The Contribution of Destination Publicity and e-WOM: Will They Stimulate Tourist' Intention to Visit a Coffee Plantation?

Usep Suhud[1], Christian Wiradendi Wolor[2], Mamoon Allan[3], Aprina Murwanti[4], Ramdhan Kurniawan[5], Doni Sugianto Sihotang[6]

Abstract

In this study, we aimed to investigate the factors that impact tourists' intentions to visit coffee plantations as a tourism destination. With convenient sampling, we collected data from 237 participants in Semarang, Central Java Province, Indonesia. After conducting exploratory factor analysis, confirmatory factor analysis, and structural equation modelling, we found several significant relationships among the factors. The research findings found that destination publicity significantly influences destination awareness, while e-WOM significantly affects destination image and preference. In this study, destination attitude also impacts visit intention significantly. However, we observed that destination awareness does not affect visit intention significantly, while destination image influences visit intention considerably. Contrastingly, destination preference did not have a significant effect on visit intention. These findings provide valuable insights into the complex interplay of factors that shape tourists' intentions to visit coffee plantations as a unique tourism destination. The research findings broaden the study of coffee tourism.

Keywords: *coffee tourism, destination attitude, destination awareness. destination image, destination preference.*

INTRODUCTION

Coffee tourism is tourism focusing on exploring and experiencing the world of coffee. It includes travel to areas where coffee is grown, harvested, processed, and consumed. Coffee tourism provides an opportunity for tourists to learn about the entire process of coffee production, from its beginning as a bean on a plantation to becoming a drink to drink in a cup. Activities that are common in coffee tourism include visiting coffee plantations, processing coffee beans, learning about coffee varieties, coffee roasting and blending classes, diving into coffee culture and creative tourism experiences. Coffee tourism positively impacts the local economy by encouraging economic growth in coffee-producing areas and providing additional income to coffee farmers and industry players. It also gives opportunities to preserve the environment and local culture and education about sustainability in coffee production.

A recent study by Suhud et al. (2022) has explored the various factors influencing tourists' intentions to visit coffee plantations as a tourism destination. The study found that the tourist experience significantly impacts destination image. Tourist experience and

[1] Faculty of Economics, Universitas Negeri Jakarta, Indonesia
[2] Faculty of Economics, Universitas Negeri Jakarta, Indonesia
[3] Faculty of Archaeology and Tourism, Jordan University, Jordan
[4] Faculty of Language and Art, Universitas Negeri Jakarta, Indonesia
[5] Faculty of Economics and Business, Universitas Terbuka, Indonesia
[6] Faculty of Economics, Universitas Negeri Jakarta, Indonesia

novelty-seeking also contribute to shaping visit intentions. Another research by Yeap et al. (2021) studied the determination of intentions to visit coffee and tea tourism plantations, particularly those adopting sustainable practices. Key findings suggest that learning and relaxation motives are pivotal in shaping consumer attitudes towards sustainable coffee and tea tourism. In addition, Chen et al. (2021) addressed the gap in research concerning the impact of memorable tourism experiences (MTEs) on coffee tourist behaviours. The study emphasises the role of satisfaction and MTEs in shaping these intentions, with confirmation of expectations and travel motivations acting as predictors. Madhyamapurush (2022) explored the realm of coffee tourism as an emerging trend in Thailand and underscored the potential contribution of coffee tourism to Thai tourism's expansion, provided proper guidance and aid are in place. Smith et al. (2019) investigated the behaviours, demands, and gratification levels of tourists engaging in coffee tourism across several Thai provinces. Foreign tourists' interest in coffee-related products and a desire for knowledge enhancement through local guides were manivest in their responses. Finally, Chen et al. (2021) presented a comprehensive research method for conducting systematic literature reviews on coffee and tea tourism, calling for further investigation into the prospects and challenges of developing niche markets. Wang et al. (2019) also analysed tourism experiences offered by coffee estates in Taiwan, making recommendations for the sustainable development of coffee estate tourism.

Despite the wealth of research on coffee tourism, there still needs to be more focus on understanding tourist behaviours related to coffee tourism. The study examines the factors that influence tourists' intention to visit coffee plantations as tourist destinations. The selected predictor variables are destination publicity, e-word-of-mouth (e-WOM), destination awareness, destination attitude, destination image, and destination preference. This combination of variables is relatively unexplored in academic research, so our study is a unique and exciting contribution to the field.

In addition, this current study occurs in Indonesia. Indonesia is a significant player in the coffee industry, both locally and globally. The country has become a critical player in the international coffee trade, with diverse varieties and unique flavours. Smallholder farmers and cooperatives drive the coffee industry in Indonesia. They contribute to the livelihoods of many rural communities. However, the industry faces challenges such as fluctuating global prices, climate change, and outdated agricultural practices that threaten sustainability. Coffee tourism in Indonesia has gained momentum over the years, attracting enthusiasts seeking to immerse themselves in the country's rich coffee culture. Indonesia's diverse coffee-growing regions offer tourists a unique opportunity to explore all coffee production processes. It is from lush coffee plantations to traditional processing methods. Visitors can engage in guided tours when they directly witness the intricate steps of producing the aromatic beverage.

In addition, coffee-themed cafes and speciality shops have emerged in urban centres. They provide spaces for coffee aficionados to savour a variety of Indonesian coffee offerings. Some regions organise annual coffee festivals that celebrate the cultural significance of coffee and provide a platform for local farmers to display their produce. Coffee tourism in Indonesia offers a delightful blend of cultural immersion, gastronomic exploration, and sustainable agro-tourism experiences.

LITERATURE REVIEW

Destination Publicity

Destination publicity involves strategic efforts to promote and increase the visibility of a specific tourist destination. It encompasses various marketing strategies and activities aimed at capturing the attention of potential travellers. These efforts include digital marketing, partnerships, advertising campaigns, participation in tourism exhibitions,

influencer collaborations, promotional materials development, and reputation management. Digital marketing employs online platforms to showcase destination information and attractions. Partnerships with travel stakeholders extend the destination's reach, while advertising campaigns use various media to highlight its unique features. Participating in tourism events introduces the destination to a broader audience.

Social media influencers and promotional materials aid in disseminating the destination's appeal. Managing the destination's image and reputation is crucial for a positive visitor experience. Destination publicity aims to raise awareness and interest in a place and contributes to the growth of the local tourism sector and economic benefits.

