

Visitor Spending Intensity: The Role of Digital Branding Experience and Perceived Risk in Ranupani Tourism Village

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Abstract

Although digital destination branding and tourist expenditure have received considerable scholarly attention, empirical research integrating digital brand experience, visiting decisions, and visitor spending intensity remains limited, particularly in community-based tourism destinations exposed to natural disaster risks. This study examines the relationship between digital brand experience and visitor spending intensity, with visiting decisions as a mediating variable and perceived disaster risk as a moderating variable, in Ranupani Tourism Village, Indonesia. A quantitative explanatory approach was employed, involving 210 tourists selected through purposive sampling. Data were collected using a five-point Likert-scale questionnaire and analyzed through partial least squares structural equation modeling (PLS-SEM) using SmartPLS. Digital brand experience was positively and significantly associated with visiting decisions ($\beta = 0.313, p < .001$), while its direct association with visitor spending intensity was not statistically significant ($\beta = 0.084, p = .230$). Visiting decisions were positively associated with visitor spending intensity ($\beta = 0.600, p < .001$) and significantly mediated the relationship between digital brand experience and spending intensity (indirect $\beta = 0.187, p < .001$). Perceived disaster risk also significantly moderated the relationship between digital brand experience and visiting decisions (interaction $\beta = 0.094, p = .014$). These findings support an indirect pathway linking digital brand experience to visitor spending intensity through visiting decisions and highlight the relevance of perceived disaster risk to destination choice. The study contributes to tourism marketing research by integrating digital branding, tourist spending

behavior, and disaster risk within a single empirical framework. Tourism managers and policymakers should combine engaging digital destination branding with reliable safety information and local tourism products that encourage visitor spending. Future research should examine additional determinants of expenditure and assess these relationships across destinations with different tourism characteristics and risk contexts.

Keywords: Digital Brand Experience; Visiting Decisions; Visitor Spending Intensity; Perceived Disaster Risk; Tourism Villages

INTRODUCTION

The development of digital technology has transformed the way tourists learn about, evaluate, and choose destinations. Social media and digital platforms have become primary sources of travel information, replacing the role of conventional promotions. Through the widespread distribution of photos, videos, and travel reviews, destination brand experiences are formed not only through in-person visits but also through digital interactions before tourists make a decision to visit (Jiménez-Barreto et al., 2020; Khan & Fatma, 2019). This phenomenon positions the Digital Brand Experience as a strategic element in tourism destination marketing.

Various empirical studies have shown that positive destination brand experiences through digital media significantly influence tourists' intentions and decisions to visit. Studies on online destination brand experiences have found that tourists' interactions with destination digital content can generate interest, positive emotions, and the urge to visit (Damayanti et al., 2025; N. P. R. Dewi et al., 2023). However, most of these studies focus on the intention or decision to visit aspect and are relatively limited in explaining how these digital brand experiences translate into tangible economic contributions to the destination.

From a tourism economics perspective, the economic value of a destination is primarily created through tourist spending during a visit. Tourism economics literature consistently emphasizes that visit decisions and trip characteristics are key determinants of tourist spending intensity (Disegna & Osti, 2016; Downward & Lumsdon, 2003; Pulido-Fernández et al., 2017). Therefore, visitor spending intensity is considered a relevant indicator for measuring the economic impact of tourism, particularly in community-based destinations that lack centralized financial reporting (Mayer & Vogt, 2016). However, studies

on tourist spending are generally considered separate from digital marketing studies, resulting in little empirical research into the role of digital brand experiences as a driver of tourist economic behavior.

The urgency of this study is further strengthened when linked to the context of disaster-prone tourist destinations. Natural disaster risk is an indispensable factor in tourists' decision-making processes. Numerous studies have shown that perceived risk influences tourist behavior and can weaken the influence of destination image and experience on visit decisions (Lyu et al., 2024; Rindrasih, 2018). However, disaster risk does not necessarily automatically reduce visit intention, especially when tourists receive adequate information and a reassuring digital brand experience regarding the post-disaster condition and management of the destination.

