

THE EFFECTS OF EXPERIENTIAL MARKETING, SOCIAL MEDIA MARKETING, AND DESTINATION IMAGE ON TOURISTS' VISIT INTENTION IN POST-FLOOD COASTAL ECOTOURISM IN LANGSA CITY

Muhammad Ridwan Verinanda^{1*}, Rico Syahputra², Adam Oberai³

Bisnis Digital, Fakultas Ekonomi dan Bisnis, Universitas Samudra, Indonesia
verimarpaung@gmail.com^{1*}, ricosyahputra@unsam.ac.id², adammoberai@gmail.com³

**Corresponding author*

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ABSTRACT

Coastal ecotourism destinations are particularly vulnerable to environmental disturbances, including floods, which may disrupt tourism activities and weaken tourists' perceptions and willingness to visit. This study aims to examine the effects of experiential marketing, social media marketing, and destination image on tourists' visit intention toward Kuala Langsa Mangrove Ecotourism in the post-flood context. The research adopted a quantitative explanatory design and involved 100 respondents recruited through purposive sampling. Data were obtained by means of a structured questionnaire and subsequently processed using SPSS. The analytical procedures comprised descriptive statistics, validity and reliability assessments, multiple linear regression analysis, the coefficient of determination, and t-tests. The findings indicate that experiential marketing, social media marketing, and destination image have positive and significant effects on visit intention. Among the variables examined, destination image contributed the most substantial predictive influence, followed by experiential marketing and social media marketing. The coefficient of determination indicated that these three explanatory variables jointly accounted for 75.9% of the variance in tourists' visit intention. These findings demonstrate that post-disaster tourism recovery requires more than physical infrastructure restoration. Strengthening destination image, creating meaningful tourism experiences, and delivering credible information through social media are essential for rebuilding tourist confidence. The study contributes to tourism marketing literature by integrating experiential, digital, and destination-based marketing perspectives within the context of post-disaster coastal ecotourism recovery. Practically, the findings provide strategic implications for destination managers and local governments in developing sustainable tourism recovery strategies.

Keywords: *Destination image, experiential marketing, post-disaster tourism, social media marketing, visit intention.*

INTRODUCTION

Coastal ecotourism integrates environmental conservation, recreation, education, and local economic development, making it an important component of sustainable tourism and community livelihood development. However, its sustainability is vulnerable to floods and other environmental disturbances that can damage tourism infrastructure, disrupt accessibility, and affect the resilience of coastal communities (Liu et al., 2020; Partelow, 2021). Flooding can also influence tourists' perceptions of destination safety, comfort, and attractiveness, thereby affecting their willingness to visit or revisit affected destinations. Research on disaster-prone tourism destinations indicates that tourists' perceptions of risk and the current condition of a destination play an important role in



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shaping destination image and travel intentions (Rindrasih, 2018; Darajat et al., 2020). Consequently, tourism recovery requires not only physical rehabilitation but also the restoration of tourist confidence, positive destination image, and intention to visit. In this context, effective destination communication, credible recovery information, and tourism experiences that reflect safety and comfort are important elements in supporting post-disaster tourism recovery (Fountain & Cradock-Henry, 2020; Selem et al., 2026).

This issue is particularly relevant to Langsa City, Aceh, where Kuala Langsa Mangrove Ecotourism represents an important nature-based tourism asset. The destination combines mangrove conservation, environmental education, recreation, and community economic activity. Its coastal setting, however, makes tourism activity sensitive to flooding and related access disruptions. Recent local recovery efforts following flood and landslide events demonstrate that disaster impacts extend beyond physical damage and can influence perceptions of accessibility and destination readiness. Recent post-disaster tourism research similarly emphasizes that recovery is connected to destination resilience, community capacity, and livelihood restoration rather than infrastructure alone (Partelow, 2021; Sharma et al., 2021; Zavar et al., 2020).

The post-flood condition creates a marketing problem because reopening a destination does not automatically restore tourists' willingness to visit. Tourists need credible information about current conditions and evidence that the destination can again provide safe, comfortable, and meaningful experiences. Previous studies indicate that tourists' perceptions are shaped not only by the actual condition of a destination but also by perceived risk, destination image, and the availability of reliable information (Fountain & Cradock-Henry, 2020; Rindrasih, 2018). In post-disaster contexts, effective communication through government media and electronic word-of-mouth can contribute to the restoration of destination image and tourists' revisit intention (Aviana & Alversia, 2019). This makes disaster recovery marketing relevant because recovery must address both the physical condition of the destination and the psychological evaluation formed by potential visitors (Liu et al., 2020; Selem et al., 2026).

Figure 1 illustrates the conceptual context of post-disaster coastal ecotourism recovery adopted in this study. The framework positions experiential marketing, social media marketing, and destination image as marketing dimensions that may contribute to tourists' visit intention during the recovery process.



Figure 1. Conceptual context of post-disaster coastal ecotourism recovery. Source: Developed by the authors.

