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The Impact of Social Media, Tour Packages, and Word-of-Mouth on Visit Intention to Jaco Island, Timor-Leste.

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ABSTRACT

Tourism represents a critical economic pillar for Timor-Leste, ranking third nationally after oil and agriculture. This study investigates key drivers of visit intention to Jaco Island, a site of significant untapped potential. Employing a quantitative survey-based methodology, we analyzed the influence of social media marketing, tour package attractiveness, and word-of-mouth (WOM) communication on tourists' intention to visit. Results demonstrate statistically significant positive effects for all three variables on visit intention. WOM emerged as the dominant predictor, exhibiting the strongest influence among the factors examined. Collectively, these variables account for a substantial proportion of variance in visit intention. The findings underscore WOM's paramount role in destination marketing for emerging island destinations and offer actionable insights for policymakers and tourism stakeholders in Timor-Leste.

1. Introduction

Visiting intention is conceptualized as a psychological driver directing attention toward specific objects or experiences (Widagdyo in Bella, 2020) and manifests as an internal impetus for destination selection and visitation decisions (Girsang, 2021). Within tourism contexts, this intention reflects an individual's attraction to a site, culminating in a desire for firsthand experiential engagement. Such travel motivations derive from multifaceted drivers: economic, socio-cultural, religious, political, or intrinsic factors like novelty-seeking, knowledge expansion, and self-development (Andina & Istijabatul, 2021).

Jaco Island, a premier ecotourism destination at Timor-Leste's eastern extremity, exemplifies such appeal. Historically regarded as sacred by Indigenous communities with access restrictions, the island now offers regulated visitation facilitated by local fishermen, enabling activities like swimming and diving amid unique biodiversity, including endemic species such as the Dusky Cuckoo-dove (Macropygia magna) and Fawn-breasted Whistler (Pachycephala orpheus), alongside deer, macaques, and cuscuses. Critically, tourism development here prioritizes community welfare through culturally sensitive resource empowerment, aligning ecological conservation and socio-cultural preservation with regional typologies to transform sacred space into sustainable opportunity.

However, tourist visits to Jaco Island in the last three years (2021-2024) have decreased significantly. In 2021, there were 822 domestic tourists, decreased to 591 people in 2022, slightly increased to 594 people in 2023, and decreased again to 589 people in 2024.

Table 1. Domestic and International Tourist Data to Jaco Island in 2021-2024

Years	Visit Tourists		Total	Growth (%)
	Domestic	International		
2021	822	-	822	
2022	518	73	591	-28.06
2023	494	100	594	0.51
2024	502	96	589	0.84

This decline indicates that the Lautem municipality has not yet achieved its annual visitation target of 1,000-1,500 tourists. Thus, it can be concluded that tourists' intention in visiting Jaco Island is still very limited. Based on the findings, there are several factors that have caused the decline in visitation, including:

1. Challenges in terms of accessibility and infrastructure facilities are still a major obstacle for tourists
2. Changes in tourist preferences today tend to seek more diverse experiences, such as cultural tourism, nature, and nightlife, not just conventional destinations.
3. The influence of technology causes modern travelers to rely on digital platforms to plan their trips, so destinations that are less digitally promoted tend to be left behind.
4. Travelers are increasingly choosing destinations that pay attention to sustainable environmental awareness and nature preservation.

Along with the development of social media, tourist behavior has changed. They not only enjoy tourist attractions, but also capture moments through photos and videos to share on platforms such as Instagram, YouTube and Facebook. Promotion strategies through social media have become very important to expand the promotional reach of destinations, including

Jaco Island. Observations in 2020 showed that Jaco Island beach became the tourist attraction with the most visits, reaching 4,250 people. Social media analysis recorded more than 250 hashtags and posts about Jaco Island, which contributed to its increased online presence.

Social media is a very effective promotional tool because it can be accessed widely. Many companies and tourism actors utilize it to reach customers directly. Previous research, such as by Nifita and Arisondha (2018), Sholikha and Sunarti (2019), Charli and Putri (2020), and Oktafia and Silintowe (2019), found that social media has a positive and significant effect on tourist intention.

In addition, the increasing public intention in traveling also increases the demand for attractive and quality tour packages (Rivai et al., 2021). Tour packages that offer unique, attractive, and complete experiences are more attractive to tourists (Amanda et al., 2023). Tour packages provide convenience in travel, from entrance tickets to accommodation (Rahaningsih, 2020), thus increasing tourists' confidence and motivation to visit (Untari et al., 2024). Quality tour packages also increase satisfaction and encourage repeat visits to destinations (Hamdan & Yuliantini, 2021; Nurdiawan, 2020).