Ranupani Tourism Village is a prime example of a tourist destination in this situation. Located within the Bromo Tengger Semeru National Park, Ranupani is known as a natural tourism village and the gateway to the Mount Semeru hiking trail. Furthermore, Mount Semeru's volcanic activity frequently results in the area experiencing open-closed visitation policies, potentially shaping tourists' risk perceptions. This creates a paradox: Ranupani boasts strong natural attractions and high social media exposure, yet also faces perceived disaster risks that can influence visiting decisions.

Based on the above description, there is a research gap in the integration of Digital Brand Experience, visiting decisions, and visitor spending intensity within a coherent empirical framework, particularly in the context of community-based and disaster-prone tourism villages. Therefore, this study aims to fill this gap by analyzing how destination digital brand experiences not only influence tourists' decisions to visit but also impact their economic behavior, reflected in their spending intensity during their visit, considering perceived disaster risk as a moderating variable. Therefore, this study is expected to provide a more comprehensive understanding of the role of digital marketing in creating destination economic value, as well as serve as a basis for formulating adaptive digital marketing strategies oriented towards strengthening the local economy of Ranupani Tourism Village.

Literature Review and Hypotheses Development

Digital Branding Experience

Digital Brand Experience (DBE) in the tourism context refers to tourists' experiences with a destination brand formed through interactions with various digital channels, such as social media, websites, and other online platforms. This experience encompasses sensory, affective, cognitive, and behavioral responses that arise from exposure to the destination's digital content (Jiménez-Barreto et al., 2020). Digital Brand Experience indicators refer to four main dimensions: sensory, affective, intellectual, and behavioral experiences (Jiménez-Barreto et al., 2020). Digital Brand Experience in this study refers not only to tourists' visual and emotional experiences with destination digital content but also encompasses how digital information can shape tourists' perceptions of safety, trust, and confidence in destinations located in disaster-prone areas (Maulidina et al., 2026). Thus, digital brand experience serves as a means of risk communication that can reduce tourists' uncertainty before visiting, attitudes, and actions of members of the organization under its control

Perceived Risk

In the context of tourism, perceived risk has been shown to influence tourist behavior, including visit decisions and return intentions. Even though tourists are aware of disaster risks, this perception does not always hinder their decision to visit if the destination has a positive image and adequate recovery information (Rindrasih, 2018). Perceived risk in this study refers to tourists' perceptions of the potential dangers of natural disasters that can affect the safety, comfort, and smoothness of their travels (Slovic, 1987). In this context, perceived risk functions not only as an independent variable but also as a contextual factor that influences how tourists interpret digital experiences and make visit decisions (Schweiggart et al., 2025). Perceived Disaster Risk encompasses perceptions of the destination's safety level, the likelihood of a disaster occurring, concerns about the impact of the disaster, and the influence of risk on visit decisions (Lyu et al., 2024; Rindrasih, 2018)

Decision to Visit

The decision to visit is the final outcome of a tourist's decision-making process after evaluating various information and destination alternatives. Within the Theory of Planned Behavior framework, the decision to visit is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Visit decision indicators include intention to visit, confidence in choosing a destination, actual decision to visit, and willingness to

recommend the destination (N. P. R. Dewi et al., 2023). The decision to visit a disaster-prone destination is influenced not only by the destination's attractiveness but also by risk considerations and the traveler's comfort level with potential hazards. In this case, tourists evaluate the benefits of the visit against the perceived risks before making the actual decision to visit.

Visitor Spending Intensity

Visitor Spending Intensity (VSI) refers to the intensity of tourist spending during their stay at a tourist destination, both in total and by expenditure category. In the tourism economics literature, tourist spending is seen as a key driver of a destination's economic value (Mayer & Vogt, 2016). Visitor Spending Intensity in the context of disaster-prone destinations reflects not only the amount of tourist spending but is also influenced by perceptions of safety and comfort during their stay. Tourists who feel safe tend to engage in more activities and increase spending, while high risk perceptions can limit the duration of their visit and the types of spending they make (Damiasih, 2024). Visitor Spending Intensity indicators include spending on accommodation, consumption, local transportation, tourist activities, and souvenirs (Disegna & Osti, 2016; Pulido-Fernández et al., 2017). In the context of disaster-prone destinations, all variables in this study cannot be understood separately from tourists' risk perceptions. Disaster risk is a contextual factor that influences how tourists receive digital information, make visiting decisions, and determine their spending levels during their stay at the destination. Therefore, the definition of variables in this study is adjusted to the characteristics of destinations that have a relatively high level of uncertainty and risk.

