

Destination Image and Tourism Products to Visit Intention Tourism Object in Solok Regency: Mediation Role of Electronic Word of Mouth

Yulihardi, Syaiful

Faculty of Economics, Universitas Baiturrahmah, Padang, Indonesia
yulihardi@fekon.unbrah.ac.id, syaiful@fekon.unbrah.ac.id

ARTICLE INFO

Research Paper

Article history:

Received: 10 February 2023

Revised: 17 April 2023

accepted: 15 May 2023



<https://doi.org/10.54099/aijms.v2i2.582>

ABSTRACT

This study aims to determine the effect of destination variables and tourism product variables on visiting intentions through (e-wom) at the Bukik Cinangkiak tourist attraction, Solok Regency. The research concept is a path analysis model used to the direct or indirect effect of a set of independent variables (exogenous) on the dependent variable (endogenous). The results of the analysis of the effect of the destination image on the intention to visit t count 2.562 > t table 1.661. The magnitude of the effect of 0.065 or 6.5% means that H_0 is accepted. Tourism product on intention to visit t count 4,297 > t table 1,661. The magnitude of the influence of 0.164 or 16.4% means that H_0 is accepted. Electronic word of mouth on intention to visit t count 4.410 > t table 1.661. The magnitude of the influence of 0.171 or 17.1% means that H_0 is accepted. Destination image to electronic word of mouth, t count 4,074 > t table 1.661. The magnitude of the influence of 0.149 or 14.9% means that H_0 is accepted. Tourism products on electronic word of mouth, t count 7,460 > t table 1,661. The magnitude of the effect of 0.372 or 37.2% means that H_0 is accepted. The indirect effect of destination image on intention to visit through electronic word of mouth is 0.519 or 51.9%. The indirect effect of tourism products on visiting intentions through electronic word of mouth is 0.581 or 58.1%.

Keywords: Intention to Visit, Destination Image, Tourism Products, Electronic Word of Mouth

This work is licensed under a Creative Commons Attribution-Noncommercial 4.0 International License.

INTRODUCTION

Nearly all regions in Indonesia have tourist objects that attract tourists to visit, one of which is located on the island of Sumatra, apart from being an island that produces abundant natural resources. The island of Sumatra also has amazing tourism potential. There are approximately hundreds of tourist sites on the island of Sumatra that can be visited. One of the provinces that has the potential for tourism attraction is West Sumatra Province.

West Sumatra as one of the tourist destinations in Indonesia has various cultural and natural tourist attractions. As many as 50 tourist objects in West Sumatra scattered in various areas, one of which is the Bukik Cinangkiak tourist attraction in Solok Regency. The Bukik Cinangkiak tourist attraction has tourist destinations with various special attractions, both nature tourism and other tours which are certainly different from other tourist objects in West Sumatra Province which can be developed into a tourism offering that can attract tourists. . Indonesia's enormous tourism potential is the main capital to attract domestic and foreign tourists (Priatmoko, 2017:45). Directly or indirectly, tourism provides

benefits in the form of a country's foreign exchange. At present, tourism has become a significant foreign exchange-producing sector and occupies the fourth position after mining and plantation products (Hania, 2016: 32). Currently, various types of regional uniqueness have been displayed in such a way as to create selling points as tourism activities progress. Each has its own market segment for each type object tourism (Priatmoko, 2017:45).

Destination image is an important factor for tourists in making decisions about the tourist destinations to be visited. The thing that can provide an image of a destination that will have an impact on the intention to visit tourist attractions is the influence of people around them who communicate the quality of certain tourist attractions, both directly and indirectly. (*Word of mouth*). *Development of Visit Data on Tourist attraction Buk Cinngkiak 2017 to 2020 are as follows:*

Table 1. Tourism Object Visit Data Bukit Cinngkiak 2017 to 2020

2017	2018	2019	2020
712	6,383	8.137	45,303

Based on Table 1 data on tourist visits in the Solok Regency, it can be seen from 2017-2019 continues to increase. Year 2020 experienced sharp increase become 45,303, to the Bukik Cinangkiak area which has greatly increased compared to other tourist objects which have decreased. This can happen because of the influence of information encouragement about these tourist objects where many people have visited who have given positive responses or information to others either directly or indirectly..

