

The Impact Of Marketing Communications On The Decline Of The De Mata Museum: A Study Of Traditional WOM Vs E-WOM

Helena Yovita Junijanto

Universitas Atma Jaya Yogyakarta
helena.junijanto@gmail.com

Shellyana Junaedi

Universitas Atma Jaya Yogyakarta

Abstract

The main objective of this study was to investigate the influence of marketing communication on visitors' interpretation of the De Mata Museum Yogyakarta site. In total, 196 individuals, ranging in age from 15 to 40, visited the De Mata Museum in Yogyakarta before the conclusion of the investigation. Data was collected using a purposive sample technique, Google Forms and a 5-point Likert scale. The data analysis was performed using IBM SPSS Statistics version 25, which included examining variance (ANOVA) and multiple linear regression. The findings indicated that electronic word-of-mouth (e-WOM) had a more significant influence on a physical site's perceived quality than conventional WOM. Significantly, the influence of commercial electronic word-of-mouth (e-WOM) exceeded that of personal WOM. Furthermore, the impact of negative word-of-mouth (WOM) metrics was markedly more substantial than that of good WOM, and negative electronic word-of-mouth (e-WOM) had a broader influence than negative WOM.

Keyword: Traditional WOM; Personal e-WOM; Commercial e-WOM; Destination Image

Introduction

Indonesia's tourism sector is always crowded with tourists (Yamin et al., 2021). Still, this business is inseparable from the efforts of the local community and tourists to give an impression of the destination image of a tourist attraction (Kurniawati et al., 2021). Developing the tourist

industry is a means to enhance the economic conditions of Indonesia and the overall area (Fafurida et al., 2020). According to the Deputy Mayor of Yogyakarta, published on the official Website krjogja.com, almost every region or area in Yogyakarta currently competes to build attractive tourist destinations. The museum that offers a different concept from other museums is the De Mata Museum.

De Mata Museum is a museum with paintings with 3D backgrounds to be used as collections in this museum. The whole painting looks as if it is accurate, which can deceive the eye, hence the name Trick Eye Museum. De Mata Museum is a tourist destination that applies marketing communication strategies, namely Traditional Word of Mouth (WOM) and Electronic Word of Mouth (e-WOM). Marketing communication using traditional WOM and e-WOM is not only intended for De Mata Museum, but all tourist destinations require this marketing communication to promote their tourist destinations.

Interpersonal communication and word-of-mouth (WOM) significantly impact customers' primary information source in their decision-making process for selecting tourist locations (Pop et al., 2022). This means that WOM is needed by companies, especially in the tourism sector, because tourism is an intangible service or product that is very difficult for us to feel before we experience it (Rimba et al., 2022). It can also be explained that WOM has a vital role for potential tourists, where recommendations are an essential source of information for shaping an image or image of a tourist attraction (Ashfaq et al., 2022). Thus, the researcher formulated hypothesis 1: Traditional WOM significantly affects destination image more than e-WOM.

In a study conducted by Asadi et al., 2014; Ishida et al., (2016) stated that personal WOM communication includes traditional WOM exchanges such as e-mails or instant messages that are obtained from recognized people; however, commercial WOM exchanges such as virtual communication, blogs, websites, review sites, chat rooms, news groups, social networking sites, and e-mails are obtained from unrecognized people. Jalilvand and Heidari (2017) found that the effect of eWOM was more prominent in the destination image component than face-to-face WOM. This makes eWOM easy for consumers to access with minimum time and low cost. Prospective tourists are also currently able to utilize eWOM information as an additional source of

information because eWOM is easier to manage with messages posted online and easily accessible than WOM, which is usually a temporary and private conversation between individuals such as traveladvisor.com. Thus, the researcher formulated hypothesis 2: personal WOM has a more significant effect on destination image than commercial e-WOM.

Consumers are curious and actively obtain more information from friends or family because this stage is the stage of asking (Lee, 2024). The messages conveyed in WOM are in the form of Positive WOM and Negative WOM, as well as positive and negative e-WOM. A positive statement is in the form of a comment or good message from consumers when consumers find satisfactory service (Nicolau et al., 2022). Suppose a negative statement is generated from consumers who send negative messages about other people's negative experiences (Allard et al., 2020). Traditional and electronic marketing communications can increase the image of the destination. Thus, the researcher formulated hypothesis 3a: Negative WOM influences consumers more than positive WOM when forming a destination image WOM.

