International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

The Influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua

Mimi Selly[1], Damajanti Sri Lestari[2], Galuh Ajeng Ayuningtyas[3]
[1,2,3] Faculty of Administrative Sciences, Universitas Dr. Soetomo Surabaya, Indonesia
Email: damajanti.sri@unitomo.ac.id

ABSTRACT

Tourism has become one of the strategic sectors contributing to regional economic growth while promoting environmental conservation and community welfare. However, sustainable tourism development depends not only on the attractiveness of tourist destinations but also on positive communication among visitors. This study aims to examine the influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua. A quantitative approach with an explanatory research design was employed. Data were collected from 100 tourists using purposive sampling and analyzed using multiple linear regression with IBM SPSS Statistics 26. The findings indicate that Word of Mouth has a positive and significant effect on Sustainable Tourism Development ($\beta = 0.263$; $t = 4.765$; $p < 0.001$). Likewise, Tourist Attraction has a positive and significant effect ($\beta = 0.770$; $t = 13.921$; $p < 0.001$) and represents the most influential variable. Simultaneously, both independent variables significantly affect Sustainable Tourism Development ($F = 117.200$; $p < 0.001$). The coefficient of determination ($R^2 = 0.707$) indicates that 70.7% of the variation in Sustainable Tourism Development is explained by Word of Mouth and Tourist Attraction, while the remaining 29.3% is explained by other factors. These findings imply that strengthening destination attractiveness while encouraging positive visitor recommendations can effectively support sustainable tourism development in Teluk Bicari.

Keywords: Word of Mouth; Tourist Attraction; Sustainable Tourism Development.

INTRODUCTION

Tourism is one of the sectors that has a strategic role in supporting regional economic development through increasing community income, job creation, and local business development. This concept emphasizes the importance of a balance between economic growth, environmental conservation, and socio-cultural sustainability of local communities

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

so that the benefits of tourism can be felt sustainably by current and future generations (Suryawan, 2025; Zaman, 2024).

Possessing massive natural and cultural wealth distributed across its various territories, Indonesia holds immense tourism potential. A prime representation of this endowment is Teluk Bicari, located in Kaimana Regency, West Papua, which is highly recognized for its karst island clusters, pristine waters, marine biodiversity, and natural panoramas that rival world-class marine tourism destinations. This ecological capital serves as a critical foundation for advancing sustainable tourism development in Eastern Indonesia. Nevertheless, the successful expansion of a destination does not rely solely on biophysical beauty; it is significantly influenced by tourist perceptions, the quality of the visitor experience, and the narratives that circulate within the public sphere regarding the destination (Higgins-Desbiolles, 2021; Rasoolimanesh et al., 2023).

Independent Variables: Word of Mouth (WOM) and Tourism Attraction Within the destination ecosystem, the capacity to attract visitors is not determined exclusively by institutional promotions conducted by governments or management bodies, but is heavily driven by interpersonal information sharing. A form of communication that exerts a powerful determination over tourist decisions is Word of Mouth (WOM). As defined by (Kotler & Keller, 2016). WOM refers to inter-consumer communications containing personal experiences, recommendations, or evaluations of a product or destination that can shape the perceptions and choices of prospective travelers. Information acquired through organic referrals from close networks—such as friends, family, and past visitors—is empirically deemed far more credible than formal advertising or corporate marketing.

The significance of WOM within the tourism industry has been validated by a substantial body of empirical literature. (Sihotang & Putra, 2023), demonstrated that WOM has a direct, significant effect on tourists' repeat visitation intentions. Correspondingly, (Haryono & Albetris, 2024), explained that positive information disseminated by travelers is capable of elevating visiting interest through the formation of an appealing destination image. Furthermore, research findings by (Syahputri et al., 2024), indicate that positive peer-to-peer communication among tourists exerts a substantial influence on travel interest, wherein recommendations rooted in direct experience effectively cultivate prospective tourists' trust toward a destination.

In tandem with WOM, another determinant playing a pivotal role in backing successful destination development is tourism attraction. According to (Kotler et al., 2017), a tourism attraction encompasses anything possessing uniqueness, aesthetic value, cultural heritage, or specific characteristics capable of drawing visitors to a site. The existence of these attractions serves as the fundamental rationale for travel, as they offer a differentiated

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

experience unavailable in other regions. Consequently, the higher the level of authenticity and quality of attractions a destination possesses, the greater its probability of capturing market share and enhancing its regional competitiveness.