While the study of destination publicity's effects on tourist behaviour is limited, existing research sheds light on broader aspects of tourism publicity. Studies explore translation challenges (Liu, 2020), the impact of negative publicity on residents (Su, Chen, et al., 2022), and the role of information publicity in influencing tourist intentions (Shang et al., 2021). Other research examines advertising and planned/unplanned publicity's impact on perceptions and purchase intent (Dore & Crouch, 2003; Loda et al., 2007), countermeasures to adverse publicity (Brayshaw, 1995), and the financial value of promotions (Fall, 2002). Tan et al. (2021) address translation issues in international tourism publicity. Otherwise, Lu and Cui (2022) focus on data-driven marketing and public relations. Collectively, these studies contribute insights into destination publicity's methods, effects, and strategies, benefiting the tourism industry and beyond.

Publicity and Destination Attitude

Studies have shown that various tools in marketing can influence consumer behaviour, such as advertising, sales promotion, direct marketing, and publicity. Several studies have examined the impact of publicity on destination attitude within the context of tourist behaviour. By comparing these studies, we have revealed commonalities and distinctions. It sheds light on the intricate interplay between publicity and its effects on consumer perceptions. One research by Türkel et al. (2016) examined the influence of prior brand familiarity on consumer responses to CSR communications, examining the impact of different communication functions, such as publicity and advertising. Their findings showed no significant difference in consumer attitude towards the message between familiar and unfamiliar brands. However, there were notable disparities in how these brands affected consumer attitudes towards the brand and purchase intentions.

Another study by Tian et al. (2019) investigated the effects of government publicity on consumer attitudes and behavioural intentions regarding waste classification. Their research found that government publicity significantly influenced positive consumer attitudes, subjective norms, and perceived behavioural control, shaping consumer intentions related to waste classification. Friman (2010) conducted a study that focused on the consumer perspective of mobile advertising, with a framework constructed around consumer attitudes. It underscores the importance of understanding consumer perceptions and attitudes within marketing strategies. Yu et al. (2018) explored the impact of negative publicity on brand image, attitude and purchase intentions, differentiating between the effects of brand blame and information severity. This study revealed variations in the impact on different dimensions of consumer perception. Muda et al. (2010) addressed the widespread practice of celebrity endorsement in modern advertising and proposed a conceptual model that outlines the antecedents and consequences of attitudes towards celebrity-endorsed products. This shared emphasis on attitude formation highlights its central role in shaping consumer behaviour.

Finally, Zhou and Whitla (2013) delved into consumer reactions to negative celebrity publicity, drawing from sociological analyses of morality. Their study explored the role of moral reputation in shaping consumer reactions to negative publicity, highlighting the ethical dimension within the context of celebrity endorsement.

Publicity and Destination Awareness

Several research works have shed light on the impact of publicity on destination awareness within tourist behaviour. Masa'deh et al. (2021) found that Social Media Activities significantly impact brand equity. It includes brand awareness and brand image. Similarly, Stojanovic et al. (2018) established a positive relationship between the intensity of social media use and brand awareness. It highlights the impact of brand awareness on other facets of brand equity. Malarvizhi et al. (2022) identified specific elements in relation to Social Media Marketing Activities that significantly affect brand awareness and image. It ultimately influences brand loyalty and willingness to pay premium prices. Andervazh et al. (2020) emphasised the mediating role of brand equity in the tourism industry while investigating the impact of social media usage on word-of-mouth advertising. Bilgin (2018) addressed the impact of social media marketing on brand awareness and delved into its implications for brand image and brand loyalty. Finally, Kim and Lee (2018) offered insights into the positive effects of factors like word of mouth, publicity, and advertising on elements like brand awareness and brand image, while Parmar (2019) established a positive correlation between social media marketing and brand awareness, brand preference, and purchase decisions.

The study will explore the hypotheses below based on the discoveries and interactions discussed earlier.

H1 – e-Word-of-Mouth has a significant impact on destination trust

H2 – e-Word-of-Mouth has a significant effect on destination preference.

e-Word-of-Mouth

Destination e-WOM concerns the digital and online sharing of opinions, recommendations, and experiences about a specific tourist destination. It encompasses exchanging information, reviews, comments, and testimonials about a destination through various online and social media channels. In the age of digital communication, e-WOM has become a robust and influential factor in shaping travellers' perceptions and decisions. Travellers often turn to online sources, such as travel forums, review websites, social media platforms, and blogs, to seek authentic insights and recommendations from fellow travellers. Positive e-WOM can significantly enhance a destination's reputation and appeal, as potential visitors are more likely to trust the opinions and experiences shared by their peers. Conversely, negative e-WOM can adversely affect a destination's image, potentially deterring travellers from considering it for their trips.

e-Word-of-Mouth and Destination Image

The study conducted by Siddiqui (2021), utilised an empirical model to explore the factors influencing the credibility of e-WOM stimulation through Social Networking Sites (SNSs). The research provided not only theoretical insights but also practical implications. Notably, the credibility of e-WOM played a pivotal role in shaping the brand image. Turning to the research by Setiawan et al. (2021), they undertook a comparative analysis to investigate the differential impact of e-WOM on the perceptions of potential tourists in Japan and Indonesia. This analysis focused on elements such as destination image, destination trust, satisfaction, and the intention to visit. The findings underscored the positive influence of e-WOM on the destination image, as manifested in both Japanese and Indonesian respondents. In addition, Jalilvand (2012) delved into the effects of e-WOM on travel intention, acknowledging its extensive exploration in prior studies. However, the intricate connections between electronic word-of-mouth communication, destination image, attitude toward the destination, travel intention, satisfaction regarding tourist complaints, and loyalty remained uncharted. Otherwise, the study highlighted the affirmative role of e-WOM communication in enhancing the destination image.

