

The Influence of *Electronic Word Of Mouth (e-WOM)* and *Destination Image* Toward *Visit Intention* At Teras Samarinda

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Abstract:

Purpose: This study aims to analyze the influence of Electronic Word of Mouth (e-WOM) and Destination Image on Visit Intention at the Teras Samarinda destination.

Design/methodology/approach: The study employed a quantitative, associative approach, involving 100 respondents selected through purposive sampling. Data were collected via an online questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 25.

Findings: The results show that, when analyzed individually, e-WOM has a positive and significant effect on visit intention with a p-value of 0.013, while destination image has a more dominant effect with a p-value of 0.000. When analyzed simultaneously, both variables also have a significant effect on visit intention with an F-value of 52.242 and a p-value of 0.000. The coefficient of determination (R^2) of 0.516 indicates that 51.6% of the variation in visit intention can be explained by e-WOM and Destination Image, while the remainder is influenced by other factors outside the research model.

Practical implications: These findings underscore the importance of managing digital information and strengthening destination image in increasing tourists' visit intention.

Originality/value: This research provides originality by addressing the current research gap and academic debate regarding the consistency of e-WOM's impact, particularly noting that the effectiveness of digital promotion is often blunted when dealing with local tourists who highly prioritize physical evidence. By conducting an in-depth empirical investigation at the specific locus of Teras Samarinda, this study thoroughly dissects how e-WOM and Destination Image drive visit intention both separately and collectively. The value of this research lies in providing solid scientific justification that more than half of the fluctuation in public visit intention (51.6%) can be predicted through the reinforcement of digital reviews and destination image representations. Furthermore, this study enriches the theoretical repertoire in tourism marketing management by supporting the synergy theory of marketing variables, empirically proving that the combination of digital public opinion power and physical location impressions creates a multiplier effect on tourists' decisions.

Paper type: Empirical paper

Keywords: Electronic Word of Mouth, Destination Image, Visit Intention, Pariwisata, Teras Samarinda

1. Introduction

The dynamics of the tourism industry at both global and domestic levels are undergoing a fundamental transformation geared towards optimizing contemporary public spaces as primary urban tourism magnets. Authors such as Suriyanto et al. (2025) capture the tendency of urban communities who now prioritize highly accessible destinations simply to unwind amidst the pressures of exhausting routines. Within this urban tourism ecosystem, the availability of capable infrastructure becomes a crucial instrument in attracting the attention of potential travelers (Bahman & Nigar, 2024). The sustainability of a tourist spot heavily relies on the magnitude of Visit Intention deeply rooted in an individual's mind. As explained by Witarsyah & Hasanah (2023), this psychological drive is the result of a complex calculation involving a series of digital information and mental representations of a location.

This surge in tourism enthusiasm finds its momentum in Indonesia, especially after the East Kalimantan region was designated as a new epicenter through the Nusantara Capital City (IKN) project. A fantastic spike in tourist mobility reaching 40%, with aggregate visits touching 6.9 million people in 2024, serves as valid evidence of this shifting tourism magnet. Samarinda, as the main supporting city, aggressively responded to this opportunity by initiating the construction of Teras Samarinda along the

Mahakam River corridor. This ambitious project reflects the managerial courage of the local government in pouring massive investments to present a world-class public space. The East Kalimantan Supreme Audit Agency (BPK Kaltim, 2024) report affirms that this step is an integrative strategy to strengthen the city's identity while spurring economic growth through the service sector.

The magnetism of Teras Samarinda is clearly recorded in the digital footprint of the public, which shows a massive escalation in information searches across various platforms. Google Trends analysis (2025) detected a positive anomaly in the form of a spike in related keywords, which theoretically indicates that visit intention has been stimulated since the data exploration phase. This phenomenon validates the proposition by Syaharani et al. (2024) stating that the desire to visit a place is the output of internal stimuli triggered by the quality of individual perception. The concrete manifestation of this interest is seen in the data from Perumda Varia Niaga Samarinda (2025), which recorded the presence of thousands of visitors every weekend. The daily visit rate, reaching the range of 1,500 to 2,500 people, shows that this destination has become a new recreational necessity for local residents.

