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## The Effect of City Branding, Tourist Attractions, and Electronic Word of Mouth (E-WOM) on Visiting Decisions and Revisit Intention to Banyuwangi Regency

Efsianto<sup>1\*</sup>, Bambang Irawan<sup>2</sup>, Hadi Paramu<sup>3</sup>

<sup>1, 2, 3</sup> Faculty of Economics and Business, University of Jember, Indonesia

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**\*Corresponding author:** Efsianto

Faculty of Economics and Business, University of Jember, Indonesia

### Abstract

Tourism plays an important role in Indonesia's economy. Banyuwangi Regency ranks 13th out of 38 regencies/cities in East Java, despite its high potential for tourist attraction. Tourist visitation data shows post-pandemic fluctuations, indicating challenges in maintaining the region's tourist appeal. This study aims to analyze the influence of city branding, tourist attraction, and electronic word of mouth (e-WOM) on the decision to visit and the interest in revisiting Banyuwangi Regency. The research design is explanatory research. This study used a sample of 200 respondents. The type of data used is quantitative data. The data analysis approach in this study uses SEM-PLS with SmartPLS 4.0 as the data analysis tool. The results of the study indicate that: 1) city branding has a significant effect on the decision to visit; 2) tourist attraction has a significant effect on the decision to visit; 3) e-WOM has a significant effect on the decision to visit; 4) city branding has a significant effect on the intention to revisit; 5) tourist attraction has a significant effect on the intention to revisit; 6) e-WOM has a significant effect on the decision to visit; 7) Visitation decision significantly affects visitation interest; 8) city branding significantly affects revisit interest through visitation decision; 9) tourist attraction significantly affects revisit interest through visitation decision; 10) e-WOM significantly affects revisit interest through visitation decision.

**Keywords:** City Branding, Tourist Attraction, e-WOM, Visit Decision, Revisit Intention

## INTRODUCTION

Tourism is a strategic pillar driving Indonesia's economy, offering many benefits such as creating numerous jobs, generating rapid economic growth, and providing direct income for the community. As an industry based on creativity, art, culture, and natural beauty, tourism contributes to economic growth and the quality of life of the community. East Java Province is the province with the highest number of domestic tourist trips, namely 218.7 million visits in 2024 compared to all provinces in Indonesia. The number of tourist trips to Banyuwangi Regency was 5.4 million visits. This number places Banyuwangi Regency in 13th position out of 38 regencies/cities in East Java Province, with Surabaya City in first place with the highest number of tourist trips, namely 27.7 million (Badan Pusat Statistik [BPS – Statistics Indonesia], 2024).

**Table 1. Banyuwangi Tourist Visit Data**

| Years | Domestic tourists | International tourists |
|-------|-------------------|------------------------|
| 2019  | 5.307.054         | 101.622                |
| 2020  | 3.019.875         | 27.224                 |
| 2021  | 1.862.553         | 3.854                  |
| 2022  | 2.948.543         | 29.020                 |
| 2023  | 3.112.443         | 69.639                 |
| 2024  | 2.773.987         | 60.746                 |

Source: Government of Banyuwangi Regency, Banyuwangikab.go.id (2025)

Based on Table 1, the highest number of tourist visits occurred in 2019. However, a significant decline was recorded in 2020-2021 due to the COVID-19 pandemic and national as well as international travel restrictions. During 2022-2024, tourist arrivals showed fluctuating trends an increase in 2023 followed by a decline in 2024 indicating ongoing challenges in sustaining and enhancing the region's tourist appeal. In addition, accessibility factors such as transportation, accommodation, and supporting facilities also play a crucial role in influencing tourists' intention to visit (BeritaBwi, 2025).

The rapid advancement of technology has intensified competition among cities in attracting tourists, making regional reputation increasingly important. To build a strong image, many local governments adopt marketing strategies through city branding. Cities with a positive reputation tend to attract more tourists, investors, and global communities (Zedan & Al-Moqaram, 2024). The application of city branding with unique slogans has been widely practiced globally, including in Indonesia—for example, Hong Kong with “Asia's World City” and Malang with “Beautiful Malang” (Pakarti et al., 2017). Banyuwangi has also adopted this concept through its slogan “The Sunrise of Java,” referring to its geographical position as the first region on Java Island to be reached by sunlight (BeritaBwi, 2025). Studies by Muslim et al. (2021) and Haryati & Wahid (2019) concluded that city branding has a positive and significant influence on visiting decisions. This finding is further supported by Abidah & Huda (2024) and Pakarti et al. (2017), who found that city branding positively and significantly affects revisit intention. Conversely, research by Bawole et al. (2021), Rahayu (2019), and Suali & Heryenzus (2024) reported that city branding does not significantly influence visiting decisions.