In another study, Setiawan et al. (2014) aimed to decipher the causal relationships involving e-WOM, destination image, satisfaction, and loyalty. Their research findings showed a noteworthy direct influence of e-WOM on the destination image, substantiating its significance in shaping tourists' perceptions. On a different note, Prayogo et al. (2016) developed and tested an integrated model encompassing e-WOM, destination image, and satisfaction concerning visit intention. Intriguingly, their results showed that e-WOM had no significant association with the destination image, revealing an aspect that contrasts with several previous studies.

e-Word-of-Mouth and Destination Preference

Scholars have not explored the role of e-WOM in influencing destination preference. The study conducted by RV and Varshney (2022) aimed to address this gap by investigating the impact of consumer reviews, both from traditional and e-WOM sources, on the formation of consumer preferences, mainly focusing on the varying valences of these reviews. The study's findings unveiled a noteworthy phenomenon — the influence of negativity bias in shaping consumer judgments. They observed this bias to wield a considerable effect, overpowering the positive valence derived from a higher credibility source, such as Word-of-Mouth (WOM), when contrasted against negative reviews from sources perceived as less trustworthy, i.e., e-WOM.

Considering the information and exchanges discussed above, the study will evaluate the hypotheses presented below.

H3 – e-Word-of-Mouth has a significant impact on destination image

H4 – e-Word-of-Mouth has a significant effect on destination preference.

Destination Attitude

Destination attitude refers to individuals' overall emotional and cognitive evaluation of a tourist destination. It encompasses their feelings, perceptions, and beliefs about the place. These influence their intention to visit and their behaviours there. Different factors influence our destination attitudes, including personal experiences, cultural background, promotional activities, word-of-mouth recommendations, and online reviews. Positive attitudes often result from perceptions of the destination's beauty, cultural richness, hospitality, and the quality of services available. In tourism research, understanding destination attitudes is crucial for predicting and explaining travellers' choices and behaviours. Positive attitudes will probably lead to a higher intention to visit and an increased willingness to explore the destination's offerings.

Several studies explore the concept of destination attitude and its implications for various aspects of tourism. They collectively contribute to understanding how attitudes towards destinations influence tourists' perceptions, behaviours, and decision-making processes. One common thread recognises destination attitude as a significant factor in shaping tourists' responses. Szromek et al. (2019) assess the attitudes of residents and tourist service providers towards increasing tourist traffic and its impact on cityscape changes. Tasci and Sönmez (2019) examine how perceptions of gun violence impact tourists' attitudes and behaviours related to a destination. Kamata (2022) explores residents' reactions towards tourism during and after the COVID-19 pandemic. Abdullah et al. (2019) investigate the influence of destination attitude on tourists' intention to behave that is environmentally responsible. Huang and van der Veen (2019) studied the perceived destination image's effects on tourists' attitudes and visit intentions. Pereira et al. (2022) investigated the relationship between travel motivation and tourists' attitudes towards a destination.

While these studies focus on destination attitudes, their specific research questions, methodologies, and contexts differ. For example, Szromek et al. (2019) and Kamata (2022) examined residents' attitudes towards tourism and its impacts on cityscapes and

local economies. Tasci and Sönmez (2019) investigate the influence of perceived gun violence on tourists' attitudes towards a destination. Abdullah et al. (2019) examine the effect of tourists' environmental knowledge and destination image on their intention to behave responsibly in marine parks. In addition, Huang and van der Veen (2019) delve into the moderating roles of gender and generation in the effects of perceived destination image on tourists' attitudes and visit intention. Pereira et al. (2022) focus on the relationship between travel motivation and tourist attitudes mediated by destination image.

Destination Attitude and Visit Intention

In tourism research, several studies have contributed to our comprehension of the factors influencing tourists' attitudes and intentions towards travel destinations. Alipour et al. (2020) delved into the effects of sun, sand, and sea (3S) tourism on tourist attitudes and found that improving attitudes towards 3S tourism positively impacted visit intentions. Nguyen and Tong (2022) investigated the impact of user-generated content (UGC) on the intention to select a travel destination (ISTD). They highlighted the influence of passive exposure to travel-related UGC on destination selection.

Jalilvand et al. (2012) explored the relationships between e-WOM, destination image, tourist attitude, and travel intention. Their findings revealed a significant link between tourist attitude and the intention to travel. Lam and Hsu (2006) tested the theory of planned behaviour (TPB) model in choosing a travel destination, showing that attitude played a role in influencing behavioural intention. In addition, Shen et al. (2019) aimed to model residents' pro-tourism behavioural intentions and identified the impact of attitude on visit intentions. Similarly, Zheng et al. (2022) delved into parasocial relationships' role in shaping tourists' destination attitudes and visit intentions, highlighting the significant impact of destination attitudes on visit intentions.

Concerning the results and discussions shared earlier, the study will analyse the hypotheses articulated below.

H5 – Destination attitude will have a significant impact on visit intention.

Destination Awareness

Destination awareness refers to familiarity and knowledge about a specific travel destination. It encompasses its location, cultural and historical significance, attractions, amenities, and overall offerings. High destination awareness is pivotal, as it significantly shapes travel decisions. Well-informed individuals can better assess if a destination aligns with their interests and preferences: personal experiences, media exposure, recommendations, and online information influence destination awareness. Accurate and positive perceptions often lead to memorable experiences.

The studies delve into destination awareness, image, perceived quality, and brand engagement within the tourism context. Roostika and Yumna (2023) unveil the positive impacts of destination awareness and image on perceived quality, influencing visit intent and brand engagement. Tran et al. (2019) spotlighted domestic tourists in Hoi An, Vietnam. The study highlighted the connection between brand awareness, image, quality, and brand equity. Vila et al. (2021) underscore the role of destination awareness and visit motivation in TV series-inspired travel decisions. De Klerk and Haarhoff (2019) assess South Africa's attractiveness through departing passengers' questionnaires. It shows positive overall attractiveness and intent to return. Dedeoğlu et al. (2020) explore social media's influence on brand awareness and quality perceptions. The research findings show participant sharing enhances brand awareness and subsequently affects service and natural quality perceptions. Chi et al. (2020) reveal relationships between brand equity, awareness, perceived quality, and travel intentions moderated by destination familiarity. Manurung and Astini (2020) discuss destination awareness, experience, and image and their effects on travel decisions. These studies provide invaluable insights for destination

branding and tourism management, aiding marketers and researchers in understanding how awareness, image and perceived quality influence tourists' decisions and engagement.

Destination Awareness and Visit Intention

Among the studies discussed, some are very relevant in supporting the impact of destination awareness on visit intention. Ervina and Octaviany (2022) illuminated the interconnectedness between destination awareness, tourist attitude, and future visit intentions. While destination awareness exhibited a positive but insignificant effect on future visit intention, the mediating role of tourist attitude suggests that positive attitudes act as a bridge between destination awareness and the intention to visit.

