

THE EFFECT OF TOURISM PRODUCTS, DESTINATION IMAGE, SERVICE QUALITY, AND WORD OF MOUTH ON VISITING DECISIONS AT MUTIARA WATER PARK IN LANGSA

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Abstract

This study aims to examine the effects of tourism product, destination image, service quality, and word of mouth on visiting decisions at Mutiara Water Park in Langsa. This research employed a quantitative approach using questionnaires as the data collection instrument. The sample consisted of 95 respondents, and the data were analyzed using multiple linear regression with SPSS version 26. The results indicate that tourism product has a positive and significant effect on visiting decisions, with a significance value of $0.009 < 0.05$ and a t-value of $2.682 > 1.660$. Destination image also has a positive and significant effect, with a significance value of $0.005 < 0.05$ and a t-value of $2.909 > 1.660$. Service quality has a positive and significant effect, with a significance value of $0.013 < 0.05$ and a t-value of $2.527 > 1.660$. Furthermore, word of mouth has a positive and significant effect, with a significance value of $0.017 < 0.05$ and a t-value of $2.442 > 1.660$. The coefficient of determination (R^2) is 78.9%, indicating that the four independent variables explain 78.9% of the variation in visiting decisions, while the remaining 21.1% is explained by other factors outside the research model.

Keywords: Destination Image; Service Quality; Tourism Product; Visiting Decision; Word of Mouth

INTRODUCTION

Tourism is an important sector that contributes to economic growth, employment opportunities, investment, and regional income. The development of tourism is closely related to the number of tourist visits, as increasing visitor numbers can generate economic benefits for tourism businesses and local communities (Isdarmanto, 2016). In addition, the growing need for recreational facilities has encouraged the development of various tourism businesses, including water-based recreation such as water parks. Water parks offer recreational experiences through swimming pools, water rides, and other supporting facilities, making them attractive destinations for individuals and families. The development of water-based tourism has also increased competition among tourism businesses. In this competitive environment, tourism managers need to provide attractive tourism products and memorable experiences to encourage consumers to choose a particular destination. Tourism products include various facilities and services experienced by tourists during their visit, including attractions, accessibility, amenities, and supporting services (Muljadi, 2019). Attractive and quality tourism products can provide memorable experiences for visitors and encourage them to revisit or recommend the destination to others (Asnawi, 2023). Therefore, the quality and variety of tourism products are important factors that may influence visitors' decisions to choose a destination.

One of the water-based tourism destinations in Langsa is Mutiara Water Park, located in Perumnas Village, Langsa. The destination provides various facilities, including swimming pools for children and adults, a lazy river, a waterfall pool, aqua play with a tipping bucket, waterboom facilities, and other recreational attractions. Its location near a protected forest also provides a natural and refreshing atmosphere for visitors. Based on the data presented in the research background, Mutiara Water Park experienced an increasing trend in annual visits, from approximately 20,000–35,000 visitors during the 2020–2021 pandemic period to approximately 85,000–100,000 visitors during 2024–2025. This condition indicates the potential of Mutiara Water Park as a recreational destination in Langsa. In addition to tourism products, destination image is an important factor in influencing tourists' perceptions and

decisions. Destination image refers to the collection of thoughts, feelings, and perceptions that individuals have toward a destination (Wulandani, 2022). A positive destination image can increase visitors' perceptions of the attractiveness and suitability of a tourism destination. Mutiara Water Park has developed an image as a popular water-based recreation destination in Langsa, particularly for family recreation and swimming activities. Its natural surroundings, recreational facilities, and relaxing atmosphere contribute to visitors' perceptions of the destination. A positive image is therefore expected to encourage tourists to choose Mutiara Water Park as a place for recreation.

Service quality is another factor that may influence visiting decisions. Good service quality can create comfort and satisfaction for visitors, whereas inadequate service may reduce their interest in visiting. Service quality involves fulfilling customer needs and desires and delivering services in accordance with customer expectations (Indrasari, 2019). In the context of Mutiara Water Park, service quality includes the availability of supporting facilities, employee responsiveness, reliability, assurance, and empathy toward visitors. However, the research background indicates several service-related problems, including employees who are perceived as less friendly, slow responses to visitor requests, limited parking space, an unattractive layout, and visitors' feelings of discomfort. These conditions indicate the importance of evaluating service quality in relation to visitors' decisions.

