



## The Effect of User-Generated Content and Mount Rinjani Destination Image on Hiking Intention Moderated by Social Media Attachment

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### **Abstract**

This study aims to determine the effect of user-generated content and destination image of Mount Rinjani on hiking intention which is moderated by social media attachment. The method used in this research is associative quantitative. The population focuses on active users of social media and the nature lovers community, especially mountaineering. The research sample totalled 160 people. The data collection technique used a questionnaire with a Likert scale. Data analysis using the structural equation model (SEM) method which is processed using the Smart-PLS version 3.0 application. The findings in this study conclude that user-generated content and destination image have a positive and significant effect on the hiking intention of Mount Rinjani. As for the moderating effect, it is concluded that social media attachment is able to moderate the influence of user-generated content and destination image on hiking intention.

**Keywords:** *User-Generated Content; Destination Image; Hiking Intention; Social Media Attachment; Mount Rinjani*

### **Introduction**

Hiking tourism is an important part of today's global tourism industry. A report from the Adventure Travel Trade Association ATTA, (2021) as much as 30% of global tourism revenue comes from adventure tourism such as climbing or hiking. Mount Rinjani as one of the most popular climbing destinations in Indonesia also shows a positive trend where, after the Lombok earthquake in 2018 and the Covid-19 pandemic, the number of climbs to Mount Rinjani continues to increase. Quoting from the Unesco Global Geopark, calculated in 2021 the total number of climbers reached 38,785 people, then in 2022 it increased to 42,658, and the latest until September 2023 the number of climbers reached 54,000. This increase in the number of visits shows the great interest of tourists to climb Mount Rinjani. In addition to this, this is also influenced by the ability to recover from crisis situations from tourism business actors on the island of Lombok after the earthquake and pandemic through the ability to be proactive, adaptive and continue to innovate in difficult situations by utilising their business networks (Sulhaini, Saufi, Herman, & Scott, 2024).

In tourism and recreation research, Bichler and Peters, (2021) stated that the motivation of hikers is an important concept to understand because it can explain what factors can create behavioural interest and tourist involvement in tourism activities. Some existing literature such as Kim, Baah, Lee, and Oh, (2022), state that the interest of hikers is driven by the desire to enjoy nature, escape from physical or social pressures, and explore new things, or for education and socialisation, (Yuniawati, Ridwanudin, & Pancawati, 2019), as well as factors such as the desire to enjoy nature, escape from physical or social pressures, and explore new things. Pancawati, 2019), as well as factors such as relaxation, new discoveries and experiences, and perceived enjoyment (Obradović and Tešin, (2022), and to a lesser extent driven by a set of values such as spirituality and religiosity (Vistad, Øian, Williams, & Stokowski, 2020), and self-actualisation (Crockett, 2020). Most recently (Abraham, Sommerhalder, & Abel, 2010; Scholl-Grissemann, Peters, Bichler, & Happ, 2022; Bichler, & Peters, 2021) stated that hikers' interest is driven by the perceived positive benefits of hiking such as physical wellbeing, health benefits, and entertainment.

Previous literature findings have provided a broad understanding of the motivations behind hikers' interests stemming from external factors such as destination attractions, and psychological drives such as feelings and emotions, values, and health benefits. However, there has not been much discussion on how the radical changes produced by technology and social media, especially on changes in the way of consumption and its influence on consumer behaviour are discussed in the context of climbing tourism (Mathew, & Soliman, 2021). Dadova and Soviara, (2021) state that the interest of tourists today is largely determined by the influence of digital platforms such as social media through content content in it such as User-Generated Content (UGC).

According to Mehmood, Liang, & Gu, (2018) tourists have a tendency to first look for information about certain destinations on social media such as UGC, and then determine their attitude. more specifically Kotut, Horning, Stelter, and McCrickard, (2020) state that prospective climbers use social media to find information about climbing tracks, logistical needs, reviews and experiences of previous climbers, as well as pictures and videos related to the beauty of the mountain they want to visit. This is in line with the phenomenon of tourists in Indonesia where 97% of prospective tourists use information on social media as a reference about certain destinations which then influences their interest (www.siteminder.com). Several previous studies have also discussed how User-Generated Content (UGC) plays a role as a predictor of tourist interest such as those conducted by Mendes-Filho, Mills, Tan, and Milne, (2018) and Shen, Liang, & Zhao, (2018) where UGC is an antecedent to Hiking Intention.

Apart from UGC, another factor that can influence Hiking Intention is Destination Image. Tan & Wu, (2016) state that destination image or Destination Image is also a significant predictor of tourist interest. Joo et al., (2023) also said that destination image can be a sign of tourist interest such as Hiking Intention. However, the results of previous studies still show inconsistencies in results such as those conducted by Liu, Yang, & Zhang, (2023) and Ang, (2023). Thus it is important to review and validate the findings of previous research above, especially in the context of hiking tourism.

