



**DIGITAL MARKETING, BRAND IMAGE, AND TOURIST ENGAGEMENT
AS DETERMINANTS OF TOURISTS' VISIT INTENTION: AN EMPIRICAL
STUDY OF CIREBON BATIK CULTURAL TOURISM****Etty Zuliawati Zed¹****Universitas Pelita Bangsa, Cikarang, Indonesia**ettyzuliawatized@pelitabangsa.ac.id**Sesri Sellina²****Universitas Pelita Bangsa, Cikarang, Indonesia**sesrisellina@pelitabangsa.ac.id**Febri Sari Siahaan³****Universitas Tangerang Raya, Tangerang, Indonesia**febrisiahaan60@gmail.com**Suherdi Maulana⁴****Universitas Pelita Bangsa, Cikarang, Indonesia**suherdimaulana0409199@gmail.com

Abstract

The rapid growth of digital technology has transformed the tourism industry by changing how tourists search for information and make travel decisions. In cultural tourism destinations, digital marketing, brand image, and tourist engagement are considered important factors influencing tourists' behavioral intentions. This study aims to examine the effects of Digital Marketing, Brand Image, and Tourist Engagement on tourists' visit intention toward Cirebon Batik Cultural Tourism, particularly in the Trusmi Batik Area and Kampung Batik Ciwaringin. A quantitative approach with an explanatory research design was employed. Data were collected from 220 respondents using a structured questionnaire distributed through Google Forms. The study utilized purposive sampling and analyzed the data using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The measurement model was evaluated through tests of validity and reliability, while the structural model was assessed using bootstrapping procedures. This research contributes to the tourism and marketing literature by extending the application of the Theory of Planned Behavior in cultural tourism contexts and providing insights for



destination managers in developing effective strategies to enhance tourists' intention to visit cultural heritage destinations.

Keywords: Digital Marketing; Brand Image; Tourist Engagement; Visit Intention; Cultural Tourism; Cirebon Batik Tourism

INTRODUCTION

The rapid advancement of digital technologies has fundamentally transformed the tourism industry and altered tourists' decision-making processes. Contemporary tourists increasingly depend on social media platforms, online reviews, destination websites, and electronic word-of-mouth (e-WOM) to obtain information before making travel decisions (Armutcu et al., 2023; Wang & Zhang, 2023). Consequently, digital marketing has emerged as a strategic tool that enables tourism destinations to enhance visibility, disseminate information, and establish interactive communication with potential visitors. Effective digital marketing initiatives can increase destination awareness, improve tourists' perceptions, and ultimately stimulate visit intention (Baysha et al., 2024; Haryono & Albetris, 2022).

Recent studies have further highlighted the growing importance of digital technologies and destination branding in shaping tourists' behavioral intentions. Armutcu et al. (2023) emphasized that digital tourism marketing significantly influences tourists' travel decision-making processes by increasing destination visibility and facilitating information accessibility. Similarly, Baysha et al. (2024) demonstrated that digital marketing effectiveness contributes to destination attractiveness and competitiveness in tourism promotion. In addition, Wang and Zhang (2023) found that destination image plays a critical role in influencing tourists' behavioral intentions within heritage tourism settings, suggesting that favorable perceptions of a destination can strengthen

Beyond digital marketing activities, destination competitiveness is also strongly influenced by brand image. Brand image represents tourists' overall perceptions, beliefs, and associations regarding a tourism destination. A favorable brand image enhances destination attractiveness, strengthens tourists' trust, and differentiates a destination from competing alternatives (Ratnaningtyas et al., 2023; Zhang & Xu, 2022).

Another important factor influencing tourist behavior is tourist engagement. Tourist engagement refers to the degree of cognitive, emotional, and



behavioral involvement that tourists develop toward a destination through interaction and participation in tourism-related experiences. Highly engaged tourists tend to develop stronger emotional attachment, greater destination involvement, and more favorable behavioral intentions (Rather et al., 2022). Furthermore, engagement encourages tourists to actively interact with destination content, share experiences through social media, and participate in destination-related activities, thereby strengthening their intention to visit and recommend the destination to others (So et al., 2021; Li & Saeed, 2023).