Another factor that can influence visiting decisions is word of mouth. Word of mouth refers to information, recommendations, or experiences communicated by consumers to other people. Positive experiences may encourage visitors to recommend a destination to friends, family, or other potential visitors. In the tourism context, word of mouth can influence consumer behavior and visiting decisions, particularly when potential tourists receive positive information through social media, discussion forums, or personal communication (Fitryani & Nanda, 2022). The increasing number of visitors to Mutiara Water Park may therefore be associated with the spread of positive information and recommendations among visitors and the wider community.

Based on these conditions, visiting decisions at Mutiara Water Park may be influenced by several factors, including the quality of its tourism products, destination image, service quality, and word of mouth. Although Mutiara Water Park has attractive facilities and shows an increasing trend in visitor numbers, several problems related to service quality and visitor experience remain. Therefore, it is important to examine whether these four factors significantly influence visitors' decisions to visit Mutiara Water Park in Langsa. Accordingly, this study aims to analyze the effects of tourism products, destination image, service quality, and word of mouth on visiting decisions at Mutiara Water Park in Langsa. The findings are expected to provide practical input for tourism managers in developing more effective marketing and service strategies and contribute to the literature on tourism consumer behavior.

LITERATURE REVIEW

Marketing and Service Marketing

Marketing is an organizational activity involving the creation, delivery, promotion, and exchange of products or services that provide value to consumers and other stakeholders. Sudaryono (2022) explains that marketing is a managerial activity aimed at building relationships with customers while creating competitive advantages. Tjiptono and Diana (2020) state that marketing involves creating, distributing, promoting, and determining the prices of products, services, and ideas to facilitate exchanges that satisfy customer needs. In the context of tourism, marketing plays an important role in communicating the value and attractiveness of destinations to potential visitors. Service marketing is particularly relevant because tourism products involve direct interaction between visitors, employees, facilities, and the destination environment. Tjiptono (2020) emphasizes that service marketing differs from product marketing because human interaction and service processes are important elements in delivering value to consumers.

Tourism Product

A tourism product is a combination of attractions, facilities, accessibility, and supporting services offered to visitors as an integrated tourism experience. A tourism product is not limited to a physical object but includes the overall experience obtained by tourists during their visit. According to Arjana (2017), tourism products consist of four main dimensions: attractions, transportation modes, facilities, and institutions. These components are relevant to Mutiara Water Park because the destination provides various water-based attractions and recreational facilities supported by accessibility and destination management. The attractiveness and completeness of a tourism product can increase the perceived value of a destination and encourage tourists to choose it over alternative destinations. The indicators of tourism product used in this study are attraction, transportation, facilities, and institution.

Destination Image

Destination image refers to the perceptions, beliefs, impressions, and feelings that tourists develop toward a particular tourism destination. A positive destination image can strengthen tourists' confidence in a destination and reduce uncertainty before visiting. Destination image is formed through information received by tourists as well as their expectations and previous experiences. In the context of Mutiara Water Park, the destination image can be associated with its identity as a recreational water park in Langsa that provides various water attractions and facilities. A favorable image can create positive perceptions and encourage potential visitors to consider the destination when making travel decisions. Therefore, destination image is expected to have a positive relationship with visiting decisions.

Service Quality

Service quality refers to the ability of a service provider to meet or exceed customer expectations through reliable, responsive, and satisfactory service delivery. Indrasari (2019) explains that service quality involves fulfilling customer needs and desires through appropriate service delivery according to customer expectations. In tourism, service quality includes employee behavior, responsiveness, reliability, physical facilities, assurance, and empathy. Good service quality can create comfort and positive experiences for visitors, whereas poor service can reduce satisfaction and discourage future visits. This is particularly important for Mutiara Water Park because visitors directly interact with employees and use various facilities during their visit. Thus, service quality is expected to positively influence visiting decisions.

