

BOOSTING COFFEE TOURISM: LINKING VISIT INTENTION AND STORYTELLING ENGAGEMENT IN HOLIDAY CONTEXTS

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Abstract: Coffee plantations are being established as tourist attractions in most nations and are contributing towards the growth of niche tourism. The aim of this research is to examine the factors that influence tourists' visit intention and storytelling intention towards coffee plantations for leisure activities. Data were collected online from 231 tourists using the convenience sampling technique. Exploratory factor analysis (EFA) and structural equation modelling (SEM) were utilized in the analysis of the data and testing the hypothesized relationship between the variables. The results show that reputation for the destination has significant effects on self-esteem and on destination trust. Destination trust also has significant effects on storytelling intention positively and self-esteem has significant effects on visit intention. Narcissism has no significant effects on self-esteem or on destination trust. These results enrich the theoretical knowledge pertaining to the behaviour of consumers, particularly in the field of marketing the destination and sustainable development of tourism. By revealing the psychological factors such as self-esteem and the importance of the role played by trust in shaping the behavioural intentions among tourists, this research brings new insights into sustainable marketing for coffee tourism. From the practical point of view, the results suggest that stakeholders in coffee tourism and the marketers of the destination should take the initiative in the development of strong reputation for the destination and the creation of high levels of trust and positive self-perception among the tourists in order to enhance engagement and visit rates. These insights are essential in the marketing of the coffee plantations not only as agricultural farms, but also as sustainable tourist attractions that offer unique, significant experiences and also contribute towards the economies and cultural heritage. This research enriches the literature on coffee tourism and contributes towards the strategic growth in the global tourism industry.

Keywords: coffee tourism, consumer behaviour, destination marketing, storytelling, sustainable tourism

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INTRODUCTION

Coffee tourism has emerged as a significant segment in sustainable and experience-based tourism that offers tourists immersive encounters in coffee production, processing, and consumption. As consumers demand more gastronomy and authentic rural experiences, coffee tourism gains momentum globally, particularly in coffee-producing countries such as Indonesia, Vietnam, Ethiopia, and Brazil (Uwimana & Uwimpuhwe, 2022). Not only does coffee tourism highlight the local heritage and culture but also contributes towards rural development and the diversification of farmers' revenues (Woyesa & Kumar, 2021). In Vietnam, coffee tourism has been integrated into the broader concept of memorable tourism experience where landscape, storytelling, and cultural experience create tourists' memorable images (Chen et al., 2021).

In Indonesia's Toraja region, coffee tourism has been utilized as a strategic marketing tool for enhanced destination image and sustainable tourism development (Hasyim et al., 2023). Moreover, coffee tourism aligns with the global trend towards green and community-based tourism, prioritizing conservation, community empowerment, and education for visitors (Hakim et al., 2022). Integrating coffee tourism with gastronomy also generates additional value, as in the case of Vietnam where culinary coffee tourism appeals to diverse tourist niches (Vu et al., 2023).

Recent studies also indicate the growing demand for coffee-themed souvenirs and interactive activities that reflect the tourists' need for more interaction than just consumption (Pan, 2023). Overall, the emergence of coffee tourism emphasizes the potential for sustainable economic growth, the protection of cultures, and enhanced tourist satisfaction.

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A number of studies have examined the determinants of the intention to engage in storytelling in the contexts of tourism and marketing. More specifically, storytelling has been found to be an effective means to engage consumers, build trust, and promote behavioural intention. As an illustration, Kim et al. (2020) established that tourists' behavioural intentions were significantly influenced by trust in medical tourism agents that resulted from the attributes of storytelling.

In the same vein, Lund et al. (2018) highlighted that social media storytelling contributes significantly towards the development of destination brands and trust that directly impacts the engagement in storytelling. Whilst Goli et al. (2021) demonstrated in another study how storytelling on social media impacts tourists' intentions and perceptions towards the visitation of places like Qeshm Island. Atiq et al. (2022) examined influencer marketing using Instagram and proved that storytelling content promotes audience engagement based on the sense of relatability and trust.

Woldarsky (2019) examined the wine tourism industry and found that the use of storytelling triggers emotional engagement and builds trust that results in influencing consumers' behaviour. Lastly, Jo et al. (2022) analysed the contribution that tourism storytelling makes towards the development of brand value, emotional attachment (love marks), and the development of the relationship between tourists and places.

Several studies have investigated the determinants of visit intention among tourists in the case of coffee tourism. For example, Suhud et al. (2022) explored the influence of novelty seeking, tourist experience, perceived value, and destination image on visit intention among tourists towards coffee plantations and found that experience and novelty seeking were significant determinants of visit intention. Whereas Suhud et al. (2024) examined the influence of electronic word-of-mouth and destination publicity on visit intention and found that both were significant determinants in the case of coffee plantations. Woyesa & Kumar (2021) employed the sustainable livelihood approach in exploring the potential of coffee tourism in the case of rural Ethiopia and found visit intention as one of the main outcomes of sustainable tourism development. Uwimana & Uwimpuhwe (2022) evaluated coffee-based tourism in Rwanda and established determinants influencing tourists' visit intention towards coffee-based attractions. Smith et al. (2019) also analysed the behaviour, demand, and gratifications among tourists in the case of coffee tourism and reaffirmed the roles of satisfaction and motivation in influencing visit intention. Lastly, Setiyorini et al. (2023) offered a critical review of coffee tourism where visit intention was one of the overarching concerns in the case of consumer behaviour research in this field. These studies cumulatively indicate the growing academic interest in the determinants of visit intention in the case of coffee tourism that contributes to the broader disciplines of consumer behaviour and destination marketing.

In contrast to the sheer volume of research that has examined the intention to talk about visits and the intention to visit in other touristic environments, few specific researches have been conducted on these behavioural outcomes within the coffee tourism setting. That gap serves to highlight the need for further research into the specific dynamics within coffee tourism, that specialized segment integrating cultural, agricultural, and experience-based elements.