Numerous studies consistently demonstrate a close, linear relationship between tourist attractions and destination progress. (Goeltom & Hurriyati, 2024), elaborated that the inherent attraction of a destination directly dictates tourists' intentions to visit. This is reinforced by the empirical studies of (Kurniawan et al., 2022), and (Nugroho, 2024), which position tourism attraction as one of the primary catalysts governing individuals' sociological decisions to travel. Hence, optimally managed tourist attractions not only multiply visitation rates but also function as essential capital in underpinning a sustainable tourism framework.

Research Gap and Objective

Although extensive research has explored WOM and tourist attractions, the vast majority of prior literature has remained narrowly focused on immediate variables such as visiting interest, situational decisions, and return intentions as the dependent variables. Studies examining the direct influence of these two drivers on macro-sustainable tourism development remain highly exclusive, particularly concerning marine destinations in the Eastern Indonesian corridor. Moreover, Teluk Bicari presents distinct spatial characteristics—characterized by its karst topography and unique marine ecosystems—thereby offering a differentiated research setting compared to widely studied traditional destinations. Based on these theoretical gaps, this study aims to comprehensively analyze the influence of Word of Mouth and Tourism Attraction on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua. The outcomes of this investigation are expected to enrich the theoretical literature on tourism marketing and sustainability studies, while providing strategic insights for local governments, destination managers, and stakeholders in formulating integrative, long-term tourism development strategies.

THEORETICAL FRAMEWORK

This study uses the Marketing for Hospitality and Tourism Theory developed by (Kotler et al., 2017a), as the grand theory. The theory explains that effective tourism marketing is achieved through the integration of tourist experiences, destination attractiveness, and interpersonal communication, which collectively influence tourism destination competitiveness and long-term sustainability. Therefore, this theory serves as the theoretical foundation for examining the influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Word Of Mouth (X1)

According to (Kotler & Keller, 2016), Word of Mouth (WOM) is communication between consumers about a product, service, or experience that can influence other consumer attitudes and decisions. In the context of tourism, WOM occurs when tourists share experiences, provide recommendations, or convey information about a destination to family, friends, or the community. Information derived from direct experience is generally considered more credible than promotions carried out by destination managers, so that it is able to form a positive perception of a tourist attraction. In addition, the intangible characteristics of tourism products cause potential tourists to tend to look for references from other tourists' experiences before deciding to visit.

In this study, Word of Mouth was measured using indicators put forward by (Kotler & Keller, 2016), namely:

1. Talking
2. Recommending
3. Encouraging
4. Positive information sharing

Tourist Attractions (X2)

According to (Kotler et al., 2017a), tourist attraction is everything that has uniqueness, beauty, or certain values that are able to attract tourists to visit a destination. Tourist attraction is the main reason for someone to take a tourist trip because it is able to provide a different experience compared to other destinations. A destination that has high appeal will more easily attract tourists, increase visitor satisfaction, and strengthen the competitiveness of the destination in the long term.

In tourism development, tourist attractions are not only limited to natural beauty, but also include culture, tourist activities, local uniqueness, and experiences gained by tourists during their visit. Therefore, the existence of tourist attractions is one of the important factors in supporting the success of the development of tourist destinations.

In this study, Tourist Attraction is measured using indicators put forward by (Kotler et al., 2017a), namely:

1. Uniqueness of tourist destinations
2. Natural beauty
3. Cultural attractions
4. Tourist activities
5. Authenticity

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Sustainable Tourism Development (Y)

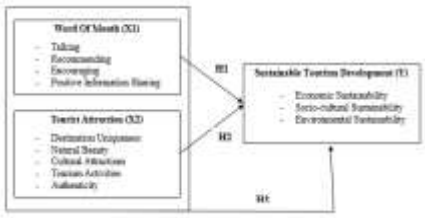
According to (United Nations Environment Programme & World Tourism Organization, 2005), sustainable tourism development is a process of developing the tourism sector that considers the balance between economic, socio-cultural, and environmental aspects. This concept aims to meet the needs of tourists and the current community without reducing the ability of future generations to meet their needs. Tourism development is not only oriented towards increasing the number of tourist visits, but must also be able to provide economic benefits for local communities, preserve the environment, and preserve local social and cultural values.

