
FACTORS THAT AFFECT THE TRUST AND INTEREST OF TOURISTS TO THE TOURIST ATTRACTIONS OF GUNUNG PAYUNG BEACH, KUTUH

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Abstract

Gunung Payung Beach, located in Kutuh, is one of the tourist attractions that still faces challenges in the form of low visitor numbers. This issue is influenced by several factors, including destination image, user-generated content (UGC), and the level of trust that develops among tourists. Destination image and user-generated content are crucial factors in shaping tourists' perceptions, while trust in the destination serves as a psychological mechanism that mediates the influence of these factors on visit intention. This study aims to analyze the factors influencing trust and tourists' visit intention at Gunung Payung Beach, with a focus on the mediating role of trust in this relationship. The research adopts a quantitative approach using Structural Equation Modeling-Partial Least Square (SEM-PLS) for data analysis. Data were collected through the distribution of questionnaires to 250 respondents who expressed interest in visiting Gunung Payung Beach, using a purposive sampling technique. The findings reveal that destination image and UGC have a positive and significant effect on both trust and visit intention. Furthermore, trust is proven to have a significant influence on visit intention and serves as a mediating variable that explains the process by which destination image and UGC can drive tourists' intention to visit. These findings emphasize that trust is a key factor in shaping sustainable visit intention. Theoretically, this research contributes to the development of studies on tourist behavior, while practically, it provides recommendations for the management of Gunung Payung Beach to strengthen the destination image, improve service and facility quality, and strategically manage UGC to build trust and enhance the competitiveness of the destination.

Keywords: Destination Image, User-Generated Content, Tourist Trust, Visiting Intention, Gunung Payung Beach

INTRODUCTION

Bali is one of the main tourist destinations in Indonesia, contributing nearly 45% of total international tourist arrivals. However, the diversity of attractions does not always correspond to tourist visit intention. Based on the Theory of Reasoned Action (Ajzen & Fishbein, 2000), tourists' intention to visit is influenced by attitudes and subjective norms shaped by their perception of a destination (Leask, 2022). This indicates that visit intention is not solely determined by economic factors but also by destination image and tourist trust.

In the context of tourist behavior, the Stimulus-Organism-Response (SOR) model explains that information about a destination functions as a stimulus, which is then processed affectively and cognitively by tourists before being realized in visit intention (Kim et al., 2020). Destination image is one of the main stimuli, where a positive image strengthens destination competitiveness (Kutlu & Ayyildiz, 2021). Conversely, a negative image shaped through social media may reduce visit intention (Woosnam et al., 2020).

This negative image phenomenon also occurs at Gunung Payung Beach, Kutuh. Tourist reviews on digital platforms highlight inadequate facilities, poor cleanliness, and limited management (Tripadvisor, 2025). These conditions demonstrate that destination image formed through social media plays a significant role in shaping potential tourists' perceptions, both positively and negatively.

In addition to destination image, user-generated content (UGC) is also a key factor in shaping tourist perceptions. UGC is considered more credible than firm-generated content (FGC) because it reflects authentic tourist experiences (Aljarah et al., 2024). Preliminary analysis on TikTok shows that UGC about Gunung Payung Beach received higher engagement compared to FGC, reinforcing that destination narratives are largely shaped by tourists rather than managers (Zhou, 2024).

Previous studies emphasized that destination image positively influences visit intention (Nguyen Viet et al., 2020; Andiaresmi & Pramono, 2023). However, other findings show that destination image does not always significantly affect visit intention (Wusko & Auliyah, 2024). Similarly, while UGC has been found to increase visit intention, some studies argue its influence is stronger when mediated by tourist trust (Yamagishi et al., 2024; Ghaly, 2023).