Another important form of promotion is Word of Mouth (WOM). Before deciding to visit, tourists usually seek information about destinations through the experiences of others. Word of Mouth occurs when consumers talk about services, brands, or products to other consumers. According to Priansa (2017), Word of Mouth is an informal promotional activity in which consumers recommend products or services to others. Sunyoto (2015) also emphasizes that WOM is a reference from customers to other customers that is simple but very effective in influencing purchasing decisions.

Based on this background and phenomenon, this study is entitled "The Influence of Social Media, Tour Packages, and Word of Mouth on Tourist Intention in Visiting Jaco Island in Tutuala Lautem Municipality, Timor Leste", with the following research objectives:

1. Analyzing the influence of social media on intention in visiting Jaco Island.
2. Analyzing the effect of tour packages on intention in visiting Jaco Island.
3. Analyzing the influence of Word of Mouth on intention in visiting Jaco Island.
4. Analyzing the effect of social media, tour packages, and Word of Mouth simultaneously on intention in visiting Jaco Island.
5. Measuring how much influence social media, tour packages, and Word of Mouth have on intention in visiting.
6. Determine the most dominant variable affecting intention in visiting Jaco Island.

2. Literature Review

Tourism functions as a complex service ecosystem governed by intricate regulatory mechanisms that coordinate cross-border tourist flows that encompassed departure, destination experiences, and return while integrating interdependent sectors like transportation, hospitality, and guided services (Subadra, 2021), a framework underscoring the industry's imprtant role in sustainable development.

Tourism has a very broad meaning and is a multidimensional concept that includes various aspects, such as social, cultural, economic, political, and others. Bakaruddin (in Revida et al., 2020) explains that tourism is a form of temporary travel to a place, not to work or earn a living, but to enjoy travel with various purposes. According to Gamal (in Farida, 2021), tourism is the journey of a person who leaves his place of residence to visit other places that are considered worth visiting. Meanwhile, Mathieson and Wall (in Andina & Istijabatul, 2021) define tourism as a series of temporary movement activities to a destination outside the environment of residence or work, with the availability of facilities to meet needs during the trip. In general, tourism can be understood as any form of travel between places by individuals or groups to seek balance, happiness, and fulfillment of social, cultural, natural, and scientific aspects (Isdarmanto, 2017).

2.1. Visiting Intention

Visiting intention is conceptualised as a goal-directed psychological state, closely paralleling consumption behaviour in commercial contexts, in which intention acts as a precursor to behavioural commitment (Kurniawan, 2020). This construct functions as an intrinsic motivator—an affective-cognitive impulse that propels individuals toward action (Aulia, 2020; Setyo Putra in Aviolitasona, 2017)—and plays a direct role in shaping decision-making processes and subsequent behaviours (Susanto & Puji, 2020). Semantically, it reflects a desire-driven orientation toward particular tourist attractions (Asdi in Hernita et al., 2019) and an urge to engage with locations perceived as unique or distinctive (Nurbaeti, 2020). When synthesised, these perspectives position visiting intention as a pre-decisional, volitional state in which intrinsic intention drives spatial mobility choices toward destinations deemed experientially meaningful.

2.2. Social Media

Social media constitutes digitally mediated public spheres characterized by user-generated content production, participatory engagement, and networked interaction transcending temporal and spatial constraints through internet-based architectures (Kaplan & Haenlein, 2010; Oka & Subadra, 2024). These platforms (e.g., blogs, wikis, social networks) leverage convergent multimedia affordances to facilitate distributed communication ecosystems. This transformation operates through three key mechanisms: destination branding via visually rich user-generated content that shapes tourists' perceptual geography (Munar & Jacobsen, 2014); electronic word-of-mouth (eWOM), whereby peer recommendations play a significant role in influencing travel decisions (Litvin et al., 2018); and real-time engagement, which allows for personalised management of the customer journey (Hudson & Thal, 2013). However, as Sudiyatmoko (2015) argues, while social media accelerates information dissemination and enhances destination

visibility, it also introduces dialectical tensions. These include the erosion of authenticity due to commercialised influencer culture, behavioural addiction patterns that distort travel planning, and privacy concerns related to location-based services. For emerging destinations such as Timor-Leste, this duality necessitates a strategic approach—capitalising on social media's viral reach while mitigating its disintermediation risks to maintain cultural authenticity and integrity.