Word of Mouth

Word of mouth (WOM) refers to the communication of information, experiences, opinions, and recommendations about a product or service from one individual to another. In tourism, WOM is an important source of information because potential visitors may rely on recommendations from friends, family, previous visitors, or online communities before deciding to visit a destination. Fitryani and Nanda (2022) explain that word of mouth can influence consumer behavior in making decisions to visit tourism destinations. Positive experiences can encourage visitors to communicate favorable information and recommend a destination to others. The indicators of word of mouth used in this study include willingness to communicate positive information, recommending the product or destination, and encouraging others to make a similar choice.

Visiting Decision

A visiting decision is the process through which an individual evaluates information and alternatives before choosing a particular tourism destination. Amrullah et al. (2022) explain that a visiting decision occurs after consumers obtain information about a desired tourism destination and evaluate available alternatives before selecting the option considered most beneficial. The decision to visit can therefore be influenced by internal motivations, destination characteristics, information sources, and perceptions of the benefits that will be obtained. In this study, visiting decision represents the dependent variable and is measured through indicators including confidence in the tourism product, speed of decision making, and willingness to recommend the destination.

Previous Studies

Previous studies provide empirical support for the relationships among the variables examined in this research. Amelia (2022) found that tourism product, price perception, and word of mouth significantly influenced visiting decisions at Camp James Remboken. Halimah (2025) found that tourism product and location influenced visiting decisions through satisfaction as an intervening variable. Robustin (2025) reported that destination image and tourism product influenced visiting decisions at Rembangan Tourism in Jember. In addition, Yahya (2024) found that word of mouth and service quality had a positive and significant effect on consumer purchasing decisions. Ayunda (2025), whose study has variables most closely related to the present research, examined tourism product, destination image, service quality, and word of mouth on visiting decisions at Babang Beach in Simeulue and found that the four independent variables influenced visiting decisions.

Research Framework and Hypotheses

Based on the theoretical arguments and previous empirical findings, tourism product, destination image, service quality, and word of mouth are expected to influence visitors' decisions to visit Mutiara Water Park in Langsa. An attractive tourism product can provide value and recreational experiences, a positive destination image can reduce

uncertainty, good service quality can increase visitor confidence and comfort, and positive word of mouth can strengthen social trust and recommendations. Accordingly, this study proposes the following hypotheses:

H1: Tourism product has a positive and significant effect on visiting decisions at Mutiara Water Park in Langsa.

H2: Destination image has a positive and significant effect on visiting decisions at Mutiara Water Park in Langsa.

H3: Service quality has a positive and significant effect on visiting decisions at Mutiara Water Park in Langsa.

H4: Word of mouth has a positive and significant effect on visiting decisions at Mutiara Water Park in Langsa.

H5: Tourism product, destination image, service quality, and word of mouth simultaneously have a positive and significant effect on visiting decisions at Mutiara Water Park in Langsa.

METHOD

This study employed a quantitative research approach to examine the effects of Tourism Product, Destination Image, Service Quality, and Word of Mouth on Visiting Decisions at Mutiara Water Park, located in Paya Bujok Seuleumak Village, Langsa Baro District, Langsa City, Aceh. The object of this study consisted of Tourism Product (X1), Destination Image (X2), Service Quality (X3), Word of Mouth (X4), and Visiting Decision (Y). The research location was selected because Mutiara Water Park is one of the tourist attractions that is relatively popular among local communities and visitors from outside Langsa.

The population in this study consisted of tourists or visitors who had visited Mutiara Water Park. The exact population size could not be determined because the number of visitors was not officially recorded by the relevant authorities. Therefore, the sample was determined using a non-probability sampling technique with purposive sampling. The respondents were selected based on the following criteria: (1) tourists who had visited Mutiara Water Park and (2) respondents aged 18 years or older. The sample size was determined using the Hair et al. (2019) approach, namely five times the total number of research indicators. Since this study consisted of 19 indicators, the sample size was calculated as follows:

Sample = Number of indicators × 5

= 19 × 5 = 95 respondents (1)

Thus, the total sample used in this study was 95 respondents.

