THE EFFECT OF TOURISM PRODUCT ATTRIBUTES, DESTINATION IMAGE, AND ELECTRONIC WORD OF MOUTH ON THE DECISION TO VISIT LUKUP BADAK RAFTING TOURISM IN TAKENGON

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Abstract

This study aims to determine the effect of Tourism Product Attributes, Destination Image and Electronic Word Of Mouth on Visiting Decisions at Lukup Badak Rafting Tourism in Takengon . With the independent variables in this study are Tourism Product Attributes, Destination Image, and Electronic Word Of Mouth (E-WOM) while the dependent variable is the Visiting Decision. This type of research uses a quantitative method, data collection using a questionnaire containing statements in the form of a paper form and given to visitors to the Lukup Badak Rafting tourism with a total of 112 respondents. Data analysis used is validity test, reliability test, classical assumption test, multiple linear regression analysis, research hypothesis, partial (t) test, and coefficient of determination. The program used in analyzing data using the Statistical Package for Social Sciences (SPSS). Based on the results of the study showed that Tourism Product Attributes were proven to have no significant effect, Destination Image and electronic word of mouth were proven to have a positive and significant effect on visiting decisions.

Keywords: Tourism Product Attributes, Destination Image, Electronic Word Of Mouth, Visiting Decision.

INTRODUCTION

Based on data from the Central Statistics Agency (BPS), the number of visit Indonesian tourists , both overseas and local , shows up and down pattern in the period January until September 2024. One of the medium area develop potential the tourism is Takengon , Central Aceh Regency . This area own Lots object tour interesting nature , one of them is destination tour Whitewater rapids Cover Rhinoceros . Destination This is one of the activity whitewater popular rapids in the Takengon area , precisely on the Krueng River Peusangan . Activities This interesting tourists who like adventure natural with utilise flow a fast flowing river , flanked by views natural amazing hills . This river flow pass mountains Gayo and offers suitable water flow For activity whitewater rapids Good for beginner and professional . Travel whitewater rapids here offer experience exciting sail current heavy while enjoy view the surrounding nature is still very beautiful .

Besides that , in the digital era, existence *Electronic Word of Mouth* (e-WOM) is becoming the more important in form decision consumers , including in sector tourism . *Electronic Word of Mouth* (e-WOM) is established communication between users through online media in the form of statement Good positive and negative to something product based on experience his personal (Wibisono *et al* ., 2023). On the other hand , the development of technology information moment This make social media as the main media in distribution information destination tourism . Various *platform* like *Instagram* , TikTok , *Facebook* , etc *YouTube* has become means powerful promotion Because capable reach audience in scale wide and fast time . Visual content such as photos , travel videos , and testimoni direct from traveler can form perception public to something place .

However , no all destination capable optimize the potential of social media and digital reviews effective . This is can caused by lack of understanding to preference tourists , the lack of quality field services , as well as No existence strong narrative For build image destination . This is where importance understand factors that influence decision visit tourists . Every traveler Of course own different preferences and considerations before choose destination , good based on information from the internet, experience personal , recommendation from the closest people , as well as factor price and *accessibility* . Without existence deep understanding to matter this , management tourist will walk in a way conventional and risky left behind in competition with other destinations that are more

innovative and responsive to market needs . In a way special , object tour Whitewater rapids Cover Rhinoceros own Power unique attraction as destination based adventure . Whitewater rapids No only offer recreation , but also challenges and experiences difficult emotions forgotten . Activity This usually interested by the group age young people and communities seeking activity outside room . However , the location This Still face a number of challenges , including attributes products that are not optimal, such as lack of pointer direction to place tourism and facilities supporters who still limited , such as bathroom , rest area , and place Eat especially moment amount visitors increase .

