

The Mediating Role of Electronic Word of Mouth in Tourist Attractions and Content Marketing on Visiting Interest at Ranggawarsita Museum

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Abstract

This study investigates the effects of tourist attractions and content marketing on visiting interest to Museum Ranggawarsita, Semarang, with electronic word-of-mouth (E-WOM) as a mediating variable. The study tackles inconsistent findings regarding the links between tourist attractions, content marketing, and visiting interest, while the mediation role of E-WOM in museum tourism remains little addressed. A quantitative technique was used in an explanatory research design. A structured online questionnaire with a five-point Likert scale was used to gather data from 105 respondents who were chosen using purposive sampling. Partial Least Squares-Structural Equation Modeling (PLS-SEM) with SmartPLS was used to evaluate the data. The results suggest that tourist attraction has a positive and significant effect on E-WOM ($\beta = 0.382$; $p < 0.001$), but does not significantly affect visiting interest directly ($\beta = 0.106$; $p = 0.365$). Content marketing favorably and significantly affects E-WOM ($\beta = 0.418$; $p < 0.001$) and visiting interest ($\beta = 0.320$; $p = 0.002$). E-WOM also has a favorable and substantial effect on visiting interest ($\beta = 0.451$; $p = 0.001$). Furthermore, E-WOM fully mediates the association between tourist attraction and visiting interest, while somewhat mediating the relationship between content marketing and visiting interest. These findings underscore the necessity of merging attractive tourism experiences with effective digital material and E-WOM management to boost museum visiting interest in the digital era.

Keywords:

Tourism Attractions; Content Marketing; E-WOM; Visiting Interest; Ranggawarsita Museum.

1. INTRODUCTION

Indonesia possesses substantial potential for tourism development due to its rich cultural diversity, historical heritage, and abundance of cultural resources distributed across various regions. According to the 2023 Cultural Statistics, Indonesia has 4,760 cultural heritage sites, 450 museums, and five categories of world cultural heritage, reflecting the country's considerable cultural capital that can be developed into distinctive tourism experiences (Hayashi, 2024). These resources not only preserve historical and cultural values but also provide opportunities to create educational, recreational, and meaningful experiences for visitors, thereby contributing to the diversification and strengthening of the national tourism sector. In line with Law No. 10 of 2009, tourism is a multidimensional activity involving social, economic, and cultural interactions, indicating that the development of cultural tourism can generate broader benefits beyond visitor experiences, including cultural preservation and local economic development (Siahaan Yesa et al., 2024). Nevertheless, the substantial availability of cultural resources has not yet been reflected in the proportion of cultural tourism attractions preferred by the public. Compared with man-made and natural attractions, cultural tourism remains relatively

underrepresented, with cultural attractions accounting for only 7.37%, while man-made attractions reach 34.64% and nature-based attractions account for 34.12%, based on Jakpat survey data (Kirana, 2024).

Table 1. Ranggawarsita Museum Visitor Data (2020 – 2024)

Visitors	2020	2021	2022	2023	2024
Students	44.260	79.130	30.095	45.122	43.122
General	26.834	34.084	16.589	10.787	11.340
Research	27	10	222	54	9
Tourists	119	43	4	447	409
Total	71.490	113.712	46.910	56.410	54.880

Source: UPTD Museum Ranggawarsita (Rahma, 2025).

This condition is also reflected in the Ranggawarsita Museum, one of the largest and most prominent cultural museums in Central Java, which plays an important role in preserving and introducing the region's cultural and historical heritage to the public. Despite its strategic position and diverse collections, the museum has experienced fluctuations in visitor numbers during the 2020–2024 period. Visitor statistics indicate a decline in 2022, followed by an increase in 2023, before decreasing again in 2024 (Rahma, 2025). These fluctuations indicate that the museum has not yet succeeded in maintaining a consistent level of visitor interest over time. The unstable pattern may suggest that the museum's existing attractiveness and promotional efforts have not been sufficient to continuously encourage potential visitors to develop an intention to visit.

Visit interest is a significant element in the growth of tourist locations as it indicates a person's inclination or readiness to go to a specific site. Interest is a behavioral propensity that emerges before making a buying decision (Kotler and Keller 2014; Patricia & Soeprapto, 2023). In the meantime, interest is an internal motive that propels a person to engage with an object (Peter and Olson 2013; Yandi et al., 2023). In general, interest can be understood as an internal motivation that propels an individual to perform. In the context of tourism, visiting interest refers to a person's readiness to visit a location after assessing if it meets their needs and expectations (Fahimah & Rosyida, 2021; Siahaan Yesa et al., 2024).

Tourist attractions are crucial for a destination because they offer experiences, activities, and culturally significant features that may attract tourists (Parhusip & Arida, 2018; Patricia & Soeprapto, 2023). According to Alfitriani and Putri (2021) and Ningtiyas and Alvianna (2021), as cited in Qodriyah et al., (2023), tourist attractions constitute the core of a destination product because they provide the primary appeal that encourages tourists to consider visiting a destination. However, previous studies on the relationship between travel desires and tourist destinations have yielded conflicting results. Qodriyah et al., (2023) discovered a strong and notable association, however Nurul Atiqah et al., (2024) concluded that this relationship was not statistically significant.