Unfortunately, this abundant visitation euphoria has not been accompanied by a comprehensive experience of satisfaction in the field. Initial findings through a pre-survey revealed a unique fact where the physical visual image or Destination Image of Teras Samarinda is far more dominant in attracting visitors compared to the influence of social media campaigns. However, the reality on site presents quite complex logistical challenges, particularly regarding the parking space crisis and long traffic jams around the tourist area. This discrepancy creates a paradox where a destination has strong visual aesthetics but is hindered by fundamental supporting infrastructure limitations. If not mitigated immediately, it is feared that this imbalance between expectations and reality will erode visitor loyalty in the long term (Suhud, 2019; Çelik & Aslan, 2024).

In the modern communication landscape, the role of Electronic Word of Mouth (e-WOM) through visual platforms like TikTok remains a variable that cannot be ignored in influencing visit decisions. Ruhamak et al. (2021) argue that viral narratives possess persuasive power capable of overcoming visitor doubts regarding physical facility barriers. Creative content disseminated by users often becomes the primary reference because it is considered to carry more authentic source credibility. Research by Arifah et al. (2024) and Alsheikh (2021) reinforces the thesis that the quality of digital information directly contributes to the formation of purchase intention or visit intention. It is the synergy between positive reviews and attractive visualization that ultimately constructs a positive image in the minds of digital audiences collectively.

Although e-WOM appears highly influential, academic literature actually still harbors fierce debate regarding the consistency of its impact on visit intention. Syaharani et al. (2024) and Witarsyah & Hasanah (2023) indeed found a strong positive correlation, but a different perspective emerged in a study conducted by Paramita et al. (2024). There is an argument that the influence of e-WOM will not work automatically without the element of trust acting as a mediator between information and action. Furthermore, Surianto et al. (2025) provide a critical note that the effectiveness of digital promotion is often blunted when dealing with the characteristics of local tourists who prioritize physical evidence. It is this research gap that underlines the urgency to conduct a more in-depth investigation at the specific locus of Teras Samarinda.

Through this complex background, this research is designed to empirically dissect the extent to which e-WOM and Destination Image variables can drive Visit Intention. The main focus of the analysis will be directed at statistical testing, both separately and collectively, on visitor behavior at the destination. It is hoped that the results of this study will not only enrich the theoretical repertoire in the rapidly developing field of tourism marketing management. Moreover, these findings are projected to become a strategic recommendation script for policymakers in Samarinda to align digital promotion with facility improvement. Thus, Teras Samarinda can transform into a destination that is not only digitally popular but also functionally comfortable.

2. Literature Review and Hypotheses Development

The Relationship between Electronic Word of Mouth (e-WOM) and Visit Intention

Uncertainty in selecting destinations prompts potential tourists in the digital era to seek reviews from other users first. Positive viral information on social media is considered capable of directly triggering the desire to visit. This indicates that trust in the experiences of fellow consumers plays a central role. Support for this logic comes from various previous studies. As an illustration, Syaharani et

al. (2024) found a positive and significant effect of e-WOM on Visit Intention. In line with this, Witarsyah & Hasanah (2023) also stated that e-WOM has a significant and strong impact on the intention to visit. On the other hand, Çelik & Aslan (2024), within the framework of the Information Adoption Model, proved a similar point: adopting information from e-WOM significantly affects Visit Intention. Based on this description, the proposed hypothesis is:

H₁: Electronic Word of Mouth (e-WOM) has a significant effect on Visit Intention to Teras Samarinda.

The Relationship between Destination Image and Visit Intention

Visit Intention can be understood as a collection of beliefs, ideas, and impressions inherent in an individual regarding a place. The prevailing belief asserts that beautiful visual imagery and positive perceptions of a destination are the primary drivers in travel decisions. This indicates that the relationship between Destination Image and Visit Intention receives very strong empirical support. For example, Suriyanto et al. (2025) proved that Destination Image has a significant impact on visit intention for both local and non-local tourists. It should be noted that this effect is actually stronger among local residents. In alignment with this, Akhrani & Azhar (2021) found a direct role of Destination Image on Visit Intention. Lestari et al. (2022) also added that destination image significantly influences Visit Intention. Referring to the aforementioned description, the proposed hypothesis is:

H₂: Destination Image has a significant effect on Visit Intention to Teras Samarinda.