The data used in this study consisted of quantitative data obtained from primary and secondary sources. Primary data were collected through questionnaires distributed directly to visitors of Mutiara Water Park. The questionnaire was developed based on the indicators of each research variable. A five-point Likert scale was used to measure respondents' perceptions, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The use of a Likert scale enabled respondents to provide quantitative assessments of their perceptions regarding the variables investigated.

Table 1. Likert Scale Instrument

No.	Response Category	Score
1	Strongly Disagree (STS)	1
2	Disagree (TS)	2
3	Neutral (N)	3
4	Agree (S)	4
5	Strongly Agree (SS)	5

Source: Sugiyono (2021).

The operationalization of the research variables was based on the theoretical references used in the study. Tourism Product was measured through attractions, amenities, and accessibility. Destination Image was measured through beneficial entertainment experiences, pleasant perceptions of the tourism environment, perceptions of the destination as an attractive tourist place, experiences of unique tourist attractions, and perceptions of the destination as an international-class tourist place. Service Quality was measured through tangibles, reliability, responsiveness, assurance, and empathy. Word of Mouth was measured through talking, recommending, and encouraging. Visiting Decision was measured through confidence in the product, speed of decision-making, and recommendation.

Table 2. Operational Definition of Research Variables

No.	Variable	Code	Indicators	Measurement Scale
1	Tourism Product	X1	1. Attractions; 2. Amenities; 3. Accessibility	Likert
2	Destination Image	X2	1. Beneficial entertainment experience; 2. Pleasant tourism environment; 3. Attractive tourist destination; 4. Unique tourist attractions; 5. International-class destination image	Likert
3	Service Quality	X3	1. Tangibles; 2. Reliability; 3. Responsiveness; 4. Assurance; 5. Empathy	Likert
4	Word of Mouth	X4	1. Talking; 2. Recommending; 3. Encouraging	Likert
5	Visiting Decision	Y	1. Confidence in the product; 2. Speed of decision-making; 3. Recommendation	Likert

Source: Simangunsong et al. (2024); Yossandri & Eviana (2022); Apriyani & Sunarti (2017); Arafah & Subali (2023); Tjiptono (2020).

The research instrument was tested for validity and reliability before the data analysis was conducted. The validity test was performed using the Pearson Product Moment correlation with the assistance of Statistical Package for the Social Sciences (SPSS) version 26. An item was considered valid when the calculated correlation coefficient (r_{count}) was greater than the critical value (r_{table}) at a 5% significance level. The reliability test was conducted using Cronbach's Alpha. According to Ghazali (2021), an instrument is considered reliable when the Cronbach's Alpha value is greater than 0.60.

The classical assumption tests were conducted before performing multiple linear regression analysis. These tests consisted of normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted using the Kolmogorov-Smirnov test, with data considered normally distributed when the Asymp. Sig. (2-tailed) value was greater than 0.05. The multicollinearity test was performed using the Tolerance and Variance Inflation Factor (VIF) values. A regression model was considered free from multicollinearity when the Tolerance value was greater than 0.10 and the VIF value was less than 10. The heteroscedasticity test was conducted by examining the scatterplot between the predicted dependent variable value (ZPRED) and the residual value (SRESID). A model was considered free from heteroscedasticity when the points were randomly distributed above and below zero on the Y-axis and did not form a specific pattern. The data analysis employed multiple linear regression to determine the direction and magnitude of the effects of the independent variables on the dependent variable. The regression model used in this study was formulated as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \quad (2)$$

where Y = Visiting Decision, a = constant, b_1 – b_4 = regression coefficients, X_1 = Tourism Product, X_2 = Destination Image, X_3 = Service Quality, X_4 = Word of Mouth, and e = error term.

The coefficient of determination (R^2) was used to determine the extent to which the independent variables explained the variation in the dependent variable. Hypothesis testing was conducted using the partial t-test and simultaneous F-test at a significance level of 5% ($\alpha = 0.05$). The t-test was used to determine whether each independent variable individually affected Visiting Decision, while the F-test was used to determine whether Tourism Product, Destination Image, Service Quality, and Word of Mouth simultaneously affected Visiting Decision. A hypothesis was accepted when the significance value was less than 0.05 or when the calculated t-value was greater than the critical t-value. For the simultaneous test, the independent variables were considered to have a significant joint effect when the significance value of the F-test was less than 0.05.