This study tries to involve moderating variables, namely Social Media Attachment in the influence relationship between UGC and Destination Image on Hiking Intention. Kotut et al., (2020) state that social media can be a stimulus for climbers, through content that discusses climbing. Zhu, Fong, Liu, and Song, (2023) state that the attachment relationship that arises from users and social media and their content creates positive perceptions about tourist destinations which in turn will encourage their behavioural interest. Differences in the level of attachment will lead to differences in behavioural interest from each individual. Shao, (2023) states that consumers tend to be attracted to content they see on social media that is considered reliable, genuine, and sympathetic, thus encouraging emotional attachment.

## **Literature Review**

### **Theory of Planned Behaviour (TPB)**

Theory of Planned Behavior tries to explain individual behaviour related to intention (Ajzen & Fishbein, 1969) which is one of the theories used in sociopsychological theory to predict human intention/behaviour. There are three main dimensions that can explain an individual's behavioural intention in TPB, namely, Attitude, Subjective Norm, and Perceive Behavioural Control (Ajzen, 2005). This theory has been widely used in efforts to explain the process of interest emergence in various disciplines such as marketing and tourism (Pahrudin et al., 2021). Tourists' intention or decision to visit a tourism destination is strongly influenced by their attitude and behaviour towards the destination (Guggenheim et al., 2020; Han and Hyun, 2017; Kim and Hwang, 2020). That is, the concept of attitude indicates a general personal assessment of certain behaviours that are evaluated positively or negatively towards a particular tourist destination (Ajzen, 2005; Perugini and Bagozzi, 2001). Subjective norm refers to the criticism of tourists to do something that refers to behavioural intentions (Song et al., 2016). This means that subjective norms are personal concepts in a social context to perform an action or inaction in the context of behaviour based on the normative subjectivity they hold (Ajzen and Kruglanski, 2019; Guerin and Toland, 2020). Another influential factor in determining tourist intention is perceived behavioural control (Kim and Hwang, 2020).

### **Hiking Intention in Tourism Marketing Perspective**

According to Kotler and Keller, (2009) consumer interest arises from internal and external donors. Albarq (2014) says the theory of tourists' interest in visiting is analogous to buying interest where buying interest is the stage of consumer tendency to act before the buying decision is actually carried out. In tourism studies, tourist interest refers to the likelihood of tourists actually visiting a particular tourist destination (Gaffar et al, 2022). Some previous literature uses several terminologies in defining mountaineering activities. Reuter and Pechlaner, (2012) used the term "trekking" in defining recreational and tourist activities in mountainous areas. According to Manzel et al., (2012) the word "trekking" is a synonym for "hiking". According to Li et al., (2019) explicitly uses the term "Hiking" to define the activities of tourists who specifically do mountain climbing in the Tai'an mountain range. In line with that, Obradović and Tešin, (2022) use the word "Hiking" to define mountaineering activities and tourist activities in mountainous areas. So it can be concluded that Hiking Intention is the likelihood or probability of a prospective hiker to make a visit or hike to a certain climbing tourist destination in the near future or within a pre-planned period of time which is carried out on the basis of rational calculations and stimuli from both internal and external prospective hikers.

### **User-Generated Content (UGC)**

According to Nguyen and Tong, (2022) User-Generated Content (UGC) as social media content produced or created by ordinary people, not by paid professionals and distributed primarily on the Internet. Vickery and Wunsch-Vincent, (2007; Singh and Chakrabarti, 2021) define UGC as; firstly content that is publicly available via the Internet, secondly reflecting creative endeavours, and thirdly created outside of professional routines and practices. The emergence of UGC stems from consumer motivation in an effort to make interactions between customers to producers or sellers such as providing questions, complaints, criticism and sarcasm, and customer conversations with customers such as positive and negative referrals, helping other customers, comparing, and warning against certain products (Peeroo et al., 2017). UGC-eligible content should exhibit three key characteristics: (1) UGC contains a degree of personal contribution, (2) UGC is accessible through a transmission medium open to the public, and (3) UGC is not derived from professional practices and routines (Nguyen & Tong, 2022). O'Hern and Kahle, (2013) found that there are 4 dimensions related to user generated content, namely: (1) Informing, (2) Co-communicating, (3) Co-Creating, and (4) Pioneering. Through the information content contained in UGC around opinions about destinations, as well as previous tourist experiences (Ozuem et al., (2023),

potential visitors can determine whether or not they are interested in making a visit to the destination. in line with that Mendes-Filho et al., (2018) and Ana and Istudor, (2013) state that tourists tend to use UGC for travel planning, especially young tourists. Based on this description, the following hypothesis can be drawn:

H1: The more attractive the user-generated content (UGC), the stronger the hiking intention.

