

Study Of Electronic Word of Mouth and Attraction on The Decision to Visit Maneron Beach, Bangkalan Regency

Kajian Electronic Word of Mouth dan Atraksi pada Keputusan Berkunjung Pantai Maneron, Kabupaten Bangkalan

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Abstract

Maneron Beach has considerable potential in the form of an increase in the number of visitors seen in 2022 to 2023. This opportunity is faced with destination development that has not been well managed. The gap between opportunities and tourism conditions requires an in-depth study from the visitor side. The objectives of this study are (1) to determine the characteristics of tourist visitors at Maneron Beach and (2) to analyze the factors that influence tourist visiting decisions at Maneron Beach. This study employs a quantitative approach based on primary data, analyzed using SEM-PLS with the SmartPLS 3.0 software. The findings indicate that destination attractiveness and visiting interest significantly influence visiting decisions. Electronic word of mouth (E-WOM) has a direct impact on visiting interest and an indirect impact on visiting decisions when mediated by visiting interest. Conversely, attractiveness does not significantly affect visiting interest, E-WOM does not directly influence visiting decisions, and attractiveness mediated by visiting interest shows no significant effect on visiting decisions. This indicates that the perceived attractiveness of the destination is not strong enough to stimulate visit intention, and information from E-WOM does not directly drive visit decisions without the support of other influencing factors. Recommendations that can be made are to develop the attractiveness of Maneron Beach attractions such as beauty, accessibility, and facilities.

Keywords: attraction, Electronic Word of Mouth, SEM-PLS, visiting decision, visiting interest

Abstrak

Pantai Maneron memiliki potensi yang cukup besar berupa peningkatan jumlah pengunjung yang terlihat pada tahun 2022 hingga 2023. Peluang ini dihadapkan pada pengembangan destinasi yang belum terkelola dengan baik. Kesenjangan antara peluang dengan kondisi pariwisata memerlukan kajian yang mendalam dari sisi pengunjung. Tujuan dari penelitian ini adalah (1) Mengetahui karakteristik pengunjung wisata di Pantai Maneron dan (2) Menganalisis faktor-faktor yang mempengaruhi keputusan berkunjung wisatawan di Pantai Maneron. Penelitian ini menggunakan pendekatan kuantitatif berdasarkan data primer, dianalisis menggunakan SEM-PLS dengan perangkat lunak SmartPLS 3.0. Temuan penelitian menunjukkan bahwa daya tarik destinasi dan minat berkunjung berpengaruh signifikan terhadap keputusan berkunjung. Electronic word of mouth (E-WOM) memiliki dampak langsung terhadap minat berkunjung dan dampak tidak langsung terhadap keputusan berkunjung ketika dimediasi oleh minat berkunjung. Sebaliknya, daya tarik tidak berpengaruh signifikan terhadap minat berkunjung, E-WOM tidak secara langsung mempengaruhi keputusan berkunjung, dan daya tarik yang dimediasi oleh minat berkunjung tidak menunjukkan pengaruh yang signifikan terhadap keputusan berkunjung. Hal ini menunjukkan bahwa persepsi terhadap daya tarik belum cukup kuat membentuk minat berkunjung, dan informasi dari E-WOM belum langsung mendorong keputusan tanpa dukungan faktor lain. Rekomendasi yang dapat diberikan adalah mengembangkan daya tarik objek wisata Pantai Maneron seperti keindahan, aksesibilitas, dan fasilitas.

Kata Kunci: Atraksi, Electronic Word of Mouth, Keputusan Berkunjung, Minat Berkunjung, SEM-PLS

Introduction

Indonesia's tourism industry is regarded as one of the key sectors with the capacity to grow and develop rapidly. Archipelago endowed with a wide range of tourism potentials,

spanning natural, cultural, religious, culinary, and marine attractions so that it becomes an attraction for tourists both domestic and foreign (Apriadi & Junaid, 2022). Foreign tourist visits in 2023 increased by 22,91%, reaching 1.14 million (BPS, 2023). This increase also occurred in the number of national tourist visits in 2023 by 98,30% compared to 2022.