As the state of the field, the current research bridges that gap by exploring the roles that reputation for the destination, narcissism, trust in the destination, and self-esteem play in influencing tourists' intention to talk about visits and intention to visit coffee plantations. Through the analysis of these psychological and destination-specific variables, the research endeavours to shed more light on what motivates tourists not only to visit coffee plantations but also to communicate about them, contributing both to academic discourse and practical marketing strategies.

Variables such as reputation of the destination, narcissism, and self-esteem are critical in the analysis of visit intention and sharing intention in the case of coffee tourism. Destination reputation is the most critical determinant for the behavioural intentions of tourists because positive reputation accumulates trust and emotional affinity towards a destination leading to sharing and repeat visitations (Chen et al., 2021). Narcissism pertains to self-presentation motivations where narcissistic individuals are likely to participate in sharing because sharing serves as self-enhancement strategy by using the media and public narratives for self-presentation (Song et al., 2024).

Destination trust has strong effects on the visit and recommendation intentions among tourists, especially when emotional trust is accumulated by authentic experience and narratives (Kim et al., 2020). Self-esteem also has effects on the ways in which individuals interact with places and communicate about places; individuals who possess high self-esteem are likely to participate in sharing and repeat visit intentions because these activities enhance positive self-image (Hasyim et al., 2023). In the case of coffee tourism where intense and sensory engagement is the priority, these variables become more critical in shaping the engagement and word-of-mouth behaviour among tourists.

These psychological and perceptual variables need to be understood in order to formulate effective marketing strategies for the destination and enhance sustainable development of the tourism.

Coffee tourism in Indonesia is rapidly becoming one of the major sectors in the country's sustainable tourism industry by harnessing the cultural, ecological, and economic potential of the renowned coffee-producing regions. Some places such as Banyuwangi and Toraja have actively promoted coffee tourism by integrating coffee cultivation among the locals and ecotourism and cultural interactions. Banyuwangi, for instance, has developed its coffee landscapes within the geopark-based conservation and tourism system and offers visitors both ecological education and coffee-based activities (Hakim et al., 2022). Similarly, Toraja has increased the tourism appeal by positioning the coffee of Toraja as a cultural and economic icon that boosts the positive image of the area (Hasyim & Mardi Adi Armin, 2022). Moreover, the community-based coffee agro-tourism models in East Java have demonstrated the potential for the involvement of the community in tourism activities and the resultant sustainable development that follows (Hidayat et al., 2023). Coffee tourism in Indonesia not only focuses on creating memorable moments but also contributes towards the conservation of the environment and the preservation of the culture. Green tourism programs in coffee plantations in Puncak, Bogor, Indonesia, emphasize landscape sustainability while boosting tourist interaction (Prihayati & Veriasa, 2021).

LITERATURE REVIEW

Destination Reputation

Destination reputation is the overall impression and judgment that stakeholders such as tourists, the community, and the tourism industry have about the tourist destination. It results from the influence of numerous factors such as the quality of services offered, the cultural heritage, environmental sustainability, and the overall experience that visitors have gained. Arumugam et al. (2023) point out that reputation at the destination results from the influence of cultural attractions, safety, accessibility, and the warmth of the reception. Azinuddin et al. (2022) also point out the influence that word-of-mouth and digital media have on stakeholders' opinions that allow tourists to differentiate between good and bad-quality tourist attractions. Baber & Baber (2023) point out that managing reputation online is essential because the reputation has a significant influence on tourists' choice of where they want to visit. Gorji et al. (2023) build on this by pointing out that the factors that influence reputation include perceived risk and sanctions, meaning that both repeat visitors and would-be visitors have a contribution towards the reputation. Hassan & Soliman (2021) also point out that reputation at the destination promotes confidence and repeat visitation if supported by socially responsible behaviour. Elsewhere, Ibrahim et al. (2023) perceive reputation at the destination as the outcome of consumers' perception of the performance in the past and the interaction between stakeholders that creates the distinct image of the location.

Overall, these studies point out that reputation at the destination has an essential contribution towards marketing the destination by influencing the behaviour of tourists, competitiveness, and long-term sustainability.

Reputation and trust between the tourist and the destination have been one of the most critical areas of research in the context of tourism and destination marketing. Destination reputation has been understood as tourists' belief regarding the history and potential of the destination based on cultural appeal, governance, and social responsibility (Su et al., 2020). Tourists establish trust based on the perceived reputation of the dependability, safety, and quality of services by the destination, all being critical in the mitigation of perceived risk and uncertainty (Hayran & Ceylan, 2023). Although there are few empirical analyses that test the effect of the reputation of the destination on the establishment of trust directly, the general consensus remains that good reputation builds trust by implying competence and credibility. This also finds support in the fact that tourists determine the trustworthiness of the destination based on the perceived honesty, benevolence, and competence by the tourists themselves (Tong et al., 2022). Hence, the development of strong reputation for the destination is critical in the development of trust that stimulates positive behavioural intentions like storytelling and visit intention.

Destination reputation, often hypothesized as the public's common perception and recognition of the value and image of a destination, has been found to influence psychological constructs such as self-esteem. Positive destination reputation has the effect of boosting the self-evaluation of tourists, particularly when they identify themselves with highly rated or respected destinations. When individuals perceive a destination as being reputable or worthy, going or identifying with such destinations has the capacity to enhance self-esteem by means of processes involving social comparison and self-congruity. Xu et al. (2023) note that exposure to highly rated tourist destinations on the media has the effect of shaping the views that people have about themselves, particularly when comparing themselves against others' experience, potentially elevating or diminishing self-esteem depending on the nature of the comparison.