Hypothesis Development

In the tourism context, various studies have shown that positive destination brand experiences through digital media play a crucial role in shaping tourists' intentions and decision to visit. Studies on online destination brand experiences have shown that tourists' interactions with destination digital content significantly influence their intention to visit (Damayanti et al., 2025; N. P. R. Dewi et al., 2023). These findings indicate that the more positive the digital brand experience perceived by tourists, the more likely they are to decide to visit that destination.

H₁ = Digital Brand Experience has a positive influence on tourists' decision to visit Ranupani Tourism Village.

In the tourism economics literature, travel decisions and visit characteristics have been shown to significantly influence the magnitude and intensity of tourist expenditures (Gholipour et al., 2023; Pulido-Fernández et al., 2017). The tourists who decide to visit and have a positive experience during their visit tend to exhibit higher levels of expenditure across various spending categories (Disegna & Osti, 2016).

H₂ = The decision to visit has a positive influence on the Visitor Spending Intensity of tourists in Ranupani Tourism Village.

A strong and positive brand experience can increase tourist engagement, extend the duration of visits, and encourage participation in various tourism activities, ultimately increasing tourist spending (Mayer & Vogt, 2016). Previous research shows that tourist experience and satisfaction are closely related to the level of tourist spending during a visit (Disegna & Osti, 2016). Therefore, a positive Digital Brand Experience is expected to drive increased Visitor Spending Intensity, both directly and through changes in tourist behavior.

H₃ = Digital Brand Experience has a positive effect on the Visitor Spending Intensity of tourists in Ranupani Tourism Village.

While Digital Brand Experience has the potential to influence tourist spending, this influence logically occurs through the decision-making stage. A positive digital brand experience encourages tourists to make a decision to visit, which in turn opens up opportunities for economic activity in the form of tourist spending at the destination. Tourism literature shows that brand experience and destination image influence tourist behavior through mediating mechanisms such as intention or decision to visit (Dewi et al., 2023). Furthermore, the decision to visit has been shown to be a key determinant of tourist spending intensity (Pulido-Fernández et al., 2017). Therefore, the decision to visit acts as a mediating variable in the relationship between Digital Brand Experience and Visitor Spending Intensity.

H₄ = Digital Brand Experience has a positive influence on Visitor Spending Intensity through mediating tourists' visiting decisions.

Disaster perceived risk is a tourist's perception of the potential danger and uncertainty associated with a destination's natural conditions. In disaster-prone destinations, risk perception is a crucial factor that can influence the effectiveness of destination marketing strategies. Research shows that perceived risk significantly influences tourists' visit decisions and can weaken the influence of destination image and experience on tourist behavior

(Rindrasi, 2018; Lyu et al., 2024). In the context of disaster-prone destinations, a positive digital brand experience can reduce risk perception, but the level of perceived risk can still moderate the strength of the influence of digital brand experience on visit decisions.

H₅ = Perceived disaster risk moderates the influence of Digital Brand Experience on tourists' decision to visit Ranupani Tourism Village.

METHODS

This study uses a quantitative approach with explanatory research. Explanatory research aims to explain causal relationships between variables through hypothesis testing. This study examines the effect of Digital Brand Experience on Visitor Spending Intensity, with Visiting Decisions as a mediating variable and Perceived Risk as a moderating variable for tourists visiting Ranupani Tourism Village.

The population in this study was all tourists who had visited Ranupani Tourism Village. The sampling technique used purposive sampling, which is a technique for determining the sample based on specific criteria relevant to the research objectives. The respondent criteria included:

- 1. tourists who have visited Ranupani Tourism Village, and
- 2. tourists who obtain information about destinations through digital media or social media before visiting.

The sample size was determined based on Hair et al.'s (2017) opinion, which is 5–10 times the number of research indicators. This study used 21 indicators, resulting in a sample size of 210 respondents. The variables in this study were measured using the indicators below.

