

The Role of Social Media, Brand Awareness, and Authenticity in Shaping Intentions to Visit Sawarna Tourism Village



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ABSTRACT

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Sawarna Tourism Village is a tourist village that relies on natural potential and local rural wisdom, crafts, culinary specialties from Sawarna Tourism Village, souvenirs and so on, thereby adding to the beauty and additional attractions of Sawarna Tourism. However, the limited promotional programs carried out mean that there are still many people who do not know about the existence of beauty objects managed by the community. The objective of the study is to examine the relationship between social media information, brand awareness, authenticity variables mediated by the destination attribute, and their effect on the intention to visit the Sawarna Tourism Village. The study, utilizing the purposive sampling technique. The data were collected through social media platforms from individuals aged 17 and above, residing in Jabodetabek, who have previously traveled as tourists and utilize social media for likes, posts, and sharing. Three aspects of destination authenticity were examined according to the literature: Objectivity and Authenticity, Existential Authenticity, and Constructive Authenticity. The collected data, comprising responses from 234 participants, were subjected to analysis using the PLS-SEM program. This study aims to assess authenticity attributes unique to tourism villages and consumer behavior issues. It makes a significant contribution to knowledge in the realms of management and marketing, as well as within the context of tourism destinations and tourist villages. Additionally, it presents crucial implications for Pokdarwis (Tourism Awareness Groups) and researchers. This research holds significant importance for managers and decision-makers engaged in sustainable rural tourism destinations. It encompasses aspects of planning, marketing, and management for rural tourist destinations. This research contributes to the expansion of knowledge regarding rural tourism within the context of developing countries or emerging markets. Additionally, it endeavors to formulate criteria for evaluating the quality of rural tourism destinations. The results indicate that all hypotheses are supported. Brand awareness, authenticity, and social media information are presented as independent variables, while destination attributes serve as a mediation variable, and intention to visit is the dependent variable. The implication of this study is that the conceptual model effectively explains tourist intentions, with all constructs having a positive impact on visitor intentions. It can be concluded that authenticity plays a role in shaping tourist intentions through its influence on tourists' desires. Moreover, brand awareness can impact potential visitors, aiding them in recognizing and recalling destinations or tourist attractions in Sawarna. As a result, tourists develop an intention to visit the village. The attributes of the tourist village under improvement encompass atmosphere, services, environment, and servicescape, all of which contribute to attracting and prolonging tourists' stays at the destination.

1. INTRODUCTION

Despite its promising prospects and popularity, the hotel and tourism industries have faced a vulnerability in terms of revenue growth [1]. This vulnerability emerged due to the permanent transformation of the business landscape caused by COVID-19, which brought about substantial changes to operations within the hospitality and tourism sectors. This impact was particularly evident as international travel came to a near standstill in numerous countries, and domestic travel was also severely constrained in certain regions. The

unprecedented challenges posed by COVID-19 have further exacerbated the difficulties faced by the hospitality and tourism sectors. Measures implemented to curb the spread of the virus, such as social distancing and stay-at-home orders, led to a temporary and significant halt in the operations of hospitality and tourism establishments, consequently causing a sharp decline in demand for businesses to continue their operations.

The tourism industry in Indonesia is experiencing growth, driven by the establishment and development of infrastructure, sub-infrastructure, and supportive accommodations intended

to facilitate tourism as the primary focus of various activities. This progress encompasses aspects such as accessibility, amenities, and attractions, particularly evident in rural areas possessing distinctive features that render them well-suited for tourism [2]. These developments align with the fundamental concepts of attraction, accessibility, and amenities [3].

To ascertain the presence of tourism potential, one can examine the four key components that a tourist destination should encompass: attractions, amenities, accessibility, and ancillary services [4]. The role of tourism in fostering rural economic growth has gained prominence. Utilizing the allure of local cultural heritage, picturesque landscapes, and non-urban environments, historic villages are striving to leverage tourism as a means to shift their focus from agriculture. This initiative aims to combat depopulation and counteract economic decline [5, 6].

This tourist village has been a part of government programs under the Ministry of Tourism and Creative Economy since the 1980s, aimed at addressing poverty in rural communities. Community-based rural tourism represents an effort to extend the influence of the tourism sector on local economic development within communities neighboring tourist areas. This initiative offers the community opportunities for employment and entrepreneurship within the broader tourism sector. Community engagement opportunities serve as a primary avenue to fulfill people's livelihood requirements and enhance their well-being. One strategy to achieve the objective of poverty alleviation in rural communities involves transitioning people's livelihoods toward more empowering jobs, capable of generating increased income and enhancing community welfare [7]. Tourism villages are integral to sustainable tourism development and form part of the plans laid out by the Government of the Republic of Indonesia to bolster both tourism and economic growth [8].