Moreover, Wen & Huang (2020) have also established that travelling to symbolic or socially valuable places, i.e., risky or unstable places, generates feelings of personal achievement and therefore positively contributes towards self-esteem. Brand personality self-congruity also accounts for the fact that consumers derive self-worth from similarity between themselves and highly reputed places and that the reputation of the place can validate one's self-concept (Lee et al., 2018). Krasa et al. (2023) confirm the same by describing that the perceived value addition by the destination brand has the ability to improve the self-image and the self-esteem of individuals.

In addition, social identity theory holds that people gain self-esteem partly by being members of specific groups; hence identification with a high-status location also offers a means for self-esteem enhancement (Parera et al., 2020). Finally, the effect of reputation on self-esteem emphasizes the convergence between marketing for the destination and the psychology of consumers, implying that marketers have the potential to build positive self-conception among visitors by developing and conveying the reputation of the destination.

Based on the result of previous research, the following hypotheses have been formulated.

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

H2 – Destination reputation will have a significant impact on self-esteem.

Narcissism

Narcissism has been defined as one personality trait that encompasses having excessive or grandiose self-importance, the need for excessive admiration, and the deficiency in empathic feelings towards others. It ranges on a scale from healthy self-esteem to pathological narcissism that manifests as exploitative or manipulative behaviour. Narcissism has been debated in the context of self-esteem and research suggests that narcissism and self-esteem are connected yet distinct in the roles that they have in the behaviour and psychological outcome of individuals (Cichocka et al., 2024). Recent research has also examined the nexus between narcissism and internet behaviour, most prominently in the use of the internet and social media. Narcissistic individuals have been found to indulge in more frequent and strategic self-presentation on the internet and the use of social media as means of seeking likes and comments as forms of endorsement (Gemilani et al., 2022; Grieve et al., 2020). These self-presentation activities may result in the creation of behaviours that result in internet and social media addiction that leading to dependency and self-reinforcing narcissistic tendencies (Priyadhersini et al., 2022). Narcissism has also been linked to other forms of behavioural addiction such as compulsive spending and drug use where

external stimuli are employed as means to enhance self-esteem (Salazar et al., 2021; Uzarska et al., 2023). These activities usually become the means by which narcissistic individuals handle deep-seated insecurities or defend themselves against feelings of inferiority. Emerging research on narcissism emphasizes the relevance of narcissism in psychological and consumer behaviour disciplines, most prominently in the internet where means for self-presentation are easy and abundant.

Narcissism as a personality trait involving an inflated sense of self and the need for admiration may also influence tourists' beliefs and attitudes, including the level of trust towards tourism destinations. Nevertheless, empirical evidence concerning the direct relationship between narcissism and the level of trust towards tourism destinations remains rare and inconclusive. Narcissistic individuals are typically characterized by scepticism and low levels of trust towards others because they are self-serving and superior in nature (Cikrikci & Yalcin, 2023). Consequently, they may have low levels of trust towards tourism destinations if the destination does not fulfil their status and admiration expectations (Çevik et al., 2021). Narcissists may also view destinations instrumentally, valuing them primarily for self-presentation or social media admiration (Ekşi, 2012).

In contrast, there are results that indicate that narcissism does not significantly influence destination trust because narcissistic consumers may rely more on reputation or external approval (e.g., peer ratings, image of the destination) than on internalized trust (Suhud et al., 2023). These conflicting results indicate that the relationship between narcissism and destination trust may rely on other psychological or contextual factors, such as self-esteem or activity on social media (Miteva, 2024). Additionally, the influence of narcissism on trust may differ depending on the capacity of the destination to fulfil narcissistic needs for status and recognition (Lee & Sung, 2016). Therefore, there is need for more research to better elucidate the multifaceted effects of narcissism on destination trust in diverse tourism contexts.

Research on the connection between self-esteem and narcissism has found the connection between the two to be complicated and nuanced. Narcissism, which in most instances is characterized by grandiosity, sense of entitlement, and need for admiration, can have both positive and negative influences on self-esteem. Whereas some studies show that narcissism can reinforce self-esteem by reaffirming individuals' sense of self-worth by obtaining external validation and admiration (Cichocka et al., 2024), the connection is not entirely positive. People who possess vulnerable narcissism have been found to have lower self-esteem because they are extremely sensitive to criticism and need constant approval (Grieve et al., 2020). Moreover, seeking admiration through presenting oneself deceptively, in most instances through social media postings, may reinforce self-esteem in the short term but ultimately lead to emotional exhaustion and loss of authentic self-esteem (Gemilani et al., 2022). In contexts such as substance use, narcissism has been found to be connected to self-esteem management techniques where people engage in risky behaviour as a means of upholding the self-image that they have of themselves (Priyadhersini et al., 2022). Some scholars are of the view that narcissistic tendencies can serve as a defence mechanism for low self-esteem where people make up for feelings of insufficiency within themselves by being overly self-promotional (Salazar et al., 2021). Thus, even though the connection between narcissism and self-esteem exists, the nature of the connection differs significantly based on contextual circumstances and the expression of narcissism. That complication demands caution in the scrutiny of the effect that narcissistic tendencies have on self-esteem across different settings.

Thus, the following hypotheses are proposed:

H3 – Narcissism will have a significant impact on destination trust.

H4 – Narcissism will have a significant impact on self-esteem.

