

## The Effect of Destination Branding on Tourists' Interest and Decision to Visit Mount Matebian, Timor-Leste

Aniceto de Carvalho

Universitas Triatma Mulya, Indonesia

Email: decarvalhoaniceto7@gmail.com

### Keywords:

Destination branding, Mount Matebian, religious tourism, visiting decision, visiting intention.

### Abstract

Tourism supports economic diversification in Timor-Leste; however, many destinations remain insufficiently recognized due to limited infrastructure, accessibility challenges, and the lack of integrated promotion. Mount Matebian possesses natural, historical, cultural, and spiritual values that require effective destination branding to enhance its competitiveness. This study aimed to examine the effects of destination branding on tourists' visiting interest and decisions to visit Mount Matebian, as well as to assess the mediating role of visiting interest. A quantitative explanatory research design was employed using questionnaire data collected from 140 respondents through a five-point Likert scale. The relationships among the constructs were analyzed using partial least squares structural equation modeling (PLS-SEM). The results demonstrated that destination branding had a positive and significant effect on visiting interest ( $\beta = 0.721$ ;  $p < 0.001$ ) and visiting decisions ( $\beta = 0.359$ ;  $p = 0.002$ ). Visiting interest also had a positive and significant effect on visiting decisions ( $\beta = 0.377$ ;  $p = 0.001$ ). Furthermore, visiting interest significantly mediated the relationship between destination branding and visiting decisions ( $\beta = 0.272$ ;  $p = 0.003$ ), indicating partial mediation. The model explained 51.9% of the variance in visiting interest and 46.6% of the variance in visiting decisions. Therefore, branding strategies based on Mount Matebian's historical, cultural, and spiritual identity can enhance tourist interest and strengthen decisions to visit the destination.



This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Copyright © 2026 by Author. Published by Indonesian Publications

## INTRODUCTION

The tourism sector plays a strategic role in promoting national economic diversification by optimizing natural, cultural, and historical resources. For developing countries such as Timor-Leste, tourism sector acceleration is expected to reduce economic dependence on the petroleum sector. However, tourism development in Timor-Leste continues to face structural challenges, including limited basic infrastructure, transportation accessibility, and supporting facilities in destination areas. This condition demonstrates that comparative advantages based solely on natural attractions are no longer sufficient to influence tourist preferences within an increasingly competitive tourism market (Hair et al., 2021).

Tourist destinations require strong and differentiated brand identities to achieve a distinctive position in tourists' perceptions. In destination marketing, destination branding does not merely function as a visual representation through logos or slogans but represents an accumulation of experiences, values, and psychological perceptions offered to tourists (Chiang & Chen, 2023). Effective destination branding management has been shown to overcome

certain physical limitations of tourist attractions by creating emotional connections and positive expectations among potential visitors (Lin et al., 2024) .

Mount Matebian in Timor-Leste is one of the destinations with significant potential for development through a destination branding approach. Empirically, the area offers not only panoramic mountain landscapes but also incorporates profound historical value as a site associated with the struggle for independence, while serving as a spiritual and religious location for local communities. Despite these multidimensional attributes, the strategic identity of Mount Matebian has not yet been communicated through an integrated national tourism marketing strategy (Abbasi Sadeqi Jabali M. & Khajouei & Tadayon H., 2020; Ekinici et al., 2023; Susanti, 2019) .

This limitation creates a clear theoretical, contextual, and empirical research gap. Theoretically, previous studies have often positioned visit intention as the final behavioral outcome rather than examining it as a psychological mechanism through which destination branding is transformed into visiting decisions (Mendonça et al., 2023) . Contextually, findings from urban, coastal, wellness, and established tourism destinations may not fully explain tourist behavior at Mount Matebian, where limited accessibility exists alongside strong historical and spiritual significance (Saldanha & Brites da Silva, 2024) . Empirically, studies specifically examining destination branding at Mount Matebian remain limited, while the destination's combined historical, cultural, and religious attributes have not been operationalized as an integrated branding construct (Abbasi et al., 2025; Khokhar et al., 2025; Laurance et al., 2023) . Addressing this gap is essential because ineffective branding may cause the destination's authentic values to remain fragmented, reduce tourists' understanding, and limit tourism's contribution to local livelihoods and national economic diversification (Aqmal & Setiawan, 2022; Kala, 2021; Usman & Hasriana, 2025).