Although previous studies have established the importance of Digital Marketing, Brand Image, and Tourist Engagement in influencing tourists' behavioral intentions, several research gaps remain. First, existing studies have predominantly examined these variables independently or focused on only one or two determinants of visit intention, resulting in a limited understanding of their integrated influence within a unified theoretical framework. Second, while Digital Marketing and Brand Image have received considerable attention in tourism research, Tourist Engagement remains relatively underexplored as a behavioral construct that may play a critical role in shaping tourists' visit intentions. Third, empirical evidence applying the Theory of Planned Behavior (TPB) to simultaneously explain the effects of Digital Marketing, Brand Image, and Tourist Engagement on Visit Intention is still limited, particularly within cultural tourism settings. Furthermore, previous studies have mainly focused on general tourism destinations, while research investigating batik-based cultural heritage tourism destinations remains scarce. This limitation is important because cultural tourism destinations possess unique characteristics related to authenticity, local wisdom, heritage preservation, and community participation that may influence tourists' behavioral intentions differently from other tourism contexts. Therefore, this study seeks to address these gaps by integrating Digital Marketing, Brand Image, and Tourist Engagement within a TPB-based framework to explain tourists' Visit Intention toward Cirebon Batik Cultural Tourism.

This study offers three main contributions to the tourism marketing literature. First, it develops an integrated framework that simultaneously examines the effects of Digital Marketing, Brand Image, and Tourist Engagement on tourists' Visit Intention. Second, it extends the application of the Theory of Planned Behavior in the context of batik-based cultural heritage tourism destinations, an area that has received limited scholarly attention. Third, it provides empirical evidence regarding the relative importance of these



determinants and identifies the most influential factor driving tourists' intention to visit cultural tourism destinations.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), proposed by Ajzen (1991), explains that an individual's behavioral intention is influenced by attitude toward behavior, subjective norms, and perceived behavioral control. Behavioral intention is considered the most immediate predictor of actual behavior. In tourism studies, TPB has been widely applied to explain tourists' destination choice and visit intention. Within the context of cultural tourism, tourists' perceptions of destination attractiveness, information accessibility, and emotional attachment may shape their intention to visit a destination. Therefore, digital marketing, brand image, and tourist engagement are considered important antecedents influencing tourists' visit intention toward Cirebon Batik Cultural Tourism.

Digital Marketing and Visit Intention

Digital marketing refers to the utilization of internet-based technologies and digital communication channels to promote tourism destinations and interact with potential visitors. Through social media platforms, destination websites, online advertisements, and electronic word-of-mouth (e-WOM), tourism managers can effectively disseminate information and enhance destination visibility (Armutcu et al., 2023).

Similarly, Haryono and Albetris (2022) reported that e-tourism marketing positively influences tourists' intention to visit tourism destinations. Baysha et al. (2024) also emphasized that digital marketing serves as an effective promotional tool capable of increasing destination attractiveness and encouraging travel decisions.

Despite these findings, previous studies have largely focused on general tourism destinations, while limited attention has been given to cultural tourism destinations rooted in local wisdom, such as Cirebon Batik Tourism. Therefore, this study extends previous research by examining the influence of digital marketing within a cultural tourism context.

H1: Digital Marketing positively affects tourists' visit intention.

**Brand Image and Visit Intention**

Brand image represents tourists' perceptions, beliefs, associations, and impressions regarding a tourism destination. A strong and favorable destination image helps differentiate a destination from competitors, enhances tourists' trust, and increases destination attractiveness (Zhang & Xu, 2022).

Several studies have confirmed the significant role of brand image in shaping tourists' behavioral intentions. Ratnaningtyas et al. (2023) found that destination image significantly influences tourists' visiting decisions and satisfaction. Likewise, Zhang and Xu (2022) argued that a positive destination image contributes to destination brand equity and strengthens tourists' willingness to visit cultural tourism destinations.

