

The role of spiritual destination image in mediating attachment to virtual tours and social media promotion on return visit intentions

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ABSTRACT

This study intends to evaluate the role that spiritual destination image plays in mediating the effects of attachment to virtual tours and the promotion of spiritual destinations through social media with the intention to revisit spiritual places in Bali. The research primarily examines individuals who have participated in tourism-related endeavors and visited spiritual destinations in Bali. A purposive selection strategy was used to choose a sample size of 160 tourists for the study. The analytical methodology employed in this study involves the utilization of Path Analysis, specifically implementing Structural Equation Modeling with Partial Least Squares (SEM-PLS). The study found that emotional attachment with virtual tours improves the spiritual destination's image and intention to revisit. The impact of social media promotion on the perception and intention to revisit a spiritual place has been found to be substantial and beneficial. Furthermore, the portrayal of the spiritual destination has a notable and favorable impact on an individual's propensity to partake in subsequent visits. Furthermore, the image of a spiritual destination is able to mediate attachment to a virtual tour and social media promotion with the intention to revisit partially. Hence, it is imperative for managers overseeing spiritual destinations in Bali to consistently devise virtual tour models and employ social media promotions to enhance the image of these spiritual destinations. This strategic approach aims to augment tourists' inclination to visit such destinations, thereby fostering sustainable tourism practices in Bali.

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1. Introduction

After the pandemic, the tourism industry began to recover and expand. Spiritual tourism is an emerging form of tourism that is gaining traction in Bali. Spiritual tourism is a form of tourism that exhibits promising prospects for development in Bali, owing to the region's abundant cultural heritage, natural attractions, and historical architectural landmarks. The phenomenon of spiritual tourism in Bali is distinguished by its amalgamation of cultural and religious elements, rendering it distinct from spiritual tourism practices observed in other regions. The development of spiritual tourism attractions in Bali has lagged that of other tourist destinations, such as cultural, environmental, natural, and beach tourism destinations. The evaluation of destination performance can be ascertained by analyzing the frequency of visits or the expressed intentions of individuals to revisit a certain location. Based on a preliminary study done on a sample of thirty visitors who had visited spiritual tourism attractions in Bali, it was found that only 50% of the respondents expressed an interest in visiting such destinations. The tourists who expressed a desire to revisit were seemingly motivated by their attachment to virtual tours. The concept of a virtual tour refers to a digital representation or simulation of a physical space, typically used to provide users with a remote. In addition to providing a virtual representation of a destination's aesthetic appeal and distinctiveness, tourists can also get pertinent information regarding their desired travel location. The Stimulus-Organism-Response (SOR)

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theory has emerged as a prominent framework for investigating virtual environments, as evidenced by its extensive utilization in scholarly research (Baber & Baber, 2022; Baek et al., 2020; Chang & Chiang, 2022). Virtual tours are utilized as a promotional tool by entrepreneurs seeking to offer consumers a distinctive pre-purchase experience. In addition to employing virtual tours as a promotional tool, business professionals often leverage social media platforms to exert influence over consumers' purchasing intentions. The present study used the SOR paradigm to examine the influence of attachment to virtual tours as a stimulus on individuals' desire to visit as a response. The present study investigates the impact of attachment to virtual tours on individuals' visit intentions. This has been accomplished by multiple researchers, including Gaffar et al. (2022), Ghorbanzadeh et al. (2022) and Garg et al. (2021).

The utilization of virtual tours enables tourists to engage in a distinctive and immersive experience, thereby fostering a desire to revisit Bali, particularly its spiritual tourism destinations. Multiple studies have demonstrated that the utilization of virtual tours has a positive impact on the intention to revisit, as evidenced by the research conducted by Mastroberardino et al. (2022), Morisson et al. (2023), and Sukaatmadja et al. (2023). In addition to the attachment of virtual tours, there are additional factors that contribute to tourists' inclination to revisit Bali, including the utilization of social media platforms for promotional purposes by established tourist attractions. The utilization of social media promotion consistently offers up-to-date information on advancements in established tourist sites. Furthermore, it facilitates communication between tourists and destination management, therefore influencing a heightened inclination to revisit those destinations. Multiple studies have demonstrated that the utilization of social media promotion has the potential to enhance the likelihood of repeat visitation, as evidenced by the findings of Hasni et al. (2021) and Yim et al. (2022). There is a positive correlation between the level of intensity of social media promotion and the likelihood of individuals expressing an intention to revisit. The intention to revisit can be influenced by two elements, which in turn can also impact the perception of the destination image. The level of attachment to virtual tours and social media promotion has a direct impact on the development of a positive destination image, leading to continuous improvement (Leung et al., 2023). This research aims to explore the concept of a spiritual destination image as it pertains to spiritual tourist sites in Bali. The more appealing a destination appears, the greater its potential to enhance tourists' inclination to revisit (Chang and Chiang, 2022).