Within this context, experiential marketing, social media marketing, and destination image represent three complementary dimensions of tourism recovery. Experiential marketing focuses on creating destination experiences through sensory, emotional, cognitive, behavioral, and relational dimensions, thereby enabling tourists to develop a meaningful connection with the destination. Social media marketing provides an interactive channel through which destination managers can communicate current conditions, accessibility, recovery progress, and visitor-generated content. Destination image represents tourists' overall cognitive and affective evaluation of a destination and can influence whether positive information is translated into behavioral intention. Evidence from flood recovery communication also shows that social media can be important for communicating changing risk and recovery conditions to the public (Yeo, 2022).

Recent studies support the relevance of these variables. Experiential marketing has been shown to shape tourists' pre-travel destination experiences, while social media marketing can influence destination image and visit intention. Research on destination image also demonstrates its importance in shaping travel intentions, particularly when tourists face uncertainty or changing perceptions of destinations (Gaffar et al., 2022; Baber & Baber, 2023; Maghrifani et al., 2022; Rasoolimanesh et al., 2021). In post-disaster settings, research further indicates that recovery, communication, and community

involvement are important to restoring tourism activity and destination resilience (Liu-Lastres et al., 2020; Martini & Sharma, 2022). Studies of travel planning likewise indicate that social media is increasingly integrated into tourists' information search and decision processes (Sakshi et al., 2020), while empirical evidence from Indonesian tourism destinations supports the positive role of social media marketing in visit intention and destination-related perceptions (Fitri et al., 2023; Nadiastuti et al., 2025; Sasmita et al., 2026; Tjokrosaputro et al., 2026).

Despite this evidence, an empirical gap remains. Much tourism marketing research examines destinations under relatively stable conditions, whereas fewer studies integrate experiential marketing, social media marketing, and destination image as direct predictors of visit intention in a post-disaster coastal ecotourism setting. Existing studies have generally examined these constructs separately or incorporated mediating mechanisms such as satisfaction, perceived value, or tourist experience (Kim & Hall, 2019; Liu et al., 2020; Selem et al., 2026). In addition, post-disaster tourism studies have tended to emphasize destination recovery, risk perception, destination image, community resilience, or tourists' intention to revisit rather than examining the simultaneous direct effects of multiple marketing dimensions (Fountain & Cradock-Henry, 2020; Rindrasih, 2018). The present study therefore focuses on the direct contribution of experiential marketing, social media marketing, and destination image to visit intention without a mediating variable, using Kuala Langsa Mangrove Ecotourism as an empirical setting.

The study addresses this gap by examining whether experiential marketing, social media marketing, and destination image significantly influence tourists' visit intention after flooding. Its novelty lies in applying a disaster recovery marketing perspective to mangrove-based coastal ecotourism, integrating experiential, digital, and perceptual marketing dimensions in one direct empirical model, and providing evidence from Langsa City, Aceh, a setting that remains underrepresented in tourism marketing research. This interpretation is consistent with meta-analytic evidence linking destination image with tourist behavioral intentions (Afshardoost & Eshaghi, 2020) and earlier destination-image research establishing its relevance to behavioral responses (Chen & Tsai, 2007).

The empirical basis of the study was derived from a primary survey involving 100 tourists who had previously experienced a visit to Kuala Langsa Mangrove Ecotourism. The survey indicates generally positive perceptions of experiential marketing, social media marketing, destination image, and visit intention. However, the mean score of visit intention remains lower than destination image, suggesting that a favorable perception of the destination does not necessarily translate into an equivalent behavioral intention. This condition provides an empirical basis for examining the contribution of experiential marketing, social media marketing, and destination image to tourists' visit intention in the post-flood context (Afshardoost & Eshaghi, 2020; Rasoolimanesh et al., 2021).

Table 1. Descriptive Overview of the Main Research Variables

Variable	Mean per Item	Category
Experiential Marketing	3.59	High

Social Media Marketing	3.55	High
Destination Image	3.63	High
Visit Intention	3.51	High

Source: Authors' survey data (2026).

The results presented in Table 1 indicate that destination image recorded the highest mean value among the variables examined, whereas visit intention records the lowest mean among the four constructs. Although all variables fall within the high category, this pattern indicates a potential gap between positive perceptions and actual behavioral willingness to visit. In a post-disaster environment, such a gap is theoretically important because tourists may recognize the attractiveness of a destination while simultaneously maintaining uncertainty regarding safety, accessibility, or the quality of the tourism experience.

RESEARCH METHOD

Research Design and Approach

A quantitative explanatory research design was adopted to investigate how experiential marketing, social media marketing, and destination image influence tourists' visit intention toward Kuala Langsa Mangrove Ecotourism in the post-flood period. A quantitative approach was considered appropriate because the relationships between the study variables were expressed in numerical form and subsequently examined through statistical procedures. Meanwhile, the explanatory design was applied to determine both the direction and statistical significance of the relationships between the independent variables experiential marketing, social media marketing, and destination image and visit intention as the dependent variable.

The research was conducted at Kuala Langsa Mangrove Ecotourism, Langsa City, Aceh, Indonesia. This location was selected because it represents a coastal ecotourism destination with ecological and economic importance while also facing environmental disturbances associated with flooding. The study focused on tourists' perceptions of their tourism experiences, social media-based destination marketing, destination image, and their intention to visit the destination.