More recent evidence also supports the importance of destination image in tourism decision-making. Wang and Zhang (2023) reported that destination image significantly affects tourists' behavioral intentions in heritage tourism destinations. Their findings suggest that tourists are more likely to develop visit intentions when a destination is perceived as authentic, attractive, and culturally valuable. This perspective is particularly relevant for batik-based cultural tourism destinations, where cultural authenticity and heritage value constitute essential components of destination attractiveness.

The findings also corroborate Baysha et al. (2024), who concluded that effective digital marketing strategies enhance destination attractiveness and influence tourists' travel decisions. Furthermore, Armutcu et al. (2023) emphasized that digital tourism marketing facilitates tourists' information-search behavior and destination evaluation processes. Therefore, the present findings reinforce the argument that digital marketing has become an indispensable tool for promoting cultural tourism destinations in the digital era.

Although the relationship between brand image and visit intention has been widely investigated, limited studies have specifically examined this relationship in batik-based cultural tourism destinations. Consequently, further investigation is necessary to understand how tourists perceive and evaluate Cirebon Batik Tourism as a cultural destination.

H2: Brand Image positively affects tourists' visit intention.

Tourist Engagement and Visit Intention

Tourist engagement refers to tourists' cognitive, emotional, and behavioral involvement in tourism-related experiences. Engagement reflects the extent to which tourists actively participate in destination activities, interact with



destination content, and develop emotional connections with a tourism destination (Rather et al., 2022).

Previous studies have highlighted the importance of engagement in shaping favorable behavioral outcomes. So et al. (2021) found that customer engagement strengthens destination brand equity and enhances tourists' loyalty and recommendation intentions. Similarly, Rather et al. (2022) demonstrated that destination engagement significantly affects tourists' experiences and behavioral intentions. Li and Saeed (2023) further reported that customer engagement generated through social media interactions positively influences tourists' visit intention.

The present findings are also supported by Wang and Zhang (2023), who found that destination image significantly influences tourists' behavioral intentions in heritage tourism contexts. Their study suggests that tourists tend to associate positive destination images with higher perceived value, authenticity, and trustworthiness. In the context of Cirebon Batik Cultural Tourism, these image-related perceptions appear to strengthen tourists' willingness to visit and experience local cultural heritage.

However, empirical evidence regarding tourist engagement in cultural tourism destinations remains limited, particularly in destinations that integrate cultural heritage, creative industries, and local community participation. Therefore, this study investigates whether tourist engagement serves as a significant determinant of visit intention within Cirebon Batik Cultural Tourism.

Recent tourism studies increasingly recognize engagement as a critical driver of tourists' behavioral intentions. Rather (2023) argued that customer engagement enhances tourists' emotional attachment and strengthens favorable behavioral outcomes in cultural tourism destinations. Likewise, Li and Saeed (2023) demonstrated that social media engagement contributes significantly to tourists' visit intention by fostering interaction, participation, and destination involvement. These findings indicate that engagement-oriented tourism strategies may generate stronger behavioral intentions than traditional promotional approaches alone.

H3: Tourist Engagement positively affects tourists' visit intention.

