

VOLCANO TOURISM: HOW DO DESTINATION AWARENESS AND CREDIBILITY DEVELOP VISIT INTENTION FOR MOUNT BROMO IN INDONESIA

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Abstract: This study investigates the impact of destination awareness, credibility, reputation, and association on visit intention. The study was conducted at Mount Bromo, in Indonesia's East Java Province, which has become a popular destination for domestic and international tourists. The study involved 227 participants selected through the convenience sampling method, and the collected data were analysed using exploratory and confirmatory factor analysis and structural equation models. The study found that destination awareness and credibility significantly influenced destination reputation and association, which, in turn, had a significant impact on visiting intentions. These research findings are essential in advancing volcano tourism studies and provide a deeper understanding of the factors influencing tourist intention to visit such destinations. The implications of these research findings can guide tourism industry practitioners and decision-makers in developing more effective marketing strategies, and this study contributes significantly to volcano tourism literature.

Keywords: destination credibility, destination image, destination reputation, volcano tourism

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INTRODUCTION

Overall, volcano tourism, a multifaceted exploration of destinations with active and dormant volcanoes, provides unique insight into geological and cultural intricacies (Suhud and Allan, 2024; Dowling et al., 2021). Jiménez-Barreto et al. (2023) highlight the scarcity of studies on residents' attitudes post-natural calamities, emphasising the fresh start mindset. In the Philippines context, Ong et al. (2023) explore factors influencing revisitation intentions to Taal Volcano post-recovery. Suhud and Allan (2019) highlight Indonesia's burgeoning interest in volcano tourism, emphasising the need to market its 127 active volcanoes. Marin et al. (2023) focus on the indigenous nature of the Ungaran volcano-geothermal area, highlighting tourism's potential to intertwine geological knowledge with socio-cultural acceptance.

Suhud et al. (2023) and Erfurt (2022) investigate factors influencing tourists' intentions to revisit volcanic destinations, emphasising perceived value, destination image, and place attachment. Platania et al. (2022) delve into the economic sustainability of volcanic sites, proposing differential entrance fees based on visitors' willingness to pay and demand elasticity.

In volcano tourism discourse, academic attention has grown considerably, and it has intrigued scholars from several countries (Suhud and Allan, 2022). However, studies on tourist behaviour, including destination credibility, awareness, reputation, and association are still uncommon. This study aims to fill this knowledge gap by examining these variables' effect on tourist visit intentions, focusing on Mount Bromo in Indonesia.

Destination credibility, reflecting trustworthiness and reliability, is pivotal for Mount Bromo. Higher awareness levels, crucial in influencing decisions, can be achieved through practical promotional efforts. A positive reputation, shaped by favourable past experiences, attracts visitors, and encourages repeat visits. Destination association explores mental connections individuals form with specific attributes, influencing visit intentions.

Incorporating these variables is rooted in their significance, providing a comprehensive framework to analyse and enhance Mount Bromo's appeal. Located in Java Tengah province, Mount Bromo, an active volcano, is a sought-after destination for domestic and international tourists, offering a captivating blend of natural beauty and cultural richness.

LITERATURE REVIEW

Destination Awareness

According to various studies, destination awareness incorporates the understanding and recognition of a specific

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destination by potential tourists. Also, it has a significant impact in influencing tourists' decisions, perceptions, and intentions to travel. Vila et al. (2021) underscored the impact of destination awareness on viewers' travel choices after exposure to TV series featuring various destinations. Their research findings indicated that media exposure significantly shapes tourists' preferences, with destination awareness emerging as a crucial factor. Haarhoff and De Klerk (2019) explored South Africa's efforts to shape international visitors' perceptions in the context of national branding. Their study revealed that the overall attractiveness of the country positively influenced respondents' intentions to revisit. It reinforces the understanding that destination awareness, shaped by branding initiatives, contributes significantly to tourists' decision-making processes.