Word of mouth (WOM) is a statement about the delivered product to others (Artanti, 2016:127). Word of mouth obtained from someone who has a love for a product is more real and honest than information from an advertisement (Naufal and Maftukhah, 2017: 110). Hasan in Priansa (2017: 339) states, WOM marketing is the oldest form of advertising, are people who provide information and make honest recommendations to others about brands, goods or services, and services..

Many previous studies have examined the factors of intention to visit and the image of the destination associated with word of mouth factors. Word of mouth and linkages with destination image conducted by several previous researchers with different results. Syarifudin (2016: 65) proves the result that perceived advertising value and word of mouth have a positive and significant effect on destination image. In contrast to research conducted by Zakia et al (2015: 89) with the results of the study that word of mouth does not affect the image of a tourist destination.

Research related to word of mouth on visiting intentions was carried out by several previous researchers whose results also differed. Lotulung, et al (2015; 42) succeeded in proving that word of mouth has a positive and significant influence on purchase intentions. This is the same as research by Aprilia et al (2015: 25) which proves that word of mouth has a positive and significant effect on visiting intentions. Whereas according to Hutabarat (2015: 65) word of mouth has no effect on visiting intentions. Thus there is inconsistency *word of mouth* on visiting intentions so that gives that gap *word of mouth* is the intervening variable of Destination Image and Tourism Products Against Intentions to Visit

Based on that matter The objectives of this research are to find the role *word of mouth* in mediating influence Destination Image and Tourism Products on Intentions to Visit Bukik Cinangkiak Tourism Objects in Solok Regency”

LITERATURE REVIEWS

Visit Intentions

The field of tourism marketing, the definition of intention can be narrowed down again, namely the interest that can be felt by tourists towards a tourist spot that has a certain attraction. Tourists can be attracted to a tourist destination for various reasons, including: Due to the features of the product/service, in this case tourists are attracted to a tourist destination because of its attractive appearance. Because of the benefits of the product/service, in this case consumers are attracted to a tourist destination because of the benefits that will be obtained by tourists

Destination Image

According to Maghfiroh (2017: 239) brand image is consumers' perception about the brand, as reflected by the brand associations held in consumer memory. What is translated is that brand image is the consumer's perception of the brand that reflects the brand association in consumer memory.

Bhow many experts say the definition of destination image includes: (1) The image of a tourist destination is known as the destination image, so that the image of the destination can be interpreted as beliefs, impressions and emotional thoughts of individuals and groups towards certain tourist attractions (Loi, So, Lo, & Fong, 2017: 357) which is reflected and stored in tourists' memories (Wu, Li, & Li, 2018: 357). (2) Destination image is the decision of a journey from individual thoughts in the form of knowledge, feelings, and perceptions to the overall goal of the experience based on the level of visitor satisfaction with the destination visited (Wibowo, Sazali, & P, 2016: 187). (3) Image destinations are defined as affective attitudes (have feelings), cognitive (beliefs), and conative (behaviors or intentions and preferences) classical attitude components. The image of the destination is from the tourism destination and the tourists themselves (Lee, 2015: 160). (4) The image of the destination (destination image) is a representation of the overall perception of the overall perception of the destination and is formed from past information about that destination (Ardiani and Murwatiningsih, 2017: 126).

Destinations image is a picture of thoughts, beliefs, feelings and perceptions of a destination. The research indicators are: 1) Cognitive image, 2) Unique image and 3) Affective Image

Tourism Products

Product is one variables in the marketing mix that are very important for companies to pay attention to. Tourism products are all facilities or services in the form of real or intangible provided for tourists who are obtained and felt or enjoyed so that an integrated series of trips can provide a good experience for tourists from leaving their place of residence to the selected tourist destination until returning to their place of origin. Octaviany, 2016: 112). According to Suryadana (2015: 44) Tourism product is a tangible product and an intangible product.