In addition, Abruruman et al. (2020) contribute by examining the influence of brand equity dimensions on tourists' intentions to visit destinations. Their findings show the significance of brand awareness and associations. These closely tie to destination awareness in establishing visit intentions among UAE outbound travellers. Similarly, Kumail et al. (2022) emphasised the impact of destination brand equity, including brand awareness, on tourists' intention to visit. It aligns with the idea that a well-established destination brand and its authenticity can positively influence individuals' visit intentions. Junaedi and Harjanto (2020) provide insights into destination awareness's direct and indirect effects on tourists' intention to revisit. Their study emphasises the role of word of mouth as a mediating factor. It shows that destination awareness directly influences revisit intentions and indirectly does so through WOM.

Given the insights and dialogues shared above, the study will investigate the hypotheses provided for evaluation.

H6 – Destination awareness will have a significant impact on visit intention.

Destination Image

The concept of destination image encompasses an individual's mental representation of a specific tourist destination, influenced by personal experiences and information sources. It involves thoughts, emotions, and associations related to visual allure, cultural significance, history, reputation, and narratives past visitors share. A positive image emerges from perceptions of safety, authenticity, natural beauty, cultural richness, and overall experience quality. This concept significantly impacts travel decision-making, whether it sparks curiosity, raises safety concerns or presents unattractive attractions. Various studies contribute to understanding destination image's implications for tourism-related behaviours. Despite variations in focus and research methods, these studies enrich the field. Quantitative methods emphasise empirical analysis, underscoring the consistent influence of destination image on tourism behaviours, encompassing intentions, choices, and post-pandemic support.

Suhud et al. (2023) also explored the effects of destination image, self-congruence, and destination personality on visit intention, revealing significant impacts on self-congruence, destination personality, and visit intention. In another study, they examine tourists' intentions to revisit a geothermal site, finding substantial effects on revisit intentions through destination image, perceived value, and place attachment. Meanwhile, Xiao et al. (2022) discuss the proliferation of tourist-generated photos and propose a quantitative analysis strategy and differentiated marketing framework driven by deep-learning technology. In addition, Uner et al. (2023) draw evidence from Turkey's Home Global Image Campaign to investigate cognitive and affective image differences among European tourist groups, revealing perceptual variations based on attributes. Liang and Lai (2023) explore the impact of the Designation of Origin brand image on destination image and non-visitor visiting intention, highlighting dimensions that influence visit intention. Suhud et al. (2022) measured factors influencing tourists' visit intentions to coffee plantations. It emphasises destination image, novelty seeking, and experience's

role in visit intention and perceived value. Suhud and Allan (2019) assess the impact of travel motivation and destination image on the stage of visit intention to a volcano site, revealing significant effects. Finally, Khan et al. (2022) discuss the potential of Pakistan's ecotourism industry, emphasising growth prospects and addressing environmental challenges. These studies collectively provide insights into the intricate relationship between destination image and various tourism behaviours.

Destination Image and Visit Intention

The presented studies contribute valuable insights into the intricate relationships between destination image and tourism-related outcomes. Kanwel et al. (2019) investigate the interplay between destination image, tourist loyalty, and visit intention in Pakistan. It sheds light on the mediating roles of e-WOM and tourist satisfaction. Kim et al. (2019) delve into the effects of destination familiarity on consumers' cognitive and affective evaluations. It ultimately influences their intention to visit. Liang and Lai (2023) explored the relationship between the designation of the origin brand image and the destination image. It uncovers dimensions that significantly impact visiting intention. Yang et al. (2022) address the role of media, particularly during the COVID-19 outbreak, on China's country and destination image. The study recognises the impact of negative media coverage on travel intentions. Carreira et al. (2022) provide a comprehensive understanding of cognitive and affective factors influencing tourist decisions, experiences, and post-visit behavioural intentions. Finally, Cham et al. (2020) focused on Malaysia as a medical tourism destination and highlighted the effect of destination image on visit intention among Chinese medical tourists. These studies underscore the multidimensional and intricate nature of destination image and its significant role in shaping tourists' intentions and behaviours.

The current study will examine the following hypothesis from the research findings and exchanges discussed above.

H7 – Destination image will have a significant impact on visit intention.

Destination Preference

About travel options, destination preference refers to individuals' specific inclinations towards a particular tourist destination. It reflects how well a destination aligns with a person's interests, expectations, and desires, leading them to prioritise it over other options. Destination preference ties to perceived attributes. These include attractions, cultural offerings, natural beauty, amenities, and overall ambience—factors influencing preference range from personal interests to activity availability. Positive word-of-mouth and compelling promotional materials also shape preferences.

Studies explore factors affecting destination preferences, such as weather, attractiveness, safety, convenience, policy awareness, consumer involvement, and leisure qualities. While these studies share commonalities, their topics, research methods, and findings vary. They collectively expand our understanding of traveller choices. Mao and Zhang (2014) explored policy impact on Mediterranean migration, while Teye and Paris (2010) discussed cruise passengers' destination preferences. Lohmann and Kaim (1999) studied tourism prerequisites, Yadav et al. (2021) examined consumer involvement and destination preference, and Barbieri and Sotomayor (2013) explored leisure qualities and surf travel behaviour. Variables studied ranged from weather and attractiveness to policy awareness, safety, and convenience.

These studies contribute valuable insights into how various factors influence travellers' preferences. Despite some differences in focus and research methods, they collectively enhance our knowledge of destination preference, effectively aiding the tourism industry in catering to travellers' desires.

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Destination Preference and Visit Intention

A limited body of research has explored the ramifications of destination preference on visitation intentions. In the study by Seo et al. (2017), they studied the interplay between destination food image, preference and the intention to consume destination-specific cuisines. The research results underscored the predictive nature of preference for destination foods concerning the inclination to indulge in gastronomic offerings. Conversely, an extensive array of scholarly inquiries has centred on scrutinising the influence of brand preference on the intention to make a purchase. These investigations bear relevance to the present study's domain. For instance, Chen and Chang (2008) examined the dynamics among brand equity, brand preference, and purchase intentions within the context of international air passengers' decisions in Taiwan. The research findings illuminated affirmative associations between brand preference and purchase intentions, with the added dimension of switching costs moderating the relationship between brand equity and purchase intentions.