The application of sustainability principles in the tourism sector is important because tourism activities have a close relationship with natural and cultural resources that are the main attraction of a destination. Therefore, the success of tourism development needs to be measured by its ability to create a balance between economic growth, environmental conservation, and the welfare of local communities.

In this study, Sustainable Tourism Development is measured based on three main dimensions, namely:

1. Economic sustainability
2. Socio-cultural sustainability
3. Environmental sustainability

Figure 1. Conceptual Framework



Source : Research by researchers

Research Hypotheses

H1: Word of Mouth has a positive and significant effect on the Development of Sustainable Tourism in Kaimana Regency.

H2: Tourism Attraction has a positive and significant effect on the Development of Sustainable Tourism in Kaimana Regency.

H3: Word of Mouth and Tourism Attraction simultaneously have a positive and significant effect on the Development of Sustainable Tourism in Kaimana Regency.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

METHOD

Research Design

This study employed a quantitative research approach using a survey method to examine the influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua. A quantitative approach was selected because the study aims to test the causal relationships among variables through statistical analysis based on data collected from respondents. The research adopted an explanatory design to explain the effect of the independent variables on the dependent variable.

Population and Sample

The population of this study consisted of all tourists who had visited Teluk Bicari, Kaimana Regency, West Papua. Since the exact population size was unknown (*unknown population*), the sample size was determined using the Cochran formula (Cochran, 1977):

$$n_0 = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

Account:

$$n0 = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2} = \frac{3.8416\ x\ 0.25}{0.01} = \frac{0.9604}{0.01} = 96.04$$

where:

- **n** = minimum sample size
- **Z** = confidence level (1.96 for 95%)
- **p** = estimated population proportion (0.5)
- **q** = 1 − p (0.5)
- **e** = margin of error (0.10)

The calculation resulted in a minimum sample size of 96 respondents. To improve data representativeness, this study collected responses from 100 tourists.

The sampling technique employed was purposive sampling. Respondents were required to meet the following criteria:

1. At least 17 years old.
2. Have visited Teluk Bicari at least once.
3. Be willing to complete the questionnaire voluntarily.

Research Variables and Measurement

This study consists of two independent variables and one dependent variable. The independent variables are Word of Mouth (X1) and Tourist Attraction (X2), while the dependent variable is Sustainable Tourism Development (Y).

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Table 1. Research Variables and Measurement

Variable	Indicators	Source
Word of Mouth (X1)	- Talking - Recommending - Encouraging - Positive Information Sharing	(Kotler & Keller, 2016)
Tourist Attraction (X2)	- Destination Uniqueness - Natural Beauty - Cultural Attractions - Tourism Activities - Authenticity	(Kotler et al., 2017a)
Sustainable Tourism Development (Y)	- Economic Sustainability - Socio-cultural Sustainability - Environmental Sustainability	(United Nations Environment Programme & World Tourism Organization, 2005)

Source : Research by researchers

Data Analysis Technique

The collected data were analyzed using IBM SPSS Statistics version 26. Before hypothesis testing, the questionnaire items were evaluated using validity and reliability tests. The validity test employed the Pearson Product Moment correlation, while reliability was assessed using Cronbach's Alpha.

Furthermore, classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests were conducted to ensure that the regression model met the required assumptions. The hypotheses were then tested using multiple linear regression analysis. Partial effects of the independent variables on the dependent variable were examined using the t-test, while the simultaneous effect was analyzed using the F-test. In addition, the coefficient of determination (R^2) was used to measure the proportion of variance in Sustainable Tourism Development explained by Word of Mouth and Tourist Attraction. Statistical significance was determined at the 5% significance level ($\alpha = 0.05$).

RESULTS

Validity Test

The validity test was conducted using the Pearson Product Moment correlation with a total of 100 respondents. The critical value of the correlation coefficient (r-table) at a

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

significance level of 5% (df = 98) was 0.1966. An item was considered valid if its r-count exceeded the r-table value.

