

The Influence of Electronic Word of Mouth, Accessibility, and Amenities on the Decision to Visit Banyak Island, Aceh Singkil

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ABSTRACT

The present research endeavors to scrutinize the impact of Electronic Word of Mouth (E-WOM), spatial accessibility, and infrastructural amenities on tourists' behavioral intention to visit the maritime destination of Pulau Banyak, Aceh Singkil. This investigation is driven by empirical phenomena regarding suboptimal digital marketing orchestration, restricted geographical reachability, and the development of local support facilities. Employing a quantitative framework, this study utilized a survey technique involving 100 respondents with prior visitation experience. Data analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach through SmartPLS 4.1. Empirical outcomes elucidate that E-WOM, logistical connectivity, and physical amenities simultaneously exert a positive and significant influence on visitors' destination choice. These findings formulate strategic imperatives for tourism authorities to intensify digital advocacy campaigns, improve transportation access, and optimize ancillary services to sustainably augment future tourist influx.

Keywords: Electronic Word of Mouth, Accessibility, Amenities, Visitation Intent

ABSTRAK

Riset ini didedikasikan guna menganalisis signifikansi dampak dari Electronic Word of Mouth (e-WOM), aksesibilitas spasial, serta amenities infrastruktur terhadap intensi kunjungan wisatawan pada destinasi pariwisata bahari Pulau Banyak, Aceh Singkil. Eksplorasi ini berpijak pada fenomena suboptimalnya orkestrasi promosi digital, restriksi keterjangkauan wilayah, dan perkembangan fasilitas penunjang. Studi ini mengadopsi paradigma kuantitatif melalui metode survei yang melibatkan 100 responden berbekal pengalaman presensi di lokasi tersebut. Mekanisme pembedahan data mengimplementasikan Structural Equation Modeling (SEM) berbasis Partial Least Squares menggunakan SmartPLS 4.1. Luaran empiris mengafirmasi bahwa e-WOM, konektivitas akses, dan amenities secara serentak memberikan pengaruh positif serta signifikan terhadap kepastian destinasi pelancong. Penemuan ini merumuskan rekomendasi bagi otoritas pengelola untuk meningkatkan advokasi digital, mutu akses transportasi, dan penyediaan utilitas guna mendongkrak keberlanjutan arus kunjungan.

Kata Kunci: *Electronic Word of Mouth*, Aksesibilitas Spasial, Amenitas Pariwisata, Intensi Kunjungan.

INTRODUCTION

The existence of the tourism sector has been confirmed as a fundamental catalyst in the escalation of the global economy through its contribution to GDP, employment and cultural assimilation between nations. Community-based tourism is also seen as capable of distributing social welfare and ensuring the sustainability of ecotourism (Lubis, Nawawi, & Syahbudi, 2023). Kemenparekraf (2024) noted that this sector contributed around 4% to national GDP in the first semester of 2024. Marcelina et al. cited by (Nurbaiti, et al., 2020:65) states that tourism development can be indicated through visitor attendance density.

Nanggroe Aceh Darussalam is known for its natural charm, Islamic cultural heritage, and historical heritage with educational value, with around 978 tourist destinations covering maritime, nature, culture, spirituality and gastronomy (Razali, et al., 2024). One of the leading destinations is Banyak Island in Aceh Singkil which has marine biodiversity, coral formations, and marine tourism potential such as snorkeling and diving, plus multi-ethnic cultural pluralism that supports tourism development (Anismar, et al., 2018). The quantity of tourist destinations is correlated with the volume of tourist visits; The more destinations there are, the higher the attractiveness of the area (Nasution, et al., 2023). The following is a recapitulation of fluctuations in tourist visits to Banyak Island, Aceh Singkil, for the 2020–2024 period.