Raza et al. (2018) conducted an analytical inquiry into the impact of brand image, brand perception, brand preference and brand loyalty on consumer purchase intentions in Pakistan's fast-moving consumer goods (FMCG) industry. The outcomes disclosed that preference wielded statistically significant and favourable effects on purchase intentions. Moreover, Moradi and Zarei (2011) explored the interrelationships among brand equity, purchase intentions, and brand preference from the vantage point of young Iranian consumers. The discerned impact of brand preference on purchase intentions was clear. Gómez-Rico et al. (2023) endeavoured to dissect the roles of brand communication and brand image as discrete catalysts for wine brand preference, along with their sway to wine consumers' intentions to visit affiliated wineries. The study determined that brand preference influenced the inclination to partake in such winery visits. Furthermore, Cuong (2020) meticulously examined the nexus of brand trust and perceived value about brand preference and purchase intentions vis-à-vis branded mobile phones. The research's findings illuminated the affirmative impact of brand preference on the inclination to purchase.

The study will assess the hypotheses outlined below, considering the findings and conversations presented and elaborated above.

H8 – Destination preference will have a significant impact on visit intention.

Figure 1 depicts the proposed theoretical framework. Within this framework, we hypothesise that publicity predicts destination attitude and destination awareness. Otherwise, destination attitude and awareness forecast visit intention towards the coffee plantation as a tourism destination. In addition, we assume e-WOM to predict destination image and destination preference. Moreover, we propose destination image and preference to forecast visit intention towards the coffee plantation as a tourism destination. In its entirety, the framework encompasses eight hypotheses. The visual representation of this framework provides a structured overview of the relationships and interactions among various factors influencing tourists' intentions to visit the coffee plantation. By delineating these pathways, the framework offers a comprehensive lens to understand the intricate dynamics shaping tourists' decision-making processes in selecting and intending to visit the coffee plantation as a tourism destination.
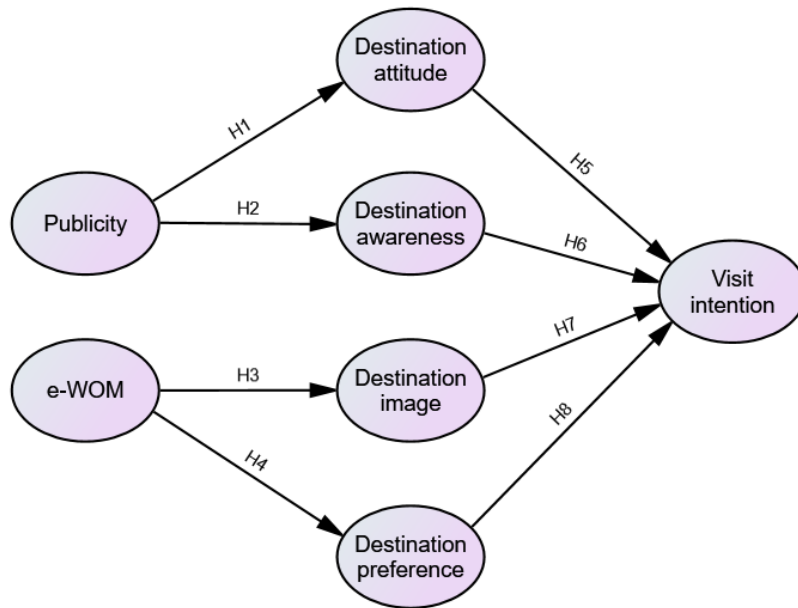
Figure 1 The Theoretical Framework

METHODS

Measures

We used indicators adapted from previous studies to measure the variables in this study. The research indicators from Kim and Lee (2018) were adapted to measure publicity and e-WOM. We employed and adjusted the research indicators from Dedeoğlu et al. (2020) to measure destination brand awareness. The researchers adopted and modified the research indicators from Hosany et al. (2007) to measure Destination Image. We utilised and adapted indicators from Langaro et al. (2018) to measure Destination Attitude. Indicators from Su et al. (2022) and Kim et al. (2009) were incorporated and adjusted to assess destination visit intention. We measured all indicators using a 6-point Likert-type scale, with options ranging from 1 for "Strongly Disagree" to 6 for "Strongly Agree." This approach allowed for the comprehensive assessment of various dimensions within the study while maintaining consistency in measurement across the variables.

Data Analysis Methods

The researchers analysed the data in this current study in four stages. The first stage entails a validity test utilising Exploratory Factor Analysis (EFA) to identify the factor structure of the data set. At this stage, EFA is used to uncover patterns of relationships between variables and group interrelated variables into more prominent factors. The second stage is a reliability test to ensure that the measurement tools used are consistent and reliable in measuring the studied concept. This step is crucial in ensuring the research is valid and reliable. The third stage is another validity test utilising Confirmatory Factor Analysis (CFA) to test the validity of the constructs identified through EFA. CFA allows testing whether the proposed factor model matches the data. Several model evaluation criteria, such as probability, CMIN/DF, CFI, and RMSEA, are used to assess how well the model fits the data. The final stage is a hypothesis test utilising the Structural Equation Model (SEM) to test the proposed hypotheses in the research. SEM is a statistical approach that concurrently examines the relationship between variables, including cause-and-effect relationships. We used probability, CMIN/DF, CFI, and RMSEA to evaluate how well the proposed model fits the data, as seen in Table 1.

Table 1 Criteria of the Fitted Model

Criteria	Rule of Thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq CMIN/DF \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.06$	Hu and Bentler (1999)

RESULTS

Participants

In the current research, 237 participants were involved, with a majority of them falling within the age range of 26 to 29 years. Out of the 237 participants, 126 were male, accounting for 53.2%, while 111 were female, accounting for 46.8%. In addition, most participants held bachelor's degrees, accounting for 130 individuals, 45.9% of the total participants. A significant portion of the participants, totalling 186 individuals, were employed, while 165 participants, accounting for 69.6%, were married. The participants were selected using a convenient sampling method, whereby they were tourists aged 17 years or older who had prior knowledge about coffee plantations transformed into tourist destinations and had undertaken trips beyond their city or country within the last six months. Another exciting fraction of information from this study is that 236 participants (99.6%) admitted visiting a coffee plantation for tourism.