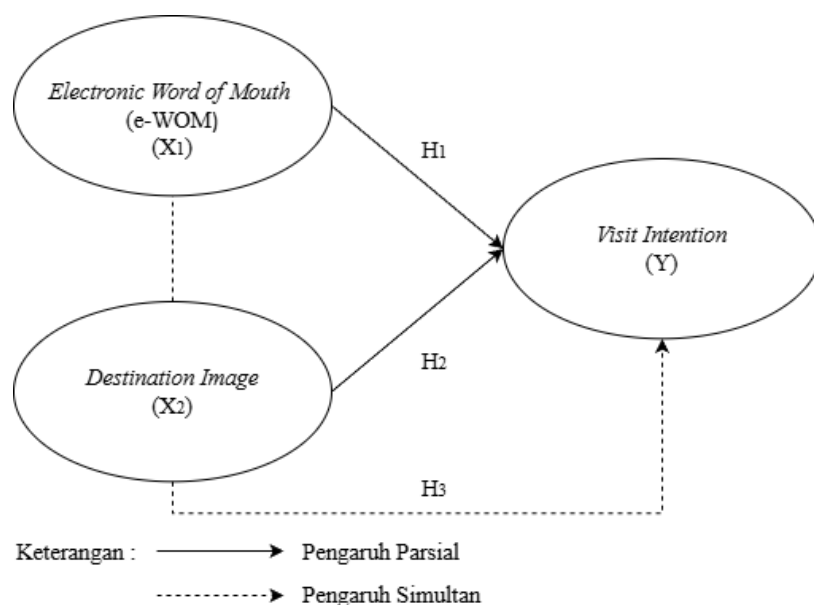
The Relationship of Electronic Word of Mouth (e-WOM) and Destination Image on Visit Intention

Based on consumer behavior theory, Visit Intention is formed from a combination of information factors (e-WOM) and destination perception (Destination Image). Empirical support from studies by Witarsyah & Hasanah (2023), Yulihardi & Syaiful (2023), and Paramita et al. (2024) indicates that these two variables can simultaneously contribute to influencing Visit Intention. Therefore, the third hypothesis is formulated as follows:

H₃: Electronic Word of Mouth (e-WOM) and Destination Image simultaneously have a significant effect on Visit Intention to Teras Samarinda.

Conceptual Framework

According to Sugiyono (2019), a conceptual framework is a conceptual model that illustrates the relationship between theories and various factors relevant to a research problem. The research model depicts Electronic Word of Mouth (e-WOM) (X₁) and Destination Image (X₂) as independent variables,



while Visit Intention (Y) acts as the dependent variable. Based on the aforementioned theories, the conceptual framework for this study can be formulated as follows.

Figure 1. Conceptual Framework

Source(s): Data processed by the researcher, 2025

The conceptual framework in this study illustrates the relationship between two independent variables and one dependent variable. The independent variables consist of e-WOM (X1) and Destination Image (X2), while the dependent variable is Visit Intention (Y). The relationship between these variables is formulated into three research hypotheses. The first hypothesis states that e-WOM has an effect on Visit Intention. The second hypothesis states that Destination Image has an effect on Visit Intention. The third hypothesis states that e-WOM and Destination Image simultaneously have an effect on Visit Intention. Thus, this research aims to examine the effect of each independent variable individually, as well as the joint effect of both variables, on tourists' visit intention.

3. Research Method

This research was conducted at Teras Samarinda, located on Jl. Gajah Mada, Samarinda Ulu Sub-district, Samarinda City. The selection of the location was based on its status as a new public destination that is currently the center of public attention, yet on the other hand, faces physical facility limitations. The research used a quantitative approach with an associative research type to analyze the relationship between the Electronic Word of Mouth (e-WOM) and Destination Image variables on Visit Intention. This approach refers to Creswell & Creswell (2018) and Sugiyono (2023), who emphasize testing relationships between variables using numerical data and statistical techniques.

The population in this study was the entire public or potential tourists aware of Teras Samarinda, categorized as an infinite population due to the lack of exact visitor data. The sample determination used the Lemeshow formula with a 95% confidence level, obtaining a minimum of 96 respondents, which was then rounded up to 100 respondents. The sampling technique utilized purposive sampling with the criteria: a minimum age of 17 years old, awareness of Teras Samarinda, and an intention to visit but have never visited before. The data used consisted of primary data obtained through an online questionnaire (Google Forms) and secondary data from literature studies, institutional documents, and digital sources. The research variables included e-WOM (X1), Destination Image (X2), and Visit Intention (Y), measured using a 1–4 Likert scale based on indicators proven in previous studies (Sugiyono, 2019).