Tourism product is the totality of services obtained and felt or enjoyed by tourists from the time he left his place of residence to the tourist destination he chose and returned to the house where he originally left. The indicators are: 1) Attractions, 2) Facilities, and 3) Accessibility

Eelectronic Word Of Mouth

According to Henning-Thurau et al., (2015: 163), Electronic Word of Mouth is a form of marketing communication that contains positive or negative statements made by potential consumers, as well as former customers about products or companies via the internet. Meanwhile, according to Schiffman and Kanuk in Sari (2018: 80) E-WOM is online-based marketing communication through internet social media which has the role of containing positive or negative statements made by potential consumers or former consumers. According to Goldsmith in Prasetyo (2016: 206) the web has created opportunities for E-WOM communication through electronic media, such as Kaskus or online discussion forums, blogs and social networking sites (Facebook, YouTube, Twitter, Instagram, etc.).

Electronic Word of Mouth is an online-based marketing communication carried out by former consumers and potential customers through social media or the internet which explains both positive and negative things about a product or service. The dimensions in electronic word of mouth consist of 8 dimensions, namely platform assistance, venting negative feelings, concern for other consumers, extraversion/positive self-enchancement, social benefits, economic incentives, helping the company, and advice seeking.

From the explanation above, it can be concluded that Electronic Word of Mouth is an online-based marketing communication carried out by former consumers and potential customers through social media or the internet which explains positive and negative things about a product or service.

Conceptual Framework

Effect of Destination Image (X1) on Intention to Visit (Y)

Destination image is the impression or thought of a tourist object that has been visited or has never been visited. Image Destinations regarding the good and bad of tourist objects can be formed from various sources of information obtained by tourists. The image of the destination in this study is the impression/assessment of tourists regarding natural attractions, accessibility and facilities provided by the manager.

A good destination image in the minds of tourists can influence tourists' intentions to visit. Conversely, if the tourist destination to be visited has a bad image, then the intention of tourists to visit is low. This relationship is proven by research conducted by Suwardukki (2015:49).

The Effect of Tourism Products (X2) on Visit Intentions (Y)

A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, places, organizations and ideas. "Products in the tourism industry are product lines, namely products that are used at the same time."

According to Suryadana (2015: 44) Tourism product is a tangible and intangible product, packaged in a series of trips that can only be enjoyed if the whole series of trips can provide a good experience. for people who travel or who use the product.

The Influence of Electronic Word of Mouth (X3) on IntentionsVisit (Y)

Electronic Word of Mouth is a form of communication carried out by potential consumers and former consumers through social media (twitter, facebook, instagram, etc.) or the internet without face-to-face communication. In providing this information to consumers, the information provider can give a positive or negative opinion about the place. Before tourists visit a place, the thing that will be done by potential visitors is to find information about these tourist attractions through various social media.

The information he gets can influence his intention to visit. This statement is consistent with Nuraida's research (2018: 18), which shows that word of mouth has a positive effect on intention to return. This means that if Word Of Mouth increases, the intention to visit increases. In other words, the more people/consumers provide positive information about the Bukik Cinangkiak tourist attraction on social media, the higher the intention of tourists to visit. Conversely, if a lot of information obtained by potential tourists regarding the negative things about the tourist destination, then the interest of tourists to visit is low.

The influence of Destination Image (X1) on Electronic Word OfMouth (X3)

Destinations image is the consumer's perception of a particular tourist attraction, which comes from the consumer's prejudice, knowledge, imagination and emotion. Tourist objects with a good destination image in the minds of consumers can certainly attract tourists to visit. This statement is in accordance with the results of previous researchers, namely research conducted by Handawan (2018: 53). The results of this study provide findings that the destination image is very influential on the intention to visit tourists through electronic word of mouth.

The Influence of Tourism Products (X2) on the Electronic Word OfMouth (X3)

Product in the tourism industry is a product called a product line in the sense that it is used at the same time. Tourism products are all facilities or services in the form of real or intangible provided for tourists who are obtained and felt or enjoyed so that an integrated series of trips can provide a good experience for tourists from leaving their place of residence to the selected tourist destination until returning to their place of origin. Octaviany, 2016: 76). In the tourism industry electronic word of mouth is very influential on a tourism product, through electronic word of mouth tourists know all the facilities or services provided at the tourist attraction.