The objective of this study is to elucidate the augmentation of SOR Theory through the utilization of social media promotion and the spiritual destination image, in relation to tourists' intentions to revisit Bali, particularly with regards to spiritual tourism locations.

2. The proposed study

2.1 Conceptual Framework

The arrival of tourists is of utmost significance for a destination's status as a popular tourist spot. The influx of visitors desiring to visit a particular destination is likely to have a positive impact on its overall performance and can serve as a foundation for the development of sustainable tourism practices. What is the significance of enhancing tourists' propensity to visit or revisit? The promotional activities conducted can have an impact on tourists' inclination to engage in repeat visits. There is a positive correlation between the level of promotional activities conducted by a tourist location and the likelihood of generating intentions among visitors to revisit that destination. Various places, such as spiritual tourism sites in Bali, use promotional strategies that are based on information technology. Potential promotional strategies that can be employed encompass the utilization of virtual tours and social media promotion. There is an expectation that the implementation of these two forms of promotion will contribute to the cultivation of a more robust and enhanced perception of the spiritual destination, ultimately augmenting the propensity of tourists to revisit. The potential association among these variables can be visually represented in Fig. 1.

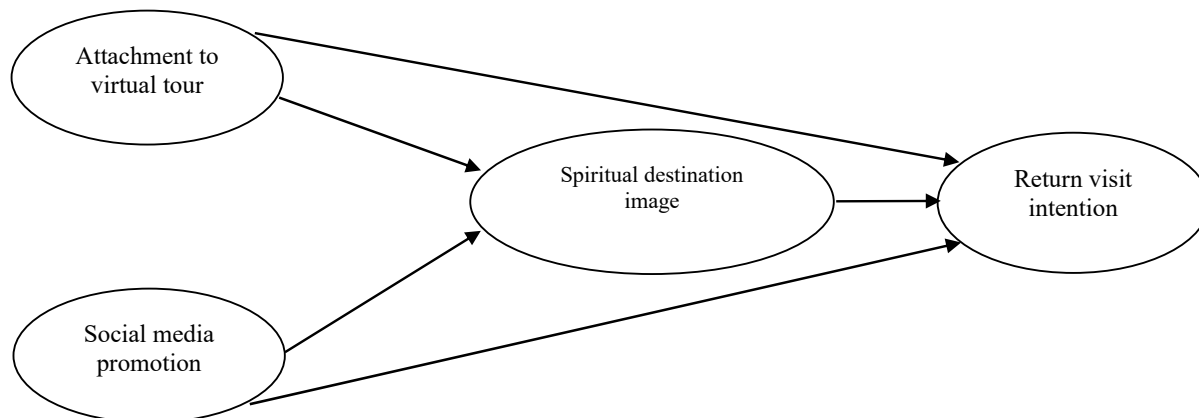


Fig. 1. Conceptual Framework

2.2 Research Hypothesis

- H₁:** Attachment to virtual tours has a positive and significant effect on intention to visit again.
H₂: Attachment to spiritual virtual tour positive and significant effect spiritual destination image.
H₃: Social media promotion has a positive and significant effect on the intention to visit again.
H₄: Social media promotion has a positive and significant effect on the spiritual destination image.
H₅: Spiritual destination image has a positive and significant effect on intention to visit again.
H₆: Spiritual destination image able to mediate influence of attachment to virtual tour towards the intention to visit again.
H₇: Social media promotion able to mediate influence of attachment to virtual tours towards the intention to visit again.