Tourist activities are carried out by visiting certain locations that have the goal of getting satisfaction in enjoying the beauty or culinary. In addition, tourist activities are carried out to relieve fatigue from work routines (Nurdiana, 2023). Hudiono (2022), stating that tourism activities have certain goals such as getting satisfaction such as exercising and resting, relieving boredom, pilgrimage and others. Tourism is an important sector in regional development. Qotrunnada & Fauziyah (2023) stated that the tourism sector also plays a vital role in enhancing the country's foreign exchange earnings regional income, and regional development. There is a need for planned and integrated development of the tourism sector to achieve this role (Putri & Andriana, 2021).

Various types of tourism in Indonesia, coastal tourism has high potential to be developed because it has a coastline length of 108,000 km (Yudhawasthi & Nisa, 2022). Beach tourism includes several activities such as beach and sea ecotourism, boating recreation, and snorkeling or diving (Winoto et al., 2022). The type of tourism business according to article 14 paragraph (1) of Law No. 10 of the scope of tourism businesses includes tourist attractions, tourism areas, transportation services, travel services, food and beverage services, accommodation, and tourism information services.

One region with notable potential for beach tourism is Bangkalan Regency, precisely the northernmost area that is directly adjacent to the sea (Jannah & Fauziyah, 2023). While tourism studies in East Java often focus on major destinations like Malang or Banyuwangi, Bangkalan Regency remains underrepresented in academic discourse, despite its growing tourism potential. Coastal attractions are gaining popularity but still face issues like poor infrastructure, weak promotion, and limited visitor studies. Bangkalan (2020) states that Bangkalan Regency is an area on Madura Island which has 17% DTWK (Regency Tourist Attractions) in the form of beach tourism. This is because it is surrounded by the ocean and a coastline of 124,10 km (Qotrunnada & Fauziyah, 2023). Bangkalan Regency has tourist locations in the form of beaches, including Maneron Beach, Biru Beach, Tlangoh Beach, Bumi Anyar Beach, Siring Kemuning Beach, Rongkak Beach, and Goa Petapa Beach. The existence of the beach has its own tourist attraction so that there is a difference in the number of visitors. The following is visitor data on several beaches in Bangkalan Regency (Dinas Parekraf, 2023):

Table 1. Number of Beach Tourism Visitors in Bangkalan Regency in 2022-2023

Beach Name	2022	2023
Maneron Beach	152	16.528
Biru Beach	28.223	13.651
Tlangoh Beach	19.664	34.601
Bumi Anyar Beach	7.871	3.244
Siri Kemuning Beach	605	347
Rongkak Beach	648	354
Petapa Cave Beach	1.529	1.393

One of the beach attractions in Bangkalan Regency that has the potential to increase the number of visitors from 2022 to 2023 is Maneron Beach. Based on data from the Bangkalan Regency Tourism and Creative Economy Office, the number of visitors to Maneron Beach in 2023 will reach 16,563 visitors. Moreover, the white sandy coast and clear waters of Maneron Beach make it an appealing attraction for tourists. This opportunity is faced with the development of destinations that have not been managed properly. The gap between opportunities and tourism conditions requires an in-depth study from the visitor side. Maneron Beach tourist attractions are only managed by people who have stalls around the location. Various investments have been made by stall owners to attract tourists to visit by building facilities such as toilets, swings, gazebos, and also photo spots right in front of the stalls. Khotimah & Pawestri (2022) stated that

the community managing beach tourism in Bangkalan Regency was only enthusiastic at the beginning and their enthusiasm could decrease from time to time. This is evidenced by the existence of damaged construction and no repairs. Thus, there is a gap between potential and conditions so that an in-depth study is needed from the visitor side, such as the aspects desired by visitors by looking at the factors that affect the decision to visit Maneron Beach tourism.

The growth of the tourism sector must be supported by tourists' interest in visiting attractions. The decision to visit a tourist attraction is basically closely related to consumer behavior in making a purchase decision. Ekawati et al., (2024), Stating that the purchase decision is an individual activity in which includes the steps of consumers in obtaining and using a product. Kerap et al., (2022) conveying the meaning of interest in visiting related to the theory of buying interest, which can be interpreted as an encouragement of consumers to visit a location or area that attracts the attention of the individual. Research from Saway et al., (2021) stating that tourist attractions can attract tourists when they have their own attractions such as adequate facilities and accessibility so showing that they play an important role in influencing tourists' decision to visit. Government Regulation Number 50 of 2011 also states that each tourist attraction is expected to have its own attractions such as uniqueness and beauty to meet the purpose of tourist visits. Amerta, (2019) Stating attractiveness has 4 important components that is attraction, accessibilities, amenities, and ancillary.