Accordingly, the novelty of this study lies in positioning tourists' visiting interest as a mediating variable between destination branding and visiting decisions at Mount Matebian. The proposed model examines whether a brand identity based on destination characteristics, historical knowledge, cultural diversity, national tourism value, competitive differentiation, and spiritual relevance can generate tourist interest and subsequently encourage actual visiting decisions (Yan et al., 2024). Unlike studies that focus exclusively on destination image or tourist satisfaction, this research examines both the direct effect of destination branding on visiting decisions and its indirect effect through visiting interest (Septarina et al., 2022). The study also provides empirical evidence from a relatively underexplored destination in Timor-Leste, thereby expanding destination-branding research beyond commonly investigated urban, coastal, and commercially established tourism settings (Wei et al., 2024) .

Therefore, this study aimed to examine the effects of destination branding on tourists' visiting interest and decisions to visit Mount Matebian, assess the effect of visiting interest on visiting decisions, and determine whether visiting interest mediated the relationship between destination branding and visiting decisions (Nisar et al., 2022; Rajesh et al., 2022; Stojanovic et al., 2022) . Theoretically, the findings are expected to clarify the psychological pathway through which destination identity is translated into tourist behavior and contribute to destination-branding literature, particularly within historical and religious mountain tourism contexts. Practically, the results can assist the Ministry of Tourism and Environment, the Baucau municipal administration, local communities, tour operators, and destination managers

in developing integrated storytelling strategies, digital promotion, visitor information systems, and community-based tourism services. Ultimately, this study is expected to support the development of a recognizable and sustainable Mount Matebian brand while increasing visitor interest, strengthening informed travel decisions, preserving local heritage, and expanding tourism's contribution to Timor-Leste's economy (Aman et al., 2024).

## METHOD

This study employed a quantitative approach with an explanatory research design to examine the relationships and effects among the latent variables. Primary data were collected from 140 respondents using a structured questionnaire measured on a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

The variables were operationalized into three main constructs:

1. Destination Branding (X) was measured using six indicators: destination characteristics (X1.1), benefits of historical and cultural knowledge transfer (X1.2), contribution of positive values to Timor-Leste tourism development (X1.3), attraction of cultural diversity (X1.4), differentiation from competing destinations (X1.5), and alignment of destination attributes with tourists' spiritual and cultural needs (X1.6).
2. Visiting Interest (Y1) as an intervening variable was measured using three indicators: intention to visit (Y1.1), destination visit priority (Y1.2), and interest in obtaining comprehensive information regarding the historical and spiritual dimensions of the destination (Y1.3).
3. Visiting Decision (Y2) as an endogenous variable was measured using five indicators: fulfillment of expectations regarding spiritual and cultural experiences (Y2.1), information-seeking behavior before visiting (Y2.2), perception of destination competitiveness (Y2.3), decision-making accuracy (Y2.4), and post-visit psychological satisfaction (Y2.5).

Empirical data analysis was conducted using the variance-based Partial Least Squares Structural Equation Modeling (PLS-SEM) method. Model evaluation was performed through two stages:

**Measurement Model Evaluation (Outer Model):** The measurement model was assessed to evaluate instrument quality through convergent validity based on loading factor values and Average Variance Extracted (AVE), discriminant validity using the Fornell–Larcker criterion, and construct reliability using Cronbach's Alpha and Composite Reliability values.

**Structural Model Evaluation (Inner Model):** The structural model was evaluated to examine predictive power and the significance of relationships among constructs through the coefficient of determination ( $R^2$ ), path coefficient estimation, and statistical testing using  $t$ -statistics and  $p$ -values obtained through the bootstrapping procedure.

## RESULTS AND DISCUSSION

### Respondent Characteristics

Demographic analysis was conducted on 140 respondents to provide a comprehensive picture of the profile of tourists who have attention to Mount Matebian tourist destinations. The frequency distribution of respondent characteristics is presented in detail in Table 1.

