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Perceptions, Attitudes, and Revisit Intentions in Nature-Based Tourism: Evidence from Generation Z at Crystal Cave Kupang City

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Abstract

Research Aims:
This study aims to examine the roles of destination perceptions and tourist attitudes in shaping revisit intentions among Generation Z at Cave Crystall Tourist Attraction in Kupang City, Indonesia. In addition, it seeks to investigate how digital information influences the formation of destination perceptions and revisit decisions in a nature-based tourism context.
Methodology:
The study employs a quantitative research approach using a survey method targeting Generation Z tourists who had previously visited Cave Crystall. Data were collected through structured questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM).
Theoretical Contribution/Originality:
This study contributes to the tourism behavior literature by integrating digital information as an antecedent of destination perceptions and revisit intention within a Generation Z and nature-based tourism framework. The findings provide empirical evidence that digital information shapes destination perceptions and revisit intention, while tourist attitudes are more strongly influenced by direct destination experiences rather than digital exposure
Practitioners/Policy Implications:
The findings offer practical insights for destination managers and policymakers to strengthen destination image management and enhance on-site tourism experiences to encourage repeat visits among Generation Z. Strategic use of digital platforms should focus on reinforcing positive destination perceptions, while experiential quality remains critical in shaping favorable tourist attitudes in nature-based tourism destinations.
Research Limitations/Implications:
This study is limited to a single nature-based tourism destination and focuses exclusively on Generation Z visitors, which may restrict the generalizability of the findings. Future research is encouraged to examine different generational cohorts, expand to multiple destinations, and incorporate additional behavioral or experiential variables to further enrich the understanding of revisit intention in digital-era tourism.

Keywords: Destination Perceptions; Tourist Attitudes; Revisit Intention; Generation Z; Nature-Based Tourism, Kupang.

INTRODUCTION

Tourism is a broad economic sector that is closely linked to various other industries and provides social and economic contributions to a diverse range of stakeholders. Tourism activities

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have economic implications and bring significant social, cultural, and environmental consequences for the government, business actors, and local communities (Abror, 2018). In a global context, the World Travel and Tourism Council (2017) reported that the travel and tourism sector contributed approximately US$7.8 trillion, or 10% of the world's Gross Domestic Product (GDP), by the end of 2016. In Indonesia, tourism development also shows a positive trend, reflected in the number of foreign tourist visits in 2024, which reached 3.92 million visits, according to the Ministry of Tourism and Creative Economy.

The contribution of tourism to national development is reflected in increased regional income, job creation, expanded business opportunities, reduced unemployment rates, and improved infrastructure and community welfare (Ivo, 2021). Therefore, sustainable tourism destination management has become a strategic agenda in driving regional economic growth based on local potential.

One form of tourism development with high appeal is nature-based tourism. Indonesia has a diverse wealth of natural landscapes with great potential to be developed as a tourist destination. In the context of eastern Indonesia, Kupang City has several natural tourist attractions that are beginning to attract the attention of tourists, one of which is the Crystal Cave Tourist Attraction. This destination offers the uniqueness of a natural cave landscape combined with natural swimming pools inside and the surrounding natural panorama, making it a potential alternative nature-based tourist destination.

The development of natural tourism destinations cannot be separated from policy support and the role of stakeholders in their management. Various tourism development programs are designed to promote environmental conservation and tourism education and improve the well-being of local communities. However, the dynamics of global tourism have been significantly disrupted by the Covid-19 pandemic. Mobility restrictions, a decline in tourist arrivals, the temporary closure of tourist destinations, and a decrease in tourism sector revenue have been widely felt impacts (Arlene, 2020; Rahma & Arvianti, 2020). This condition also influences the patterns and behavior of tourists in determining their travel choices (Guridno & Guridno, 2020).

Changes in tourist behavior post-pandemic highlight the importance of understanding the factors influencing repeat visit intention, particularly within the Gen Z segment, which is becoming increasingly active in tourism activities. One of the important factors in the tourist decision-making process is digital information obtained through the internet. The tourism industry utilizes digital technology as a means of promotion, while tourists are increasingly reliant on online information for planning trips and evaluating travel experiences. Reviews and experiences shared by travelers through social media, blogs, and other online platforms serve as an important reference for potential tourists, known as electronic word of mouth (e-WOM).

Electronic word-of-mouth is defined as a form of informal communication between consumers through internet-based media related to product and service characteristics (Thurau et al., 2017). Information sourced from the experiences of other tourists tends to be perceived as more objective and credible, thus potentially influencing tourists' travel decisions (Sindunata, 2018). Previous research has shown that e-WOM serves as a means of exchanging information and evaluating tourism experiences, influencing consumer preferences in choosing destinations, accommodations, and tourism services (Hasan, 2015).

