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Beyond the Screen: How Online Information and Visual Appeal Shape Tourist Intentions in Lokananta

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Abstract

Digital transformation has driven travelers to rely on online information as a basis for making travel decisions. This study aims to analyze the influence of Total Digital Online Content (TDOC), which consists of Online Information Quality (OIQ) and Visual Appeal, on Tourist Behavioral Intention (TBI), represented through Revisit Intention and Willingness to Recommend. Furthermore, the study examines the mediating role of Satisfaction and Trust in strengthening this relationship. Data were collected through a survey of users of digital tourism platforms and analyzed using the Structural Equation Modeling (SEM) approach. The results show that both OIQ and Visual Appeal have a significant influence on user satisfaction and trust, which in turn have a positive impact on tourist behavioral intention. The mediation by satisfaction and trust is proven to be significant in bridging the influence of TDOC on TBI. These findings highlight the importance of providing high quality and visually appealing information in building user trust and loyalty toward digital tourism destinations.

Keywords: Digital Marketing, TDOC, TBI, Satisfaction, Trust

1. Introduction

The advancement of information technology has significantly transformed the way travelers search for, evaluate and decide on tourism destinations. Digital platforms have become a central component in the travel decision-making process, positioning the quality of online content as a critical determinant. Within this context, the concept of Tourist Destination Online Content (TDOC), which encompasses Online Information Quality (OIQ) and Visual Appeal, plays a vital role in shaping tourists initial perceptions of a destination. Informative and visually appealing content not only influences perception but also affects travelers behavioral intentions, such as their intention to revisit and willingness to recommend a destination. However, these effects are not always direct, they are often mediated by psychological factors, particularly satisfaction and trust toward both the platform and the destination. Previous studies have highlighted the importance of information quality and visual elements in shaping tourists digital experiences.

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Nonetheless, there is a limited body of research that integrates both dimensions of TDOC while simultaneously examining the mediating roles of satisfaction and trust in influencing Tourist Behavioral Intention (TBI). Therefore, the present study aims to address this research gap by proposing a comprehensive conceptual model that links TDOC, psychological mediators and tourist behavioral intentions. This research is expected to contribute theoretically to the literature on digital tourism marketing and offer practical insights for destination managers and digital platform providers in designing more effective content strategies to foster tourist loyalty.

2. Literature Review

2.1 TDOC

Tourist Destination Online Content (TDOC) refers to the quality and accessibility of online information available to tourists about a destination. It encompasses various forms of digital content, including images, videos, user reviews and information disseminated through official websites and social media platforms. The success of destination marketing today is largely determined by the quality of online content (Leung et al., 2017). The effectiveness of persuasive content about tourism destinations is influenced by its relevance to the target audience, the form of message delivery and the degree to which the content aligns with the destination being promoted. These three factors play a critical role in shaping the level of tourist engagement with a destination through social media (Alhabash et al., 2013). Therefore, TDOC serves not only as an information source but also as a strategic tool for shaping destination image, enhancing tourist engagement and influencing travel decision making through relevant and compelling digital experiences.

2.2 TBI

Behavioral intentions can be defined as an individual's stated likelihood of engaging in a particular behavior. In general, behavioral intention comprises two core components, intentions to use and word of mouth intentions (Han et al., 2009). According to (Oliver, 1977), behavioral intentions can be defined as an individual's stated likelihood of performing a behavior. This includes intentions to use, visit, recommend and share information through word of mouth, with each of these components playing a vital role in shaping tourism related decisions.

In the context of tourism, Tourist Behavioral Intentions (TBI) refer to tourists intentions to revisit, recommend or promote a destination, which are shaped by their subjective perceptions and evaluations of the services and experiences encountered during their trip. Specifically, TBI is reflected through two primary indicators, tourist loyalty and tourist recommendation (H. Chen et al., 2024). Furthermore, word of mouth intentions, as defined by (Harrison-Walker, 2001), refers to informal communication between individuals regarding a brand, product, organization, or service, which is personal and non commercial. Such communication is often seen as more trustworthy than commercial advertising and plays a crucial role in reducing perceived risks when selecting new products or services (Yi & Gong, 2008).

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In addition, (Ratnasari et al., 2020) define behavioral intentions are a result of customer satisfaction with the products and services provided by service providers, highlighting how satisfaction directly influences tourists intent to engage positively with a destination. Tourist searches contribute to the increasing popularity of destinations, both in terms of keyword search volume and interactions with tourism content creators. The credibility of these creators and their related content significantly strengthen tourists intentions to visit the destination (Cheng et al., 2020). By understanding the changing preferences and needs of tourists, tourist destinations can more effectively assess their competitive advantage and focus efforts on enhancing their competitive edges and strengthening their market position (J. Chen et al., 2025). Accordingly, a comprehensive understanding of TBI is essential for destination managers in formulating effective marketing and service strategies that enhance tourist loyalty while simultaneously strengthening the promotional influence of organically shared travel experiences.