### **Destination Image**

Hunt (1975; de la Hoz-Correa, and Muñoz-Leiva, 2019) defines Destination Image as "the perceptions held by potential visitors about a destination". Destination image is defined as an individual's mental representation of the overall knowledge (beliefs), feelings, and perceptions of a particular destination (Kanwel et al., 2019). According to Baber and Baber, (2022) stated that cognitive and affective components are important types of destination image. Cognitive image reflects a person's belief or awareness of the physical properties of a place, while affective image shows a person's feelings or emotions about a destination. Destination image should reflect tourists' behavioural intentions, revisit intentions, recommendation intentions, or positive word of mouth (WOM) (Liu, J. et al., 2023). The combination of expertise (cognitive judgement) and emotion (affective judgement) creates a conative image (Gangadhari et al., 2023). Conative image is a response step that involves how data about a particular tourist destination is processed, and how tourists consider a location as a future destination (Stylos et al., 2016), which relates to tourists' actual behaviour or intention to visit. Therefore, the image of a tourist destination must be positive so that it attracts tourists to visit. where destination attributes must be able to meet the expectations of potential tourists. Based on this description, the following hypothesis can be drawn:

H2: The better the Destination Image, the Stronger the Hiking Intention

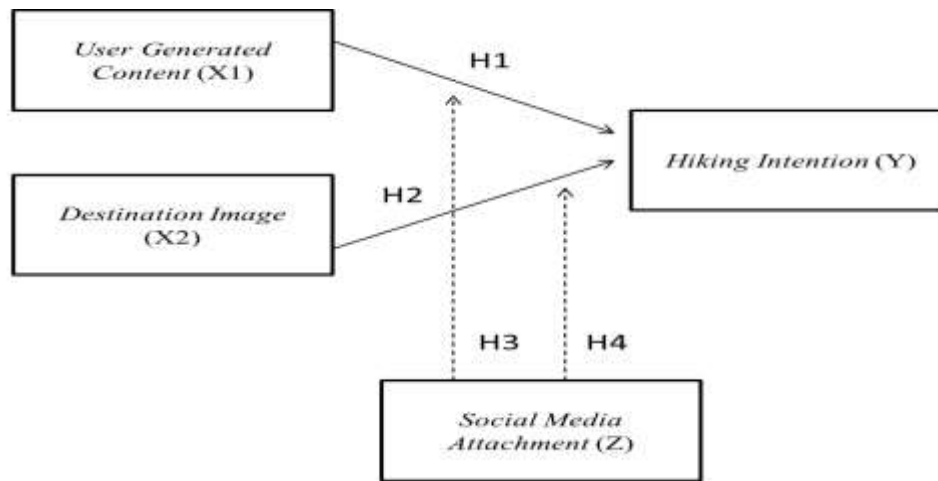
### **Social Media Attachment**

Attachment theory has its roots in psychological theory developed by Bowlby (1993). Attachment behaviour is defined simply as 'any form of behaviour that results in an individual achieving or maintaining closeness to another distinct and preferred individual' (Bowlby 1993). Researchers have developed this theory to show that individuals are not only emotionally attached to other individuals, but also to other 'targets'. With the growth of social media worldwide, researchers have begun to investigate individuals' psychological relationships with social networking platforms using attachment theory. Research shows that social media is an object with a strong attachment impact on its users, leading to several behavioural consequences such as use and addiction, knowledge sharing, advocacy, and loyalty (Baboo et al, 2022). According to VanMeter et al, (2015) attachment to social media or Social Media Attachment as "the strength of the bond between a person and social media". According to Onofrei et al, (2022) digital behavioural engagement or attachment is the level of energy, effort, and time that consumers spend on a brand in consumer interactions with a particular brand, namely liking, sharing, and commenting on content embedded in consumers' social media posts. Xu, (2023) classifies attachment behaviour into emotional attachment and functional attachment. In relation to consumption and tourist behaviour, social media is the most preferred, trusted, and attractive source of information, so that attachment to it will have an impact on tourist decision making through the content in it (Shao, 2023) such as UGC, and influence tourist perceptions of the image of a particular destination (Zhu et al., 2023). Based on this description, the following hypothesis can be drawn:

H3: Social Media Attachment moderates the effect of User-Generated Content on Hiking Intention.

H4: Social Media Attachment moderates the influence of Mount Rinjani Destination Image on Hiking Intention.