2.3. Tour Package

Tour packages are curated tourism products that consolidate interdependent service components—such as transportation, accommodation, attractions, gastronomy, and supplementary services into standardised offerings at fixed prices (Partama et al., 2022). These commercially designed itineraries function as integrated value systems, typically characterised by three core features: durations exceeding 24 hours, pre-paid all-inclusive pricing models (Sari & Yanita, 2020), and programmatic scheduling of destination experiences. Their design is adaptable to contextual variables such as group demographics, modes of transport, culinary preferences, and geographic or temporal constraints. Importantly, the operationalisation of tour packages is shaped by the broader destination ecosystem, encompassing economic conditions, climate patterns, cultural contexts, infrastructural capacity, and cost considerations. As such, tour packages serve as institutionalised market mechanisms that streamline tourism consumption by lowering transaction costs and standardising experience delivery.

2.4. Word of Mouth (WOM)

Word of mouth (WOM), as defined by Widjaja (2016), refers to the interpersonal exchange of non-commercial information among consumers regarding brands, products, or services. This form of communication has been shown to significantly influence consumer awareness, perceptions, attitudes, intentions, and behaviours. Eriza (2017) emphasises that purchasing behaviour is often shaped by prior intentions, which are themselves influenced by WOM interactions. Similarly, Kotler (2016) characterises WOM as a process whereby individuals or groups communicate product or service recommendations based on personal experience. Sunyoto (2015) adds that WOM encompasses consumer-shared narratives about product usage and satisfaction. Collectively, these perspectives underscore WOM as a form of direct, often face-to-face communication, wherein consumers voluntarily share experiences, evaluations, and recommendations that inform the decisions of others (Subadra, 2024).

2.5. Conceptual Framework

Based on the background, existing theoretical perspectives, and empirical phenomena discussed previously, this section outlines the conceptual framework of the study, which centres on the interrelationship between social media, Tour Packages, Word of Mouth (WOM), and Visiting Intention. Social media serves as a primary digital platform that influences tourist perceptions through visual storytelling, user-generated content, and peer-to-peer recommendations. These elements not only shape destination imagery but also enhance destination accessibility and appeal. Tour Packages, on the other hand, function as structured products that simplify travel decision-making by integrating essential tourism services, which can directly affect perceived convenience and value, thereby shaping visiting intentions. Word of Mouth whether traditional or electronic (eWOM) plays a mediating role by transmitting experiential narratives that affect trust, credibility, and behavioural influence. Collectively, these three variables: social media, Tour Packages, and WOM are posited to significantly influence Visiting Intention, which is understood as a goal-directed, pre-decisional psychological state that guides tourists' destination choices. The framework proposes both direct and indirect relationships among these variables, acknowledging the dynamic interactions shaped by digital engagement, product offerings, and consumer-to-consumer

communication. This model serves as a basis for further empirical analysis, providing a comprehensive lens to understand how modern tourism demand is shaped in emerging destinations.
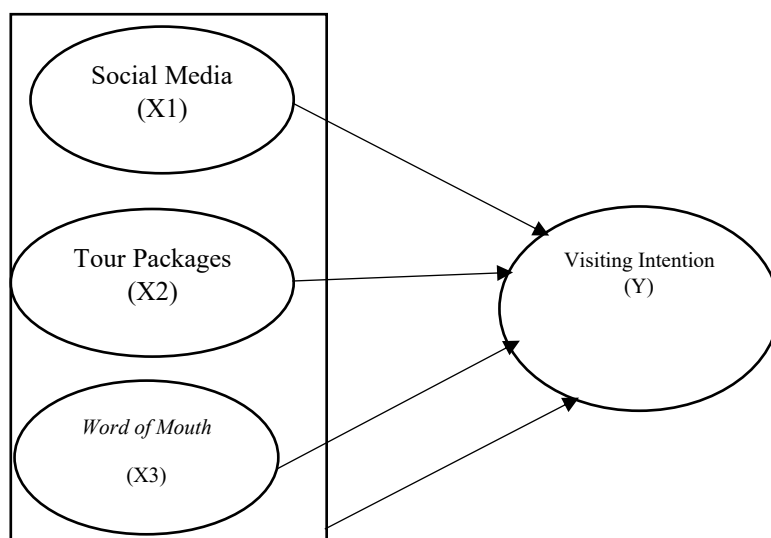
Figure 1. Conceptual Framework

Based on the description of the conceptual framework above, the hypothesis of this study can be formulated as follows:

H1: Social media has a positive and significant effect on intention in visiting Jaco Island in Tutuala, Timor Leste.