2.3 Satisfaction

Satisfaction refers to the degree to which tourists feel content with the information and experiences they obtain regarding a destination, both before and after their visit. According to (Bigné et al., 2001), tourist satisfaction is a response or decision influenced by emotional or cognitive evaluations. In other words, satisfaction is a reaction tied to a specific experience. As defined by (Beard & Ragheb, 1980), tourist satisfaction is a positive perception that develops from tourists participation in recreational activities, which can be measured by the level of enjoyment they feel. Tourist satisfaction, along with their willingness to revisit or recommend a destination, is shaped by the content they view, create and share across various social media platforms (Xu (Rinka) & Pratt, 2018). Moreover, consumer satisfaction with online information quality serves as a mediating factor in the relationship between electronic word of mouth (eWOM) and destination booking intentions (Tariyal et al., 2022). Therefore, tourist satisfaction not only serves as an indicator of destination experience success but also plays a strategic role as a bridge linking perceptions of digital content with the formation of positive behavioral intentions, such as repeat visits and destination recommendations.

2.4 Trust

Trust is defined as a subjective belief that one party will fulfill its obligations in accordance with the expectations of the trusting party. Trust plays a critical role in reducing fear and uncertainty in transactions (Gefen et al., 2003). According to (Oliver, 1977), trust is an individual's belief that the other party will act according to their expectations, without the need for monitoring or control mechanisms.

Trust in online content refers to users confidence in the credibility of information presented on digital platforms, such as social media, user reviews, blogs or official websites. This form of trust encompasses the belief that the information is accurate, reliable and free from bias or manipulation. In the context of e-commerce, trust means the willingness of consumers to provide personal and financial information to a website in exchange for goods or services.

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Trust is essential in online interactions, as it influences users decisions to engage, share information, collaborate, or conduct transactions. Furthermore, trust in online content significantly influences tourists decision making process, particularly their intentions to visit, recommend or promote a destination. Accordingly, trust in digital content becomes a crucial element in shaping user attitudes and behaviors, including in the tourism context, where the level of trust in online information can significantly influence a tourist's decision to visit, recommend or return to a destination. This is especially true when tourists rely on reviews from other users, with credible content and content creators strengthening their intention to visit a destination (Tariyal et al., 2022)

3. Hypothesis Development

3.1 TDOC and Satisfaction

Tourists are increasingly utilizing online communities as a form of social exchange (Atsız et al., 2023). A stable relationship exists between Tourist Destination Online Content (TDOC) and Tourist Satisfaction (Hwang et al., 2018). According to the Theory of Planned Behavior (TPB), Expectation Confirmation Theory (ECT), and Self-Determination Theory (SDT), the perceived usefulness (Sussman & Siegal, 2003) and the quality of online information (Cheung & Lau, 2008) are key factors influencing individuals intentions to purchase a service or product (K.-T. Lee & Koo, 2015) Based on these findings, TDOC plays a crucial role in explaining Tourist Behavioral Intentions and significantly contributes to shaping tourist satisfaction.

H1: Tourist Destination Online Content (TDOC) has a positive and significant effect on Tourist Satisfaction.

3.2 TDOC and TBI

Online information has become increasingly influential in shaping individual decision-making, with useful and credible content positively affecting users intentions (Chu & Kim, 2011). In tourism, digital content plays a significant role in influencing tourists desire to seek information and engage with others experiences (Simonetti & Bigne, 2022). Sharing destination related content through digital platforms enhances both tourist satisfaction and behavioral intention (H. Kim & Stepchenkova, 2015). Quality and accessible content not only fosters trust but also increases the likelihood of visiting a destination (E.-J. Lee & Shin, 2014). Therefore, digital content plays a crucial role in guiding tourist decision making.

H2: Tourist Destination Online Content (TDOC) has a positive and significant effect on Tourist Behavioral Intention (TBI).

3.3 TDOC and Trust

Research by (Reif et al., 2020) demonstrates that the scope of YouTube significantly influences trust in YouTube content, as well as attitudes and risk perceptions. Additionally, audience trust in YouTube influencers is strongly affected by their communication skills and ability to

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entertain. Similarly, (Briones et al., 2012) found that YouTube videos on controversial topics, such as the HPV vaccine, significantly shape public attitudes and beliefs regarding HPV. (Oh et al., 2021) also discovered that repeated exposure to pandemic risk information, such as MERS, on platforms like YouTube or Facebook increases individuals fear and perception of health risks related to the pandemic. Based on these findings, it can be assumed that Tourist Destination Online Content (TDOC) has a significant impact on trust in online content.

H3: Tourist Destination Online Content (TDOC) has a positive and significant effect on Trust.