Dedeoğlu et al. (2020) investigated the role of social media in influencing destination awareness. They further reveal that social media sharing positively impacts destination brand awareness and subsequently influences perceptions of service and natural quality. It emphasises the contemporary influence of digital platforms on shaping destination awareness among potential tourists. Safira and Salsabilia (2022) focused on halal destination awareness in West Sumatra, emphasising the significance of catering to specific target audiences.

Their study demonstrated that halal brand awareness influences loyalty towards West Sumatra as a Muslim-friendly travel destination. It suggests that destination awareness tailored to cultural or religious preferences is crucial in fostering loyalty. Guided by the customer-based brand equity model, Teodorović et al. (2020) evaluate Serbia's brand equity as a tourist destination, and highlight the underdeveloped destination image within Serbia's domestic tourism market, emphasising the critical role of destination awareness in shaping the country's customer-based brand equity.

Destination Awareness and Destination Reputation

Up till now several studies have investigated the impact of destination awareness on destination reputation. Thus, Thakshak (2018) found that brand awareness significantly influences brand reputation. It aligns with the research findings of Qalati et al. (2019), Foroudi (2019), and Jung and Seock (2016). Regarding destination awareness and its impact on destination reputation, these studies suggest that a higher level of awareness about a destination contributes positively to its overall reputation. Thakshak's (2018) focus on brand awareness implies that a destination's image and recognition are crucial in shaping how potential tourists perceive it.

Similarly, the studies by Qalati et al. (2019), Foroudi (2019), and Jung and Seock (2016) indicate the importance of awareness in building and maintaining a positive reputation for brands. Therefore, enhancing the positive influence of destination awareness on a destination's reputation makes it more appealing to potential tourists.

Destination Awareness and Destination Association

A plethora of studies shed light on the relationship between brand awareness and brand association, considering them crucial components of brand equity. Accordingly, Wang et al. (2021), Bae et al. (2020), and Severi and Ling (2013) document the influence of brand awareness on brand association.

Together, these studies emphasise the significant role of destination awareness in shaping destination association. Following the perspective from the branding literature, brand awareness acts as a foundation that allows individuals to recognise and recall specific aspects of a destination. The research findings from Wang et al. (2021), Bae et al. (2020), and Severi and Ling (2013) indicate that a higher level of destination awareness contributes positively to the formation of associations related to that destination. It suggests that as tourists become more aware of a destination, they are more likely to associate it with favourable attributes, contributing to a positive overall destination association.

Based on the findings of preceding research initiatives, this study formulates the ensuing hypotheses for empirical testing:

H1 – Destination awareness will have a significant impact on destination reputation.

H2 – Destination awareness will have a significant impact on destination association.

Destination Credibility

Based upon the following studies, Jiménez-Barreto et al. (2020), Molinillo et al. (2022), del Barrio-Garcia and Prados-Peña (2019), Reitsamer and Brunner-Sperdin (2021), and Jun (2020), the concept of destination credibility refers to the perceived authenticity, trustworthiness, and believability associated with a destination brand. It encompasses various factors such as online destination brand experience, enduring culture involvement, brand identification, reputation, attachment, brand extension authenticity, and brand signalling. Jiménez-Barreto et al. (2020) highlighted the importance of online interactions in shaping tourists' behavioural intentions, emphasising the positive direct and indirect associations between online destination brand experience, perceived online destination brand credibility, and users' intentions to visit or recommend a destination.

In this context, destination credibility involves the trust visitors place in the online representation of a destination. Molinillo et al. (2022) provided a broader conceptualisation by integrating constructs like enduring culture involvement, destination brand identification, reputation, and attachment into the understanding of destination brand credibility. Their research delved into the factors contributing to the formation of destination brand credibility and how brand attachment acts as a mediator in this relationship. Del Barrio-Garcia and Prados-Peña (2019) explored brand extension within heritage destination branding, unravelling the direct and indirect effects of brand extension authenticity on equity, mediated through brand extension credibility. This study underscored the complexities associated with brand extension strategies, emphasising credibility's role in ensuring the success of such extensions. Reitsamer and Brunner-Sperdin (2021) blended brand signalling and attachment theories, emphasising the crucial role of place brand credibility. Their findings showed how credible place brands foster consumer attachment, impacting word of mouth and intention to return.