**Conceptual Framework**



**Research Methodology**

The method used in this research is a quantitative method that is causal associative (Malhotra, 2014). The sample size in this study was 160 respondents who actively use social media and are nature and mountaineering lovers. The data collection tool uses a questionnaire distributed online in the form of a google form which is measured using a Likert scale of 1-5. Data were analysed using the SEM (structural equation model) method using SmartPLS version 3.0 software.

**Respondent Characteristics**

Of the 160 respondents, male respondents dominated by 74.4%. As for the majority of ages are at 17-30 years old by 85.5%. The average occupation of respondents who have a high intention to climb mountains is working as a student or student by 48.8%. For the respondent's income level in the range of IDR. 1,000,000-5,900,000 by 84.4%.

**Validity Test Results**

Table 1. Validity and Reliability Test Results

Variable/item		Outer loading	Composite Reliability	Average Variance Extracted (AVE)	Cronbach's Alpha
User-Generated Content					
X1.1	I trust the content created by other users on social media about climbing Mount Rinjani.	0.913			
X1.2	I feel like I'm in a place I've seen in other user-generated content on social media about climbing	0.918			
X1.3	I can easily find the content I want on social media about climbing Mount Rinjani.	0.945			
X1.4	I can easily find reviews or comments from other social media users about climbing Mount Rinjani.	0.965			
X1.5	I can easily exchange and share information/experiences related to climbing	0.944			

	Mount Rinjani on social media.				
X1.6	I can easily find reviews or comments that are useful to me on social media about climbing Mount Rinjani.	0.966	0.988	0.891	0.990
X1.7	I found the best price on social media about the cost of climbing Mount Rinjani	0.928			
X1.8	I was able to find a special price related to the cost of climbing Mount Rinjani on social media	0.901			
X1.9	I was able to find a price that suits my ability regarding the cost of climbing Mount Rinjani on social media.	0.975			
X1.10	I can find content created by others on social media about climbing Mount Rinjani.	0.969			
X1.11	I feel happy to see content created by others on social media about climbing Mount Rinjani.	0.938			
X1.12	I feel entertained when I see content created by others on social media about climbing Mount Rinjani.	0.959			
	Mount Rinjani Destination Image				
X2.1	Mount Rinjani has beautiful natural attractions	0.968			
X2.2	Mount Rinjani hiking trails have a high level of safety	0.835			
X2.3	Mount Rinjani climbing has a distinctive culture	0.947	0.980	0.839	0.968
X2.4	Climbing Mount Rinjani can increase pleasure	0.957			
X2.5	Climbing Mount Rinjani promises a respite from fatigue	0.963			
X2.6	Mount Rinjani guarantees safety for climbers	0.802			
	Hiking Intention				
Y1	I will probably climb Mount Rinjani in the near future.	0.872			
Y2	I intend to climb Mount Rinjani on holiday	0.897			
Y3	I have a plan to climb Mount Rinjani.	0.916			
Y4	I want to climb Mount Rinjani with my family	0.874			
Y5	I want to climb Mount Rinjani with friends	0.952			
Y6	I would like to visit Mount Rinjani for education and experience.	0.935	0.977	0.826	0.966
Y7	I've been wanting to climb Mount Rinjani for a long time.	0.936			
Y8	I've been wanting to climb Mount Rinjani for a long time because it's popular on social media.	0.881			
Y9	I've been wanting to climb Mount Rinjani for a long time because it's a dream	0.912			

	destination.				
Social Media Attachment					
Z1	I really like people on social media	0.897	0.988	0.802	0.954
Z2	My friends on social media care about me	0.840			
Z3	My friends on social media are very kind to me	0.884			
Z4	I think using social media is interesting	0.914			
Z5	I enjoy the activity of using social media	0.937			
Z6	Using social media is fun	0.815			
Z7	Social media functions allow me to share information with other users	0.941			
Z8	Social media functions allow me to search for and access new information	0.923			
Z9	Social media functions allow me to obtain interesting information	0.921			
Z10	I can find the latest information on social media	0.936			
Z11	Information on social media can be trusted	0.835			
Z12	I can easily distinguish between fake and real information on social media.	0.920			
Z13	Social media is important to me	0.952			
Z14	I want to make friends with other social media users	0.939			
Z15	I want to interact directly with other social media users in the future	0.878			
Z16	Social media helps me in many ways	0.941			
Z17	Social media supports my daily activities	0.929			
Z18	Social media often provides solutions	0.940			
Z19	I often feel restless when I am not using social media	0.848			
Z20	I find it difficult to control my social media use	0.750			
Z21	Sometimes using social media interferes with my other activities	0.834			

From the table above, it can be seen that the outer model value or the correlation between constructs and variables shows that overall it meets the standard outer loading value of greater than 0.7 so that it is declared valid Hair et al., (2014). In addition, from the table above, it can be seen that the AVE value of all variables is  $> 0.5$  so that it is declared valid. For the Cronbach's alpha and composite reliability values of all variables  $> 0.7$  so that it is declared reliable Hair et al., (2014).