Based on the description above, the researcher created a conceptual framework, namely the independent variables: Destination Image (X1), Tourism Products (X2), and Electronic Word Of

Mouth (X3) and the dependent variable: Intention to Visit (Y). For more details can be seen in the image as follows:

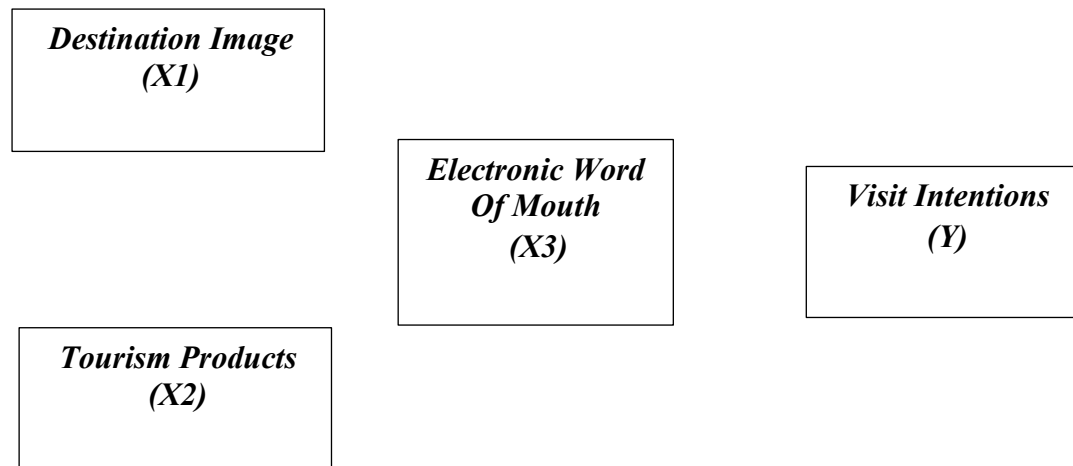


Figure 1: Conceptual Framework

*There is a direct influence of destination image and tourism products on the intention to visit the Bukik Cinangkiak tourist attraction, Solok Regency
 * *eelectronic word of mouth is able to play a role in mediating the destination image* And tourism product on the intention to visit the Bukik Cinangkiak tourist attraction in Solok Regency

METHODS

Based on the study of the problems and research objectives, the method that researchers believe to be reliable is the quantitative method using structural equations, namely the causality of the dimensions of influence (X1), (X2), and (X3) on (Y), and influence (X1), (X2) against (Y) through (X3). According to Hardani, et al (2020: 254) quantitative research is research that focuses on measuring and analyzing cause and effect relationships between various variables. The researcher's research conception is a path analysis model with The Sobel Test is a test to find out whether the relationship through a mediating variable is significantly capable of being a mediator in the relationship

PThe population in this study are people who accidentally or intentionally meet with researchers with the provisions of the community visiting the Bukik Cinangkiak tourist attraction. According to Sugiyono (2019: 127) the sample is part of the number and characteristics possessed by this population. The sampling technique in this study used a non-probability technique, namely the incidental sampling technique, namely the technique of determining a sample based on coincidence or meeting with researchers can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source. The number of samples taken in this study uses the Lemeshow formula, this is because the population size is unknown or infinite. So the sample is 96 respondents

RESULTS AND DISCUSSION

Characteristics of Respondents

Distribution of Visitor Characteristics of Bukik Cinnngkiak Tourism Object which are respondents based on: Gender, Age and Level of Education as shown in the following table:

Table 2: Distribution of Respondents

Gender	Respondents	Percentage (%)
Man	43	44.8
Woman	53	55.2

Aged	Respondents	Percentage (%)
<20	4	4.2
20–40	88	91.6
➤ 40	4	4,2
Education	Respondents	Percentage (%)
SLTP / SLTA	47	48.9
D3 – S1	49	51.1
➤ S1	-	-

From the table above it can be seen that the male respondents were 43 people, while the female respondents were 53 people, which means that the dominant was female by 55.2%. In terms of age, the largest number of respondents were adults aged 20-40 years, namely 88 people or 91.6%. Meanwhile, there were 4 people aged less than 20 years and over 40 years. Meanwhile, from the education level of visitors who were respondents, there were more Diploma 3 to Strata 1 (S1) education levels of 51.1%, there were no respondents with education levels above S1.