It sheds light on the influence of credibility in shaping tourists' behaviour and communication. Jun (2020) explored the context of Airbnb, revealing that perceived risks, brand credibility, and experience play crucial roles in intentions to stay. The

study in South Korea demonstrated the dominance of brand credibility in shaping users' and non-users intentions to stay, emphasising its critical nature for decision-making, particularly in the realm of intangible and heterogeneous products.

Destination Credibility and Destination Reputation

There is an urgent need for studies evaluating the impact of destination credibility on destination reputation persists; moreover, several relevant studies offer valuable insights for application. A study by Hur et al. (2014) examining the influence of corporate brand credibility on reputation revealed a significant impact, indicating that corporate brand credibility significantly affects reputation. This congruent finding is echoed by Wang et al. (2021), reinforcing the notion that the credibility of a brand, whether corporate or destination-specific, holds a substantial sway over its reputation. Although direct research on destination credibility and reputation remains limited, these referenced studies contribute essential perspectives and methodologies adapted to explore the intricate dynamics between credibility and reputation in the context of destinations.

Destination Credibility and Destination Association

To date many studies have assessed brand credibility and association. Chen et al. (2013) conducted a study examining the influence of brand credibility on brand association, revealing a statistically significant impact of brand credibility on brand association. This finding aligns with the parallel conclusions presented by Wang et al. (2021). These studies contribute to the broader understanding of the correlation between credibility and association in the branding context, offering insights that could extend to destination-related perceptions. Despite the scarcity of direct studies on destination credibility and association, these references provide a foundation for exploring the interconnected dynamics of credibility and association within the context of destinations.

After drawing insights from prior research endeavours, the following hypotheses have been formulated as follows:

H3 – Destination credibility will have a significant impact on destination reputation.

H4 – Destination credibility will have a significant impact on destination association.

Destination Reputation

As illustrated by various studies, destination reputation refers to the aggregate perceptions, evaluations, and beliefs among tourists and other stakeholders regarding a specific destination. These studies delve into the multifaceted nature of destination reputation, investigating the factors that contribute to its formation and the subsequent implications on tourism-related behaviours. For instance, studies conducted by Hassan and Soliman (2021) and Su et al. (2020) examine the influence of destination social responsibility on tourists' perceptions and behaviours. They highlight the role of DSR in impacting tourists' trust, revisiting intention, and intention to visit. Moreover, various studies have revealed that tourists' perceptions can significantly influence their behavioural intentions. For example, Hassan and Soliman (2021) emphasise the impact of DSR on reputation, trust, and revisit intention. In contrast, Widjaja et al. (2020) examine how Islamic attributes and affective image contribute to building the reputation of a halal tourism destination. In the same vein, Iglesias-Sánchez et al. (2019) focus on the impact of Web 2.0 conversations and co-creation on destination reputation, providing insights into the strategic role of social media in decision-making and brand building. Similarly, Molinillo et al. (2022) propose a conceptual framework that considers enduring cultural involvement, brand identification, and reputation as influencers of destination brand credibility. In summary, these studies provide a better understanding of destination reputation, its antecedents, and consequences on various aspects of tourism behaviour. Despite sharing common themes and findings, the diversity in research questions, methodologies, and contexts provides a more nuanced perspective on this intricate field.

Destination Reputation and Visit Intention

investigating the impact of destination reputation on visit intention remains a relatively scarce study area. However, several pertinent references shed light on the significance of reputation in influencing behavioural intentions. Gupta et al. (2020) conducted a study examining the impact of store reputation on purchase intention, revealing a significant positive association. This research finding aligns with similar conclusions drawn in studies presented by Yu et al. (2023), Abdullah and Budiman (2019), Balakrishnan and Foroudi (2020), Agmeka et al. (2019), Aradena et al. (2020), Jung and Seock (2016), Vorobyova (2021), Wang et al. (2021), and Kircova and Esen (2018). Overall, these studies highlight the consistent influence of reputation on behavioural intentions across various contexts, reinforcing that a positive reputation significantly contributes to favourable intentions, whether in retail stores or potentially extending to the realm of destination visitation.