RESULTS AND DISCUSSION

1. Respondent Characteristics

The characteristics of respondents provide an overview of the tourists who participated in this study. The study involved 95 respondents who had visited Mutiara Water Park in Langsa. The respondents were characterized based on gender, age, domicile, monthly income, visit frequency, purpose of visit, and source of information.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	37	38.9
	Female	58	61.1
Age	18–21 years	25	26.3
	22–25 years	32	33.7
	26–29 years	22	23.2
	>30 years	16	16.8
Domicile	North Aceh	11	11.6
	East Aceh	14	14.7
	Aceh Tamiang	11	11.6
	Other Aceh Regencies	11	11.6
	Langsa	48	50.5
Monthly Income	Rp500,000–Rp1,000,000	13	13.7
	Rp1,100,000–Rp2,000,000	29	30.5
	Rp2,100,000–Rp3,500,000	36	37.9
	Rp3,600,000–Rp4,900,000	9	9.5
	>Rp5,000,000	8	8.4
Visit Frequency	First visit	31	32.6
	2–3 visits	43	45.3
	More than 3 visits	21	22.1
Purpose of Visit	Recreation	34	35.8
	Family vacation	33	34.7
	Education	17	17.9
	Business	4	4.2
	Others	7	7.4
Information Source	Social media	35	36.8
	Friends/Family	35	36.8
	Advertising	7	7.4
	Website	13	13.7
	Others	5	5.3

Source: Primary data processed by the researcher, 2026.

Based on Table 1, the respondents were predominantly female (61.1%), aged 22–25 years (33.7%), and residents of Langsa (50.5%). In terms of monthly income, the largest group earned Rp2,100,000–Rp3,500,000, accounting for 37.9% of respondents. Regarding visit frequency, 45.3% of respondents had visited Mutiara Water Park two to three times. Recreation was the most common purpose of visiting, accounting for 35.8%, while social media and friends/family were the main sources of information, each accounting for 36.8%. These findings indicate that Mutiara Water Park has a strong position as a recreational destination, particularly among local communities and productive-age visitors.

2. Descriptive Statistics of Research Variables

Descriptive statistics were used to determine the general tendency of respondents' answers regarding Tourism Product, Destination Image, Service Quality, Word of Mouth, and Visiting Decision.

Table 2. Descriptive Statistics of Research Variables

Variable	Number of Items	Mean
Tourism Product (X1)	3	4.24
Destination Image (X2)	5	4.25
Service Quality (X3)	5	4.20
Word of Mouth (X4)	3	4.23
Visiting Decision (Y)	3	4.34

Source: Primary data processed by the researcher, 2026.

Based on Table 2, all variables obtained relatively high mean scores. The highest mean was found for Visiting Decision at 4.34, followed by Destination Image at 4.25, Tourism Product at 4.24, Word of Mouth at 4.23, and Service Quality at 4.20. These results indicate that respondents generally had positive perceptions of Mutiara Water Park and its various attributes.

3. Instrument Validity and Reliability Tests

The research instrument was tested through validity and reliability tests. The validity test showed that all questionnaire items had an r-count greater than the r-table value of 0.202. Therefore, all questionnaire items were declared valid.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Description
Tourism Product (X1)	0.731	Reliable
Destination Image (X2)	0.679	Reliable
Service Quality (X3)	0.625	Reliable
Word of Mouth (X4)	0.802	Reliable
Visiting Decision (Y)	0.635	Reliable

Source: Primary data processed by the researcher, 2026.

As presented in Table 3, all variables had Cronbach's Alpha values greater than 0.60. Therefore, all research instruments were considered reliable and had adequate internal consistency for further analysis.

4. Classical Assumption Tests

The classical assumption tests consisted of normality, multicollinearity, and heteroscedasticity tests. The normality test was conducted using the Kolmogorov-Smirnov method.