Table 1. Data on Tourist Visitors to Banyak Island, Aceh Singkil

Year	Tourist Visits		Number of Visitors
	Domestic	Overseas	
2020	4.857	676	6.533
2021	1.811	-	1.811
2022	7.755	185	7.940
2023	20.203	39	20.242
2024	29.143	489	29.632

Source: Aceh Singkil Regency Youth and Sports Tourism Office

Over the past few decades, the Tourism Department entity has indicated a very passive attitude in producing publicity instruments, marked by the scarcity of circulation of visual material on various channels such as Facebook, Instagram and YouTube. In addition, cloud computing (online) based ticket reservation mechanisms have not been accommodated due to fiscal restrictions or budget limitations (Riana, et al., 2024). This condition represents the premise that the circulation of Electronic Word of Mouth (e-WOM) in this region is still in the embryonic phase. Romadhon, et al. (2021) revealed that e-WOM had a positive and significant influence on the decision to visit Owabong Water Park, while Andreas & Roslina (2025) found that e-WOM did not have a significant influence on the intention or decision to visit Sebalang Beach. These findings indicate inconsistencies in research results regarding the influence of e-WOM on travel decisions.

The Banyak Islands group also faces accessibility problems, where mobility to this area still depends on traditional fishing fleets and fast boats with limited operational schedules. Apart from that, the land journey to the ferry pier takes a long time, namely around 8 hours from Medan City and 16 hours from Banda Aceh City (Zhafira, 2021). Marie (2024) stated that accessibility has a significant influence on the decision to visit Telaga Biru Cisoka, while Miranda, et al. (2024) found that accessibility did not have a significant effect on the decision to visit Eptilu Agrotourism. The results of this research show that there are different findings regarding the influence of accessibility on visiting decisions.

Through a review by Syukri, et al. (2022), it was detected that amenities at Pulau Baguk Beach, Pulau Banyak District, Aceh Singkil Regency are still very limited. The accommodation infrastructure around Banyak Island is dominated by conventional homestays with a community self-help system with minimalist specifications (Destiny, 2025). Listyorini, et al. (2024) emphasized that amenities have a significant influence on the decision to travel to Penglipuran Village, Bali. On the other hand, Adinata & Sakti (2025) found that amenities had a positive but not significant effect on interest in repeat visits to the Gili Matra area. These findings indicate a divergence in research results regarding the relationship between amenities and visiting decisions.

METHODS

This academic exploration implements a quantitative paradigm through an associative research architecture, which is defined as an investigation oriented towards the synchronization of correlations between existing variables (Mubarak, 2021). The absolute orientation of this study is focused on uncovering causal links between the series of determinants that are specifically inspected (Sugiyono, 2013: 37). This study dissects and calculates the equivalence of Electronic Word of Mouth, Accessibility and Amenity interventions in their capacity as exogenous determinants of the decision to visit as an endogenous determinant in the recreation ecosystem of Banyak Island, Aceh Singkil. The quantity of sample specimens extracted in this research was calculated by operating the Slovin formulation based on a margin of error of 10% through the following mathematical equation:

$$n = \frac{N}{1 + N(e)^2} = \frac{29.632}{1 + 29.632 (0,1)^2} = 99,7$$

Based on the accumulated data on the presence of travelers on Banyak Island, Aceh Singkil mid-calendar 2024 which reached 29,632 people, the observation specimen quota was completed at 100 participants. Investigators implemented a purposive sampling type method. Referring to Sugiyono's postulates (2013: 85), purposive sampling is articulated as a precise tactic for collecting specimens based on measurable rationalization.

The database classification exploited in this research is in the form of primary data, namely a corpus of information that is completely acquired from sources via the distribution of questionnaire instruments. The management of data analysis for this observation relies on a Structural Equation Modeling (SEM) framework based on partial least squares through the utilization of the SmartPLS 4.1 computing device.

1. Evaluation of the Measurement Model (Outer Model)
 - a. Convergent Validity: Referring to the postulates (Hair et al., 2019), a precipitation score >0.7 indicates that the exploited data is considered precise or valid.
 - b. Construct Reliability and Validity: Cronbach's alpha must exceed the threshold of >0.7, composite reliability (rho_c) >0.7, and AVE >0.5.
 - c. Discriminant Validity: Based on the postulate of Henseler et al. (2015), if the equivalence of HTMT scores between dualism construct pairs records a ratio <0.90, then the prerequisite for discriminant validity can be declared to have been fully met.
2. Model Evaluation (Inner Model)

- a. Inner VIF: If the inner VIF value is <5 , then the absence of multicollinearity is a serious risk.
- b. Coefficient of Determination (R^2): Inspects the capability of the endogenous determinant variance to be elaborated by the exogenous determinant.
- c. Effect Size (F^2): Calculates the equivalence of the influence of the independent determinant on the dependent.
- d. Predictive Relevance (Q^2): Detects the level of precision and accuracy of a model's forecasts.