**Table 1.** Demographic Characteristics of Respondents (n = 140)

| Characteristics     | Categories             | Number (People) | Percentage (%) |
|---------------------|------------------------|-----------------|----------------|
| Gender              | Male                   | 86              | 61,4           |
|                     | Women                  | 54              | 38,6           |
| Age                 | 17–25 years old        | 42              | 30,0           |
|                     | 26–35 years old        | 47              | 33,6           |
|                     | 36–45 years old        | 34              | 24,3           |
|                     | >45 years old          | 17              | 12,1           |
| Nationality         | Timor-Leste            | 85              | 60,7           |
|                     | Abroad                 | 55              | 39,3           |
| Education           | High School/Equivalent | 49              | 35,0           |
|                     | Diploma                | 37              | 26,4           |
|                     | Bachelor (S1)          | 36              | 25,7           |
|                     | Postgraduate (S2/S3)   | 18              | 12,9           |
| Frequency of Visits | First time             | 84              | 60,0           |
|                     | 2 times                | 39              | 27,9           |
|                     | >3 times               | 17              | 12,1           |

Source: Research Data, processed (2026).

Based on the data in Table 1, the majority of respondents were male (61.4%) and were in the productive age group of 26–35 years (33.6%), followed by the age group of 17–25 years (30.0%). The dominance of this profile indicates that the geographical and topographic characteristics of Mount Matebian empirically tend to attract a segment of the tourist market that has excellent physical capacity.

From the aspect of citizenship, the representation of foreign tourists which reached 39.3% confirms that Mount Matebian has significant international attraction potential. Furthermore, the fact that 60.0% of respondents are first-time visitors emphasizes the strategic urgency in managing marketing stimulus and brand identity from the initial phase to construct a positive impression of visits.

### Descriptive Analysis of Variables

Descriptive analysis was applied to evaluate the tendency of respondents' perception of the indicators that operationalize each research construct (Table 2).

**Table 2.** Average Value of Research Indicators

| Variable               | Indicator   | Mean         |
|------------------------|-------------|--------------|
| Destination Branding   | X1.1        | 4,300        |
|                        | X1.2        | 4,329        |
|                        | <b>X1.3</b> | <b>4,514</b> |
|                        | X1.4        | 4,300        |
|                        | X1.5        | 4,350        |
|                        | X1.6        | 4,350        |
| Average Construct X    |             | <b>4,357</b> |
| Interested in Visiting | Y1.1        | 4,371        |
|                        | Y1.2        | 4,364        |
|                        | <b>Y1.3</b> | <b>4,579</b> |
| Average Y1 Construct   |             | <b>4,438</b> |
| Visiting Decisions     | Y2.1        | 4,371        |
|                        | Y2.2        | 4,271        |
|                        | Y2.3        | 4,343        |
|                        | Y2.4        | 4,364        |
|                        | <b>Y2.5</b> | <b>4,529</b> |
| Average Construct Y2   |             | <b>4,376</b> |

Source: Research Data, processed (2026).

In general, the cumulative average value of the overall variable is in the very high category ( $> 4.00$ ). Construct destination branding resulted in an average score of 4,357, with the highest score on the X1.3 indicator (4,514). This reflects the strong belief of respondents that the optimization of the equity of the Gunung Matebian brand is able to make a positive contribution to the escalation of Timor-Leste's national tourism sector.

In the construct of visiting interest, the Y1.3 indicator recorded the highest score of 4.579. These results confirm that the main stimulation that drives tourists' conative intentions is rooted in psychological attention to historical narratives and the inherent spiritual value of the destination. Meanwhile, the average score of the visit decision of 4.376 with the highest score visualization on the Y2.5 indicator (4.529) indicates a superior level of post-visit satisfaction, which theoretically has the potential to encourage repeat visitation behavior.

### Evaluation of Measurement Models (Outer Model)

The quality of the instrument's measurement parameters was evaluated through convergent validity tests, construct internal reliability, and discriminant validity.

**Table 3.** Outer Loading Construct

| Construct              | Indicator | Outer Loading | Testing Criteria   |
|------------------------|-----------|---------------|--------------------|
| Destination Branding   | X1.1      | 0,776         | Valid ( $> 0.70$ ) |
|                        | X1.2      | 0,753         | Valid ( $> 0.70$ ) |
|                        | X1.3      | 0,800         | Valid ( $> 0.70$ ) |
|                        | X1.4      | 0,727         | Valid ( $> 0.70$ ) |
|                        | X1.5      | 0,802         | Valid ( $> 0.70$ ) |
|                        | X1.6      | 0,717         | Valid ( $> 0.70$ ) |
| Interested in Visiting | Y1.1      | 0,919         | Valid ( $> 0.70$ ) |
|                        | Y1.2      | 0,874         | Valid ( $> 0.70$ ) |
|                        | Y1.3      | 0,821         | Valid ( $> 0.70$ ) |
| Visiting Decisions     | Y2.1      | 0,840         | Valid ( $> 0.70$ ) |
|                        | Y2.2      | 0,883         | Valid ( $> 0.70$ ) |
|                        | Y2.3      | 0,802         | Valid ( $> 0.70$ ) |
|                        | Y2.4      | 0,832         | Valid ( $> 0.70$ ) |
|                        | Y2.5      | 0,751         | Valid ( $> 0.70$ ) |

Source: SmartPLS Output (2026).