LITERATURE REVIEW
Marketing service
Marketing service is something form purposeful activities For fulfil needs and wants consumer through offer service as product main . According to Lovelock and Patterson (2021), marketing service focused on creation mark for customer through intensive interaction , relationship term length , and experience services . Kotler and Keller (2022) added that in marketing services , characteristics like No tangible , not tangible can stored , variability , and involvement customer become challenge the main thing that must be noticed by the company .

Tourist
Whereas according to Ridwan (2020) tourism is journey from One place to place other , of a nature while , done individual and group , as business look for balance or harmony and happiness with environment life in dimensions social , cultural , natural and scientific . *The Ecotourism Society* in Enden (2021) Tourism is something activity journey to the natural area that is carried out with objective conserve environment , preserving life and well-being resident local .

Attribute Product Tour
Attribute product tour covers all aspects that play a role in increase comfort and experience traveler during visit good in nature physique or non- physical which provides a sense of satisfaction and leaves impression positive for visitors . According to Nisa *et al* ., (2023) Attributes product tour is something real and unreal forms real , in One a journey that only Possible Can enjoyed when all over series journey can give positive experience for those who do journey the . Indicator attribute product tour consists of from attractions or vehicle tourism , amenities , and accessibility . Third aspect the must can packed such appearance so that can become more interesting and giving comfort for candidate traveler (Dani & Ramhmiati , 2020) .

Destination Image
According to González *et al.,* (2023) Destination image is the image of a destination is dynamic perception , influenced by experience real , media representation , and background behind culture . As for the indicators from image destination according to Yosandri & Eviana (2022) namely as following :
1. *Cognitive Image*
2. *Unique Image*
3. *Affective Image*

Electronic Word of Mouth (E-WOM)
Electronic Word of Mouth or E- WoM is form evolution or change from marketing strategy Word of Life or *Word of Mouth* which means as art marketing from mouth to mouth . This strategy use comments and perspectives consumer in a way oral in disseminate knowledge related the product (Huwae *et al* ., 2023). In this section, you should:
According to Prayoga & Mulyandi (2020), indicators *Electronic Word Of Mouth* (e-WOM) as following :
1. Intensity ,
2. Content ,
3. Opinion Positive ,
4. Opinion Negative .

Decision to visit

Decision to visit can interpreted as decision For visit someone in a place destination holiday associated with behavior customers , (Kotler and Armstrong, 2017). or mass and digital media . According to Novirsari (2019) is there three factor affecting consumer For take decisions , namely :

1. *Psychological*
2. *Situational* ,
3. Social

According to Kotler and Armstrong there are 3 indicators in decision visiting (Poli et al, 2023:231), namely :

1. Stability For do visit ,
2. Make object tour as preference main
3. Give recommendation to others.

Framework conceptual
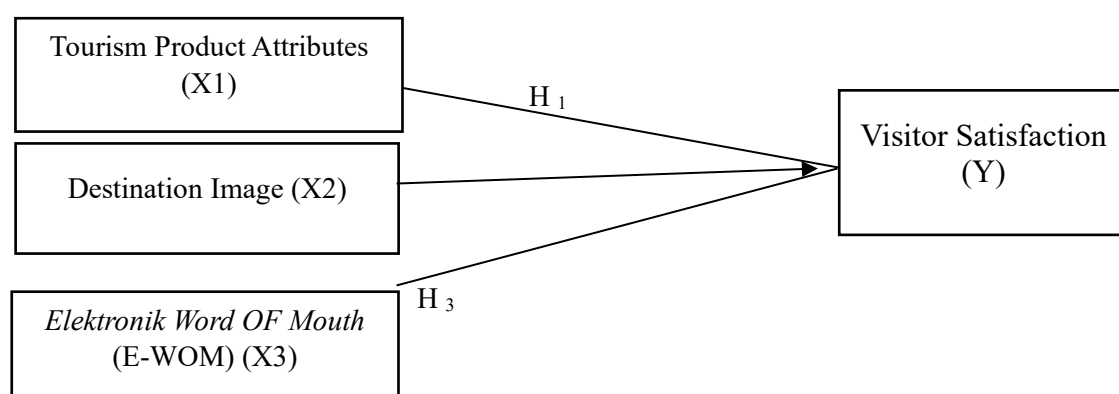
Framework thinking can depicted as following :