Beyond the role of attraction, Electronic Word of Mouth (e-WOM) is regarded by prospective tourists as a trustworthy promotional tool, which in turn impacts their decision to visit (Rofiah, 2020). E-WOM is a statement that has a positive, negative or neutral nature and is given through consumers' experience of products, brands, services, and companies on the internet so that it can be a source of reference information in purchasing decisions by consumers (Ernawati, 2021). Prayoga & Yasa, (2023) explain E-WOM (Electronic Word of Mouth) It has 3 indicators, namely: (1)Intensity, that e-WOM has the quantity of opinions given by consumers regarding things on the internet such as the frequency of accessing information, the frequency of interaction with online media users, and the quantity of reviews written by online media users (2)Valance of Opinion, the experience gained by consumers so that consumers give rise to consumer opinions about products, services, and brands, both positive and negative and (3)Content is related to the dissemination of information from social networks about products and services. Thus, various factors that tourists consider in visiting need to be considered by tourist attraction managers.

In line with the background above, the study seeks to (1) describe the characteristics of tourists at Maneron Beach and (2) investigate the factors that affect their decision to visit. The outcomes of this study may serve as valuable recommendations for preserving and increasing tourist visits to Maneron Beach.

Research Methods

This research was carried out at Maneron Beach, located in Maneron Village, Sepulu District, Bangkalan Regency, Madura, East Java. The site was purposively selected on the basis that Maneron Beach recorded the highest number of visitors among beaches in Bangkalan Regency in 2023. In addition, Maneron Beach has a gap between potential and conditions that need to be studied more deeply from the visitor side.

The research adopts a quantitative design, with primary data obtained from respondents through interviews and questionnaire surveys. This study also uses relevant supporting data as supporting information for research such as BPS data, tourist visit data from the Bangkalan Tourism and Creative Economy Office, books, and journals. The population of this study is the number of visitors to Maneron Beach in 2023 as many as 16,528 visitors. The sampling technique used is *nonprobability sampling* with the type of *accidental sampling* (Fuad et al., 2019). The sample count was determined based on the Slovin formula because the population size was known, taking into account an error rate of 10% (Ariesta et al., 2024). Thus, the total sample used was 100 respondents.

Data were analyzed using the Structural Equation Modeling Partial Least Squares (SEM-PLS) approach, which enables the evaluation of latent variable relationships based on relevant indicators and supports robust statistical analysis computation (Tsarwah & Buchari, 2022). The

study examined four variables: Attraction (X1), E-WOM (X2), Interest in Visiting (Z), and Visiting Decision (Y), through two stages: measurement model (outer model) and structural model (inner model) evaluation. The outer model assesses validity and reliability using convergent validity (loading factor > 0.7; AVE > 0.5), discriminant validity (cross-loading > 0.7), and internal consistency reliability (composite reliability and Cronbach's Alpha > 0.7) (Hair et al., 2019). The inner model evaluates the hypothesized relationships among latent variables through R-square, path coefficients, and t-statistics for hypothesis testing.

The research instrument was developed using a 5-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree." Four main variables were measured. Attraction (X1) consists of indicators related to natural beauty, cleanliness, accessibility, availability of facilities (e.g., gazebos, toilets, parking), and supporting services (e.g., health facilities, fuel stations). Electronic Word of Mouth (E-WOM) – X2 includes dimensions of intensity (frequency of online searches), valence of opinion (positive/negative reviews), and content (types of information found, such as facilities and prices).

Visiting Interest (Z) comprises three dimensions: transactional interest (affordable ticket price), referential interest (intention to recommend), and exploratory interest (curiosity to learn more). Visiting Decision (Y) is measured through five aspects of tourist decision-making: problem recognition, information search, evaluation of alternatives, final decision, and post-visit behavior. Each variable is measured using multiple indicators that reflect tourists' perceptions and behavioral intentions toward Maneron Beach.