Besides digital information, the perception of a destination or destination image is an important factor in shaping tourist behavior. Destination image reflects tourists' overall perception

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of a destination, including attractions, accessibility, facilities, activities, and interactions with local communities (Prayag, 2019). Several studies have found that destination image serves as an antecedent to tourists' intention to revisit (Jani & Han, 2014; Liat et al, 2014), although other findings have shown different results (Fathi & Esfahani, 2017). The differences in the research results indicate the need for further study on the role of destination image in the context of specific tourist destinations, including natural tourist destinations like Crystal Cave. A positive destination reputation is believed to be able to shape better consumer perceptions and drive tourist loyalty (Mmutle & Shonhe, 2017; Yaputra & Sudibyo, 2019).

Another equally important factor is tourist attitude. Attitudes represent an individual's evaluation of an object or behavior, reflected in a tendency to like or dislike (Castillo-Canalejo, 2015). In the context of tourism, tourists' attitudes are formed through their experiences and perceptions of destination attributes and the quality of service they receive. Based on the Theory of Planned Behavior, attitude is considered one of the main determinants of behavioral intention, including the intention to travel for tourism or revisit (Na et al., 2016).

Based on the description, electronic word of mouth, destination perception, and tourist attitudes are seen as interconnected factors in shaping tourists' intention to revisit. Therefore, this study aims to analyze the role of destination perception and tourist attitudes in influencing revisit intention, considering the role of digital information on Generation Z tourists at Crystal Cave Tourist Attraction, Kupang City.

METHODS

Research Framework

Electronic word-of-mouth (e-WOM) spread through social media, particularly visual platforms like Instagram, plays a crucial role in shaping tourists' perceptions of a destination. Visual content accompanied by hashtags or tourism brand identities can strengthen tourists' cognitive and affective associations. Destination image is understood as the result of the accumulation of individuals' knowledge, feelings, and experiences regarding a destination, which aligns with the concept of brand image (Setyo, 2016). The intangible nature of tourism products makes experience the primary value, so online reviews from tourists tend to be more influential than official promotions. Exposure to digital information has been proven to strengthen the destination image, although not all indicators show a uniform relationship (Zhu & Lai in Jalilvand & Samiei, 2012). The intensity of destination discussions in the digital space contributes to strengthening the image in the minds of tourists.

Various studies show that e-WOM not only influences destination perception but also revisit intention. Majid (2014) and Jalilvand (2012) found that e-WOM plays a role in image formation, which subsequently influences visitation decisions. Chang et al. (2010) and Themba and Monica (2013) also demonstrated the positive influence of e-WOM and online information search on revisit intention. Additionally, a strong brand image increases repurchase intention, which in the context of tourism is interpreted as the intention to revisit (Semuel & Lianto, 2014). Thus, e-WOM becomes a strategic mechanism in shaping tourist evaluations and loyalty.

In the Theory of Planned Behavior, social influence and subjective norms play a role in shaping individuals' attitudes (Jalilvand & Samiei, 2012). Individuals tend to adjust their attitudes to the dominant social views, especially in the context of using technology and digital media (Venkatesh et al., 2012). In online communities, subjective norms have been shown to influence user

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participation and attitude formation (Zhou, 2011). The information and experiences shared through e-WOM serve as social references that can shape tourists' evaluations and attitudes toward a destination.

A positive destination image plays an important role in driving repeat visitation intentions because it can strengthen tourists' beliefs and preferences (Alma, 2011). A consistently ingrained brand image will increase the likelihood of repurchase (Musay, 2013). Destinations with a strong image are more likely to be remembered and revisited. This aligns with the views of Herche and Eva in Yoestini (2007), who stated that high interest drives repurchase decisions.

Tourists' attitudes are a comprehensive evaluation of a destination that includes cognitive, affective, and behavioral aspects (Winarta et al., 2016). Destination image plays a role in shaping attitudes because perceived attributes will influence tourists' emotional responses and behavioral intentions. Previous research has shown a positive relationship between destination image and tourist attitudes, where a positive image leads to more favorable attitude evaluations (Prayag, 2018; Kim & Richardson, 2013). Destination attributes also influence the formation and change of attitudes throughout the tourism decision-making process (Chen & Funk, 2010).

Attitude is a major determinant of behavioral intention; the more positive an individual's attitude, the stronger the intention to act (Ajzen, 2011). In tourism, a favorable attitude toward a destination increases the likelihood of repeat visits. Empirical research shows that tourists' attitudes strengthen revisit intention through the evaluation of experiences and perceived satisfaction (Jalilvand & Samiei, 2012; Woomi & Soocheong, 2018). Thus, attitude serves as a link between destination perception and repeat visit behavior.