Figure 1 Conceptual Framework

METHOD

Study This held in Kayu Kol Village , District Bies , Central Aceh Regency . As for what became object in study This is Tourism on White Water rapids Cover Rhinoceros with research subjects that is influence attribute product tourism, image destination and *electronic Word Of Mouth* to decision visiting tourist attractions Whitewater rapids Cover Rhinoceros Takengon . Population in study This is a person who has Once visit to tour Whitewater rapids Cover The number of rhinos No can detected with obviously , because visitors tour Whitewater rapids Cover Rhinoceros No can determined the amount in a way Certain every period or time . Therefore it is in research This will done return sample . For determine amount samples used in study this , researcher use Hair *et al* (2018) formula which depends on the indicator multiplied by 5 to 10 is as following :

Sample = number X 8 indicator
=14 X 8
= 112

Amount sample in study This is 112 respondents .

Study This requires data to be analyzed For known how much big influence attribute product tourism , destination image and *electronic word of mouth* (e-WOM) towards decision visit . Therefore that , the writer take types of primary data. In study this , some visiting tourists become respondents so that in a way automatic become primary data sources . Methods data collection carried out writer in study This is with using questionnaire data collection techniques . The measurements used in *this* research This that is with using the Likert Scale.

Table 1
Operational Definition of Variables

NO	Variables	Definition	Indicator	Skala
1	Tourism Product Attributes	Tourism product attributes encompass all aspects of the tourist experience, from the journey to the destination experience and return, which can directly influence tourist loyalty to the destination.	1. attraction 2. facilities 3. accessibility (Dani & Ramhmiati, 2020)	Likert
2.	Destination Image	Destination image is the perception, belief and image that tourists have about a destination, which is formed from a combination of information, imagination, experience and knowledge.	1) *Cognitive Image* (Cognitive Destination Image) 2) *Unique Image* (Unique Destination Image) 3) *Affective Image* (Effective Destination Image). (yosadri & eviana 2022),	Likert
3.	*Electronic WordOf Mount* (E-WOM)	*Electronic Word of Mouth* (E-WOM) is a form of communication that involves statements or opinions about products, services, brands or companies conveyed through *online media.*	1) Intensity, 2) Content, 3) Positive Opinion, 4) Negative Opinion (Prayoga & Rachman 2020)	Likert
4.	Decision to Visit	The decision to visit is consumer behavior that involves stages of decision-making to choose a tourist destination based on needs, desires, and evaluation of alternatives, with the aim of achieving satisfaction.	1) Determination to make a visit 2) Providing recommendations to others (Poli et al, 2023:231) 3) Make a return visit 4. price (Suryadana and Oktavia (2020: 78)	Likert

RESULTS AND DISCUSSION
General description Tour Whitewater rapids Cover Rhinoceros

Tour Whitewater rapids Cover Rhinoceros is one of the destination tour flagship in Takengon , Central Aceh Regency . Takengon , which is known as the " Cold City " or "Land Above the Clouds," is Mother city Central Aceh Regency , Aceh Province , Indonesia. This area famous with beauty natural its stunning mountains , lakes Lut Iconic bargain , as well as air cool that becomes Power pull alone for traveler local and overseas .