Building upon the foundations laid by antecedent studies, the hypothesis advanced for examination is as follows.

H5 – Destination reputation will have a significant impact on visit intention.

Destination Association

It could be argued that destination association pertains to the mental connections, perceptions, and attributes that individuals link with a specific destination. These studies delve into the multifaceted nature of destination association, exploring the factors contributing to its formation and the subsequent implications for its image and attractiveness. Research on destination association in tourism is limited, but several studies are worth comparing and discussing. Xu and Ho's (2021) research notes the underutilisation of brand association in tourism studies and examines study tours as educational tourism. Huang et al. (2015) investigate Mainland Chinese tourists' perceptions of Taiwan's destination brand associations, while Jin et al. (2019) explore the relationship between a brand's colour identity, brand association, and brand loyalty. Abruruman et al. (2020) focus on the impact of brand equity on tourists' intentions to visit specific destinations, focusing on the UAE. While all these studies centre around brand association and its effect on tourism behaviour, they differ in their particular contexts, the

focus of influence, variables and dimensions, and target tourist segments. Despite these differences, all studies rely on empirical evidence to support their findings and highlight the generally positive influence of brand association in tourism.

Destination Association and Visit Intention

The impact of destination association on visit intention still needs to be explored within scholarly discourse. However, Abruruman et al. (2020) found that brand association significantly influences visit intention, shedding light on the importance of associative elements in shaping individuals' intentions to visit a destination. Whilst other research, such as that conducted by Rizkianti and Kurniawati (2021), Le-Hoang et al. (2020), Kurniawan and Diryana (2015), and Rungsrisawat and Sirinapatpokin (2019), has unveiled the significant influence of brand association on purchase intention. While these studies pertain to brands, their findings suggest broader applicability, hinting at the potential impact of destination association on visit intention. This aspect warrants further scholarly attention and investigation.

In the light of the antecedent studies, this hypothesis has been formulated as follows:

H6 – Destination association will have a significant impact on visit intention.

As shown in Figure 1, the framework includes several interconnected components that help us understand the relationships between different factors. The main aim of this framework is to explore how diverse factors interact within the context of Mount Bromo as a tourism destination. The framework involves destination awareness and credibility as the initial driving forces and then links these two factors to destination reputation and destination association. The basic idea is that visitors' awareness of the destination and their perception of its credibility will impact how they view the destination regarding its reputation and associated attributes. The model further moves to the third component, where the influences focus more on behavioural intent. Likely, destination reputation and association play crucial roles in shaping the visit intention for potential tourists. This step represents the culmination of cognitive and perceptual processes into a tangible behavioural outcome.

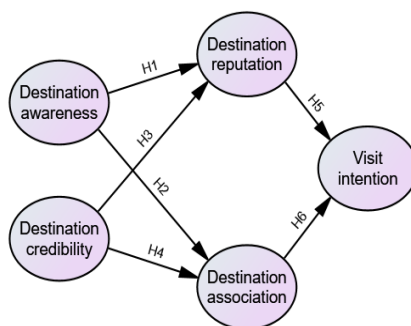


Figure 1. The Theoretical Framework (Source: The authors, 2024)

METHODS

Measures

In this study, we have adopted a framework that involves measuring each variable analysed through indicators previously used in studies related to marketing and tourism. Brand awareness was measured using indicators derived from Severi and Ling (2013). Similarly, brand credibility was measured using indicators from Chen et al. (2013). This study assesses destination reputation using indicators previously used by Artigas et al. (2015). On the other hand, brand association items were adapted from Chen et al. (2013). Lastly, we adapted an indicator previously used in research by Su et al. (2022) to measure destination trust. When measuring visit intention, we used indicators from Ahn and Kwon (2020). A six-point Likert-type scale was used to respond to the items. The scale ranged from ‘Strongly Disagree’ to ‘Strongly Agree’. By adopting a framework that utilises previously tested indicators, we can effectively measure and analyse critical variables in the marketing and tourism domain.