In accordance with Regulation 29/2015 issued by the Indonesian Minister of Tourism, the development of rural-based tourism is set to boost economic activity in rural areas. This approach aims to counter the urbanization of rural communities by fostering tourism growth within these regions. With its diverse array of customs and cultures, Indonesia boasts a total of 83,931 villages, stretching from Sabang to Merauke. These villages generally offer attractions in the form of natural beauty and cultural uniqueness. Given this, Indonesia's villages possess significant potential for transformation into thriving tourist destinations. The rapid growth of tourist villages across the country comes as no surprise, with new ones continuously emerging. Data from the 2021 Indonesian Tourism Village Award (ADWI) reveals that Indonesia currently boasts 1,831 tourist villages, marking a substantial increase. This number becomes all the more impressive when compared to the 2018 records from the Central Statistics Agency (BPS), which reported a total of 1,734 existing tourism villages [9]. It's worth noting that there may be numerous other potential tourist villages that have not yet undergone formal registration [10]. A tourist village extends beyond being a mere tourist spot within a village; rather, it encompasses a rural area that encapsulates a comprehensive ambiance, possesses a distinctive and alluring rural identity, and holds the promise for the growth of its tourism [11].

Rural tourism is defined as a form of travel that revolves around countryside regions, distancing itself from urban areas. It involves the exploration of rural landscapes characterized by specific natural and cultural elements, which act as attractions

for city dwellers. This type of tourism caters to the recreational needs of rural communities, serves as a means of knowledge enhancement, and fosters a reconnection with nature [12]. Numerous historic villages endeavor to leverage their heritage appeal, authentic ambience, and picturesque scenery, aiming to establish themselves as prominent rural tourism destinations [13, 14]. Studies [15] indicate that the key factors contributing to successful tourism development encompass reasonable pricing, hospitable service, convenient accessibility and facilities, alongside bundled attractions designed to entice tourists to prolong their stays and invest in tourist villages.

Sawarna is a village located in the Bayah District of Lebak Regency in Banten Province. Since 1994, this village has garnered recognition as a tourist destination, capitalizing on the captivating natural panorama of its coastline. Nevertheless, the origin of the name "Sawarna" remains somewhat elusive, as there is no precise record of its usage for this area up until the present time. However, it is evident that the historical development of this region commenced in 1907, when a Dutch individual named Louis van Gogh initiated the clearance of a forested expanse to establish a 54-hectare coconut plantation. As such, habitation in this locale dates back to the establishment of the plantation, with its initial inhabitants consisting of workers engaged in various capacities within the coconut plantation hierarchy, ranging from foremen to laborers. Additional plantation workers were brought in from neighboring regions, particularly West Java, Central Java, and East Java. This was necessary as the vicinity around the plantations remained densely forested and the local population was quite small. In the process of developing a tourist village, the community's economic well-being serves as a crucial benchmark for achieving the ultimate goal of establishing a tourist village that prioritizes the enhancement of the residents' welfare in Sawarna Tourism Village.

Behavioral intention is a crucial determinant of an individual's effort to attain a specific goal and serves as a direct predictor of consumer behavior [16]. The push and pull motivation paradigms are frequently employed to empirically assess tourist motivation [17, 18]. This dichotomy, comprising internal and external motivations [19], posits that tourists are initially driven by emotional or internal factors to choose particular destinations and subsequently enticed by external or situational factors, encompassing destination attributes and infrastructure. These two motivational forces are both independent and interdependent in nature. Various studies have demonstrated that push and pull motivations significantly influence behavioral intention [20] as well as the intention to revisit.

The factors influencing the intention to visit vary depending on the type of tourism [21], and they evolve in response to distinct tourism destinations and locations. These variations stem from unique features, diverse external factors, and past marketing endeavors [22].

Social media serves as a potent networking tool deeply intertwined with both social and economic facets of contemporary life [23]. Operating as an online platform, it enables seamless engagement, information dissemination, communication, collaboration, and discussion among individuals through a variety of platforms. Scholarly research has revealed that social media, operating beyond established institutional frameworks, significantly enhances the capacity for information sharing and collective contributions [24, 25]. Additionally, it is argued that the novelty of social media lies in its ability to empower individuals who previously lacked

access to traditional broadcast media, enabling them to share videos and experiences through smartphones and Internet connectivity [26].