H2: Tour packages have a positive and significant effect on intention in visiting Jaco Island in Tutuala Timor Leste.

H3: Word of Mouth (WOM) has a positive and significant effect on intention in visiting Jaco Island in Tutuala Timor Leste.

H4: Social media, tour packages, and Word of Mouth (WOM) have a positive and significant effect on intention visiting Jaco Island in Tutuala Timor Leste.

This research uses an explanatory type of research. Explanatory research is research that aims to examine the causal relationship between variables in order to explain a certain phenomenon (Zulganef, 2013: 11). The reason for using this type of research is to determine the effect of the independent variables, namely Social Media, Tour Packages, and Word of Mouth, on the dependent variable, namely Intention in Visiting. Through hypothesis testing, it is hoped that the influence of the independent variables on the dependent variable can be explain

3. Methodology

The research employed a survey method with a quantitative approach, wherein data were collected using questionnaires. The target population comprised all tourists who had visited Jaco Island. A purposive sampling technique was applied, involving sample selection based on specific criteria and researcher judgement, as outlined by Sugiyono (2015: 67). To determine the appropriate sample size, Lemeshow's formula was utilised, which is suitable for calculating sample sizes in studies involving an infinite population. Based on this calculation, a sample size (n) of 96.04 was obtained and rounded up to 100 respondents.

The sampling was guided by the following inclusion criteria: respondents had to be over 17 years of age; they could be residents of the Lautem Municipality or visitors from other regions, including international tourists; they must have previously visited Jaco Island; and they needed to be willing to receive

and complete the research questionnaire. The study was conducted on Jaco Island, located in Posto Administrativo Tutuala, Lautem Municipality, Timor-Leste. The primary research instrument was a questionnaire designed by the researcher.

Two data analysis techniques were employed. First, descriptive statistical analysis was used to present and summarise the collected data without generalisation (Sugiyono, 2019: 206). Second, inferential statistical analysis was applied to examine the empirical model and test the proposed hypotheses. This involved a causality model, representing the cause-and-effect relationship with reflective connections between indicators and latent variables. The inferential analysis was conducted using the Partial Least Squares (PLS) technique, facilitated by the SmartPLS 4.0 software.

4. Results and Discussion
4.1. Overview of Research Object

Jaco Island (Portuguese: Ilha de Jaco) is situated at the easternmost tip of Timor Island, within the sovereign territory of Timor-Leste. Geographically, the island lies approximately at 8°24' South latitude and 127°5' East longitude, and is separated from the mainland by the Jaco Strait, a narrow channel roughly 600 metres wide. Adjacent to Cape Cutcha - the eastern extremity of Timor - Jaco Island is surrounded by biologically rich marine waters, making it an ideal site for marine-based tourism activities such as snorkelling and diving.

Renowned for its pristine natural environment and unspoiled white-sand beaches, Jaco Island is widely regarded as one of Timor-Leste's most scenic and ecologically significant tourist attractions. Administratively, it falls under the jurisdiction of Posto Administrativo de Tutuala, within the Lautem Municipality. Although the island is uninhabited and spans approximately 10 square kilometres, it holds deep spiritual significance for the local population and is considered a sacred site. Traditionally, access to the island was restricted, and landing remains officially prohibited. However, in recent years, local fishermen have informally facilitated short visits for tourists seeking recreational activities.

Jaco Island is also part of the Nino Konis Santana National Park, a protected area that underscores its ecological and cultural value within the broader framework of Timor-Leste's sustainable tourism and conservation efforts.

