used in this research is purposive sampling. According to Sugiyono (2010) explained that purposive sampling is a technique of collecting samples with certain considerations. The consideration in this research is the sample used is on the visitors who know information about Long Island from the internet and visitors are aged $\geq$ 18 years.

Data collecting method in this study using questionnaire method. The questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondent to answer. The questionnaire or questionnaire is a list of questions that include all questions or statements that will be used to obtain data/ information, whether made by telephone, letter or face to face (Sugiyono, 2013).

The variables used in this study are the dependent variable, independent variable and the intervening variable. The dependent variable in this research is visiting decision (KB) with an indicator of attractiveness, the stability of buying and suitability of requirement. While the

independent variables in this study there are two variables, namely 1) electronic word-of-mouth (EW) with indicators of social benefits, expressing feelings and concern for other consumers. 2) Destination image (CD) with the cognitive image, unique image and effective image.

Intervention variables in this study were interested in visiting (MB) with an indicator of transactional interest, referential interest, preferential interest and explorative interest.

RESULT AND DISCUSSION

Validity Test

Measuring the validity is done by comparing the value of r calculate with r Table product moment, for degree of freedom (df) = n-2, in this case using 30 samples, then obtained value (df) = 30-2 = 28. Based on alpha = 0.05, got r Table = 0.361.

From the calculation results, the questionnaire statement of each variable obtained the test results of validity as Table 1.

Table 1. Validity Test Results

Var	Item	Tstat	r_{Table}	Ket.
Electronic Word-of-Mouth	P1	.524	>.361	Valid
	P2	.397	>.361	Valid
	P3	.519	>.361	Valid
	P4	.592	>.361	Valid
	P5	.607	>.361	Valid
	P6	.284	<.361	Invalid
	P7	.531	>.361	Valid
	P8	.631	>.361	Valid
	P9	.491	>.361	Valid
Destination Image	P10	.675	>.361	Valid
	P11	.446	>.361	Valid
	P12	.809	>.361	Valid
	P13	.740	>.361	Valid
	P14	.687	>.361	Valid
	P15	.692	>.361	Valid
Visit Intention	P16	.696	>.361	Valid
	P17	.812	>.361	Valid
	P18	.437	>.361	Valid
	P19	.471	>.361	Valid
	P20	.689	>.361	Valid
	P21	.421	>.361	Valid
	P22	.526	>.361	Valid
	P23	.508	>.361	Valid
Visit Decision	P24	.852	>.361	Valid
	P25	.787	>.361	Valid
	P26	.742	>.361	Valid
	P27	.643	>.361	Valid
	P28	.381	>.361	Valid
	P29	.713	>.361	Valid

Based on Table 1, can be obtained the results indicate that in the research instrument there is 1 item statement item that item number 6 on the variable electronic word-of-mouth (EW) is declared invalid because on the item the value stats less than the value of r_{Table} and other items declared valid because it has value rhitung more than r_{Table} value.

Reliability Test

Test reliability data can be done with statistical test Cronbach Alpha (α). A variable is said to be reliable if it gives Cronbach Alpha value ≥ 0.70 (Ghozali, 2011).

Table 2. Reliability Test Results

Variable	Cronbach's Alpha Count	Cronbach's Alpha	Info
Electronic Word-of-Mouth	.897	> .70	Reliabel
Destination Image	.732	> .70	Reliabel
Visit Intention	.714	> .70	Reliabel
Visit Decision	.737	> .70	Reliabel

Based on SPSS output results show all variables are reliable because the value of Cronbach's alpha counts all variables greater than the significance of 0.70. which means, questionnaires can be used for research.

Analysis Method

The technique used is descriptive analysis and path analysis (path analysis) with SPSS 23 statistics.

**Classic Assumption Test**

There are two ways to identify variable is normally distributed or not. Namely with graph analysis and statistical analysis.

Normality Test

Normality test aims to determine whether or not a normal distribution of data. Normality testing in this study used P-Plot and Kolmogorov-Smirnov charts. Normality test results are as Figure 2.