### **Results and Discussion**

This study tries to examine how the influence of User-Generated Content and Destination Image of Mount Rinjani on Hiking Intention and involves Social Media Attachment as a Moderating Variable. The results show that the R Square of the Hiking Intention (Y) variable is 0.736 or 73.6%, meaning that the User-Generated Content variable and the Destination Image of Mount Rinjani can substantially explain the Hiking Intention variable at a level of 73.6% while the rest is influenced by other factors that are not included in this research variable.

### Hypothesis Testing Results

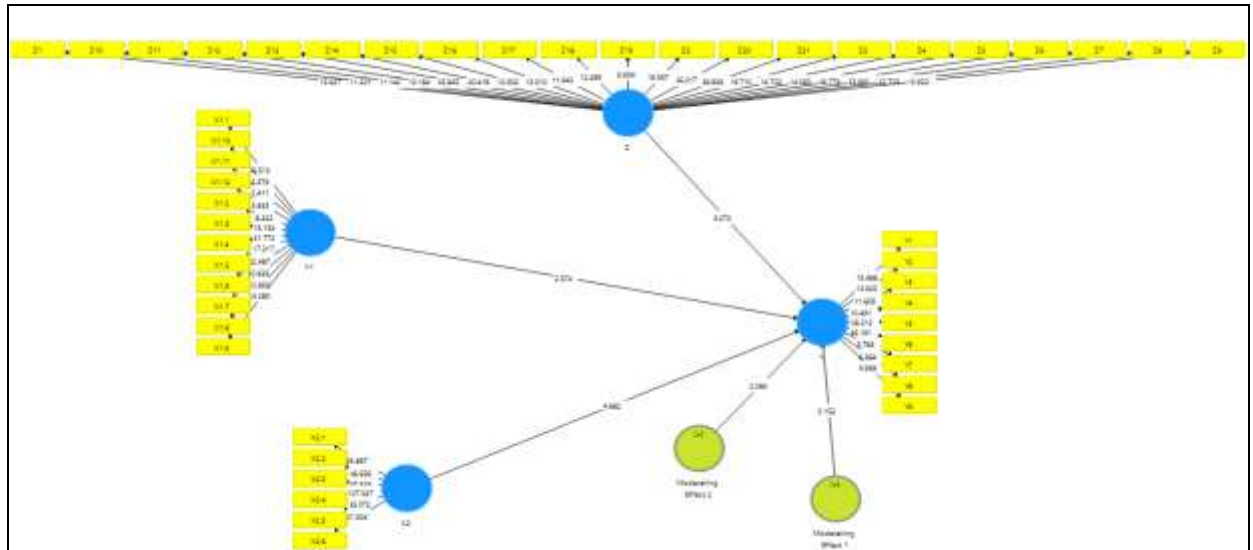


Figure 1. Path Coefficients

Table 2. Hypothesis Test Results

Hypothesis	Influence	Original Sample (O)	T Statistics	P Values	Description
H1	X1 -> Y	0.219	2.574	0.010	Proven
H2	X2 -> Y	0.535	4.682	0.000	Proven
H3	Moderating Effect 1 -> Y	0.122	2.153	0.032	Proven
H4	Moderating Effect 2 -> Y	0.143	2.083	0.038	Proven

Source: Primary Data Processed, 2024

Based on the results of hypothesis testing above, it can be seen that User-Generated Content and Destination Image of Mount Rinjani have a positive and significant effect on Hiking Intention and Social Media Attachment moderates the influence of User-Generated Content and Destination Image of Mount Rinjani on Hiking Intention.

### Discussion

#### The Effect of UGC on Hiking Intention

Based on the results of hypothesis testing, it shows that User-Generated Content has a positive and significant effect on Hiking Intention with a P-Values value of 0.010 smaller than alpha <0.05, which means that the hypothesis construct (H1) is proven. This is that the more interesting User-Generated Content spread on social media will strengthen Hiking Intention.

In general, the research findings show that User-Generated Content has a high average score. Nguyen and Tong, (2022) explain that UGC is content on social media that is deliberately created by ordinary users that is distributed via the internet. The research findings show that User-Generated Content is an interactive forum for social media users, especially for mountaineering lovers to exchange information and experiences influenced by Relatedness or feelings of connection with others on the basis of the same hobby and love of nature and mountaineering. In line with what Peeroo et al., (2017) stated that the emergence of UGC stems from consumer motivation in an effort to interact between customers.