Table 1. Measurement Indicators

Variables	Indicator	Source
X1 Digital Brand Experience (DBE)	1. Visually engaging destination digital content 2. Attractive destination digital content 3. The photo/video display of the destination is fun to look at. 4. Destination digital content creates a feeling of joy 5. Destination information evokes positive emotions	Jiménez-Barreto et al., 2020).

Variables	Indicator	Source
	6. Digital content makes tourists interested in learning more about a destination. 7. Digital destination information increases tourists' knowledge 8. The urge to seek more information about the destination	
M Decision to Visit (KB)	9. Intention to visit Ranupani Tourism Village 10. Confidence in choosing Ranupani over alternative destinations 11. Actual decision to visit Ranupani 12. Intention to come directly to Ranupani Tourism Village	(Ajzen, 1991; Dewi et al., 2023).
Y Visitor Spending Intensity (VSI)	13. Expenses for accommodation 14. Expenses for renting climbing equipment 15. Expenditures on food and drinks 16. Expenditure on local transportation 17. Expenditure on tourism activities 18. Spending on souvenirs or local products	(Disegna & Osti, 2016; Pulido-Fernández et al., 2017).
Z Perceived Risk (PR)	19. Perception of destination security level 20. Perception of the possibility of natural disasters 21. Level of tourist concern regarding the impact of disasters	(Rindrasih, 2018; Lyu et al., 2024).

Source: Processed data (2026).

The table presents the operational definitions of the four research variables and their respective indicators. Digital Brand Experience (DBE) measures tourists' experiences with destination-related digital content, while Decision to Visit (KB) reflects tourists' intentions and decisions to visit Ranupani Tourism Village. Visitor Spending Intensity (VSI) captures expenditure across various tourism-related categories, whereas Perceived Risk (PR) assesses tourists' perceptions of destination safety and potential natural disasters. The indicators were adapted from relevant previous studies to support the measurement of each construct.

The research instrument used a Likert scale of 1–5 to measure respondents' level of agreement with each statement. The Likert scale was used because it can systematically measure respondents' perceptions, attitudes, and experiences regarding the research variables. The questionnaire was structured as closed-ended questions with answer options ranging from strongly disagree to strongly agree.

Data collection techniques in this study were carried out through:

a. Questionnaire

Primary data collection was conducted through an online questionnaire distributed to tourists in Ranupani Tourism Village. The questionnaire was used to obtain data on tourists' digital experiences, visit decisions, risk perceptions, and spending intensity.

b. Documentation

Secondary data was obtained through documentation in the form of a profile of Ranupani Tourism Village, scientific journals, books, and other supporting sources relevant to the research

The data analysis technique in this study used Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS software. The analysis was conducted to examine the relationship between latent variables, the mediation effect, and the moderation effect in the research model. The analysis stages included validity testing, reliability testing, outer model testing, inner model testing, path coefficient testing, mediation testing, and moderation testing. A relationship is declared significant if the t-statistic value is greater than 1.96 at a significance level of 5%.

RESULTS

Respondent Characteristics

Respondent characteristics in this study are presented based on gender, age, highest level of education, visit status, purpose of visit, length of visit, social media used, information sources, estimated expenses, and knowledge regarding the status of Mount Semeru. The results of respondent characteristics are presented in Table 2 below.

Table 2 Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Woman	112	53.3%
	Man	98	46.7%
Age	20–29 years	106	50.5%
	<20 years	104	49.5%
Last education	SENIOR HIGH SCHOOL	116	55.2%
	Diploma	94	44.8%
Visit Status	Have visited before	121	57.6%
	First time	89	42.4%

Characteristics	Category	Frequency	Percentage
Main Purpose of Visit	Natural tourism	54	25.7%
	Photography	54	25.7%
	Climbing	53	25.2%
	Holidays/recreation	49	23.3%
Length of Visit	No overnight stay (one day trip)	109	51.9%
	1 night	101	48.1%
Social Media Used	TikTok	114	54.3%
	Instagram	96	45.7%
Primary Source of Information	Friends/family	107	51.0%
	Social media	103	49.0%
Estimated Expenditure	> Rp. 2,000,000	114	54.3%
	< Rp. 500,000	96	45.7%
Knowledge about the Status of Mount Semeru	Know a little	82	39.0%
	Know well	71	33.8%
	Do not know	57	27.1%

Source: Processed data (2026)

Table 2 shows that the majority of respondents were female (53.3%). Most respondents were aged 20–29 (50.5%), with the highest educational level being high school graduates (55.2%). The majority of respondents (57.6%) were tourists who had previously visited Ranupani Tourism Village.