3.4 TDOC, Satisfaction and TBI

The advancement of communication and information technology has played a crucial role in shaping tourists behavioral intentions and the way destinations are promoted online (Jiménez-Barreto et al., 2020). Online interactions have a significant impact on tourists satisfaction and motivation toward destinations (Buhalis & Law, 2008). Specifically, the reliability of online information sources about tourist destinations has a substantial effect on tourists satisfaction and their intention to visit (Veasna et al., 2013). Tourists who revisit a destination because they were satisfied with their initial visit and share positive experiences can influence other tourists intentions to visit (Jacobsen & Munar, 2012). Thus, tourists satisfaction with their digital experiences, combined with trust in the information they receive, becomes a key factor in shaping their travel intentions (Jiménez-Barreto et al., 2020).

H4: Satisfaction (S) mediates the relationship between Tourist Destination Online Contents (TDOC) and Tourist Behavioral Intentions (TBI)

3.5 Satisfaction and TBI

Furthermore, websites that support eWOM (electronic Word of Mouth) and digital marketing interactions play a significant role in shaping individual preferences for products and services (Wang et al., 2012). Tourists decisions on selecting a destination are heavily influenced by the information they access. (Werenowska & Rzepka, 2020) highlight that tourists can quickly obtain information about travel and tourism sectors through eWOM channels. Similarly, (See-To & Ho, 2014) found that information shared on social media significantly impacts consumers purchase intentions. Additionally, (Tsao & Hsieh, 2015) concluded that user generated digital information and eWOM strongly influence tourists intentions and decisions. (Tariyal et al., 2022) also noted that web based information positively impacts tourists satisfaction and purchase behavior. Based on these findings, it can be concluded that tourist satisfaction plays a key role as a mediator between tourists intentions and their perceptions of Tourist Destination Online Content (TDOC), offering valuable insights for destination marketing strategies.

H5: Satisfaction has a positive and significant effect on Tourist Behavioral Intention (TBI).

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3.6 TDOC, Trust and TBI

Trust Transfer Theory (TTT) posits that trust in a reliable source can transfer to another, unfamiliar source, provided there is a certain connection between the two entities (Liu et al., 2018). For instance, (J.-H. Kim & Song, 2020) applied TTT to explore how trust influences consumers intentions in choosing dining establishments. Their study found that domestic tourists in China, who trusted certifications such as the "Certified Traditional Restaurant" label, also transferred that trust to the restaurant, believing it would offer an authentic and high quality dining experience. Similarly, in the context of online tourism, (M. Kim & Kim, 2020) demonstrated that trust in online reviews could transfer to trust in tourism-related products, such as destination services. These findings underscore the importance of trust transfer in shaping tourists perceptions and behaviors toward tourism products.

H6: Trust (T) mediates the relationship between Tourist Destination Online Contents (TDOC) and Tourist Behavioral Intentions (TBI)

3.7 Trust and TBI

Furthermore, in the aviation industry, (Wojciechowicz, 2020) discovered that recommendations from influential flight review vloggers significantly affected their followers intention to use the recommended airline. This illustrates the significant role that trust plays in shaping behavioral intentions, as trust in an influential source can transfer to increased confidence in the product or service being promoted. These studies emphasize that trust is not only a direct factor but also a transferable one that can influence decisions across different platforms and products.

H7: Trust has a positive and significant effect on Tourist Behavioral Intention (TBI).

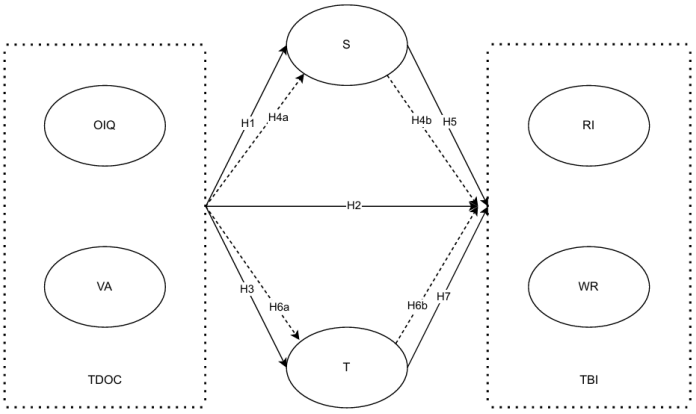

Figure 1. Theoretical Framework

4. Method

This study adopts a quantitative research design with a causal-explanatory approach aimed at examining the direct and indirect relationships between Tourist Destination Online Content

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(TDOC), which includes Online Information Quality (OIQ) and Visual Appeal, and Tourist Behavioral Intention (TBI). The research framework specifically explores how these relationships are mediated by two key psychological constructs: Satisfaction and Trust. The causal explanatory nature of this design enables the investigation not only of correlations between variables but also of the underlying mechanisms that explain how digital content influences tourists behavioral intentions.