Data collection techniques were carried out through a questionnaire that had passed content validity and pilot tests to ensure the clarity and feasibility of the instrument. The pilot test results on 30 respondents showed all statement items were valid ($r_{\text{count}} > r_{\text{table}}$) and reliable with a Cronbach's Alpha value above 0.60. Data analysis was performed using IBM SPSS Statistics 25 with stages including instrument testing, classic assumption testing (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, and hypothesis testing (t-test, F-test, and coefficient of determination). The regression model was used to measure both partial and simultaneous effects of e-WOM and Destination Image on Visit Intention with a significance level of 5% ($\alpha = 0.05$) (Ghozali, 2018).

4. Result and Discussion

Instrument Test (Validity and Reliability Test)

Table 1. Validity Test Results

Variable	Indicator	R count	R table	Description
<i>Electronic Word of Mouth (X₁)</i>	X1.1	0,529	0,300	Valid
	X1.2	0,500	0,300	Valid
	X1.3	0,392	0,300	Valid
	X1.4	0,702	0,300	Valid
<i>Destination Image (X₂)</i>	X2.1	0,652	0,300	Valid
	X2.2	0,502	0,300	Valid

	X2.3	0,560	0,300	Valid
<i>Visit Intention (Y)</i>	Y.1	0,760	0,300	Valid
	Y.2	0,641	0,300	Valid
	Y.3	0,699	0,300	Valid
	Y.4	0,726	0,300	Valid

Source(s): Data processed by the resresearcher, 2026

The validity threshold in this test was set at a Corrected Item-Total Correlation value > 0.300. Table 1 confirms that all statement items for the e-WOM, Destination Image, and Visit Intention variables exceeded this figure. These findings strengthen the conclusion that not a single statement item was dropped. All are valid and ready to be used in the subsequent analysis stage.

Table 2. Realibility Test Result

Variable	Cronbach's Alpha	Description
<i>Electronic Word of Mouth (X₁)</i>	0,735	Reliable
<i>Destination Image (X₂)</i>	0,738	Reliable
<i>Visit Intention (Y)</i>	0,859	Highly Reliable

Source(s): Data processed by the resresearcher, 2026

Classic Assumption Test

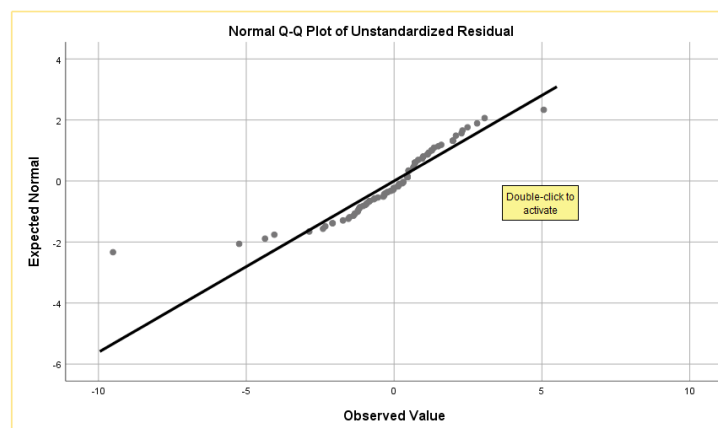


Figure 2. Normal Q-Q Plot

Based on Figure 1 above, the normality test results show that the residual points spread evenly around the diagonal line and their distribution follows the direction of the line. This phenomenon visually indicates that the residual data is normally distributed.

Table 3. Multicollinearity Test Results

Table 5: Multicollinearity Test Results								
Coefficients		Unstadardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	0.300	1.278		0.235	0.815		
	Electronic Word of Mouth (X ₁)	0.233	0.128	0.235	2.517	0.013	0.568	1.762

Destination	0.819	0.141	0.542	5.809	0.000	0.568	1.762
Image (X ₂)							

Source(s): Data processed by the researcher, 2026

Based on Table 3 above, the Tolerance value for the Electronic Word of Mouth (X₁) variable and Destination Image (X₂) variable was obtained at 0.568 (> 0.10), as well as a VIF value of 1.762 each (< 10). Thus, it can be concluded that multicollinearity did not occur between independent variables in the regression model, making the model suitable for further analysis.