The results of the estimation of the measurement model in Table 3 show that all observation indicators have an outer loading value above the standard threshold of 0.70 (in the range of 0.717 to 0.919). Thus, all indicators are declared valid and representative in reflecting their latent constructs without requiring the elimination of items.

**Table 4.** Convergent Validity and Construct Reliability

| Construct                     | Cronbach's Alpha | $\sqrt{\rho_{\{A\}}}$ | Composite Reliability | Average Variance Extracted (AVE) |
|-------------------------------|------------------|-----------------------|-----------------------|----------------------------------|
| <i>Destination Branding</i>   | 0,858            | 0,867                 | 0,893                 | 0,582                            |
| <i>Interested in Visiting</i> | 0,842            | 0,851                 | 0,905                 | 0,761                            |
| <i>Visiting Decisions</i>     | 0,880            | 0,881                 | 0,913                 | 0,677                            |

Source: SmartPLS Output (2026).

Based on the parameters in Table 4, the convergent validity is empirically fulfilled as indicated by the AVE value of each construct exceeding the minimum limit of 0.50. Furthermore, internal reliability testing showed that Cronbach's Alpha and Composite Reliability values for the entire construct were consistently above the safe threshold of 0.70. These findings confirm the reliability and consistency of the measurement instruments used

in this study.

**Table 5.** Discriminatory Validity (Fornell-Larcker Criteria)

| Construct              | Visiting Decisions | Interested in Visiting | Destination Branding |
|------------------------|--------------------|------------------------|----------------------|
| Visiting Decisions     | <b>0,823</b>       |                        |                      |
| Interested in Visiting | 0,636              | <b>0,872</b>           |                      |
| Destination Branding   | 0,631              | 0,721                  | <b>0,763</b>         |

Source: SmartPLS Output (2026).

Discriminant validity testing using the Fornell-Larcker criterion (Table 5) showed that the square root value of AVE ( $\sqrt{\text{AVE}}$ ) represented in the diagonal position (bold print) was of greater value than the value of other inter-construct correlation values in the structural model. These results confirm that each latent construct has a valid empirical differentiation.

### Evaluation of Structural Models (Inner Model)

The predictive power of the model is assessed through the coefficient of determination ( $R^2$ ) to measure the variability capability of exogenous constructs against endogenous constructs.

**Table 6.** Coefficient of Determination ( $R^2$ )

| Endogenous constructs  | R Square | Adjusted R Square |
|------------------------|----------|-------------------|
| Interested in Visiting | 0,519    | 0,516             |
| Visiting Decisions     | 0,466    | 0,458             |

Source: SmartPLS Output (2026).

The  $R^2$  value of 0.519 indicates that the destination branding construct is able to explain the variability of visiting interest by 51.9%, while the rest is influenced by external factors outside the model. Meanwhile, the  $R^2$  value for the visit decision was recorded at 0.466, indicating that the variation in the visit decision could be explained simultaneously by destination branding and visiting interest of 46.6%

### Hypothesis Testing and Pathway Analysis

Testing of the significance of the causality relationship between variables was carried out using a bootstrapping procedure to test the direct hypothesis (H1, H2, H3) and the mediation hypothesis (H4).

**Table 7.** Path Coefficients, Significance Tests, and Indirect Influences

| Structural Relationships of Lines                      | Original Sample (O) | T Statistics | P Values | Verdict  |
|--------------------------------------------------------|---------------------|--------------|----------|----------|
| H1: <i>Destination Branding</i> → Interest in Visiting | 0,721               | 13,989       | 0,000    | Accepted |
| H2: <i>Destination Branding</i> → Visit Decisions      | 0,359               | 3,140        | 0,002    | Accepted |
| H3: Interest in Visiting → Visiting Decision           | 0,377               | 3,268        | 0,001    | Accepted |
| H4: <i>Destination Branding</i> → Interests → Results  | 0,272               | 3,000        | 0,003    | Accepted |

Source: SmartPLS Output (2026)

### The Influence of Destination Branding on Visitor Interest (H1)

Based on the results of the estimation in Table 7, the first hypothesis (H1) was accepted with a path coefficient of 0.721, a t-statistical value of 13.989, and a p-value of 0.000 ( $p < 0.05$ ). These results prove empirically that destination branding has a positive and significant influence on visitor interest. The magnitude of the value of this path coefficient confirms that the formation of a destination's brand identity based on historical and spiritual values acts as

a key determinant that stimulates the affective interest of tourists. This finding correlates with destination marketing theory which states that strong brand equity is consistently able to transform public attention into massive visitor interest.