A quantitative approach was employed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, executed through SmartPLS version 3. The choice of PLS-SEM is justified by its suitability for analyzing complex models involving multiple constructs and relationships, its robustness in handling non normal data distributions and its effectiveness even when sample sizes are relatively small. This makes it particularly appropriate for studies such as this, which test mediation effects and involve latent constructs with reflective indicators. The type of data used is primary quantitative data, obtained directly from respondents through a structured questionnaire. The instrument was developed based on established indicators relevant to each construct in the proposed model. A five point Likert scale was used to measure respondents level of agreement with each item, ranging from "strongly disagree" to "strongly agree." The questionnaire was carefully designed to capture valid and reliable data related to tourists experiences, perceptions of online content and behavioral intentions.

Data collection was carried out through a survey method, wherein questionnaires were distributed to individuals who had visited Lokananta, a historical and cultural site in Indonesia, following its recent revitalization. The sampling technique used was non probability sampling, specifically purposive sampling, as recommended by (Cooper Donald & Schindler Pamela, 2014). This method allows researchers to select respondents based on predefined criteria relevant to the research objectives. The criteria for participant selection included:

(a) individuals who had visited Lokananta and utilized its digital services
(b) active users of social media who interact with Lokananta's official accounts
(c) individuals who have experience using digital platforms to obtain travel-related information.

These criteria were designed to ensure that respondents could provide informed and relevant responses aligned with the study's aims.

The total sample size consisted of 120 respondents, which satisfies the minimum requirements for PLS-SEM analysis. According to (Hair et al., 2019), the ideal sample size for SEM is determined by multiplying the total number of indicators and latent variables by a factor of 5 to 10. The current study meets this standard, ensuring statistical power and robustness of the model estimation. The data analysis procedure followed two main stages in line with PLS-SEM guidelines. First, the measurement model (outer model) was assessed to evaluate construct validity and reliability. This involved testing convergent validity, using Average Variance Extracted (AVE) and outer loading values, and discriminant validity, using the Fornell Larcker criterion. Reliability was assessed through composite reliability and Cronbach's Alpha, ensuring

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that each construct demonstrated internal consistency and measurement accuracy. Second, the structural model (inner model) was evaluated to test the hypothesized relationships among constructs. R-Square (R^2) values were examined to determine the explanatory power of the endogenous variables, while Goodness of Fit (GOF) indices were considered to assess the overall quality and adequacy of the model. Hypothesis testing was performed using the bootstrapping technique, with 5,000 resamples, where statistical significance was determined based on t-statistics (> 1.96) and p-values (< 0.05). Furthermore, mediation analysis was conducted using path analysis, allowing for the evaluation of indirect effects through Satisfaction and Trust, under the same significance criteria.

5. Results

This section presents the results of the structural equation modeling (SEM) analysis conducted using SmartPLS. The findings are organized into two main parts: the evaluation of the measurement model to assess construct validity and reliability, followed by the structural model results that examine the hypothesized relationships among constructs. The analysis revealed that while Tourist Destination Online Content (TDOC), represented by Online Information Quality (OIQ) and Visual Appeal (VA), does not exert a direct effect on behavioral intention, it significantly influences tourist satisfaction and trust. These two psychological constructs were found to fully mediate the relationship between TDOC and Tourist Behavioral Intention (TBI), underscoring the pivotal role of internal perceptions in translating digital content into tourist loyalty behaviors.

Table 1. *R-Square* (R^2) Value

	R-Square	*R-Square adjusted*
RI	0,756	0,747
WR	0,787	0,780
S	0,805	0,802
T	0,721	0,716

Table 1 presents the coefficient of determination (R^2) values for the endogenous latent constructs. The R^2 value for RI is 0.756, indicating that 75.6% of the variance in RI is explained by its predictor variables in the model. Similarly, WR has an R^2 value of 0.787, suggesting that 78.7% of the variation in WR is accounted for by the exogenous constructs. S yields the highest R^2 value at 0.805, which signifies that the model explains 80.5% of the variance in satisfaction. Additionally, the R^2 value for T is 0.721, implying that 72.1% of the variance in trust is captured by its antecedents. The adjusted R^2 values, ranging from 0.716 to 0.802, are only marginally lower than the original R^2 values, further confirming the model's robustness and low risk of overfitting. According to (Hair et al., 2019), R^2 values of 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate and weak levels of predictive accuracy, respectively. Therefore, the results indicate that the structural model possesses substantial predictive power for all examined constructs.

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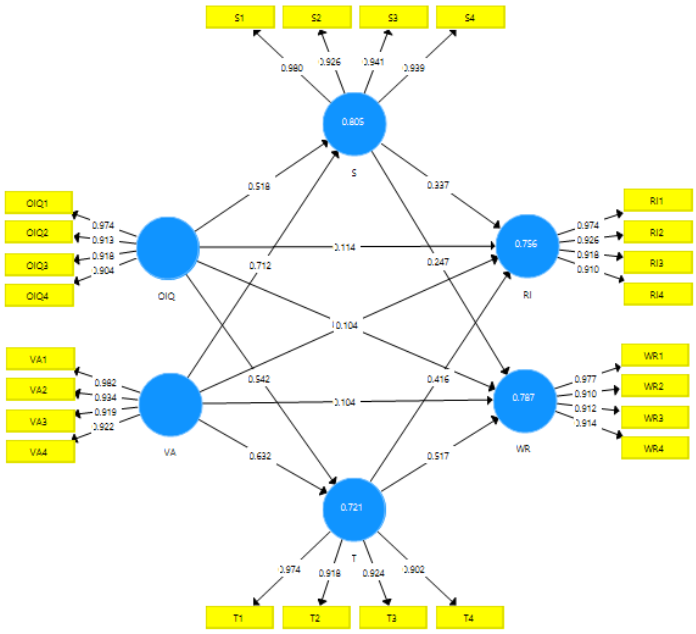