Population and Sample

The population consisted of tourists who had previously visited Kuala Langsa Mangrove Ecotourism. The respondents were recruited through purposive sampling. Selection was based on two criteria: respondents had to possess firsthand experience of visiting the destination and agree to participate voluntarily in the survey. This criterion was applied consistently throughout the sampling and data collection process because the study examined tourists' evaluations based on actual destination experience. The study obtained 100 valid responses. To assess the adequacy of the achieved sample, an a priori power calculation for a multiple regression model incorporating three predictors, an a priori power analysis based on a medium effect size ($f^2 = 0.15$), a significance level of $\alpha = 0.05$, and statistical power of 0.80 produced a minimum requirement of 77 observations.

Since the study obtained data from 100 respondents, the resulting sample was above the minimum threshold required for the proposed regression model (Faul et al., 2009).

A total of 100 valid responses were obtained during the data collection period. This number was higher than the minimum requirement of 77 respondents determined through an a priori power analysis for multiple linear regression involving three predictors, with a medium effect size ($f^2 = 0.15$), $\alpha = 0.05$, and statistical power set at 0.80. Determining the sample in this manner provides a methodological basis that considers model complexity and the expected magnitude of the effect rather than relying solely on an arbitrary fixed number of respondents (Althubaiti, 2023; Faul et al., 2009). The respondents varied in terms of demographic characteristics, including gender, age, educational attainment, and visit frequency. Tourists were selected as the unit of analysis because their perceptions and behavioral intentions were central to the investigation of the coastal ecotourism destination.

Research Variables and Instrument Development

The study consisted of four variables. Experiential marketing (X1), social media marketing (X2), and destination image (X3) were treated as independent variables, while visit intention (Y) was treated as the dependent variable. Data were gathered using a structured questionnaire consisting of items measured on a five-point Likert scale. The response categories extended from strongly disagree, assigned a score of 1, to strongly agree, assigned a score of 5. The questionnaire contained 36 statement items, consisting of 10 items measuring experiential marketing, 10 items measuring social media marketing, 6 items measuring destination image, and 10 items measuring visit intention. The experiential marketing construct was conceptually grounded in the experiential marketing framework proposed by Schmitt (1999) and further informed by tourism-specific experiential marketing research (Köchling, 2021; Rather, 2020). The items were adapted to the Kuala Langsa context by focusing on tourists' sensory, emotional, cognitive, behavioral, environmental, and relational experiences during visits to the mangrove destination.

The social media marketing construct was adapted from the social media marketing activity literature, particularly the dimensions of interaction, informativeness, engagement, and content characteristics identified in previous studies (Kim & Ko, 2012; Gaffar et al., 2022). The items were contextualized to reflect the accessibility, attractiveness, responsiveness, credibility, and accuracy of social media information concerning Kuala Langsa Mangrove Ecotourism.

Prior to the statistical analysis, the questionnaire underwent instrument quality assessment. Item validity was examined through item-total correlation, whereas the internal consistency of the instrument was evaluated using Cronbach's Alpha. The findings demonstrated that each of the 36 questionnaire items achieved a correlation coefficient above the prescribed minimum criterion, indicating that all items were valid. In addition, Cronbach's Alpha coefficients for all study variables exceeded 0.70. These

results demonstrate adequate internal consistency and confirm that the instrument was sufficiently reliable for subsequent analysis.

Data Collection Procedure

The questionnaires were distributed directly to tourists associated with Kuala Langsa Mangrove Ecotourism. Before completing the questionnaire, respondents received an explanation concerning the purpose of the research and were instructed to answer the questions according to their actual perceptions and experiences. The questionnaire consisted of two main types of information. The first part gathered demographic information concerning respondents' gender, age, educational background, and frequency of visits. The second section measured respondents' perceptions of the four research variables. After collection, all questionnaires were examined to ensure completeness and consistency. Incomplete or unusable responses were excluded before the data were entered into the statistical database.

Data Analysis Procedure

The Statistical Package for the Social Sciences (SPSS) was used to process and analyze the collected data. The analysis followed several sequential procedures. Initially, descriptive statistics were applied to present the respondents' demographic characteristics and to summarize the mean values of the research variables. This analysis provided a general description of tourists' perceptions of experiential marketing, social media marketing, destination image, and visit intention.

The second stage involved assessing the measurement instrument through validity and reliability tests. Following this assessment, multiple linear regression analysis was performed to determine the effects of experiential marketing, social media marketing, and destination image on tourists' visit intention. The regression model was formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Where:

Y	= Visit Intention
a	= Constant
b ₁ , b ₂ , b ₃	= Regression coefficients
X ₁	= Experiential Marketing
X ₂	= Social Media Marketing
X ₃	= Destination Image
e	= Error term

Hypotheses were evaluated using the t-test to determine the individual contribution of each independent variable, while the F-test was applied to examine the collective effect of the independent variables on visit intention. The statistical significance criterion was established at 5%. Accordingly, a hypothesis was considered supported when its significance value was below 0.05. The coefficient of determination (R^2) was also examined to establish the extent to which variations in tourists' visit intention could be accounted for by experiential marketing, social media marketing, and destination image.