Data Analysis Methods

The study underwent four stages of data processing, beginning with the First Validity Test using Exploratory Factor Analysis (EFA) to identify the factor structure of the indicators. It determines the validity of an indicator if it scores 0.4 or higher. Next, it conducted the Reliability Test to measure the reliability of the constructs used in the research. This study considers a construct reliable if it has an alpha (alpha) score of 0.7 or higher. The Third Stage involved the Second Validity Test using Confirmatory Factor Analysis (CFA) to test the validity of the constructs identified through EFA. Probability, CMIN/DF, CFI, and RMSEA were the four model evaluation criteria. Lastly, this study conducted the Hypothesis Test using the Structural Equation Model (SEM) to test the hypotheses proposed in the research. If a hypothesis scores a Critical Ratio (CR) score of 1.96 or higher, this study accepts it. Probability, CMIN/DF, CFI, and RMSEA were the four model evaluation criteria. Overall, the study underwent a rigorous data processing approach to ensure the validity and reliability of the constructs used and the accuracy of the hypotheses tested through SEM (Table 1).

Table 1. Criteria of a Fitted Model

Criteria	Rule of Thumb	Resources
Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq \text{CFI} \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler (1999)

RESULTS

Participants: The study involved 227 tourists with travel experience out of town or abroad in the last six months, with a minimum age limit to 17 years old. This study's researchers expected all participants to have heard about Mount Bromo's tourist destination. This study used the convenient sampling method to select a sample of participants consisting of 39 males (17.2%) and 188 females (82.8%). Of the total participants, 177 people (78%) revealed they had visited Mount Bromo. Regarding age distribution, most participants were aged 21 to 25 years old, totalling 141 people (62.1%). Most participants, as many as 123 people (54.2%), did not have a job when conducting the research. Additionally, most participants, specifically 193 people (85%), were unmarried. These demographic data points provide an overview of the characteristics of study participants which varied in age, employment status, and marital status (Table 2).

Table 2. Profile of Participants

Profile		Frequency	Percent
Sex	Male	39	17.2
	Female	188	82.8
	Total	227	100.0
Age	17-20	41	18.1
	21-25	141	62.1
	26-29	28	12.3
	30-34	10	4.4
	35-39	3	1.3
	40-45	2	.9
	46-49	2	.9
Occupational Status	Employed	80	35.2
	Unemployed	123	54.2
	Self-employed	24	10.6
Marital Status	Unmarried	193	85.0
	Divorced/separated	2	.9
	Married	32	14.1

Data Validity and Reliability Tests

This study has conducted the data validity and reliability tests, and it can show the research results in Table 3. Based on the research results, we can observe that each measured construct variable maintains the indicators set. The awareness destination maintains eight indicators with a high level of reliability, indicated by Cronbach's alpha value of 0.907. Similarly, the construct of destination credibility is maintained with six indicators, showing strong reliability with an alpha value of 0.946. The reputation destination, which consists of five indicators, shows good internal consistency with an alpha value of 0.895. In addition, the destination association construct, supported by six indicators, achieves satisfactory reliability, as reflected in Cronbach's alpha value of 0.914. Finally, the visit intention construct preserves the nine indicators with a high level of reliability, marked by an alpha value of 0.961. All rescued indicators show strong validity in measuring the observed variables. Moreover, all constructs show an alpha score above 0.8, indicating high level of reliability in measuring these variables. These findings confirm the credibility of the collected data and provide a solid foundation for subsequent analysis and interpretation.