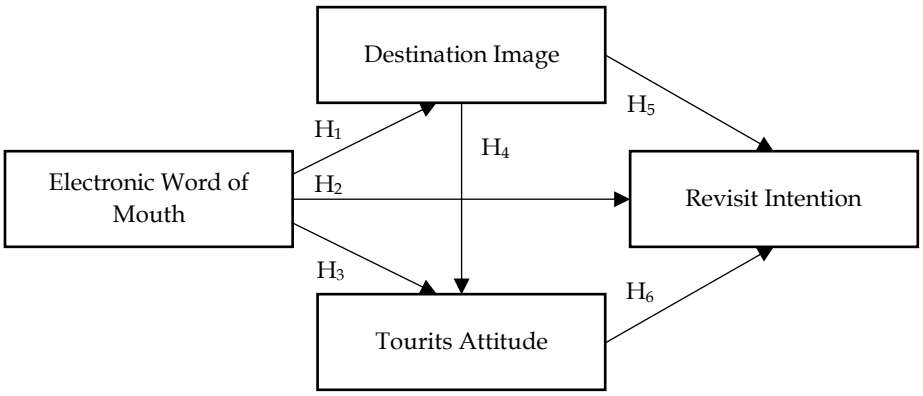

Figure 1. Research Framework

The research framework developed in this study is designed to provide a comprehensive overview of the direction and focus of the research being conducted. This framework represents the conceptual relationships between the analyzed variables, namely digital information obtained by tourists, perceptions of the destination, tourist attitudes, and the intention to revisit. Through this framework, the researcher's thought process in explaining the mechanism of revisit behavior formation can be understood systematically.

Methodologically, this research framework serves as a conceptual basis that explains how the research variables are interconnected within a quantitative research paradigm. This framework is designed to facilitate empirical analysis of the role of destination perceptions and tourist attitudes in shaping revisit intentions, considering the influence of digital information on Generation Z tourists at Crystal Cave Tourist Attraction, Kupang City. Thus, this research framework serves as the primary reference in the process of hypothesis testing and interpretation of research results.

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Research Design

This research employs a quantitative approach with the aim of testing the causal relationships between research variables through statistical analysis. This approach was chosen to obtain empirical evidence regarding the cause-and-effect patterns emerging from the interconnections between the variables being studied, thus enabling the researcher to draw objective and measurable conclusions based on numerical data.

The population in this study is defined as the entire group of individuals or elements that are the focus of the study and have characteristics relevant to the research objectives (Sekaran, 2006). The study population includes tourists who are aware of and have visited the Crystal Cave Tourist Attraction in Kupang City.

A sample is a part of a population that is systematically selected based on specific criteria to represent the characteristics of the more focused population (Sekaran, 2017). In this study, the sample was determined by setting respondent criteria, namely tourists who had visited the Crystal Cave Tourist Attraction in Kupang City at least once.

The determination of the sample size refers to the recommendations of Hair et al. (2010), who suggest a minimum sample size of 5–10 times the number of indicators or at least 100 respondents. Based on the number of research indicators, the required sample size was determined to be 144 respondents. To anticipate the possibility of unusable data, the researcher added a few respondents, resulting in a total sample of 145 respondents analyzed in this study.

The sampling technique used is non-probability sampling, which does not give all members of the population an equal chance of being selected as a sample. The method applied is purposive sampling, which is a technique for intentionally selecting respondents based on certain considerations in accordance with the research objectives (Sekaran, 2017). Therefore, the research sample for this study is focused on Generation Z tourists in Kupang City who are aware of and have visited the Crystal Cave Tourist Attraction, so the information obtained is expected to be relevant and suitable for the needs of the research analysis.

Data Collection Techniques

This research employs primary data as the main source of information. Primary data refer to data obtained directly from respondents who are relevant to the research objectives and variables being examined (Sekaran & Bougie, 2017). The data were collected by distributing structured questionnaires to tourists who had visited the Crystal Cave Tourist Attraction in Kupang City. Respondents were approached directly at the research site using an on-site intercept survey technique, where visitors were invited to participate after completing their visit to the destination. This approach ensured that respondents had recent and direct experience with the tourist attraction being studied.

To ensure the relevance and quality of the data, several criteria were applied in selecting respondents. First, respondents were required to be at least 17 years old, as this age is considered sufficient for providing informed and independent responses. Second, respondents must have visited Crystal Cave at least once, ensuring that they had adequate experience to evaluate the destination attributes examined in this study. No specific restrictions were imposed regarding gender or income level, as the study aimed to capture diverse tourist perceptions.

The questionnaires were administered offline in printed form, allowing the researcher to provide brief explanations when necessary and to ensure completeness of responses. Participation in the survey was entirely voluntary, and respondents were informed that their responses would

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be kept anonymous and used solely for academic purposes. No monetary or material incentives were provided to respondents for their participation.

The research instrument used in this study was a structured questionnaire consisting of a series of measurement items adapted from established and validated scales in prior tourism and consumer behavior studies. Each item was designed to capture respondents' perceptions and experiences related to the constructs examined in this research. All variables were measured using a five-point Likert scale, ranging from *strongly disagree (1)* to *strongly agree (5)*, following the recommendation of Sekaran and Bougie (2017). The use of this scale enables the collection of quantitative data that effectively reflects the intensity of respondents' attitudes and perceptions.