Social media serves as an example of the merging of personal communication and public media. Practitioners in the tourism sector have paid close attention to the utilization of digital technologies in locating tourist destinations (tourism operators) [27]. However, this study acknowledges the delicate balance between utilizing the Internet and social media for travel preparation and appropriately emphasizes the use of social media, rather than Internet websites, for obtaining general information [28]. Consequently, interactions on social media, communication, collaboration, and the creation of user-generated content can significantly impact the tourism sector and its subsequent tourists.

Brand awareness is the first step to building a product brand. According to the study [29], brand awareness is the capacity of a brand to come to mind for consumers when they contemplate a specific product category, and how readily the name emerges. Furthermore, brand awareness constitutes a fundamental dimension in brand equity [30].

Social media is now taking center stage, as it offers dynamic content and valuable insights from various special interest groups engaged in tourism and hospitality [10]. However, only a limited number of tourism businesses capitalize on the opportunities provided by social media applications to enhance their business performance.

Authenticity is a construct that is inherently subjective in nature, carrying significant pertinence concerning its implications for tourism marketing, as well as the motivation and experiential aspects of tourists [31]. A substantial correlation has been identified between objective and existential authenticity, underscoring their interdependent nature. Additionally, a concerted effort has been made by some researchers to elucidate several pragmatic strategies aimed at augmenting the perceptual realm of authenticity. The concept of authenticity is pivotal in tourism research, manifesting theoretically as a complex and debated construct, and empirically as a recurring theme in records of tourist and cultural experiences, while also influencing the quality of the tourist experience. The dual nature of authenticity generates tension regarding its relevance to originality in research and theory [32]. The typology introduced by Wang [33] has gained widespread acceptance in numerous studies. Authenticity has long captivated the attention of tourism scholars and is crucial in exploring ethnic and heritage tourism practices [34]. Contemporary tourism consumption is increasingly concerned with authenticity, driven by a preference for genuine behind-the-scenes experiences over large-scale gatherings [35]. Visits play a pivotal role in the tourism industry, with Visit Intention emerging as a crucial factor [36].

Visitor intention is an internal stimulus-driven impulse that prompts individuals to take action towards a desired destination. This impulse is shaped by positive stimuli and emotional associations related to the tourist site. Previous research [36, 37] has extensively explored visit intention, highlighting it as a robust desire triggered by the allure of a chosen tourist destination. Nonetheless, a notable gap exists in current literature, as most studies predominantly concentrate on general hotel or destination features like pricing and service quality. Often overlooked are the unique attributes intrinsic to tourism villages. In response, this study investigates the intention to visit these villages, incorporating aspects of authenticity and destination attributes that have been

underrepresented [38].

Scholars propose a contextual reinterpretation of tourist intentions due to the distinct attributes associated with various forms of tourism, yielding diverse tourist intentions. However, the authors note a dearth of comprehensive research concerning tourists' intentions specifically directed towards visiting tourist villages. Regrettably, this topic remains inadequately explored in existing literature.

Previous research has explored the relationship between destination attributes and brand awareness, often mediated by destination image and brand equity [39, 40]. While some studies show a positive impact of Social Media Marketing on destination attributes [41, 42] others, like study of Ilyas et al. [43], find no significant effect of brand awareness on intention to visit. This study aims to address this gap by investigating the interplay of social media information, authenticity, brand awareness, destination attributes, and their mediation on intention to visit.

This study addresses the void by investigating the determinants of tourists' intentions to visit the Sawarna Tourism Village. The theoretical framework encompasses social media information, authenticity, and brand awareness. Notably, literature underscores the significance of incorporating destination attributes as mediators in predicting intention to visit a tourist village.

The formulation of the research problem is how social media information, authenticity and brand awareness can increase destination attributes and what factors can maintain or increase destination attributes which in turn can increase intention to visit. Investigating the relationships between social media information, brand awareness, authenticity, destination attributes, and intention to visit is crucial for the tourism industry. It facilitates better decision-making, effective marketing strategies, and the delivery of authentic and meaningful experiences that can attract and satisfy tourists, leading to sustainable tourism growth and success for destinations and the industry. The research questions can be explained as follows: does social media information, brand awareness and authenticity affect the destination attribute? Does destination attribute affect the intention to visit? Destination attributes can mediate social media information, brand awareness and authenticity of intention to visit? The aim of the study was to analyze the effect of social media information, brand awareness, authenticity and destination attributes as mediation on intention to visit the Sawarna Tourism Village.