Figure 2. Structural Model of Algorithm Testing

The measurement model indicates that all outer loadings of reflective indicators exceed the recommended threshold of 0.70 (Hair et al., 2019), confirming adequate indicator reliability and convergent validity. For instance, the OIQ indicators range from 0.904 to 0.974, VA indicators range from 0.919 to 0.962 and all indicators for S, T, RI and WR exceed 0.90, which further supports the robustness of the measurement model. In the structural model, the R^2 values for the endogenous variables indicate strong predictive power. Satisfaction (S) shows the highest R^2 value of 0.805, followed by Willingness Recommendation (WR) at 0.787, Revisit Intention (RI) at 0.756 and Trust (T) at 0.721. According to (Hair et al., 2019), these values reflect substantial explanatory power. Regarding direct effects, both OIQ (β = 0.518) and VA (β = 0.712) significantly predict Satisfaction. Likewise, OIQ (β = 0.542) and VA (β = 0.632) positively influence Trust. Satisfaction subsequently has a positive effect on Revisit Intention (β = 0.337) and Willingess Recommendation (β = 0.247), while Trust strongly predicts both RI (β = 0.416) and WR (β = 0.517). In contrast, the direct paths from OIQ and VA to RI and WR are comparatively weaker (β = 0.104), suggesting a stronger indirect effect through S and T.

Table 2. Data on Hypothesis Testing Results

	Original sample (O)	*T-Value*	P-values	Hypothesis
OIQ -> S	0.518	10.469	0.000	Supported
VA -> S	0.712	16.019	0.000	Supported
OIQ -> RI	0.114	1.338	0.182	Not Supported
OIQ -> WR	0.123	1.589	0.113	Not Supported
VA -> RI	0.104	1.069	0.289	Not Supported
VA -> WR	0.104	1.192	0.234	Not Supported
OIQ -> T	0.542	10.489	0.000	Supported
VA -> T	0.632	12.580	0.000	Supported
OIQ > S > RI	0.175	2.502	0.013	Supported
OIQ > S > WR	0.128	1.971	0.049	Supported
VA > S > RI	0.240	2.558	0.011	Supported
VA > S > WR	0.176	1.967	0.050	Supported
S -> RI	0.337	2.596	0.010	Supported
S -> WR	0.247	2.003	0.046	Supported
OIQ > T > RI	0.225	3.582	0.000	Supported
OIQ > T > WR	0.280	4.212	0.000	Supported
VA > T > RI	0.263	3.791	0.000	Supported
VA > T > WR	0.327	4.266	0.000	Supported
T -> RI	0.416	3.940	0.000	Supported
T -> WR	0.517	4.570	0.000	Supported

Online Information Quality (OIQ) exerts a strong positive influence on Satisfaction (β = .518, t = 10.469, p < .001) and on Trust (β = .542, t = 10.489, p < .001), yet its direct links to Repurchase Intention (RI) and Word of Mouth Recommendation (WR) are not significant (ps = .182 and .113, respectively). Visual Appeal (VA) follows an identical pattern, displaying significant paths to Satisfaction (β = .712, t = 16.019, p < .001) and Trust (β = .632, t = 12.580, p < .001) but non-significant direct paths to RI and WR. Satisfaction itself positively predicts both RI (β = .337, t = 2.596, p = .010) and WR (β = .247, t = 2.003, p = .046), whereas Trust shows even stronger direct effects on RI (β = .416, t = 3.940, p < .001) and WR (β = .517, t = 4.570, p < .001).

Indirect (mediated) effects through Satisfaction: Both OIQ → S → RI (β = .175, t = 2.502, p = .013) and VA → S → RI (β = .240, t = 2.558, p = .011) are significant, indicating that Satisfaction partially transmits the influence of information quality and visual appeal to repurchase intentions. Parallel indirect links to WR (OIQ → S → WR and VA → S → WR) are significant at the 5 percent threshold, further underscoring the mediating role of Satisfaction.
Indirect effects through Trust: The chains OIQ → T → RI (β = .225, t = 3.582, p < .001), OIQ → T → WR (β = .280, t = 4.212, p < .001), VA → T → RI (β = .263, t = 3.791, p < .001), and VA → T → WR (β = .327, t = 4.266, p < .001) are all significant, confirming Trust as an additional and robust mediator.