Respondents' primary purposes for their visits were relatively diverse, dominated by nature tourism and photography, each at 25.7%. Most respondents visited without staying overnight (51.9%). TikTok was the most popular social media platform for tourism information (54.3%), while friends or family (51.0%) were the primary source of information about Ranupani Tourism Village.

Based on expenditure, the majority of respondents (54.3%) estimated spending more than Rp2,000,000 during their visit. Furthermore, the majority of respondents (39.0%) were knowledgeable about Mount Semeru's status, falling into the "know a little" category.

Outer Model Evaluation Results

Outer model evaluation was conducted to test the validity and reliability of the research constructs. Outer model testing in this study included convergent validity and construct reliability. Convergent validity was assessed from the outer loading values of each indicator, while construct reliability and validity were assessed from Cronbach's Alpha,

Composite Reliability, and Average Variance Extracted (AVE) values. The results of the outer model testing are presented in Table 3 below.

Table 3 Outer Model Evaluation Results

Variables	Indicator	Outer Loading	Note	Cronbach's Alpha	Composite Reliability	AVE
Digital Brand Experience (DBE)	DBE1	0.820	Valid	0.939	0.949	0.698
	DBE2	0.809	Valid			
	DBE3	0.818	Valid			
	DBE4	0.817	Valid			
	DBE5	0.862	Valid			
	DBE6	0.845	Valid			
	DBE7	0.864	Valid			
	DBE8	0.848	Valid			
Visiting Decision (KB)	KB1	0.805	Valid	0.800	0.869	0.625
	KB2	0.825	Valid			
	KB3	0.787	Valid			
	KB4	0.743	Valid			
Perceived Risk (PR)	PR1	0.755	Valid	0.718	0.796	0.565
	PR2	0.730	Valid			
	PR3	0.769	Valid			
Visitor Spending Intensity (VSI)	VSI1	0.937	Valid	0.933	0.949	0.761
	VSI2	0.949	Valid			
	VSI3	0.936	Valid			
	VSI4	0.950	Valid			
	VSI5	0.718	Valid			
	VSI6	0.701	Valid			

Source: Processed data (2026)

Based on the results of the outer model evaluation in Table 3, it is known that all indicators in each research variable have outer loading values above 0.70. This value indicates that each indicator is able to reflect the construct being measured well and thus meets the requirements of convergent validity. For the Digital Brand Experience (DBE) variable, all indicators have outer loading values ranging from 0.809 to 0.864, indicating that these indicators are able to explain the Digital Brand Experience construct strongly.

The Visiting Decision (KB) variable also showed good results, with outer loading values ranging from 0.743 to 0.825. All indicators in this variable were declared valid because they met the minimum required threshold. Furthermore, the Perceived Risk (PR) variable had outer loading values between 0.730 and 0.769, indicating that all indicators in this variable

were also declared valid in measuring tourists' risk perceptions toward disaster-prone tourist destinations.

For the Visitor Spending Intensity (VSI) variable, the outer loading values range from 0.701 to 0.950. These values indicate that the Visitor Spending Intensity indicators have excellent ability to represent the variable construct. Overall, all research indicators have met the convergent validity criteria because they have outer loading values greater than 0.70.

In addition to the validity test, the outer model evaluation was also conducted through construct reliability testing using Cronbach's Alpha and Composite Reliability. The test results showed that all variables had Cronbach's Alpha values above 0.70 and Composite Reliability above 0.70. The Digital Brand Experience variable had a Cronbach's Alpha value of 0.939 and a Composite Reliability of 0.949. The Visiting Decision variable had a Cronbach's Alpha value of 0.800 and a Composite Reliability of 0.869. The Perceived Risk variable had a Cronbach's Alpha value of 0.718 and a Composite Reliability of 0.796, while the Visitor Spending Intensity variable had a Cronbach's Alpha value of 0.933 and a Composite Reliability of 0.949. These results indicate that all constructs in this study have a good level of internal consistency and are therefore considered reliable.