Table 2. Validity Test Result

Item	r count	r Table	Remarks
X1.1	0.630	0.1966	Valid
X1.2	0.613	0.1966	Valid
X1.3	0.613	0.1966	Valid
X1.4	0.684	0.1966	Valid
X2.1	0.657	0.1966	Valid
X2.2	0.638	0.1966	Valid
X2.3	0.646	0.1966	Valid
X2.4	0.528	0.1966	Valid
X2.5	0.569	0.1966	Valid
Y.1	0.613	0.1966	Valid
Y.2	0.781	0.1966	Valid
Y.3	0.824	0.1966	Valid

Source: SPSS Data Output (Processed by the Researcher)

The results indicated that all questionnaire items had r-count values ranging from 0.528 to 0.824, which were greater than the r-table value of 0.1966. In addition, all items were statistically significant ($p < 0.05$). Therefore, all measurement items for the Word of Mouth, Tourist Attraction, and Sustainable Tourism Development variables were declared valid and suitable for subsequent statistical analysis.

Reliability Test

The reliability test was conducted using Cronbach's Alpha to assess the internal consistency of the research instrument. A questionnaire is considered reliable if the Cronbach's Alpha coefficient exceeds 0.70 (Hair et al., 2019).

Table 3. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.871	12

Source: SPSS Data Output (Processed by the Researcher)

Based on the analysis results, the questionnaire obtained a Cronbach's Alpha value of 0.871 across 12 measurement items. Since the obtained value is higher than the recommended threshold of 0.70, the research instrument is considered to have good

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

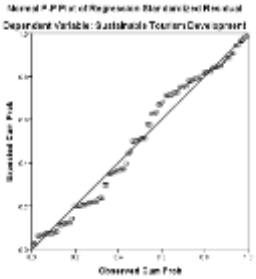
International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

internal consistency. Therefore, all questionnaire items are reliable and appropriate for measuring the variables of Word of Mouth, Tourist Attraction, and Sustainable Tourism Development.

Normality Test

The normality test was conducted using the Normal Probability-Probability (P-P) Plot of Regression Standardized Residual. A regression model is considered to satisfy the normality assumption if the residual data are distributed around and follow the diagonal line.

Figure 2. Normal P-P Plot of Regression Standardized Residual



Source: SPSS Data Output (Processed by the Researcher)

As shown in Figure 2, the plotted residuals closely follow the diagonal reference line without substantial deviations. Although slight variations are observed at several points, the overall distribution of the residuals remains consistent with the diagonal pattern. Therefore, it can be concluded that the residuals are normally distributed, indicating that the regression model satisfies the normality assumption and is appropriate for further analysis.

Multicollinearity Test

The multicollinearity test was conducted to determine whether a high correlation existed among the independent variables in the regression model. A regression model is considered free from multicollinearity if the Tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) is less than 10 (Hair et al., 2019).

Table 4. Multicollinearity Test Results

Coefficient			
Models		Collinearity Statistics	
		Tolerance	VIVID
1	Word Of Mouth	.987	1.013
	Tourist Attraction	.987	1.013

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

a. Dependent Variable: Sustainable Tourism Development

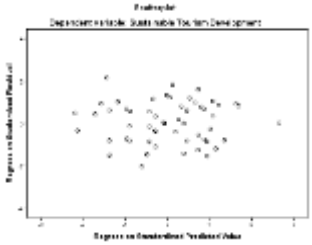
Source: SPSS Data Output (Processed by the Researcher)

Based on the results presented in Table 4, both independent variables, Word of Mouth and Tourist Attraction, obtained a Tolerance value of 0.987 and a VIF value of 1.013. These values indicate that the Tolerance values exceed 0.10 and the VIF values are well below 10. Therefore, it can be concluded that no multicollinearity exists among the independent variables, indicating that the regression model satisfies the multicollinearity assumption and is suitable for further analysis.

Heteroscedasticity Test

The heteroscedasticity test was conducted using a Scatterplot of Regression Standardized Residuals. A regression model is considered free from heteroscedasticity if the residuals are randomly distributed around the zero line without forming a specific pattern (Hair et al., 2019).