The rise in digital media utilization has established content marketing as a crucial element in tourism promotion. Kotler and Keller state that content marketing focuses on creating and sharing informative material that is valuable and relevant to the intended audience, fostering their engagement (Rosita et al., 2026). Positive perceptions of a travel destination can be shaped by educational, interesting, and simple-to-understand content (Fahimah & Auliya, 2023; Rosita et al., 2026). Previous studies by Haikal et al., (2026) and Rosita et al., (2026) show a strong positive correlation between content marketing and visitor interest. However, research by Riestiana & Sudrajat, (2025) found no significant relationship. These contradictory results suggest that the efficiency of content marketing may vary depending on the characteristics of the audience, the experiences of visitors, and the particular atmosphere of the place (Dewi et al., 2022; Rosita et al., 2026).

The growth of social media has reinforced the function of Electronic Word of Mouth (E-WOM), a form of electronic communication that incorporates tourists' opinions, experiences, and evaluations of a location (Setyowati & Liliyan, 2022). According to Mutiara & Fianto, (2026), E-WOM is considered a very reliable source of information that can influence travelers' decisions to visit, build trust, and shape perceptions. E-WOM is therefore positioned in this study as a mediating variable that is thought to enhance the influence of tourism attractions and content marketing on the intention to visit.

The Stimulus–Organism–Response (SOR) model, created by Mehrabian and Russell in 1974, characterizes behavioral reactions as a process of three interrelated (Hochreiter et al., 2023; Dewi & Fahma Auliya, 2025). According to Mahmud et al., (2025), a person's behavioral response does not always happen immediately after a stimulus is introduced since the stimulus must first be processed thru both cognitive and emotional mechanisms. In consumer behavior, this process provides a theoretical basis for understanding how marketing stimuli influence consumers' perceptions, evaluations, and behavioral intentions.

The linkages between tourist attractions, content marketing, E-WOM, and visiting interest at the Ranggawarsita Museum are explained using the Stimulus-Organism-Response (SOR) paradigm. Tourist attractions and content marketing represent the stimulus (S), as tourist attractions provide reasons for potential visitors to consider the museum as a destination, while content marketing delivers relevant and engaging digital information that shapes their perceptions and expectations. The organism (O) is represented by E-WOM as the mediating variable, through which online reviews, ratings, and shared information influence potential visitors' evaluations, strengthen trust, and reduce uncertainty before visiting. Neha et al., (2022) examined the

relationships between E-WOM, destination preference, and travel intention through an SOR perspective, supporting the relevance of this framework in tourism research. Meanwhile, the response (R) is represented by visiting interest, referring to potential visitors' willingness or intention to visit the Ranggawarsita Museum.

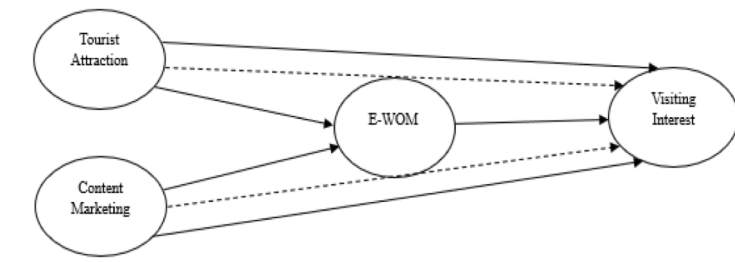


Figure 1. Framework for Research

Within this framework, tourist attractions and content marketing may influence visiting interest directly or indirectly through E-WOM, which explains how destination-related stimuli and digital marketing information are translated into behavioral intentions through the evaluation of online information. Therefore, the SOR framework provides a theoretical foundation for examining the direct effects of tourist attractions and content marketing on visiting interest and their indirect effects through E-WOM.

Tourist attractions enhance destination appeal through unique experiences, cultural objects, and engaging activities (Parhusip & Arida, 2018; Patricia & Soeprapto, 2023). At museums, distinctive collections and educational programs can create memorable experiences that encourage visitors to share reviews and recommendations online. Palupi et al., (2025) found that positive E-WOM is associated with tourist perceptions and experiences. Therefore, attractive experiences at Museum Ranggawarsita are expected to encourage visitors to share information and recommendations through digital media.

H1: Tourist attractions have a positive and significant effect on E-WOM.

Tourist attractions can increase visiting interest by offering unique experiences and cultural value that attract potential visitors (Alfitriani & Putri, 2021; Ningtiyas & Alvianna, 2021, as cited in Qodriyah et al., 2023). At Museum Ranggawarsita, interesting collections and cultural exhibitions may encourage visits. However, previous studies found no significant effect of tourist attractions on visiting interest (Qodriyah et al., 2023; Nurul Atiqah et al., 2024). Therefore, further research is needed to examine this relationship at Museum Ranggawarsita.