Destination trust then emerges as an important variable mediating the relationship between destination image, UGC, and visit intention. Tourist trust reflects the belief that a destination can provide an experience that meets expectations (Stylidis, 2020). Research shows that trust is a key antecedent of visit intention and loyalty (Elbaz et al., 2023). Conversely, the loss of tourist trust may severely damage a destination's overall image (Chang, 2014).

Despite having a maximum capacity of 438,000 visitors annually, Gunung Payung Beach's actual visitation remains far below its potential (Badan Pusat Statistik, 2024). Data from BUMDA Kutuh (2024) revealed a decline in visit target realization, from 87.17% in 2022 to only 32.14% in 2024. This condition highlights the need for further research into factors influencing visit intention, particularly by positioning destination trust as a mediating variable between destination image and UGC.

RESEARCH METHOD

This research method uses a quantitative approach based on the philosophy of positivism, which aims to test the influence of research variables through statistical analysis. The object of the research is focused on the tourist attractions of Gunung Payung Beach, with a population in the form of individuals who know or are interested in the destination. Sampling was carried out using **purposive sampling techniques**, where the respondent criteria were determined specifically, namely, domestic tourists who knew the existence of Gunung Payung Beach and were exposed to user content on social media related to the destination. The number of respondents involved was 250 people, so the data obtained is expected to represent a population with relevant characteristics.

The research data consists of primary and secondary data. Primary data was collected through the deployment of a five-point Likert scale-based questionnaire to measure the variables of destination image, user-generated content, destination trust, and tourist interest in visiting. Meanwhile, secondary data is obtained from literature sources and supporting documents related to tourist visit data and destination income. Data analysis was carried out using **the Structural Equation Modeling-Partial Least Square (SEM-PLS)** method to test the relationship between variables and the mediating role of destination trust. With this approach, the research was able to comprehensively describe how destination imagery and user content affect tourists' trust and interest in visiting

RESULTS AND DISCUSSION

Testing the significance of these influences was carried out using the method of bootstrapping, which is based on the path coefficient and the total effect of the research variables. This value is said to be statistically significant if the research hypothesis is accepted (Hair et al ., 2017). Testing of the mediation effect was carried out using the bootstrap approach by assessing the mediation effect and assessing the significance of the direct influence. and looking at the indirect influence of variables through mediation. Score coefficient path or inner model, which is indicated by the value T-value, must be above 1.96 (significance level = 5%) for the two-tailed hypothesis. The results of the hypothesis test are explained in the following table.

Table 4. Hypothesis Test Results

		Original Sample	T Statistics	P Values	Information
H1	<i>Destination Image (X1) □ Interest in Visiting (Y)</i>	0.262	2.398	0.017	Accepted
H2	<i>User Generated Content(X2) □ Interest in Visiting (Y)</i>	0.302	2.269	0.023	Accepted
H3	<i>Destination Image (X1) □ Destination Trust (Y1)</i>	0.366	4.508	0.000	Accepted
H4	<i>User Generated Content(X2) □</i>	0.504	6.062	0.000	Accepted

	Destination Trust (Y2)				
H5	<i>Destination Trust (M)</i> □ <i>Interest in Visiting (Y)</i>	0.309	2.423	0.015	Accepted

Source: Processed primary data (2025)

Table 5 presents the results of the indirect influence between variables and the calculations. Variance Accounted For (VAF), which is used to assess the strength of mediation in this research model.