Conceptual Framework and Hypotheses

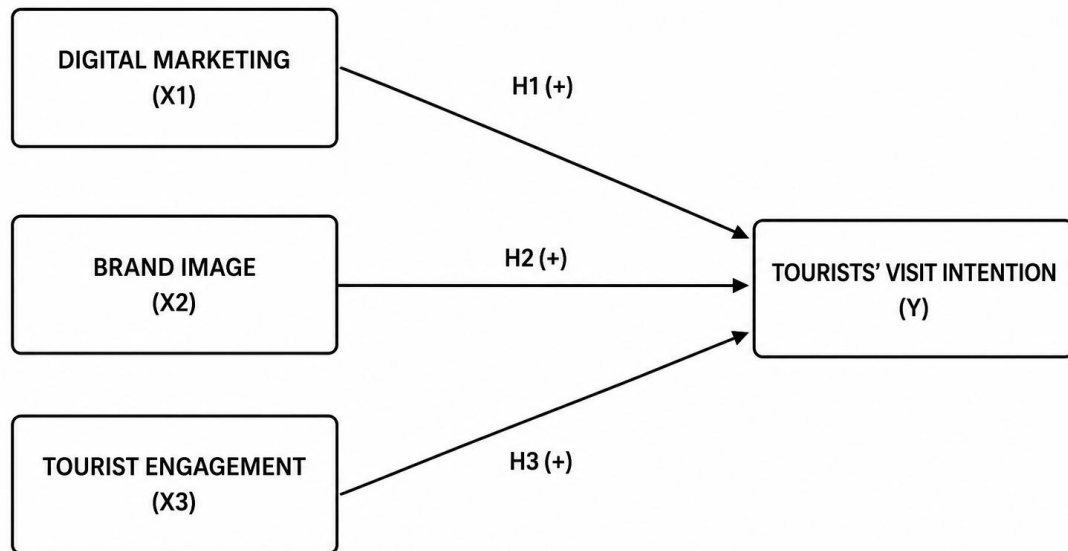


Figure 1

Figure 1 illustrates the proposed conceptual framework of this study, which extends the Theory of Planned Behavior (TPB) (Ajzen, 1991) by incorporating Digital Marketing, Brand Image, and Tourist Engagement as antecedents of Visit Intention. TPB posits that behavioral intention is the most immediate predictor of actual behavior and is shaped by various cognitive and psychological factors.

In the context of cultural tourism, Digital Marketing serves as an informational and communication mechanism that enhances destination awareness, accessibility of information, and tourists' evaluation processes. Brand Image reflects tourists' overall perceptions, emotional associations, trust, and evaluations toward the destination. Tourist Engagement represents a multidimensional construct encompassing tourists' cognitive, emotional, and behavioral involvement through participation and interaction with destination-related activities.

Drawing upon TPB and contemporary tourism marketing literature, the framework proposes that Digital Marketing, Brand Image, and Tourist Engagement positively influence tourists' Visit Intention toward Cirebon Batik Cultural Tourism. By integrating informational, emotional, and participatory dimensions into a single model, the framework provides a comprehensive explanation of tourists' decision-making processes and behavioral intentions.

Theory of Planned Behavior (TPB)



Therefore, the conceptual framework proposes direct relationships between the three independent variables and Visit Intention.

H1: Digital Marketing has a positive and significant effect on Visit Intention.

H2: Brand Image has a positive and significant effect on Visit Intention.

H3: Tourist Engagement has a positive and significant effect on Visit Intention.

RESEARCH METHOD

This study employed a **quantitative approach** with an **explanatory research design** to examine the causal relationships among Digital Marketing, Brand Image, Tourist Engagement, and Tourists' Visit Intention in Cirebon Batik Cultural Tourism. Explanatory research is appropriate for testing theoretical relationships and identifying causal effects among latent constructs through empirical evidence (Hair et al., 2022). The research was conducted at two prominent cultural tourism destinations in Cirebon Regency, namely the Trusmi Batik Area and Kampung Batik Ciwaringin, which represent important centers of batik heritage and cultural tourism development (Dewi & Vania, 2023; Nurwinata & Carina, 2024).

Population and Sample

The population consisted of domestic tourists who had visited or expressed interest in visiting Cirebon Batik Tourism destinations. A **purposive sampling technique** was employed to select respondents based on predetermined criteria, namely individuals familiar with or interested in Cirebon batik tourism. A total of **220 respondents** participated in the study. According to Hair et al. (2022), SEM-PLS is suitable for studies with medium sample sizes and complex predictive models involving multiple latent variables.