Figure 3. Scatterplot of Regression Standardized Residual



Source: SPSS Data Output (Processed by the Researcher)

As illustrated in Figure 3, the residuals are randomly scattered above and below the zero line and do not exhibit any systematic pattern, such as a funnel, wave, or other identifiable shape. The distribution of the data points indicates constant variance across the predicted values. Therefore, it can be concluded that the regression model does not exhibit heteroscedasticity, indicating that the assumption of homoscedasticity has been satisfied and the regression model is appropriate for further hypothesis testing.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) was used to measure the proportion of variance in the dependent variable explained by the independent variables.

Table 5. Coefficient of Determination

Model Summary

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Models	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841a	.707	.701	1.428
a. Predictors: (Constant), Tourist Attraction, Word Of Mouth				

Source: SPSS Data Output (Processed by the Researcher)

Based on Table 5, the multiple correlation coefficient (R) is 0.841, indicating a very strong positive relationship between Word of Mouth and Tourist Attraction with Sustainable Tourism Development. The R Square value of 0.707 indicates that 70.7% of the variation in Sustainable Tourism Development can be explained by the independent variables, namely Word of Mouth and Tourist Attraction.

Furthermore, the Adjusted R Square value is 0.701, indicating that after adjusting for the number of predictors included in the regression model, approximately 70.1% of the variation in Sustainable Tourism Development is explained by the independent variables. The remaining 29.9% is influenced by other variables not included in this study. In addition, the Standard Error of the Estimate is 1.428, indicating the average prediction error of the regression model. Overall, these findings suggest that the regression model has good explanatory power, and that Word of Mouth and Tourist Attraction jointly contribute substantially to explaining Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua.

Simultaneous Test (F Test)

The F test was carried out to find out whether the variables of Word of Mouth and Tourist Attraction simultaneously affect Sustainable Tourism Development.

Table 6. ANOVA (F-Test) Results

NEW ERA						
Models		Sum of Squares	df	Mean Square	F	Sig.
	Regression	478.164	2	239.082	117.200	000b
	Residual	197.876	97	2.040		
	Total	676.040	99			
a. Dependent Variable: Sustainable Tourism Development						
b. Predictors: (Constant), Tourist Attraction, Word Of Mouth						

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Source: SPSS Data Output (Processed by the Researcher)

Based on Table 6, the F-value of the calculation is obtained as 117,200 with a significance value of 0.000, which is smaller than 0.05. These results show that the regression model used is significant, so that the variables of Word of Mouth and Tourism Attraction together have a significant effect on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua.

Thus, Hypothesis 3 (H3) which states that Word of Mouth and Tourist Attraction simultaneously affect Sustainable Tourism Development is accepted. These results show that the two independent variables together have a significant contribution in explaining the variation in sustainable tourism development.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development.

Table 7. Multiple Linear Regression Results

Coefficient						
Models		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.727	.589		1.234	.220
	Word Of Mouth	.152	.032	.263	4.765	.000
	Tourist Attraction	.447	.032	.770	13.921	.000
a. Dependent Variable: Sustainable Tourism Development						

Source: SPSS Data Output (Processed by the Researcher)

Based on Table 7, the multiple linear regression equation is formulated as follows:

$$Y = 0.727 + 0.152X_1 + 0.447X_2$$

where:

- Y = Sustainable Tourism Development
- X_1 = Word of Mouth
- X_2 = Tourist Attraction

The regression equation indicates that the constant value is 0.727, suggesting that when the independent variables are assumed to remain constant, the value of Sustainable Tourism

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Development is 0.727. The regression coefficient for Word of Mouth is 0.152, indicating that every one-unit increase in Word of Mouth increases Sustainable Tourism Development by 0.152 units, assuming the other variable remains constant. Likewise, the regression coefficient for Tourist Attraction is 0.447, implying that every one-unit increase in Tourist Attraction increases Sustainable Tourism Development by 0.447 units, ceteris paribus.

Partial Significance Test (t-Test)

The partial significance test (t-test) was conducted to determine the individual effect of each independent variable on Sustainable Tourism Development.