Table 5. Indirect Effects and VAF Results

		Original Sample	T Statistics	P Values	Information
Indirect Influence					
H6	<i>Destination Image (X1)</i> □ <i>Destination Trust (M)</i> □ <i>Interest in Visiting (Y)</i>	0.113	2.414	0.016	Accepted
H7	<i>User Generated Content(X2)</i> □ <i>Destination Trust (M)</i> □ <i>Interest in Visiting (Y)</i>	0.156	1.993	0.046	Accepted
Total Influence					
	<i>Destination Image (X1)</i> □ □ <i>Interest in Visiting (Y)</i>	0.375	4.081	0.000	Accepted
	<i>User Generated Content(X2)</i> □ □ <i>Interest in Visiting (Y)</i>	0.458	4.810	0.000	Accepted
VAF Calculation Results					
	<i>Destination Image (X1)</i> □ <i>Destination Trust (M)</i> □ <i>Interest in Visiting (Y)</i>	$\frac{0.113}{0.375} =$	30.13%	<i>Partial Mediation</i>	Accepted
	<i>User Generated Content(X2)</i> □ <i>Destination Trust (M)</i> □ <i>Interest in Visiting (Y)</i>	$\frac{0.156}{0.458} =$	34.1%	<i>Partial Mediation</i>	Accepted

Source: Processed primary data (2025)

Research hypothesis testing is carried out using the method bootstrapping, where, referring to Table 4, it can be confirmed that the direct relationship (direct effect) between constructs has been proven to have met the requirements, namely obtaining a t-statistic value above 1.96 with p-values below 0.05. The test results of the bootstrapping Table 5 also confirm that there is an indirect relationship between the constructs destination trust, which is shown by obtaining a t-statistic value exceeding 1.96 with p-values less than 0.05. The results of the VAF calculation show that the variable destination trust can mediate relationships between destination image on visiting interest, with a score of 30.13%, which is categorized as partial mediation. Likewise, the relationship between user-generated content and interest in visiting, with a VAF score of 34.1%, indicates that destination trust can partially mediate.

Variables Destination Image

Variables Destination Image (DI) in this study was measured through 8 statement items with a 5-point Likert scale. Based on Table 4.8, the total score of the DI variable reached 7,997 with an average of 4.00, indicating that the overall image of Gunung Payung Beach is in the good category according to tourists' perceptions. The highest score was found in indicator DI.3, the statement "Gunung Payung Beach has beautiful natural attractions," with a total score of 1,022 and an average of 4.09. Indicator DI.1, the statement "Gunung Payung Beach has quality infrastructure," obtained the lowest total score of 979 or an average of 3.92. These findings are certainly in line with a recent study by J. Wanget al . (2021), which highlights the importance of natural beauty in shaping the image of a tourist destination.

The study revealed that a destination's natural image significantly influences tourist satisfaction and loyalty. Differences in scores between natural and infrastructure indicators indicate gaps in the quality of physical facilities, which can impact tourists' overall perceptions. This is consistent with the findings of Jimenez-Garcia et al (2025), which emphasize that a positive destination image is closely related to brand value and tourist behavior, including revisit intentions. Overall, the quality of infrastructure at Gunung Payung Beach remains an important aspect that could be improved. This aligns with Wang's study (2023) and Jimenez-Garcia et al . (2025), which emphasizes that strengthening natural elements as well as improving physical facilities is very important for building a positive and consistent destination image.

Variables User Generated Content

Variables user generated content in this study consists of 5 questionnaire statement items measured using a 5-point Likert scale. Referring to Table 4.8, it can be seen that the variable is user-generated content. Overall, the total score was 5046 with an average of 4.04. Based on the results of calculating the frequency of respondents' responses, it can be seen that the indicator user generated content The first is X2.1 with the statement "I feel positive emotions when I see tourism content about Gunung Payung Beach" and the third is X2.3 with the statement "After seeing User Content, I feel encouraged to visit Gunung Payung Beach" obtained the highest total score of 1019 with an average of 4.08.

According to Yamagishi et al (2024), Authentic and visually appealing UGC can evoke positive emotions, such as awe and enthusiasm, which have a direct impact on visit intentions. High scores on this indicator indicate that tourists not only value the information provided but also feel a sense of belonging and emotional engagement that motivates action.

Indicators user-generated content Fifth, X2.5, with the statement "I use user content as a reference to plan a visit to Gunung Payung Beach," received the lowest total score of 998, with an average of 3.99. Indicator X2.5 ("I use user content as a reference to plan a visit") had the lowest score (998, average 3.99). This indicator is based on tourists using other information sources, such as official tourism websites, friend recommendations, or reviews on specialized platforms for more technical planning stages, such as travel routes, cost estimates, or visit schedules.