Research Procedure

The research was implemented through a series of structured stages. The initial stage consisted of identifying issues related to tourism recovery and conducting a review of relevant literature covering tourism marketing, digital marketing, destination image, and tourism development in post-disaster settings. The second stage involved developing the conceptual framework and research hypotheses. The third stage focused on preparing and testing the questionnaire instrument.

The fourth stage involved collecting data from 100 respondents. The fifth stage consisted of data coding, cleaning, descriptive analysis, validity testing, reliability testing, and multiple linear regression analysis using SPSS. The final stage involved interpreting the empirical findings and formulating recommendations for post-disaster coastal ecotourism recovery, particularly through improving tourist experiences, strengthening social media marketing, and enhancing the destination image of Kuala Langsa Mangrove Ecotourism. These sequential stages, from problem identification and literature review to data collection, statistical analysis, and formulation of recovery recommendations, are illustrated in Figure 2.



Figure 2. Research Procedure. *Source: Developed by the authors.*

RESULTS AND DISCUSSION

Respondent Characteristics and Descriptive Analysis

This study involved 100 respondents who had visited or were familiar with Kuala Langsa Mangrove Ecotourism. Descriptive statistics were employed to illustrate how respondents perceived experiential marketing, social media marketing, destination image, and visit intention within the setting of post-flood coastal ecotourism recovery. Overall, the responses reflected favorable perceptions across the four variables. Among them, destination image recorded the highest mean value, followed by experiential marketing and social media marketing. Meanwhile, visit intention recorded the lowest mean score among the variables, although it remained within the high category. This finding suggests that tourists generally perceive Kuala Langsa Mangrove Ecotourism positively; however, positive perceptions do not automatically translate into an equally strong intention to visit. In a post-disaster context, this condition may reflect the continued influence of perceived uncertainty related to safety, accessibility, comfort, and destination readiness. Table 2 presents the descriptive statistics of the four research constructs based on responses from 100 tourists.

Table 2. Descriptive Statistics of Research Variable

Variable	Mean Score	Category
Experiential Marketing	3.59	High
Social Media Marketing	3.55	High
Destination Image	3.63	High
Visit Intention	3.51	High

Source: Primary data processed by the authors (2026).

Table 2 shows that destination image achieved the highest mean value, reaching 3.63. This result reflects the generally favorable assessment held by respondents toward Kuala Langsa Mangrove Ecotourism. Several characteristics of the destination, including its mangrove ecosystem, natural attractions, and opportunities for educational tourism, may have contributed to the formation of such perceptions. Experiential marketing recorded a mean of 3.59, suggesting that tourists perceived the destination as offering experiences that were considered meaningful. Meanwhile, social media marketing obtained a mean score of 3.55, indicating that digital communication contributed to tourists' access to information concerning the destination.

However, visit intention recorded the lowest mean score of 3.51. Although this value remains within the high category, the difference between destination image and visit intention is noteworthy. The finding suggests that positive perceptions of a destination may not be sufficient to fully eliminate tourists' hesitation following environmental disturbances. In the context of post-flood tourism recovery, tourists may continue to consider practical factors such as accessibility, safety, infrastructure conditions, and the reliability of information before deciding to visit.

These findings reinforce the importance of integrating marketing efforts into disaster recovery strategies. Tourism recovery should not be limited to restoring damaged

facilities but should also address tourists' psychological perceptions and behavioral intentions. Therefore, experiential marketing, social media marketing, and destination image represent relevant strategic dimensions for strengthening tourism recovery in environmentally vulnerable coastal destinations.

Validity Test

Table 2 shows that destination image achieved the highest mean value, reaching 3.63. This result reflects the generally favorable assessment held by respondents toward Kuala Langsa Mangrove Ecotourism. Several characteristics of the destination, including its mangrove ecosystem, natural attractions, and opportunities for educational tourism, may have contributed to the formation of such perceptions. Experiential marketing recorded a mean of 3.59, suggesting that tourists perceived the destination as offering experiences that were considered meaningful. Meanwhile, social media marketing obtained a mean score of 3.55, indicating that digital communication contributed to tourists' access to information concerning the destination. To improve transparency, the complete item-level r calculated and p -values should be reported in the supplementary validity table, while Table 2 summarizes the decision by construct. The item-level output was retained from the SPSS analysis and should be attached to the manuscript as supplementary material.

The results showed that all questionnaire items had correlation coefficients exceeding the minimum requirement and significance values below 0.05. Therefore, all items measuring experiential marketing, social media marketing, destination image, and visit intention were considered valid.

Table 3. Summary of Validity Test Results

Variable	Item	r calculated	r table	Sig.	Decision
Experiential Marketing	X1.1-X1.10	0.554-0.787	0.1966	<0.001	Valid
Social Media Marketing	X2.1-X2.10	0.601-0.795	0.1966	<0.001	Valid
Destination Image	X3.1-X3.6	0.632-0.810	0.1966	<0.001	Valid
Visit Intention	Y1-Y10	0.666-0.818	0.1966	<0.001	Valid

Source: Primary data processed using SPSS (2026).