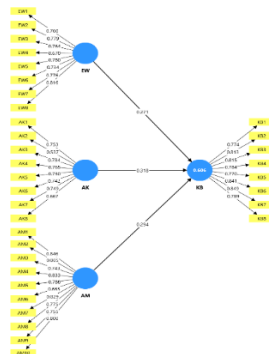
3. Hypothesis Testing

The hypothesis inspection procedure adopts a non-parametric mechanism approach which is known as bootstrapping. The resulting precipitation from this validation test can be assessed using the p-value ratio.

RESULTS AND DISCUSSION

1. Evaluation of the Measurement Model (Outer Model)

The dissection of the measurement architecture was orchestrated purely to evaluate the degree of validity and consistency (reliability) of the construct entity in this research area. The fundamental orientation of this inspection is aimed at identifying the extent to which the calculated substance successfully accommodates the prerequisites for moving to the advanced analytical computing phase.



Gambar 1. Outer Model Evaluation Path Diagram

Source: Data processed by researchers using SmartPLS 4.1 (2026)

a. Convergent Validity

Convergent Validity Convergent Validity is evaluated through loading factors and Average Variance Extracted (AVE). The instrument is declared to meet convergent validity if the loading factor is ≥ 0.70 and $AVE \geq 0.50$ (Hair et al., 2019). Based on the inspection results, there were four items that did not meet the standards because the loading factor was below 0.7, namely EW4 (0.670), AK2 (0.537), AK8 (0.667), and AM6 (0.663). These four items were eliminated and not used in the next testing stage. After deleting invalid items, a more up-to-date loading factor value is obtained.

Table 2. Factor Loading Test Results (After Removing Indicators)

Variabel	Kode Item	Outer loading	AVE	Ket
	EW1	0,763	0,613	Valid

<i>Electronic-Word Of Mouth</i>	EW2	0,790		Valid
	EW3	0,753		Valid
	EW5	0,800		Valid
	EW6	0,736		Valid
	EW7	0,807		Valid
	EW8	0,828		Valid
Aksesibilitas	AK1	0,745	0,583	Valid
	AK3	0,794		Valid
	AK4	0,784		Valid
	AK5	0,751		Valid
	AK6	0,750		Valid
	AK7	0,755		Valid
Amenitas	AM1	0,848	0,639	Valid
	AM2	0,809		Valid
	AM3	0,735		Valid
	AM4	0,843		Valid
	AM5	0,770		Valid
	AM7	0,833		Valid
	AM8	0,784		Valid
	AM9	0,758		Valid
	AM10	0,806		Valid
Keputusan Berkunjung	KB1	0,772	0,648	Valid
	KB2	0,812		Valid
	KB3	0,817		Valid
	KB4	0,786		Valid
	KB5	0,771		Valid
	KB6	0,841		Valid
	KB7	0,849		Valid
	KB8	0,788		Valid

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Referring to the validity test with the second loading factor term after eliminating indicators below 0.7, all outer model ratios show that all indicators are valid and suitable for use in further analysis.

b. Construct Reability and Validity

Consistency (reliability) inspections are orchestrated to ensure that the instrument has precision, robustness and accuracy in measuring the construct. In the PLS-SEM ecosystem with SmartPLS, instrument consistency is generally measured through Average Variance Extracted (AVE), Cronbach's Alpha, rho_a, and Composite Reliability, the results of which can be seen in the following matrix. Tabel 3. *Construct Reliability dan Validity*

Variabel	Cronbach's alpha	Composite reability (rho_a)	Composite reability (rho_c)	Average Variance Extraced (AVE)
EW	0,895	0,901	0,917	0,613
AK	0,857	0,860	0,893	0,583