Description of Research Variables

a. *Destination Image*

The destination image variable that has the highest score is the statement with the Conitive Image indicator (I visited the Bukik Cinangkiak tourist attraction because it provides complete public facilities) with an average score of 4.77 and TCR 96 (very good). While those with the lowest score are statements with Unique Image indicators (I visited the Bukik Cinangkiak tourist attraction because it has easy road access) with an average score of 4.31 and TCR 87 (Good)

. b. *Tourism Products*

The tourism product variable that has the highest score is the statement with the facility indicator (I visited the Bukik Cinangkiak tourist attraction because it provides lodging and a place for camping) with an average score of 4.80 and TCR 97 (very good). While those with the lowest scores were statements with accessibility indicators (I visited the Bukik Cinangkiak tourist attraction because it had tight security) with an average score of 4.31 and TCR 87 (good).

c. *Electronic Word Of Mouth*

vThe e-wom variable that has the highest score is a statement with an indicator of Social Benefits (I get information about the Bukik Cinangkiak tourist attraction through social media) with an average score of 4.72 and a TCR of 95. While those with a low score are statements with an Extraversion indicator (via the internet I got information about the positive comments of other visitors about the Bukik Cinangkiak tourist attraction) with an average score of 4.25 and a TCR of 86 (good).

d. *Visit Intentions*

The variable of intention to visit that has the highest score is the statement I visited the Bukik Cinangkiak tourist attraction with friends or family with an average score of 4.60 and a TCR of 93 (very good). While the one with the lowest score is the statement I make the Bukik Cinangkiak Tourism Object the main tourist destination compared to other tourist objects with an average score of 4.32 and TCR 87 (good)

Instrument Test

Validity test And Reliability Test

The reliability test uses Cronbach's Alpha, where the value of r table (0.60) means that all items of the instrument are reliable. Following are the results of testing the reliability of each research variable:

Table 3. : Reliability Test

No	Variable	Cronbach's Alpha	Ket
1	<i>Destination Image(X1)</i>	0.667	Reliable
2	Tourism Products (X2)	0.660	Reliable
3	<i>Electronic Word Of Mouth(X3)</i>	0.749	Reliable
4	Intention to Visit (Y)	0.683	Reliable

Based on the table 2 above it can be concluded that all question items are reliable. All reliable variables are due to the results of Cornbachs Alpha greater than 0.6 (for $n = 30$ r table = 0.60). The description results are expressed based on the average value and TCR (Total Achievement of Respondents' answers). At the destination image that has the highest score is the second statement of the Conitive Image indicator (I visited the Bukik Cinangkiak tourist attraction because there provides complete public facilities) with an average score -average 4.77 and TCR 96. While those with the lowest score are statements of the two Unique Image indicators (I visited the Bukik Cinangkiak tourist attraction because it has easy road access) with an average score of 4.31 and TCR 87 (very good).

The tourism product that has the highest score is the first statement of the facility indicator (I visited the Bukik Cinangkiak tourist attraction because it provides lodging and a place for camping) with an average score of 4.80 and TCR 97. While the one with the lowest score is the statement of the two accessibility indicators (I visited the Bukik Cinangkiak tourist attraction because it has strict control) with an average score of 4.31 and TCR 87 (very good).

on e- The woman who has the highest score is the first statement of the Social Benefits indicator (I get information about the Bukik Cinangkiak tourist attraction through social media) with an average score of 4.72 and a TCR of 95. While the one with a low score is the first statement of the Extraversion indicator (Through the internet I get information about other visitors' positive comments about the Bukik Cinangkiak tourist attraction) with an average score of 4.25 and TCR 86 (very good).