The findings reported in Table 3 demonstrate that the questionnaire possessed adequate measurement capability for capturing respondents' perceptions across the four constructs investigated in the study. The experiential marketing indicators successfully captured aspects related to tourists' experiences at the destination. Similarly, the social media marketing items were able to measure respondents' perceptions regarding digital communication and promotional activities. The destination image items reflected tourists' overall perceptions of the attractiveness and characteristics of Kuala Langsa Mangrove Ecotourism, while the visit intention items represented respondents' behavioral willingness to visit the destination.

The validity of the instrument is important because tourism marketing research relies heavily on perceptual measurements. Tourists' experiences, perceptions, and

behavioral intentions are latent constructs that cannot be observed directly. Therefore, the use of valid measurement indicators is necessary to ensure that the statistical findings accurately represent the phenomena being investigated.

Reliability Test

Reliability analysis was performed to determine whether the questionnaire items consistently represented each research construct. Cronbach's Alpha was used as the indicator of internal consistency. In general, a construct can be regarded as reliable when its Cronbach's Alpha coefficient exceeds the established minimum criterion. The analysis showed that each variable produced a Cronbach's Alpha coefficient above the required reliability threshold, indicating satisfactory consistency among the measurement items. Therefore, the questionnaire demonstrated satisfactory internal consistency and was considered reliable for further statistical analysis.

Table 4. Summary of Reliability Test Result

Variable	Items	Cronbach's Alpha	Decision
Experiential Marketing	10	0.893	Reliable
Social Media Marketing	10	0.920	Reliable
Destination Image	6	0.886	Reliable
Visit Intention	10	0.937	Reliable

Source: Primary data processed using SPSS (2026).

As presented in Table 4, the Cronbach's Alpha values ranged from 0.886 to 0.937, with all values exceeding the minimum reliability criterion. Experiential marketing obtained a Cronbach's Alpha of 0.893, social media marketing 0.920, destination image 0.886, and visit intention 0.937. These results demonstrate that the items within each construct consistently measured the underlying concept. The satisfactory reliability of the instrument, together with the validity results presented in Table 3, provides an important foundation for the subsequent regression analysis. Since the measurement indicators were empirically valid and internally consistent, the relationships examined in the regression model can be interpreted with greater confidence.

Multiple Linear Regression Analysis

The results of the regression diagnostic tests indicated that the residual data met the normality assumption, with a Shapiro-Wilk statistic of 0.985 and a significance value of 0.316. The analysis also indicated no critical multicollinearity problem, as demonstrated by tolerance coefficients between 0.252 and 0.382 and VIF values ranging from 2.618 to 3.972. The Glejser test, however, indicated a potential heteroskedasticity issue for destination image ($p = 0.027$), whereas experiential marketing ($p = 0.577$) and social media marketing ($p = 0.077$) did not show significant evidence of heteroskedasticity. Because the homoscedasticity assumption was not fully satisfied, the inferential results were additionally checked using heteroskedasticity-robust estimation.

Table 5. Results of Multiple Linear Regression Analysis

Test	Indicator	Result	Interpretation
Normality	Shapiro-Wilk	W = 0.985; p = 0.316	Residuals are normally distributed
Multicollinearity X1	Tolerance = 0.252; VIF = 3.972	Within criterion	No critical multicollinearity
Multicollinearity X2	Tolerance = 0.382; VIF = 2.618	Within criterion	No critical multicollinearity
Multicollinearity X3	Tolerance = 0.308; VIF = 3.251	Within criterion	No critical multicollinearity
Heteroskedasticity X1	Glejser p = 0.577	>0.05	No indication
Heteroskedasticity X2	Glejser p = 0.077	>0.05	No indication
Heteroskedasticity X3	Glejser p = 0.027	<0.05	Indication detected

Source: Primary data processed using SPSS (2026).

The regression analysis generated the following estimated equation:

$$Y = 1.218 + 0.300X_1 + 0.259X_2 + 0.638X_3 + e$$

As presented in Table 5, the regression equation demonstrates that all independent variables have positive coefficients. This result indicates that improvements in experiential marketing, social media marketing, and destination image are associated with increases in tourists' visit intention. Among the three independent variables, destination image has the largest standardized coefficient ($\beta = 0.418$), indicating that it has the strongest relative influence on visit intention. Experiential marketing has a standardized coefficient of 0.277, while social media marketing has a coefficient of 0.248.

These findings suggest that tourism recovery in Kuala Langsa should prioritize the restoration and strengthening of destination image while simultaneously improving visitor experiences and digital communication. This is particularly important in a post-flood context, where tourists may evaluate not only the attractiveness of the destination but also its safety, accessibility, and readiness to receive visitors.

Coefficient of Determination

The coefficient of determination was analyzed to determine the extent to which experiential marketing, social media marketing, and destination image explain variations in tourists' visit intention.

Table 6. Coefficient of Determination

R	R Square	Adjusted R Square	Interpretation
0.871	0.759	0.752	75.9% of visit-intention variance explained

Source: Primary data processed using SPSS (2026).