AM	0,929	0,935	0,941	0,639
KB	0,922	0,923	0,936	0,648

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Relying on Table 3, testing the consistency and validity of the construct reveals that all research variables have met good reliability parameters, marked by AVE > 0.5 and Cronbach's alpha in EW (0.895), AK (0.857), AM (0.929), and KB (0.922) which are all above 0.70. Composite Reliability (rho_a and rho_c) also shows a value > 0.70, which confirms the consistency of the indicators in representing the construct. The convergent validity test via AVE also confirmed that all constructs met the minimum limit of 0.50. Thus, the variables tested are declared valid and reliable so that it is appropriate to proceed to structural model analysis.

c. Discriminant Validity

Discriminant validity (Discriminant Validity) is a fundamental prerequisite in correlational research across latent variables. Quoting the doctrine of Henseler et al. (2015), if the HTMT ratio that separates pairs of constructs records a value of <0.90, then the discriminant validity precipitation has the right to be designated as a criterion that is met. Presented below is the HTMT calculation matrix in this research area.

Tabel. 4 Value HTMT

Variabel	EW	AK	AM	KB
EW				
AK	0,647			
AM	0,661	0,889		
KB	0,654	0,783	0,761	

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Based on Table 4, all HTMT values between constructs are below the threshold of 0.90. This means that each construct measures a different and specific concept, so that the measurement model is declared discriminantly valid.

2. Structural Model Evaluation (Inner Model)

a. Colinearity Statistics (Inner VIF)

Inner VIF is a value nomenclature that is operated to scan for indications of the existence or absence of multicollinearity anomalies in the vortex of independent variables (exogenous constructs) in the structural architecture. Below is presented the inner VIF matrix that accompanies this research.

Tabel 5. Inner VIF

Variabel	VIF
EW > KB	1,650
AK > KB	2,901
AM > KB	3,050

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Menyitir Hair et al. (2014), a VIF value < 5 indicates the absence of collinearity problems in the structural model (inner model). Based on the Colinearity Statistics

(Inner VIF) matrix, all independent variables have VIF values below 5, namely E-WOM (1.650), accessibility (2.901), and amenities (3.050). Thus, this research model is free from multicollinearity and is suitable for continuing to the hypothesis testing stage.

b. *R – Square*

Koefisien Determinasi (R^2) manifests an equivalence that is used to measure the escalation of transition fluctuations from independent determinants when controlling dependent determinants. Attached below is the arrangement of the R^2 matrix which represents this research.

Tabel 7. *R - Square*

<i>Variabel</i>	<i>R - Square</i>	<i>R-square adjusted</i>
Decision Visiting	0,597	0,584

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Referring to the results of the determination ratio (R^2), the visiting decision variable obtained an R^2 value of 0.597 with an adjusted R^2 of 0.584. This value shows that 59.7% of the variation in visiting decisions can be explained by all the independent variables in this study, while the remaining 40.3% is influenced by factors outside the model. Thus, the model has explanatory power in the moderate category and shows good stability because the difference between R^2 and adjusted R^2 is relatively small.

c. *F – Square*

The effect size ratio (f^2) in the PLS-SEM ecosystem is used to calculate the equivalence of the crucial contribution of each independent determinant when entering the realm of the dependent variable. Below is a table of f^2 ratios covering these observations.

Tabel 8. *F- Square*

	<i>F - Square</i>	<i>Keterangan</i>
EW > KB	0,079	Kecil
AK > KB	0,087	Kecil
AM > KB	0,083	Kecil

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Based on the results of the f^2 (effect size) analysis in Table 8, e-WOM obtained an f^2 value of 0.079, accessibility 0.087, and amenities 0.083. Referring to the rule of thumb, an f^2 value of 0.02 is categorized as small, 0.15 as medium, and 0.35 as large. Thus, these three independent variables have a small influence on the decision to visit.

d. *Predictive Relevance (Q-square)*

The level of prediction precision (Predictive Relevance/ Q^2) represents a panorama of how completely a model structure is able to predict the circulation of data that is actually non-exploitable during the modeling estimation period. Below is the equivalence matrix Q^2 in this academic research.