Study Uthaisar et al (2023) found that although UGC was effective in generating interest, the final decision-making stage often involved information that was perceived as more credible and detailed. These results also show the effectiveness of UGC user-generated content. It doesn't just depend on the quantity of content available. Content that delivers

authentic experiences has been shown to be more powerful in influencing tourists' positive perceptions of a destination.

Variables Destination Trust

The variables destination trust in this study consists of 8 questionnaire statement items measured using a 5-point Likert scale. Referring to Table 4.7, it can be seen that the variable destination trust. Overall, the total score was 8047 with an average of 4.02. Based on the results of the calculation of the frequency of respondents' responses, it can be seen that the second destination trust indicator, namely Y1.2, with the statement "I feel confident in choosing Gunung Payung Beach as a tourist destination," obtained the highest total score of 1014 with an average of 4.06. This result is in line with research conducted by They are et al (2017), who found that destination trust. This trust is formed through positive tourist experiences, which can increase loyalty. The greater a tourist's trust in the management and attractions, the greater the likelihood of repeat visits. In line with studies conducted by Moore et al . (2015) also emphasized that improving service quality can increase trust and loyalty, and loyalty also leads to recommendations for a destination.

Indicators destination trusts the seventh, namely Y1.7, with the statement "The Gunung Payung Beach management tries its best to satisfy tourists," obtained the lowest total score of 994, or with an average of 3.98. This finding is also in line with research conducted by Yusril et al. (2021) that service quality has a significant influence on tourist satisfaction. When beach managers do not provide optimal service, the level of tourist satisfaction tends to be low, so it is necessary to improve destination management and services so that tourists feel satisfied.

This finding is also supported by empirical studies from Three et al (2023), which shows that destination trust is influenced by direct interactions between tourists and managers, but the travel experience and image of the destination also play a significant role. This explains why trust indicators related to travel experiences and destination trust can influence tourists' willingness to revisit a destination.

Visiting Interest Variable

The visiting interest variable in this study consists of 4 questionnaire statement items measured using a 5-point Likert scale. Referring to Table 4.8, it can be seen that the visiting interest variable as a whole obtained a total score of 3951 with an average of 3.95. Based on the results of calculating the frequency of respondents' responses, it can be seen that the fourth visiting interest indicator, namely Y.4 with the statement "I plan to visit Gunung Payung Beach in the near future" obtained the highest total score of 998 with an average of 3.99. The first visiting interest indicator, namely Y2.1, with the statement "I want to visit Gunung Payung Beach to seek new travel experiences" obtained the lowest total score of 983 or with an average of 3.93.

The highest score on indicator Y2.4 ("I plan to visit Gunung Payung Beach in the near future") with a total score of 998 (average 3.99) indicates that most respondents have had action-oriented relatively strong intention. Grand Theory According to Ajzen & Fishbein (2000), intentions that have led to concrete plans (in the near future) are the next stage in the interest formation process, which is influenced by positive attitudes toward the destination, social norms, and perceptions of ease of visiting. Tourists are not only generally interested but have already considered concrete steps to realize it.

The lowest score on Y.1 signals that positioning Gunung Payung Beach's reputation as a "new" destination or "unique experience" hasn't yet fully caught on in the minds of tourists. Consequently, destination managers can enhance their experience-based appeal, such as through themed tour packages, community activities, or special events to accommodate the highly exploratory traveler segment. Combining comfort and convenience, the potential for increased interest in visiting has the potential to drive greater interest across various market segments.

Destination Image on Tourist Visiting Interest.