H2: Tourist attractions have a positive and significant effect on visiting interest.

Content marketing uses relevant and engaging digital content to communicate a destination's attractions, activities, and cultural value. Informative and accessible content can encourage audiences to share information and recommendations online (Hennig-Thurau et al., 2004; Dini et al., 2023). Pratiwi & Rahmidani, (2023) and Li & Liu, (2023) support the relationship between digital content and E-WOM. Therefore, effective content marketing about Museum Ranggawarsita is expected to encourage audiences to share information and recommendations through digital platforms.

H3: Content marketing has a positive and significant effect on E-WOM.

Content marketing can increase visiting interest by providing informative and engaging content that builds destination awareness and positive perceptions. In the context of Museum Ranggawarsita, digital content featuring historical collections and cultural activities may encourage potential visitors to visit. Haikal et al., (2026) and Rosita et al., (2026) support the relationship between content marketing and visiting interest. However, differences in previous findings highlight the need to examine this relationship further in the context of Museum Ranggawarsita.

H4: Content marketing has a positive and significant effect on visiting interest.

E-WOM includes online reviews, ratings, and recommendations that help potential visitors evaluate destinations and reduce uncertainty before visiting. Positive E-WOM can strengthen trust and visiting interest. Neha et al., (2022), Mutiara & Fianto, (2026), and Riandy et al., (2026) support the relevance of E-WOM in shaping tourism preferences and visiting interest. Therefore, positive online reviews and recommendations are expected to increase interest in visiting Museum Ranggawarsita.

H5: E-WOM has a positive and significant effect on visiting interest.

Tourist attractions may influence visiting interest indirectly through E-WOM. Attractive collections and cultural activities can encourage positive online reviews and recommendations, helping potential visitors understand the museum's value. Within the SOR framework, tourist attractions act as the stimulus, E-WOM facilitates information evaluation, and visiting interest represents the response. Previous studies by Mulyani et

al., (2025) and Palupi et al., (2025) support the relevance of E-WOM in tourism. Therefore, this study examines the mediating role of E-WOM between tourist attractions and visiting interest at Museum Ranggawarsita.

H6: E-WOM mediates the relationship between tourist attractions and visiting interest.

Content marketing can increase visiting interest directly by building awareness and indirectly through E-WOM by encouraging audiences to share information and recommendations. Within the SOR framework, digital content acts as a stimulus that influences evaluations and behavioral responses. Pratiwi & Rahmidani, (2023) and Li & Liu, (2023) support the relationship between content marketing and E-WOM, while Haikal et al., (2026) and Rosita et al., (2026) examine its relationship with visiting interest. Therefore, this study investigates the mediating role of E-WOM between content marketing and visiting interest at Museum Ranggawarsita.

H7: E-WOM mediates the relationship between content marketing and visiting interest.

The study makes theoretical and practical contributions to the literature. By presenting E-WOM as an organismic process that links exterior stimuli, represented by tourist attractions and content marketing with visiting interest it theoretically expands the use of the SOR paradigm in tourism marketing. This viewpoint adds to the conversation on digital consumer behavior in cultural tourism and offers a more thorough understanding of the psychological and informational processes driving travelers' interest in visiting. In practical terms, the results can help managers of Museum Ranggawarsita and other cultural tourist organizations create more successful marketing plans. In particular, the results may provide insights into how the quality and presentation of attractions can be communicated through digital content, how positive E-WOM can be encouraged, and how information technology can be strategically utilized to strengthen engagement with prospective visitors.

2. RESEARCH METHOD

This study employed a quantitative methodology and an explanatory research framework. The suggested connections between tourist attractions, content marketing, E-WOM, and interest in visiting were investigated using statistical analysis (Sugiyono, 2016; Fajri et al., 2022). A five-point Likert scale was used to measure each variable. The measurement model (outer model) and the structural model (inner model) were assessed using SmartPLS and the Partial Least Squares-Structural Equation Modeling (PLS-SEM) approach. In addition to testing the proposed connections between tourist attraction, content marketing, E-WOM, and visiting interest, this research was carried out to evaluate the validity and reliability of the measurement tools.

2.1. Population, Sampling, and Respondents

The target audience included those who were familiar with the Ranggawarsita Museum and had used online tools to learn more about it. Participants were chosen using a non-probability sampling method called purposeful sampling. Researchers can choose participants using this method based on preset characteristics or criteria (Sugiyono, 2017; Elang Ibrahim et al., 2021). The following inclusion criteria were used to make sure the respondents were pertinent to the study's goals: (1) they had to be at least 17 years old; (2) they had to be familiar with Museum Ranggawarsita; and (3) they had to have come across information about the museum via digital media.