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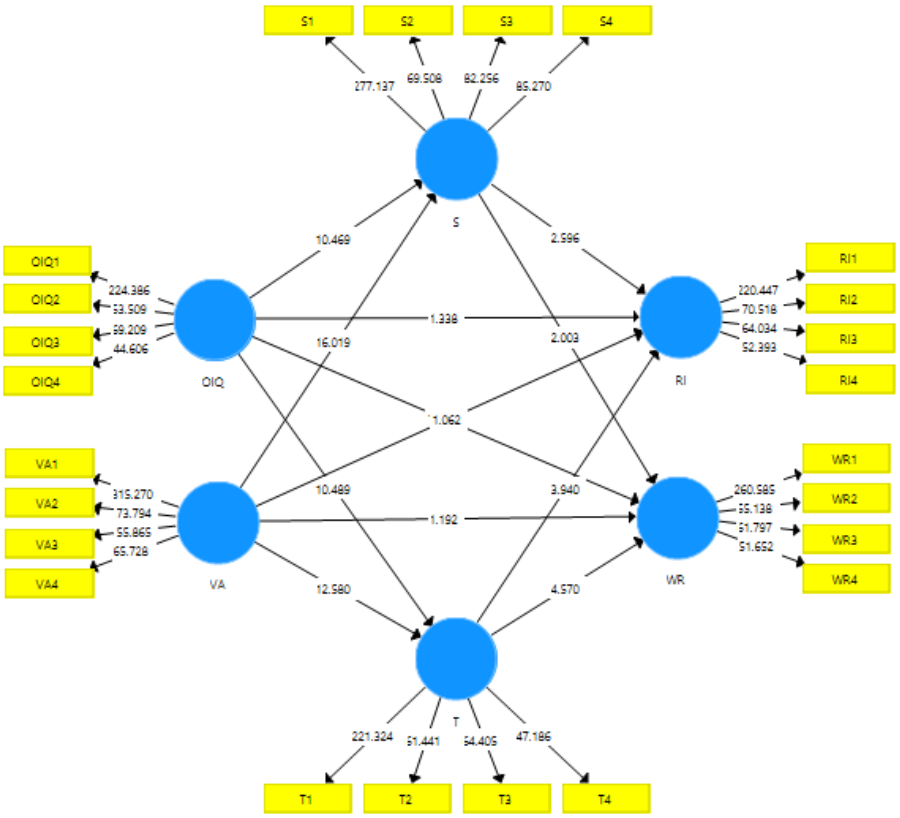

Figure 3. Structural Model Hypothesis Testing

The outer model demonstrates that all indicators have substantial loadings on their corresponding constructs, confirming strong indicator reliability. For example, OIQ is measured by four items (OIQ1 to OIQ4) with loadings ranging from 44.606 to 224.366, and VA is measured by VA1 to VA4 with loadings from 55.865 to 215.270. Similarly, Satisfaction (S), Trust (T), RI and WR also exhibit strong indicator contributions, as shown by the high outer loading values.

The inner model shows several significant path coefficients. Notably, both OIQ (β = 0.518, t = 10.469, p < .001) and VA (β = 0.712, t = 16.019, p < .001) significantly predict Satisfaction. In parallel, OIQ (β = 0.542, t = 10.489, p < .001) and VA (β = 0.632, t = 12.580, p < .001) also have strong effects on Trust. Satisfaction subsequently exerts significant influence on Revisit Intention (β = 0.337, t = 2.596) and Willingness Recommendation (β = 0.247, t = 2.003), while Trust also significantly predicts RI (β = 0.416, t = 3.940) and WR (β = 0.517, t = 4.570), all at p < .05 or better. Conversely, the direct paths from OIQ and VA to RI and WR are not significant (e.g., OIQ → WR: β = 0.123, t = 1.589), suggesting that the effects of information quality and visual appeal on behavioral intentions are fully mediated by Satisfaction and Trust.

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Table 3. Outer Loading

Test Results			**Test Criteria > 0.70**
Construct	**Indicator**	**Loading Factor**	
Online Information Quality (OIQ)	OIQ1	0.974	Valid
	OIQ2	0.913	Valid
	OIQ3	0.918	Valid
	OIQ4	0.904	Valid
Visual Appeal (VA)	VA1	0.982	Valid
	VA2	0.934	Valid
	VA3	0.919	Valid
	VA4	0.922	Valid
Revisit Intention (RI)	RI1	0.974	Valid
	RI2	0.926	Valid
	RI3	0.918	Valid
	RI4	0.910	Valid
Willingness Recommendation (WR)	WR1	0.977	Valid
	WR2	0.910	Valid
	WR3	0.912	Valid
	WR4	0.914	Valid
Satisfaction (S)	S1	0.980	Valid
	S2	0.926	Valid
	S3	0.941	Valid
	S4	0.939	Valid
Trust (T)	T1	0.974	Valid
	T2	0.918	Valid
	T3	0.924	Valid
	T4	0.902	Valid