The results of the first hypothesis test show that destination image has a positive and significant influence on tourists' interest in visiting. The value path coefficient A value of 0.262 indicates a fairly strong relationship. The t-statistic of 2.398, exceeding the threshold of 1.96, demonstrates the statistical significance of this relationship. The p-value of 0.017 further confirms the conclusion that the effect is not accidental. These results suggest that the more positive a destination's image is in the minds of tourists, the more likely they are to plan a visit to that destination.

This finding is in line with the literature, which states that visit intention, where tourists' positive perceptions of a destination encourage their desire to travel. Research conducted by Alen Junaidi et al (2017) found that image dimensions, such as attractions, infrastructure, value for money, and pleasant experiences, have a direct relationship with interest in visiting Yogyakarta. Research by Aboalgana et al . (2025) describes that cognitive, affective, and conative image components contribute to visit intention, both directly and through the formation of a holistic destination image. A positive image facilitates the decision-making process for tourists because it creates a perception of the quality of the experience they will receive.

Empirical evidence is also obtained from research, See et al . (2025), who found that destination image has a significant influence on tourists' visit intentions to local destinations in Vietnam. Sabiote-Ortiz et al . (2024). In his research, he emphasized that a positive destination image plays a fundamental role in shaping tourists' visit intentions. His study showed that the stronger the image embedded in tourists' perceptions, the greater their likelihood of having a visit intention.

These findings confirm that destination image serves not only as a symbolic representation of a place but also as a key factor driving initial visit intention. This relationship aligns with the context of nature-based destinations like Gunung Payung Beach, where positive perceptions of the beauty and authenticity of the environment are key draws for tourists. The current state of Gunung Payung Beach demonstrates that destination image is formed by a combination of natural attractions, quality infrastructure, and positive narratives circulating on social media.

The coastal landscape, surrounded by limestone cliffs, pristine white sand, and a relatively tranquil atmosphere compared to other popular beaches in Bali, are visual elements that create a natural, exotic, and exclusive image. The challenging access via a cliff-edge path adds to the sense of adventure for tourists. Facilities such as beach chairs, water sports facilities, and clean areas for relaxing reinforce the perception of a comfortable destination.

The correlation between destination image and intention to visit is also relevant in the context of digital tourism. If expectations are met, the potential for intention to visit and

promotion increases Word of mouth. This makes sustainable destination image management strategies key to maintaining Gunung Payung Beach's appeal amidst competition from similar tourist attractions in Bali.

User Generated Content on Interest in Visiting.

The results of the second hypothesis test show that user generated content (UGC) has a positive and significant influence on tourists' interest in visiting. The value path coefficient A t-statistic of 0.302 indicates a significant relationship between the two variables. The t-statistic of 2.269, exceeding the 1.96 threshold, proves the statistical significance of the relationship. The p-value of 0.023 further strengthens the finding that the relationship has a strong empirical basis. Interpretation of these results suggests that the more positive content generated by users in the form of reviews, photos, videos, or testimonials on social media, the more positive the relationship *platform* digital, the higher the tendency of tourists to visit the destination.

UGC has a strategic position in tourism marketing because of its authentic nature and is based on real experiences of tourists. Anthony et al. (2023) explained that user-generated content is a key factor for potential tourists because it's not tied to direct commercial interests. The authenticity of the information conveyed increases trust and reduces uncertainty in decision-making. Ancient (2022) emphasized that UGC is one of the strengths of social media because it allows users to produce their own content that has the potential to attract other consumers.

The context of Gunung Payung Beach demonstrates the relevance of these findings. Many tourists share their experiences through aerial photographs of the limestone cliffs, videos of their journey down the path to the beach, and reviews highlighting the cleanliness and serenity of the atmosphere. This content is shared across various platforms. Social media platforms like Instagram, TikTok, YouTube, and travel forums create an organic flow of information that's difficult to achieve with conventional promotions. Consistent images featuring white sand, crystal-clear water, and sweeping ocean views create a strong aesthetic perception. Positive reviews highlighting amenities like beach chairs, water sports, and strategic photo spots enhance the destination's functional image.