Table 4. Heteroscedasticity Test Results

Coefficients						
Unstandardized Coefficients			Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	1.858	0.936		1.984	0.050
	Electronic Word of Mouth (X ₁)	0.043	0.094	0.060	0.453	0.651
	Destination Image (X ₂)	- 0.127	0.103	- 0.164	- 1.231	0.221

Source(s): Data processed by the researcher, 2026

With a significance threshold of 0.05 as the criterion, Table 4 shows that both e-WOM (0.651) and Destination Image (0.221) exceeded this figure. This condition satisfies the heteroscedasticity-free requirement. In conclusion, the regression model in this study did not experience issues with unequal residual variances across observations.

Multiple Linear Regression Analysis

Table 5. Multiple Linear Regression Test Results

Coefficients						
Unstandardized Coefficients			Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	0.300	1.278		0.235	0.815
	Electronic Word of Mouth (X ₁)	0.323	0.128	0.235	2.517	0.013
	Destination Image (X ₂)	0.819	0.141	0.542	5.809	0.000

Source(s): Data processed by the researcher, 2026

Based on the results of the multiple linear regression test in Table 5, the constant value was recorded at 0.300, the regression coefficient for the Electronic Word of Mouth (X₁) variable at 0.323, and the regression coefficient for the Destination Image (X₂) variable at 0.819. The multiple linear regression equation obtained in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e$$

From the output, the following regression equation model was obtained :

$$Y = 0,300 + 0,323_1 + 0,819_2$$

Destination Image (X₂) proved to have a stronger influence on Visit Intention (Y) compared to e-WOM (X₁). The evidence is that the regression coefficient of X₂ at 0.819 far exceeds the coefficient of X₁ which is only 0.323. In detail, the regression equation shows a constant of 0.300, meaning that when both independent variables are zero, Y remains at 0.300. Every one-unit increase in e-WOM will

increase Y by 0.323 units. Meanwhile, a one-unit increase in Destination Image will drive an increase in Y by 0.819 units, assuming other variables are constant.

Hypothesis Testing

Table 6. T-Test Results (Partial Test)

Coefficients						
Unstandardized Coefficients			Standardized Coefficients			
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	0.300	1.278		0.235	0.815
	Electronic Word of Mouth (X ₁)	0.323	0.128	0.235	2.517	0.013
	Destination Image (X ₂)	0.819	0.141	0.542	5.809	0.000

Source(s): Data processed by the researcher, 2026

The t-test results point to two significant conclusions. First, e-WOM (t count 2.517, Sig. 0.013) significantly influences Visit Intention because $0.013 < 0.05$, so the hypothesis supporting the effect of e-WOM is accepted. Second, Destination Image (t count 5.809, Sig. 0.000) also has a significant effect since $0.000 < 0.05$, meaning its hypothesis is also accepted. The comparison of the t count values places Destination Image as the more dominant variable ($5.809 > 2.517$), meaning destination image contributes more significantly than e-WOM to visit intention.

Table 7. F-Test Results (Simultaneous Test)

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	338.381	2	169.191	52.242	0.000
	Residual	317.381	98	3.239		
	Total	655.761	100			

Source(s): Data processed by the researcher, 2026

With a significance threshold of 0.05 as the criterion, Table 7 shows an F count value of 52.242 and a significance of 0.000. Because $0.000 < 0.05$, the requirement for a simultaneous effect is fulfilled. In conclusion, e-WOM and Destination Image together proved to have a significant effect on Visit Intention. The hypothesis supporting this simultaneous effect is declared accepted.

Table 8. Coefficient of Determination Test Results (R²)

Model Summary						
Model	R	R Square	Adjusted Square	R	Std. Error Of The Estimate	
1	0.718 ^a	0.516	0.506		1.79961	

Source(s): Data processed by the researcher, 2026

Two measures of determination are presented in the analysis table. An R Square of 0.516 indicates that e-WOM and Destination Image explain 51.6% of the variation in Visit Intention. The Adjusted R Square of 0.506, which is slightly lower, reflects the contribution after adjustment for the number of independent variables. From both measures, it can be concluded that nearly half of the variation in Visit Intention (around 48.4%) is explained by other factors outside this research model.