Specifically, Electronic Word of Mouth (e-WOM) was measured using items adapted from Hennig-Thurau et al. (2004), focusing on tourists' tendencies to read, trust, and share online reviews related to the destination. A sample item for this construct is: *"I often read online reviews about Crystal Cave before or after visiting the destination."* Destination Image was measured using items adapted from Echtner and Ritchie (1993) and further refined by subsequent tourism studies. This construct captures both cognitive and affective evaluations of the destination. A sample item is: *"Crystal Cave has an attractive and unique natural environment."* Tourist Attitude was measured using items adapted from Ajzen (1991), reflecting tourists' overall positive or negative evaluations of visiting the destination. A sample item is: *"Visiting Crystal Cave is a good and enjoyable experience for me."* Finally, Revisit Intention was measured using items adapted from Zeithaml et al. (1996), representing tourists' willingness and likelihood to revisit the destination in the future. A sample item is: *"I intend to revisit Crystal Cave in the future."* All measurement items were slightly modified to fit the context of Crystal Cave Tourist Attraction without altering their original conceptual meaning.

Data Analysis Methods

This study applies a data analysis approach using Partial Least Squares–Structural Equation Modeling (PLS-SEM). This method was chosen because it can accommodate research models involving a number of latent variables and complex structural relationships. The use of PLS-SEM is considered appropriate in this study, given the presence of several independent variables analyzed simultaneously. Hair et al. (2014) explain that the increasing use of PLS-based SEM in empirical research is due to its advantages in simultaneously testing complex research models and its ability to analyze latent constructs that cannot be measured directly while still accounting for measurement error.

In PLS-SEM, data analysis is conducted through two main model stages. The first stage is the measurement model (or outer model), which is used to evaluate the relationship between latent constructs and their measurement indicators. This stage aims to assess the validity and reliability of the research instrument. The second stage is the structural model (or inner model), which serves to analyze the relationships between latent constructs within the research's structural framework (Ghozali, 2014).

The data processing of the questionnaire distribution results was carried out using SmartPLS software version 4.0. This application is used to estimate the measurement model and structural model, as well as to test research hypotheses based on the empirical data obtained.

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Instrument Testing

The research instrument test is conducted to ensure that the indicators used are capable of accurately and consistently measuring the latent construct. In the PLS-SEM approach, instrument evaluation focuses on testing validity and reliability through the measurement model (outer model). Convergent validity is evaluated by examining the loading factor values of each indicator against the latent construct it represents. An indicator is considered to meet the convergent validity criteria if its loading factor value is above the recommended threshold, thus adequately representing the construct (Hair et al).

Additionally, convergent validity is also strengthened by the Average Variance Extracted (AVE) value, which reflects the proportion of indicator variance that can be explained by the latent construct. An AVE value that meets the criteria indicates that the construct has a good ability to explain its constituent indicators. Next, discriminant validity was tested to ensure that each latent construct has distinct characteristics from each other (Ghozali, 2014). This test is performed by comparing the square root of AVE with the correlation between constructs or by evaluating the cross-loading of indicators.

Instrument reliability was evaluated using composite reliability and Cronbach's alpha values. Reliability values that meet the minimum threshold indicate that the indicators within each construct have a good level of internal consistency, making them suitable for further analysis (Ghozali, 2014).

Hypothesis Testing

Hypothesis testing is conducted by evaluating the structural model (inner model) to analyze the causal relationships between the latent constructs proposed in the study. This stage begins by assessing the model's predictive power through the coefficient of determination (R^2), which indicates the extent to which the independent variables are able to explain the variability of the dependent variable in the research model (Ghozali, 2014).

Next, the significance testing of the relationships between constructs was conducted by analyzing the path coefficient values along with the t-statistics and p-values obtained through the bootstrapping procedure. The relationships between variables are considered significant if the t-statistic value exceeds the critical limit and the p-values are below the established significance level. The results of this testing are used as the basis for accepting or rejecting the formulated research hypothesis.

Through testing this structural model, the research can provide an empirical overview of the direction and strength of influence between variables, as well as explain the role of each construct in shaping Generation Z tourists' intention to revisit Crystal Cave Tourist Attraction in Kupang City.

RESULTS

Outer Model

The outer model analysis in this study is aimed at assessing the extent to which the indicators used are able to accurately and consistently reflect the latent constructs. The measurement model was evaluated through convergent validity testing, discriminant validity testing, and construct reliability testing, as is commonly applied within the Partial Least Squares–Structural Equation Modeling (PLS-SEM) framework.

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1. Convergent Validity

Discriminant validity evaluation aims to ensure that each latent construct has distinct conceptual characteristics and does not experience measurement overlap with other constructs. Testing was conducted by comparing the square root of the AVE value with the correlation coefficient between constructs, as well as through cross-loading analysis of each indicator. Referring to Hair et al. (2017), an indicator is considered to have adequate representational ability if the outer loading value exceeds the threshold of 0.7.

Table 1. Outer Loading

	Image Destination (IMD)	Electronic Word of Mouth (E-Wom)	Revisit Intention (RVI)	Tourist Attitude (TAT)
IMD 1	0,780			
IMD 2	0,723			
IMD 3	0,708			
IMD 4	0,750			
IMD 5	0,708			
IMD 6	0,728			
IMD 7	0,711			
IMD 8	0,716			
IMD 9	0,832			
E-Wom 1		0,835		
E-Wom 2		0,903		
E-Wom 3		0,873		
RVI 1			0,826	
RVI 2			0,831	
RVI 3			0,738	
TAT 1				0,812
TAT 2				0,837
TAT 3				0,821

Source: SEM PLS 4.0. Output, 2026

The estimation results show that all indicators have outer loading values within an acceptable range, so these indicators are considered capable of adequately representing the measured constructs.