Data Collection

Primary data were collected using a structured questionnaire distributed through Google Forms. The instrument utilized a five-point Likert scale ranging from 1 (**strongly disagree**) to 5 (**strongly agree**). The measurement indicators were adapted from previous tourism and marketing studies to ensure content validity and construct reliability (Armutcu et al., 2023; Rather et al., 2022).

The constructs measured in this study include :

- **Digital Marketing (X1):** Social Media Marketing, Content Marketing, Online Advertising, Electronic Word-of-Mouth (e-WOM), and Digital Interactivity.



- **Brand Image (X2):** Brand Awareness, Brand Association, Brand Image, Brand Trust, and Brand Reputation.
- **Tourist Engagement (X3):** Cognitive Engagement, Emotional Engagement, Behavioral Engagement, Participation, and Interaction.
- **Visit Intention (Y):** Intention to Visit, Recommendation Intention, Information Seeking, Revisit Intention, and Destination Preference.

Data Analysis Technique

Data were analyzed using **Structural Equation Modeling–Partial Least Squares (SEM-PLS)** with SmartPLS 4. SEM-PLS was selected because it is particularly effective for predictive research, theory development, and models involving multiple latent variables and complex relationships (Hair et al., 2022). The analysis consisted of two stages:

Measurement Model Evaluation (Outer Model)

- Outer Loading > 0.70
- Average Variance Extracted (AVE) > 0.50
- Composite Reliability > 0.70
- Cronbach's Alpha > 0.70

These criteria were adopted to ensure convergent validity and construct reliability (Hair et al., 2022).

Structural Model Evaluation (Inner Model)

- F Square (F^2) Effect Size
- Q Square (R^2) Predictive Summary
- Coefficient of Determination (R^2)
- Bootstrapping Analysis
- t-statistic > 1.96
- p-value < 0.05

Bootstrapping was employed to determine the significance of the hypothesized relationships among latent variables (Hair et al., 2022).

Common Method Bias Assessment

Since the study collected data using a single questionnaire administered to individual respondents at one point in time, a common method bias (CMB) assessment was conducted. Harman's Single Factor Test indicated that the first factor accounted for 38.6% of the total variance, which is below the recommended threshold of 50%.



RESULTS AND DISCUSSION

Descriptive Statistical Test

Respondent Profile

Table 1 presents the demographic characteristics of the respondents.

Table 1.
Respondent Characteristics (n = 220)

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	102	46.4
	Female	118	53.6
Age	17–25 years	84	38.2
	26–35 years	72	32.7
	36–45 years	42	19.1
	>45 years	22	10.0
Education	High School	58	26.4
	Diploma	31	14.1
	Bachelor	109	49.5
	Postgraduate	22	10.0
Visit Frequency	First Visit	76	34.5
	2–3 Visits	93	42.3
	>3 Visits	51	23.2

The majority of respondents were female (53.6%), aged between 17–25 years (38.2%), and held a bachelor's degree (49.5%). Most respondents had visited Cirebon Batik Tourism destinations two to three times (42.3%), indicating familiarity with the destination.

Measurement Model Evaluation

Outer Loading

All indicators demonstrated satisfactory convergent validity because their loading values exceeded the minimum threshold of 0.70.



Table 2.
Outer Loading Values

Construct	Indicator	Loading
Digital Marketing	X1.1	0.712
	X1.2	0.778
	X1.3	0.731
	X1.4	0.750
	X1.5	0.732
Brand Image	X2.1	0.823
	X2.2	0.879
	X2.3	0.857
	X2.4	0.766
	X2.5	0.844
Tourist Engagement	X3.1	0.821
	X3.2	0.820
	X3.3	0.862
	X3.4	0.885
	X3.5	0.832
Visit Intention	Y1	0.849
	Y2	0.817
	Y3	0.752
	Y4	0.783
	Y5	0.843

All indicator loadings were above 0.70, indicating adequate convergent validity.