### **The Influence of Destination Branding on Visit Decisions (H2)**

Structural testing of the second hypothesis (H2) showed a positive and significant direct influence of destination branding on visiting decisions ( $\beta = 0.359$ ;  $t = 3.140$ ;  $p = 0.002$ ). These findings indicate that the clarity of brand identity and the differentiation of tourist attractions that are effectively communicated are able to reduce information asymmetry in tourist cognition, thereby directly accelerating the conversion of intentions into actual visits to Mount Matebian.

### **The Influence of Interest in Visiting on Visit Decisions (H3)**

The third hypothesis (H3) that states that interest in visiting has a positive and significant effect on visiting decisions is empirically proven ( $\beta = 0.377$ ;  $t = 3.268$ ;  $p = 0.001$ ). Theoretically-psychologically, the interest phase acts as a crucial conative stage. The tourists' deep interest in exploring the spiritual and historical value of the mountains induced the birth of a commitment and final decision to undertake a real tourist trip, which included the determination of travel time to the budget allocation of the visit.

### **Analysis of the Mediation Role of Visiting Interest (H4)**

The results of the indirect influence evaluation (Table 7) prove that interest in visiting significantly mediates the relationship between destination branding and visiting decisions ( $\beta = 0.272$ ;  $t = 3,000$ ;  $p = 0.003$ ), so that the fourth hypothesis (H4) is accepted. Given that the direct influence of destination branding on visiting decisions remains significant (H2 accepted), the mediating nature of the variable of interest in visiting is categorized as partial mediation.

This mechanism explains that although destination branding management is able to trigger direct visit decisions, its effectiveness will be optimally accelerated if the branding strategy is able to construct cognitive and emotional interest (interest) first in the minds of prospective tourists through the presentation of a comprehensive cultural education narrative.

## **CONCLUSION**

This study empirically concluded that strengthening destination branding equity rooted in the integration of historical, cultural, and spiritual values represented an effective strategic instrument for increasing tourist interest and strengthening visiting decisions at Mount Matebian, Timor-Leste. All direct and indirect causal hypotheses (H1–H4) were statistically supported, demonstrating positive and significant relationships among the constructs. The visiting interest construct was confirmed as a valid partial mediator, highlighting the importance of managing tourists' psychological interest and information expectations before they made the final decision to visit the destination.

For tourism authorities, including the Ministry of Tourism of Timor-Leste, and local destination managers, the promotion strategy should be reoriented from a conventional approach focused primarily on generic mountain tourism toward a storytelling marketing strategy emphasizing historical and religious narratives. Considering the high proportion of first-time visitors (60%), the provision of interactive digital information platforms and educational community-based tourism centers is essential for maintaining post-visit

satisfaction and encouraging word-of-mouth promotion.