Based on the Figure 2, it can be seen that the spots spread around the diagonal lines. If the points spread around the diagonal line, then

it can be concluded that the residual of the data used is normal.
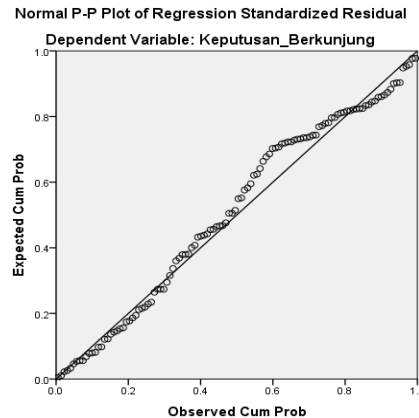
Figure 2. P-Plot Graph

The Kolmogorov-Smirnov test shows normally distributed data if the Asimp value. Sig (2-tailed) > 0.05 level of significant One-Sample Kolmogorov-Smirnov. Based on Table 3 obtained Asymp Sig value. (2-tailed) 0.119 > 0.05, means that the residual data is normally distributed.

Table 3. Kolmogorov-Smirnov Test Result

		Unstandardized Residual
N		116
Normal Parameters[1]	Mean	.0000000
	Std. Deviation	2.10263922
Most Extreme Differences	Absolut	.110
	Positive	.051
	Negative	-.110
Kolmogorov-Smirnov Z		1.188
Asymp. Sig. (2-tailed)		.119

a. Test distribution is Normal

Multicollinearity Test

The amount of value used to indicate the presence of multicollinearity is a tolerant value < 0.10 or equal to the VIF value > 10 (Ghozali, 2011).

The results of the multicollinearity test calculations shown in Table 4 show that the Independent variables have Tolerance > 0.10 and the Variance Inflation Factor (VIF) < 10. It can be concluded that there is no multicollinearity between independent and dependent variables.

Table 4. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Unstandardized Residual	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.340	1.803		1.298	.197		
Electronic Word-of-Mouth	-.050	.049	-.087	-1.025	.307	.504	1.983
Destination Image	.535	.107	.467	4.983	.000	.410	2.439
Visit Intention	.310	.081	.414	3.823	.000	.306	3.269

a. Dependent Variabel: Visiting Decision

Heteroscedasticity Test

One way to detect whether or not heteroscedasticity is to see the plot graph between the dependent variable prediction (ZPRED) with residual (SPRESID). Detection of whether or not heteroscedasticity is to see the scatterplot graph between SPRESID and ZPRED, where the Y-axis is predicted Y and X-axis is a residual that has been standardized (Ghozali, 2011). Multicollinearity test results using SPSS software are as follows:
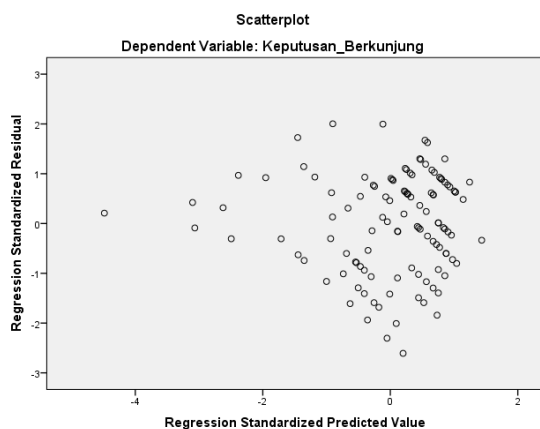
Figure 3 Heteroscedasticity Test Results

The Scatterplot graph in Figure 3, shows that no heteroscedasticity is characterized by randomly distributed points either above or below the number 0 on the Y axis and does not form a specific pattern

Hypothesis Testing

The hypothesis test describes the test of the provisional conjecture as a hypothesis in one study (Umar, 2002).

Hypothesis Test (t-test)

Based on the result of t-test on electronic word-of-mouth variable to visit decision, the result of sig value 0.307 > 0.05 means that electronic word-of-mouth has no effect to visit decision. The results of the calculation show that H1 which states electronic word-of-mouth influence on the decision of visiting tourists to the object of Long Island rejected.

Based on the result of t-test on destination image variable to visit decision, the result of sig 0.000 > 0.05 means that the image of the destination influences the visiting decision. The results of the calculation show that the H2 which states the image of the destination effect on the decision to visit tourists to long island attractions accepted.

Path Analysis

Path analysis (path analysis) is used to measure the causality relationship between predefined variables. The causality variables tested in this study are electronic word-of-mouth and destination image of visiting decisions and whether the electronic word-of-mouth relationship and destination image of visiting decisions are mediated by interest in visiting. To measure whether or not the effect of mediation or intervening is used the comparison of path coefficients.