4.2. Descriptive Analysis

Description of Respondents' Answers to Social Media Variables (X1)

Table 2. Respodents answer to the Social Media Variabel (X1)

No	Indicator Variable	Statment	SD	D	N	A	SA	Total Scor	Average Score	Assessment Criteria
1	X1.1	I always look for information on social media first about the places I will visit.	1	4	42	152	225	424	4,24	Strongly Agree
2	X1.2	Social media makes it easier for me to find information about Jaco Island.	1	2	24	148	265	440	4,40	Strongly Agree
3	X1.3	I read reviews on social media from tourists who have visited Jaco Island before deciding to come to Jaco Island.	1	4	51	192	160	408	4,08	Agree

4	X1.4	Social media makes me intentioned in visiting Jaco Island.	2	12	33	124	250	421	4,21	Strongly Agree
		Total						1693	16,93	
		Average						423,25	4,23	Strongly Agree

Based on Table 2 above, it can be seen that the average value of the overall score for the Social Media variable (X1) is 4.23 which can be categorized as included in the assessment criteria strongly agree. This shows that the majority of respondents tend to give a very agreeable perception of the role of the Social Media variable (X1). Social media is able to play a very important role in building intention and helping respondents find information related to Jaco Island.

Description of Respondents' Answers to the Tour Package Variable (X2)
Table 3. Respodents answer to the Tour Package Variabel (X2)

No	Indicator Variable	Statment	SD	D	N	A	SA	Total Scor	Average Score	Assessment Criteria
1	X2.1	The facilities included in the tour package are more complete.	4	26	117	104	90	341	3,41	agree
2	X2.2	The price of the tour package is appropriate for the facilities offered.	5	28	117	112	70	332	3,32	Neutral
3	X2.3	The structured activity program.	2	16	111	136	95	360	3,60	Agree
		Total						1033	10,33	
		Average						344,33	3,44	Agree

Based on Table 3 above, it can be seen that the overall average score for the tour package variable (X2) is 3.44 which can be categorized as included in the agreed assessment criteria. This shows that overall respondents still agree with the aspects contained in the tour package on Jaco Island, such as the completeness of the facilities, the structure of the activity program, and the price match with the facilities offered. However, although the majority of respondents gave positive perceptions, there are still indications that visitor satisfaction on Jaco Island has not been maximally achieved, especially in the aspect of tour package prices which still received a neutral assessment category.

Description of Respondents' Answers to the Word of Mouth Variable (X3)
Table 4. Respodents answer to the Word of Mouth Variabel (X3)

No	Indicator Variable	Statment	SD	D	N	A	SA	Total Scor	Average Score	Assessment Criteria
1	X3.1	I'm intentioned in visiting Jaco Island because I have heard many positive comments from others about this tourist destination.	2	0	42	116	275	435	4,35	Strongly Agree
2	X3.2	I often gather information about other people's experiences to Jaco Island before deciding to visit.	1	2	48	172	195	418	4,18	Agree
3	X3.3	visit Jaco Island because I often receive recommendations from neighbors.	2	12	63	172	140	389	3,89	Agree
		Total						1033	12,42	
		Average						344,33	4,14	Agree

Based on Table 4 above, it can be seen that the overall average score for the word of mouth variable (X3) is 4.14 which can be categorized as included in the agreed assessment criteria. This shows that overall respondents agree that recommendations or information from other people (word of mouth) have contributed to their decision to visit Jaco Island.

Description of Respondents' Answers to the Word of Mouth Variable (X3)

Table 5. Respodents answer to the Intention in Visiting (Y)

No	Indicator Variable	Statment	SD	D	N	A	SA	Total Score	Average Score	Assessment Criteria
1	Y1	I anticipate visiting Jaco Island in the future.	1	8	39	180	185	413	4,13	Agree
2	Y2	I expect to visit Jaco Island soon.	1	2	36	212	165	416	4,16	Agree
3	Y3	I prefer to visit Jaco Island compared to other places.	1	8	48	152	205	414	4,14	Agree

4	Y4	If I have the opportunity to travel, Jaco Island is my main destination.	1	4	33	160	230	428	4,28	Strongly Agree
		Total						1671	16,71	
		Average						417,75	4,18	Agree

Based on Table 5 above, it can be seen that the average value of the overall score for the variable of intention in visiting (Y) is 4.18 which can be categorized as included in the assessment criteria agree. `This shows that the majority of respondents tend to give an agreed perception of the variable of intention in visiting (Y) because Jaco Island has a strong enough attraction among respondents even though there is no certainty when they will realize a return

4.3. Inferential Statistical Analysis
4.3.1. Outer Loadings
Table 6. Respodents answer to the Intention in Visiting (Y)

Indicator Variable	Media Social (X1)	Tour Package (X2)	WOM (X3)	Intention in Visiting (Y)
X1.1	0,758			
X1.2	0,809			
X1.3	0,797			
X1.4	0,812			
X2.1		0,905		
X2.2		0,932		
X2.3		0,913		
X3.1			0,783	
X3.2			0,804	
X3.3			0,709	
Y1				0,818
Y2				0,875
Y3				0,852
Y4				0,741