The method employed to measure the research variables utilized a Likert-type scale, whereby a score of 1 (one) denoted *strongly disagree* as the lowest response, and a score of 5 (five) denoted *strongly agree* as the highest response (Sugiyono, 2019).

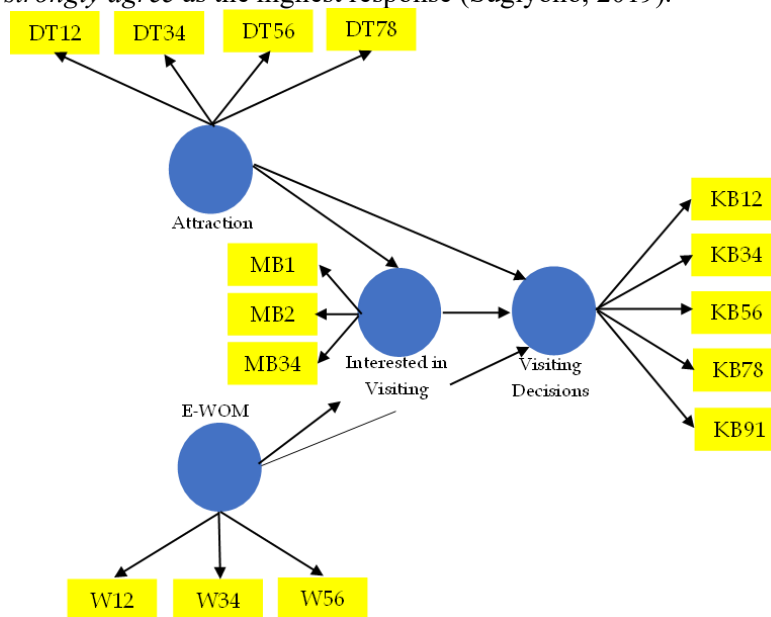


Figure 1 Conceptual Framework

The hypotheses proposed in this study are formulated as follows:

- H1 : Tourist attractions exert a significant influence on visitors' interest in traveling.
- H2 : Electronic word of mouth (E-WOM) in tourism significantly affects visitors' interest in traveling.
- H3 : Tourist attractions have a significant impact on visitors' decisions to travel.
- H4 : Electronic word of mouth (E-WOM) in tourism significantly influences visitors' decisions to travel.
- H5 : Visitors' interest in traveling significantly influences their decision to visit a destination.
- H6 : Tourist attractions significantly affect visitors' decisions to travel, mediated by their interest in visiting.

H7 : Electronic word of mouth (E-WOM) in tourism significantly affects visitors' decisions to travel, mediated by their interest in visiting.

Results and Discussion

Maneron Beach is situated on the western coast of the Madura Strait, in Maneron Village, Sepulu District, Bangkalan Regency, East Java. The distance of Maneron Beach from the center of Bangkalan City is about 30 km with a distance of 1 hour. Maneron Beach has natural beauty in the form of a smooth stretch of white sand, as well as a beach facing west so that it can be an option to enjoy the sunset. Maneron Beach does not provide entrance fees to tourists, but is required to pay parking IDR 10,000 for 2-wheeled vehicles and IDR 20,000 for 4-wheeled vehicles. In addition, Maneron Beach has a high historical value because its location is adjacent to the tomb of Kiai Khalilurrahman, the great-grandson of the great scholar of the archipelago Syaikhona Muhammad Kholil Bangkalan. The facilities at Maneron Beach do not have optimal conditions, such as dirty toilets and do not have proper places of worship. This is because there is no structured organization or manager such as Tourism Awareness Group.



Figure 2. Maneron Beach

Visitor characteristics are important to know as a reference in determining the needs of visitors with the tourist attractions offered. Based on the empirical data gathered from a sample of 100 respondents to Maneron Beach tourist visitors, the following results were obtained at Table 1. The characteristics of visitors to Maneron Beach tourist attractions can be seen based on gender. Table 1 shows that visitors at Maneron Beach are dominated by women, but have a different percentage with a difference of 14%. This describes characteristics based on gender to be able to show that Maneron Beach tourist attractions are in demand by all circles, both men and women. In addition, the percentage occurs because most visitors come with friends or partners. These results are in line with research Martin & Putra, (2021) which states that some visitors to tourist attractions are dominated by women.