## REFERENCES

- Abbasi, A., Nisar, J., & Abbasi, T. (2025). Anxiety Related to Paternal Relationship Patterns and God-Image Representation: A Descriptive Case Study. *Inverge Journal of Social Sciences*, 4(4). <https://doi.org/10.63544/ijss.v4i4.201>
- Abbasi Sadeqi Jabali M., R., & Khajouei & Tadayon H., R. (2020). Investigating the satisfaction level of physicians in regards to implementing medical Picture Archiving and Communication System (PACS). *BMC Medical Informatics and Decision Making*, 20(1).
- Aman, E. E., Papp-Váry, Á. F., Kangai, D., & Odunga, S. O. (2024). Building a sustainable future: Challenges, opportunities, and innovative strategies for destination branding in tourism. *Administrative Sciences*, 14(12), Article 312.
- Aqmal, N., & Setiawan, A. (2022). Analysis of factors affecting the decision to visit tourists to religious tourism. *Efficient: Indonesian Journal of Development Economics*, 5(3), 319–331. <https://doi.org/10.15294/efficient.v5i3.54045>
- Chiang, C. T., & Chen, Y. C. (2023). The effect of destination brand identity on tourism experience: The case of the Pier-2 Art Center in Taiwan. *Sustainability*, 15(4), Article 3254.
- Ekinci, Y., Japutra, A., Molinillo, S., & Uysal, M. (2023). Extension and validation of a novel destination brand equity model. *Journal of Travel Research*, 62(6). <https://doi.org/10.1177/00472875221125668>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using R: A workbook*. Springer.
- Kala, D. (2021). ‘Thank you, God. You saved us’—Examining tourists’ intention to visit religious destinations in the post COVID. *Current Issues in Tourism*, 24(22), 3127–3133. <https://doi.org/10.1080/13683500.2021.1876643>
- Khokhar, M. A., Sajjad, Abideen, D.-Z. U., Hoor, L., Ahmad, M., & Haq, Dr. M. W. U. (2025). Operation Bunyan-un-Marsoos and the Balance of Power in South Asia: Pakistan’s Deterrence against Indian Military Escalation. *Inverge Journal of Social Sciences*, 4(3). <https://doi.org/10.63544/ijss.v4i3.172>
- Laurance, A. A., Wijaya, S., & Thio, S. (2023). YouTube Influencer: How Source Credibility and Information Quality Influence Destination Image and Visit Intention of Young Travelers? *Jurnal Manajemen Indonesia*, 23(1). <https://doi.org/10.25124/jmi.v23i1.4672>
- Lin, S., Xu, S., Liu, Y., & Zhang, L. (2024). Destination brand experience, brand positioning, and intention to visit: A multi-destination comparison study. *Journal of Vacation Marketing*, 30(3), 599–614.
- Mendonça, A. R., Carvalho, M. L. S., & Henriques, P. D. S. (2023). Challenges for the development of tourism in Timor-Leste. *Revista de Ciências Agrárias*, 46(3), 41–50.
- Nisar, Q. A., Waqas, A., Ali, F., Hussain, K., & Sohail, S. (2022). What drives pilgrims’ experiential supportive intentions and desires towards religious destinations? *Tourism Management Perspectives*, 43, 100997. <https://doi.org/10.1016/j.tmp.2022.100997>
- Rajesh, J. I., Narendran, R., Verma, P., Okumus, F., & Thanigan, J. (2022). Investigating revisit intentions of religious tourists to natural disaster-affected religious destinations. *Tourism Analysis*, 27(4), 529–545. <https://doi.org/10.3727/108354222X16449628077702>

- Saldanha, E., & Brites da Silva, H. (2024). Linking tourists' motivation to behavior intentions through government policies and tourists' satisfaction: Evidence from Ramelau Mountain as a tourist destination in Timor-Leste. *Timor-Leste Journal of Business and Management*, 6, 12–25.
- Septarina, L., Zuriana, & Besti, L. (2022). Creating tourist loyalty through destination branding for an excellent tourism destination. *Journal of Environmental Management and Tourism*, 13(4), 1051–1060.
- Stojanovic, I., Andreu, L., & Currás-Pérez, R. (2022). Social media communication and destination brand equity. *Journal of Hospitality and Tourism Technology*, 13(4), 650–666. <https://doi.org/10.1108/JHTT-11-2020-0302>
- Susanti, T. (2019). Pengaruh Strategi Pembelajaran PQ4R terhadap Hasil Belajar Ilmu Pengetahuan Alam Terpadu Siswa Madrasah Tsanawiyah. *Biodik: Jurnal Ilmiah Pendidikan Biologi*, 5(2), 139–149.
- Usman, U., & Hasriana, H. (2025). Citra Destinasi Dan Daya Tarik Terhadap Niat Berkunjung Kembali; Dimediasi Kepuasan Wisatawan. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3). <https://doi.org/10.31004/riggs.v4i3.3264>
- Wei, J., Zhou, L., & Li, L. (2024). A study on the impact of tourism destination image and local attachment on the revisit intention: The moderating effect of perceived risk. *PLOS ONE*, 19(1), Article e0296524.
- Yan, L., Alagas, E. N., Jambulingam, M., & Wang, L. (2024). Destination brand identity as a mediator between accessibility and tourist perception: Promoting Bama Yao as potential wellness tourist destination in China. *Turyzm/Tourism*, 34(1), 45–56.