Destination Trust

Destination trust is one of the most important constructs in the literature on tourism that represents the tourist's belief in the dependability, integrity, and proficiency of the destination and stakeholders. It is a multi-faceted construct that comprises tourists' belief in the integrity, goodwill, and capability of residents and providers of services in the destination (Su et al., 2020). It goes along with high visit intention, repeat visit intention, or recommendation intention towards the destination and hence one of the basic determinants of tourist behaviour in the tourism environment (Hefny, 2021). Osadchuk et al. (2021) argue that trust is created by the transparency and integrity of the services offered and functions to reduce perceived risk and uncertainties. Not only does trust result from past experience, but also functions as the critical mediator between constructs such as destination reputation and word-of-mouth intention (Tong et al., 2022). Notably, the confidence that the destination has in delivering what it promises also results in long-term relationship and loyalty towards the destination (Suhud et al., 2023). In practice, the trust is measured against the most important attributes such as the quality of the infrastructure, the level of safety standards, and the perceived transparency of the services offered (Su et al., 2022). It is most important in the highly competitive tourism environments where tourists are faced by numerous options and need to ensure that the expectations will be met.

Self-esteem also largely contributes towards the influence on many behavioural intentions among them being the intention to tell stories in the tourism environment. Individuals with high self-esteem have good self-perception and are likely to perform activities that enhance self-concept and status. In the tourism environment, in the case of experience-based attractions like coffee plantations, self-esteem motivates tourists to tell the experience as a means of self-affirming and presenting positive self-image. According to Pop et al. (2022), self-esteem has positive effects on social behaviour like sharing experience that constitutes the essential element of the intention to tell stories. Rossi et al. (2020) also claim that persons with higher self-esteem are better able to cope with the need for external approval and hence have higher confidence in sharing personal narratives. Gozali (2022) suggests that self-esteem enhances the predisposition towards communication and participation that is necessary for the behaviour of telling stories. Acosta-Gonzaga (2023) depicts that self-esteem has strong implications for participation that resonates towards the proactive sharing of experience in the case

of telling stories. Tus (2022) also proved that persons with high self-esteem have higher self-efficacy that enhances the likelihood of sharing the experience confidently. Finally, Krauss & Orth (2022) point out that positive work experience enhances self-esteem and by extension encourages the expression behaviour that comprises the intention to tell stories. In general, the above evidence supports that self-esteem has the potential to act as a strong psychological driver for the intention to tell stories among tourists.

Based on the results of previous researches, the following hypothesis has been developed for testing.

H5 – Destination trust will have a significant impact on storytelling intention.

Self-Esteem

Self-esteem is the overall judgment that one makes about themselves or themselves in general, reflecting both emotional and cognitive assessments of the self. Self-esteem entails beliefs about the self and emotional states such as pride or shame based on the positive or negative views that people hold about themselves (Gultom & Oktaviani, 2022). High self-esteem is associated with confidence, self-respect, and the ability to cope positively with life's challenges (Tus, 2022), while low self-esteem tends to correlate with doubt about oneself, anxiety, and poor psychological health (2020). Self-esteem in the workplace impacts satisfaction at work, commitment, and accommodation to the career, especially in careers that require services such as the hotel industry (Jung et al., 2023). Self-esteem also pertains to academic performance where high self-esteem individuals are more committed and driven (Acosta-Gonzaga, 2023). Self-esteem in the use of social media also impacts the self-perception that young users have about themselves and makes them vulnerable to loneliness and body image concerns (Pop et al., 2022). Additionally, participation in sport increased self-esteem, self-image, and self-efficacy among students (2020). These researches point towards the significant contribution that self-esteem makes in all life situations and suggest that self-esteem is an essential psychological resource that dictates behaviour, performance, and well-being.

Self-esteem, or one's negative or positive self-assessment, has long been established as a determinant of behaviour in most situations, including tourism. Self-esteem in tourism has a contribution to psychological well-being and shapes the behavioural intentions of tourists, including the intention to visit a place. Those with high self-esteem are likely to feel deserving enough to engage in leisure activities and are likely to seek activities that reinforce one's self-worth, for example, by visiting destinations that reinforce one's self-concept or increase one's social standing (Gultom & Oktaviani, 2022). Self-esteem has a positive contribution to one's confidence in making decisions, including travel decisions, and thus, visit intention increases. Pop et al. (2022) posit that self-esteem affects one's social behaviour that might be in the form of greater motivation for discovery and exploration of new destinations. Similarly, Tus (2022) identifies that self-esteem has positive relation with self-efficacy that persuades one to believe that he or she can undertake some travel activities. Self-esteem also protects against stress and anxiety that leads one to seek enjoyable and fulfilling activities such as travelling (Rossi et al., 2020). Gozali (2022) also confirms that higher self-esteem fosters positive attitude and positive behaviour in personal and social life that leads to proactive intentions such as visiting a coffee estate. Suhud et al. (2023) identify that self-esteem, along with narcissism, is one psychological determinant of tourism addiction and preferred destinations.

Based on the previous literature, the following hypothesis is suggested:

H6 – Self-esteem will have a significant impact on visit intention.

As indicated in Figure 1 the theoretical framework investigates the interactions between destination reputation, narcissism, destination trust, self-esteem, and the resultant behavioural intentions. Specifically, the framework hypothesizes that the reputation of the destination positively influences both the trust in the destination (H1) and self-esteem (H2), while narcissism would have effects on the trust in the destination (H3) and self-esteem (H4). Secondly, the trust in the destination would enhance the intention to tell the story (H5), while self-esteem would strengthen the visit intention (H6). Empirical results, as shown in the included table, confirm significant effects for H1, H2, H5, and H6 while the effects for H3 and H4 are not supported. These results highlight the strong mediating roles played by trust and self-esteem in shaping the intention of tourists to tell the story and visit. The framework provides systematic direction towards the understanding of the interactions between the image of the destination and psychological attributes in shaping engagement and visitation in the coffee tourism environment.