The Cochran algorithm was used to calculate the sample size, which led to a minimum sample requirement of 100 respondents (Pardosi et al., 2025). A total of 105 respondents who satisfied the predefined sampling criteria participated in this survey. The sample remained very small in terms of representing the larger community of possible visitors to Museum Ranggawarsita. This restriction was partially caused by the practical limitations of data collecting as well as the use of purposive sampling, which required respondents to fulfill certain qualifying requirements. Respondent characteristics were described based on gender, age, educational attainment, and occupation. The respondents included both male and female participants, with educational backgrounds ranging from high school graduates to bachelor's degree holders and occupations including students, employees, and entrepreneurs. As a result, care should be taken when interpreting the results, especially when it comes to how broadly they can be applied.

2.2. Data Collection and Research Instrument

In June and July of 2026, this study was carried out. A Google Forms based structured online survey was used to gather primary data. The questionnaire was delivered both directly and through digital platforms including Instagram, TikTok, and WhatsApp in order to reach respondents who fit the predetermined sampling criteria. Reports about the Ranggawarsita Museum, pertinent literature, and earlier academic works were the sources of secondary data.

The research instrument consisted of measurement indicators for tourist attraction, content marketing, E-WOM, and visiting interest. Activity, artifact, presentation, lodging, atmosphere, and perception were used to measure tourist attraction (Soekadijo, as cited in Rizki et al., 2023). Shareable, understandable, incentive, easily

accessible, and absorbing were the metrics used to measure content marketing (Oktaviani, 2024, as referenced in Rosita et al., 2026). Content, rating, quality, and volume were used to gage E-WOM (Ismagilova et al., 2017, as quoted in Ermawan & Yanny, 2025). Awareness, knowledge, liking, preference, and belief were used to gage the interest to visit (Novitaningtyas et al., 2022).

2.3. Research Ethics

The research followed basic ethical guidelines during the data collection phase. Respondents were informed of the study's goals before to completing the questionnaire, and participation was entirely voluntary. Respondents were not coerced into taking part or declining. The data collected was exclusively used for academic purposes, and the anonymity of respondents' information was maintained throughout the research process.

3. RESULTS AND DISCUSSION

3.1. Result

3.1.1. Analysis of Measurement Model for the Outer Model

To ascertain if the indicators included in this study accurately reflected the latent constructs of tourist attractions and content marketing (independent), E-WOM (mediation), and visiting interest (dependent), the measurement model was assessed. While discriminant validity was investigated using the Fornell–Larcker criterion and cross-loadings, convergent validity was evaluated using outer loading values over 0.70 and AVE above 0.50 (Ghozali & Latan, 2015; Kuliman et al., 2023). Cronbach's Alpha and Composite Reliability (CR) were used to assess construct reliability; values of at least 0.70 were deemed satisfactory (Hair et al., 2022; Primary & Field Kussudyarsana, 2024).

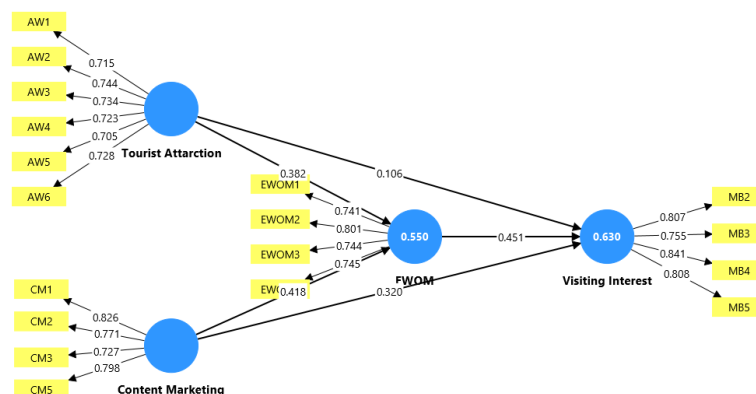


Figure 2. Outer Loading (Source: Primary Analysis Data Processed, 2026)

In the first evaluation, it was observed that two metrics had outer loading values that fell short of the suggested limit, specifically CM4 from the content marketing category and MB1 from the visiting interest category. As a result, these two metrics were excluded, and the model was re-evaluated to enhance the measurement model's effectiveness. The results from the re-evaluation showed that all the remaining metrics achieved outer loading values greater than 0.70. Therefore, these metrics met the standards for convergent validity and were deemed suitable for additional analysis. Moreover, the results verified that all metrics related to tourist attractions, content marketing, E-WOM, and visiting interest attained outer loading values above 0.70, indicating that the measurement model met the standards for convergent validity (Kuliman et al., 2023).

Table 2. Construct Validity and Reliability Results

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Tourist Attractions	0.820	0.822	0.869	0.525
Content Marketing	0.787	0.790	0.862	0.610
EWOM	0.753	0.755	0.844	0.575
Visiting Interest	0.817	0.819	0.879	0.645

Source: Primary Analysis Data Processed, 2026

Convergent validity and construct reliability results are shown in Table 3. For tourism attractions, content marketing, E-WOM, and visiting interest, the AVE values were 0.525, 0.610, 0.575, and 0.645, respectively.