The intention to visit that has the highest score is the fourth statement (I visited the Bukik Cinangkiak tourist attraction with friends or family) with an average score of 4.60 and a TCR of 93. While the one with the lowest score is the second statement (I made the Bukik Cinangkiak tourist attraction a destination main tourist destination compared to other tourist objects) with an average score of 4.32 and TCR 87.

The results of the linearity test for each research variable showed that there was a linearity relationship between one variable and another, meaning that based on theoretical data it meets the requirements for use in research hypothesis testing as shown in the following table:

Table 4: Variable Linearity Test

Variable	Significance Deviation from linearity	Alpha	Information
<i>Destination Image (X1), Electronic Word Of Mouth(X3)</i>	0.007	0.05	linear

Tourism Products (X2), Electronic Word Of Mouth(X3)	0.047	0.05	linear
Destination Image (X1), Intention to Visit (Y)	0.026	0.05	linear
Tourism Products (X2), Intention to Visit (Y)	0.005	0.05	linear
Electronic Word Of Mouth(X3) Intention to Visit	0.001	0.05	linear

Folt can be seen from the small sign (deviation from linearity) value of <0.05 , because the significance value is smaller than Alpha (0.05), there is a linear relationship

The results of the analysis calculation There is an influence of the Destination Image variable (X1) on Visit Intentions (Y) of 6.5%, Tourism Products (X2) on Visit Intentions (Y) of 16.4%, Electronic Word Of Mouth (X3) on Visit Intentions (Y) that is equal to 17.1%, Destination Image (X1) to Electronic Word Of Mouth (X3) of 14.9%, Tourism Products (X2) to Electronic Word Of Mouth (X3) of 37.2%, there is an influence indirect Destination Image (X1) on Visit Intention (Y) through Electronic Word Of Mouth (X3) of 51.9%, there is an indirect influence of Tourism Products (X2) on Visit Intention (Y) through Electronic Word Of Mouth (X3) by 58.1%, then it can be compiled in a summary in table 4.24 below:

Table 5.: Analysis of Direct and Indirect Effects of Exogenous Variables on Endogenous Variables

No	Information	Influence
1.	Direct influence (X1) on (Y)	6.5 %
2	Direct influence (X2) on (Y)	16.4 %
3	Direct influence (X3) on (Y)	17.1 %
4	Direct influence (X1) on (X3)	14.9 %
5	Direct influence (X2) on (X3)	37.2 %
6	Indirect effect (X1) on (Y) through (X3)	51.9 %
7	Indirect effect (X2) on (Y) through (X3)	58.1 %

Based on the analysis results of testing the hypothesis of each exogenous variable to the endogenous variables as well as the structural model of the study of path analysis (path analysis) and the value of the path coefficient.

It can be explained that the effect of the Destination Image variable on Visit Intentions is 6.5%, Tourism Products on Visit Intentions is 16.4%, Electronic Word Of Mouth on Visit Intentions is 17.1%, Destination Image is 14% on Electronic Word Of Mouth .9%, Tourism Products to Electronic Word Of Mouth by 37.2%, with residual path sub-structure of 78.7% and residual path sub-structure From the results of the Sobel test on the Destination Image (X1) variable of 1.04 and Product Tourism (X2) is 1.52 on Intention to Visit (Y) through Electronic Word Of Mouth, the

calculated Z value is smaller than Z table <1.98 , which means that the Electronic Word Of Mouth (X3) variable is unable to mediate the Destination Image variable (X1) and Tourism Products (X2) on Visit Intentions (Y).

Discussion.

The Direct Effect of Destination Image on Visit Intentions

The results of data analysis show that the destination image influences the intention to visit, in this case the image of Bukik Cinangkiak has beautiful views and has easy road access. The results of this study strengthen the theory regarding factors that influence consumer behavior. According to Kotler and Armstrong (2018: 159-176), factors influencing tourist behavior in visiting include cultural, social, personal and psychological. In this case, the destination image is part of the psychological factors where these factors include the perceptions and beliefs of tourists.