Furthermore, based on the Average Variance Extracted (AVE) value, all variables have an AVE value above 0.50. The Digital Brand Experience variable has an AVE value of 0.698, Visiting Decision of 0.625, Perceived Risk of 0.565, and Visitor Spending Intensity of 0.761. These values indicate that each construct is able to explain more than 50% of the variance of its indicator. Thus, it can be concluded that all variables in this study have met the validity and reliability criteria and are therefore suitable for use in testing the inner model and testing the research hypothesis.

Inner Model Evaluation Results

Inner model evaluation was conducted to determine the structural model's ability to explain the relationships between latent variables in the study. Inner model testing in this study included the R-Square (R^2) test and path coefficient testing through a bootstrapping procedure using SmartPLS.

a. R-Square Test

The R-Square test is used to determine the extent to which the independent variables explain the dependent variable in the research model. The results of the R-Square test are presented in Table 4 below.

Table 4 R-Square Test Results

Variables	R Square	R Square Adjusted	Information
Visiting Decision (KB)	0.538	0.532	Moderate
Visitor Spending Intensity (VSI)	0.426	0.421	Moderate

Source: SmartPLS output, processed data (2026)

Based on Table 4, the R-Square value for the Visiting Decision variable is 0.538. This value indicates that the Digital Brand Experience, Perceived Risk, and moderating variables are able to explain the Visiting Decision variable by 53.8%, while the remaining 46.2% is explained by other variables outside the research model. This value is included in the moderate category.

Furthermore, the R-Square value for the Visitor Spending Intensity variable was 0.426. This indicates that the Digital Brand Experience and Visiting Decision variables can explain 42.6% of Visitor Spending Intensity, while the remaining 57.4% is influenced by other variables outside the study. This value is also included in the moderate category.

b. Path Coefficient Test

Path coefficient testing was conducted to determine the direction and significance of the relationship between variables in the study. Hypothesis testing was conducted by examining the t-statistics and p-values. The hypothesis was accepted if the t-statistics were > 1.96 and the p-values were < 0.05 . The results of the path coefficient test are presented in Table 5 below.

Table 5 Path Coefficient Test Results

Relationship between variables	Original Sample	T Statistics	P Values	Information
DBE $\rightarrow$ KB	0.313	5,311	0.000	Hypothesis accepted
DBE $\rightarrow$ VSI	0.084	1,201	0.230	Hypothesis rejected
KB $\rightarrow$ VSI	0.600	8,738	0.000	Hypothesis accepted

Source: SmartPLS output, processed data (2026)

Based on the results of the path coefficient test (Table 5), it is known that Digital Brand Experience has a positive and significant effect on the Decision to Visit with an original sample value of 0.313, a t-statistic value of 5.311, and a p-value of 0.000. These

results indicate that the better the digital brand experience perceived by tourists, the higher the tourist's decision to visit Ranupani Tourism Village. Thus, the first hypothesis is accepted.

The effect of Digital Brand Experience on Visitor Spending Intensity shows an original sample value of 0.084 with a t-statistic of 1.201 and a p-value of 0.230. This value indicates that Digital Brand Experience does not have a significant effect on Visitor Spending Intensity. Thus, the third hypothesis is rejected. This indicates that digital brand experience has not been able to directly increase the intensity of tourist spending during a visit.

Furthermore, the decision to visit has a positive and significant effect on visitor spending intensity, with an original sample value of 0.600, a t-statistic value of 8.738, and a p-value of 0.000. These results indicate that the higher the tourist's decision to visit, the higher the intensity of tourist spending in Ranupani Tourism Village. Thus, the second hypothesis is accepted.

To clarify the relationship between variables and the level of significance of each path in the research model, the results of the bootstrapping test on SmartPLS can be seen in Figure 1 below.