Test Results Instrument

Based on results of the validity test conducted with SPSS, all items from each variable (Attribute Product Tourism (X1), Destination Image (X2), *Electronic Word of Mouth* (X3), and Visiting Decision (Y)) show mark significant correlation . The following This is summary validity test results :

Table 2
Validity Test Results

Variables	Item	Mark r count	R-table value (N=112, α=0.05)	Sig.	Information
Tourism Product Attributes (X1)	X1.1	0.731	0.185	0.0000.0000.000	Valid
	X1.2	0.824	0.185		Valid
	X1.3	0.816	0.185		Valid
Destination Image (X2)	X2.1	0.813	0.185	0.0000.0000.000	Valid
	X2.2	0.762	0.185		Valid
	X2.3	0.634	0.185		Valid
Electronic Word of Mouth (X3)	X3.1	0.763	0.185	0.0000.0000.000	Valid
	X3.2	0.762	0.185	0.000	Valid
	X3.3	0.635	0.185		Valid
	X3.4	0.695	0.185		Valid
Visiting Decision (Y)	Y1	0.692	0.185	0.0000.0000.000	Valid
	Y2	0.776	0.185	0.000	Valid
	Y3	0.680	0.185		Valid
	Y4	0.661	0.185		Valid

Source : 2025 research results

Based on Table 2 , all question items from variables Attribute Product Tourism (X1), Destination Image (X2), *Electronic Word of Mouth* (X3), and Visiting Decision (Y) have higher calculated r - value big from r- table value (0.185). In addition that , value significance (Sig.) for each item is 0.000, which means not enough from 0.05. Condition This show that each question item in questionnaire study This has fulfil criteria validity .

Test results Assumptions Classic
For see output results from testing normality with *Kolmogorov-Smirnov* , is as following :

Table 3
Results of *the Kolmogorov Smirnov* (KS) Test

		Unstandardized Residual
N		110
Normal Parameters [a,b]	*Mean*	0
	Standard Deviation	1,27313605
Most Extreme Differences	*Absolute*	0.171
	Positive	0.171
	Negative	-0.156
Test Statistics		0.171
Asymp. Sig. (2-tailed)		.000 [c]

Source : 2025 research results

Based on Table 3 shows that results from the normality test use *Kolmogorov Smirnov* found *mark asymp . Sign (2-tailed)* is 000 [c .] This value more small of 0.05, which means can it is said that the research data normally distributed and feasible For used in study .

Analysis multiple linear regression
with equality regression Y = a + b1X1 + b2X2 + b3X3 + e. Calculation results regression can seen in the table following This :

Table 4
Results of Multiple Linear Regression Analysis Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error	Beta		
1	(Constant)	0.159	0.330		0.484	0.630
	Total Tourism Product Attributes (X1)	0.112	0.080	0.091	1,403	0.164
	Total Destination Image (X2)	0.584	0.074	0.456	7,867	0.000
	Total *Electronic Word of Mouth* (X3)	0.399	0.056	0.460	7,092	0.000

Source : 2025 research results

Based on results analysis in Table 4.16 , equation mathematical regression can arranged as following :
$Y = 0.159 + 0.112 X1 + 0.584 X2 + 0.399 X3 + e$

Constant value of 0.159 means If variables Attribute Product Tourism (X1), Destination Image (X2), and *Electronic Word of Mouth* (X3) are considered constant or worth zero , then the Visiting Decision (Y) is of 0.159. The coefficient value regression Attribute Product Tourism (X1) of 0.112 shows that every improvement One units in Attributes Product Tour will cause increased Visit Decision of 0.112, with assumptions other variables are constant . However , the value of significance (Sig.) of 0.164 (more big of 0.05) indicates that Attribute Product Tour in a way partial No influential significant regarding the Visiting Decision . Coefficient value Destination Image regression (X2) of 0.584 shows influence positive , which means every increase One unit scale on Destination Image will increase Visit Decisions of 0.584, with assumptions other variables are constant . The significance value (Sig.) is 0.000 (less than from 0.05) shows that the Destination Image in a way partial influential significant and positive . Finally , the value coefficient regression *Electronic Word of Mouth* (X3) of 0.399 indicates influence positive , which means every increase One unit scale on *Electronic Word of Mouth* will increase Visit Decisions of 0.399, with assumptions other variables are constant . The significance value (Sig.) is 0.000 (less than from 0.05) shows that *Electronic Word of Mouth* in a way partial influential significant and positive .