The results of this study reinforce the results of previous research conducted by Fania Dewi (2020) who found that destination image has an effect on visiting intentions.

The Direct Effect of Tourism Products on Visit Intentions

The results of this study indicate that tourism products are very influential for the intention to visit tourists, which is a Bukik tourist attraction

Cinangkiak has various kinds of tourism products, namely various kinds of adrenaline-pumping game rides. Purchasing decision according to Schiffman & Kanuk is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available. In other words, the buying decision is the moment when someone will determine whether he will buy or not buy a product. The results of this study reinforce the results of previous research conducted by Fania Dewi (2020) who found that destination image has an effect on visiting intentions.

The Effect of Electronic Word Of Mouth on Visiting Intentions

results of data analysis show that electronic word of mouth has an effect on visiting intentions. This proves that if more and more tourists post pictures or disseminate information via social media such as Instagram, Facebook and others regarding the Bukik Cinangkiak tourist attraction, it will increase the intention of visiting tourists. This research is in line with previous research conducted by Sari and Edriana Pangestuti (2018) which stated that electronic word of mouth variables affect visiting intentions. The results of this study prove that e-WOM or social media is currently a tool that can influence a person's intention to visit.

Direct Influence of Destination Image on Electronic Word Of Mouth

Based on the research results, it was found that the destination image has an effect on mediating electronic word of mouth, the better the destination image, the better the information provided through electronic word of mouth. This research is in line with previous research conducted by I Putu Hari Budi and I Gusti Ayu which explained the role of destination image in mediating electronic word of mouth. This result is reinforced by Fletcher (2018: 616) that destination image is an individual's awareness of a destination which consists of a cognitive evaluation of experience. Learning, emotion and perception.

Direct Effect of Tourism Products on Electronic Word Of Mouth

This study aims to determine the effect of tourism products on electronic word of mouth. The research results show that tourism products have an effect on electronic word of mouth. According to Suryadana (2015: 44) Tourism product is a tangible and intangible product, packaged in a series of trips that can only be enjoyed if the whole series of trips can provide a good experience. for people who travel or who use the product.

The results of this study are reinforced by Rizka Iqbal Putramegara's research (2015) which shows that tourism products greatly influence electronic word of mouth.

6) Indirect Effect of Destination Image on Visit Intentions

Through Electronic Word Of Mouth

Based on the results of this study, it shows that destination image influences visit intentions through electronic word of mouth, which means that besides having an influence between destination image on visiting intentions, visiting intentions are also influenced by the influence of destination image through electronic word of mouth.

7) Indirect Effect of Tourism Products on Visit Intentions through Electronic Word Of Mouth

Based on the results of this research, it shows that tourism products influence visiting intentions through electronic word of mouth, which means that apart from having an influence between tourism products on visiting intentions, visiting intentions are also influenced by the influence of tourism products through electronic word of mouth.

CONCLUSION

This research found that role of *electronic word of mouth* in influencing The intention of tourists to visit a tourist attraction can be seen from the destination image, tourism products, at the Bukik Cinangkiak tourist attraction, Solok Regency.. Can be concluded that : *destination image*, tourism products and electronic word of mouth directly have a positive and significant effect on visiting intentions. *Electronic word of mouth mediates* s Influence of destination image and tourism product on intention to visit.

The results of the research can be used as a reference for tourist attraction managers to use electronic word of mouth such as social media in promoting or offering existing facilities at tourist attractions, in addition to increasing tourism products owned at the Bukik Cinangkiak tourist attraction, Solok Regency, so as to increase the intention to visit. traveler. For further research, it is recommended to disclose other factors that are thought to have an influence on the intention to visit. And this research needs to be tested again at different locations to test the validity of the instrument.

Furthermore, other methods can be used in researching intention to visit, for example through interviews with respondents so that the information obtained is more accurate and varied.