Based on table 6 above, it can be seen that the social media variable (X1) is measured based on 4 (four) indicator variables, namely X1.1, X1.2, X1.3 and X1.4 which have outer loadings values of X1.1 (0.758); X1.2 (0.809); X1.3 (0.797); and X1.4 (0.812) respectively. These four indicator variables have met the outer loadings value requirement ≥0.70, which means that these four indicator variables are retained because they are strongly correlated in explaining or shaping the social media variable (X1). Indicator variable X1.4 has the highest outer loadings value of 0.812, which indicates that social media has a role in shaping respondents' perceptions of Jaco Island, especially with regard to disseminating information and reviews.

The tour package variable (X2) is measured based on 3 (three) indicator variables, namely X2.1, X2.2 and X2.3 which have outer loadings values of X2.1 (0.905); X2.2 (0.932); and X2.3 (0.913), respectively. These three indicator variables have met the outer loadings value requirement ≥0.70, which means that these three indicator variables are retained because they are strongly correlated in explaining or forming the tour package variable (X2). The X2.2 indicator variable has the highest outer loadings value of 0.932,

which indicates that the price match with the facilities offered in the tour package has a role in shaping respondents' perceptions of the available tour packages.

The Word of Mouth (X3) variable is measured based on 3 (three) indicator variables, namely X3.1, X3.2 and X3.3 which have outer loadings values of X3.1 (0.783); X3.2 (0.804); and X3.3 (0.709) respectively. These three indicator variables have met the requirements for the outer loadings value ≥0.70, which means that these three indicator variables are retained because they are strongly correlated in explaining or forming the Word of Mouth (X3) variable. Indicator variable X3.2 has the highest outer loadings value of 0.804 which indicates that collecting information from the experiences of previous tourists who have visited Jaco Island has a role in shaping respondents' perceptions before they decide to visit Jaco Island.

The visiting intention variable (Y) is measured based on 4 (four) indicator variables, namely Y1, Y2, Y3 and Y4 which have outer loadings values of Y1 (0.818); Y2 (0.875); Y3 (0.852); and Y4 (0.741), respectively. These four indicator variables have met the outer loadings value requirement ≥0.70, which means that these four indicator variables are retained because they are strongly correlated in explaining or shaping the visiting intention variable (Y). Indicator variable Y2 has the highest outer loadings value of 0.875, which indicates that respondents' intention in visiting Jaco Island again in the near future has a role in describing intention in visiting Jaco Island again.

4.3.2. Composite Reliability

Table 7. Tabel composite reliability

	Composite Reliability
Media Social (X1)	0,872
Tour Package (X2)	0,940
Word of Mouth (X3)	0,810
Intention in Visiting (Y)	0,893

Based on table 7 above, it can be seen that the composite reliability value of the social media variable (X1) (0.872), tour packages (X2) (0.940), Word of Mouth (X3) (0.810) and visiting intention (Y) (0.893) is greater than 0.7, so the composite reliability requirement is met. So it can be concluded that the four construct variables have high reliability and are reliable in the research model.

4.3.3. Hypothesis Testing

Table 8. Tabel path coefficients

Hypothesis	Path Coefficients	T-Value	P-Value
H1 : Social Media (X1) has a positive and significant effect on Intention in Visiting (Y)	0,285	3,107	0,002
H2 : Tour Package (X2) has a positive and significant effect on Intention in Visiting (Y)	0,036	0,434	0,666
H3 : WOM (X3) has a positive and significant effect on Intention in Visiting (Y)	0,527	6,222	0,000

Based on table 8 above, it can be seen that the path coefficients value of the social media variable (X1) on the visiting intention variable (Y) is 0.285. This shows that the social media variable (X1) has little effect on the visiting intention variable (Y). The path coefficients value of the tour package variable (X2) on the visiting intention variable (Y) is 0.036. This shows that the tour package variable (X2) has a very small influence on the visiting intention variable (Y). The path coefficients value of the Word of Mouth variable (X3) on the visiting intention variable (Y) is 0.527. This shows that the Word of Mouth (X3) variable has a very large influence on the visiting intention variable (Y).