Table 2 Profile of Participants

Profile		Frequency	Percent
Sex	Male	126	53.2
	Female	111	46.8
	Total	237	100.0
Age	>39	1	0.4
	17-20	19	8.0
	21-25	41	17.3
	26-29	97	40.9
	30-34	74	31.2
	35-39	5	2.1
Level of Education	Less than high school	1	0.4
	Diploma	74	31.2
	Postgraduate	9	3.8
	Undergraduate	130	54.9
	High school	23	9.7
Occupational Status	Employed	186	78.5
	Unemployed	24	10.1
	Sefl-employed	27	11.4
Marital Status	Unmarried	65	27.4

Divorced/separated	6	2.5
Married	165	69.6
Widowed	1	0.4

Data Validity and Reliability Testing

Table 3 presents the outcomes of the validity and reliability assessments conducted on the collected data. The study evaluated various constructs using their respective indicators, yielding valuable insights into the robustness of the measurement instruments. This study assessed the construct destination publicity through two research indicators, demonstrating a coefficient alpha of 0.710. Similarly, we measured the construct eWOM with four research indicators. It results in a coefficient alpha of 0.901. The construct destination awareness also exhibited strong reliability, as shown by a coefficient alpha of 0.948 across its four indicators.

In addition, we measured the construct destination preference using three indicators, attaining a reliability score of 0.868. Destination attitude showed a high coefficient alpha of 0.954 across its four research indicators, affirming its internal consistency. Likewise, the construct destination image of six research indicators displayed a coefficient alpha of 0.963. It shows its reliable measurement. Finally, the construct visit intention stood out with a remarkable coefficient alpha of 0.979, reflecting the high consistency among its seven indicators. The uniformity in the high alpha coefficients above the threshold of 0.7 for all variables shows their reliability and consistency in measuring their respective constructs. It solidifies the validity of the measurement instruments and reinforces the credibility of the data analysis conducted in the study. The reliable measurement tools contribute to the reliability and integrity of the research outcomes, enhancing the trustworthiness of the findings and conclusions drawn from the study.

Table 3 Results of Data Validity and Reliability Tests

	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Destination Publicity		0.710
Pu2	News from the mass media about coffee plantations is favourable and profitable.	0.884	
Pu1	I often find news from the mass media about coffee plantations.	0.884	
	e-WOM		0.901
W1	People around me talk about coffee plantations.	0.921	
W4	People around me speak well of coffee plantations.	0.900	
W2	There are recommendations from others about coffee plantations.	0.880	
W3	Coffee plantations are often depicted positively on the internet.	0.813	
	Destination Attitudes		0.954
Dat1	Many people prefer to spend their vacations at coffee plantations.	0.952	
Dat3	Coffee plantations are better for vacations.	0.947	
Dat4	A vacation spent on a coffee plantation can be a fun experience.	0.936	

Dat2	Coffee plantations make for an attractive vacation destination.	0.913
	Destination Awareness	0.948
Da5	I undoubtedly explained coffee plantations to a friend.	0.916
Da6	I feel familiar with coffee plantations.	0.911
Da4	Several characteristics of coffee plantations come to mind quickly.	0.902
Da1	I can imagine what a coffee plantation looks like.	0.898
Da3	I can recognise coffee plantations among other similar destinations.	0.866
Da2	I recognise coffee plantations as a destination for vacations.	0.852
	Destination Image	0.963
Di3	Coffee plantations are gloomy/Coffee plantations are uplifting.	0.938
Di1	Coffee plantations are unpleasant/Coffee plantations are pleasant.	0.933
Di5	Coffee plantations are sad/Coffee plantations are relaxing.	0.923
Di2	We can perceive coffee plantations as boring or fascinating.	0.912
Di4	We can perceive coffee plantations as cold or friendly.	0.909
Di6	Coffee plantations are isolated/Accessible coffee plantations are easily accessible.	0.905
	Destination Preferences	0.868
Df1	Coffee plantations will be my first choice compared to other national parks.	0.935
Df2	Coffee plantations are more interesting than other national parks.	0.902
Df4	I intend to visit destinations other than coffee plantations shortly.	0.866
	Visit Intention	0.979
V1	I am interested in visiting coffee plantations.	0.964
V5	I have extensive knowledge of visits to coffee plantations.	0.949
V7	I prefer visiting coffee plantations to other destinations.	0.949
V2	I'm gathering information about coffee plantations.	0.938
V4	I can tell my friends about how to travel to coffee plantations with confidence.	0.934
V3	I want to visit a coffee plantation.	0.932
V6	I hope to visit the coffee plantation in the future.	0.924

Hypotheses Testing

The study results show that the structural model fits the criteria well, as shown in Figure 1. When achieving this fitness, this study did some unusual manoeuvres. It removed one of the two publicity indicators, which can be a risky treatment, since it does not always work with one remaining indicator of a construct. However, despite this, the structural model still works well. The Heywood Case caused the WOM-destination preference regression weight value to be 1.0 and the destination preference-visit intention value to be 1.28. We placed constraints on destination awareness-visit intention and destination preference-visit intention to form a structural model that meets the criteria successfully. The model gets a probability score of 0.261, a CMIN/DF score of 1.113, a CFI score of 0.998, and an RMSEA score of 0.022.
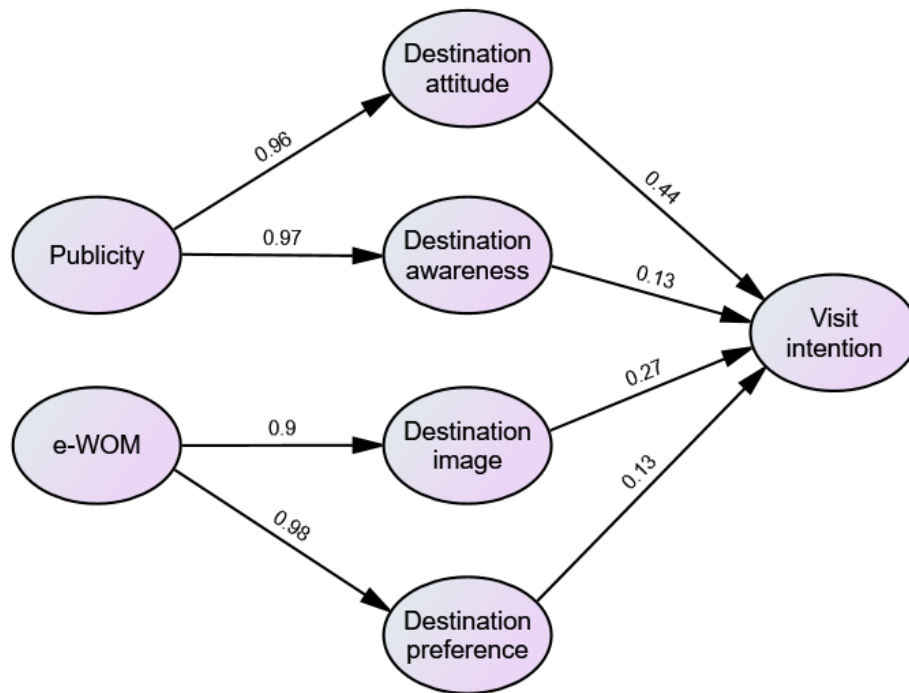