2. LITERATURE REVIEW

The novelty of social media lies in its ability to enable individuals previously excluded from broadcast media to share videos and experiences through smartphones and Internet connectivity [44].

The destination's attributes predict visit intention, positively influencing individual commitment. This aids in comprehending interactions between various push and pull motives for visiting [45].

Destination attributes are inherent features that define a tourist destination and enhance its allure to travelers, shaping their choice of visit and impacting their overall experience. These attributes encompass natural landscapes, cultural heritage, historic sites, activities, infrastructure, hospitality, and local cuisine [46].

Destination attributes encompass distinctive features, qualities, and amenities that differentiate a tourist destination, fostering identity and attraction for potential visitors. These attributes include tangible aspects like geography and infrastructure, as well as intangible elements like cultural authenticity and ambiance. Destination attributes are pivotal in destination marketing, often emphasized to attract tourists and distinguish the destination. Comprehending and effectively promoting these attributes can heighten tourist interest and foster sustainable tourism development in a region. Tourism destination development must encompass the 4A elements: attraction, accessibility, amenities, and ancillary services [47].

Brand awareness is the initial phase in establishing a product brand. It represents a brand's presence in consumer cognition within a specific product category, gauged by its recall ease. Additionally, brand awareness constitutes a fundamental facet of brand equity [48]. It encapsulates a buyer's capacity to sufficiently recognize a brand, influencing purchase decisions.

Authenticity serves as the core of an entity, applicable as tourist knowledge [49]. It embodies alignment between inner self-concept and outward behavior [50]. In tourism, authenticity pertains to how faithfully a destination, experience, or product retains its original, genuine traits. Authenticity in tourism involves a perception of genuineness, untainted by alterations, mirroring local culture, heritage, and traditions. Sought by travelers craving unfiltered experiences, it signifies the extent to which a destination upholds its distinct cultural, historical, and natural heritage. This furnishes visitors with a sincere, significant encounter congruent with their expectations. Authenticity encompasses dimensions like Cultural, Historical, Environmental, and Social Authenticity.

Tourists seeking distinctive and meaningful experiences highly prioritize authenticity. It aids cultural heritage preservation, encourages sustainable tourism, and bolsters local communities through the promotion of traditions, livelihoods, and economic growth.

Tourism destinations must delicately balance meeting tourists' yearning for authenticity with upholding local cultural and environmental integrity. The authenticity concept evolves, adapting to shifting expectations and industry dynamics [51].

Visit intention is the subjective inclination of potential tourists to visit a destination, prompted by internal and external cues like destination information and social media [52].

2.1 Social media information and destination attributes

The correlation between social media information and destination attributes underscores the role of quality social media content in shaping favorable destinations, thus bolstering tourist interest. This heightened interest aids tourism sector recovery post attraction visits. Furthermore, these findings offer insights for enhanced social media utilization within the tourism industry [53].

Prior research supports the positive impact of social media on tourists' travel intentions, purchasing patterns, and information retrieval [54]. Social media platforms significantly influence tourists' intentions and behaviors, with information source playing a crucial role. Despite social media's growing significance in the tourism industry, the literature has overlooked its influence on tourists' behavioral intentions and actual behaviors [27]. This trend has led to emerging hospitality business opportunities that facilitate

active engagement with both existing and potential customers [55].

Multiple literature sources demonstrate the advantages of employing social media in the hotel business, irrespective of its scale [56]. Research underlines TripAdvisor's essential role as a social media tool for hotels of diverse features, despite reservations about fabricated reviews [57]. Based on this assumption, the following hypotheses were developed:

H1: Social media information has a positive and significant effect on destination attributes.

2.2 Brand awareness and destination attributes

The correlation between brand awareness and destination attributes significantly impacts consumer perceptions and behaviors. In this scenario, enhancing consumer familiarity with the brand stands as a paramount objective for the company to cultivate a robust brand equity. It has been deduced that brand awareness assumes a pivotal autonomous role in effecting attitude shifts [58].

In this scenario, brand awareness refers to a potential buyer's recognition or recall of a brand within a specific product category. Studies have shown it to be a crucial predictor of attaining top-of-mind status [59, 60]. This awareness serves as the initial step towards consumer attachment to a brand and has a consistent link to brand loyalty [61]. Moreover, destination brand awareness significantly affects the perceived quality of tourist destinations [62, 63].