5. Discussion of Research Results

5.1. The Effect of Social Media on Intention in Visiting

The results showed that the value of $t_{Value}1 = 3.107$ with a significance value (Sig.) $t_{Value}1 = 0.002$ which is smaller than 0.05. Based on these results, H1 is accepted. This means that one-sided testing at 0.05 shows that social media (X1) has a positive and significant effect on visiting intention (Y). This means that the more information exposure, promotion, or interaction through social media related to Jaco Island tourist destinations, the higher the intention of tourists to visit Jaco Island. Thus the hypothesis H1 which states that social media has a positive and significant effect on visiting intention is proven correct. The results of this study support research conducted by Hidayat & La Are (2018) on the influence of social media as a promotional tool on intention in visiting Batu City, Malang. This research produces knowledge that social media positively affects visitation intention.

5.2. The Effect of Tour Package on Intention in Visiting

The results showed that the value of $t_{Value}2 = 0.434$ with a significance value (Sig.) $t_{Value}2 = 0.666$ which is greater than 0.05. Based on these results, H2 is rejected. This means that a one-sided test at 0.05 shows that the tour package (X2) has no positive and significant effect on visiting intention (Y). This means that this result indicates that the existence of tour packages is not enough to significantly increase tourist intention in visiting Jaco Island. Several factors that may cause this include the lack of attractiveness or uniqueness of the tour packages offered, limited information regarding the available tour packages, or tourist preferences that prioritize other factors such as accessibility, social media promotion, or recommendations from others (word of mouth).

The results of this study do not support research conducted by Gamal mentioned (in Trantriana & Widiartanto, 2019) that accessibility can determine whether or not tourism is easy to visit.

5.3. The Effect of Word of Mouth on Intention in Visiting

The results showed that the value of $t_{Value}3 = 6.222$ with a significance value (Sig.) $t_{Value}3 = 0.000$ which is smaller than 0.05. Based on these results, H3 is accepted. This means that one-sided testing at 0.05 shows that Word of Mouth (X3) has a positive and significant effect on visiting intention (Y). This means that recommendations from others, both through direct conversations and online reviews on various digital platforms, play an important role in increasing tourists' intention in visiting Jaco Island. Thus the hypothesis H3 which states that Word of Mouth has a positive and significant effect on visiting intention is proven correct.

The results of this study support research conducted by Adiya and Wardana (2017) which states that Word of mouth can be categorized as a very effective method in convincing potential consumers because potential consumers tend to trust people around them who have used certain products or services first compared to advertisements or other marketing tools used by producers.

5.4. The Influence of Social Media, Tour Packages and Word of Mouth on Intention in Visiting

The ANOVA results show that the value of $F_{Value} = 41.764$ with a significance value (Sig.) $F_{Value} = 0.000$ which is smaller than 0.05. Based on these results, H4 is accepted. This means that one-sided testing at 0.05 shows that social media (X1), tour packages (X2) and Word of Mouth (X3) have a positive and significant effect on visiting intention (Y). These results indicate that the three variables together have a significant contribution in shaping tourists' intention in visiting Jaco Island.

The results of this study support Dewi's research (2019) which states that tourism products and pricing policies have a significant influence on tourist intention in visiting. In addition, it supports Dewi's research (2022) which states that social media has a significant influence on tourist intention in visiting. As well as supporting research from Paulus, Janet I., Juita LD Bessie, and Abas Kasim, (2015) which states that word

of mouth (WOM) has a significant influence on tourist visiting decisions. Overall, social media, tour packages, and word of mouth interact and contribute to tourist intention.

5.5. The Influence of Social Media, Tour Packages and Word of Mouth on Intention in Visiting

Based on the R-Square results, it can be seen that the influence of social media variables, tour packages and Word of Mouth on visiting intention is 56.6%. This shows that the predictive power of the regression model is able to explain more than half of the diversity in visiting intention based on the three independent variables. While the remaining 43.4% is influenced by other variables that are not included in the research model. Variables that are not included in the research model can be in the form of service quality, tourist attraction, previous tourism experience and others. Although this research model already has a fairly good predictive power, there is still an opportunity to improve understanding of the variables that influence visiting intention by considering other additional variables in further research.