A destination image is a picture formed and created related to a tourist destination that can influence consumer decisions to visit a destination and deliver an unforgettable consumer experience uniquely associated with the destination (Liu et al., 2024). There are two motivational factors in choosing a tourist destination: motivational push factors and motivational pull factors (Ngoc et al., 2023). However, reviews in online media also contain messages in the form of positive messages and negative messages but in the form of messages sent via electronic media, not face-to-face (Pooja & Upadhyaya, 2024). Reviews on social media (e-WOM) will be an attraction and become an image of the De Mata Museum destination. Thus, the researcher formulated hypothesis 3b: In forming destination images, consumers are more influenced by negative WOM perceptions than negative e-WOM perceptions.

However, citing news from Sunartono & Saraswati (2022), the De Mata Museum closed on 1 March 2022. Researchers want to examine more deeply what caused the De Mata Museum to close from a marketing communications perspective. If we look at the visitor data of the De Mata Museum from year to year, it has increased and also decreased during the

COVID-19 pandemic. De Mata Museum is never empty of visitors; many give good reviews on Google and Instagram.

Therefore, in this study, the researcher is interested in examining in more depth which direction of marketing communication has a more dominant influence on the De Mata Museum Yogyakarta so that it can contribute to the tourism sector in Yogyakarta and in Indonesia's attention to the direction of marketing communication so that the image of the destination always develops and contributes to the income of the tourism sector. To see the relationship and formation of hypotheses in this study, the researcher created a research model so that readers can easily understand it.

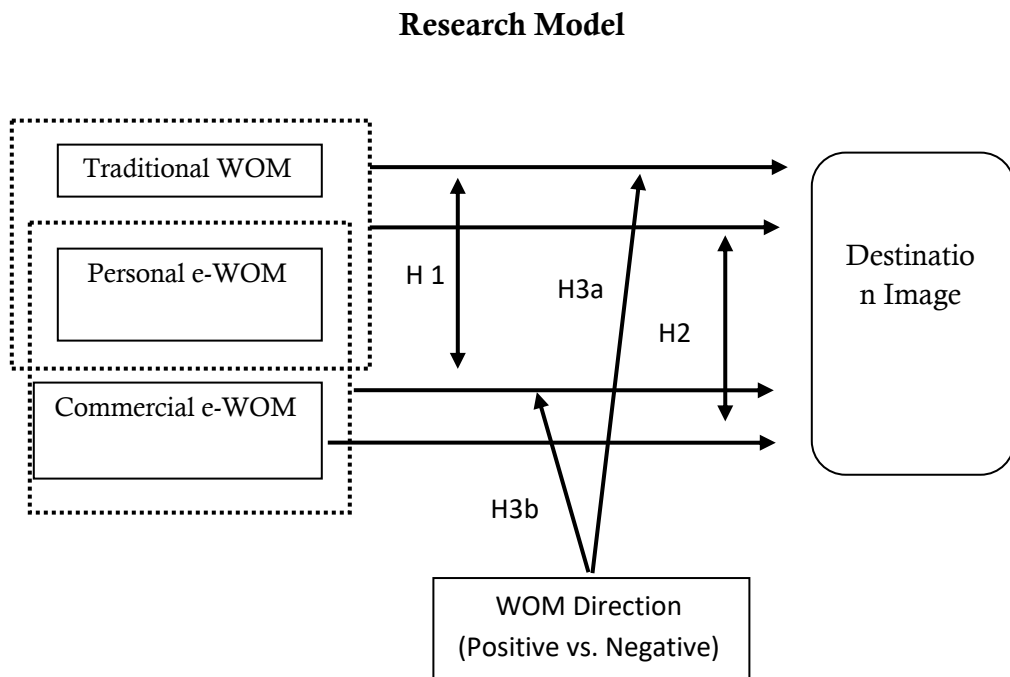


Figure 1. Research Model

Hypothesis:

H1: Traditional WOM has a more significant effect on destination image than e-WOM.

H2: Personal WOM has a more significant effect on destination image compared to commercial e-WOM

H3a In forming a destination image, consumers are more influenced by negative WOM than positive WOM.

H3b: In forming destination images, consumers are more influenced by negative traditional WOM perceptions than negative e-WOM perceptions.