3. Research methods

This study uses a quantitative methodology to investigate the impact of attachment to spiritual virtual tours, social media promotion, spiritual destination image, and intention to revisit. The target demographic for this study is all tourists, including both domestic and international visitors, who have travelled to Bali, with a particular focus on those who have visited spiritual tourism locations within the region. This study used a set of 16 indicators to calculate the sample size using the formula $(5 - 10 \times n)$. By multiplying the 16 indications by 10, the resulting sample size is determined to be 160 respondents. The measurement of variable indicators for the attachment of variables to spiritual virtual tours, social media promotion, spiritual destination image, and intention to revisit is conducted through the assessment of perceptions from both foreign and domestic tourists who have visited Bali, particularly spiritual tourism destinations. This assessment utilizes a Likert scale consisting of five levels, ranging from strongly disagree (1) to strongly agree (5). This study utilises primary data, namely data acquired through the completion of questionnaires by respondents. The collection of data is accomplished by sending questionnaires to visitors, both individually using online platforms (such as Google Forms) and offline methods. The assessment of the instruments used in this study focuses on their validity and reliability. This evaluation is conducted to determine whether these instruments are capable of accurately measuring the intended constructs and to establish the consistency of respondents' responses. The evaluation of the instrument's validity is performed by employing correlation methodologies. The utilization of the Pearson product-moment correlation coefficient, as reported by Sugiyono (2018: 150), involves setting a minimum threshold of $r = 0.3$. The evaluation of instrument reliability entails the calculation of Cronbach's Alpha reliability coefficient, which must exceed a minimum threshold of $\text{Alpha} > 0.6$ (Sekaran, 2003: 312). The validity test findings demonstrate that all indicators of the variables are considered legitimate, as indicated by the computed r values surpassing the threshold of 0.3. Furthermore, the results of the reliability test indicate that all variables exhibit a high level of dependability, as evidenced by Cronbach Alpha values beyond the threshold of 0.6. Following this, a deductive examination is performed to validate the hypothesis, utilizing the Partial Least Squares (PLS) methodology within the context of Structural Equation Modeling (SEM). The software used for this purpose is SPSS 24.0 (Ghazali & Cai, 2013).

4. Results and discussion

4.1 Description of Respondents Characteristics

The study examined the demographic features of the respondents, including their sex, age, education, tourist type, and duration of visit. Table 1 displays the composition of the attributes of the research participants.

Table 1
Respondent Characteristics

No	Variable	Classification	Number of sample	Percentage (%)
1	Sex	Male	100	62.5
		Female	60	37.5
		Total	160	100.00
2	Age	20 - 30	70	43.75
		>30 - 40	35	21.87
		>40 - 50	30	18.75
		>50 - 60	15	9.38
		>60	10	6.25
	Total	160	100.00	
3	Level of education	High School	105	65.63
		Diploma	20	12.50
		Bachelor	25	15.62
		Master	10	6.25
	Total	160	100.00	
5	Type of tourists	Abroad	120	75
		Domestic	40	25
		Total	160	100.00
6	Duration of visits	1 - 3 days	120	75.00
		> 3 - 5 days	25	15.62
		>5 days	15	9.38
		Total	160	100.00

Table 1 presents a comprehensive summary of the profiles of 160 participants. The table encompasses many attributes such as gender, age, education, type of tourist, and duration of the visit. The number of male respondents exceeded that of female respondents (100 male and 60 female respondents). The age range seen in this study encompasses individuals between the ages of 20 and 65, as evidenced by the ensuing distribution. The sample consisted of 70 participants between the ages of 20 and 30 years, 35 participants between the ages of 30 and 40 years, 30 participants between the ages of 40 and 50 years, 15 participants between the ages of 50 and 60 years, and 10 participants over the age of 60 years. The educational levels of the participants were as follows: 105 individuals possessed a high school education, while 20 individuals held a diploma. Additionally, 25 individuals had obtained a bachelor's degree, and 10 individuals had completed a postgraduate degree. In addition, the categorization of tourists reveals that there is a total of 120 international tourists and 40 local tourists. Moreover, when considering the duration of their stay in Bali, it is observed that 120 individuals opted for a vacation lasting between 1-3 days, while 25 individuals stayed >3-5 days, and 15 individuals stayed for >5 days.

4.2 SEM PLS Analysis Result

The present investigation uses a two-stage methodology to analyze the model prior to its deployment in hypothesis testing, with the purpose of proving the research model's validity and dependability. The initial step involves the examination of convergent validity, followed by an analysis of discriminant validity.

4.3 Outer model evaluation (measurement model)

The outer model evaluation examined the latent variable-indicator link. This study tests the model's validity and construct reliability in accordance with theoretical frameworks and empirical studies.

4.4 Construct validity test result

The concept of convergent validity pertains to the association observed between scores obtained from reflexive indicators and latent variable scores. In this study, factor loadings ranging from 0.5 to 0.6 are deemed satisfactory. This is because the research is in its preliminary phase of constructing a measurement scale, and the number of indicators per construct is four.