Figure 2 Structural Model of the Hypotheses Tests

Table 4 displays the outcomes of testing eight hypotheses. According to the CR score results, six hypotheses (H1, H2, H3, H4, H5, and H7) achieved scores above 1.96, while two hypotheses (H6 and H8) obtained values below 1.96.

Table 4 Results of the Hypotheses Testing

Hypotheses	Paths	C.R.	P	Results
H1	Publicity > Destination attitude	5.803	***	Accepted
H2	Publicity > Destination awareness	5.674	***	Accepted
H3	e-WOM > Destination image	15.289	***	Accepted
H4	e-WOM > Destination preference	14.768	***	Accepted
H5	Destination attitude > Visit intention	2.649	0.008	Accepted
H6	Destination awareness > Visit intention	1.381	0.167	Rejected
H7	Destination image > Visit intention	3.043	0.002	Accepted
H8	Destination preference > Visit intention	1.381	0.167	Rejected

Discussion

The primary hypothesis of this study aimed to explore the potential impact of destination publicity on individuals' destination attitudes. The research results showed the acceptance of the research hypothesis, as evidenced by a substantial CR score of 5.803. These research findings not only confirm the validity of the research hypothesis but also align with previous research conducted by Türkel et al. (2016), Tian et al. (2019), and Friman (2010). These established studies provide a foundation for the current research by highlighting the relevance of destination publicity in shaping individuals' attitudes towards a destination. The consistency between the outcomes of this study and the prior research suggests a robust relationship between destination publicity and destination attitudes. From this alignment, it is significant that destination publicity campaigns influence perceptions and sentiments about destinations.

The second hypothesis predicted the potential impact of destination publicity on tourists' destination awareness. The analysis of the results led to the acceptance of this hypothesis, as shown by a significant CR score of 5.674. These findings echo previous research conducted by Masa'deh et al. (2021), Malarvizhi et al. (2022), and Andervazh et al. (2020), which lends further support to the notion that destination publicity plays a substantial role in influencing individuals' awareness of a specified destination. The alignment between this study's outcomes and previous research findings reinforces the viewpoint that effective destination publicity campaigns contribute to heightened destination awareness. The positive relationship observed here suggests that well-executed publicity efforts can increase individuals' knowledge and recognition of destinations.

The third hypothesis explored the influence of e-WOM on destination image. The result reveals a significant acceptance of this hypothesis, with a substantial CR score of 15.289. These research findings are in alignment with prior research conducted by Siddiqui et al. (2021), Setiawan et al. (2021), Jalilvand et al. (2012), and Setiawan et al. (2014), providing robust support for the notion that e-WOM significantly impacts destination image. The corroborative findings show the role of e-WOM as a potent driver in shaping perceptions of the destination image. As individuals increasingly rely on online platforms and reviews to inform their travel decisions, the positive influence of e-WOM on destination image becomes more evident. The study's results validate existing research and emphasise the importance of cultivating positive e-WOM to enhance destination image.

The fourth hypothesis in this study aimed to investigate the impact of electronic word-of-mouth (e-WOM) on destination preference. The achieved CR score, measuring 14.768, shows a significant result. As a result, the research hypothesis is acceptable. It affirms the validity of the proposed relationship between e-WOM and destination preference. Importantly, this outcome aligns harmoniously with the findings of a prior study conducted by RV and Varshney (2022). Their research, presumably focused on a similar context, likely observed a trend where e-WOM was crucial in influencing individuals' destination preferences.

The fifth hypothesis aims to predict the impact of destination attitude on visit intention towards coffee plantations as a tourist destination. The research hypothesis achieved a CR score of 2.649, showing its acceptance. This finding is in line with earlier studies conducted by Alipour et al. (2020), Jalilvand et al. (2012), and Nguyen and Tong (2022), which collectively highlighted that attitude significantly influences behavioural intention. The positive relationship between destination attitude and visit intention observed in this study is consistent with the existing literature. Alipour et al. (2020) emphasised the importance of attitude in shaping tourists' intentions to visit specific tourism destinations. Similarly, Jalilvand et al. (2012) explored the interplay between destination image, attitude, and travel intention, revealing attitude's significant impact. In addition, Nguyen

and Tong (2022) investigated the influence of user-generated content on travellers' intention to select a travel destination, reinforcing the notion that attitude plays a pivotal role in driving behavioural intentions.

The sixth hypothesis studied the potential influence of destination awareness on visit intention. However, the research results of this analysis led to the rejection of the research hypothesis, as shown by a relatively low CR score of 1.381. This finding aligns with the outcomes of Ervina and Octaviany's (2022) study, suggesting that destination awareness might only sometimes directly impact visit intentions, as assumed. In contrast, this outcome contradicts the findings of Abruruman et al. (2020), Kumail et al. (2022), and Junaedi and Harjanto (2020), whose research highlighted a positive relationship between destination awareness and visit intention. The discrepancy between these studies underscores the complexity of the relationship between destination awareness and visit intention. Factors such as cultural differences, context-specific variables, and the influence of other mediating or moderating variables could contribute to these varied results. These divergent findings signal the importance of considering a nuanced perspective when evaluating the impact of destination awareness on visit intention.