Tourist attraction refers to the uniqueness, accessibility, and cultural or natural value that becomes the main consideration for tourists when selecting a destination (Utama, 2017:142). Banyuwangi, the largest regency on Java Island, possesses substantial tourism potential, enriched by natural resources such as beaches, seas, mountains, forests, and a diverse population of 1.7 million with various religions, cultures, and traditions (Mukaffi & Haryanto, 2022). Its flagship attractions—including Ijen Crater, Red Island Beach, Alas Purwo National Park, and annual cultural festivals such as the Banyuwangi Ethno Carnival and Gandrung Sewu Festival—strengthen its competitive advantage as a tourist destination. The tourism scope of Banyuwangi includes natural tourism, historical and cultural tourism, educational tourism, religious tourism, marine tourism, and culinary tourism, all of which collectively reinforce its destination appeal (Dinas Kebudayaan dan Pariwisata Kabupaten Banyuwangi, 2025). Several studies, including those by Ariyani et al. (2022), Ayuningtyas & Nugraha (2021), and Aryati (2020), found that tourist attraction has a positive and significant effect on visiting decisions and revisit intention. Unique features such as attractive scenery, photography spots, and adequate facilities encourage tourists to visit. However, contrasting findings were reported by Rokhayah & Andriana (2022) and Nurchomariah & Liliyan (2023), who stated that tourist attraction does not significantly influence visiting decisions.

Electronic word of mouth (e-WOM) refers to positive or negative statements shared by customers online that play an influential role in shaping perceptions toward available products or services (Erislan, 2024:104). The Banyuwangi Regency Government leverages digital platforms such as social media, online reviews, and blogs to promote its tourism destinations (Maulida et al., 2024; Fikri et al., 2025). Studies by Jamu & Sari (2022), Rusydi et al. (2021), and Sagita & Negara (2024) found that e-WOM has a positive effect on visiting decisions. Memorable travel experiences posted on personal social media accounts positively influence potential tourists to visit the destination. This is further supported by Riyadi & Nurmahdi (2022) and Rosi & As (2024), who found that e-WOM positively and significantly affects revisit intention. Conversely, research by Andriani & Ma'rifatullaili (2022) and Rofiah (2020) concluded that e-WOM does not significantly influence visiting decisions.

Visiting decisions and revisit intention are closely related concepts. Visiting decision refers to a tourist's choice to visit a preferred destination among various alternatives, while revisit intention refers to the desire or willingness of tourists to return to a destination they have previously visited (Kotler & Keller, 2016:3). Prior studies by Abidah & Huda (2024) and Pakarti et al. (2017) indicated that visiting decisions significantly influence revisit intention. Tourists who experience satisfaction during their visit are more likely to develop the intention to revisit the destination.

Banyuwangi Regency offers diverse tourism attractions, has implemented a city branding strategy through its “The Sunrise of Java” identity, and actively utilizes e-WOM as a promotional tool. However, post-pandemic tourist arrival trends still show considerable fluctuations, indicating ongoing challenges in maintaining both domestic and international tourist interest. In the midst of increasingly competitive destinations, city branding, tourist attraction, and e-WOM serve as strategic factors that influence visiting decisions and revisit intention. This study aims to examine the influence of these three factors on visiting decisions

and revisit intention in Banyuwangi Regency, to support the development of more effective and sustainable tourism marketing strategies. Based on this phenomenon, the research gap of this study lies in the inconsistent findings regarding the effects of city branding, tourist attraction, and e-WOM on visiting decisions and revisit intention.