Testing hypothesis
As for the results of the significance test in a way partial in study This served in table following .

Table 5
Partial Test Results (t-Test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error	Beta		
1	(*Constant*)	0.159	0.330		0.484	0.630
	Tourism Product Attributes (X1)	0.112	0.080	0.091	1,403	0.164
	Destination Image (X2)	0.584	0.074	0.456	7,867	0.000
	Electronic Word of Mouth (X3)	0.399	0.056	0.460	7,092	0.000

Source : 2025 research results

Based on Table 5 , analysis t -value and significance (Sig.) of every variables independent on the Visiting Decision (Y) is as following .

1. Significance value For Attribute Product Tourism (X1) is 0.164. Because 0.164 is more big from 0.05, then can concluded that Attribute Product Tourism (X1) in general partial No influential significant on the Decision to Visit (Y).
2. Significance value for Destination Image (X2) is 0.000. Because 0.000 is less from 0.05, then can concluded that the Destination Image (X2) is partial influential significant and positive on the Decision to Visit (Y).

3. Significance value For *Electronic Word of Mouth* (X3) is 0.000. Because 0.000 is less from 0.05, then can concluded *that Electronic Word of Mouth* (X3) is partial influential significant and positive on Visiting Decision (Y) .

Discussion
Influence Attribute Product Tour Regarding the Decision to Visit

Based on results analysis regression partial (t-test) which has been done , found that Attribute Product Tourism (X1) has mark significance of 0.164. Because the value significance This more big from 0.05, then can interpreted that Attribute Product Tour in a way partial No influential significant on the Decision to Visit (Y) on Tourism Whitewater rapids Cover Rhinos in Takengon . This show that Power pull (like uniqueness whitewater rapids That alone , view around), completeness facilities (e.g. toilets, living rooms) changing rooms , rest areas), and conveniences accessibility (conditions road going to location , availability transportation) which is part from product tourism in Lukup Rhino , not yet become factor the main thing that is strong and consistent influence decision candidate visitors For come .

This result Possible indicates that although attributes product tour the available at Lukup Rhino , quality or perception towards him Not yet Enough stand out or Not yet fully fulfil expectation majority candidate visitors . As example , although There is facilities , maybe There is lack in standard cleanliness , maintenance , or sufficient quantity For accommodate the volume of visitors . Likewise , from side accessibility , although route going to location there is , maybe challenge like condition unpaved road fully smooth or lack of pointer clear direction can reduce significance factor This in influence decision end tourists . This can also be means that candidate visitors give more weight big on non- attribute aspects product moment consider visit .
With Thus , based on the analyzed data , the variables Attribute Product Tour No show connection significant statistics with the Decision to Visit in a way partial . thing This in line with results research by Sari *et al* , (2021) that attribute product tour influential No significant to decision visit . Therefore that is , the hypothesis that states that Attribute Product Tour influential on the Decision to Visit Tourism Whitewater rapids Cover Rhinos in Takengon (H1 rejected).

The Influence of Destination Image Regarding the Decision to Visit

Analysis results regression partial (t-test) shows that the Destination Image (X2) has mark significance of 0.000. Because the value significance This more small from 0.05, can concluded that the Destination Image in a way partial influential significant and positive on the Decision to Visit (Y) on Tourism Whitewater rapids Cover Rhinos in Takengon . This means that perceptions formed in the mind candidate visitors about Tour Whitewater rapids Cover Rhinos , which include aspect *cognitive* (for example , knowledge about activity whitewater rapids , beauty natural Takengon), *affective* (feelings happy , enthusiastic , or peace related with destination), and unique (things that differentiate Cover Rhinoceros from destination whitewater rapids others), is element crucial which is effective push somebody For decide visit .