According to Table 6, the model produced an R Square coefficient of 0.759. This value means that experiential marketing, social media marketing, and destination image together explained 75.9% of the variance in tourists' visit intention in the observed sample. The remaining 24.1% reflects variation attributable to factors outside the three predictors incorporated into the model. The Adjusted R Square of 0.752 indicates that, after taking into account the number of predictors and the sample size, the proportion of explained variance was 75.2%. Therefore, the result is presented descriptively as a substantial share of explained variance within the sample rather than categorizing the model as “strong” based on an unspecified threshold.

The relatively high explanatory proportion indicates that experiential, digital, and perceptual marketing dimensions collectively account for a considerable share of the variation in tourists' visit intention in the context examined. However, the remaining unexplained variation also indicates that other factors may contribute to tourists' decisions, particularly in a disaster recovery context. Potential factors for future research include perceived safety, perceived risk, tourist trust, accessibility, destination resilience, service quality, satisfaction, and environmental awareness. Incorporating these variables may provide a broader understanding of how tourists form visit intentions following environmental disturbances.

Hypothesis Testing

The partial effects of the independent variables were examined using the t-test at a significance level of 5%. With 100 respondents and three independent variables, the degree of freedom was calculated as follows:

$$df=n-k-1=100-3-1=96$$

The critical t-value was approximately 1.985.

Table 7. Results of T-Test

Hypothesis	Relationship	Beta	t-value	Sig.	Decision
H1	Experiential Marketing → Visit Intention	0.277	2.777	0.007	Accepted
H2	Social Media Marketing → Visit Intention	0.248	3.066	0.003	Accepted
H3	Destination Image → Visit Intention	0.418	4.633	0.000	Accepted

Source: Primary data processed using SPSS (2026).

The results in Table 7 demonstrate that experiential marketing was positively and significantly associated with tourists' visit intention ($\beta = 0.277$, $t = 2.777$, $p = 0.007$). Because the obtained t-value of 2.777 was greater than the critical value of 1.985 and the significance level was below 0.05, H1 was supported. Social media marketing likewise demonstrated a positive and statistically significant relationship with visit intention ($\beta =$

0.248, $t = 3.066$, $p = 0.003$), providing support for H2. Destination image also showed a positive and statistically significant relationship with visit intention ($\beta = 0.418$, $t = 4.633$, $p < 0.001$), thereby supporting H3. Among the three predictors, destination image has the largest standardized beta coefficient, indicating the largest relative contribution to visit intention within the estimated model.

Table 8. Results of F-Test

Model	df	F	Sig.
Regression	3	100.954	<0.001
Residual	96		
Total	99		

Source: Primary data processed using SPSS (2026).

As presented in Table 8, the regression model is statistically significant, $F(3, 96) = 100.954$, $p < 0.001$. This result indicates that experiential marketing, social media marketing, and destination image jointly contribute to explaining variation in tourists' visit intention. Thus, the three predictors collectively provide statistically significant explanatory information for visit intention within the sample.

Overall, the results presented in Table 7 show that all three independent variables have positive and statistically significant partial relationships with visit intention, supporting H1, H2, and H3. Meanwhile, Table 8 demonstrates that the three predictors are jointly significant in explaining visit intention. These findings provide empirical support for examining experiential marketing, social media marketing, and destination image simultaneously in the post-flood mangrove ecotourism context of Kuala Langsa.

The Effect of Experiential Marketing on Visit Intention

The results demonstrate that experiential marketing has a positive and significant effect on visit intention ($\beta = 0.277$; $t = 2.777$; $p = 0.007$). Therefore, H1 is accepted. This finding indicates that tourists who perceive more meaningful, enjoyable, and memorable experiences at Kuala Langsa Mangrove Ecotourism demonstrate greater intention to visit the destination. The result is consistent with Rather (2020), These findings reinforce the perspective that customer experience and engagement constitute important elements in tourism destinations, as discussed by relevant tourism research. They are also compatible with experimental evidence indicating that experiential marketing can influence tourists' online destination experiences before travel (Ketter & Avraham, 2021). Nevertheless, the estimated effect of experiential marketing in this study was lower than that of destination image. This pattern may indicate that favorable tourism experiences by themselves do not necessarily eliminate tourists' concerns regarding destination conditions following a flood. The finding also differs somewhat in emphasis from Köchling (2021), whose web-based experiment identified a statistically significant yet relatively small influence of experiential marketing on pre-travel online destination experiences. The present research instead examines visit intention directly within an on-site post-flood context, suggesting

that the influence of experiential marketing may vary according to the research setting and the outcome being measured.

The result is particularly relevant in the context of post-flood recovery. Following environmental disturbances, tourists may experience uncertainty regarding destination conditions. Positive tourism experiences can help reduce these concerns by demonstrating that the destination remains capable of providing enjoyable and meaningful activities. Experiential marketing therefore has an important role in disaster recovery marketing. Destination managers should not focus exclusively on conventional promotion but should create experiences that enable visitors to directly interact with the ecological characteristics of the mangrove ecosystem. Environmental education, mangrove exploration, guided tours, local cultural activities, and interactive conservation programs may strengthen the uniqueness of the tourism experience.