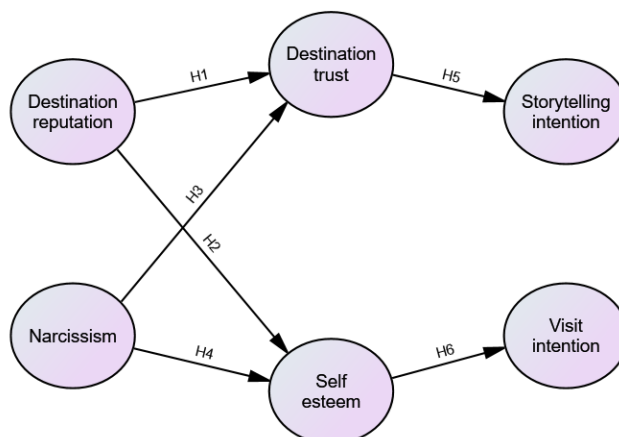


Figure 1. The Theoretical Framework (The researchers, 2025)

METHODS

Measures

These variables were operationalized using indicators taken from previous research for theoretical relevance and validity in terms of measurement. Destination Reputation was measured through the research conducted by Yamashita & Takata (2020) and reflects the tourists' belief concerning the image and credibility of the destination.

Destination Trust was measured using indicators taken from Su et al. (2022) and represents the dependability and confidence tourists have towards the destination. Narcissism was measured by the scale of Emmons (1984) and represents self-admiration and the need for admiration in the presence of others. Self-esteem was measured using items taken from the Rosenberg Self-Esteem Scale (2015) and modified by Dobson et al. (1979) that measures the overall self-evaluation of one's self-worth. All the measures were taken on the 6-point Likert-type scale that ranged from 1 (strongly disagree) to 6 (strongly agree). The scale allowed the participants to express varied levels of agreement and provided more sensitive measures for analysis. Validated and translated instruments guarantee the enhanced reliability and consistency in the measures across all the constructs that enhance the strength of the results.

Data Analysis Methods

This quantitative data for the study were analysed using four systematic steps for ensuring the validity, reliability, and accuracy of the results. Step one involved validity testing using Exploratory Factor Analysis using the software package SPSS version 29. In this case, any indicator that had the factor loading of 0.4 or higher was considered valid. Step two involved testing the reliability using Cronbach's alpha values using the software package SPSS version 29. Any construct that had the alpha value of 0.7 or higher was considered reliable as this indicates internal consistency among the indicators. Step three involved the testing for Average Variance Extracted for the purpose of testing the convergent validity where the threshold value considered was 0.5 or higher.

Step four consisted of hypothesis testing using the Structural Equation Model (SEM) from version 29 of the program AMOS. Any hypothesis would be accepted if the Critical Ratio (CR) was 1.96 or higher, indicating statistical significance at the level of 0.05. Secondly, both Exploratory factor analysis (EFA) and structural equation modelling (SEM) results were also tested for the models' fitness using the common indices. According to these criteria, the well-fitting model would have the following: p-value between 0.05 and 1.00 (Schermelleh-Engel et al., 2003), between 0 and 2.00 for the X^2/df (Tabachnick et al., 2007), between 0.95 and 1.00 for the CFI (Hu & Bentler, 1995), and between 0 and 0.05 for the RMSEA (Browne & Cudeck, 1992). These rigorous analysis processes ensured the strength and scientific validity of the results from the study.

RESULTS

Participants

As indicated by Table 1, the profile of the 232 participants offers information about the sample's demographics. Respondents were predominantly female (62.9%), whereas males made up 37.1%. In terms of educational background, most participants held an undergraduate level of education (52.2%), followed by senior high school education (28.4%), diploma education (8.6%), and postgraduate level education (8.2%).

Table 1. Profile of Participants

Profile	Frequency	Percent
Sex	Male	86
	Female	146
	Total	232
Level of education has been completed	Less than high school	6
	Diploma	20
	Postgraduate	19
	Undergraduate	121
	High school	66
Group of age	>40	12
	17-20	29
	21-25	68
	26-30	82
	31-40	41
Occupational status	Employed	157
	Unemployed	42
	Self-employed	33
Marital status	Unmarried	105
	Separated/divorced	7
	Married	119
	Widowed	1
Experience visiting coffee plantation	No	79
	Yes	153

Fewer than half (2.6%) had less than high school education. Their age distribution lay within the younger ranges, where the largest segment fell within the age group 26–30 years old (35.3%), followed by the age group 21–25 years old

(29.3%), the age group 31–40 years old (17.7%), and the age group 17–20 years old (12.5%), whereas only 5.2% were older than 40 years. In terms of occupation status, the most respondents were employed (67.7%), whereas others were unemployed (18.1%) or self-employed (14.2%). In terms of marital status, just more than half were married (51.3%), whereas 45.3% were unmarried, whereas 3.0% were separated/divorced and 0.4% were widowed. Importantly, 65.9% of the participants had experience going to the coffee plantation before, whereas 34.1% did not. These demographics provide the background for the interpretation of the findings and indicate that the insights are most applicable to the younger, educated, and professionally engaged individuals who have experience in coffee tourism activities (Table 1).

Data Validity, AVE, and Reliability Tests

As shown in Table 2, the validity and reliability of the measurement model were tested using factor loadings, average variance extracted (AVE), and Cronbach's alpha. All constructs possess good internal consistency because Cronbach's alpha ranges from 0.833 to 0.914 and is higher than the minimum acceptable value of 0.7. All constructs also possess AVE values above the minimum acceptable value of 0.5, implying good convergent validity.