Discussion

The escalation of data in this study crystallizes into three fundamental propositions that define urban tourist behavior. First, the correspondence between the e-WOM (X₁) variable and Visit Intention (Y) at the Teras Samarinda locus shows a significance that cannot be ignored. Digital narratives

disseminated through Instagram and TikTok are not merely information noise, but psychological catalysts capable of directing public preferences toward tangible visit intention. The validity of this argument is strengthened by the demographic profile of the research subjects, where an absolute majority of respondents, at 97.0%, are active digital entities directly exposed to the flow of online reviews regarding the destination.

In parallel, the Destination Image (X2) dimension stands as the second pillar that empirically triggers the acceleration of tourist visit intention. The construction of this image does not emerge independently but is the result of synergy from aspects of infrastructural modernity, the offered relaxing atmosphere, to the originality of its architectural design. These findings confirm that when the visual and functional perception of a location is managed impressively, it automatically creates a magnetic appeal that encourages people to mobilize physically to Teras Samarinda. The collective perception of the respondents, who positioned this tourist attraction as a new icon of modernity in Samarinda, serves as key evidence for the influence of this image variable.

The inter-variable interaction reaches its peak in the simultaneous hypothesis test which confirms that e-WOM and Destination Image work integratively in dictating Visit Intention. Through statistical parameters with an absolute significance value of 0.000 and a coefficient of determination (R^2) touching 51.6%, this research model possesses a strong explanatory power over the investigated phenomenon. These figures provide scientific justification that more than half of the fluctuation in public visit intention can be predicted through the reinforcement of digital reviews and destination image representations. Thus, synchronization between online communication strategies and the physical quality of the location becomes an absolute prerequisite for optimizing visitor numbers (Hanafiah et al., 2020).

The final conclusion of this analytical series summarizes that any escalation in the e-WOM variable or destination image will directly contribute to a linear strengthening of visit intention (Herstanti et al., 2024). This positive relationship pattern shows that amplifying positive narratives on social media and sharpening the location's visual identity are strategic investments that impact consumer behavior. These findings align with the thesis proposed by Syaharani et al. (2024) and Witarsyah & Hasanah (2023), who view digital information as a primary driver of modern tourism. Additionally, the synchronicity between destination image and the desire to visit also validates the thoughts of Akhrani & Azhar (2021) regarding the crucial aspect of perception in regional marketing.

The success in proving this simultaneous influence ultimately places this research in the line of literature supporting the synergy theory of marketing variables. As revealed in the study by Suhartapa & Rafida (2024), the combination of digital public opinion power and physical location impressions creates a multiplier effect on tourists' decisions. This reality implies that destination managers cannot solely focus on one element but must manage both continuously. This conclusion locks the argument that both partially and jointly, these two independent variables are primary determinants in spurring the enthusiasm to visit Teras Samarinda.

5. Conclusion

The conclusion of this investigative series asserts that the synergy between Electronic Word of Mouth (e-WOM) and Destination Image is a crucial determinant in driving the wheels of Visit Intention in Teras Samarinda. Individually, each variable holds a strategic role: digital narratives rich in information and credibility act as bridges of trust, while physical impressions encompassing architectural aesthetics and infrastructural comfort function as visual magnets for potential visitors. The statistical findings showing a coefficient of determination of 51.6% indicate that this model has a fairly dominant capacity in dissecting visit intention fluctuations, although there is a 48.4% gap that falls into the realm of other variables outside the scope of this study.

Despite providing sharp insights, this research is still constrained by a geographical locus concentrated on the population in Samarinda and its surroundings, so generalizing the results on a broader scale must be done cautiously. As a forward-looking strategic step, destination management authorities are required to be more proactive in disseminating transparent digital content while preserving the visual originality that has become Teras Samarinda's strong identity. For scientific development, there is an urgency to broaden the research spectrum by including new variables or adopting qualitative methodologies to capture the essence of tourist experiences more emotionally and

deeply. The expansion of the sample coverage in future research is also expected to validate these findings within a more heterogeneous sociocultural context.

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