The age characteristics of visitors to Maneron Beach indicate that the majority of respondents were between 17 and 25 years old. Based on the age of visitors to Maneron Beach tourist attractions, the activity carried out was taking selfies with photo spots that are identical to the hobbies of teenagers (Shidiqie et al., 2023). This research is in line with research Martin & Putra, (2021) which shows that the characteristics of visitors to tourist attractions on the south coast are dominated by teenagers aged 17-25 years. Meanwhile, the characteristics of visitors based on the region of origin are divided into 3 (three) regions. The results of the questionnaire from 100 respondents showed that visitors came from 3 districts, namely Bangkalan Regency, areas outside Madura, namely Surabaya City, and non-Bangkalan Madura, namely Sampang Regency. The largest percentage of visitors to Maneron Beach tourist attractions are mostly from Bangkalan Regency. This shows that the market share of tourist attractions is still in the area

around local residents. The results of the study are inversely proportional to the study Adiluhung et al (2022) which states that a tourist attraction is dominated by visitors from outside the district.

Table 2. Characteristics of Visitors to Maneron Beach

Respondent Characteristics	Category	Sum	Percentage (%)
Gender	Woman	57	57
	Man	43	43
Age	17-25	68	68
	26-35	25	25
	36-50	7	7
Visitor Origin	Bangkalan	92	92
	Outside Madura	7	7
	Madura non Bangkalan	1	1
Livelihood	Students	31	31
	Private Employees	19	19
	Housewives	17	17
	Merchant	15	15
	Self employed	15	15
	Civil Servants (PNS)	2	2
	Fisherman	1	1
Income	<1,000,000	52	52
	1,000,001 - 2,000,000	21	21
	2,000,001 - 5,000,000	17	17
	5,000,001 - 10,000,000	9	9
	> 10,000,000	1	1

Source: Data processing results, 2024

The characteristics of visitors to Maneron Beach tourist attractions based on work are divided into several categories, with the largest percentage being the student category. Maneron Beach has a cheap entrance ticket price so it can be a separate reason for students to visit tourist attractions. Meanwhile, visitor characteristics are based on visitor income which has the highest percentage, which is <1,000,000. This is in line with the characteristics of visitors based on work which states that the highest percentage of visitors indicates the category of students who do not have an income. The findings align with existing research Putra et al., (2023) which states that visitors are dominated by students and do not have their own income.

The study applies two model evaluations: the outer (measurement) model and the inner (structural) model. The results of the data processing are interpreted as follows:

Table 3. Loading *factor values*

Kode	X1	X2	Y	Z
DT12	0,845			
DT34	0,779			
DT56	0,785			
DT78	0,795			
EWOM12		0,848		
EWOM34		0,743		
EWOM56		0,836		
KB56			0,768	
KB78			0,851	
KB910			0,838	
MB1				0,798
MB2				0,878
MB34				0,734

Source: Data processing results, 2024

The results of data processing with SmartPLS to assess *convergent validity* showed that there were 2 indicators of *loading factor* values that had a < value of 0,7, namely indicators of problem recognition (0,590) and information search (0,653). The indicator was removed so that all indicators in the study became constructs with a value of > 0,7. The *loading factor* value on the indicator that > 0.7 can be said to be valid (Riyanto & Setyorini, 2024). So that through table 3 it can be said that all indicators in each variable have a *loading factor* value of > 0,7 (valid).

Table 4. Average *Variance Extract* (AVE) Values

Variabel	Average <i>Variance Extract</i> (AVE)
Attraction	0.642
Electronic Word of Mouth	0.656
Interested in Visiting	0.649
Visiting Decisions	0.672

Source: Data processing results, 2024

Convergent validity may also be assessed by analyzing the Average Variance Extracted (AVE) value for each variable. As shown in Table 4, all AVE values exceed 0.5, indicating that the variables are valid.