Table 4. Cronba Alpha, rho_A, Composite Reliability (CR), Average Variance Extracted (AVE)

	Cronbach's Alpha	rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Online Information Quality (OIQ)	0.946	0.952	0.961	0.860
Visual Appeal (VA)	0.956	0.958	0.968	0.883
Revisit Intention (RI)	0.950	0.956	0.964	0.869
Willingness Recommendation (WR)	0.947	0.952	0.962	0.863
Satisfaction (S)	0.961	0.963	0.972	0.896
Trust (T)	0.947	0.953	0.962	0.864

Table 5. Fornell Larcker

	OIQ	RI	S	T	VA	WR
OIQ	0.928					
RI	0.539	0.932				
S	0.546	0.833	0.946			
T	0.568	0.838	0.858	0.930		
VA	0.041	0.627	0.733	0.654	0.940	
WR	0.555	0.777	0.834	0.867	0.628	0.929

The evaluation of the measurement model demonstrates strong reliability and validity across all constructs. As shown in Table 3, all outer loading values exceed the threshold of 0.70, indicating that each indicator reliably reflects its respective latent variable (Hair et al., 2019). Table 4 further confirms internal consistency, with Cronbach's Alpha values ranging from 0.946 to 0.961 and Composite Reliability (CR) values from 0.952 to 0.972, all well above the recommended minimum of 0.70. In addition, the Average Variance Extracted (AVE) values for all constructs are above 0.50, ranging from 0.860 to 0.896, confirming convergent validity. Discriminant validity is also established through the Fornell-Larcker criterion (Table 5), where the square root of each construct's AVE (shown on the diagonal) is greater than its correlations with other constructs, satisfying the condition for discriminant separation (Claes Fornell & David F. Larcker, 1981). These results collectively indicate that the measurement model is both reliable and valid, supporting its use for subsequent structural analysis.

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6. Discussion

6.1 TDOC and Satisfaction

The findings of this study provide compelling evidence that Tourist Destination Online Content (TDOC), operationalized through Online Information Quality (OIQ) and Visual Appeal (VA), plays a crucial role in shaping tourist satisfaction. Both OIQ ($\beta = 0.518$, $t = 10.469$, $p < .001$) and VA ($\beta = 0.712$, $t = 16.019$, $p < .001$) exhibit strong and statistically significant direct effects on satisfaction. This reinforces the theoretical proposition that satisfaction is not only influenced by actual experiences but also by pre-visit perceptions formed through digital media. In the current digital era, online content acts as the initial point of contact between the destination and the prospective tourist, thereby shaping expectations and emotional responses even before the actual visit. When the content is perceived as clear, informative, visually attractive and relevant, it creates a sense of confidence and pleasure, leading to higher levels of satisfaction. These findings align with prior research by (Xu (Rinka) & Pratt, 2018), who noted that online content significantly shapes affective evaluations in tourism. Therefore, TDOC should be recognized as a powerful antecedent of tourist satisfaction, with its influence rooted in both cognitive (information quality) and affective (visual design) dimensions.

6.2 TDOC and TBI

Contrary to expectations, the study reveals that TDOC does not directly affect Tourist Behavioral Intention (TBI), including Revisit Intention (RI) and Willingness to Recommend (WR). Specifically, the path coefficients for OIQ → RI ($\beta = 0.114$, $p = .182$) and VA → WR ($\beta = 0.104$, $p = .234$) were not statistically significant. This suggests that while online content may be effective in forming perceptions and emotional responses, it is insufficient on its own to drive concrete behavioral intentions unless mediated by internal psychological constructs. In other words, the presence of high-quality information and appealing visuals may generate interest, but such content must translate into positive internal experiences, such as satisfaction and trust, to effectively alter tourist intentions. This supports the assertion that content alone does not equate to behavioral change unless reinforced by deeper psychological engagement.

6.3 TDOC and Trust

The relationship between TDOC and trust is one of the strongest findings in this study. Both OIQ ($\beta = 0.542$, $t = 10.489$, $p < .001$) and VA ($\beta = 0.632$, $t = 12.580$, $p < .001$) show significant positive effects on trust, highlighting that tourists are more likely to trust a destination when they perceive the content presented online to be not only informative but also visually professional and aesthetically pleasing. This finding resonates with the work of (Gefen et al., 2003), who emphasized that trust is built when users perceive digital content as credible, unbiased and relevant. In tourism contexts, where physical experience is often preceded by online engagement, the perception of trustworthiness is critical in reducing uncertainty and encouraging deeper engagement. The implication for destination marketers is clear, investing in high-quality, truthful, and visually engaging online content can substantially improve the level of trust that tourists place in a destination, thereby fostering long term relational value.