These findings provide important insights for destination managers and tourism industry players. Promotional strategies should facilitate the creation of UGC by providing engaging photo angles, maintaining cleanliness, and ensuring the tourism experience meets expectations. Consistent and positive UGC can have a long-term impact on attracting visitors. Travelers who see authentic content from fellow visitors will feel more confident planning their trips and are more likely to share their own experiences after visiting.

Destination Image to Destination Trust

The results of the third hypothesis test show that destination image has a positive and significant influence on destination trust. The path coefficient of 0.366 indicates that the more positive the destination image, the higher the level of tourist trust in the destination. The t-statistic of 4.508, which is greater than 1.96, strengthens the evidence of the significance of this relationship. The p-value of 0.000 confirms that this relationship does not occur by chance. This finding aligns with Bigné's view. et al (2021) emphasize that destination image is a subjective construct formed through experiences and information received by tourists. Tourist perceptions are individual, so the resulting image can vary across destinations.

Trust in a destination has the potential to grow when the image built is in line with the reality on the ground. Chew & Jahari (2014) emphasize that trust will influence how tourists perceive a destination during their visit. A positive image can be undermined if trust is lost, so managing a destination's reputation requires consistency between promotions and actual experiences. Destinations that are portrayed as attractive, safe, and high-value have a greater chance of being chosen as a destination choice than others.

The relationship between destination image and trust has also been shown to correlate with tourists' interest in visiting. Susanti et al. (2023) found that destination image in East Java has a direct influence on visit intention, with a loading factor value of 0.79 and a t-value of 10.19. Parameter et al (2024) in Labuan Bajo revealed that destination image and trust have a significant contribution to visiting interest. Goddess et al. (2024) show that the image of the Tanah Lot destination influences revisit intention. The research by Shen et al (2022) in Role of country image, subjective knowledge, and destination trust on travel attitude and intention during a pandemic found that a positive destination image has been shown to increase tourists' trust in a country or destination. This finding reinforces the view that the more favorable tourists' perceptions of a destination's image, the higher the level of trust they build, which ultimately forms a crucial foundation for shaping attitudes and intentions to visit.

The current context of Gunung Payung Beach shows great potential in terms of its beautiful natural visuals. High cliffs, white sand, and calm waves are key attractions for tourists. The main challenges lie in limited infrastructure access, suboptimal public facilities, and uneven digital promotion. Promoting the destination's image requires emphasizing authentic experiential narratives that can strengthen tourist trust. Consistent positive experiences between expectations and reality will fuel greater interest in visiting.

These findings have strong applied value. The logical flow demonstrated that a positive destination image fosters trust, which in turn drives interest in visiting. Image-strengthening strategies can be implemented through improving the quality of promotional visuals, developing basic infrastructure, and encouraging tourists to share authentic experiences through social media. Adjusting promotions based on post-visit evaluations also plays a crucial role in maintaining the image's relevance in the public eye.

The conclusion that can be drawn is that managing the image of Gunung Payung Beach requires attention to consistency between promotional messages and actual conditions on the ground. The trust created by a positive image will be a strong motivating factor for tourists to choose, visit, and even recommend this destination to others. This approach makes the research not only academically relevant but also provides practical guidance for sustainable tourism development.

User Generated Content to Destination Trust

The results of the fourth hypothesis test show that user generated content (UGC) has a positive and significant influence on destination trust. The path coefficient of 0.504 indicates a relatively strong relationship compared to other variables. The t-statistic of 6.062, exceeding the 1.96 threshold, proves the statistical significance of the relationship. A p-value of 0.000 confirms that this relationship is consistent and not coincidental. This finding confirms that the increasing number of positive user-generated content in the form of reviews, photos, videos, and testimonials on social media platforms, the greater the level of tourist trust in the destination.