Every figure is higher than the suggested minimum of 0.50. This indicates that each concept may account for over half of the variance in the corresponding indicators. visiting interest has the greatest AVE value (0.645) of the four constructs, suggesting that its maintained indicators offer the best depiction of the construct. Although tourist destinations had the lowest AVE value (0.525), this value is still above the necessary threshold and so meets the convergent validity condition.

Additionally, the dependability assessment shows adequate internal consistency. The range of Composite Reliability and Cronbach's Alpha values was 0.844 to 0.879 and 0.753 to 0.820, respectively. The indicators within each construct can be deemed sufficiently consistent in measuring the same underlying notion because all values were more than 0.70. These results verify that the research tool is suitable for structural model analysis and has sufficient dependability (Hair et al., 2022; Utami & Kussudyarsana, 2024).

Table 3. Fornell Larcker Results

	Content Marketing	EWOM	Visiting Interest	Tourist Attraction
Content Marketing	0.781			
EWOM	0.692	0.758		
Visiting Interest	0.707	0.744	0.803	
Tourist Attraction	0.716	0.682	0.642	0.725

The Fornell-Larcker criterion was used to evaluate discriminant validity. Each construct's square root of AVE was greater than its correlation with the other constructs, as seen in Table 4. Compared to its associations with E-WOM (0.692), visiting interest (0.707), and tourist attractions (0.716), content marketing had a square root of AVE of 0.781. In a similar vein, E-WOM's value of 0.758 was greater than its associations with tourist attractions (0.682), visiting interest (0.744), and content marketing (0.692). With a value of 0.803, visiting interest outperformed its associations with E-WOM (0.744), content marketing (0.707), and tourist attractions (0.642). Lastly, the value of 0.725 for tourist attractions was higher than its connections with E-WOM (0.682), content marketing (0.716), and visiting interest (0.642).

These results demonstrate that each construct has greater variance with its own indicators when compared to other constructs in the model. As a result, the ideas of tourist attractions, content marketing, E-WOM, and visiting interest are experimentally different. According to the Fornell–Larcker criterion, the measurement model thus meets the discriminant validity requirement (Rönkkö & Cho, 2022).

Overall, the measurement strategy shows sufficient validity and reliability. The constructs show internal consistency, the indicators kept in the model accurately reflect their corresponding constructions, and the constructs can be empirically distinguished from one another. These findings offer a solid foundation for moving on to the structural model assessment.

3.1.2. Internal Structural Model Analysis

The structural model was evaluated using path coefficients, R^2 , f^2 , Q^2 , and bootstrapping to assess relationships between variables, explanatory power, effect size, predictive relevance, and direct and indirect effects. A relationship was considered significant when the p-value was below 0.05 (Putra, 2021; Utami & Kussudyarsana, 2024). The R^2 values indicate weak (0.25), moderate (0.50), and strong (0.75) explanatory power (Ghozali & Latan, 2020; Nofritar & Mahmuddin, 2025). Meanwhile, f^2 values of 0.02, 0.15, and 0.35 represent small, moderate, and large effect sizes, respectively (Cohen, 1988; Chngalima & Chuwa, 2026). Bootstrapping was also used to test the mediating role of E-WOM, while Q^2 values above zero indicate predictive relevance (Hair et al., 2017; Benhardy, 2023).

Table 4. R-Square

	R-Square	R-Square Adjusted
EWOM	0.550	0.541
Visiting Interest	0.630	0.619

Source: Primary Analysis Data Processed, 2026

Table 5 shows that E-WOM had an R^2 of 0.550 and an adjusted R^2 of 0.541, meaning that content marketing and tourist attractions account for 55.0% of the variance in E-WOM, with other factors outside the model accounting for the remaining 45.0%. This indicates a moderate level of explanatory power. Visiting interest, on the other hand, had an R^2 of 0.630 and an adjusted R^2 of 0.619, meaning that tourist attractions, content marketing, and E-WOM account for 63.0% of the variance in visiting interest, with other factors accounting for the remaining 37.0%. Additionally, it shows that the suggested model has a significant capacity to describe visitors' interests to visit Museum Ranggawarsita, indicating a moderate explanatory power.

Table 5. F-Square

	EWOM	Visiting Interest
Tourist Attractions	0.158	0.013
Content Marketing	0.189	0.113
EWOM		0.247

Source: Primary Analysis Data Processed, 2026

F2 analysis reveals each predictor's contribution to the endogenous construct. According to Table 6, tourist attractions have a f^2 value of 0.158 in predicting E-WOM, but content marketing has a value of 0.189. These results show that both elements play a major role in E-WOM, however content marketing has a somewhat bigger effect than tourist attraction. With a f^2 value of 0.247 in predicting visiting interest, E-WOM is the greatest predictor of impact magnitude among the connections examined. On the other hand, according to Cohen's criterion, tourist attraction has a tiny direct influence, with a f^2 value of only 0.013 when predicting visiting interest (Changalima & Chuwa, 2026). Regarding the prediction of visiting interest, content marketing has an f^2 value of 0.113, indicating a higher contribution than tourist attraction but a lower one than E-WOM.