Hypothesis	Relationship	β	t-value	Sig.	Decision
H1	Word of Mouth → Sustainable Tourism Development	0.263	4.765	0.000	Accepted
H2	Tourist Attraction → Sustainable Tourism Development	0.770	13.921	0.000	Accepted

Source: SPSS Data Output (Processed by the Researcher)

The results show that Word of Mouth has a regression coefficient of 0.152, a t-value of 4.765, and a significance value of 0.000, which is lower than the significance level of 0.05. This finding indicates that Word of Mouth has a positive and significant effect on Sustainable Tourism Development. Therefore, Hypothesis 1 (H1) is accepted.

Furthermore, Tourist Attraction has a regression coefficient of 0.447, a t-value of 13.921, and a significance value of 0.000, which is also below 0.05. This result indicates that Tourist Attraction has a positive and significant effect on Sustainable Tourism Development. Therefore, Hypothesis 2 (H2) is accepted.

Among the two independent variables, Tourist Attraction has the highest standardized regression coefficient (β = 0.770), compared to Word of Mouth (β = 0.263). This indicates that Tourist Attraction is the most dominant factor influencing Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua.

DISCUSSION

The Effect of Word of Mouth on Sustainable Tourism Development. The findings indicate that Word of Mouth has a positive and significant effect on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua (β = 0.263; t = 4.765; p < 0.05). Therefore, Hypothesis 1 is accepted. This finding suggests that positive recommendations

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

and experiences shared by tourists contribute to strengthening destination awareness and supporting sustainable tourism development.

This result supports the theory of (Kotler & Keller, 2016), which states that Word of Mouth influences consumer perceptions and decisions through interpersonal communication. It is also consistent with previous studies by (Sihotang & Putra, 2023), (Haryono & Albetris, 2024), and (Syahputri et al., 2024), which found that positive Word of Mouth significantly increases tourists' interest in visiting a destination. Therefore, encouraging visitors to share positive experiences can become an effective strategy for promoting sustainable tourism in Teluk Bicari.

The Effect of Tourist Attraction on Sustainable Tourism Development

The results show that Tourist Attraction has a positive and significant effect on Sustainable Tourism Development ($\beta = 0.770$; $t = 13.921$; $p < 0.05$). Thus, Hypothesis 2 is accepted. Compared to Word of Mouth, Tourist Attraction has the strongest influence on sustainable tourism development.

This finding supports the theory of (Kotler et al., 2017b), which explains that destination uniqueness, natural beauty, cultural attractions, tourism activities, and authenticity are key factors influencing tourists' decisions. The results are also in line with (Kurniawan et al., 2022), (Goeltom & Hurriyati, 2024), and (Haryono & Albetris, 2024), who concluded that tourist attraction significantly affects tourists' visiting decisions. Consequently, preserving the natural and cultural uniqueness of Teluk Bicari is essential for achieving sustainable tourism development.

The Simultaneous Effect of Word of Mouth and Tourist Attraction on Sustainable Tourism Development

The simultaneous test indicates that Word of Mouth and Tourist Attraction jointly have a significant effect on Sustainable Tourism Development ($F = 117.200$; $p < 0.05$). The coefficient of determination ($R^2 = 0.707$) indicates that 70.7% of the variation in sustainable tourism development is explained by these two variables, while the remaining 29.3% is influenced by other factors.

These findings suggest that sustainable tourism development in Teluk Bicari depends on both attractive tourism resources and positive tourist communication. Therefore, destination managers should focus on maintaining the quality and authenticity of tourist attractions while encouraging visitors to share positive experiences. These efforts are expected to strengthen the competitiveness and long-term sustainability of Teluk Bicari as a tourism destination.

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research
https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

CONCLUSION

This study examined the influence of Word of Mouth and Tourist Attraction on Sustainable Tourism Development in Teluk Bicari, Kaimana Regency, West Papua. The findings demonstrate that both variables positively and significantly influence sustainable tourism development, with Tourist Attraction emerging as the dominant factor. These results indicate that preserving the uniqueness and quality of tourism resources, together with encouraging positive communication among visitors, can strengthen sustainable tourism development in the study area.