Table 2. Results of Data Validity, AVE, and Reliability Tests

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
	Storytelling Intention		0.631	0.902
Si1	If I have the opportunity to visit a coffee plantation, I will tell my experience in great detail.	0.836		
Si7	Telling my experience to a coffee plantation will satisfy my intellectual needs.	0.821		
Si6	Telling my experience visiting a coffee plantation will be informative.	0.809		
Si4	Telling my experience visiting a coffee plantation will be fun.	0.795		
Si5	Telling my experience visiting a coffee plantation will be like giving knowledge to others.	0.781		
Si2	If I have the opportunity to visit a coffee plantation, I will tell my experience realistically.	0.773		
Si3	If I have the opportunity to visit a coffee plantation, I will tell my experience so that others can understand it.	0.740		
	Destination Reputation		0.607	0.837
Dr3	People respect coffee plantations very much.	0.797		
Dr5	The good reputation of this coffee plantation is supported by its history.	0.790		
Dr1	The coffee plantation has a very good reputation.	0.784		
Dr4	People speak very well of the coffee plantation.	0.775		
Dr2	The coffee plantation has a better reputation than other plantations.	0.749		
	Narcissism		0.568	0.914
N1	I enjoy compliments.	0.812		
N7	Being the centre of attention suits me well.	0.812		
N4	I have a natural ability to persuade others.	0.802		
N6	I enjoy being the centre of attention.	0.776		
N8	I am assertive.	0.776		
N5	I consider myself unique.	0.764		
N3	Everyone keeps telling me I am good, therefore I know I am good.	0.757		
N9	I always know exactly what I am doing.	0.722		
N10	I would consider myself a strong person.	0.720		
N2	I would be an extraordinary person.	0.565		
	Self-Esteem		0.546	0.833
Se2	I consider myself worthy, at least on par with other people.	0.747		
Se4	Overall, I am happy with who I am.	0.745		
Se6	I have a good view of myself.	0.743		
Se5	I wish I had higher self-esteem.	0.737		
Se3	I believe I have many positive qualities.	0.735		
Se1	I, like most people, am capable of performing a variety of tasks.	0.726		
	Destination Trust		0.608	0.838
Dt5	I believe there are clear standards for coffee plantation travel management.	0.803		
Dt3	I hope that the tourism service facilities on the coffee plantation are humane.	0.786		
Dt1	I believe that the coffee plantation community will try to understand my needs.	0.785		
Dt2	I hope that the coffee plantation community will actively offer help when I am in trouble.	0.775		
Dt4	I believe there are clear guidelines for coffee plantation travel services.	0.749		
	Visit Intention		0.719	0.867
V2	I will try to visit a coffee plantation in the near future.	0.881		
V4	I am willing to visit a coffee plantation in the near future.	0.860		
V1	I plan to visit a coffee plantation in the near future.	0.839		
V3	I suggest visiting a coffee plantation in the near future.	0.808		

Storytelling intention possesses both the AVE value of 0.631 and Cronbach's alpha value of 0.902, implying high construct validity and reliability. Constructs such as destination reputation, destination trust, self-esteem, narcissism, and visit intention also possess satisfactory psychometric properties. Each indicator within the constructs possesses sufficient

factor loading, usually above the minimum acceptable value of 0.7, supporting the measurement model. These results confirm that the measures used in the study are both valid and reliable for the analysis of tourists' psychological feelings and behavioural intentions in the case of coffee tourism. Validated constructs form a good foundation for the subsequent structural equation modelling analysis by ensuring that observed variable relationships are based on good measurement.

Hypotheses Tests

Fig.2 illustrates the structural model testing the factors influencing visit intention for the purpose of vacationing at the coffee plantations. The model fits well by having the probability score of 0.202, CMIN/DF of 1.137, CFI score of 0.994, and RMSEA of 0.024, and hence the hypothesized relationship holds good for the observed data. From the model, we learn that the reputation for the destination significantly positively contributes towards the destination trust (0.77) and self-esteem (0.67), and this indicates that the reputation for the destination being good is essential in creating the sense of faith and elevating the self-perception of the tourists. While the impacts of narcissism are relatively weaker on both the destination trust (0.27) and self-esteem (0.29), the variable appears less important in influencing the tourist behaviour.

Destination trust significantly influences the intention towards storytelling (0.92), and this indicates that the tourists having the faith in the destination would likely tell stories. Self-esteem significantly contributes towards visit intention (0.73), and this means that the higher the self-confidence among the tourists, the higher the likelihood that they would plan the visits for recreational purposes at the coffee plantations. Overall, creating the reputation and the faith for the destination and the self-esteem among the tourists are essential in creating the visit intention for the case of coffee tourism.

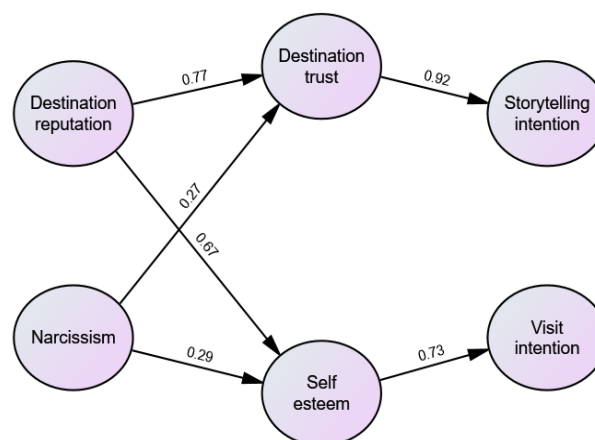


Figure 2. The Structural Model of the Theoretical Framework

Outcomes presented in Table 3 recognize the most influential determinants of visit intention towards coffee plantations for leisure. Specifically, reputation significantly determines self-esteem (H2: C.R. = 3.570, $p < 0.001$) and destination trust (H1: C.R. = 4.429, $p < 0.001$), meaning that reputation positively impacts tourists' self-confidence and belief in the destination. Nevertheless, narcissism does not significantly affect either self-esteem (H4: $p = 0.131$) or destination trust (H3: $p = 0.113$), meaning that self-focused personality does not significantly affect influencing self-perception or belief in the destination. Importantly, destination trust significantly determines the intention to communicate about the visit (H5: C.R. = 12.605, $p < 0.001$), meaning that the most trusted places are most likely communicated about by tourists. Finally, self-esteem significantly determines visit intention (H6: C.R. = 8.228, $p < 0.001$), stressing the importance of positive self-perception in motivating tourists' visit towards coffee plantations for leisure. These outcomes provide evidence that reputation improvement and the development of self-esteem and trust are essential strategies for engaging the visitors and inducing word-of-mouth tourism.