This is supported by research conducted by studies [64-75] restaurant and festivals that there is a significant relationship between brand awareness and destination attribute. Based on this assumption, the following hypotheses were developed:

H2: Brand Awareness has a positive and significant effect on destination attributes.

2.3 Authenticity and destination attributes

There is a relationship between authenticity and destination attributes, wherein tourism authenticity can profoundly influence tourist behavior [76]. In this scenario, authenticity plays a pivotal role in shaping tourist intentions, and it can be confirmed that tourists' perceptions of authenticity not only directly influence their desires but also have an indirect impact through behavioral intentions.

The study of perceived authenticity is typically conducted within the realm of cultural tourism [38], and consequently, in the marketing of cultural heritage. When tourists perceive a destination as authentic, it leads to an increase in their intention to visit. This notion is substantiated by studies [77, 78]. Based on this assumption, the following hypotheses were developed:

H3: Authenticity has a positive and significant effect on the destination attribute.

2.4 Destination attributes and intention to visit

The relationship between destination attributes and intention to visit is such that the more appealing the tourism destination attributes are in the minds of tourists, the stronger their intention to visit again within a certain period of time. This leads to the formation of a strong intention to revisit the destination [79]. As a result, certain researchers have pointed out that [80]. These destination attributes play a crucial role in influencing tourists' intentions to visit even after a disaster has

occurred. It is been shown that destination attributes significantly impact perceptions of the overall quality of tourism offerings. This, in turn, has a positive correlation with visitor satisfaction and their intentions to engage in certain behaviors. This relationship between satisfaction and behavioral intention has also been verified in previous studies [81, 82].

Previous study employed numerous destination attributes to portray the destination image [83], as well as the travel experience. Consequently, the distinctive features of a destination encompass a range of attributes, including its landscape and activities.

This is substantiated by several studies [84-89], the destination attributes has a positive and significant effect on the intention to visit, and the destination attributes serve as a mediator for the influence of social media information, brand awareness, and authenticity on the intention to visit.

H4: Destination attributes have a positive and significant effect on intention to visit

H5: Destination attributes mediate the influence of social media information, brand awareness and authenticity on intention to visit

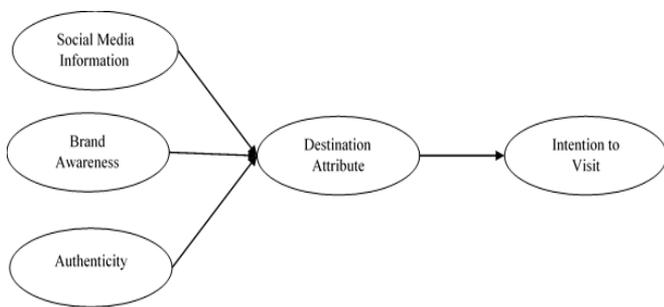


Figure 1. Conceptual framework

Based on Figure 1, the conceptual framework above, the hypothesis that will be tested in the research is destination attributes mediate the influence of social media information, brand awareness and authenticity on intention to visit.

3. METHODS

An explanatory research approach was employed in this study to ascertain tourists' intentions to visit tourism villages. The sample size was determined through purposeful sampling based on logical criteria. Both research and data analysis were utilized in the development of villages. For the analysis in the study, a structural equation model (SEM-PLS) was employed to rectify measurement errors while considering the impacts of interactions within the model [90].

Furthermore, SEM-PLS is employed to predict the relationship between variables and indicators through the inner model, which pertains to the relationships between latent variables, and the outer model, which pertains to the relationships between indicators and their corresponding latent variables [91].

The study employed the purposive sampling technique to select participants. Data were collected through social media

platforms from individuals aged 17 and above, residing in Jabodetabek, who had previous tourist experience and actively used social media for activities like liking, posting, and sharing. The total number of respondents was 234, all of whom completed the guided questionnaire. This quantity fulfilled the minimum sample requirement criteria as stipulated by the guidelines for PLS SEM analysis. This approach was selected due to the complexity of the conceptual framework or research model, involving numerous latent or construct variables [91, 92]. Among the array of available multivariate analysis methods, the partial least squares-structural equation modeling (PLS-SEM) was chosen for analysis in this study, based on variance.

The application of the PLS-SEM method is guided by several considerations: The initial consideration aligns with the research orientation, which aims to assess the prepared research model's explanatory and predictive capabilities. To operationalize the constructs in the proposed conceptual framework, a collection of indicators was developed based on prior research. The questionnaire utilized a Likert Scale ranging from 1 to 5 (1 indicating "strongly disagree" and 5 indicating "strongly agree"). In this study, various indicators are utilized, including those for social media information authenticity [93, 94] brand awareness [95], intention to visit [96], and destination attributes [97]. The outer model was employed to evaluate the reliability and validity of the indicators as measures of the constructs in the study model.