Table 6. Results of Predictive Relevance (Q^2)

	Q^2 Predict	RMSE	MAE
EWOM	0.527	0.706	0.500
Visiting Interest	0.514	0.712	0.526

Source: Primary Analysis Data Processed, 2026

For E-WOM and visiting interest, the predictive relevance assessment yielded Q^2 values of 0.527 and 0.514, respectively. Based on the correlations outlined in the research framework, the model can therefore produce valid predictions of E-WOM and visiting interest (Hair et al., 2022; Benhardy, 2023). Additionally, the Q^2 values support the R^2 results. The model exhibits predictive abilities since both values are greater than zero, in addition to explaining a significant amount of the variance in E-WOM and visiting interest. As a result, the suggested connections offer a significant depiction of the behavioral mechanism this study looks at.

3.1.3. Hypothesis Testing

The bootstrapping method in PLS-SEM was used to test hypotheses. Using E-WOM as a mediating variable, the analysis looked at two indirect associations and five direct relationships.

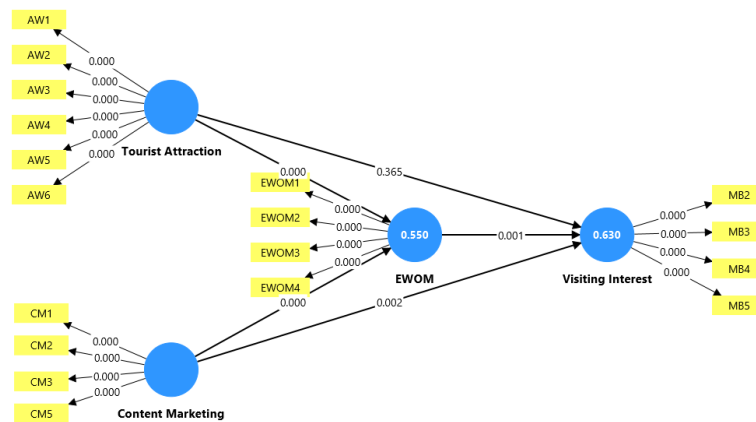


Figure 3. Bootstrapping

Table 7. Results of Direct Effect

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Tourist Attractions → EWOM	0.382	0.384	0.098	3.916	0.000
Tourist Attractions → Interest in Visiting	0.106	0.120	0.117	0.906	0.365
Content Marketing → EWOM	0.418	0.416	0.086	4.850	0.000
Content Marketing → Interest in Visiting	0.320	0.318	0.106	3.032	0.002

EWOM → Visiting Interest	0.451	0.440	0.133	3.390	0.001
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Source: Primary Analysis Data Processed, 2026

3.1.3.1. H1: The Impact of Tourist Attractions on E-WOM

With a path coefficient value of 0.382, a t-statistical value of 3.916, and a p-value of 0.000, the test results demonstrated that tourist attractions had a positive and substantial impact on E-WOM, supporting the first hypothesis. The positive correlation indicates a positive relationship between the Rangawarsita Museum's perceived beauty and visitors' inclination to engage in E-WOM. A memorable travel experience might inspire tourists to share their opinions with others via digital channels. Reviews, suggestions, ratings, comments, and social media posts are examples of this kind of communication. According to this research, tourist sites serve a promotional purpose that goes beyond the actual location. Positive visitor perceptions of the museum's holdings, activities, presentation, ambiance, and overall experience might result in content that is shared with larger audiences. In this way, the museum's on-site attraction can create digital communication that reaches prospective visitors who haven't been there yet.

The results of this study by Palupi et al., (2025), who stated that positive tourism experiences can encourage tourists to provide evaluations and recommendations through social media. Therefore, the attractiveness of the Rangawarsita Museum may contribute not only to visitor satisfaction but also to the development of user promotional communication.

3.1.3.2. H2: The Impact of Tourist Attractions on Visiting interest

The second hypothesis states that tourist attractions positively influence travelers' desire to visit. However, the results show that tourist attractions do not have a statistically significant direct effect on visiting interest, with a path coefficient of 0.106, a t-statistic of 0.906, and a p-value of 0.365. H2 is therefore not supported. Because tourist attractions have a considerable impact on E-WOM but do not directly affect visiting interest, this conclusion is important. The extremely low f^2 value of 0.013 indicates that tourism attractions have very little direct influence on visiting interest. The results are in line with those of Qodriyah et al., (2023), who discovered that tourist attractions had no discernible impact on the interest to visit. This finding suggests that a museum's physical or experiential features should not be the only factors used to assess its attraction. Rather, the appeal must be adequately conveyed so that prospective tourists may comprehend and assess the experience before choosing to go.