LITERATURE REVIEW

City Branding

City Branding, according to Sardanto et al., (2018:4), is an effort to introduce a city to a wide audience by utilizing the city's motto, slogan, and symbols through various media channels. City Branding, according to Zedan & Al-moqaram (2024:3), has several functions, one of which is as a tool to communicate a place (village, city, province, or country) to stakeholders. The implementation of city branding in a place is very important to determine how effective the city branding that has been carried out is. One tool to measure the effectiveness of city branding is to use the city branding hexagon. There are six indicators to measure the effectiveness of city branding, namely Presence, Potential, Place, People, and Prerequisite.

Tourist Attractions

According to Utama (2017:142), tourist attractions are everything that a place has to offer, such as uniqueness or distinctive features that differentiate it from other places, possessing tangible values of natural beauty and wealth, whether natural or man-made, that make it attractive for tourists to see and visit. Tourist attractions are divided into two groups, namely man-made attractions and natural attractions. A tourist destination must meet several requirements to be attractive to potential visitors, namely What to see, What to do, What to buy, and What to stay.

Electronic Word of Mouth (E-WOM)

E-WOM according to Tingga et al. (2022), refers to all statements, whether negative or positive, about a product, service, or company based on consumer experiences that are accessible online to all internet users. E-WOM can be used on various online media platforms such as Instagram, Twitter, websites, Facebook, and so on. According to Akbara & Suryantari (2024), in the digital age, the influence of E-WOM cannot be underestimated. The use of social media, online travel forums, and online review sites has become a frequently used channel for sharing experiences, direct criticism, and recommendations. Digital discussions about cities with tourism potential play a significant role in shaping and building perceptions and credibility to influence the decision-making process before traveling (Akbara & Suryantari, 2024). Based on the research by Rusiana et al. (2023), there are five indicators of e-WOM, namely reading online reviews of other consumers' products, gathering information from consumer product reviews via the internet, consulting online, feeling worried if someone does not read online reviews before making a purchase, and increased confidence after reading online reviews.

Visit Decisions

The concept of visit decisions according to Kotler & Keller (2016:36) is a concept adapted from purchase decisions, where purchase decisions refer to the activity of buying a product or service, while visit decisions refer to tourists' decisions to choose a tourist destination to visit from various alternative destinations. The decision to visit, according to Suali & Heryenzus (2024:776), is the decision to visit a tourist destination, similar to the decision to purchase a product or service. According to Mustikasari &

Widaningsih (2017:3), the decision-making process carried out by visitors consists of five stages, namely: recognition of needs, information search, alternative selection, purchase decision, and post-purchase behavior.

Revisit Intention

The Revisit Intention, according to Saragih et al. (2023:127), is derived from the theory of repeat purchase interest in a product, meaning that the desire to revisit can be applied to the desire to purchase. Interest is a person's drive or motivation to perform an action. A person's desire to travel in the future or return to a place is influenced by their attitude towards their past experiences. Past travel experiences to a particular tourist destination will increase the intention to revisit that place. According to Josephine et al. (2023), there are several travel factors that influence the interest in revisiting, namely travel motivation, past experience, perceived constraints, and attitude.

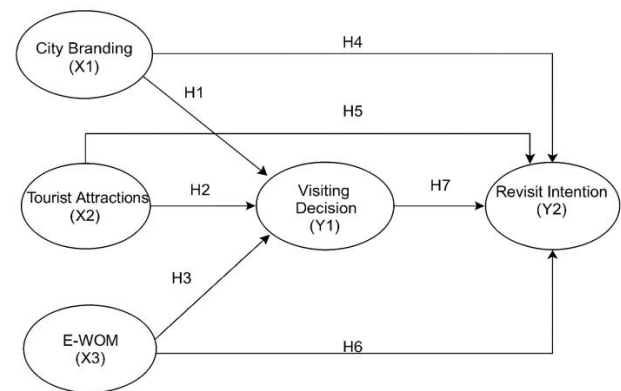


Figure 1. Conceptual Model

METHODOLOGY

This type of research uses explanatory research with a quantitative approach. Explanatory research is used to explain a relationship or influence between the variables being studied (Sugiyono, 2019:80). The population used in this study was domestic tourists who had visited Banyuwangi Regency. The non-probability sampling technique used in sampling is purposive sampling, a method of determining samples based on certain considerations or criteria, namely domestic tourists who have visited Banyuwangi Regency at least twice and are over 17 years of age. According to Kline (2016:16), the ideal sample size for SEM research is in the range of more than 100 to 200, which is considered the minimum safe sample size to obtain valid and reliable data calculations. Based on this reference, this study used 200 respondents as the sample size. This study used quantitative data that was processed and analyzed using statistical calculation methods. The data source used is primary data. Primary data is data obtained from the first source, either from a group or an individual, such as interview results or questionnaires (Sekaran & Bougie, 2017:130). The distribution of questionnaires in this study was conducted using a hybrid method, namely using questionnaires and online using the Google Form platform.