Research Method

This research will collect primary data by distributing questionnaires to consumers who have visited De Mata Museum online using Google Forms. The URL addresses used for Google Forms will be electronically transmitted through widely used social media platforms such as Line, Instagram, and WhatsApp. More precisely, the primary objective of this study is to examine the entire population. Purposive sampling techniques were employed to choose the sample. Purposive sampling is based on specific considerations from the researcher so that the sample only represents the population being studied.

This data was gathered using Google Forms on a 5-point Likert scale. A sample of Indonesian visitors aged 15 to 40 who had visited the De Mata Museum Yogyakarta just before its closure was analyzed in the study. This study employed the IBM SPSS Statistics version 29 analysis tool to examine the hypothesis by determining the relative influence (effect) using standardized beta coefficients. The advantage of using standardized beta coefficients is that it can eliminate differences in measurement units in the independent variables. If the standardized beta coefficient value is positive and the p-value is above 0.05, it is declared significant.

In this study, researchers also used the ANOVA (One-Way ANOVA). ANOVA determines the main effect and interaction effect of categorical independent variables (often called factors) on metric dependent variables. Analysis of variance is used to compare the average values of three or more unrelated samples using the F test, namely, the estimate of the variance between groups (or mean squares). If the ANOVA value is more than 0.05, it means it is significant.

This research tests hypotheses H3a and H3b to see the average difference and the magnitude of the mean to compare.

Results and Discussion

1. Respondent Characteristic

Table 1. Respondent Characteristic

Demography	Frequency	Percentage
Gender		
Male	61	31%
Female	135	69%
Domicile		
Province DIY	71	36%
Outside the Province DIY	125	64%
Average Monthly Income		
< Rp1.000.000,00	42	21%
Rp1.000.001,00 - Rp 2.000.000	72	37%
Rp2.000.001,00 - Rp3.000.000,00	33	17%
Rp3.000.001,00 - Rp4.000.000,00	19	10%
> Rp4.000.001,00	30	15%
Visiting Intensity		
Once	114	58%
Twice	43	22%
Three Times	16	8%
More than Three Times	23	12%
Recommendations from friends		
Recommendations from family	86	43.9%
Instagram	27	13.8%
Facebook	42	21.4%
Google/Tripadvisor review sites	4	2%
Others	22	11.2%
Recommendations from friends	15	7.7%

The survey was disseminated using Google Forms, and the total number of respondents collected was 210 respondents. However, the respondents who met the criteria for analysis were 196 respondents, with gender dominated by women as many as 135 people and men as many as 61 people. Student respondents comprised the bulk of those who completed this questionnaire, with as many as 105 respondents, a percentage (54%) with an average income of Rp1,000,001.00 - Rp2,000,000.00.

They were dominated from outside the province of DIY, with as many as 125 respondents with a percentage of 64%, and the rest of the respondents were from Yogyakarta (DIY Province), with as many as 71 respondents with 36%. In this study, most of the respondents who filled out this questionnaire had visited the De Mata Museum once with a percentage (58%). Most of the respondents knew about the De Mata Museum initially from recommendations from friends, as many as 86 respondents with a percentage of 43.9%.

2. Result of Validity and Reliability

Table 2. Result of Validity and Reliability

Variable	Item	r-count(r-count>0,140)	Coefficient CA > 0,6	Note
Traditional WOM	After asking my friend's opinion, I feel more interested in visiting the De Mata Museum	0,583	0,715	Valid & Reliable
	After asking my friend about it, I felt more interested in visiting the De Mata Museum	0,573		
	Communicating directly with people I know drives my choice to choose the De Mata Museum	0,466		
Personal e-WOM	I feel more interested in visiting the De Mata Museum after reading reviews from my friends electronically	0,488	0,655	Valid & Reliable
	Communicating through electronic media with my friends encouraged	0,474		

Variable	Item	r-count(r-count>0,140)	Coefficient CA > 0,6	Note
Commercial e-WOM	my choice to choose the De Mata Museum			
	I asked for advice from some of my friends electronically when I wanted to visit the De Mata Museum	0,483		
	I feel more interested in visiting the De Mata Museum after reading reviews from other visitors on online review sites	0,644		
	Before I visited the De Mata Museum, I searched for information on online review sites	0,721	0,818	Valid & Reliable
Positive WOM	Seeing reviews and ratings on online review sites encouraged me to choose the De Mata Museum	0,653		
	Important	0,622		
	Relevant	0,628		
	Exciting	0,767		
	Interesting	0,814	0,887	Valid & Reliable
Negative WOM	Fun	0,788		
	Involving	0,606		
	Boring	0,550		
	Meaningless	0,745		
	Useless	0,780	0,849	Valid & Reliable
Negative WOM	Not needed	0,706		
	Important	0,658		
	Relevant	0,707	0,905	Valid & Reliable