Table 2
Convergent validity test results using loading factor

	Attachment to Spiritual Virtual Tour	Social Media Promotion	Spiritual Destination Image	Revisit Intention
X1.1	0.916			
X1.2	0.937			
X1.3	0.927			
X1.4	0.929			
X2.1		0.913		
X2.2		0.942		
X2.3		0.889		
X2.4		0.905		
Y1.1			0.930	
Y1.2			0.935	
Y1.3			0.873	
Y1.4			0.900	
Y2.1				0.923
Y2.2				0.910
Y2.3				0.867
Y2.4				0.959

Source: primary processed data, 2023

Table 2 shows that the outer loading variable exceeds 0.50. Thus, this study's data is valid, showing a strong correlation between reflective indicators and latent variable scores. Average variance extracted (AVE) values for each variable are used for convergent validity assessment. Average variance extracted (AVE) over 0.5 indicates strong convergent validity for a latent variable. This study suggests that an AVE value exceeding 0.50 is preferable. The table provided below (Table 4) presents the assessment of convergent validity for the test findings, specifically utilizing the AVE method.

Table 3
Convergent validity test results using average variance extracted (AVE)

	Average Variance Extracted (AVE)
Attachment to Spiritual Virtual Tour	0.860
Revisit Intention	0.838
Social Media Promotion	0.832
Spiritual Destination Image	0.828

Source: primary processed data, 2023

4.5 Discriminant validity

The next step involves the evaluation of the external model using discriminant validity criteria, using cross-loading analysis. The examination is conducted by the assessment of cross loading with the latent variable. When the value of cross loading for each indicator inside a certain variable is higher than the cross loading on other latent variables, it is a valid indicator. A valid indicator is defined as having a cross loading value over 0.50. The findings of the validity test, specifically the discriminant validity, are displayed in Table 5, utilizing the technique of cross loading. Based on the data shown in Table 4, it is apparent that the cross-loading values for every indication within each variable are above the threshold of 0.50. Hence, it can be argued that the data acquired in the study exhibits validity, suggesting that the latent variable has effectively functioned as an appropriate reference point for the research framework.

Table 4
Discriminant Validity Test - Cross –Loading Validity Test

	Attachment to Spiritual Virtual Tour	Revisit Intention	Social Media Promotion	Spiritual Destination Image
X1.1	0.916	0.643	0.531	0.634
X1.2	0.937	0.635	0.532	0.631
X1.3	0.927	0.725	0.557	0.643
X1.4	0.929	0.691	0.600	0.647
X2.1	0.602	0.788	0.913	0.717
X2.2	0.582	0.799	0.942	0.741
X2.3	0.496	0.686	0.889	0.640
X2.4	0.499	0.749	0.905	0.704
Y1.1	0.661	0.757	0.716	0.930
Y1.2	0.613	0.755	0.693	0.935
Y1.3	0.617	0.793	0.719	0.873
Y1.4	0.614	0.748	0.670	0.900
Y2.1	0.620	0.923	0.754	0.752
Y2.2	0.663	0.910	0.791	0.726
Y2.3	0.710	0.867	0.699	0.807
Y2.4	0.668	0.959	0.794	0.786

Source: processed data, 2023

4.6 Validity Test-Fornell Larcker Validity Test

This study showcases the application of the root square of average variance extracted (RSAVE) as a means to evaluate the correlation between several constructs. The observation is apparent based on the prominently highlighted square root value of AVE, which exceeds the correlation among components. The outcomes of the discriminant validity assessment conducted using the RSAVE approach are presented in Table 5.

Table 5
Validity test using Fornell Larcker Validity Test

	Attachment to Spiritual Virtual Tour	Revisit Intention	Social Media Promotion	Spiritual Destination Image
Attachment to Spiritual Virtual Tour	0.927			
Revisit Intention	0.727	0.915		
Social Media Promotion	0.599	0.830	0.912	
Spiritual Destination Image	0.689	0.839	0.770	0.910

Source: processed data, 2023

4.7 Constructs Reliability Test Results

This study utilizes Cronbach Alpha and composite reliability as measures to evaluate the reliability of the data. The results of the reliability test, as measured by Cronbach Alpha and composite reliability, suggest that the values of all constructs surpass the minimum criterion for both Cronbach Alpha (more than 0.70) and composite reliability (greater than or equal to 0.7). The reliability testing, utilizing Cronbach Alpha and composite reliability, has established that all construct parameter values are over 0.7. This information is presented in Table 6. Hence, after conducting an evaluation of internal consistency through the utilization of Cronbach Alpha and composite reliability, it can be concluded that all constructs exhibit acceptable levels of reliability for the purpose of assessing this model.