ACKNOWLEDGMENTS

We would like to thank the Chancellor of Baiturahmah University (Prof. Dr. Musliar Kasim.MS), Chair of the LPPM and Dean of the Faculty of Economics who have agreed to facilitate research for this article. As well as all parties in the Solok Regency Tourism and Culture Office (Kadis Parbud) who are willing to support the realization of this research

REFERENCES

- Arini, D. (2016). Empirical Study of word of mouth and brand image on Consumer Purchasing Decisions of Larissa Aesthetic Center Jember. 62-65.
- Aulia. (2017). Analysis of the Effect of Electronic Word of Mouth and Destination Image on Visiting Interests and the Impact of Decisions to Visit Mount Gede Pangrango National Park.
- ayu, A. (n.d.). Chapter 3: Research Methods of Data Collection and Data Analysis. Unikom.
- Darwin, NA (2019). The Influence of Destination Image and Destination Branding on Interest in Visiting East Java Marine Tourism.
- Dian, HB (2021). Effect of Destination Image on Revisit Intention and Intention To Recommend Through Satisfaction.
- Solok District Tourism Office. (2020). Solok District Tourism Office.
- DyAh Kusumawati, S. (2020). The Effect of Customer Value and Destination Image on Visiting Intentions with Satisfaction as Mediation Variables. Scientific Journal of Economic Education, 1-11.
- Fitri, SA (2015). The influence of word of mouth on interest in visiting and its impact on visiting decisions. administration.studentjournal.ub.ac.id, 2-6.
- Hagar, S. (2018). The influence of tourism product attributes on the decision to visit tourists at Bira Beach, Bulukumba Regency. 16-19.
- hernia. (2019). The Influence of Marketing Mix, Word Of Mouth, Destination Image and Destination Branding on Interest in Visiting Ria Kenjeran Beach Tourism.
- Mauddy, I. (2020). Strategies for Quantitative and Qualitative Research Methods.
- Nelly Agustin Fadiryana, SC (2019). The Influence of Destination Image and Tourist Experience on Revisit Intention Mediated by Perceived Value in Halal Tourism Destinations in Banda Aceh City. *Journal of Innovation Management*, 1-23.
- Ni Nyoman Adityarini, NL (2020). The Effect of Tri Hlta Karana-Based Brand Destinations on Word of Mouth and Return Intentions of Tourists to Nusa Penida. *Udayana University Economics and Business E-Journal* 9.11 , 1-16.

- Nidienna, DH (2016). the influence of tourism products and electronic word of mouth on visiting decisions. 5-6.
- Nuriadi, S. (2021). The Effect of Destination Image and Tourist Attractiveness on Revisit Intention With Satisfaction As Intervening Variable.
- Ridho Rahman, NF (2017). The Influence of Destination Branding and Tourism Products on Return Intentions Through Word of Mouth. *Diponegoro Journal of Social and Political*, 1-7.
- Sintesa, M. (2019). The Influence of Destination Image and Subjective Norm on Intentions to Visit Sunan Ampel Tourism in Surabaya.
- Siti Mariyam, MA (2020). The Influence of Word Of Mouth, Destination Image and Destination Brandig on Interest in Returning at Pasir Putih Beach Tourism in Tuban. *E-Journal of Management Research*, 1-16.
- Sugiono. (2019). Quantitative, qualitative and R&D research methods. Bandung.
- Sugiyono. (2019). Research with Qualitative and Quantitative Methods in the Sample.
- Ulfa Uswatun Hasanah, NH (2020). The Effect of Word Of Mouth, Destination Image, Destination Brandig on Interest in Visiting Jatim Park 3, Batu City, Malang. *E-Journal of Management Research*, 1-14.
- Verissa, N. (2016). The Influence of Price and Destination Image on Revisit Intentions Through Satisfaction.
- Wibowo, SF (2016). The Influence Of Destination Image And Tourist Satisfaction Toward Revisit Intention Of Setu Babakan Betawi Curtural Village. 10-21.
- Widjaja, YR (2018). The Influence of Destination Brands and Tourism Products on Revisit Intentions Through Word Of Mouth. BSI Bandung University, 1-7.
- Widoyoko, EP (nd). Research instrument preparation techniques. Yogyakarta: Student library, 33.