This phenomenon can be explained through the mechanism of authenticity perception (perceived authenticity) in tourism communications. Content created by tourists is considered more credible than official promotional materials because it is considered free from excessive commercial interests. Bandinelli (2020) confirms that UGC-based promotional strategies are highly effective in overcoming distrust of company-created marketing materials. UGC can also trigger emotional engagement, leading to the intention to visit a destination. Further empirical evidence comes from research. Jalilvand et al. (2012), which shows that UGC has a direct influence on destination trust with a significant contribution to the formation of a positive image.

The current state of Gunung Payung Beach demonstrates that social media has become a primary channel for disseminating tourism information. Many posts showcase views of towering limestone cliffs, white sandy beaches, and the relatively quiet atmosphere, unlike other popular beaches in Bali. These posts often include access tips, recommended visiting times, and personal experiences that reinforce the destination's appeal. The power of visuals and personal narratives in UGC creates a powerful impact word of mouth digital that increases the sense of trust in the quality of the experience that will be obtained.

This positive relationship has strategic implications for destination management. Trust built through UGC can become a sustainable reputation asset. Relevant strategies include providing incentives for tourists to share their experiences, using official hashtags to facilitate content discovery, and curating positive posts on official destination management channels. Improving the quality of infrastructure and services will ensure that tourist expectations formed through UGC align with the reality on the ground.

The link between UGC and destination trust not only influences image but also directly impacts visitor interest. Gishi et al (2024) found that UGC that evokes positive emotions and a sense of connection directly influences tourists' visit intentions. This type of UGC is considered more authentic, trustworthy, and relatively free from commercial bias than brand-produced content. Other research by Madaniah et al. (2024) in Medan also showed that emotional UGC had a significant influence on visit intention by increasing trust in UGC, while factual UGC did not have a significant effect.

The conclusion is that strategic UGC management can strengthen tourists' trust in Gunung Payung Beach. Consistently maintaining positive experiences on the ground will ensure that expectations formed through UGC align with reality. This not only maintains the destination's reputation but also encourages sustainable increases in visitation.

Destination Trust on Tourist Visiting Interest

The results of testing the fifth hypothesis prove that destination trust has a positive and significant influence on tourist interest. The path coefficient of 0.309 indicates a fairly strong relationship between the two variables. The t-statistic of 2.423, which is higher than the threshold of 1.96, confirms the statistical significance of this relationship. The p-value of 0.015 further strengthens the conclusion that destination trust plays a significant role in influencing tourists' interest in visiting. This finding suggests that the higher a tourist's level of trust in a destination, the more likely they are to visit it.

Destination trust reflects tourists' belief that the destination is capable of fulfilling the promises and functions it promotes. Mohammed Abubakar (2016) explains that this trust includes aspects of service reliability, security, and consistency of the experience offered. Other research by Balog-Way & McComas (2020) highlighted that trust has a close

correlation with tourist decision-making, especially under conditions of uncertainty. Shin et al (2022) stated that in the post-pandemic period, destination trust will increasingly determine travel choices as potential tourists become more cautious about health and safety risks. Without adequate trust, destinations will face significant challenges in attracting visitors.

Gunung Payung Beach provides a concrete illustration of this concept. Tourist trust is built on the beach's reputation for cleanliness, safety, and well-managed management. The presence of active cleaning staff maintaining the tourist area, adequate public facilities, and transparent ticket pricing information are factors that reinforce this positive perception. Positive reviews across various sites platform digital Highlighting the friendliness of the management, the security of the parking area, and the comfort of the facilities helps build trust. Tourists who perceive a destination as professionally managed will be more inclined to visit and even recommend it to others.

These results provide strategic recommendations for destination managers. Maintaining trust cannot be achieved once and for all; it requires consistency in providing experiences that meet expectations. Transparency of information, rapid response to complaints, and strengthening the destination's image as safe and environmentally friendly will strengthen this destination's trust. The long-term impact is a steady increase in visitor interest, while also building a loyal tourist base.