Table 6
Construct Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Attachment to Spiritual Virtual Tour	0.946	0.961
Social Media Promotion	0.933	0.952
Spiritual Destination Image	0.930	0.951
Revisit Intention	0.935	0.954

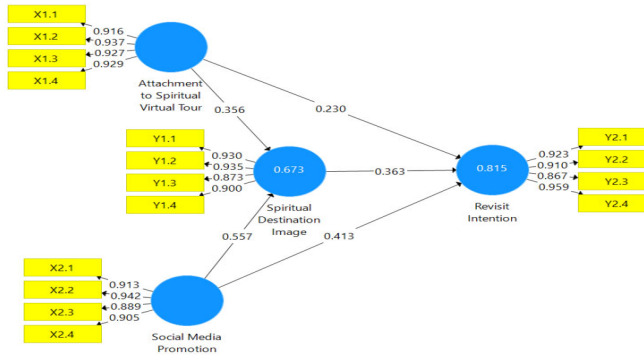


Fig. 2. PLS Algorithm

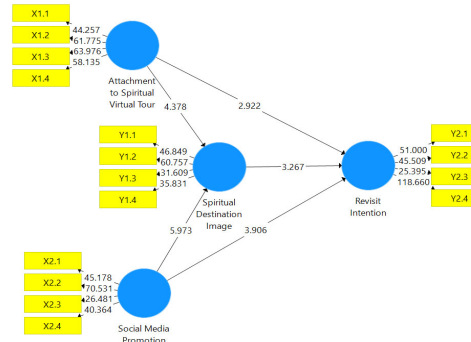


Fig. 3. Structural Model

4.8 Inner Model Evaluation

1. R Square Test (R2)

Table 7
R Square Test

	R Square	R Square Adjusted
Revisit Intention	0.815	0.812
Spiritual Destination Image	0.673	0.669

2. Direct Effect Test Results

Table 8
Hypothesis Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	p-Values
Attachment to Spiritual Virtual Tour → Revisit Intention	0.230	0.225	0.079	2.922	0.004
Attachment to Spiritual Virtual Tour → Spiritual Destination Image	0.356	0.354	0.081	4.378	0.000
Social Media Promotion → Revisit Intention	0.413	0.402	0.106	3.906	0.000
Social Media Promotion → Spiritual Destination Image	0.557	0.558	0.093	5.973	0.000
Spiritual Destination Image → Revisit Intention	0.363	0.378	0.111	3.267	0.001

Source: primary processed data, 2023

3. Indirect Effect Test Results

Table 9
Indirect Effect Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Attachment to Spiritual Virtual Tour → Spiritual Destination Image → Revisit Intention	0.129	0.131	0.043	3.015	0.003
Social Media Promotion → Spiritual Destination Image → Revisit Intention	0.202	0.215	0.084	2.417	0.016

Source: primary processed data, 2023

Hypothesis testing is conducted utilizing t-statistical methods and evaluating the p-value. In statistical hypothesis testing, it is conventionally believed that when the p-value ≤ 0.05 , the null hypothesis is rejected in favor of the alternative hypothesis. Based on the findings presented in Table 8 and Table 9, it can be inferred that there is a significant relationship between attachment to spiritual virtual tours and the intention to revisit. This conclusion is supported by a t-statistic value of 2.922 and a p-value of 0.004, ≤ 0.05 . Therefore, the alternative hypothesis (H1) is accepted. This suggests that there is a positive correlation between the level of tourists' intention to visit spiritual tourism in Bali and their inclination towards engaging in virtual tours with spiritual themes. The attachment to a spiritual virtual tour of a spiritual destination image has a significant value of t-statistic, reaching 4.378, with a p-value of 0.000, ≤ 0.05 , thus the H2 is accepted. This implies that an increased preference for spiritual virtual tours contributes to the enhancement of the overall perception of spiritual destinations. The social media promotion of intention to return visits demonstrates a significant t-statistic value of 3.906, with a p-value of 0.000, ≤ 0.05 and thus the H3 is accepted. This implies that there is a positive correlation between the effectiveness of social media promotion

and the likelihood of travelers expressing an intention to revisit Bali for spiritual tourism. The social media promotion of spiritual destination pictures demonstrates significant value, as indicated by a t-statistic of 5.973 and a p-value of 0.000, ≤ 0.05 and the H4 is accepted. It also means that a stronger social media advertising correlates with an enhanced perception of the spiritual destination. The image of a spiritual destination holds significant value as indicated by a t-statistic of 3.267 and a p-value of 0.001, ≤ 0.05 . Therefore, we accept the alternative hypothesis H5. This implies that the perception of Bali as a spiritual destination improves as the intention of travelers to engage in spiritual tourism increases. The statistical analysis reveals that there is a significant attachment to the spiritual virtual tour, as indicated by a t-statistic value of 3.015 and a p-value of 0.003, ≤ 0.05 . Therefore, we accept the alternative hypothesis (H6) that there is an intention to revisit the spiritual destination based on the image presented. This phenomenon implies that individuals who engage in spiritual virtual tours exhibit a stronger affinity towards spiritual destinations, resulting in an enhanced perception of these destinations and a heightened inclination to revisit them. The findings of this study indicate that social media promotion has a significant impact on the intention to revisit spiritual destinations, as evidenced by a t-statistic value of 2.417 and a p-value of 0.016, ≤ 0.05 . Therefore, we accept the alternative hypothesis (H7) that there is a relationship between social media promotion and the intention to revisit spiritual destinations.