Table 4. Kolmogorov-Smirnov Normality Test

Description	Value
N	95
Test Statistic	0.086
Asymp. Sig. (2-tailed)	0.079

Source: Primary data processed by the researcher, 2026.

The Kolmogorov-Smirnov significance value was 0.079, which is greater than 0.05. Therefore, the residuals were normally distributed.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Tourism Product (X1)	0.991	1.009
Destination Image (X2)	0.994	1.006
Service Quality (X3)	0.995	1.005
Word of Mouth (X4)	0.987	1.013

Source: Primary data processed by the researcher, 2026.

Table 5 shows that all variables had tolerance values greater than 0.10 and VIF values below 10. Thus, the regression model did not experience multicollinearity. The scatterplot analysis also showed that the residual points were randomly distributed above and below zero and did not form a particular pattern. Therefore, the regression model did not indicate heteroscedasticity.

5. Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effect of Tourism Product, Destination Image, Service Quality, and Word of Mouth on Visiting Decision.

Table 6. Multiple Linear Regression Analysis

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.984	2.256	–	0.436	0.664
Tourism Product (X1)	0.225	0.084	0.247	2.682	0.009
Destination Image (X2)	0.171	0.059	0.267	2.909	0.005
Service Quality (X3)	0.158	0.063	0.232	2.527	0.013
Word of Mouth (X4)	0.178	0.073	0.225	2.442	0.017

Source: Primary data processed by the researcher, 2026.

Based on Table 6, the multiple linear regression equation is:

$$Y = 0.984 + 0.225X_1 + 0.171X_2 + 0.158X_3 + 0.178X_4 + e$$

The regression coefficient of Tourism Product is 0.225, indicating that an increase in Tourism Product is associated with an increase in Visiting Decision, assuming other variables remain constant. Destination Image has a coefficient of 0.171, indicating that a more positive destination image is associated with a higher visiting decision. Service Quality has a coefficient of 0.158, while Word of Mouth has a coefficient of 0.178, both indicating positive relationships with Visiting Decision.

Based on the standardized beta coefficients, Destination Image has the highest beta value (0.267), followed by Tourism Product (0.247), Service Quality (0.232), and Word of Mouth (0.225). Therefore, Destination Image is the variable with the strongest relative influence on Visiting Decision in this model.

6. Coefficient of Determination

Table 7. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of Estimate
0.494	0.244	0.211	1.36467

Source: Primary data processed by the researcher, 2026.

The R Square value of 0.244 indicates that Tourism Product, Destination Image, Service Quality, and Word of Mouth jointly explain 24.4% of the variation in Visiting Decision. The remaining 75.6% is explained by other factors outside the research model. Meanwhile, the R value of 0.494 indicates a positive relationship between the independent variables and Visiting Decision.

7. Partial Hypothesis Testing

Table 8. t-Test Results

Variable	t-value	Sig.	Description
Tourism Product (X1)	2.682	0.009	Positive and significant
Destination Image (X2)	2.909	0.005	Positive and significant
Service Quality (X3)	2.527	0.013	Positive and significant
Word of Mouth (X4)	2.442	0.017	Positive and significant

Source: Primary data processed by the researcher, 2026.

The results of the t-test indicate that all four independent variables have a positive and significant effect on Visiting Decision because all significance values are below 0.05. Tourism Product has a significance value of 0.009, Destination Image 0.005, Service Quality 0.013, and Word of Mouth 0.017. Therefore, all proposed partial hypotheses are supported.

8. Simultaneous Hypothesis Testing

Table 9. F-Test Results

Model	F-value	Sig.
Regression	7.279	0.000

Source: Primary data processed by the researcher, 2026.

The F-test resulted in an F-value of 7.279 with a significance value of 0.000, which is lower than 0.05. Therefore, Tourism Product, Destination Image, Service Quality, and Word of Mouth simultaneously have a significant effect on Visiting Decision at Mutiara Water Park in Langsa.