However, experiential marketing was not the strongest predictor in the model. This suggests that although positive experiences are important, tourists may first evaluate the overall image and condition of the destination before considering the quality of potential experiences. Therefore, experiential strategies should be implemented alongside efforts to communicate destination safety and recovery readiness.

The Effect of Social Media Marketing on Visit Intention

The analysis indicates that social media marketing has a positive and statistically significant influence on visit intention ($\beta = 0.248$; $t = 3.066$; $p = 0.003$), providing support for H2. This finding corresponds with Gaffar et al. (2022), who reported that social media marketing contributes to tourists' intention to visit nature-based destinations. It is also in line with Baber and Baber (2023), who identified relationships between social media marketing activities, destination image, and intention to visit. These results further support the broader literature concerning the contribution of social media to travel planning and tourism-related communication. However, the standardized coefficient for social media marketing was lower than that of destination image. This suggests that, in the post-disaster context, social media may be more effectively positioned as a trustworthy channel for communicating recovery conditions and relevant destination information rather than being used solely as a promotional medium. Information that is inaccurate or excessively promotional could potentially weaken tourists' trust instead of reducing uncertainty. Evidence from Indonesia provides additional support for this interpretation. Nadiastuti et al. (2025) identified significant relationships involving social media marketing, destination image, and visit intention in Wae Rebo, whereas Tjokrosaputro et al. (2026) reported a direct relationship between social media marketing and visit intention in a museum setting. Although these studies differ in terms of destination context and model specification, their findings collectively highlight the relevance of digital communication in shaping tourism-related decisions. Social media marketing can reduce uncertainty by communicating information about destination accessibility, facility conditions, safety measures, tourism activities, and recovery progress. Digital content can also help replace negative perceptions associated with

disaster events with more recent and positive information about the destination. The relatively smaller standardized coefficient compared with destination image indicates that social media marketing alone may not be sufficient to generate strong visit intention. The effectiveness of digital marketing depends on the credibility and consistency of the information communicated. Promotional content that does not reflect the actual destination condition may weaken tourist trust.

Therefore, tourism managers should prioritize authentic and informative digital communication. Social media strategies should include updated visual documentation, visitor testimonials, recovery progress, environmental conservation activities, and transparent information regarding destination conditions. Such communication can strengthen public confidence while supporting the restoration of tourism demand.

The Effect of Destination Image on Visit Intention

The findings demonstrate a positive and statistically significant effect of destination image on visit intention ($\beta = 0.418$; $t = 4.633$; $p < 0.001$), thereby supporting H3. Of the variables included in the model, destination image produced the largest standardized coefficient. This result is consistent with previous evidence identifying destination image as an important factor associated with tourists' travel intentions (Maghrifani et al., 2022; Rasoolimanesh et al., 2021). It also corresponds with Baber and Baber (2023), who reported a close relationship between destination image and intention to visit. The finding is further relevant to tourism recovery research, where tourists' perceptions of a destination may continue to influence behavioral responses following disruptive events. The present study contributes to this body of research by demonstrating the comparatively dominant contribution of destination image in the specific context of post-flood coastal ecotourism. This result is also consistent with the meta-analysis conducted by Afshardoost and Eshaghi (2020), which identified a robust association between destination image and behavioral intentions across tourism studies. Unlike research frameworks in which destination image is positioned primarily as a mediating construct, including some social-media-based models, the present study identifies destination image as a direct predictor with the largest relative contribution within the post-flood coastal ecotourism model. Therefore, post-disaster tourism recovery requires systematic image restoration. Destination managers need to communicate not only that the destination is operational but also that it remains attractive, safe, environmentally valuable, and capable of providing meaningful experiences.

The findings suggest that destination image should become a strategic priority in the recovery of Kuala Langsa Mangrove Ecotourism. Marketing communication should emphasize the destination's ecological uniqueness, mangrove conservation value, tourism readiness, accessibility improvements, and positive visitor experiences. The stronger effect of destination image compared with experiential marketing and social media marketing also suggests that tourists' decisions are shaped by an overall evaluation of the destination. Social media and experiential activities may contribute to this evaluation, but

the resulting destination image ultimately becomes a critical psychological basis for behavioral intention.

Theoretical and Practical Implications

The findings contribute to tourism marketing research by demonstrating that experiential marketing, social media marketing, and destination image collectively explain a substantial proportion of tourists' visit intention in a post-disaster coastal tourism context. The relevance of the three variables is also supported by earlier studies indicating that memorable tourism experiences, social media marketing activities, and destination image are related to tourists' behavioral responses, including intentions to visit and revisit destinations (Rasoolimanesh et al., 2021; Jemin & Asyraff, 2024; Kim et al., 2020). The study extends conventional tourism marketing research by applying these variables within the perspective of disaster recovery marketing. In post-disaster destinations, marketing activities must support the restoration of destination image, communicate current conditions, and rebuild tourists' confidence in visiting the affected area (Fountain & Cradock-Henry, 2020; Aviana & Alversia, 2019). Importantly, the empirical novelty is not only the statistical significance of the three predictors, but also their combined direct contribution in a post-flood mangrove ecotourism setting. The relatively large contribution of destination image indicates that tourism recovery strategies may need to place considerable attention on restoring tourists' cognitive and affective evaluations of the destination. Experiential initiatives and digital communication can subsequently complement these efforts by strengthening tourists' direct experiences and access to destination information. This interpretation corresponds with evidence indicating that overall and affective dimensions of destination image are important determinants of tourists' behavioral intentions (Zhang et al., 2020). Previous studies have likewise demonstrated that destination image can affect tourists' willingness to visit or revisit a destination (Styliadis et al., 2017; Rindrasih, 2018).