5. Discussion

5.1 Influence of attachment to spiritual virtual tour towards intention to revisit

The results of the study examining the impact of attachment to spiritual virtual tour on the intention to revisit demonstrated a beta coefficient of 0.230. This coefficient was determined to be statistically significant at a significance level of 0.004, ≤ 0.05 , indicating the H_0 was rejected in favour of the alternative hypothesis (H1). The results obtained in this study provide evidence for the importance of the variable "attachment to spiritual virtual tour" in relation to its positive and significant impact on the intention to revisit. This suggests that individuals who have a stronger attachment to spiritual virtual tours, as indicated by their engagement with the Bali spiritual virtual tour, experience a sense of presence at the tourist destination while watching the virtual tour. They also derive aesthetic pleasure from the spiritual tour and are inclined to spend a significant amount of time engaging with it. Consequently, this heightened engagement has the potential to positively influence their intention to revisit spiritual tourism destinations.

The results of this study provide empirical support for the assertions made in previous research conducted by Morrison et al. (2023), which suggests that attachment to spiritual virtual tours plays a substantial role in their likelihood to return such experiences. Previous research conducted by Jorge et al. (2023) has yielded comparable findings, indicating that the attachment to spiritual virtual tours has the potential to enhance the intention to revisit. Previous research by Baek et al. (2020), Zheng et al. (2022), Abbasi et al. (2022), and Leung et al. (2022) all came to the same conclusion that the variable of attachment to virtual tour positively and significantly affects the variable of return intention, lending further support to the findings of this study.

5.2 Influence of attachment to spiritual virtual tour towards spiritual destination image

The attachment to spiritual virtual tour in relation to the spiritual destination image yielded a beta coefficient value of 0.356, indicating a statistically significant relationship. The significance level of 0.000, ≤ 0.05 led to the rejection of the H_0 and acceptance of the H1. The obtained results demonstrate the significance and variability of the attachment to spiritual virtual tours, as they have a positive and statistically significant impact on the perception of spiritual destination image. The increasing tendency towards spiritual virtual tours among tourists is evidenced by various indicators. These indicators include the observation of virtual tours showcasing spiritual aspects of Bali, the immersive experience that virtual tours provide, the aesthetic appreciation derived from viewing spiritual virtual tours, the prolonged engagement and enjoyment derived from watching virtual tours of spiritual destinations in Bali, and the subsequent enhancement of the overall image of spiritual destinations. The results of this investigation provide additional support for the conclusions drawn in a prior study by Yongho and Cai (2009). That study also found that the variables associated with attachment to spiritual virtual tours positively and significantly influenced the perception of the image of spiritual destinations. Previous studies by Neuburger et al. (2019), Chang and Chiang (2022), Saini and Arasanmi (2021), Wong et al. (2023), and Jorge et al. (2023) corroborate the results of this investigation. Different results have been found in these studies about how attachment to spiritual virtual tours affects the image of a spiritual destination. Therefore, it can be deduced that a greater degree of attachment to spiritual virtual tours is correlated with an improved image of spiritual destinations.

5.3 Influence of social media promotion towards intention to revisit

The results of the study show that promotion through social media can influence a person's propensity to return. The beta coefficient value of 0.413 demonstrates statistical significance at a significance level of 0.000, ≤ 0.05 thus the H_0 is dismissed and the H1 is approved. The results suggest that the use of social media promotion has a significant and positive influence on individuals' intention to revisit. This implies that a higher level of social media promotion, as indicated by variables such as frequent exposure to social media promotions related to spiritual destinations, frequent engagement with diverse

social media platforms used for promoting spiritual destinations, obtaining substantial information about spiritual destinations through social media, and the ability to communicate with business managers of spiritual tourism destinations via social media, can positively influence tourists' intention to revisit spiritual tourism in Bali. The present study's results provide additional evidence that aligns with the previous research conducted by Gaffar et al. (2022) regarding the influence of social media promotion on increasing the intention to revisit. The results of the studies conducted by Hasni et al. (2021) and Yim et al. (2022) provide additional evidence in support of the previously described outcome. These studies revealed a positive and statistically significant correlation between the promotion of social media and the intention to revisit. The current research proposes that implementing an improved social media promotion approach for spiritual tourism in Bali could potentially have a favorable impact on tourists' inclination to engage in subsequent visits to these sites.