In the context of this study, UGC content about mountain climbing is a strong attenuated especially in influencing other users' interest in climbing, especially to Mount Rinjani through feelings of pleasure, comfort and enjoyment felt. This means that in the process of arising interest (intention), especially climbing, sourced from positive feelings such as pleasure, feeling entertained, and the pleasure felt will be the initial stimulant that can affect a person's interest. The findings of this study elaborate on the theory of interest described by Kotler and Keller, (2009) that interest or (intention) arises from internal and external stimuli or stimuli of an individual. Where climbers' interest arises from internal stimuli or stimuli in the form of feelings of pleasure, comfort, and enjoyment felt. Then external factors such as UGC which contains many reviews about tourist destinations. UGC is characterised by a wide social reach and high speed of interaction that can influence consumers' information seeking and purchasing decisions Ozuem et al. (2023). Climbers utilise this wide reach to interact and exchange information more effectively and efficiently, especially to find the most appropriate prices and costs related to climbing Mount Rinjani.

According to Gaffar et al., (2022) Hiking Intention or tourist climbing interest refers to the possibility of tourists actually visiting certain tourist destinations. The research findings show that the strongest indicator in influencing the interest of prospective climbers of Mount Rinjani is the Reason of Visiting, because, Mount Rinjani is a trend and is widely discussed by current mountaineers, especially on social media. This may occur due to the influence of content about mountain climbing on social media which contains a lot about mountain climbing, especially Rinjani. In addition, prospective climbers make Mount Rinjani one of the climbing tourist destinations that they have dreamed of for a long time and have long had plans to climb Mount Rinjani especially with their families and a small part is driven by factors such as education and the search for new experiences. This shows that interest in climbing is driven by a series of perceived positive benefits of hiking tourism such as physical wellbeing, health benefits, and entertainment as well as education and the search for new experiences (Abraham et al., 2010; Scholl-Grissemann et al., 2022; Bichler, & Peters, 2021; Yuniawati et al., 2019). Finally, the findings validate the previous literature that discusses the influence of User-Generated Content on traveller interest such as those conducted by Mendes-Filho et al, (2018) and Ana & Istudor, (2013) where it is stated that travellers, are likely to use UGC for travel planning if the content is seen as offering value (i.e. perceived benefits) and empowering them in decision making.

### **The Effect of Mount Rinjani Destination Image on Hiking Intention**

Based on the results of hypothesis testing, it shows that the Image of Mount Rinjani Destination has a positive and significant effect on Hiking Intention with a P-Values value of 0.000 smaller than alpha <0.05, which means that the hypothesis construct (H2) is proven. that the better the Mount Rinjani Destination Cintra will strengthen Hiking Intention.

Based on the results of hypothesis testing in general, Mount Rinjani Destination Image has a high score. According to Marine-Roig (2019; Lalicic et al., 2021) destination image is a tourist's subjective interpretation of reality and experience and a particular place. In this context, the destination image of Mount Rinjani is a form or reflection and the result of various knowledge, feelings, attitudes, and experiences of tourists in the destination. Furthermore, the research findings show that the highest indicator that forms the destination image of Mount Rinjani is the affective factor of prospective climbers where, climbing mountains, especially Rinjani, can provide an impression, calmness and other positive feelings. In addition, prospective climbers also feel that Mount Rinjani guarantees safety for climbers. This explains how factors related to feeling safe and ensuring safety for tourists are important especially for climbing tourist destinations because they have different characteristics from outdoor tourism which is more recreational. As stated by Wang et al., (2024) regarding the special characteristics of climbing tourism, one of which is related to the level of physical strength that varies more depending on the difficulty of the terrain and trails that climbers will pass, which will require every mountaineering tourist

destination to guarantee safety by providing various security facilities, especially along the climbing route.

According to Baber and Baber, (2022) destination image is formed from two main components, namely cognitive and affective images of tourists. Liu J. et al., (2023) explain that the cognitive image reflects a person's belief or awareness of the physical properties of a place, while the affective image shows a person's feelings or emotions about a destination. The combination of expertise (cognitive judgement) and emotion (affective judgement) creates a conative image (Gangadhari et al., 2023). Conative image is a response step that involves how data about a particular tourist destination is processed, and how tourists consider a location as a future destination (Stylos et al., 2016), which relates to the actual behaviour or intention of tourists to visit the destination (Najar & Rather, 2023). This is in line with the research findings where prospective climbers show a positive response (conative) in the form of a strong interest or interest in climbing Mount Rinjani in the future, which is based on their knowledge about climbing Mount Rinjani such as its natural beauty, culture around climbing, and facilities around safety (cognitive). and positive feelings towards Mount Rinjani tourist destinations such as promising pleasure, tranquility, and a sense of security (affective). Furthermore, the research findings show that the highest indicator that forms the destination image of Mount Rinjani is the affective factor of prospective climbers where, climbing mountains, especially Rinjani, can give the impression of excitement, calmness and other positive feelings.