Table 2. Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Image Destination (IMD)	0,542
Electronick Word of Mouth (E-Wom)	0,795
Revisit Intention (RVI)	0,526
Tourist Attitude (TAT)	0,722

Source: SEM PLS 4.0. Output, 2026

The AVE values for each latent variable exceeded the recommended threshold, indicating that the constructs were able to explain a greater proportion of the indicator variance compared to measurement error.

This finding confirms that the indicators forming the variables of electronic word of mouth, destination image, tourist attitude, and revisit intention have strong representational power for the underlying conceptual constructs.

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2. Construct Reliability

Construct reliability testing is conducted by referring to the Composite Reliability and Cronbach's Alpha values. According to Hinton et al. (2004), four points are suggested, including that excellent reliability is >0.90, high reliability is 0.70-0.90, moderate reliability is 0.50-0.70, and low reliability is when the Cronbach Alpha value (a) < 0.5. A Cronbach's alpha value for a measuring instrument below 0.5 is still acceptable or considered reliable, but with the concept that its reliability value is low.

Table 3. Cronbach's Alpha and Composite Reliability Values

	Cronbach's Alpha	Composite Reliability
Image Destination (IMD)	0,868	0,829
Electronick Word of Mouth (E-Wom)	0,814	0,864
Revisit Intention (RVI)	0,753	0,773
Tourust Attitude (TAT)	0,806	0,812

Source: SEM PLS 4.0. Output, 2026

The test results show that all constructs have reliability values exceeding the recommended minimum threshold. This reflects an adequate level of internal consistency among the indicators in measuring the same latent construct.

Based on these results, the measurement instrument used in this study can be considered to have a good level of stability and reliability in supporting the analysis of relationships between variables in the structural model.

Overall, the results of the outer model testing indicate that the research instrument has met the validity and reliability requirements set forth in the PLS-SEM approach. Therefore, the measurement model is deemed suitable to proceed to the inner model evaluation stage to examine the causal relationships between the latent constructs proposed in this study.

Inner Model

The evaluation of the inner model, or structural model, in this study is aimed at testing the causal relationships between latent constructs as formulated in the research hypothesis. The testing process is carried out by examining the magnitude of the path coefficients and their statistical significance level, as well as assessing the model's ability to explain the variation in the endogenous constructs, as reflected by the coefficient of determination (R^2).

1. Coefficient of Determination (R^2)

The R^2 value is used to identify the extent to which the variation in the dependent latent variable can be explained by the independent latent variables in the research model. Therefore, the magnitude of this value reflects the model's ability to explain the strength of the relationship between the variables being studied. The R-squared value obtained in this study is presented as follows:

Table 4. R^2 Value

	R^2
Image Destination (IMD)	0,613
Revisit Intention (RVI)	0,677
Tourust Attitude (TAT)	0,675

Source: SEM PLS 4.0. Output, 2026

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Based on the results presented in the table, the coefficient of determination (R^2) value for the destination image construct is 0.613, indicating that electronic word of mouth has a substantial explanatory power for the variation in this construct. Referring to the criteria put forth by Hair et al. (2017), an R^2 value within this range reflects a moderate to strong level of model explanatory power. Furthermore, the tourist attitude construct has an R^2 value of 0.677, indicating that the combination of electronic word-of-mouth and destination image provides a relatively high explanatory contribution to the variation in tourist attitudes. Meanwhile, the R^2 value for the revisit intention construct is 0.675, showing that electronic word-of-mouth, destination image, and tourist attitude together are able to explain a significant proportion of the variance in revisit intention. The remaining variance of 32.5% is influenced by other factors outside the scope of this research model, which were not analyzed further.

2. Hypothesis Test

Hypothesis testing in this study was conducted to determine whether the proposed hypothesis received empirical support or not. The testing process was conducted by analyzing the path coefficient values generated through the bootstrapping procedure in the SmartPLS software. In this study, the decision-making criteria were established based on a comparison of the T-statistic value with the t-table value. The hypothesis was considered supported if the T-statistic value exceeded the t-table value by 1.95 at a 95% confidence level and a 5% significance level (0.05). The complete results of the hypothesis testing in this study are presented as follows:

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Stnadard Devitiation (STDEV)	T Statistic (O|STDEV)	P-Value
Image Destination (IMD) > Revisit Intention (RVI)	0,301	0,300	0,109	2,764	0,006
Image Destination (IMD) > Tourust Attitude (TAT)	0,701	0,705	0,091	7,673	0,000
Electronick Word of Mouth (E-Wom) > Revisit Intention (RVI)	0,781	0,782	0,038	20,349	0,000
Revisit Intention (RVI)	0,368	0,367	0,094	3,907	0,000
Electronick Word of Mouth (E-Wom) > Tourust Attitude (TAT)	0,071	0,069	0,087	0,825	0,409
Tourust Attitude (TAT) > Revisit Intention (RVI)	0,239	0,241	0,105	2,278	0,023