Table 2. Operational Definition of Variables

| Variables                       | Understanding                                         | Statement                                                                            |
|---------------------------------|-------------------------------------------------------|--------------------------------------------------------------------------------------|
| City Branding (X <sub>1</sub> ) | City Branding is a strategy by the Banyuwangi Regency | According to Pakarti et al., (2017), the indicators in city branding are as follows: |

|                                       |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                    |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                       | government or policy makers to create a positive image of the region through various aspects such as culture, facilities, attractions, and unique identities to attract tourists, investors, and increase regional competitiveness. | <ol style="list-style-type: none"> <li>1) <b>Presence (X1.1)</b>, which measures the popularity of Banyuwangi Regency as a tourist destination among tourists.</li> <li>2) <b>Place (X1.2)</b>, which measures tourists' perceptions of the spatial layout of Banyuwangi City as a tourist destination.</li> <li>3) <b>Potential (X1.3)</b>, which assesses tourists' views on the future potential of Banyuwangi Regency as a developing area in the tourism sector.</li> <li>4) <b>Pulse (X1.4)</b>, which assesses tourists' views on the unique culture in Banyuwangi Regency that is not found in other regions.</li> <li>5) <b>People (X1.5)</b>, which is tourists' perception of the hospitality of the local people of Banyuwangi Regency towards visiting tourists.</li> <li>6) <b>Prerequisite (X1.6)</b>, which is tourists' assessment of the quality of public transportation facilities in Banyuwangi Regency.</li> </ol> |                                                    |                                                                                                                                                                                                                                                                                          | <p>souvenirs to take home.</p> <ol style="list-style-type: none"> <li>4) <b>Where to Stay (X2.4)</b>, which refers to the lodging facilities available in Banyuwangi that provide comfort for tourists.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|                                       |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Electronic Word of Mouth (E-WOM) (X <sub>3</sub> ) | E-WOM is a form of informal communication between consumers via digital platforms to convey recommendations about tourist destinations in Banyuwangi Regency.                                                                                                                            | <p>According to Rusiana et al. (2023), the indicators in e-WOM are as follows:</p> <ol style="list-style-type: none"> <li>1) <b>Reading Online Reviews from Other Consumers (X3.1)</b>, which is reading online reviews about Banyuwangi Regency before deciding to visit.</li> <li>2) <b>Gathering Information from Consumer Product Reviews on the Internet (X3.2)</b>, which is searching for information on reviews from other tourists about Banyuwangi Regency via the internet.</li> <li>3) <b>Increased Confidence After Reading Online Reviews (X3.3)</b>, which is tourists feeling more confident about visiting Banyuwangi Regency after reading online reviews.</li> </ol> |
|                                       |                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Visit Decisions (Y <sub>1</sub> )                  | The decision to visit is a psychological and behavioral process undertaken by tourists in determining their choice of tourist destination, based on awareness of their needs, information seeking, consideration of several options, and the final decision to visit Banyuwangi Regency. | <p>According to Mustikasari &amp; Widaningsih, (2017), the indicators for visiting decisions are as follows:</p> <ol style="list-style-type: none"> <li>1) <b>Recognition of Needs (Y1.1)</b>, namely tourists realizing that they have a desire to travel, then deciding to visit Banyuwangi Regency.</li> <li>2) <b>Evaluation of Alternative Choices (Y1.2)</b>, which is the process of comparing various tourist destinations before finally choosing Banyuwangi Regency as a tourist destination.</li> <li>3) <b>Post-Purchase Behavior (Y1.3)</b>, which is the response of tourists after visiting Banyuwangi Regency, as shown by their level</li> </ol>                       |
| Tourist Attractions (X <sub>2</sub> ) | Tourist attractions are everything that Banyuwangi Regency has to offer, such as its rich culture and natural beauty, both natural and man-made, which can attract tourists to visit and engage in tourist activities.              | <p>According to Utama (2017:143), the indicators of tourism attractiveness are as follows:</p> <ol style="list-style-type: none"> <li>1) <b>What to See (X2.1)</b>, which refers to all forms of tourist attractions that can be seen by tourists and provide an interesting visual experience in Banyuwangi Regency.</li> <li>2) <b>What to Do (X2.2)</b>, which refers to tourist activities that tourists can do while in Banyuwangi Regency.</li> <li>3) <b>What to Buy (X2.3)</b>, which refers to the various Banyuwangi specialty products that tourists can purchase as</li> </ol>                                                                                                                                                                                                                                                                                                                                               |                                                    |                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |



|                                     |                                                                                                                                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                     |                                                                                                                                                                                                                      | of satisfaction with the tourist experience.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Revisit Intention (Y <sub>2</sub> ) | Repeat visits are the desire or tendency of tourists to revisit Banyuwangi Regency based on past experiences, travel motivations, perceptions of potential obstacles, and positive attitudes toward the destination. | <p>According to Josephine et al. (2023), the indicators of interest in returning are as follows:</p> <ol style="list-style-type: none"> <li>1) <b>Travel Motivation (Y2.1)</b>, which is the drive that motivates someone to travel back to Banyuwangi Regency.</li> <li>2) <b>Past Experience (Y2.2)</b>, which is the evaluation of tourists' experiences during their previous visits to Banyuwangi Regency by measuring their level of satisfaction, which then influences their desire to return.</li> <li>3) <b>Attitude (Y2.4)</b>, which is tourists' assessment of Banyuwangi Regency as a tourist destination that affects their intention to revisit.</li> </ol> |
| Revisit Intention (Y <sub>2</sub> ) | Repeat visits are the desire or tendency of tourists to revisit Banyuwangi Regency based on past experiences, travel motivations, perceptions of potential obstacles, and positive attitudes toward the destination. | <p>According to Josephine et al. (2023), the indicators of interest in returning are as follows:</p> <ol style="list-style-type: none"> <li>4) <b>Travel Motivation (Y2.1)</b>, which is the drive that motivates someone to travel back to Banyuwangi Regency.</li> <li>5) <b>Past Experience (Y2.2)</b>, which is the evaluation of tourists' experiences during their previous visits to Banyuwangi Regency by measuring their level of satisfaction, which then influences their desire to return.</li> <li>6) <b>Attitude (Y2.4)</b>, which is tourists' assessment of Banyuwangi Regency as a tourist destination that affects their intention to revisit.</li> </ol> |

distribution or the absence of multicollinearity between independent variables. The use of PLS also aims to explain the relationship between latent variables (Ghozali & Kusumadewi, 2023:6). In PLS analysis, there are two sub-models, namely the outer model (convergent validity, discriminant validity, reliability test) and the inner model (R-Square test, Q-Square test, path coefficient, hypothesis testing).

## RESULTS

### Outer Model Evaluation or Measurement Model

#### a. Convergent Validity

**Table 3. Convergent Validity Test Results**

| Variabel                 | Indicator        | Outer Loading | Information |
|--------------------------|------------------|---------------|-------------|
| City Branding            | X <sub>1,1</sub> | 0.959         | Valid       |
|                          | X <sub>1,2</sub> | 0.953         | Valid       |
|                          | X <sub>1,3</sub> | 0.959         | Valid       |
|                          | X <sub>1,4</sub> | 0.950         | Valid       |
|                          | X <sub>1,5</sub> | 0.946         | Valid       |
|                          | X <sub>1,6</sub> | 0.961         | Valid       |
| Tourist Attractions      | X <sub>2,1</sub> | 0.949         | Valid       |
|                          | X <sub>2,2</sub> | 0.941         | Valid       |
|                          | X <sub>2,3</sub> | 0.941         | Valid       |
|                          | X <sub>2,4</sub> | 0.944         | Valid       |
| Electronic Word of Mouth | X <sub>3,1</sub> | 0.964         | Valid       |
|                          | X <sub>3,2</sub> | 0.950         | Valid       |
|                          | X <sub>3,3</sub> | 0.949         | Valid       |
| Visit Decisions          | Y <sub>1,1</sub> | 0.967         | Valid       |
|                          | Y <sub>1,2</sub> | 0.967         | Valid       |
|                          | Y <sub>1,3</sub> | 0.962         | Valid       |
| Revisit Intention        | Y <sub>2,1</sub> | 0.969         | Valid       |
|                          | Y <sub>2,2</sub> | 0.957         | Valid       |
|                          | Y <sub>2,3</sub> | 0.962         | Valid       |