Tabel 9. *Q-square score results*

<i>Variabel</i>	<i>Q² Predict</i>
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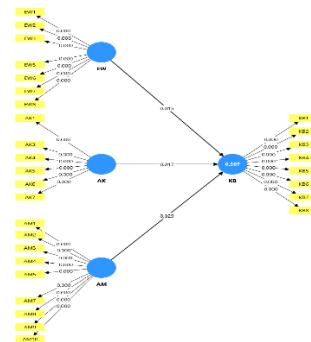
Decision Visiting	0,540
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Source: Data processed by researchers using SmartPLS 4.1 (2026)

The rule of thumb doctrine in the realm of predictive relevance inspection mandates that a Q^2 ratio > 0 be allocated to architectures that have predictive relevance capabilities. Referring to the specifications in Table 9, the visiting decision variable is confirmed to have complete predictive relevance legitimacy because it has succeeded in achieving a Q^2 scale that exceeds the threshold of 0.

3. Hypothesis Testing

In order to examine the structural correlational knitting that surrounds the chain of latent variables, a hypothesis inspection process that targets the route coefficient (path coefficient) is required. This testing mechanism is realized by comparing the p-value to the significance level ($\alpha = 0.05$), or the ratio of the t-statistic to the crucial value (1.96). Equivalent p-values and t-statistics are obtained from Structural Equation Modeling (SEM) computational output via SmartPLS software by using bootstrapping tactics.



Gambar 2. Bootstraping

Source: Data processed by researchers using SmartPLS 4.1 (2026)

H1: E-wom injects probability into visiting decisions

H2: Accessibility contributes to the decision to visit

H3: Amenities contribute intervention to the decision to visit

Tabel 10. Hypothesis Test Results

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P values	Ket
EW > KB	0,230	0,243	0,095	2,422	0,015	Diterima
AK > KB	0,320	0,302	0,135	2,377	0,017	Diterima
AM > KB	0,320	0,332	0,147	2,178	0,029	Diterima

Source: Data processed by researchers using SmartPLS 4.1 (2026)

Hypothesis Test 1

H0: E-WOM has no effect on the decision to visit

H1: E-WOM has an absolute influence on the decision to visit.

The test results show p-values $0.015 < 0.05$ and t-statistics $2.422 > 1.96$, so H1 is accepted. These findings confirm that E-WOM has a positive and significant influence on visiting decisions.

Hypothesis Test 2

H0: Accessibility is stated to have no influence when driving the decision to visit

H2: Accessibility injects absolute influence on visiting decisions

The test results show p-values $0.017 < 0.05$ and t-statistics $2.377 > 1.96$, so H2 is accepted.

Thus, accessibility has a positive and significant effect on the decision to visit.

Hypothesis Test 3

H0: Amenities are decided to have no influence when influencing the decision to visit

H3: Amenities distribute real influence on visiting decisions

The test results show p-values $0.029 < 0.05$ and t-statistics $2.178 > 1.96$, so H3 is accepted.

This confirms that amenities have a positive and significant influence on the decision to visit.

4. Interpretation of Research Results**a. E-WOM has a positive and significant influence on the decision to visit**

The research results show that the majority of respondents gave agree and strongly agree answers to the Electronic Word of Mouth (E-WOM) variable, which indicates that information, reviews and recommendations on digital media are one of the main considerations for tourists in deciding to visit Banyak Island, Aceh Singkil. The results of the analysis prove that E-WOM has a positive and significant effect on the decision to visit with an original sample value of 0.230, T-Statistics $2.422 > 1.96$, and P-Values $0.015 < 0.05$.

This finding is supported by Social Influence Theory from Herbert C. Kelman (1958) which explains that individual behavior can be influenced by the social environment through the processes of compliance, identification and internalisation. In the context of tourism, tourists tend to consider reviews, experiences and recommendations of other users before making a decision to visit. Based on these results, destination managers are advised to increase digital promotions through official social media such as Instagram, TikTok and Facebook, as well as encourage tourists to provide positive reviews and testimonials via digital platforms to increase the trust of potential visitors.