Source: SEM PLS 4.0. Output, 2026

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Based on the analysis results that have been presented, an estimate of the path coefficient values used as the basis for evaluating whether the proposed hypotheses received empirical support is presented. Hypothesis testing is conducted by comparing the T-statistic value obtained from the bootstrapping procedure with the t-table value at a predetermined significance level. The hypothesis is supported if the T-statistic value exceeds the t-table value, while the hypothesis is not supported if the T-statistic value is below the t-table value. Referring to the test results presented in the table, the status of empirical support for each research hypothesis can be determined as follows:

1. The results of hypothesis testing through the bootstrapping procedure indicate that electronic word of mouth significantly influences the destination image of Crystal Cave Tourist Attraction in Kupang City. This is indicated by a T-statistic value of 20.349, which exceeds the t-table value of 1.95, and a p-value of 0.000, which is below the significance level of 0.05. Thus, the first hypothesis is stated to be empirically supported.
2. Based on the results of the bootstrapping analysis, the influence of electronic word of mouth on revisit intention for Crystal Cave Attraction in Kupang City shows significant results. The T-statistic value was recorded as 3.907, which is greater than the t-table value of 1.95, with a p-value of 0.000, which is less than 0.05. Therefore, the second hypothesis is stated to be supported.
3. The results of the hypothesis testing indicate that the influence of electronic word of mouth on tourist attitude is not statistically significant. The T-statistic value of 0.825 is below the threshold of 1.95, while the p-value of 0.409 exceeds the significance level of 0.05. Thus, the third hypothesis did not receive empirical support and was declared rejected.
4. Based on the bootstrapping results, the destination image was proven to have a significant influence on the revisit intention of Crystal Cave Tourist Kupang City. This is indicated by a T-statistic value of 2.764, which is greater than 1.95, and a p-value of 0.006, which is below the significance level of 0.05. Therefore, the fourth hypothesis is stated to be supported.
5. The test results show that destination image significantly influences tourist attitudes toward Crystal Cave Tourist Attraction in Kupang City. The T-statistic value of 7.673 was recorded as greater than the t-table value of 1.95, with a p-value of 0.000, which is less than 0.05. Thus, the fifth hypothesis is empirically supported.
6. Based on the results of the bootstrapping analysis, tourist attitude has a significant influence on revisit intention. The T-statistic value of 2.278 is greater than the t-table value of 1.95, and the p-value of 0.023 is below the significance level of 0.05. Therefore, the sixth hypothesis is stated to be supported.

DISCUSION

The Influence of Electronic Word of Mouth (E-WOM) on Destination Image

Previous research conducted by Torlak et al. (2014) showed a significant influence between electronic word of mouth (e-WOM) and brand image. Consistent with these findings, the results of the analysis in this study also provide empirical evidence supporting the first hypothesis, which is the influence of e-WOM on destination image. This support is based on a T-statistic value of 20.349,

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which is above the t-table value of 1.95 (20.349 > 1.95), indicating that the influence of e-WOM on destination image is statistically significant.

Based on previous research findings and the results of this study, it can be concluded that the relationship between e-WOM and destination image is significant. This indicates that the more positive the e-WOM surrounding the Crystal Cave Tourist Attraction in Kupang City, the better visitors' perceptions of the destination's image tend to be. Conversely, less positive e-WOM has the potential to lower visitors' perceptions of the Crystal Cave Tourist Attraction's destination image in Kupang City.

The results of the hypothesis testing also indicate that the formation of e-WOM at the Crystal Cave Tourist Attraction in Kupang City significantly influences visitors' destination image. This finding indicates that information, reviews, and interactions occurring through destination social media play a significant role in shaping visitors' overall perception of the destination's image.

Empirical support for this finding is reflected in the questionnaire results, where the statement "Through my Instagram posts, I learned that Crystal Cave Tourist Attraction in Kupang City is the right choice to visit" received the highest score compared to other indicators. This condition is not unrelated to the activity of followers of the Instagram account for the Crystal Cave Tourist Attraction in Kupang City in responding to content shared through the feed, reels, and other interactive features, which allows for an exchange of opinions. Additionally, the management's response to visitor comments also encourages user engagement, thereby strengthening e-WOM and contributing to the formation of the destination's image.

The Influence of Electronic Word of Mouth (E-WOM) on Revisit Intention

Previous research by Huang et al. (2019) found that electronic word of mouth (e-WOM) has a significant influence on revisit intention. In line with these findings, the results of this study indicate that based on the data analysis conducted, the second hypothesis regarding the influence of e-WOM on revisit intention is supported. This is evidenced by a t-statistic value greater than the t-table value, which is 3.907 > 1.95. Therefore, it can be concluded that e-WOM significantly influences revisit intention.

Based on both studies, it can be concluded that the relationship between e-WOM and revisit intention is significant. This means that the higher or more positive the e-WOM formed regarding the Crystal Cave Tourist Attraction in Kupang City, the higher the visitors' interest in returning. Conversely, low or negative e-WOM will result in a decrease in visitors' interest in returning.