Table 5. Cross *loading values*

Code	X1	X2	Y	Z
DT12	0,845	0,401	0,397	0,289
DT34	0,779	0,282	0,206	0,177
DT56	0,785	0,497	0,334	0,249
DT78	0,795	0,310	0,283	0,329
EWOM12	0,287	0,848	0,353	0,408
EWOM34	0,535	0,743	0,390	0,345
EWOM56	0,323	0,836	0,272	0,368
KB56	0,339	0,453	0,768	0,414
KB78	0,291	0,300	0,851	0,541
KB910	0,343	0,301	0,838	0,550
MB1	0,269	0,478	0,406	0,798
MB2	0,279	0,371	0,582	0,878
MB34	0,265	0,269	0,493	0,734

Source: Data processing results, 2024

The cross-loading value is employed to evaluate discriminant validity, allowing the distinction between one construct and another to be identified based on established standards. Ideally, the cross-loading value of an indicator should be higher than that of other indicators (Ayumi et al., 2022). Table 6 is the result of data processing with SmartPLS which successfully shows that the *cross loading* value of each indicator is greater than the value of other indicators.

Table 6. Composite *reliability* and *Cronbach's alpha* values

Variabel	Composite <i>Reliability</i>	<i>Cronbach's alpha</i>
Attraction	0,878	0,817
E-WOM	0,851	0,736
Interested in Visiting	0,836	0,727
Visiting Decisions	0,847	0,756

Source: Data processing results, 2024

Table 6 shows that the *composite reliability* and *crombach's alpha* values for each variable > 0,7, so it can be said to be reliable and have an attachment between the indicators to each other (Ayumi et al., 2022). Based on the measurement model (*outer model*) that has been carried out, it can be stated that the variables of attraction, *electronic word of mouth*, interest in visiting, and decision to visit have been qualified. The variables in the study are considered valid

and have a high level of reliability so that they can be trusted. Thus, the variables in the study can be used for testing through the evaluation of structural models (*inner models*).

Tabel 7. *R-Square and Adjusted R-Square*

Variable endogenous	<i>R-Square</i>	<i>Adjusted R-Square</i>
Visiting Decisions	0,426	0,408
Interested in Visiting	0,232	0,216

Sumber: Output SmartPLS 3, 2024

Based on Table 7, it shows that the amount of contribution made by the variables of attraction, electronic word of mouth (E-WOM), and interest in visiting is 42,6%. Meanwhile, 57,4% were influenced by other variables not mentioned in the model. The R-Square value in the variable of interest in visiting, which is 0,232, shows the amount of contribution made by the variable of attraction and electronic word of mouth, which is 23,2%. Meanwhile, 76,8% was influenced by other variables not mentioned in the model. According to Fitria et al., (2024) The decision to visit a tourist attraction can be influenced by the destination image and service quality of the tour. Meanwhile, according to Yulianto harinugroho et al., (2023)' the intention to visit beach attractions is influenced by social media exposure, such as YouTube broadcasting, which is utilized as a tourism promotion strategy.