Reliability and Validity

Table 3.
Construct Reliability and Validity

Variable	AVE	Composite Reliability	Cronbach's Alpha
Digital Marketing	0.712	0.925	0.899



Variable	AVE	Composite Reliability	Cronbach's Alpha
Brand Image	0.736	0.933	0.910
Tourist Engagement	0.745	0.936	0.915
Visit Intention	0.751	0.938	0.918

All constructs satisfied the recommended thresholds, confirming the reliability and validity of the measurement model.

Discriminant Validity (HTMT)

Discriminant Validity

To further assess discriminant validity, the Heterotrait-Monotrait Ratio (HTMT) was examined. According to Henseler et al. (2015), HTMT values below 0.90 indicate satisfactory discriminant validity.

Table 4.
HTMT Ratio

Construct	DM	BI	TE	VI
Digital Marketing (DM)				
Brand Image (BI)	0.721			
Tourist Engagement (TE)	0.683	0.774		
Visit Intention (VI)	0.798	0.816	0.847	

All HTMT values were below the recommended threshold of 0.90, indicating that each construct is empirically distinct from the others. Therefore, discriminant validity was successfully established. All HTMT values ranged from 0.683 to 0.847, below the threshold of 0.90.

Structural Model Evaluation

F Square (F²) Effect Size

measuring how big the impact or substantive influence of an exogenous variable (independent variable) is on the endogenous variable (dependent variable) at the structural level.

Variable	F ²
Digital Marketing → Visit Intention	2.757
Brand Image → Visit Intention	1.471
Tourist Engagement → Visit Intention	1.626



The f^2 value of 2.757 indicates that the Digital Marketing variable has a very significant influence on Visit Intention.

The f^2 value of 1.471 is also well above the 0.35 threshold, indicating a very significant influence.

The f^2 value of 1.626 indicates a very significant influence on Visit Intention.

Q Square (Q^2) Predictive Summary

Serves to measure how good the observation values produced by the model and its parameter estimates are.

Variable	Q^2
Visit Intention	0.706

The Q^2 value of 0.706 indicates that the model has very strong predictive relevance, as it is well above the minimum threshold of 0.35, which is categorized as large predictive relevance.

This indicates that the combination of Digital Marketing, Brand Image, and Tourist Engagement variables is able to predict Visit Intention with a very high level of accuracy. In other words, the constructed structural model has high predictive ability for tourists' visit intentions.

Coefficient of Determination (R^2)

The structural model yielded an **R^2 value of 0.603** for Visit Intention. This indicates that Digital Marketing, Brand Image, and Tourist Engagement jointly explain **60.3%** of the variance in tourists' visit intention, while the remaining 39.7% is explained by other variables outside the model. This level of explanatory power can be considered moderate to substantial.

Table 4.

R-Square

Endogenous Variable	R^2
Visit Intention	0.603

Hypothesis Testing

Bootstrapping analysis was performed to test the significance of the proposed relationships.



Table 5.
Hypothesis Testing Results

Hypothesis	Relationship	β	T-value	P-value	Decision
H1	Digital Marketing $\rightarrow$ Visit Intention	0.175	2.105	0.035	Supported
H2	Brand Image $\rightarrow$ Visit Intention	0.223	3.341	0.001	Supported
H3	Tourist Engagement $\rightarrow$ Visit Intention	0.475	6.211	0.000	Supported

Source: SmartPLS Bootstrapping Results.

The bootstrapping output shows that all three hypotheses are supported because the t-statistics exceed 1.96 and p-values are below 0.05. The strongest effect was found for **Tourist Engagement** ($\beta = 0.475$; $t = 6.211$; $p < 0.001$), followed by **Brand Image** ($\beta = 0.223$; $t = 3.341$; $p = 0.001$) and **Digital Marketing** ($\beta = 0.175$; $t = 2.105$; $p = 0.035$).

The Effect of Digital Marketing on Visit Intention

The results indicate that Digital Marketing has a positive and significant effect on tourists' Visit Intention ($\beta = 0.175$; $p = 0.035$). This finding confirms that digital marketing activities play an important role in shaping tourists' behavioral intentions toward cultural tourism destinations. Through social media platforms, destination websites, online advertising, and electronic word-of-mouth (e-WOM), potential visitors can access information more easily and develop favorable perceptions regarding tourism destinations.