3.1.3.3. H3: The Impact of Content Marketing on E-WOM

With a coefficient value of 0.418, t-statistic of 4.850, and p-value of 0.000, content marketing was demonstrated to have a favorable and substantial impact on E-WOM, supporting the third hypothesis. The coefficient demonstrates the positive correlation between content marketing and E-WOM. Furthermore, compared to effect size of tourist attractions on E-WOM (0.158), its f^2 value of 0.189 is somewhat greater. This suggests that digital content's attributes and quality significantly contribute to promoting electronic communication.

Pratiwi & Rahmidani, (2023), who claim that content marketing has a favorable impact on consumer behavior, corroborate these findings. When travelers acquire useful content and meet their information needs, travelers tend to provide feedback, share content, and convey experiences to other users through digital media as a form of E-WOM (Hennig-Thurau et al., 2004; Dini et al., 2023). In line with that, Li & Liu, (2023) it was also found that the perception of useful information and a positive travel experience increased the willingness of tourists to actively publish E-WOM on tourism platforms.

Thus, the results show that successful content marketing can increase museum promotion's reach outside of the museum's established communication channels. Information about the museum can spread through user networks and possibly impact additional potential visitors after audiences engage with and share the content.

3.1.3.4. H4: The Impact of Content Marketing on Visiting interest

According to the fourth hypothesis, visiting interest is positively impacted by content marketing. The results indicate a substantial positive correlation with a path coefficient of 0.320, a t-statistic of 3.032, and a p-value of 0.002. H4 is therefore supported. Compared to tourist attractions, whose direct f^2 value is only 0.013, content marketing has a greater impact on visiting interest, as indicated by the f^2 value of 0.113. This discrepancy implies that initial visiting interest may be more influenced by a museum's digital communication of its attractions than by the presence of appealing destination elements alone.

These results are in line with those of Haikal et al., (2026) and Rosita et al., (2026), who also show a favorable correlation between visiting interest and content marketing. As a result, the current study highlights the significance of digital material as a tactical tool for drawing potential tourists to cultural tourism locations.

3.1.3.5. H5: The Impact of E-WOM on Visiting interest

According to the fifth hypothesis, E-WOM increases interest in visiting. With a path coefficient of 0.451, a t-statistic of 3.390, and a p-value of 0.001, the findings are consistent with the hypothesis. E-WOM has the

highest route coefficient among the direct relationships that lead to interest in visiting. Among the predictors of visitor interest, its f^2 value of 0.247 is likewise the greatest. These findings show that visitors' and other users' electronic communication has a significant role in influencing prospective visitors' interest in visiting.

This finding supports the SOR perspective. Within this framework, information communicated through E-WOM can function as an external stimulus that is processed by potential visitors and subsequently produces a behavioral response in the form of visiting interest. The finding is also consistent with Riandy et al., (2026) and (Mutiarra & Fianto, 2026), which demonstrate the important role of E-WOM in shaping tourism-related behavioral interests.

Table 8. Results of Indirect Effect

	Original Sample	Sample Mean	Standard Deviation	T statistics	P Values
Tourist Attractions → EWOM → Visiting Interest	0.172	0.165	0.060	2.880	0.004
Content Marketing → EWOM → Visiting Interest	0.188	0.183	0.069	2.739	0.006

Source: Primary Analysis Data Processed, 2026

3.1.3.6. H6: The Influence of Tourist Attractions on Visiting interest via E-WOM

According to hypothesis six, e-WOM from tourism destinations affects the interest to attend. With an indirect impact coefficient of 0.172, a t-statistic of 2.880, and a p-value of 0.004, the data show a significant indirect effect, supporting H6. This finding demonstrates that although tourist attractions have minimal direct effect on interest in visiting, they have a big influence on e-WOM, which raises interest in visiting. Therefore, the relationship between tourist attractions and visiting interest is totally mediated by e-WOM. This finding suggests that in order to effectively influence potential visitors, an appealing museum experience must be shared electronically, positioning e-WOM as a transmission mechanism that converts visitors' experiences into easily accessible information capable of influencing others' interests to visit.

This finding is supported by research by Mulyani et al., (2025) which discovered that e-WOM had a favorable impact on tourists' visiting interests, supports this conclusion. These results imply that positive information and recommendations disseminated through digital media can boost the inclination of potential tourists to visit a place.

These findings are consistent with the SOR paradigm from a theoretical standpoint. While tourist attractions function as environmental stimuli, E-WOM serves as an intermediary mechanism that promotes communication and evaluation of information about a location. The interest to visit is the behavioral response that follows. Overall, these mediation results imply that in order for stimuli tourist attractions to elicit behavioral reactions, the communication process must serve as a mediator.

3.1.3.7. H7: The Influence of Content Marketing on Visiting interest via E-WOM

The seventh hypothesis (H7) proposed that content marketing influences visiting interest through E-WOM. With a t-statistic of 2.739 and a p-value of 0.006, the findings indicate a significant indirect impact of 0.188. H7 is therefore supported. E-WOM acts as a partial mediator in the link between content marketing and visiting interest since content marketing also significantly influences visiting interest ($\beta = 0.320$; $p = 0.002$).