Source: Processed Primary Data (2025)

According to Table 3, all indicators across the variables show outer loading values above 0.5, indicating that each indicator meets the validity criteria.

#### b. Discriminant Validity

**Table 4. Cross Loading Value Results**

| Indi cator       | City Branding | Tourist Attractions | e- WOM | Visit Decisions | Revisit Intention |
|------------------|---------------|---------------------|--------|-----------------|-------------------|
| X <sub>1,1</sub> | 0.959         | 0.532               | 0.320  | 0.757           | 0.751             |
| X <sub>1,2</sub> | 0.953         | 0.528               | 0.315  | 0.749           | 0.743             |
| X <sub>1,3</sub> | 0.959         | 0.517               | 0.271  | 0.753           | 0.751             |
| X <sub>1,4</sub> | 0.950         | 0.523               | 0.298  | 0.748           | 0.745             |

Source: Processed Primary Data (2025)

This study uses Partial Least Square (PLS) data analysis tools using SmartPLS 4.0 software for data analysis. PLS is a flexible and powerful analysis technique because it does not require certain statistical assumptions to be met, such as multivariate normal

|                  |       |       |       |       |       |
|------------------|-------|-------|-------|-------|-------|
| X <sub>1,5</sub> | 0.946 | 0.498 | 0.279 | 0.719 | 0.725 |
| X <sub>1,6</sub> | 0.961 | 0.531 | 0.294 | 0.770 | 0.762 |
| X <sub>2,1</sub> | 0.492 | 0.949 | 0.573 | 0.776 | 0.754 |
| X <sub>2,2</sub> | 0.517 | 0.941 | 0.589 | 0.790 | 0.762 |
| X <sub>2,3</sub> | 0.513 | 0.941 | 0.554 | 0.795 | 0.762 |
| X <sub>2,4</sub> | 0.541 | 0.944 | 0.535 | 0.790 | 0.758 |
| X <sub>3,1</sub> | 0.310 | 0.575 | 0.964 | 0.635 | 0.638 |
| X <sub>3,2</sub> | 0.288 | 0.583 | 0.950 | 0.623 | 0.636 |
| X <sub>3,3</sub> | 0.291 | 0.548 | 0.949 | 0.615 | 0.618 |
| Y <sub>1,1</sub> | 0.760 | 0.804 | 0.637 | 0.967 | 0.906 |
| Y <sub>1,2</sub> | 0.767 | 0.812 | 0.640 | 0.967 | 0.910 |
| Y <sub>1,3</sub> | 0.746 | 0.802 | 0.618 | 0.962 | 0.887 |
| Y <sub>2,1</sub> | 0.758 | 0.750 | 0.631 | 0.896 | 0.969 |
| Y <sub>2,2</sub> | 0.753 | 0.769 | 0.625 | 0.889 | 0.957 |
| Y <sub>2,3</sub> | 0.747 | 0.803 | 0.652 | 0.911 | 0.962 |

Source: Processed Primary Data (2025)

Table 4. shows that the Cross Loading values of each indicator used are greater than the values of other indicators, so it can be concluded that all indicators are valid.

#### c. Composite Reliability

**Table 5. Composite Reliability Value Results**

| Variable                 | Cronbach's Alpha | Composite Reliability | Information |
|--------------------------|------------------|-----------------------|-------------|
| City Branding            | 0.981            | 0.981                 | Reliable    |
| Tourist Attractions      | 0.959            | 0.959                 | Reliable    |
| Electronic Word of Mouth | 0.951            | 0.951                 | Reliable    |
| Visit Decisions          | 0.963            | 0.964                 | Reliable    |
| Revisit Intention        | 0.960            | 0.961                 | Reliable    |

Source: Processed Primary Data (2025)

Based on Table 5, Cronbach's Alpha and Composite Reliability values for each variable are greater than 0.6, so it can be concluded that all variables used are reliable.

