

ABTRACT

The number of domestic tourist visits from year to year has increased significantly. Indonesia has a diversity of natural beauty spread across many islands. One of the amazing destinations is located on the island of West Sumatra, namely the Twin Lakes Area. Unfortunately, from 2019 to 2023, this area experienced a decrease in the level of tourist visits. With the rapid growth of internet and social media usage in Indonesia, utilizing electronic word of mouth and reviews of tourist satisfaction on social media can be a solution to increase tourist visits. Through positive reviews on social media platforms, regarding a positive destination image, it is hoped that the Twin Lakes Region can get greater attention and increase attractiveness for tourists. The purpose of this study was to determine the effect of electronic word of mouth and tourist satisfaction on interest in visiting through destination image in the Twin Lakes Region of West Sumatra.

This research method uses a quantitative approach to collect data with non-probability sampling using purposive sampling technique and processed using SmartPLS version 3. There were 300 respondents used in this study.

The results of this study indicate that electronic word of mouth has an effect on destination image. Tourist satisfaction affects destination image. Electronic word of mouth affects interest in visiting. Tourist visiting affects interest in visiting. Destination image affects interest in visiting. Then, electronic word of mouth affects interest in visiting through destination image. And Tourist Satisfaction affects interest in visiting through destination image. Practical implications for destination managers to utilize digital platforms to promote their tourist destinations.

Keywords: *electronic word of mouth, yourist Satisfaction, destination image, interest in visiting*