Destination Trust Mediating Relationships Destination Image on Tourist Visiting Interest

The results of testing the sixth hypothesis show that destination trust acts as a mediating variable in the relationship between destination image and tourist interest in visiting. The t-statistic value of 2.414, which is above the threshold of 1.96, confirms the existence of a significant mediating effect. The p-value of 0.016 indicates the level of significance of the relationship. Variance Accounted For (VAF) produces a figure of 30.13%, which indicates that the influence of destination image on visiting interest is partially mediated by destination trust. This conclusion leads to the understanding that a positive destination image not only provides a direct boost to visitation interest but also strengthens tourists' trust. This trust then serves as an additional driver that increases their likelihood of traveling to that destination.

Indirect relationship destination trust found in line with the findings of Assaker (2014), which explains that the destination image forms the initial perceptual framework of tourists, while the beliefs that are formed become a psychological mechanism that turns these perceptions into real actions. They et al (2017) also support the view that positive perceptions of a destination will be more effective in triggering visiting behavior if accompanied by the belief that the destination is safe, valuable, and able to meet expectations.

Gunung Payung Beach is a concrete example of this concept in action. The beach's reputation for its beautiful natural scenery, white sand, and tranquil atmosphere has created a strong initial perception in the minds of tourists. Visitor confidence is further enhanced through experiences consistent with this image. Visitors receive firsthand evidence of the beach's cleanliness, the safety of public facilities, and the friendliness of the management. This not only sustains their visit but also encourages them to recommend the beach to others.

The applied implication of these results is the importance of an integrated strategy that simultaneously combines destination image enhancement and trust management. Image enhancement can be achieved through authentic visual promotion, while maintaining trust

requires consistent service quality management. The combination of these two aspects has been shown to not only directly influence visitation intentions but also leverage the mediating effect of trust to amplify the resulting impact.

Destination Trust Mediating Relationships User Generated Content on Tourist Visiting Interest

Finally, the formulated hypothesis states that Destination Trust mediates the relationship between User Generated Content and tourist interest in visiting. The results of data analysis using the method of bootstrapping managed to confirm that destination trust successfully significantly mediates the relationship between user-generated content and tourist interest in visiting. This finding can be demonstrated by obtaining a t-statistic value of 1.993 (> 1.96) with a p-value of 0.046 (< 0.05). The results of the VAF calculation also confirm that the relationship between user-generated content on the interest in revisiting can be partially mediated by destination trust, where the VAF value is 34.1%. It can be concluded that destination trust significantly mediates the relationship user generated content on tourists' intention to visit. These findings indicate that user-generated content (such as reviews, photos, videos, and testimonials on social media or digital platforms) contributes to building tourists' trust in a destination, ultimately increasing their intention to visit.

CONCLUSION

Based on the results and discussion above, it can be concluded that *destination image* and *user-generated content (UGC)* have a positive and significant influence on tourist interest in visiting. The image of a destination formed through beauty, facilities, and positive experiences is able to increase the tendency of tourists to choose the destination. Similarly, UGC in the form of authentic reviews, photos, videos, and testimonials shared through social media has proven to be more convincing than official promotions, thus encouraging positive perceptions and strengthening the intention of visits. In addition, *destination image* also plays a role in building *destination trust*, where a positive perception of the quality, safety, and attractiveness of the destination increases the confidence of tourists to visit.

Destination trust not only has a direct effect on visitor interest, but also acts as a partial mediating variable in the relationship between *destination image* and UGC on tourist interest in visiting. The trust formed through the image of the destination and the user-generated content strengthens the belief of tourists that the destination is able to provide an experience according to expectations. Thus, building a positive image of the destination, strengthening trust, and encouraging the dissemination of authentic content from tourists are complementary strategies to increase tourist attraction and visit decisions.

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