#### Evaluation Inner Model

##### a. Coefficient Determination ( $R^2$ )

**Table 6. Values Coefficient Determination ( $R^2$ )**

| Variables         | R Square | R Square Adjusted |
|-------------------|----------|-------------------|
| Visit Decisions   | 0.893    | 0.891             |
| Revisit Intention | 0.896    | 0.894             |

Source: Processed Primary Data (2025)

Based on Table 4.20, the  $R^2$  value shows how much the independent variables can explain the variation of the dependent variable in the research model. The results indicate that 89.3% of the variation in the decision to visit can be explained by the variables of city branding, tourist attraction, and e-WOM, while the

remaining 10.7% is explained by other factors outside this research model. Similarly, 89.1% of the variation in Return Visit Interest can be explained by the variables in the model, including Visiting Decision as an intervening variable, while the remaining 10.9% is explained by factors outside the study.

##### b. Predictive Relevance (Q<sup>2</sup>)

Calculation results from Q-Square with General purpose of Stone-Geisser Q Square Test:

$$Q \text{ Square} = 1 - [(1 - R^2_1) \times (1 - R^2_2)]$$

$$= 1 - [(1 - 0.893) \times (1 - 0.896)]$$

$$= 0.989$$

Based on the calculation results above, Q<sup>2</sup> value of 0.989 indicates that this research model has very strong predictive relevance. Q<sup>2</sup> value greater than zero indicates that the model has predictive relevance to endogenous variables, while a value above 0.50 indicates high predictive ability.

##### c. Hypothesis Testing

##### 1) Testing Influence Direct

**Table 7. Hypothesis Test Results through Path Coefficient Bootstrapping Technique**

| Variabel | Original Sample(O) | T Statistics | P Values |
|----------|--------------------|--------------|----------|
| X1-Y1    | 0.474              | 14,400       | 0,000    |
| X1-Y2    | 0.257              | 5,917        | 0,000    |
| X2-Y1    | 0.424              | 11,929       | 0,000    |
| X2-Y2    | 0.147              | 2,922        | 0,003    |
| X3-Y1    | 0.254              | 8,851        | 0,000    |
| X3-Y2    | 0.166              | 4,989        | 0,000    |
| Y1-Y2    | 0.501              | 6,850        | 0,000    |

Source: Processed Primary Data (2025)

Based on Table 7, the p-values are below 0.05 and the T-statistics are greater than 1.96, indicating that several variables exert a significant direct effect.

##### 2) Testing Indirect Influence

**Table 8. Indirect Test Results**

| Variabel | Original Sample(O) | T Statistics | P Values |
|----------|--------------------|--------------|----------|
| X1-Y1-Y2 | 0,238              | 6,518        | 0,000    |
| X2-Y1-Y2 | 0,213              | 5,873        | 0,000    |
| X3-Y1-Y3 | 0,127              | 5,120        | 0,000    |

Source: Processed Primary Data (2025)

Based on table 8, the results presented in the table of indirect effects between variables, the significance values are below 0.05 and the T-statistics exceed 1.96, indicating that several variables also exhibit indirect effects.

## CONCLUSION

The conclusions of this study are as follows: City Branding has a significant influence on Visiting Decisions; Tourist Attractions significantly affect Visiting Decisions; Electronic Word of Mouth

(e-WOM) has a significant impact on Visiting Decisions; City Branding significantly influences Revisit Intention; Tourist Attractions have a significant effect on Revisit Intention; Electronic Word of Mouth (e-WOM) significantly affects Revisit Intention; Visiting Decisions have a significant influence on Revisit Intention; City Branding exerts a significant indirect effect on Revisit Intention through Visiting Decisions; Tourist Attractions have a significant indirect effect on Revisit Intention through Visiting Decisions; and Electronic Word of Mouth (e-WOM) also has a significant indirect influence on Revisit Intention through Visiting Decisions.

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