In the context of its influence on tourist interest, destination image should reflect tourists' behavioural intentions (Liu, Z. et al., 2023). This means that the more positive or good tourist perceptions of the image of a destination, the more likely tourists will make a visit. This is in line with the research findings where prospective climbers have strong plans to climb Mount Rinjani in the future. Where prospective climbers feel that climbing Mount Rinjai can be an escape to get a momentary peace from feeling tired and emotionally exhausted, this is related to the effect of affective image on their interest. In addition, research findings also show that respondents stated that Mount Rinjani has beautiful natural attractions and is currently trending on social media, which is related to cognitive image. In line with what was stated by Morrison et al., (2023) that the desire of tourists to visit a certain destination is based on the need for something new, beauty, and entertainment based on internal stimuli and perceptions of certain destinations which are very subjective. Therefore, the description of tourist destinations must be positive so as to attract tourists to make visits where destination attributes must be able to meet the expectations of potential tourists such as pleasant experiences, aesthetics of tourist attractions and entertainment for visitors.

Finally, the results of this study validate previous findings such as those conducted by Chaulagain et al., (2019), Nurhayat & Shiratina, (2021) and Liu, J. et al, (2023) that destination image has a positive effect on visiting intentions, meaning that the destination image perceived by consumers encourages tourists' visiting intentions. In addition, these findings do not support previous findings which state that destination image does not significantly predict tourist interest, such as those conducted by Ang, (2020) who noted that destination image, especially cognitive image, has no significant effect on tourist interest. This may occur due to several factors such as cultural differences, especially regarding the use of social media as a source of information that can shape the image of a destination. In addition, the difference in the destination object that is the focus of the discussion will show different results regarding the effect of destination image on interest, considering that each tourist destination has different characteristics and different para segmentation.

### **Social Media Attachment Moderates the Effect of UGC on Hiking Intention**

Based on the results of hypothesis testing, it shows that Social Media Attachment has a positive and significant effect in moderating the influence of User-Generated Content on Hiking Intention with a P-Values value of 0.032 smaller than alpha  $<0.05$  which means that the hypothesis construct (H3) is

proven. This explains that, the stronger a person's level of attachment to their social media (Social Media Attachment) will strengthen the influence of User-Generated Content on Hiking Intention.

In general, Social Media Attachment has a high average score where prospective climbers show a high level of attachment to their social media accounts and platforms. According to VanMeter et al, (2015) attachment to social media or Social Media Attachment as "the strength of the bond between a person and social media". One of the research findings that has a high value is that prospective climbers feel social media can fulfil their need for new information, especially about climbing Mount Rinjani. In line with what was conveyed by Onofrei et al, (2022) regarding digital behavioural engagement is the level of energy, effort, and time that consumers spend on a brand in consumer interactions with certain brands, products, places, services and services.

Other findings also show how prospective hikers show interest in social media and its features and content. This provides a broader explanation of the initial symptoms of attachment that stem from trust and interest. In line with what was conveyed by Li, B et al., (2017) Attachment is described as a relationship between psychological factors such as emotions, which include trust and attraction, to other objects that produce feelings or sentiments of close attachment between humans and certain objects.

Furthermore, the attachment shown by prospective hikers to their social media accounts and platforms can act as moderators, which simultaneously strengthens the influence of scattered content, especially UGC on social media on Hiking Intention. This is illustrated by the research findings where prospective hikers have a high level of trust and have a strong interest in the content on social media. Where when someone with a high level of trust, is exposed to certain content such as mountaineering, it is likely to be influenced by the content, which in the next stage will give birth to a strong interest or Intention for the content they see, including mountaineering. This elaborates on the findings of Kotut et al., (2020) that social media can be a strong stimulus, especially for climbers through the content in it that discusses climbing. The same thing was also stated by Zhu et al., (2023) that the attachment relationship that arises from users and social media, as well as the content in it, creates a positive perception of tourist destinations which in turn will encourage their behavioural interest. Furthermore, Zhu et al. (2023) asserted that different levels of attachment will lead to different behavioural interests of each individual, meaning that the higher the level of attachment will strengthen the influence of exposure to content on social media which then determines individual behaviour and interest in the content of the content.