Variable	Item	r-count(r-count>0,140)	Coefficient CA > 0,6	Note
Positive e-WOM	Exciting	0,800		
	Interesting	0,820		
	Enjoyable	0,808		
	Involving	0,648		
	Boring	0,617		
Negative e-WOM	Meaningless	0,748	0,870	Valid & Reliable
	Useless	0,816		
	Not needed	0,731		
	De Mata Museum is an attractive tourist destination to visit	0,627		
Destination Image	De Mata Museum offers a 3D concept in its museum	0,638	0,779	Valid & Reliable
	De Mata Museum provides an information service place	0,621		
	De Mata Museum is a safe place to visit	0,480		

The validity of a question in the questionnaire is determined by comparing the r table value and the calculated r value (Arifin, 2017). The calculated r value results from data processing in the Item-Total Statistics output. Researchers tested the validity using the Corrected Item Total Correlation table (Soo et al., 2024). While the r table value can be seen in the r table, in this case, with the number of respondents 196 and $\alpha = 5\%$, the r table value is 0.140193. In this study, it can be concluded that all variables meet the validity test requirements. After conducting the validity test, the following analysis is the reliability test. To determine the reliability of the question, look at the Alpha value in Cronbach's Alpha column in the Reliability Statistic table. Then, this value is compared with the required value or constant, namely 0.6 (Adnyana & Iswanto, 2021; Govindasamy et al., 2024). In this study, it can be concluded that all variables meet the reliability test requirements.

3. Multiple Linear Regression Analysis for Hypothesis 1

Table 3. Testing for Hypothesis 1

Variable	Beta	T	Sig.	Note
(Constant)		6,520	0,000	
Traditional WOM	0,195	2,748	0,007	Significant
Personal e-WOM	0,174	2,339	0,020	Significant
Commercial e-WOM	0,302	4,221	0,000	Significant
Adjusted R Square	0,281			
F	26,412			
Sig.	0,000			

The coefficient of determination (R^2) essentially measures how far the model can explain the variation in the dependent variable. The coefficient of determination or the value of the Adjusted R Square obtained at 0.281 can be interpreted that the independent variables, namely X1, X2, and X3, have a contribution effect of 28.1% on the Y variable. The F-count value is 26.412 with a probability (p) = 0.000. It can be concluded that all independent variables simultaneously affect the De Mata Museum destination image variable. This article answers hypotheses 1 and 2 using standardized beta because it uses standardized beta coefficients, the advantage of which is that it can eliminate differences in measurement units in the independent variables. The value of the standardized beta coefficient shows that the commercial e-WOM variable of 0.302 is greater than the standardized beta coefficient value of the traditional WOM variable of 0.195 and personal e-WOM of 0.174. The sig value of traditional WOM is 0.007 <0.05. The sig value of personal e-WOM is 0.020 <0.05, and the sig value of commercial e-WOM is 0.000 <0.05. Therefore, the commercial aspect of electronic word-of-mouth (e-WOM) has a more significant impact on the perceived value of a place than conventional WOM. Thus, H1 has yet to be proven.

4. Multiple Linear Regression Analysis for Hypothesis 2

Table 4. Testing for Hypothesis 2

Variable	Beta	T	Sig.	Note
(Constant)		8,178	0,000	
Personal e-WOM	0,245	3,450	0,001	Significant
Commercial e-WOM	0,347	4,893	0,000	Significant
Adjusted R Square	0,257			
F	34,664			
Sig.	0,000			

It can be concluded that the first regression on the personal e-WOM variable has a sign of 0.001, and the commercial e-WOM has a sign of 0.000. The beta value is more excellent on the commercial e-WOM variable, 0.347, and personal e-WOM is 0.245. Based on the existing literature, the commercial aspect of electronic word-of-mouth (e-WOM) has a more significant impact on the perception of a location than conventional WOM. In conclusion, the null hypothesis H1 has not been validated.