Table 3. Results of Data Validity and Reliability Tests

	Variables and Indicators	Factor Loadings	Cronbach's Alpha
	Destination Awareness		0.907
AW8	When it comes to Mount Bromo, I can immediately remember its name.	0.858	
AW6	Bromo is the name of a mountain that I know very well.	0.804	
AW4	I have an opinion about Mount Bromo.	0.803	
AW1	I am aware of Mount Bromo.	0.803	
AW3	I know what Mount Bromo looks like.	0.790	
AW5	I can recognise the name of Mount Bromo among the names of other volcanoes.	0.781	
AW7	I often see posts about Mount Bromo on social media.	0.749	
AW2	When considering volcanoes, Mount Bromo is one of the mountain names that comes to mind.	0.654	
	Destination Credibility		0.946
CR4	Mount Bromo delivers what it promises.	0.916	
CR6	I can trust the claims of Mount Bromo.	0.909	
CR2	Mount Bromo can deliver what it promises.	0.904	
CR5	Mount Bromo has a name I can trust.	0.894	
CR3	Mount Bromo can provide clear, organised, and expert information.	0.889	
CR1	Mount Bromo reminds me of someone who is competent and knows what he is doing.	0.834	
	Destination Reputation		0.895
RE4	People talk about Mount Bromo very well.	0.867	
RE1	The reputation of Mount Bromo is excellent.	0.855	
RE3	People respect Mount Bromo.	0.854	
RE5	Mount Bromo's reputation gets support from its history.	0.818	
RE2	Mount Bromo has a better reputation than other similar places.	0.811	
	Destination Trust		0.912

TR5	I believe there are management standards for the management of Mount Bromo.	00.890	
TR4	I believe there are clear guidelines for visitors to Mount Bromo.	0.877	
TR2	I hope that the management of Mount Bromo will actively offer help when I'm in trouble.	0.851	
TR3	I hope for humane service facilities for visitors to Mount Bromo.	0.846	
TR1	I believe that the management of Mount Bromo will try to understand my needs.	0.840	
Destination Association			0.914
AS2	Mount Bromo is different from other volcanoes that I know.	0.899	
AS5	There are more reasons to visit Mount Bromo than other volcanoes.	0.887	
AS1	Mount Bromo has its characteristics.	0.881	
AS4	Mount Bromo is no stranger to me.	0.875	
AS3	I trust the company that owns a particular product/brand that appears on social media.	0.772	
Destination Image			0.961
IM4	Mount Bromo is exhilarating.	0.901	
IM1	Mount Bromo is fun.	0.899	
IM5	Mount Bromo is calming.	0.896	
IM7	Mount Bromo is friendly.	0.876	
IM9	Mount Bromo is interesting.	0.876	
IM2	Mount Bromo is relaxing.	0.874	
IM3	Mount Bromo is charming.	0.870	
IM8	Mount Bromo is easily accessible.	0.849	
IM6	Mount Bromo is innocent.	0.843	
Visit Intention			0.953
V3	I intend to visit Mount Bromo shortly.	0.949	
V2	I will try to visit Mount Bromo shortly.	0.943	
V1	I plan to visit Mount Bromo shortly.	0.939	
V4	I am willing to visit Mount Bromo shortly.	0.914	

Hypotheses Tests

The structural model depicted in Figure 2 represents the tested hypotheses. This study measures the feasibility of this model through several evaluation indicators. The Comparative Fit Index (CFI) score of 0.993 indicates the level of fit of the model with the observed data, close to the ideal value of 1.00. In addition, the Root Mean Square Error of Approximation (RMSEA) score of 0.036 indicates that the model has a low estimation error rate. This study also assesses the model with a Chi-Square-to-Degrees of Freedom ratio (CMIN/DF) score of 1.287, which indicates the alignment of the model with the data, and a Comparative Fit (CR) score of 0.70, which describes the overall feasibility of the model. These values indicate that the model has good quality and effectively reflects the relationships between the variables studied according to the hypothesis proposed. The study findings in Table 4 report the test results of the six hypotheses. The Critical Ratio (CR) scores for all hypotheses range from 2.666 to 7.611, indicated a strong significance level. The CR scores that exceed the threshold value confirm that the hypotheses significantly impact the variables tested. These results suggest a consistent and robust relationship between the variables studied, providing empirical support for the study's conceptual framework. These findings have important implications for the validity and reliability of the study's conclusions in the context of the relationship between the variables examined.