Table 3. Results of the Hypotheses Tests (The researchers, 2025)

Hypotheses	Paths	C.R.	P	Results
H1	Destination reputation > Destination trust	4.429	***	Accepted
H2	Destination reputation > Self-esteem	3.570	***	Accepted
H3	Narcissism > Destination trust	1.586	0.113	Rejected
H4	Narcissism > Self-esteem	1.509	0.131	Rejected
H5	Destination trust > Storytelling intention	12.605	***	Accepted
H6	Self-esteem > Visit intention	8.228	***	Accepted

DISCUSSION

The finding that reputation enhances destination trust (H1) highlights the crucial role of perceived credibility in shaping tourist behavior. When a coffee tourism destination is viewed as reputable, it signals quality, consistency, and reliability, which in turn fosters emotional and cognitive trust among potential visitors. This trust reduces perceived risk and increases tourists' willingness to visit, endorse, and return to the location.

In practice, destination marketers should actively manage their reputation by leveraging visitor testimonials, ensuring service consistency, and engaging in transparent communication to build long-term trust with tourists.

This finding agrees with current studies. For example, Widjaja (2020) emphasized that positive reputation at the destination leads to greater trust, most specifically in heritage and eco-tourism settings. Similarly, Broad (2020) ascertained that reputation and destination branding have considerable influences on tourists' trust and satisfaction in the case of rural tourism. Hayran & Ceylan (2023) also demonstrated that reputation is one of the most significant antecedents to trust that has impact on both behavioural intentions and emotional commitment in the case of experiential tourism. The verification of H1 is therefore in agreement with the overall theoretical point of view that reputation lays the foundation for building trust, most specifically in specialist tourism segments such as coffee tourism where authenticity and quality matter most in the minds of the tourists.

The relationship between destination reputation and tourist self-esteem (H2) suggests that individuals derive a sense of pride and psychological affirmation from associating with well-regarded locations. When a coffee tourism destination is perceived as reputable, visitors may feel validated in their choice, experiencing heightened self-worth due to the association with quality and social approval. This aligns with the idea that travel decisions can contribute to one's self-concept, as people often seek experiences that reflect positively on their identity. As such, destination branding that emphasizes prestige, authenticity, or excellence can strengthen not only tourists' perceptions but also their personal identification with experience.

This finding concurs with the existing literature. Xu et al. (2023) found that reputation for the destination positively impacts self-esteem as tourists seek self-affirmation by choosing preferred social experiences.

Similarly, Wen & Huang (2020) established that tourists equate self-worth with the image and reputation of the destination, leading to enhanced self-esteem when consuming well-reputed destinations. Krasa et al. (2023) also highlighted that positive indicator for the destination, including reputation, enhance psychological states like self-esteem, especially in the case of experience tourism. Hence, the acceptance of H2 supports the fact that reputation for the destination not only has external behavioural implications but also internal psychological states and therefore continues to remain an essential marketing and experience design variable in the case of coffee tourism.

Hypothesis 3 suggests that narcissism positively impacts destination trust. From this finding, we infer that the narcissistic traits among tourists have no significant bearing on the amount of trust towards coffee tourism destinations. Perhaps narcissistic individuals are self-focused and need continual admiration and hence would not easily build up trust in external parties such as the destination unless these parties address their self-enhancement needs. Narcissists also have scepticism and control behaviour that would inhibit the establishment of trust.

Surprisingly, this outcome defies previous research that has found there to be positive or significant correlation between narcissism and trust in specific contexts. As an example, Cikrikci & Yalcin (2023) found that narcissistic tendencies have the potential to have a moderate influence on the development of trust, particularly where individuals perceive there are personal rewards. In the same vein, Çevik et al. (2021) found that narcissism positively contributed towards organizational leader trust, particularly in formal contexts. Ekşi (2012) also hypothesized that narcissists have the potential to build trust if the process enhanced their self-esteem or status. Therefore, the rejection of H3 would mean that in the case of coffee tourism that emphasizes authenticity, community, and emotional attachment, narcissism may not correlate with the mechanisms that result in the development of trust, which differs from what has been found in previous research.

Contrary to much of the existing literature, this study did not find a significant relationship between narcissism and self-esteem (H4). This finding contradicts the current literature that tends to support the positive correlation between narcissism and self-esteem. Cichocka et al. (2024), for instance, argue that narcissistic individuals typically possess high self-esteem as a self-preservation mechanism that maintains the sense of importance and superiority.

Grieve et al. (2020) also found that narcissism positively correlates with self-esteem because the self-enhancing strategies that narcissistic individuals adopt in self-presentation and social interaction result in higher self-esteem. Gemilani et al. (2022) also find that narcissistic traits, most prominently the grandiose ones, have direct impacts on enhanced self-esteem because individuals internalize the self-inflation presentation.

This inconsistency between the results found in the existing literature and the current study may have been the result of contextual factors such as cultural or demographic ones that influence the expression and construction of self-esteem and narcissism. Alternatively, mediating factors such as feedback or social validation processes may not have been controlled for that may have the mediating function between narcissism and self-esteem. More research would need to be conducted in order to test these dynamics, especially in diverse cultural settings. The finding that destination trust positively influences tourists' intention to engage in storytelling (H5) emphasizes the critical role of trust in shaping post-visit behaviors. When tourists have confidence in a destination, they are more likely to share their experiences with others—whether through word-of-mouth, online platforms, or personal narratives. Trust fosters a sense of emotional engagement and psychological security, motivating visitors to act as informal advocates. This highlights the value of trust not only in enhancing satisfaction but also in expanding a destination's reach through organic, authentic storytelling.