The second regression

Table 5. Testing for the Second Regression

Variable	Beta	T	Sig.	Note
(Constant)		8,515	0,000	
Traditional WOM	0,252	3,751	0,000	Significant
Commercial e-WOM	0,365	5,420	0,000	Significant
Adjusted R Square	0,264			
F	36,048			

Variable	Beta	T	Sig.	Note
Sig.	0,000			

The table in the second regression shows that the sig value of traditional WOM is 0.000, and commercial WOM is 0.000. Then, looking at the beta value, commercial e-WOM has a more significant value of 0.365, while traditional WOM is 0.252. So, it can be concluded from the first and second regressions that the sig and beta values show that commercial e-WOM has a more significant effect on destination image than personal WOM. Thus, H2 is not proven.

5. Multiple Linear Regression Analysis for Hypothesis 2

Table 6. Testing for the Hypothesis 3a and 3b

Variable	Beta	T	Sig.	Note
(Constant)		8,246		
WOM Positive	0,239	1,735	0,084*	Significant
WOM Negative	0,152	1,657	0,099*	Significant
Positive e-WOM	0,206	1,513	0,132	Not Significant
Negative e-WOM	0,082	0,912	0,363	Not Significant
Adjusted R Square	0,302			
F	22,134			
Sig.	0,000			

Table 7. Result of ANOVA

Variable	ANOVA			
	Mean	Std. Dev	F	Sig.
Positive WOM	3,95	0,728	7,135	0,000
Negative WOM	4,11	0,648	5,246	0,000
Positive e-WOM	3,96	0,741	6,704	0,000
Negative e-WOM	4,12	0,618	4,254	0,000

ANOVA determines the main effect and interaction effect of categorical independent variables (often called factors) on metric dependent variables. Analysis of variance is used to compare the average values of three or more unrelated samples, basically using the F test, namely estimating the variance between groups (or mean squares).

Based on Table 6, the positive WOM variable has a significance of $0.084 > 0.10$ (alpha 10%), meaning that it is significant and influences the destination image variable. In addition, the negative WOM variable has a significance of $0.099 > 0.10$ (alpha 10%), meaning it is significant and influences the destination image variable.

In addition to the multiple linear regression analysis, it can also be seen in ANOVA (Table 7). The ANOVA value can be calculated and analyzed if the multiple regression has a value below 0.10 (significant 10%). The ANOVA results show that traditional negative WOM is also greater than traditional positive WOM. Based on the significance value and beta coefficient, it can be obtained that positive WOM has a more significant influence than negative WOM. Thus, H3a has yet to be proven.

Despite this, variable e-WOM (Table 6), both negative and positive, does not influence destination image. However, hypothesis 3b stated that negative traditional WOM perceptions are more influenced than negative e-WOM perceptions. In the multiple linear regression analysis, negative traditional WOM has a significant value below 0.10 (alpha 10%), so negative traditional WOM is more significant than negative e-WOM perception. Thus, H3b has been proven.

Conclusion

This study shows that electronic word-of-mouth (e-WOM) influences consumer perceptions of a location more than traditional WOM. Thus, H1 is not proven. These results demonstrate that e-WOM De Mata Museum is more prominent in the destination image than face-to-face WOM. For example, many consumers send reviews and pictures on their Instagram and Facebook. Because De Mata Museum offers a 3D museum, it will be more effective if the marketing is carried out by consumers who have visited De Mata Museum by posting some of their experiences and pictures they took while at De Mata Museum. So, in this case, the De Mata

Museum must be close to the internet to make it easier for potential consumers to access information efficiently in a short time to find a suitable destination and reduce the company's costs in promoting a tourist spot. Unlike nature tourism, cultural tourism, which provides direct recommendations (WOM), can be more effective, but a destination that offers an experience of taking pictures will be more effective in its use of e-WOM.

Based on the results of the significance and beta value of the standard coefficient of the commercial e-WOM variable, it also has a positive number. This number exceeds the personal WOM variable's regression coefficient (beta) (traditional WOM and personal e-WOM). Thus, the H2 hypothesis is not proven. The results of this study demonstrate that travel reviews such as traveladvisor.com and various reviews on Google are very effective for prospective consumers. Prospective consumers often search for new destinations by looking at reviews on Google or traveladvisor.com. In addition, providing reviews from consumers who have visited can also increase the number of prospective consumers going to De Mata Museum because the place is good, offers several statues, can take pictures with 3D art, and has experience with reversed photos. In addition, with the ideas or opinions of consumers who have visited, prospective consumers also assume that the reviews are honest and based on the experiences of consumers who visited.