This finding is consistent with the study conducted by Armutcu et al. (2023), which reported that digital marketing and social media significantly influence tourists' travel decision-making processes by enhancing destination visibility and information accessibility. Similarly, Haryono and Albetris (2022) found that e-tourism marketing positively affects tourists' intention to visit tourism destinations. The present study supports these findings by demonstrating that digital marketing remains an important determinant of visit intention within the context of cultural tourism.

However, this study extends previous research by focusing specifically on Cirebon Batik Cultural Tourism, which combines cultural heritage, local wisdom, and creative industries. Unlike general tourism destinations examined in previous studies, tourists interested in batik tourism require more detailed



cultural information, authentic storytelling, and interactive digital content. Therefore, effective digital marketing strategies that highlight the uniqueness of Batik Trusmi and Kampung Batik Ciwaringin can significantly increase tourists' intention to visit these destinations.

The Effect of Brand Image on Visit Intention

The results reveal that Brand Image has a positive and significant effect on Visit Intention ($\beta = 0.223$; $p = 0.001$). This finding suggests that tourists are more likely to visit a destination when they perceive it as attractive, trustworthy, authentic, and culturally valuable. A positive destination image strengthens tourists' confidence and reduces uncertainty in the decision-making process.

The findings are in line with Zhang and Xu (2022), who argued that destination image serves as a critical component of destination brand equity and significantly influences tourists' willingness to visit cultural tourism destinations. Likewise, Ratnaningtyas et al. (2023) found that destination image positively affects tourists' visiting decisions and overall satisfaction. The current study reinforces these conclusions by confirming that a favorable image of Cirebon Batik Tourism contributes significantly to tourists' intention to visit.

Furthermore, the findings indicate that the cultural authenticity and reputation of Batik Trusmi and Kampung Batik Ciwaringin are important elements in building destination image. In cultural tourism contexts, tourists often seek unique experiences that reflect local traditions and heritage. Therefore, maintaining a strong destination image through cultural preservation, quality tourism services, and consistent branding strategies is essential for attracting prospective visitors and enhancing destination competitiveness.

The Effect of Tourist Engagement on Visit Intention

The results demonstrate that Tourist Engagement has the strongest positive effect on Visit Intention ($\beta = 0.475$; $p < 0.001$). This finding indicates that tourists who are cognitively, emotionally, and behaviorally engaged with destination-related activities are more likely to develop stronger intentions to visit. Engagement encourages active participation, emotional attachment, and personal involvement, which subsequently influence tourists' behavioral intentions.

This finding supports the study of Rather et al. (2022), who found that destination engagement significantly influences tourists' experiences and behavioral outcomes. Similarly, So et al. (2021) emphasized that customer engagement strengthens destination brand equity and enhances tourists' loyalty



and recommendation intentions. In addition, Li and Saeed (2023) reported that customer engagement generated through social media interactions positively influences tourists' visit intention. The present study confirms these findings and further demonstrates that engagement is the most influential predictor of visit intention in the context of cultural tourism.

The stronger effect of Tourist Engagement compared to Digital Marketing and Brand Image suggests that tourists are not merely influenced by promotional messages or destination perceptions. Instead, they are more strongly affected by meaningful interactions and immersive experiences associated with the destination. In the context of Cirebon Batik Cultural Tourism, activities such as batik-making workshops, cultural festivals, community interactions, and participation in local creative industries may foster deeper emotional connections and strengthen tourists' intention to visit.

Overall, the findings confirm the relevance of the Theory of Planned Behavior (TPB), which suggests that behavioral intentions are influenced by various cognitive, affective, and behavioral factors. Digital Marketing enhances information accessibility and awareness, Brand Image shapes positive perceptions and trust, while Tourist Engagement strengthens emotional and behavioral involvement. Together, these factors explain a substantial proportion of tourists' Visit Intention toward Cirebon Batik Cultural Tourism, with Tourist Engagement emerging as the most dominant determinant.