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6.4 TDOC, Satisfaction and TBI

Although the direct effect of TDOC on TBI was found to be insignificant, the indirect effects through satisfaction were statistically significant. Mediation analysis confirmed that satisfaction serves as a key intermediary that channels the influence of TDOC into actual behavioral intentions. For example, VA → S → RI (β = 0.240, t = 2.558, p = .011) and OIQ → S → WR (β = 0.128, t = 1.971, p = .049) are both significant pathways. This suggests that when online content enhances satisfaction, by meeting or exceeding expectations, it indirectly increases the likelihood that tourists will revisit or recommend the destination. Satisfaction acts as a psychological filter through which tourists interpret and internalize digital experiences, reinforcing the emotional and cognitive justification for future actions. These findings support previous theories in service marketing which posit that satisfaction is an essential precursor to loyalty behaviors, particularly in intangible service industries such as tourism.

6.5 Satisfaction and TBI

In addition to its role as a mediator, satisfaction also exhibits a direct and significant influence on TBI. Satisfaction significantly predicts both Revisit Intention (β = 0.337, t = 2.596, p = .010) and Willingness to Recommend (β = 0.247, t = 2.003, p = .046). These results highlight the dual function of satisfaction, as both a consequence of TDOC and a driver of TBI. When tourists are satisfied with the quality of online information and the overall experience with the destination, they are more likely to form emotional bonds that translate into behavioral loyalty. This is consistent with (Bigné et al., 2001), who emphasized that satisfaction is an emotional cognitive outcome that directly contributes to repeated patronage and word of mouth promotion. Therefore, ensuring that tourists are not only informed but also emotionally fulfilled is critical for sustaining long-term engagement.

6.6 TDOC, Trust and TBI

Similar to the satisfaction pathway, trust also functions as a significant mediator in the relationship between TDOC and TBI. The indirect effects from OIQ and VA to both RI and WR through trust were statistically significant, with the strongest mediated path observed in VA → T → WR (β = 0.327, t = 4.266, p < .001). This underscores the idea that trust amplifies the effects of digital content by fostering confidence and emotional security, which in turn lead to favorable behavioral outcomes. In a highly competitive digital tourism environment, where travelers are bombarded with choices, trust becomes a differentiating factor. These findings align with emerging literature that positions trust as a cornerstone in digital engagement, especially in contexts involving high uncertainty and emotional involvement, such as travel planning and destination choice.

6.7 Trust and TBI

The results show that trust not only mediates but also directly influences tourist behavioral intention. Trust significantly impacts both Revisit Intention (β = 0.416, t = 3.940, p < .001) and Willingness to Recommend (β = 0.517, t = 4.570, p < .001), suggesting that once trust is

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established, it can independently predict loyalty related behaviors. This finding reinforces the theoretical assumption that trust is not merely a passive outcome of online content quality but an active psychological force that shapes decision-making. Trust reduces perceived risk, increases commitment and enhances the credibility of the destination in the eyes of the consumer. For tourism marketers and destination managers, this implies that cultivating trust through transparent, consistent, and customer centric digital communication is essential to drive repeat visits and organic advocacy.

Conclusion

This study set out to investigate the influence of Tourist Destination Online Content (TDOC), conceptualized through Online Information Quality (OIQ) and Visual Appeal (VA), on Tourist Behavioral Intention (TBI), represented by Revisit Intention (RI) and Willingness to Recommend (WR). Central to the research model was the examination of the mediating roles of two psychological constructs: Satisfaction and Trust. Utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM), the study offers empirical evidence that, while TDOC does not exert a direct influence on tourist behavioral intentions, it significantly shapes satisfaction and trust, which in turn serve as critical mediators in the formation of those intentions.

Specifically, the findings demonstrate that high-quality and visually appealing online content positively affects tourist satisfaction and trust, reaffirming the importance of digital content in shaping pre-travel perceptions. These internal psychological responses, satisfaction and trust, subsequently translate into increased intentions to revisit a destination and to recommend it to others. The mediation analysis provides robust support for the indirect pathways from OIQ and VA to TBI via both mediators, thus validating the full mediation model and emphasizing the psychological mechanisms through which digital content influences tourist behavior.

Moreover, both satisfaction and trust are found to be significant independent predictors of TBI, confirming their dual function as both mediators and direct drivers of loyalty related behaviors. These results underscore the importance of affective and cognitive evaluations in tourist decision making processes, in line with existing theories in service marketing and consumer psychology (Bigné et al., 2001). Tourists are not merely passive recipients of information, they actively interpret and respond to the emotional and credibility cues embedded in digital content. In conclusion, this study contributes to a more nuanced understanding of how TDOC affects tourist behavior not through direct persuasion, but through the construction of meaningful psychological experiences. It extends the current discourse on digital tourism marketing by integrating content features with psychological mediators, thereby offering a comprehensive framework for understanding tourist decision making in digital contexts. These insights are valuable for both scholars and practitioners, as they reveal that effective online content strategies must go beyond visual aesthetics and information delivery to include deeper psychological engagement aimed at fostering satisfaction and trust. Such strategies are vital for cultivating long term relationships between destinations and tourists in an increasingly digital travel landscape.

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