The second step involves the inner model, also referred to as the structural model. The outcomes of the inner model are derived through a bootstrapping procedure applied to non-parametric data [98]. For hypothesis testing data, the SmartPLS software offers the option of bootstrapping or re-sampling. Initially, the significance of the relationship between variables is assessed by comparing the T-statistic value obtained from empirical testing with the corresponding value in the T-table. If the computed T-statistic is equal to or greater than the critical T-table value, the influence of the specific variable is considered significant.

In this study, the significance threshold was set at $\alpha = 0.05$, and given the degree of freedom categorized as infinity, the critical T-table value for a one-tailed hypothesis equated to 1.645 [99]. Subsequently, standardized coefficients are scrutinized to align with the hypothesized direction. When a significant and consistent effect is observed, it bolsters the hypothesis. Path analysis is employed to dissect variable interplay through mediators. This dissection assesses the research model's mediating components. Completion of this research phase involves quantifying the specific indirect effect [100].

4. DISCUSSION

4.1 Evaluation of the measurement model (outer model)

The results of the convergent validity test indicate that items assessing the search variable are considered valid if their loading values surpass 0.6.

The AVE value can be seen in Table 1 below:

Table 1. Reliability and validity test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AT	0.896	0.915	0.918	0.617

BA	0.869	0.875	0.901	0.605
DA	0.837	0.842	0.885	0.607
ITV	0.732	0.741	0.848	0.650
SMI	0.799	0.814	0.869	0.626

Cronbach's alpha and composite reliability scores both exceed 0.70. All combinations of Average Variance Extracted (AVE) values are greater than 0.50. Each measurement construct is supported by evidence and demonstrates reliability (see Table 1).

The centered VIF values for authenticity, brand awareness, destination attributes, intention to visit, and social media information suggest the absence of multicollinearity in the PLS model. This conclusion is drawn due to the sum of these variables equating to 1.0000, indicating a lack of significant

multicollinearity concerns.

4.2 Evaluation of the structural model (inner model)

The structural model underwent evaluation using the P-Value to ascertain the significance of the coefficients of the structural path parameters. Additionally, R Square was utilized to gauge whether the independent latent variable holds an inherent influence on the dependent latent variable. These evaluation methods are illustrated in Figure 2 below:

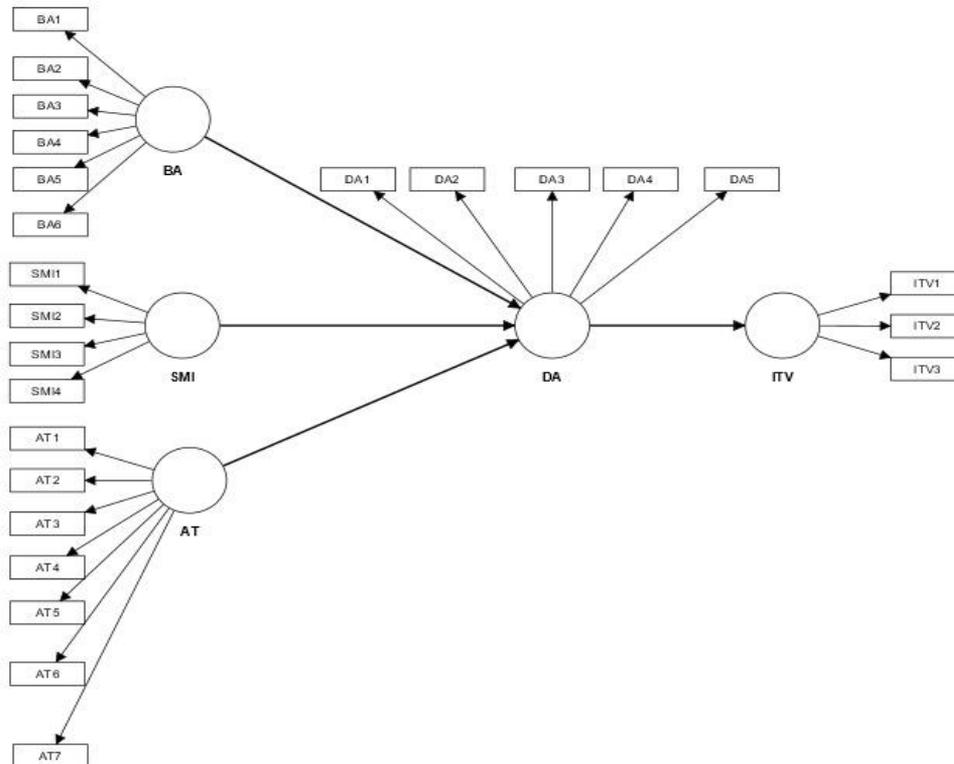


Figure 2. Evaluation of the inner model

Figure 2 reveals that each pathway extends beyond a 95% confidence interval of (1.96). This observation prompts an investigation into the load factor, a tool employed to evaluate the significance of the underlying structure's construction.

Table 2. HTMT ratio

	AT	BA	DA	ITV	SMI
AT					
BA	0.363				
DA	0.959	0.457			
ITV	0.989	0.388	1.037		
SMI	0.405	0.374	0.500	0.525	

To pass the discrimination validity test, HTMT values between variables must surpass those within variables (see Table 2). The research instrument meets the Fornell-Larcker criteria for discriminant validity, as indicated by the values in Table 3.

Table 3. Fornell-Larcker criterion

	AT	BA	DA	ITV	SMI
AT	0.785				
BA	0.323	0.778			
DA	0.847	0.395	0.779		
ITV	0.813	0.317	0.819	0.807	
SMI	0.340	0.311	0.413	0.404	0.791

Source: Data processed, 2023

Recent discriminant validity test results can be compared with the cross-loading values in the research instrument. The cross-loading value indicator the correlation between each indicator and all variables within the instrument. This value remains valid if the correlation between the indicator and the variable it belongs to surpasses the correlation between the indicator and other indicators (see Table 3). Utilizing the smartPLS 4 software for data analysis, the R-Square value has been derived as follows:

Table 4. R square

	R Square	R Square Adjusted
DA	0.746	0.742
ITV	0.671	0.669

Source: Data processed, 2023

It can be concluded that the destination attribute variable has an R Square value of 0.746 and the ITV variable has an R Square value of 0.671, which means the construct has moderate strength (see Table 4).

Table 5. Hypothesis testing

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
AT → DA	0.041	18,681	0.000	Hypothesis Supported
BA → DA	0.044	2,487	0.013	Hypothesis Supported
DA → ITV	0.023	35,827	0.000	Hypothesis Supported
SMI → DA	0.032	3,701	0.000	Hypothesis Supported

Source: Data processed, 2023

The table above indicates that the R-square value for destination attributes is 0.746. This signifies that 74.6% of the variability in destination attributes can be elucidated by Authenticity, social media information, and brand awareness. Furthermore, the R-square for intention to visit stands at 0.671, indicating that 67.1% of the variation in intention to visit can be attributed to the influence of destination attributes.

After conducting the model analysis, the hypotheses are evaluated by comparing the statistical t-values obtained from the PLS bootstrap results. When the calculated t-value surpasses the t-table value (1.65), the hypothesis is deemed supported. Table 5 presents evidence of a relationship between the variables.

Based on Table 5 reveals a significant and positive impact of authenticity on the destination attribute. This implies that authenticity plays a crucial role in influencing tourist intentions, particularly in the case of Sawarna tourism. The remarkably low p-value of 0.000 reinforces the strong intention of tourists to visit the Sawarna Tourism Village. Research by Jin et al. [76] underscores authenticity's influences destination attributes, a sentiment echoed by Meng and Choi [77] in their exploration of authenticity's role in shaping tourist intentions. These studies affirm that tourists' perception of authenticity significantly shapes their desires, both directly and indirectly through behavioral intentions. Additionally, in accordance with the research conducted by studies [38, 78], which demonstrated about cultural heritage marketing. If tourists perceive the destination as authentic, then the intention to visit will increase.

The study's findings highlight the impact of brand awareness on the destination attribute. Table 5 demonstrates a positive and significant effect between brand awareness and the destination attribute. This relationship is rooted in brand

awareness's ability to shape potential visitors' recognition and recollection of Sawarna tourism's attractions. Consequently, tourists exhibit a notable intention to visit Sawarna tourism, as indicated by the significant p-value of 0.013. In line with this, brand awareness stands as a driving force in influencing tourists, underscoring its capability to guide them towards visiting Sawarna. The study's outcomes reinforce the concept of brand awareness, which pertains to potential buyers' recognition or recall of a brand's affiliation with a specific product category [81]. Moreover, the results underscore the pivotal role of destination brand awareness in shaping perceptions about the quality of tourist destinations [63].