The seventh hypothesis posits the impact of destination image on visit intention for coffee plantations as a tourist destination. With a CR score of 3.043, this hypothesis is acceptable. The findings align with previous studies such as Yang et al. (2022), Kanwel et al. (2019), and Carreira et al. (2022), which show the significant influence of images on behavioural intention. This study contributes to the existing body of knowledge by further confirming the pivotal role of destination image in shaping visitors' visit intentions. The substantial CR score shows a robust relationship between destination image and visit intention, underscoring the power of perception in driving tourists' decisions. These findings highlight the consistency of the image's impact across various tourism contexts and emphasise the importance of cultivating a positive and appealing destination image to attract and preserve visitors. In addition, the convergence of results from different studies reinforces the broader theoretical framework that links the image to behavioural intention, emphasising its relevance as a critical factor in destination management and marketing strategies. By corroborating previous research, this study reaffirms the significance of nurturing a compelling and positive destination image to foster visitor interest and intention.

The eighth hypothesis sought to examine the potential impact of destination preference on Visit intention. However, the analysis results rejected the research hypothesis, with a CR score of 1.381, showing a lack of a significant relationship between destination preference and visit intention. Interestingly, this outcome aligns with the findings of Seo et al. (2017), Raza et al. (2018), and Moradi and Zarei (2011), whose research similarly did not find a substantial association between destination preference and visit intention. The collective alignment of these studies' outcomes underscores the complexity of the relationship between destination preference and visit intention. While it might be intuitive to assume that a strong preference for a destination would drive a visit intention to visit, these findings suggest that other factors, such as perceived value, destination image, and accessibility, could be more influential in shaping individuals' visit intentions. The implications of these results extend to destination management and marketing strategies. It highlights the necessity of considering a holistic approach encompassing multiple factors in shaping visitors' intentions.

CONCLUSION

In conclusion, this study delved into tourists' intention to visit coffee plantations as tourism destinations, examining the relationships between various factors. The findings shed light on several significant influences within this context. First and foremost, the study revealed that destination publicity significantly impacts destination attitude,

indicating that practical promotional efforts are pivotal in shaping travellers' general perceptions and emotions toward the destination. In addition, destination publicity affected destination awareness significantly, underlining its role in enhancing travellers' knowledge and familiarity with the destination. In addition, the study identified that e-WOM influences destination image and preference considerably. The power of digital recommendations and shared experiences online was evident, as positive e-WOM contributed to crafting a favourable image and influencing travellers' preferences for the destination.

Furthermore, the study highlighted that destination attitude and image significantly impact tourists' visit intentions. A positive attitude toward the destination and a positive perception of its image strongly assesses travellers' intention to visit. Interestingly, while destination awareness did not significantly influence visit intention, its role in combination with other factors should not be underestimated. It likely contributes to a broader understanding of the destination, which could indirectly influence visit intentions. Finally, it is noteworthy that destination preference did not show a significant direct effect on visit intention. It suggests that while travellers prefer a particular destination, other factors such as attitude and image might directly motivate their intention to visit. These findings collectively emphasise the multifaceted nature of tourists' decision-making processes and underscore the intricate interplay between various factors in shaping their intentions to visit coffee plantations as tourism destinations. They provide valuable insights for destination managers and marketers to tailor their strategies, enhancing coffee tourism destinations' overall appeal and success.

The managerial implications derived from this study provide valuable insights for destination managers, marketers, and stakeholders involved in promoting and developing coffee plantations as tourism destinations. These research findings offer actionable strategies to enhance the appeal and success of coffee tourism experiences. First, recognising the significant impact of destination publicity on destination attitude and awareness, destination managers should invest in comprehensive promotional campaigns that highlight the unique attributes of their coffee plantations. These efforts can include visually appealing content, storytelling, and engagement with potential visitors on various digital platforms. By doing so, destination managers can shape positive perceptions while increasing awareness of the destination among potential travellers. Second, the study underscores the pivotal role of e-WOM in shaping destination image and preference. Destination managers can engage with travellers on social media, encourage user-generated content, and leverage positive reviews to create an authentic and appealing destination image. Stimulating positive e-WOM exchanges can amplify the destination's reputation, helping to sway potential visitors' preferences in favour of the coffee plantations.

Moreover, by understanding the significant influence of destination attitude and image on visit intention, destination managers can focus on curating memorable experiences that align with visitors' expectations. By offering quality services, ensuring a positive atmosphere, and maintaining the authenticity of the destination, managers can increase the likelihood of converting positive attitudes and perceptions into actual visit intentions. While destination awareness did not directly impact visit intention, it still holds managerial potential. Destination managers should incorporate destination education initiatives and interactive experiences to enhance visitors' understanding of the destination's offerings, thus indirectly influencing their visit intentions. Finally, the non-significant relationship between destination preference and visit intention suggests that other factors play a more direct role in motivating visits. Therefore, destination managers should prioritise fostering positive attitudes and creating appealing destination images to drive travellers' intentions to explore coffee plantations effectively.

Despite the valuable insights this study provides, several limitations warrant consideration and future research avenues emerge to build upon the findings and enhance

our understanding of tourists' intentions to visit coffee plantations as tourism destinations. One limitation is related to the study's context specificity. The findings were derived from a specific sample and context, potentially limiting the generalisability of the results to other geographic locations or types of tourist destinations. Future studies could encompass a broader range of settings to determine to which extent these relationships hold across different contexts. In addition, the study focused on specific variables, such as destination publicity, eWOM, attitude, awareness, image, preference, and visit intention. Other factors, such as cultural differences, personal motivations, and perceived costs, also shape tourists' intentions. Future research could incorporate a more comprehensive range of variables to provide a more holistic understanding of decision-making. The non-significant relationship between destination awareness and visit intention is another noteworthy limitation. Exploring the possible moderating or mediating factors that influence this relationship offers a deeper understanding of the role of awareness in driving intentions.

Furthermore, the study employed cross-sectional data, limiting the ability to infer causality. Longitudinal studies or experimental designs could provide more insight into the examined variables' temporal dynamics and causal relationships.

For future studies, researchers could explore the moderating effects of individual differences, such as cultural backgrounds or travel experience, on the identified relationships. In addition, investigating the potential mediating mechanisms that explain how certain variables translate into visit intentions would enhance the theoretical framework. Concerning context specificity, researchers could conduct comparative studies across various tourist destinations and cultural settings to validate the research findings and expand their applicability. Moreover, exploring the dynamics of eWOM and its different forms (positive, negative, and neutral) on destination image and preference could yield a more nuanced understanding of its impact.

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