This finding agrees with previous research. Pop et al. (2022) found that customer engagement and storytelling are highly enhanced by trust in the tourism destination, most notably in the online environment where tourists post authentic experiences. Rossi et al. (2020) also highlighted that positive storytelling stems from trust because it builds destination brand reputation and customer loyalty. Gozali (2022) also found that tourists are inspired by destination trust to give personal accounts that enhance satisfaction and repeat visit intention. Therefore, the acceptance of H5 confirms that the intention to share stories about the destination is highly influenced by the trust in the destination, most probably in coffee tourism where authentic, trust-based encounters will be narrated to larger audiences. The positive relationship

between self-esteem and visit intention (H6) suggests that tourists with higher self-worth are more motivated to seek out meaningful and affirming experiences. Visiting coffee tourism destinations may serve as a form of self-affirmation, offering opportunities for personal enrichment, exploration, and identity expression. Individuals with high self-esteem are often more open to engaging in experience-based activities that reinforce their self-image and contribute to overall satisfaction. These findings highlight the importance of designing tourism experiences that resonate with visitors' internal motivations and support their sense of self. This result agrees with previous research. Gultom & Oktaviani (2022) found that self-esteem positively contributes towards visit intention, especially in tourism settings that offer authentic and self-expressive experiences, like coffee tourism. Rossi et al. (2020) also found that consumers who possess high self-esteem have higher behavioural intentions towards travelling because travelling places has the potential to confirm personal values and gain social approval. Gozali (2022) also found that self-esteem has the primary role in creating visit and storytelling intentions because consumers are willing to visit places that confirm self-concept. Therefore, the confirmation of H6 supports the general knowledge that self-esteem is one of the most important psychological determinants that drives tourism behaviour in general and in experience-rich and niche settings like coffee tourism.

CONCLUSION

This study aimed at exploring the determinants of visit intention and storytelling intention towards coffee plantations for leisure activities. Based upon the results, the reputation of the destination has strong impacts on both self-esteem and destination trust. Destination trust also significantly impacts the increase in storytelling intention, while self-esteem contributes positively towards visit intention. However, the impacts of narcissism towards both self-esteem and destination trust were not found to have significant impacts.

These findings highlight the importance of creating a good reputation for the destination and the development of trust and self-esteem among the potential travellers in order to improve storytelling and travelling intentions.

This study contributes theoretically to the development in tourism behaviour by integrating psychological constructs such as self-esteem and narcissism into destination constructs such as reputation and trust in the context of coffee plantations tourism. It extends previous work by demonstrating that reputation for the destination not only creates trust but also enhances the self-esteem of tourists, which has positive effects on the intention to visit. Furthermore, the study empirically establishes the critical role played by the function of destination trust in the development of the intention to narrate one's experience, demonstrating the way that trust drives tourists towards sharing the experience. Notably, the findings counter expectations about the function of narcissism as a driver for travel behaviour by showing that in this instance, it has no influence on trust or self-esteem. These findings provide a sophisticated explanation of the way that the image of the destination and psychological measures interact in order to influence behavioural intentions and lay the foundation for further research in the area of niche tourism and consumer psychology.

This study's results provide useful managerial implications for stakeholders in coffee plantation tourism. As reputation at the destination greatly boosts both self-esteem and trust among potential visitors, reputation-building and maintaining a good image by means of consistent branding, quality services, and genuine narratives should become the priority for the managers. As the destination's reputation greatly impacts the intention to engage in storytelling, creating trust may result in word-of-mouth communications, notably by means of the Internet and one's personal network. Additionally, the strong effect that self-esteem has on the intention to visit indicates that the tourism experience must make visitors confident and valued, for instance, by means of personalized services or deep, engaging experiences. By concentrating on reputation development, trust establishment, and the improvement of visitors' self-esteem, the managers at the destination can effectively stimulate both the intention to engage in storytelling and visit intention, eventually boosting tourist activity and loyalty.

Several limitations of this study should be acknowledged. First, the focus on coffee plantation tourism limits the generalizability of the findings to other tourism types, such as cultural, beach, or heritage tourism. Therefore, future research needs to test the model in different contexts to gauge its applicability in a wider range (Suhud et al., 2023; Suhud et al., 2024). Secondly, this study relies on self-report measures, which can succumb to social desirability bias as well as inaccuracies in self-perception. To reduce this, future research needs to involve triangulated methods, such as tracking digital activities or field experimentation (Bhuiyan et al., 2024). Third, even though narcissism was examined, its nonsignificant linkage with destination trust as well as with self-esteem implies that other psychological measures like hedonic motivation, environmental consciousness, or destination image may prove to be more predictive (Abidin et al., 2025; Suhud et al., 2023).

Additionally, the cross-sectional nature of design limits causal inferences. Subsequent studies should use longitudinal or experimental paradigms to witness dynamic alterations in behavioural intentions over a continuum of time (Fauzi et al., 2025; Suhud et al., 2024; Azinuddin et al., 2024). Moreover, digital storytelling facets such as influencer marketing, VR tours, and hospitality interactions utilizing AI are underexplored within existing models.

Research underscores how immersive technologies and metaverse applications revamp tourist engagement, with these to be incorporated in future models (Abidin et al., 2025; Fauzi et al., 2025).

Moreover, factors such as community preparedness, social capital, and cultural sensitivity, mostly in tourism villages and local destinations, are key to tourist satisfaction and sustainability (Setiawati et al., 2024; Wolor et al., 2023). As tourist motivations shift, the use of socio-cultural factors, destination credibility, and environmental motivation will be vital to evince the entire range of visitor behaviour and engagement (Suhud et al., 2024; Suhud et al., 2023).

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