Table 4. Results of the Hypotheses Tested Note: (***) P value is less than 0.0001

Hypotheses	Paths	C.R.	P	Results
H1	Destination awareness > Destination reputation	5.585	***	Accepted
H2	Destination awareness > Destination association	4.191	***	Accepted
H3	Destination credibility > Destination reputation	4.934	***	Accepted
H4	Destination credibility > Destination association	7.611	***	Accepted
H5	Destination reputation > Visit intention	2.666	.008	Accepted
H6	Destination association > Visit intention	3.641	***	Accepted

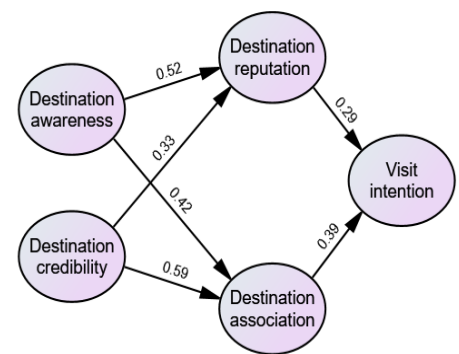


Figure 2. Structural Model of the Hypotheses Tested (Source: The authors 2024)

DISCUSSION

The research results show that the first hypothesis was accepted and destination awareness significantly influences destination reputation with a CR score of 5.585. This result is in line with the results presented by Qalati et al. (2019), Foroudi (2019), and Jung and Seock (2016). In this case, it is thought that increased awareness of a destination contributes positively to it's the overall reputation of the destination, which may explain the impact of destination awareness on a destination's reputation. Qalati et al. (2019), Foroudi (2019), and Jung and Seock (2016) emphasise that a destination's image and recognition play a significant role in shaping how potential tourists perceive it. Enhanced destination awareness will likely create a positive perception of the destination, influencing its reputation and making it more attractive to

potential visitors. The second hypothesis was accepted, showing that destination awareness significantly impacts destination association, with a CR score of 4.191. This finding is consistent with the results of Wang et al. (2021), Bae et al. (2020), and Severi and Ling (2013). Thus, destination awareness significantly impacts destination association, which is supported by the previous studies. Destination awareness is pivotal in tourists' perceptions and associations with Mount Bromo. The results suggest that as tourists become more aware of the destination, their associations with Mount Bromo become more pronounced and positive, influencing their overall perception and intention to visit.

Additionally, the third hypothesis that destination credibility significantly impacts destination reputation was accepted, and the CR score was 4.934. This finding is aligned with the results demonstrated by Hur et al. (2014) and Wang et al. (2021). In this context, this study can attribute the significant impact of destination credibility on destination reputation to the perceived trustworthiness, reliability, and positive attributes associated with Mount Bromo. Hur et al. (2014) highlighted the vital role of corporate brand credibility in shaping a destination's reputation, indicating that a credible destination is more likely to be positively regarded by tourists. Similarly, Wang et al. (2021) emphasised the importance of credibility in contributing to a favourable destination reputation. Thus, the positive impact of destination credibility on destination reputation underscores the significance of establishing a trustworthy and credible image of Mount Bromo among tourists.

The results showed that the fourth hypothesis was accepted, and that destination credibility significantly influences Destination Association, with a CR score of 7.611. This finding aligns with the outcomes demonstrated by Chen et al. (2013) and Wang et al. (2021). Hence, we can attribute the substantial impact of destination credibility on the Destination Association to the tourists' perception of the credibility of Mount Bromo as a destination. Chen et al. (2013) highlighted that credibility plays a considerable role in shaping tourists' associations with a destination. The credibility of Mount Bromo, established through various factors such as sustainability, publicity, and environmental motivation, might create a positive association in the minds of tourists. Wang et al. (2021) further support this notion by emphasising the enduring influence of credibility in shaping destination-related associations. Therefore, the perceived trustworthiness and credibility of Mount Bromo contribute significantly to the formation of positive associations, influencing tourists to visit the destination.