DISCUSSION

The Effect of Tourism Product on Visiting Decision

The results show that Tourism Product (X1) has a positive and significant effect on Visiting Decision (Y), as indicated by a significance value of $0.009 < 0.05$ and a t-value of 2.682. This finding indicates that better tourism products increase tourists' decisions to visit Mutiara Water Park. Tourism products in this study consist of tourism attractions, amenities, and accessibility. The availability of various water attractions, such as water slides, children's pools, lazy rivers, waterboom facilities, and aqua play, provides an enjoyable recreational experience. In addition, supporting facilities such as toilets, prayer rooms, parking areas, gazebos, changing rooms, and food stalls provide convenience for visitors. The result is consistent with previous studies by Amelia (2022), Halimah (2025), and Robustin (2025), which found that tourism products have a positive influence on visiting decisions. Therefore, maintaining and continuously developing tourism attractions, facilities, and accessibility is important for increasing tourist visits.

The Effect of Destination Image on Visiting Decision

Destination Image (X2) has a positive and significant effect on Visiting Decision, with a significance value of 0.005 and a t-value of 2.909. This finding demonstrates that a positive perception of Mutiara Water Park increases tourists' confidence in choosing the destination. A destination image is formed through perceptions of attractiveness, environmental comfort, uniqueness of attractions, recreational experiences, and the overall quality of the destination. This result is consistent with Robustin (2025) and Ayunda (2025), who found that destination image significantly influences tourists' decisions to visit. In the context of Mutiara Water Park, a positive image can be strengthened through maintaining cleanliness, improving facilities, ensuring safety, providing friendly services, and consistently promoting the destination through digital media.

The Effect of Service Quality on Visiting Decision

The results demonstrate that Service Quality (X3) has a positive and significant effect on Visiting Decision, with a significance value of 0.013 and a t-value of 2.527. This indicates that better service quality increases tourists' willingness to choose Mutiara Water Park as a recreational destination. Service quality in this study includes tangible aspects, reliability, responsiveness, assurance, and empathy. Clean facilities, responsive employees, reliable services, adequate safety measures, and friendly staff can create a comfortable and secure experience for visitors. These findings are consistent with Altauriq (2024) and Desafitri (2024), who found that service quality significantly influences consumer decisions. Therefore, management should continuously improve employee competence, service responsiveness, cleanliness, and visitor safety.

The Effect of Word of Mouth on Visiting Decision

Word of Mouth (X4) also has a positive and significant effect on Visiting Decision, as indicated by a significance value of 0.017 and a t-value of 2.442. This finding demonstrates that positive recommendations from previous visitors can encourage potential tourists to visit Mutiara Water Park. Word of Mouth consists of talking about the destination, recommending it to others, and encouraging others to visit. Positive experiences can be communicated directly to friends and family or indirectly through social media, photos, videos, and online reviews. This result is consistent with Yahya (2024) and Ayunda (2025), who found that Word of Mouth positively influences consumer or tourist decisions. Therefore, management should maintain positive visitor experiences to encourage favorable recommendations and digital sharing.

The Simultaneous Effect of Tourism Product, Destination Image, Service Quality, and Word of Mouth on Visiting Decision

The simultaneous test shows that Tourism Product, Destination Image, Service Quality, and Word of Mouth jointly have a significant effect on Visiting Decision, with an F-value of 7.279 and a significance value of 0.000. These findings indicate that visiting decisions are not determined by a single factor but are influenced by the combination of the tourism product offered, the image perceived by tourists, the quality of services received, and recommendations from other people. Therefore, the management of Mutiara Water Park needs to implement an integrated strategy that combines product development, destination image strengthening, service quality improvement, and Word of Mouth marketing.

CONCLUSION

Based on the research findings, it can be concluded that Tourism Product, Destination Image, Service Quality, and Word of Mouth have positive and significant partial effects on Visiting Decision at Mutiara Water Park in Langsa. These four variables also have a significant simultaneous effect on Visiting Decision. The coefficient of determination indicates that the independent variables explain 24.4% of the variation in Visiting Decision, while the remaining 75.6% is explained by other factors outside the research model. Among the independent variables, Destination Image has the strongest relative influence based on its highest standardized beta coefficient of 0.267. Therefore, management should maintain and improve the quality of tourism products, strengthen the positive image of the destination, improve service quality, and encourage positive Word of Mouth to increase tourist visiting decisions in the future.

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