A successful positive image built and spread among public own substantial impact in interesting interest and direction behavior visit to destination this . A strong and positive image will give confidence and power pull alone for candidate tourists , making Cover Rhinoceros as more choices interesting compared to alternative other . This is reflect success in communication and experiences that create association positive to destination matter This in line with results study Makawoka *et al* , (2022) and Safitri (2020) that image destination influential positive to decision visit . Therefore that , success in forming and maintaining image good destination become very important For interesting more Lots visitors to Tour Whitewater rapids Cover Rhinoceros . The hypothesis that states that the Destination Image influential on the Decision to Visit Tourism Whitewater rapids Cover Rhino in Takengon (H2 accepted).

Influence *Electronic Word of Mouth* (E-WOM) on Visit Decisions

Based on analysis regression partial (t-test), obtained that *Electronic Word of Mouth* (X3) has mark significance of 0.000. With mark less significance from 0.05, p This show that *Electronic Word of Mouth* in a way partial influential significant and positive on the Decision to Visit (Y) on Tourism Whitewater rapids Cover Rhinos in Takengon . Findings This confirm that information and reviews that are spread in a way *electronics* , good through social media , *platforms* online reviews such as *Google Maps* or *TripAdvisor* , as well as other digital communications like group *WhatsApp* or *online* forums , have a very important role in form decision visit .

Opinions and experiences shared by other individuals in a *online* , especially those of a positive , act as very strong and influential recommendations perception as well as intention visit candidate tourists . In the digital era when this , consumers tend more trust reviews and recommendations from fellow users compared to with advertisement traditional . Experience positive shared in a way wide on digital *platforms* can create snowball effect that increases visibility and power pull destination . The credibility and wide reach of e-WOM make it channel effective information in push decision visit . This show that promotion through digital testimonials and experiences shared by others users own impact directly on interests and preferences destination whitewater rapids Cover Rhinoceros . Therefore that is , the hypothesis that states that *Electronic Word of Mouth* (E-WOM) is influential on the Decision to Visit Tourism Whitewater rapids Cover Rhinos in Takengon (H3 accepted).

Implications study

Research result This give contribution to development theory related factors that influence decision visiting , especially in context destination tour natural or adventure like whitewater rapids . Based on analysis that has been done , found that Destination Image and *Electronic Word of Mouth* (E-WOM) are significant Influence Visiting Decisions . Findings This consistent with a number of study previous ones that highlight importance second variables such as research by Budi, Prayogi , Femmy , Tondang (2023) which found that *Electronic Word of Mouth* (E-WOM) and Destination Image influential significant to decision visiting . Likewise , the study by Fahmi, Agus , Mashudi (2023) also confirmed influence significant destination image to decision visit . Implications managerial from study This give guide practical for manager Tour Whitewater rapids Cover Rhinos in Takengon in formulate marketing and development strategies destination . Based on findings that the Destination Image *and Electronic Word of Mouth* (E-WOM) has an influence significant on the Decision to Visit , focus main management must directed at strengthening second aspect the .

CONCLUSION

Based on results data analysis , testing hypothesis , and the discussion that has been done , then can withdrawn a number of conclusion as following :

1. Attribute Product Tourism (X1) is proven No influential significant to decision visit to destination tour Whitewater rapids Cover Rhinoceros . Although in a way theoretical elements like Power pull tourism , availability facilities , as well as convenience access important , results study show that in context this , Attribute Product Tour individually not yet become factor determinant main decision visit .
2. Destination Image (X2) is proven give influence positive and significant to decision visiting . Perception positive to destination , good from aspect cognitive , unique , and emotional , playing role important in form interest and trust traveler to destination the .
3. *Electronic Word of Mouth* (X3) is proven give influence positive and significant in a way partial to decision visit . This show that information and reviews provided through online media is very influential perception and choice traveler in determine objective visit .

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