5.4 Influence of social media promotion towards spiritual destination image

The analysis of the impact of social media promotion on the perception of spiritual destinations yielded the following results: the beta coefficient is 0.557, which is considered statistically significant at a significance level of $0.000 \leq 0.05$. As a result, the H_0 is rejected, and the H_1 is accepted. The findings of this study indicate that the utilization of social media promotion has a favorable and statistically significant impact on persons' perception of the image of spiritual destinations. This implies that there is a positive correlation between the effectiveness of social media promotion, as indicated by various factors such as frequent exposure to promotions of spiritual destinations on social media, engagement with multiple platforms for promoting spiritual destinations, acquisition of significant information about spiritual destinations through social media, and the ability to communicate with managers of spiritual tourism destinations via social media. Hence, these factors contribute to the enhancement of the overall sense of spiritual sites.

The findings of this study offer further validation for the prior investigation conducted by Baber and Baber (2022) concerning the efficacy of utilizing social media promotion to enhance the perception of destinations. Additionally, the study done by Ramadhani and Indradjati (2023) examined the impact of social media promotion on the perception of urban attractions, yielding similar results. The study's results indicated that the use of enhanced social media marketing tactics had a notable and favorable influence on the perception of urban attractions. Moreover, there exist researchers whose investigations provide evidence in favor of this assertion, like the works of Ramya et al. (2023), Song et al. (2021), and Goyal and Taneja (2023). The utilization of social media promotion is believed to have a noteworthy and favorable impact on the perception of a destination. This implies that a more effective implementation of social media promotion leads to an enhanced development of the destination image.

5.5 Influence of spiritual destination image towards intention to revisit

The findings indicate that the beta coefficient has a value of 0.363, and it is statistically significant at a significance level of $0.001, \leq 0.05$. Consequently, the H_0 is rejected, and the H_1 is accepted. The findings of this study demonstrate the significance of the variable "spiritual destination image" in relation to the intention to revisit. Specifically, it is seen that there is a positive and statistically significant impact of the spiritual destination picture on the intention to visit again. This implies that the depiction of a superior spiritual goal is conveyed through various symptoms. Spiritual tourism sites in Bali are renowned for their reputation as havens of peace, offering visitors the opportunity to immerse themselves in serene surroundings. These destinations are also known for their picturesque landscapes, captivating visitors with their beauty. Additionally, spiritual tourism destinations in Bali are recognized for providing unique and enriching experiences, allowing individuals to embark on transformative journeys. Bali, as a tourist destination, is widely regarded for its spiritual ambiance, which contributes to its reputation as a desirable and inviting location, hence fostering a heightened inclination among visitors to revisit the island. The findings of this study further support the findings of a prior study conducted by Hu and Shen (2021), which posited that the destination depicted in an image significantly influences the likelihood of revisiting. Chen et al. (2023) have previously shown similar findings, suggesting that a positive spiritual destination image can enhance the intention to revisit. The findings of this study are further supported by the findings of previous studies conducted by Huang et al. (2015), Hasan et al. (2018), Sharma and Nayak (2019), Junaedi and Harjanto (2020), Wardi and Trinanda (2022), and Zhou et al. (2023), which all concluded that the destination picture has a favorable and statistically significant impact on the variable of revisit intention. Similarly, the perceived spiritual destination image has the potential to positively influence tourists' intention to revisit.

5.6 Influence of attachment to spiritual virtual tour on intention to revisit through spiritual destination image

The influence study revealed that attachment to spiritual virtual tours in relation to the intention to revisit through spiritual destination images had a beta coefficient value of 0.129 at a significance level of $0.003 < 0.05$. This implies that H_1 is accepted and H_0 is rejected. The findings indicate that there is a substantial relationship between the level of connection to spiritual virtual tours and the intention to revisit using spiritual destination imagery. This implies that a stronger connection to the spiritual virtual tour is established through the viewing of Bali spiritual virtual tour. The experience of watching Bali spiritual virtual tour creates a sensation of being present at the tourist destination, evoking a feeling of aesthetic appreciation. The enjoyment derived from watching the spiritual virtual tour leads to a prolonged engagement, ultimately enhancing the tourists' inclination to revisit Bali, specifically through spiritual destinations.