From an Islamic perspective, E-WOM is in line with the principles of *ṣidq* (honesty) and *tabayyun* as stated in the QS. Al-Hujurat verse 6. The information and reviews submitted must be correct, objective and accountable so that they can become reliable guidelines for Muslim tourists in making decisions about visiting halal tourist destinations.

b. Accessibility has a positive and significant influence on the decision to visit

The results of the research show that the majority of respondents gave agree and strongly agree answers to the accessibility variable, which indicates that ease of transportation, infrastructure conditions, and availability of travel information are important factors in determining the decision to visit Banyak Island, Aceh Singkil. The results of the analysis prove that accessibility has a positive and significant effect on the decision to visit with an original sample value of 0.320, T-Statistics $2.377 > 1.96$, and P-Values $0.017 < 0.05$.

This finding is supported by Tourism System Theory from Neil Leiper (1979) which states that accessibility or transit routes are the main component in the tourism

system because they determine the smooth movement of tourists from the area of origin to the tourist destination. The better the transportation access and connectivity of a destination, the greater the opportunity for tourists to visit. Based on these results, destination managers are advised to improve the quality of transportation facilities, expand access to travel information, and collaborate with travel agents in providing integrated tour packages so that the tourist travel process becomes easier and more efficient.

In an Islamic perspective, accessibility is in line with the principles of *raf'u al-ḥaraj* and *taisir* which emphasize eliminating difficulties and providing convenience for humans. As explained in QS. Al-Baqarah verse 185, Allah SWT desires ease and does not desire hardship for His servants. Therefore, good accessibility can support the comfort of Muslim tourists in traveling and carrying out religious obligations more easily.

c. Amenities have a positive and significant influence on the decision to visit

Analytical computing states that the availability of amenities injects an affirmative impact as well as having absolute significance on the decision to visit. This construction is validated by the original sample correlation coefficient ratio of 0.320, followed by the T-Statistics scale of $2.178 > 1.96$ combined with a P-Values value of $0.029 < 0.05$ which validates the emergence of a substantial correlation relationship.

The escalation of the influence of the amenity infrastructure when it comes to visiting decisions can be studied through the scope of the Push and Pull Theory pioneered by Crompton (1979). In the vortex of this theory, the amenity entity resides in the blanket of pull factors because it supplies extrinsic facility ammunition that mutates into the main attraction of the area. When the magnetic force of these pull factors strengthens, travelers' determination to fulfill their presence will accelerate accordingly. As a form of urgent tactical maneuver, the authorities are required to increase quality specifications and the pluralism of residency options available on Banyak Island. Destination policy makers are also mandated to control the escalation of indigenous culinary businesses and handicraft stalls which have the potential to become an inseparable element of the tourism industry.

Viewed through the optics of Islamic jurisprudence, the terminology of amenities harbors a very strong correlation with the philosophical foundations of *ḥifẓ al-dīn* (protection of the purity of faith) followed by *ḥifẓ al-nafs* (protection of the safety of the soul's existence) within the architectural framework of *maqāṣid al-syarī'ah*. The availability of sharia-compliant amenities provides freedom for Muslim travelers to fulfill their spiritual dogma solemnly during their travel agenda and supports the realization of benefits.

CONCLUSIONS

The research results show that Electronic Word of Mouth (E-WOM), accessibility and amenities have a positive and significant influence on the decision to visit Banyak Island, Aceh Singkil. Digital reviews and recommendations are proven to increase tourist interest, supported by easy access to transportation, quality of infrastructure, and availability of travel information. Amenities such as accommodation, places to eat and worship facilities also increase comfort and strengthen the decision to visit. Simultaneously, these three variables complement each other in forming tourist perceptions. These findings emphasize the need to increase digital promotion, accessibility and tourist facilities to strengthen the competitiveness of Banyak Island.

From an Islamic perspective, these results are in line with the principles of *ṣidq*, *taisir*, and *maṣlaḥah* which support the development of comfortable, reliable and sustainable tourism.

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