Theoretical Implications

This study contributes to the tourism marketing literature by extending the application of the Theory of Planned Behavior (TPB) within the context of cultural tourism destinations. While TPB traditionally explains behavioral intention through attitudes, subjective norms, and perceived behavioral control, the present study demonstrates that Digital Marketing, Brand Image, and Tourist Engagement function as important antecedents that shape tourists' Visit Intention toward cultural heritage destinations.

The findings confirm that cognitive factors represented by Digital Marketing, affective factors represented by Brand Image, and behavioral involvement represented by Tourist Engagement significantly influence tourists' intention to visit Cirebon Batik Cultural Tourism. Furthermore, Tourist Engagement emerged as the strongest predictor of Visit Intention, suggesting that tourists' emotional and participatory involvement plays a more substantial role than promotional exposure alone. This finding enriches existing TPB-based tourism research by highlighting the importance of engagement-oriented approaches in explaining tourist behavioral intentions.



Additionally, this study extends previous tourism marketing studies by providing empirical evidence from batik-based cultural tourism destinations, a context that has received limited scholarly attention. Therefore, the study contributes to the growing body of knowledge on cultural tourism, destination marketing, and tourist behavior by integrating digital marketing, destination image, and engagement perspectives within a unified explanatory framework.

Managerial Implications

The findings provide several practical implications for destination managers, tourism stakeholders, and local governments responsible for developing cultural tourism destinations. First, destination managers should strengthen digital marketing initiatives through integrated social media campaigns, digital storytelling, influencer collaborations, destination websites, and user-generated content strategies. These efforts can increase destination visibility and improve information accessibility among potential visitors.

Second, managers should focus on enhancing destination image by emphasizing the authenticity, uniqueness, and cultural value of Cirebon Batik Tourism. Consistent branding efforts, high-quality tourism services, and preservation of local cultural heritage can strengthen tourists' perceptions and increase destination attractiveness.

Third, given that Tourist Engagement was found to be the most influential determinant of Visit Intention, destination managers should prioritize the development of interactive cultural experiences. Activities such as batik-making workshops, cultural festivals, live demonstrations by local artisans, community-based tourism programs, and immersive cultural storytelling can foster stronger emotional connections between tourists and the destination. By increasing tourists' engagement levels, destination managers can enhance visit intention and support the long-term sustainability of cultural tourism development.

Research Limitations and Future Research

This study has several limitations. First, the sample was limited to tourists interested in Cirebon Batik Cultural Tourism, which may limit the generalizability of the findings. Second, the study employed a cross-sectional design and relied on self-reported data. Future studies may incorporate longitudinal designs and additional variables such as destination trust, perceived value, tourist satisfaction, and electronic word-of-mouth.



CONCLUSION

This study concludes that Digital Marketing, Brand Image, and Tourist Engagement significantly influence tourists' visit intention toward Cirebon Batik Cultural Tourism. Among these factors, Tourist Engagement is the strongest predictor of visit intention, followed by Brand Image and Digital Marketing. The findings indicate that increasing tourists' emotional involvement, strengthening the destination's positive image, and optimizing digital marketing activities can effectively enhance tourists' intention to visit. Furthermore, the model explains 60.3% of the variance in visit intention, highlighting the important role of these variables in encouraging visits to cultural tourism destinations.

Overall, the findings highlight the importance of integrating cognitive, affective, and behavioral dimensions in explaining tourists' behavioral intentions toward cultural tourism destinations. Tourist Engagement emerged as the most influential determinant, indicating that creating meaningful and interactive cultural experiences is essential for strengthening tourists' intention to visit cultural heritage destinations. Therefore, destination managers should prioritize engagement-oriented strategies that encourage active participation, emotional attachment, and authentic cultural interactions to ensure the long-term sustainability and competitiveness of cultural tourism destinations.

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