The study contributes to the tourism literature by extending previous research that primarily focused on tourists' visit intention or revisit intention, demonstrating that Word of Mouth and Tourist Attraction also play an important role in supporting Sustainable Tourism Development. From a practical perspective, the findings suggest that local governments and tourism stakeholders should prioritize destination conservation, improve visitor experiences, and encourage positive visitor recommendations to enhance the long-term competitiveness of Teluk Bicari as a sustainable tourism destination.

This study was limited to two explanatory variables and a single tourism destination. Future studies are encouraged to examine additional determinants, such as destination image, service quality, community participation, tourist satisfaction, or destination branding, and to investigate different tourism destinations to provide broader evidence on sustainable tourism development.

REFERENCES

Goeltom, A. D., & Hurriyati, R. (2024). Destination Attractiveness and Visit Intention: Integrating Image, Cultural Experience, and Sustainable Practices in Tourist Decision-Making. Journal of Tourism, Hospitality and Travel Management, 2(1).

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate Data Analysis (8th ed.). Cengage Learning.

Haryono, G., & Albetris. (2024). Effect of Electronic Word of Mouth (E-WOM) on Visiting Intention Mediated by Destination Image at the Rawa Bento Tourism Object. Journal of Business Studies and Management Review, 7(2). https://doi.org/10.22437/jbsmr.v7i2.31927

Higgins-Desbiolles, F. (2021). The “War over Tourism”: Challenges to Sustainable Tourism in the Tourism Academy after COVID-19. Journal of Sustainable Tourism, 29(4), 551–569. https://doi.org/10.1080/09669582.2020.1803334

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017a). Marketing for hopitality and

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

tourism.

Kotler, P., Bowen, J. T., Makens, J. C., & Baloglu, S. (2017b). Marketing for Hospitality and Tourism (7th ed.). Pearson.

Kotler, P., & Keller, kevin lane. (2016). Marketing Management. In Journal of Marketing (16th ed., Vol. 37, Issue 1). global edition. https://doi.org/10.2307/1250781

Kurniawan, A. E., Purwanto, H., & Asmike, M. (2022). Pengaruh Daya Tarik Wisata, Fasilitas dan Kualitas Pelayanan terhadap Minat Berkunjung Kembali Wisatawan. Seminar Inovasi Manajemen Bisnis Dan Akuntansi, 4, 1–14.

Nugroho, B. C. (2024). Pengaruh Daya Tarik Wisata, Fasilitas dan Aksesibilitas terhadap Keputusan Berkunjung Wisatawan. Jurnal Ekonomi Dan Pariwisata, 5(1), 45–58.

Rasoolimanesh, S. M., Hosseini, S. A., & Hall, C. M. (2023). Residents' Perceptions of Sustainable Tourism Development: A Systematic Literature Review. Journal of Sustainable Tourism, 31(5), 1087–1108. https://doi.org/10.1080/09669582.2022.2038926

Sihotang, T. M. W., & Putra, H. B. (2023). The Influence of E-Word of Mouth, Word of Mouth, and Destination Brand Love on Revisit Intention in The Tourism Context of Visiting Lake Toba. International Conference of Multidisciplinary Studies. https://doi.org/10.4108/eai.12-7-2023.2340945

Suryawan, T. G. A. W. K. (2025). The Nexus of International Marketing Management and Sustainable Tourism in the Digital Era: A Bibliometric Review. Jurnal Manajemen Dan Bisnis Equilibrium, 11(2), 115–130.

Syahputri, F. A., Augustinah, F., & Herawati, A. (2024). The Influence of Accessibility and WOM on Visitation Interest in Dewi Kenangan Ponokawan Village Krian Sidoarjo. International Journal of Economics, Business, Innovation and Research, 3(6), 443–466.

United Nations Environment Programme, & World Tourism Organization. (2005). Making Tourism More Sustainable: A Guide for Policy Makers. United Nations Environment Programme and World Tourism Organization.

Zaman, U. (2024). Nexus of Regenerative Tourism Destination Competitiveness, Climate Advocacy and Visit Intention. Sustainability, 16(17), 7827. https://doi.org/10.3390/su16177827

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Business and Quality Research

https://e-journal.citakonsultindo.or.id/index.php/IJBQR
E-ISSN: 2985-9468

Copyright to the author of some rights reserved This work is licensed under aCreative Commons Attribution-ShareAlike 4.0 International License.