The fifth hypothesis was accepted, suggesting that destination reputation significantly impacts Visit Intention with a CR score of 2.666. This finding accords with the outcomes presented by Yu et al. (2023), Abdullah and Budiman (2019), Balakrishnan and Foroudi (2020), Agmeka et al. (2019), Aradena et al. (2020), Jung and Seock (2016). Accordingly, we can attribute the significant impact of destination reputation on visit intention to the positive perceptions and reputation associated with Mount Bromo. Yu et al. (2023) emphasised the influential role of destination reputation in shaping tourists' intentions to visit, highlighting the importance of a favourable reputation for attracting visitors. In addition, Abdullah and Budiman (2019), Balakrishnan and Foroudi (2020), Agmeka et al. (2019), Aradena et al. (2020), and Jung and Seock (2016) also demonstrated the substantial influence of destination reputation on visit intention, indicating that a positive reputation enhances tourists' likelihood of intending to visit Mount Bromo.

Besides, the sixth hypothesis was accepted, indicating that the destination association significantly impacts visit intention with a CR score of 3.641. This observation is in line with the outcomes demonstrated by Rizkianti and Kurniawati (2021), Le-Hoang et al. (2020), Kurniawan and Diryana (2015), and Rungsisawat and Sirinapatpokin (2019). In this context, we can attribute the substantial impact of the destination association on visit intention to the tourists' perceptions of Mount Bromo. Rizkianti and Kurniawati (2021) emphasised the influence of brand association on visit intention, suggesting that a positive association with a destination contributes to an increased intention to visit. Likewise, Le-Hoang et al. (2020), Kurniawan and Diryana (2015), and Rungsisawat and Sirinapatpokin (2019) demonstrated the importance of destination association in shaping tourists' intentions to visit. The positive reputation and associations linked with Mount Bromo contribute significantly to the heightened intention among tourists to visit the destination.

CONCLUSION

The findings of the current study revealed several insights into tourists' behaviour regarding the volcano, Mount Bromo. One important finding is that tourists' awareness of the destination has significant impacts on its reputation and association. It means the more tourists are informed of Mount Bromo's existence, the more positive the destination's reputation and association will be. Another significant finding is that destination credibility is crucial in shaping tourists' views of destination reputation and association. It was also confirmed that a positive destination reputation has a significant impact on visit intention. Furthermore, how tourists associate themselves with Mount Bromo influences their intention to visit the destination. The findings of this study provide a deeper understanding of the factors that influence tourist perceptions and visit intentions. One significant contribution is the confirmation that destination awareness significantly influences destination reputation and association. It strengthens the theoretical basis that tourists' knowledge and information about a destination shape their perception and relationship within it. The study also contributes to understanding the role of destination credibility in shaping destination reputation and association with tourists. It provides a conceptual framework that considers how trust in a destination influences positive perception. Moreover, the study found a positive relationship between destination reputation and visit intention, which complements the understanding of the relationship between destination image and tourist motivation. Lastly, the study's discovery that associating a destination influences visit intentions completely helps to understand the connection between tourists and destinations.

This study has highlighted valuable insights for managing tourism destinations, particularly for enhancing the attractiveness of Mount Bromo and increasing visits to such destination. The research findings suggest that increasing awareness about the destination can significantly influence positive perceptions and emotional connection. Moreover, emphasising trust, transparency, quality services, and responsible management can boost a destination's credibility and

reputation. Building a positive image of Mount Bromo through unique promotional programs and improving tourism services can also increase visit intentions. Finally, creating experiences that evoke emotions and a close relationship between tourists and destinations can enhance visitor associations with Mount Bromo. These implications can guide practitioners in the tourism industry to design effective strategies for destination management.

The study found several limitations that should be acknowledged. Study results revealed a significant relationship between variables of destination awareness, credibility and reputation, and visitation intentions. However, the model tested may only capture a few factors that may influence tourist behaviour. Other variables such as individual preferences, previous experience, or external factors may also play a significant role in shaping the visitation intention, but were not considered in this study. Future research should broaden the range of variables included in the analytical model. Variables such as price, transport accessibility, or local cultural factors can provide further insight into the factors influencing tourists' intentions to visit Mount Bromo. Finally, further study could include a more in-depth analysis of how psychological and emotional factors influence the relationship among the selected variables.

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