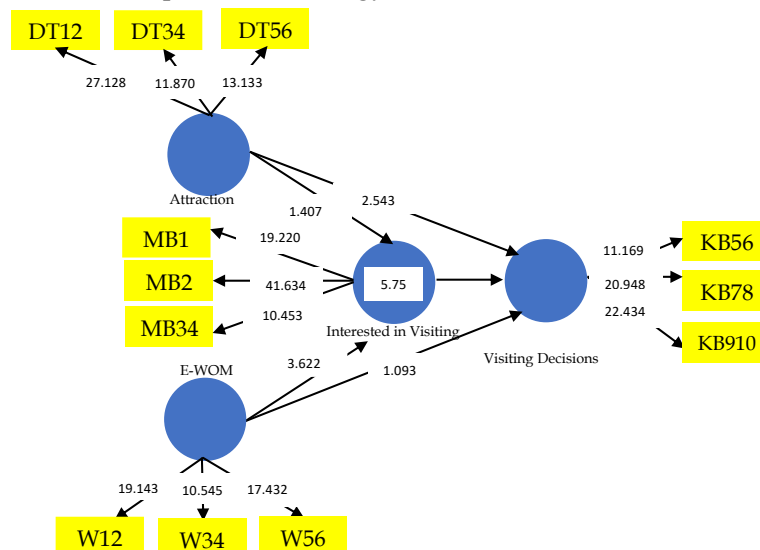


Figure 3 Research Construct Relationship Model with *Bootstrapping Method*

Table 8. *Direct effect*

Variabel	T-Statistic	P-Value	Information
H1 Attraction → interest in Visiting	1,363	0,173	Insignificant
H2 EWOM → Interested in Visiting	3,779	0,000	Significant
H3 Attraction → Visiting Decision	2,436	0,015	Significant
H4 EWOM → Visiting Decisions	1,052	0,293	Insignificant
H5 Interest in Visiting → Visiting Decisions	6,005	0,000	Significant

Sumber: Output SmartPLS 3, 2024

Based on Table 8 shows that attraction does not have a significant influence on the interest in visiting Manoron Beach. This result can occur because several components of attraction such as accessibilities, amenities, and ancillary services (tourism support services) are not according to the wishes of visitors who can be seen from the access or road to Manoron Beach is still poor and can only be passed by 1 (one) car; facilities such as toilets are not maintained; and do not have a tourism manager who is structured with clear. This is due to the lack of a structured manager at the Manoron Beach tourist attraction. The results of the study are inversely

proportional to the research Rahmansyah et al., (2022) and Nur, (2023) which stated that attraction is one of the factors of interest in visiting tourists.

The results show that electronic word of mouth serves as a key determinant in increasing tourists' interest to visit Maneron Beach. The analysis concludes that positive electronic word of mouth, by leaving a good impression on potential visitors, fosters tourists' interest in visiting Maneron Beach. In addition, by having visitor characteristics that are dominated in the adolescent category, many of them take selfies against the background of the beach and interesting photo spots and then upload them on social media. This can affect the interest of prospective tourists to visit. Purwanto et al., (2021) It also states that information searches carried out by prospective tourists before visiting show a significant influence of electronic word of mouth on interest in visiting. These findings can answer from the research objectives and can be used as evaluation material to increase the number of visitors every year, such as promoting tourism through social media as attractively as possible. The results align with existing studies Prameswari & Rachmawati, (2021) revealing that electronic word of mouth plays a significant role in shaping visiting interest.

The attraction variable has a significant influence on the decision to visit Maneron Beach. This finding proves that the attraction component has met the consideration aspects of tourists or as desired so that the decision to visit occurs. In addition, if it is associated with the characteristics of visitors based on the origin of visitors, the majority of whom come from Bangkalan Regency, then the decision to visit by tourists can occur because the distance to Maneron Beach is very affordable. These results are in line with research Susianto et al., (2022) and Purwanto et al., (2021) which states that the attraction of tourist attractions can influence the decision to visit tourists. Attraction can provide the natural beauty and characteristics of tourist attractions, so that it can influence tourists to explore these tourist attractions.

Electronic word of mouth (e-WOM) did not significantly influence tourists' decisions to visit Maneron Beach. This is in line with the researchers Rofiah, (2020) which states that the existence of *electronic word of mouth* does not have a significant effect on the decision to visit tourists. This can happen because prospective visitors find a bad impression of tourist attractions such as road access to Maneron Beach that is damaged and narrow, and the absence of worship facilities and toilets that are not well maintained. In addition, there is no credible promotion in the marketing of Maneron Beach tourist attractions, so access to information is still limited. This is because there is no structured manager so that it does not promote online.

The variable of interest in visiting has a significant influence on the decision to visit Maneron Beach. These findings are in line with Purwanto et al., (2021) and Ngurah et al., (2023) which indicates that visiting interest has a significant influence on the decision to visit. These findings demonstrate that tourists' high interest in visiting, when influenced by information such as attractions and electronic word of mouth, enhances their decision to visit.