Based on the information presented in Table 5, the destination attribute exerts a positive and significant impact on the intention to visit. This is attributed to the features of Sawarna's tourist destinations, which can substantially shape tourists' intentions to visit. As a result, the destination attribute wields the capacity to significantly influence the intention to visit, as indicated by the noteworthy p-value of 0.000. Consequently, it can be inferred that the destination attribute holds the power to sway the intention to visit.

These results demonstrate that destination attributes exert an influence on the perceived quality of tourism offerings, and this influence is positively correlated with visitor satisfaction and behavioral intentions. This connection between satisfaction and behavioral intention has also been verified in previous studies [82, 84] The findings illustrate that a destination's distinct features encompass a range of attributes, such as the landscape and available activities [20, 83, 101].

Based on the data presented in Table 5, there is a noticeable positive effect between social media information and the destination attribute. This can be attributed to the role of social media within the tourism industry, where it serves as a prominent platform for acquiring information about various destination attributes. Consequently, social media significantly impacts tourists' intentions and their subsequent travel behavior. This is evidenced by the substantial p-value of 0.000 associated with the Path Coefficient (PV), underscoring the considerable influence of social media on tourists' inclination to visit Sawarna tours. In summary, it is apparent that the information disseminated through social media substantially shapes tourists' intentions to explore Sawarna tours.

The evidence demonstrates a favorable influence of social media on tourists' travel intentions, purchasing inclinations, and decision-making processes (27). Although social media platforms are progressively vital in the tourism sector, there remains a dearth of literature focusing on the behavioral intentions and effective behaviors of influenced tourists. It has demonstrated that social media information has enriched EWOM platforms and contributed to the generation of collective intelligence with participatory, collaborative, democratic, flexible, dynamic, and conversational characteristics; currently, SM tools range from blogs and microblogs (Twitter) to online communities (Facebook), and from media sharing sites (YouTube) to social knowledge sharing sites (Wikipedia).

Table 6. Specific indirect effect

	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
AT → DA → ITV	0.038	16.823	0.000	Hypothesis Supported
BA → DA → ITV	0.036	2,479	0.014	Hypothesis Supported
SMI → DA → ITV	0.026	3,701	0.000	Hypothesis Supported

Source: Data processed, 2023

It can be concluded that the results of hypothesis testing in this study all hypotheses were accepted (see Table 6)

The findings indicate that the mediation of destination attributes plays a pivotal role in mediating the impact of social media information, brand awareness, and authenticity toward the intention to visit. Notably, all hypotheses receive support, which aligns with the investigations conducted by studies [84-89].

Hence, the distinctive facets of a destination encompass a range of attributes, encompassing its terrain and activities. In this study, a number of destination attributes (such as local culture/history, activities and events, hospitality, infrastructure, destination management, accessibility, service quality, physiography, superstructure, and shopping quality) were employed to encapsulate the viewpoints of Chinese tourists concerning travel experiences within an island destination.

5. CONCLUSION

The study's findings confirm the positive and significant relationships outlined in the hypotheses. Authenticity and brand awareness have a significant impact on destination attributes. Additionally, destination attributes strongly influence intention on visit. Social media information also significantly affects on destination attributes. Overall, all hypotheses are supported, highlighting the effective role of authenticity, brand awareness, and social media in shaping tourist intentions. The study underscores the model's explanatory power in understanding tourist intentions, emphasizing the positive impact of these factors. Notably, authenticity influences tourists' desires, while brand awareness drives recognition of attractions, ultimately influencing visit intentions. The study also identifies areas like atmosphere, services, environment, and servicescape for further enhancement to extend tourist stays.

The study underscores the significant influence of social media, brand awareness, and authenticity on tourists' intentions to visit tourism villages, suggesting opportunities for targeted marketing campaigns through social media platforms by tourism organizations and village managers. Policy support for preserving local culture and the environment could further enhance destination authenticity. Training for tourism stakeholders in brand awareness and effective social media utilization holds promise for improved destination marketing and increased engagement with potential tourists. Future research directions could explore strategies for sustaining and enhancing destination authenticity, promoting sustainable tourism experiences, and yielding positive outcomes for local communities, while ensuring methodological rigor through representative sampling. Additionally, encompassing diverse tourism destinations with varying characteristics would validate the consistency of observed relationships across different contexts, enriching existing understanding of authenticity and brand awareness propagated through social media and informing strategies to augment tourists' intentions to visit places like the Sawarna tourism village.

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