5.6. Variables that have the most influence on Visiting Intention

Based on table 8 above, it can be seen that the Word of Mouth variable is the variable that has the most influence on visiting intention. This is indicated by the path coefficients value of the Word of Mouth variable (X3) on the visiting intention variable (Y) is 0.527, which means that each one unit increase in Word of Mouth will increase visiting intention by 52.7% assuming other variables are constant. In addition, the P-value of 0.000 indicates that the effect of Word of Mouth on visiting intention is highly statistically significant or in other words, Word of Mouth has a positive and significant effect on visiting intention.These results reinforce the theory that Word of Mouth plays an important role in shaping traveler decisions. Positive recommendations from family, friends or other tourist reviews can increase a person's intention in visiting a tourist destination. So that an effective strategy in tourism marketing can be tried by encouraging and optimizing the creation of positive Word of Mouth.

6. Conclusion

Based on the results of data analysis and discussion of the research results to determine the simultaneous and partial effects of social media, tour packages and Word of Mouth on tourist intention in visiting Jaco Island, it can be concluded that:

a. The results showed that social media proved to have a positive and significant effect on intention in visiting Jaco Island. This shows that the increasing exposure to information, promotions, or interactions carried out through social media related to Jaco Island tourist destinations, will lead to increased tourist intention in visiting Jaco Island. Social media has provided wider access to information about Jaco Island which can then influence the perception of tourists to choose Jaco Island tourist destinations.

b. The results showed that tour packages have not been proven to have a positive and significant effect on intention in visiting Jaco Island. This indicates that the existence of tour packages is not enough to significantly increase tourists' intention in visiting Jaco Island. Some factors that may cause this include the lack of attractiveness or uniqueness of the tour packages offered, limited information, and a lack of information about the tour packages offered.

c. The results showed that tour packages have not been proven to have a positive and significant effect on intention in visiting Jaco Island. This indicates that the existence of tour packages is not enough to significantly increase tourist intention in visiting Jaco Island. Some factors that may cause this include the lack of attractiveness or uniqueness of the tour packages offered, limited information regarding available tour packages, or tourist preferences that prioritize other factors such as accessibility, social media promotion, or recommendations from others (word of mouth). In addition, these results show that tourists prefer to plan their trips independently rather than using tour packages because they are more flexible and not bound by strict tour schedules.

d. The results show that Word of Mouth is proven to have an effect on intention in visiting Jaco Island. This means that recommendations from other people, both through direct conversations and online reviews on various digital platforms, play an important role in increasing tourists' intention in visiting Jaco Island. Tourists are more likely to trust experiences and testimonials from previous tourists who have come to Jaco Island. Travelers who are satisfied with their experience on Jaco Island are more likely to share their experience with others.

e. The results also show that social media, tour packages and Word of Mouth are proven to have an effect on intention in visiting Jaco Island. This result shows that the three together have a significant contribution in shaping intention in visiting Jaco Island. In addition, these results also show that tourists' decisions to visit Jaco Island are not only influenced by a single element.

f. The results also show that the effect of social media, tour packages and Word of Mouth on visiting intention is 56.6%. This shows that the predictive power of this regression model is able to explain more than half of the variation in visiting intention based on the three independent variables.

g. The results showed that the Word of Mouth variable is the variable that has the most influence on visiting intention. This can be seen from the path coefficients value of the Word of Mouth variable (X3) on the visiting intention variable (Y) of 0.527 which indicates that each one unit increase in Word of Mouth will increase visiting intention by 52.7% assuming other variables are constant. In addition, the P-value of 0.000 indicates that the effect of Word of Mouth on visiting intention is highly statistically significant or in other words, Word of Mouth has a positive and significant effect on visiting intention.

7. Suggestions

Based on the research results, the suggestions that can be given to increase intention in visiting Jaco Island are as follows:

a. Regarding social media, encourage tourists who have visited Jaco Island to provide positive reviews and comments on social media by providing discounts or giveaways for tourists who share their travel experiences on Jaco Island. In addition, it can also invite the cooperation of efectr or travel bloggers to provide positive reviews and testimonials so as to increase trust and intention in visiting Jaco Island.

b. Regarding tour packages, evaluate and be transparent about the price of tour packages by showing details of the facilities obtained on Jaco Island. Create and offer tour packages with various price levels or activity variations such as premium packages and economy packages. And provide discounts or seasonal promos during the low season to attract intention in visiting Jaco Island.

c. Regarding Word of Mouth, increase the interaction of the local community in promoting Jaco Island by holding Jaco Island events or festivals that attract tourists to share their experiences. In addition, encourage local residents to be more active in promoting Jaco Island by providing training to the community so that they can become Jaco Island ambassadors.

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