The results of the hypothesis testing in this study also indicate that the formation of e-WOM at the Crystal Cave Tourist Attraction in Kupang City significantly influences visitors' intention to revisit. This finding indicates that e-WOM disseminated through the official social media of Kupang City's Crystal Cave Tourist Attraction plays a significant role in driving repeat visit intentions.

This finding is supported by the results of the questionnaire distribution, where the statement "Through posts on my Instagram, I learned that the Crystal Cave Tourist Attraction in Kupang City is the right choice to visit" received the highest score compared to other statements. This indicates that social media activity, particularly Instagram, is becoming the primary source of information for visitors. The manager's activity in uploading content through feeds, reels, and other interactive features, which allows for the exchange of opinions, also contributes to the formation of a positive visitor perception. Additionally, the manager's response to comments and messages from

visitors is also an important factor influencing the tourist experience, thereby increasing their interest in returning.

The Influence of Electronic Word of Mouth (E-WOM) on Tourist Attitude

Previous research by Choirisa et al. (2021) found that the third hypothesis regarding the influence of electronic word of mouth (e-WOM) on tourist attitude was not supported. This is based on the t-statistic value being smaller than the t-table value, i.e., 0.825 < 1.95, so it can be concluded that e-WOM does not significantly affect tourist attitude.

In line with these findings, the results of this study also show that the relationship between e-WOM and tourist attitude is not significant. This means that the higher or lower the e-WOM formed regarding the Crystal Cave Tourist Attraction in Kupang City, it does not directly impact visitors' attitudes toward the destination. Therefore, changes in the intensity of e-WOM do not significantly affect the formation or change in visitors' attitudes toward the Crystal Cave Tourist Attraction in Kupang City.

The results of the hypothesis testing in this study indicate that the application of e-WOM thru social media at Crystal Cave Tourist Attraction in Kupang City does not have a significant effect on tourist attitudes. This finding indicates that although e-WOM is disseminated through social media platforms, the information received by visitors is not yet strong enough to affect their attitudes toward the tourist destination, either affectively or evaluatively.

This is supported by the results of the questionnaire distribution, where the statement on the indicator "Through Instagram I found out the entrance ticket prices at tourist attractions" received the lowest score compared to other statements. This condition indicates that followers of the Crystal Cave Tourist Attraction Instagram account in Kupang City have not received adequate information, particularly regarding ticket prices, solely from the content shared thru that social media platform.

Nevertheless, based on the respondents' answers, the highest score was obtained for the statement "Through posts on Instagram, I learned that the Crystal Cave Tourist Attraction in Kupang City is the right choice to visit." This finding indicates that, overall, respondents consider the Crystal Cave Tourist Attraction in Kupang City worthy of a visit. However, this assessment is still cognitive and limited to the attention stage, and has not yet developed into a strong attitude or had a significant impact on visitors' behavior and affective responses to the social media account of the Crystal Cave Tourist Attraction in Kupang City.

The Influence of Destination Image on Revisit Intention

Previous research by Junaedi and Jason Harjanto (2020) found that destination image has a significant impact on revisit intention. In line with these findings, the results of the data analysis in this study indicate that the sixth hypothesis regarding the influence of destination image on revisit intention is supported. This is based on a t-statistic value that is greater than the t-table value, i.e., 2.764 > 1.95, so it can be concluded that destination image significantly influences revisit intention.

Based on the results of previous studies and the empirical findings in this research, it can be concluded that the relationship between destination image and revisit intention is significant. This means that the higher or more positive the destination image formed regarding the Crystal Cave Tourist Attraction in Kupang City, the higher the visitors' interest in returning. Conversely, if the destination image formed is low or less positive, the visitors' interest in returning to the Crystal Cave Tourist Attraction in Kupang City also tends to decrease.

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The results of the hypothesis testing indicate that the formation of a destination image at the Crystal Cave Tourist Attraction in Kupang City significantly influences visitors' intention to revisit. This finding indicates that visitors' perceptions and images of the tourist destination play an important role in driving their intention to revisit in this study.

This can be proven thru the results of the questionnaire distribution, where the statement "I am satisfied with the tourism experience offered at Crystal Cave Tourist Attraction in Kupang City" received the highest score compared to other statements. This condition indicates that the tourism experience directly felt by visitors leaves a strong positive impression, thus encouraging an increased interest in revisiting the Crystal Cave Tourist Attraction in Kupang City.

The Influence of Destination Image on Tourist Attitude

Previous research by Kaplanidou et al. (2010) found that destination image has a significant influence on tourist attitude. In line with these findings, the results of the data analysis in this study indicate that the sixth hypothesis regarding the influence of destination image on tourist attitude is supported. This is based on a t-statistic value that is greater than the t-table value, i.e., 7.673 > 1.95, so it can be concluded that destination image significantly influences tourist attitude.

Based on the results of previous studies and the empirical findings in this research, it can be concluded that the relationship between destination image and tourist attitude is significant. This means that the higher or more positive the destination image formed regarding the Crystal Cave Tourist Attraction in Kupang City, the more positive the tourists' attitude toward that destination will be. Conversely, if the destination image formed is low or less positive, the tourists' attitude toward the Crystal Cave Tourist Attraction in Kupang City tends to be less positive.