5.7 Influence of social media promotion on intention to revisit through spiritual destination image

The analysis of the influence of social media promotion on intention to revisit based on a spiritual destination image resulted in a beta coefficient value of 0.202. This value was found to be statistically significant at the 0.05 level, with a p-value of 0.016. Consequently, the H_0 is rejected, and the H_1 is accepted. The results suggest a significant correlation between the promotion of spiritual destinations via social media platforms and the likelihood of individuals expressing an interest to revisit those destinations. This finding suggests that a higher frequency of engaging with social media promotions related to spiritual destinations leads to increased exposure to a variety of platforms used for promoting such destinations. Consequently, individuals gain access to abundant information about spiritual destinations through social media and can establish communication with business managers of spiritual tourism destinations via these platforms. Ultimately, this enhanced engagement with spiritual destination imagery through social media has the potential to positively influence tourists' intention to revisit Bali.

6. Theoretical Implications

The findings of this study usually yield significant insights, indicating that SOR-Theory proposes that the intention to revisit is influenced not only by stimuli arising from attachment to virtual tours, but also by the effects of social media promotion and a favorable destination image. The concept of a spiritual destination's image mediates the link between an individual's emotional investment in spiritual virtual tours and social media promotion and their desire to return to that location. This study's results provide credence to the idea that visitors' image of a spiritual destination have a positive effect on their likelihood to return.

The validation of the hypothesis holds significant managerial implications, particularly for individuals in the tourism industry seeking to attract visitors to Bali and establish a sustainable tourism model in the region. First and foremost, the establishment of a positive spiritual destination image is gaining significant importance. Similarly, in order to further enhance pleasant experiences, it is imperative to maintain a strong connection between spiritual virtual tours and social media advertising. This will contribute to the reinforcement and improvement of the image associated with spiritual places, ultimately leading to an increase in tourist visits to spiritual tourism in Bali. Moreover, it is imperative for individuals involved in the tourism industry, particularly business professionals and the Bali Tourism Office, to consistently prioritize three key aspects. These include fostering a strong connection to spiritual virtual tours, employing effective social media promotion strategies to enhance the positive perception of spiritual destinations, and ultimately, elevating tourists' inclination to revisit these spiritual tourism destinations.

7. Research Limitations

This study possesses certain limitations that should be acknowledged by subsequent researchers to enhance the quality of future research findings. The restrictions can be described as follows: 1) The scope of this study was limited to examining the mediating effect of spiritual destination image on the relationship between attachment to spiritual virtual tour and intention to revisit, while acknowledging the potential influence of other factors such as e-WOM, tourist experience, and tourist satisfaction as additional mediators. 2) The scope of this study is limited to spiritual tourism, and it would be advantageous to expand the research to include other types of destinations that possess significant potential for promoting sustainable tourism in Bali. By doing so, these destinations may also contribute to the overall well-being of the local population in Bali.

8. Conclusion

Based on the findings, analyses, and interpretations presented in the preceding discussions, in conjunction with various theoretical frameworks and prior research studies, several deductions might be made.

1. The attachment to spiritual virtual tours has been found to have a notable and favorable impact on the intention to revisit. This suggests that as individuals develop a deeper attachment to spiritual virtual tours, their desire to return to Bali is increased.
2. The level of attachment to a spiritual virtual tour has a notable and statistically significant impact on the perception of a spiritual destination picture. Specifically, a stronger attachment to the spiritual virtual tour leads to a more favorable perception of the spiritual destination image.
3. The impact of social media promotion on the intention to revisit Bali is shown to be positive and statistically significant. This implies that the effectiveness of social media advertising directly influences the number of tourists who express their intention to visit Bali again.
4. The utilization of social media promotion has been found to have a significant and favorable impact on the perception of spiritual destinations. Consequently, the quality of social media marketing directly correlates with the enhancement of the image of spiritual destinations.
5. Spiritual destination image has a noteworthy and favorable impact on the intention to revisit. This implies that individuals are more inclined to revisit a destination that is perceived to have a superior spiritual destination image.

6. The image of spiritual destinations is a significant factor in influencing the relationship between tourists' connection to spiritual virtual tours and their aspirations to revisit Bali. This suggests that the degree of emotional connection to spiritual virtual tours has the potential to impact the enhancement of the spiritual destination's image, ultimately resulting in a rise in tourists' willingness to revisit Bali.
7. The impact of spiritual destination image on tourists' intentions to revisit Bali can be significantly influenced by social media marketing. This suggests that the utilization of social media promotion has the potential to enhance the spiritual destination image, thereby leading to an increase in tourists' intentions to return to Bali.

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