Table 9. *Indirect effect*

	Variabel	T-Statistic	P-Value	Information
H6	Attraction → Interest in Visiting → Visiting Decision	1,310	0,191	Insignificant
H7	EWOM → Interested in Visiting → Visiting Decision	3,453	0,001	Significant

Source: SmartPLS Output 3, 2024

The attraction variable mediated by the interest in visiting did not have a significant influence on the decision to visit Maneron Beach. This is because the interest in visiting who acts as a mediator does not have a strong influence so it is a reason for tourists when they want to decide to visit tourist attractions. In addition, the attractiveness of tourist attractions needs to be developed in every indicator, namely accessibility, facilities, and tourism support services. Attraction also depends on the perception of each individual and only that individual can decide to visit a tourist attraction such as psychological factors in the form of a desire to vacation with family, just enjoy nature, or research activities. These results are in line with research

Rahmansyah et al., (2022) The results indicate that the appeal of tourist attractions does not significantly determine tourists' decisions to visit, even when mediated by visiting interest.

The findings indicate that electronic word of mouth, mediated by interest in visiting, significantly shapes tourists' decisions to visit Maneron Beach. These results are in line with research Ayumi et al., (2022) which obtained the results that electronic word of mouth mediated by visiting interest had a significant effect on the decision to visit by tourists. This research includes 3 (three) indicators of electronic word of mouth, namely the intensity of tourists accessing information, experiences or reviews from tourists, and the content of review information about tourist attractions so that it affects the interest of visits. The existence of this interest is able to encourage tourists to seek clearer information and influence the decision to visit Maneron Beach. The results of this research are expected to be used by managers or stall owners around tourist attractions to design marketing strategies using social media so as to encourage the decision to visit Maneron Beach tourists.

The development of attraction is divided into 4 (four) categories, namely attractions, accessibility, facilities, and additional services. Attractions or commonly called beauty can be developed by (1) ecosystem maintenance such as throwing garbage in garbage cans, cleaning the beach periodically, and planting mangroves, as well as (2) creating attractive photo spots and repairing damaged gazebos. Accessibility can be developed by (1) improving road infrastructure, such as repairing damaged roads and road markers to Maneron beach; and (2) improve the digitization of the map by centralizing the location of Maneron Beach appropriately. Facilities can be developed by creating a spacious and safe parking area, providing clean toilets, decent places of worship, and free wi-fi networks for visitors to access. Meanwhile, additional services can be developed by collaborating with *travel* to make it easier for visitors to travel at Maneron Beach. However, seeing the fact that the management of Maneron Beach is still carried out individually, Maneron Village is expected to form a community or structured organization such as the Tourism Awareness Group so that the recommendations can be implemented effectively.

The results of this study indicate that destination attractiveness and visit interest significantly influence the visiting decision, while electronic word of mouth (E-WOM) has an indirect effect on visiting decisions through the mediation of visit interest. These findings align with Doosti et al. (2016), who emphasized that E-WOM influences behavioral intentions more effectively when mediated by internal factors such as tourist attitudes and perceptions. Furthermore, the significant role of visit interest confirms its function as a key transitional factor between external stimuli (like E-WOM) and actual decision-making behavior.

On the other hand, this study found that destination attractiveness does not significantly affect visit interest, and that E-WOM does not directly influence the visiting decision. Moreover, attractiveness mediated by visit interest was also found to be insignificant. These results diverge from previous findings by Hakim & Mulia (2019) and Akbara & Suryantari (2024), who reported direct effects of E-WOM and attractiveness on tourist decisions. The inconsistencies may be explained by local contextual factors, such as limited tourism facilities, lack of structured destination management, or low digital visibility of Maneron Beach. These findings suggest that while destination attractiveness and E-WOM are important, their influence is not always direct and may depend heavily on the tourists' internal motivation and perception. Thus, strategic improvements in destination appeal and digital engagement are essential to enhance both tourist interest and decision-making outcomes.

Conclusion

Maneron Beach has the characteristics of visitors who are mostly visited by young girls who are still students and do not have income. According to the findings of the study, it shows that the attraction and interest in visiting affect the decision to visit. Electronic word of mouth affects interest in visiting, electronic word of mouth affects visiting decisions mediated by interest in visiting. The factors that did not affect were the attraction to the interest in visiting, the electronic word of mouth to the decision to visit, and the attraction mediated by the interest in visiting the decision to visit. Recommendations that can be made are by developing the

attractiveness of Maneron Beach tourist attractions such as beauty, accessibility, and facilities which are expected to increase the number of visitors every year.

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