The Influence of Tourist Attitude on Revisit Intention

Previous research by Kaplanidou et al. (2010) found that tourist attitude has a significant influence on revisit intention. In line with these findings, the results of the data analysis in this study indicate that the sixth hypothesis regarding the influence of tourist attitude on revisit intention is supported. This is based on a t-statistic value that is greater than the t-table value, i.e., 2.278 > 1.95, so it can be concluded that tourist attitude significantly influences revisit intention.

Based on the results of previous studies and the empirical findings in this research, it can be concluded that the relationship between tourist attitude and revisit intention is significant. This means that the more positive tourists' attitudes toward the Crystal Cave Tourist Attraction in Kupang City, the higher their intention to revisit. Conversely, if the formed tourist attitude is low or less positive, the interest of tourists in revisiting the Crystal Cave Tourist Attraction in Kupang City tends to decrease.

The results of this hypothesis testing indicate that the formation of visitors' tourist attitudes plays a significant role in increasing revisit intention at the Crystal Cave Tourist Attraction in Kupang City. This finding indicates that tourists' positive attitudes toward a destination also influence their decision to revisit.

This is supported by the results of the questionnaire distribution, where the statement "As a tourist destination, I think Kupang City's Crystal Cave Tourist Attraction is enjoyable to visit" received the highest average score compared to other statements. This finding indicates that the enjoyable experiences tourists have during their visit shape positive attitudes toward the destination, ultimately increasing their intention to revisit.

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CONCLUSION

The results of the hypothesis testing indicate that electronic word of mouth (E-WOM) significantly influences the destination image of Crystal Cave Tourist Attraction in Kupang City. This finding indicates that tourist interaction thru social media, such as reviews, comments, and responses from destination managers, plays a role in shaping tourists' perceptions of destination image. Thus, E-WOM serves as a relevant source of information in the process of forming a destination image.

Furthermore, E-WOM has also been proven to have a significant impact on revisit intention. This result indicates that the dissemination of tourism information and experiences thru social media uploads, including interactive features like Instagram feeds and reels, is capable of increasing tourists' interest in revisiting. Interaction and exchange of opinions among social media users contribute to strengthening the intention to revisit tourist destinations.

However, the results of this study indicate that E-WOM does not significantly influence tourist attitudes. This finding suggests that although E-WOM can increase tourists' knowledge and awareness of a destination, this information has not directly shaped or changed tourist attitudes. In other words, the formation of tourist attitudes toward a destination is not solely influenced by the intensity of E-WOM received.

The test results also show that destination image significantly influences revisit intention. A positive destination image, formed thru tourists' experiences and perceptions, tends to increase tourists' desire to revisit. This underscores the important role of destination image as a determinant of repeat visit behavior in the context of tourism.

Additionally, destination image was proven to have a significant impact on tourist attitudes. This finding indicates that positive perceptions of a destination can shape more favorable tourist attitudes, including feelings of enjoyment and interest in the tourist destination.

Finally, the research results confirm that tourist attitude significantly influences revisit intention. The positive attitude of tourists toward the Crystal Cave Tourist Attraction in Kupang City contributes to increased interest in repeat visits. Thus, tourist attitude serves as an important psychological factor that bridges destination perception and tourist visit behavior.

LIMITATION

This study has several limitations that need to be considered when interpreting the research findings. First, the research model only analyzes the influence of three variables: electronic word of mouth (E-WOM), destination image, and tourist attitude on revisit intention. Meanwhile, there are still several other variables that theoretically and empirically have the potential to influence revisit intention, such as perceived value, satisfaction, service quality, and experience quality, which have not been included in this study. Second, the research object is limited to one tourist destination, namely the Crystal Cave Tourist Attraction in Kupang City. Therefore, the results of this study cannot yet be generalized to all tourist destinations in Kupang City or other tourist destinations with different characteristics. Third, data collection was conducted online through an online questionnaire (Google Form). This method has the potential to create limitations in respondent distribution and the possibility of response bias, meaning the distribution of respondent characteristics does not fully represent the entire visitor population.

Based on the limitations of this study, several directions for future research can be recommended. First, future research is suggested to expand the conceptual model by including

other variables that could potentially influence revisit intention, such as tourist satisfaction, perceived value, destination experience, service quality, or place attachment, in order to gain a more comprehensive understanding of tourist revisit behavior.

Second, future research needs to consider expanding the context and object of study, either by involving more than one tourist destination or by comparing destinations with different characteristics. This approach is expected to increase external validity and allow for broader generalization of findings.

Third, it is recommended to use a wider variety of data collection methods, such as a combination of online and offline questionnaires or a longitudinal approach, to ensure a more even distribution of respondents and to capture the dynamics of changes in tourists' attitudes and behaviors over time.

Fourth, future research can develop more diverse methodological approaches, for example, by combining quantitative and qualitative methods (mixed methods) or testing models through different analytical techniques, to enrich the interpretation of results and improve the accuracy of modeling relationships between variables.

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