From the study results for hypothesis 3a, it can be concluded that consumers are more influenced by positive WOM than negative WOM towards the image of the De Mata Museum destination, so hypothesis 3a is not proven. This is because most consumers visiting the De Mata Museum give many positive reviews. After all, they were satisfied, so the image of the De Mata Museum destination increased. This can also be seen from the characteristics of respondents who know De Mata Museum, which is dominated by friends and family, meaning that De Mata Museum is more recommended to close family of consumers, close friends of consumers who provide positive recommendations by talking directly to prospective consumers who are looking for new destinations for them.

The results of hypothesis testing on hypothesis 3b show that negative e-WOM perceptions have a more significant influence on consumers than negative traditional WOM, so that hypothesis 3b can be proven. This is

because the development of the internet is speedy. Hence, consumers who have visited the De Mata Museum and have had a bad experience or dissatisfaction after visiting are more likely to review and provide reviews on Google Review or Traveladvisor.com than to talk directly to their close friends and family. This is possible because consumers who have visited are safer if they tell their bad experiences and dissatisfaction to the broader community. Hopefully, there will be an improvement in the De Mata Museum in the future to pay more attention to the prices offered and not be too expensive; the statues and photo designs in the 3D De Mata Museum are mediocre, so consumers who have visited will get bored if they are going to repeat the destination. If the messages are primarily negative, it will impact the decline in the destination's image (Uslu & Tosun, 2023). In addition, the negative impact of the many negative messages can lower the image of the destination to the point of closing tourist destinations such as the De Mata Museum.

Based on the study's results by testing the entire hypothesis, then it can be concluded that This study shows that electronic word-of-mouth (e-WOM) influences consumer perceptions of a location more than traditional WOM. Thus, H1 is not proven. Commercial e-WOM variables have a greater influence on destination image than personal e-WOM so hypothesis 2 is not proven. From the study results for hypothesis 3a, it can be concluded that consumers are more influenced by positive WOM than negative WOM towards the image of the De Mata Museum destination, so hypothesis 3a is not proven. The results of hypothesis testing on hypothesis 3b show that negative e-WOM perceptions have a more significant influence on consumers than negative traditional WOM, so that hypothesis 3b can be proven. this study provides theoretical and practical recommendations for De Mata Museum business actors to pay more attention to clean places, customer comfort, maintaining consumer satisfaction, and ensuring entrance tickets are appropriately considered. This study mentions the characteristics of respondents who only visit once because they are bored and too expensive. From marketing communications, e-WOM is more effective than WOM. Prospective consumers search for information from the internet first rather than direct WOM. Because the internet makes it easier for consumers to find experiences such as several paintings, statues, and 3D art, photos must be

evidence for other prospective consumers through e-WOM rather than direct WOM. Recommendations for other tourism sector actors to consider and see reviews from consumers who have visited so that they can improve the destination.

This study has limitations, namely that it was conducted during the COVID-19 pandemic. After the De Mata Museum closed, further research is expected to examine several other destinations that will be used to compare the results. In different destinations, direct WOM to close friends and close family has a more significant influence than e-WOM, and negative WOM to close friends and family is more important than reviews on Google reviews or traveladvisor.com. In addition, further research adds moderation testing to see which influence is greater on positive WOM and e-WOM and negative WOM and e-WOM on destination image to provide broader results.

Bibliography

- Adnyana, I. M., & Iswanto, H. (2021). Open Access Indonesia Journal of Social Sciences. *Open Access Indonesia Journal of Social Sciences*, 4(1), 132–142. <https://journalsocialsciences.com/index.php/OAIJSS>
- Allard, T., Dunn, L. H., & White, K. (2020). Negative Reviews, Positive Impact: Consumer Empathetic Responding to Unfair Word of Mouth. *Journal of Marketing*, 84(4), 86–108. <https://doi.org/10.1177/0022242920924389>
- Arifin, J. (2017). *SPSS 24 untuk Penelitian dan Skripsi*. Jakarta, Indonesia: Penerbit PT Elex Media Komputindo.
- Asadi, A., Pool, J. ., & Jalilvand, M. . (2014). The effect of perceived price fairness through satisfaction and loyalty on international tourists' price acceptance of Islamic-Iranian art products. *Education, Business and Society: Contemporary Middle Eastern Issues*, 201–215.
- Ashfaq, J., Hassan, H., Khan, A., & Khan, M. W. (2022). The Impact of Mass Media, Word-Of-Mouth on Travel Intention and Mediating Role of Destination Image and Tourist Attitude. *International Journal of Academic Research in Business and Social Sciences*, 12(10), 3224–3239. <https://doi.org/10.6007/ijarbss/v12-i10/15301>