The partial mediation indicates that content marketing influences visiting interest through two pathways. The first is a direct pathway, in which informative and engaging content stimulates potential visitors' interest in visiting the museum. The second is an indirect pathway, in which content marketing encourages audiences to interact, share information, provide reviews, and communicate their experiences through digital platforms, thereby generating E-WOM that further strengthens Visiting interest. The mediation effect demonstrates that content marketing is not limited to delivering information from the museum to prospective visitors. Effective content can also stimulate interpersonal digital communication, allowing audiences to become participants in the promotional process.

Research Pratiwi & Rahmidani, (2023) shows that content marketing significantly and favorably affects E-WOM, supporting these conclusions. These findings offer factual proof that excellent digital content can motivate viewers to use digital media to suggest a place, share their experiences, and write reviews.

An essential difference in the research model is revealed by comparing H6 and H7. While content marketing can directly and indirectly affect visiting interest through E-WOM, tourist attractions need E-WOM to do so. This implies that the formation of visiting interest is influenced by more than just destination attraction when it comes to digital communication.

3.2. Discussion

The results offer some significant insights into how museum visitors form their attendance preferences. First, despite being effective at creating E-WOM, tourism attractions do not immediately increase the urge to visit. Second, because it influences both E-WOM and visiting interest, content marketing has a wider impact.

Third, the relationship between tourist attractions, content marketing, and visiting interest is significantly mediated by E-WOM, which has the most direct impact on visiting interest.

These findings can be interpreted using the Stimulus–Organism–Response (SOR) framework. Tourist destinations and content marketing operate as stimulants, providing potential visitors with information and experiences. E-WOM is an intermediary system that makes it easier for these experiences and facts to be shared, evaluated, and communicated socially. Visiting interest then serves as a representation of the behavioral response. The significant mediation effects demonstrate that visitors' inclinations to visit are influenced by social communication, information processing, and direct perceptions of museum attractiveness.

3.2.1. Theoretical Implications

By emphasizing the mediating function of E-WOM between tourist attractions, content marketing, and visiting interest, this study enhances the applicability of the SOR paradigm in cultural tourism. While E-WOM helps convey the museum's value to potential visitors, the negligible direct impact of tourist attractions implies that location attractiveness alone may not be sufficient to induce visits. The results also highlight how crucial digital communication is in influencing travelers' attitudes and intentions.

3.2.2. Practical Implications

Museum management should improve the attractiveness of collections, exhibitions, and cultural activities while promoting them through engaging digital content. Museums should also encourage visitors to share authentic experiences, reviews, ratings, and recommendations online to generate positive E-WOM. Furthermore, digital content should be informative, attractive, accessible, and easy to share through social media and other digital platforms. Integrating attractive visitor experiences with effective digital communication can strengthen E-WOM and increase potential visitors' interest to visiting the museum.

4. CONCLUSION

This study examined the effects of tourist attractions and content marketing on tourists' interest to visit Museum Ranggawarsita, Semarang, with E-WOM as a mediating variable. The findings show that tourist attractions positively and significantly affect E-WOM but do not significantly affect visiting interest directly. This indicates that the museum's attractions alone are insufficient to encourage visitation. E-WOM fully mediates the relationship between tourist attractions and visiting interest, suggesting that attractive experiences become more influential when translated into positive digital communication. In the meantime, content marketing has a favorable impact on both E-WOM and visitor interest, with E-WOM acting as a partial mediator in this relationship.

E-WOM also significantly and favorably affects visitors' interest in visiting, underscoring the significance of digital consumer communication in influencing visitors' behavioral interest. These results are consistent with the Stimulus-Organism-reaction (SOR) framework in cultural tourism, which views visiting interest as the behavioral reaction, E-WOM as the evaluative process, and tourist attractions and content marketing as stimuli. From a practical standpoint, Museum Ranggawarsita should improve its experiential and physical attractions and encourage guests to share their experiences online. Positive E-WOM can be strengthened by informative, easily available, interesting, and shareable information that is backed by efficient management of online reviews, ratings, and visitor generated content.

There are a number of limitations to this study. Purposive sampling was used to pick 105 respondents for the sample, which reduces the sample's representativeness and the conclusions' generalizability. The cross-sectional design only records respondents' opinions at one particular moment in time and is unable to adequately account for shifts in interest in visiting over time. The study's narrow emphasis on a particular museum further restricts the applicability of its conclusions to other cultural tourism sites. To increase representativeness, future studies should use bigger and more varied sample sizes and, when practical, take probability-based sampling into account. To investigate how the linkages between tourist attractions, content marketing, E-WOM, and visiting interest vary over time, longitudinal studies are advised. To detect contextual differences and evaluate the findings' wider application, comparative study across several museums or cultural tourist locations is also suggested. These methods might offer a more thorough comprehension of the elements influencing traveler interest in cultural tourism.

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