From table 6 it can be seen the indirect effect of electronic word-of-mouth on the decision of visiting through the interest of visiting by multiplying the coefficient of electronic word-of-mouth path with visiting interest that is 0.394 x 0.414 = 0.163.

From table 6 it can be seen the indirect effect of destination image on the decision of visiting through visiting interest by multiplying the coefficient of destination path with the visiting interest is 0.543 x 0.414 = 0.225.

Table 5. Coefficients Visit Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.549	2.074		1.229	.222
Electronic Word-of-Mouth	.304	.049	.394	6.245	.000
Destination Image	.832	.097	.543	8.602	.000

Table 6. Model Summary Visiting Decision

R	R Square	Adjusted R Square	Std. Error of the Estimate
.773[a]	.597	.587	2.131

Table 6. Coefficients Visiting Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.340	1.803		1.298	.197
Electronic Word-of-Mouth	-.050	.049	-.087	-1.025	.307
Destination Image	.535	.107	.467	4.983	.000
Visit Intention	.310	.081	.414	3.829	.000

The calculation result in table 7 shows that the total indirect effect of 0.076 whereas the direct path coefficient of electronic word-of-mouth to the visiting decision is -0.087, it shows that the total coefficient of indirect path> direct path coefficient. So it can be concluded that H3 which states that the electronic word-of-mouth influence on the decision of tourists to visit the long island attractions through visiting interest received.

The calculation result in table 7 shows that the total indirect effect of 0.692 whereas the coefficient of direct impact path of destination image to the visiting decision of 0.467, it shows that the total coefficient of indirect path> direct path coefficient. So it can be concluded that the H4 which states that the image of the destination affect the decision of tourists visiting the long island attraction through visiting interest received.

Table 7. Path Analysis Results

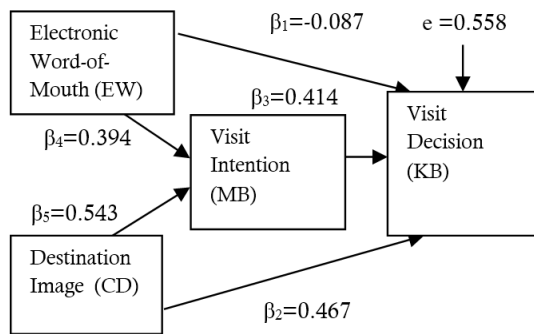| Variable	Leverage	Visit Intention	Visiting Decision	Info.
Electronic Word-of-Mouth	Direct	-	-.087	
	Indirect	.394	.414	Mediate
	Total	.394	.076	
Destination Image	Direct	-	.467	
	Indirect	.543	.414	Mediate
	Total	.543	.692	

Figure 4. Full Model

The Word-of-Mouth Electronic Effect on Visit Decision

Based on the results of research that has been done, it can be proven that Electronic Word-of-Mouth has no significant effect on the decision of visiting, so H1 rejected. This is indicated by the level of significance generated greater than the specified alpha (0.307 > 0.05). This means that the better the spread of Electronic Word-of-Mouth related attractions Panjang Jepara Island influential but cannot improve the decision of tourists to visit optimally.

These results are in line with Suwarduki et al. (2016) that electronic word of mouth is not significant due to the influence of factors in decision making. The influencing factors are in accordance with what Kotler and Keller (2009) have outlined that there are two common factors that interfere with purchasing intentions and decisions of others' attitudes and unanticipated situational factors. Both of these factors may appear suddenly to change the purchase intent. The results reinforce research conducted by Wijaya & Paramita (2014), which shows that electronic word of mouth has no significant effect on purchasing decisions due to lack of trust someone to the existing information internet.

The Word-of-Mouth Electronic Effect on Visit Decision through Visiting Intention

Based on the results of the research that has been done, it can be proven that the interest of visiting successfully mediate the influence of Electronic Word-of-Mouth against the decision of visiting. This is shown from the total path coefficient indirect effect > direct coefficient of influence (0.076 > -0.087) so that H3 is accepted. This means that the influence of Electronic Word-of-Mouth against visiting decisions is stronger when mediated by interest in visiting. Thus, interest in visiting can increase the decision of tourists in choosing Panjang Jepara Island as a tourist attraction to be visited, although originally derived from the influence of others in the form of Electronic Word-of-Mouth.