- Fafurida, F., Oktavilia, S., Prajanti, S. D. W., & Maretta, Y. A. (2020). Tourism and economic development in Indonesia. *International Journal of Scientific and Technology Research*, 9(3), 6476–6479.
- Govindasamy, P., Cumming, T. M., & Abdullah, N. (2024). Validity and reliability of a needs analysis questionnaire for the development of a creativity module. *Journal of Research in Special Educational Needs*, 24(3), 637–652. <https://doi.org/10.1111/1471-3802.12659>
- Ishida, K., Slevitch, L., & Siamionava, K. (2016). The effects of traditional and electronic word-of-mouth on destination image: A case of vacation tourists visiting branson, missouri. *Administrative Sciences*, 6(4). <https://doi.org/10.3390/admsci6040012>
- Kurniawati, D. T., Pramono, S., Ayuni, R. F., & Adila, I. (2021). Community Empowerment By Strengthening the Tourist Village and Education. *Erudio Journal of Educational Innovation*, 8(1), 26–32. <https://doi.org/10.18551/erudio.8-1.3>
- Lee, S. (2024). What Triggers Customer Curiosity? Exploring the Role of Branded Content Experience Design on Customer Response. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/10963480231220274>
- Liu, J., Wang, C., & Zhang, T. (Christina). (2024). Exploring social media affordances in tourist destination image formation: A study on China's rural tourism destination. *Tourism Management*, 101(August 2022), 104843. <https://doi.org/10.1016/j.tourman.2023.104843>
- Ngoc, L. D., Hong, L. P., & Phuong, T. H. T. (2023). Applying Push and Pull Theory to Determine Domestic Visitors' Tourism Motivations. *Journal of Tourism and Services*, 14(27), 136–160. <https://doi.org/10.29036/jots.v14i27.554>
- Nicolau, J. L., de Carlos Villamarín, P., Alén, E., & González, A. P. (2022). Asymmetric effects of extreme-moderate online reviews in the language-satisfaction relationship. *Tourism Management*, 91(July 2021). <https://doi.org/10.1016/j.tourman.2022.104524>
- Pooja, K., & Upadhyaya, P. (2024). What makes an online review credible? A systematic review of the literature and future research directions. In *Management Review Quarterly* (Vol. 74, Issue 2). Springer International Publishing. <https://doi.org/10.1007/s11301-022->

- Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2022). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843. <https://doi.org/10.1080/13683500.2021.1895729>
- Rimba, H. N., Noermijati, N., & Rohman, F. (2022). The The Effect of Service Quality and Service Experience on Word Of Mouth (WOM) with Perceived Value As Mediation. *Journal of Business and Management Review*, 3(11), 783–798. <https://doi.org/10.47153/jbmr311.5282022>
- Soo, S. Y., Lee, S. M., Tew, I. M., Mohd Dom, T. N., & Yahya, N. A. (2024). Development and validation of a questionnaire on perceived prosthodontic treatment needs in Malaysian adults. *Journal of Prosthetic Dentistry*, 132(1), 145–153. <https://doi.org/10.1016/j.prosdent.2023.06.003>
- Sunartono, & Saraswati, D. (2022). *Museum Demata Jogja Pamit Tutup, Warganet Sedih*. <https://wisata.harianjogja.com/read/2022/03/02/504/1096288/museum-demata-jogja-pamit-tutup-warganet-sedih>
- Uslu, A., & Tosun, P. (2023). Examining the Impact of the Fear of Missing Out on Museum Visit Intentions. *Journal of Hospitality and Tourism Research*, 156. <https://doi.org/10.1177/10963480231168608>
- Yamin, M., Darmawan, A., & Rosyadi, S. (2021). Analysis of Indonesian Tourism Potentials Through the Sustainable Tourism Perspective in the New Normal Era. *Jurnal Hubungan Internasional*, 10(1), 44–58. <https://doi.org/10.18196/jhi.v10i1.10500>