The results suggest that tourism recovery should be understood as both a physical and psychological process. Infrastructure rehabilitation alone may not immediately restore tourism demand. Tourists also require positive experiences, credible information, and confidence in the destination's image. From an applied standpoint, the findings offer several implications for tourism managers and local government authorities in developing recovery-oriented tourism strategies. First, destination managers should strengthen destination image by communicating the ecological value, safety, accessibility, and attractiveness of Kuala Langsa Mangrove Ecotourism. Second, social media should be used as a recovery communication channel rather than merely as a promotional platform. Third, tourism experiences should be designed to provide meaningful interactions with the mangrove ecosystem and local communities. Based on these findings, the strategic model for post-disaster coastal ecotourism recovery is presented in Figure 3, integrating destination image strengthening, digital recovery communication, and meaningful tourism experiences as interconnected dimensions of the recovery process.



Figure 3. Strategic model for post-disaster coastal ecotourism recovery based on research findings.

Source: Developed by the authors based on empirical findings (2026).

Research Limitations and Future Research

Several limitations should be considered when interpreting the findings of this research. First, the study was based on 100 respondents and was conducted solely at Kuala Langsa Mangrove Ecotourism. Therefore, generalization to other coastal tourism destinations should be made cautiously. Nevertheless, the conceptual model may be transferable as an analytical framework to other post-disaster coastal ecotourism destinations, provided that destination-specific differences in disaster severity, infrastructure, governance, visitor profiles, and recovery stage are considered. Second, the research employed a cross-sectional design. Consequently, respondents' perceptions were captured during a single period of the tourism recovery process rather than being observed across multiple stages of recovery. Tourism perceptions may change as recovery progresses; longitudinal research could therefore examine changes in visit intention across different recovery stages.

Third, the model explained 75.9% of visit intention, indicating that other relevant factors remain outside the model. Future research may incorporate variables such as perceived risk, perceived safety, tourist trust, destination resilience, accessibility, tourist satisfaction, and environmental awareness. Future research could also compare multiple coastal destinations affected by environmental disturbances. Comparative studies would provide broader evidence regarding whether the determinants of tourism recovery differ according to destination characteristics, disaster severity, and local recovery capacity.

Discussion Summary

Overall, the analysis provides an empirical answer to the research question by showing that experiential marketing, social media marketing, and destination image have significant effects on tourists' visit intention toward Kuala Langsa Mangrove Ecotourism.

Among the three explanatory variables, destination image recorded the largest contribution, followed by experiential marketing and social media marketing. The results indicate that post-disaster tourism recovery requires an integrated marketing strategy. Creating memorable experiences alone is insufficient if tourists continue to perceive the destination negatively. Likewise, intensive social media promotion may not be effective if the information communicated does not contribute to a credible and positive destination image.

Beyond Kuala Langsa, the findings provide an analytical basis for post-disaster coastal ecotourism destinations that face similar challenges of rebuilding visitor confidence after environmental disruption. The integrated framework suggests that recovery strategies may benefit from combining destination-image restoration, credible digital communication, and meaningful visitor experiences rather than relying solely on physical rehabilitation. Such application should nevertheless be adapted to local conditions because disaster severity, accessibility, governance capacity, community participation, and destination characteristics may differ across locations. Previous post-disaster tourism studies have emphasized the importance of destination resilience, community capacity, local livelihoods, and communication in recovery processes (Liu-Lastres et al., 2020; Partelow, 2021; Sharma et al., 2021; Yeo et al., 2022). Accordingly, the present findings offer a transferable analytical framework rather than a universal policy prescription for all coastal destinations.

CONCLUSION

This study concludes that experiential marketing, social media marketing, and destination image are relevant predictors of tourists' visit intention toward Kuala Langsa Mangrove Ecotourism in the post-flood context. In the conventional multiple regression model, all three variables showed positive and significant coefficients, with destination image producing the largest standardized coefficient ($\beta = 0.418$), followed by experiential marketing ($\beta = 0.277$) and social media marketing ($\beta = 0.248$). The model yielded an R^2 of 0.759, indicating that the three predictors accounted for 75.9% of the observed variance in visit intention within the sample. The findings imply that post-disaster coastal ecotourism recovery should integrate the restoration of destination image, meaningful visitor experiences, and credible digital communication rather than focusing exclusively on physical rehabilitation. However, because the regression diagnostics indicated a potential heteroskedasticity issue, the inferential results should be interpreted with the robust estimation reported in the revised analysis. Future research should test the model across other post-disaster coastal destinations and incorporate factors such as perceived safety, perceived risk, tourist trust, accessibility, and destination resilience.

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