This result is in line Widyanto et al. (2017) wherein the electronic word of mouth relationship with visiting decision there are variables of interest of visiting as an intervening variable of research. This is because the interest to seek information and the desire to know the attractions and the desire to visit can be a driver of someone to decide the decision to visit the attractions. This result also strengthens Maghfiroh's research (2017) which explains that electronic word of mouth is a variable that has correlative correlation through visiting interest in influencing the tourist visiting decision. There is interest in encouraging potential tourists who want to visit to collect information before visiting.

The Impact of a Destination Image on Visit Decision

Based on the results of the research that has been done, it can be proved that the image of the destination has a positive and significant impact on the visiting decision so that H2 is accepted. This is indicated by the level of significance produced smaller than the specified alpha (0.000 < 0.05). This means that the image of the destination is an important factor that can influence the decision of a tourist to visit a destination. Thus, the image formed based on the experience of tourists can be considered in making decisions to visit attractions Panjang Jepara Island.

This result is in line with Hania et al. (2016) which explains that the image of the destination is one of the determinants of potential tourists visiting a destination. As disclosed by Nguyen and Leblanc (2002) the image is formed based on experience that has been experienced by tourists so that later can be taken into consideration in making decisions. In addition, these results strengthen Priyanto et al. (2016) which explains that the higher the image of the destination the higher the decision of visiting tourists. According to him, this happens because tourists are satisfied with the attractions available, so they feel relaxed as what was imagined before.

The Influence Destination Image on Visit Decision Through Visiting Intention

Based on the results of the research that has been done, it can be proven that the interest of visiting successfully mediate the influence of the image of the destination to the visiting decision. This is shown from the total path coefficient of indirect effect > direct coefficient of influence (0.692 > 0.467), so H4 is accepted. This means

that the impact of destination image on visiting decisions is stronger when mediated by interest in visiting. Thus, the decision of tourists to visit the attractions of Panjang Jepara Island that is influenced by the image of the destination will be stronger if the tourists also have the interest to visit.

This is in line with Maghfiroh (2017) study that examines the effect of electronic word of mouth and the image of the destination on interest in visiting and its impact on visiting decisions. Destination imagery is one of two variables (electronic word of mouth) which has a correlative relation together through the interest of visiting in influencing the decision of visiting the customer. In line with Hidayati's research (2013) which shows that brand image variables have an influence on buying interest and purchasing decisions. Researchers illustrate that consumer interest, desire and confidence (Buying Interests) are strongly influenced by brand image and that will lead to a decision making the action in the form of purchases. This means that the interest of the visiting variable acts as a variable that reinforces the influence of the destination image on the visiting decision.

CONCLUSION AND RECOMMENDATION

Electronic Word-of-Mouth has no significant effect on visiting decisions. This means Electronic Word-of-Mouth will affect tourists to visit the attractions of Pulau Panjang Jepara, but its influence is not significant. If Electronic Word-of-Mouth is better then the decision of tourists to visit the tourist object of Pulau Panjang Jepara will rise but not optimally. The image of the destination has a positive and significant impact on the visiting decision. This means the image of the destination will influence the decision of tourists to visit the attractions of Pulau Panjang Jepara. If the image of the destination is better then the decision of tourists to visit the tourist object of Pulau Panjang Jepara will be higher, so the level of tourist visit increases.

Visiting interests mediate the influence of Electronic Word-of-Mouth on visiting decisions. This means visiting interest can mediate the influence of Electronic Word-of-Mouth against visiting decisions. Electronic Word-of-Mouth is getting better; it will grow the interest of tourists and give an impact on the decision of tourists to visit the attractions of Pulau Panjang Jepara which is also increasing.

Visiting interest mediates the impact of the destination image on visiting decisions. This means visiting interest can mediate the impact of the destination image on visiting decisions. the image of a better destination will grow the interest of the tourist and can impact on the decision of tourists to visit the attractions of Pulau Panjang Jepara.

From the results of the study suggested that the organizer should increase the promotion offline through conventional media such as banners, billboards and follow the tourism expo in order to increase tourist visits because electronic word of mouth has no significant effect. In addition, managers are advised to provide complete public facilities that can boost the image of destinations such as bins, janitor cleaners and environmental preservation signs.

The next researcher can use variables other than EWOM that also have a relationship or can influence the decision of visiting tourists such as promotion mix and tourism product attributes. Researchers can then explore other attractions that are still not well known by the people of Jepara but has begun to demand such as Tourism Village Tempur and Portuguese Citadel.

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