### **Social Media Attachment Moderates the Effect of UGC on Hiking Intention**

Based on the results of hypothesis testing, it shows that Social Media Attachment has a positive and significant effect in moderating the influence of Mount Rinjani Destination Image on Hiking Intention with a P-Values value of 0.038 smaller than alpha  $<0.05$ , which means that the hypothesis construct (H3) is proven. This explains that the stronger a person's level of attachment to their social media (Social Media Attachment) will strengthen the influence of Mount Rinjani Destination Image on Hiking Intention.

Referring to the attachment theory developed by Bowlby, (1993) Attachment behaviour as 'any form of behaviour that results in a person achieving or maintaining closeness to another distinct and preferred individual or object. This is in line with the research findings where prospective climbers have an interest in social media. And consider the content in it can be trusted and consider social media important in supporting their activities. Social media is an object with a strong attachment impact on its users, which leads to several behavioural consequences such as use and addiction, knowledge sharing, advocacy, and loyalty (Baboo et al, 2022). In accordance with the research findings where respondents consider social media important to them which is likely to have a negative impact if they are kept away from social media.

The attachment shown by prospective hikers with their social media accounts and platforms can act as a moderator, which also strengthens the influence of Mount Rinjani Destination Image on Hiking Intention. This can be validated through the results of research findings where the attachment shown by respondents is generally formed from two things, namely the function of social media as a source of valuable information for them which will create functional attachment, as well as psychological factors such as trust, interest, entertainment sources, and their relationships with other users. These findings elaborate on the two sources of attachment stated by Xu, (2023) who classified attachment behaviour into emotional attachment and functional attachment. These two forms of attachment behaviour will affect cognitive and affective responses, especially in processing information from social media about Mount Rinjani which will form a conative image related to the destination (Najar & Rather, 2023; Stylos et al., 2016; and Kim et al., 2012). Which can affect their interest in climbing Mount Rinjani or Hiking Intention. In line with what is stated by Gangadhari et al., (2023) that the combination of expertise (cognitive assessment) and emotions (affective assessment) creates a conative destination image, as well as a total perception of a location and becomes the initial stage of a strong interest in visiting a particular tourist destination.

### **Tourist Interest in the Perspective of Theory Planned Behaviour (TPB)**

Theory of Planned Behaviour attempts to explain individual behaviour by analysing the factors that shape behavioural intentions. There are three main dimensions that can explain an individual's behavioural intention in TPB, namely, Attitude, Subjective Norm, and Perceive Behavioural Control (Ajzen, 2005). Tourists' intention or decision to visit a tourism destination is strongly influenced by their attitude and behaviour towards the destination (Guggenheim et al., 2020; Han and Hyun, 2017; Kim and Hwang, 2020). That is, the concept of attitude indicates a general personal assessment of certain behaviours that are evaluated positively or negatively towards a particular tourist destination or destination (Ajzen, 2001; Perugini and Bagozzi, 2001). In line with the research findings where a positive attitude is shown by prospective climbers by showing their interest in climbing Mount Rinjani for several reasons such as being a dream tourist destination and belief in positive benefits such as relieving fatigue and getting entertainment when climbing.

The research findings show that the interest of climbers is dominantly influenced by trends in social media with the expectation that, by climbing, they will become part of the community and gain external validity from their environment. This explains how subjective norms about certain actions drive consumer decision-making. These findings elaborate on the behavioural intention-forming dimensions of the theory of planned behaviour. According to Ajzen, (2005) subjective norm is an individual's perception of the expectations of people who are influential in his life (significant others) regarding the doing or not doing of certain behaviours.

### **Conclusion**

In general, the research findings show that all hypotheses tested can be proven, which means that, first, UGC is a strong antecedent to Hiking Intention where the content of UGC is considered to have good credibility, interesting, trustworthy, entertaining, and provides satisfaction and enjoyment, especially for hikers. Second, Mount Rinjani Destination Image is also able to predict interest or Hiking Intention, especially those related to affective images and validate the inconsistency of results in previous studies. Third, Social Media Attachment is able to moderate the influence between UGC and Mount Rinjani Destination Image on Hiking Intention. Where the attachment shown by prospective hikers to social media and the content in it strengthens the influence of the two latent variables on Hiking Intention.

## **Suggestion**

This research provides an overview to help entrepreneurs how to increase tourist interest in climbing Mount Rinjani. This can be done by developing and paying attention to tourist content related to mountain climbing in various social media. As well as building the best possible destination image of Mount Rinjani. Future researchers can consider variables related to psychological factors such as Fear Of Missing Out (FOMO) which can affect hiking intention because the results showed that the hiking interest of the respondents was dominated by feelings and the desire to follow trends on social media. In addition, there are indications of other variables that are able to moderate in the form of age, especially the millennial generation and Gen-Z.

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