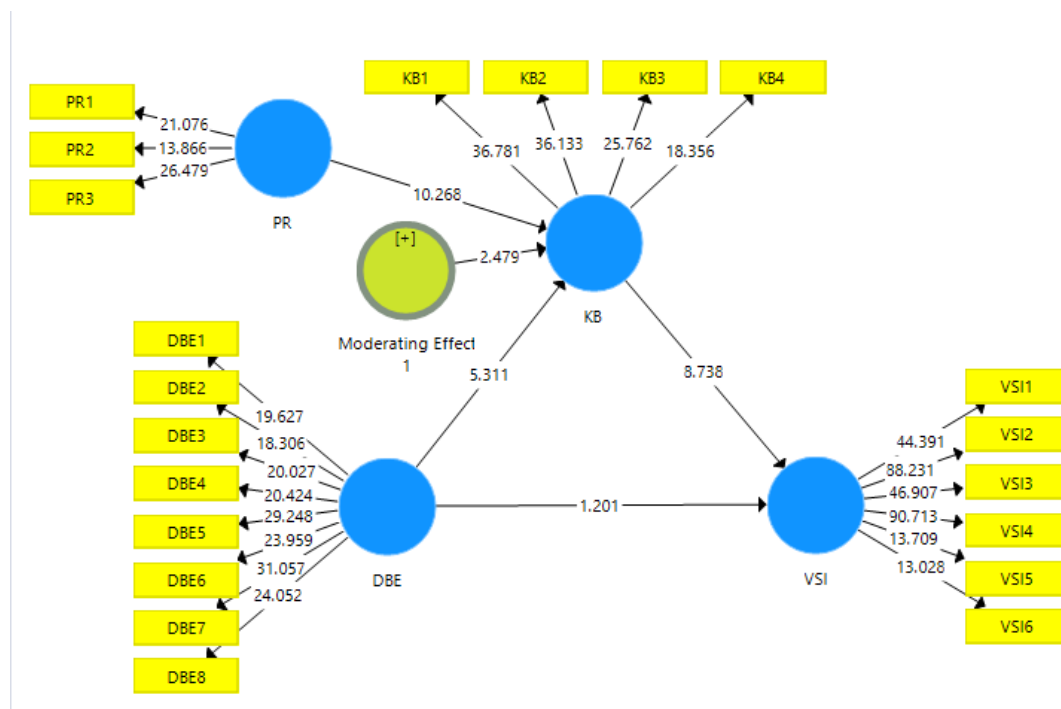


Figure 1 Structural Research Model (Bootstrapping)

Source: SmartPLS output, processed data (2026)

Figure 1 illustrates the structural research model and the bootstrapping results obtained using SmartPLS. The model shows that Digital Brand Experience (DBE)

significantly influences Decision to Visit (KB) ($t = 5.311$), while Decision to Visit significantly influences Visitor Spending Intensity (VSI) ($t = 8.738$). However, the direct effect of DBE on VSI is not statistically significant ($t=1.201$). Furthermore, the moderating effect of Perceived Risk (PR) on the relationship between DBE and KB is significant ($t = 2.479$). These findings indicate that visiting decisions play an important role in linking digital brand experience with visitor spending intensity, while perceived risk significantly moderates the relationship between digital brand experience and visiting decisions. Overall, the results of the inner model show that the research model has a fairly good ability to explain the relationship between variables, especially on the influence of Digital Brand Experience on Visiting Decisions and the influence of Visiting Decisions on Visitor Spending Intensity.

Mediation Analysis

Mediation analysis was conducted to determine the role of the Visiting Decision variable in mediating the influence of Digital Brand Experience on Visitor Spending Intensity. The test was conducted using specific indirect effects in SmartPLS. The results of the mediation test are presented in Table 6 below.

Table 6 Results of Specific Indirect Effects Test

Indirect Relationship	Original Sample	T Statistics	P Values	Information
DBE → KB → VSI	0.187	4,806	0.000	Hypothesis accepted

Source: SmartPLS output, processed data (2026)

Based on Table 6, it is known that the indirect effect of Digital Brand Experience on Visitor Spending Intensity through the Decision to Visit has an original sample value of 0.187, a t-statistic value of 4.806, and a p-value of 0.000. These values indicate that the Decision to Visit is able to significantly mediate the effect of Digital Brand Experience on Visitor Spending Intensity. These results indicate that a good digital brand experience does not directly increase tourist spending, but first influences tourists' decisions to visit, which then has an impact on increasing the intensity of tourist spending in Ranupani Tourism Village. Thus, the fourth hypothesis is accepted.

Moderation Analysis

A moderation analysis was conducted to determine whether the Perceived Risk variable could strengthen or weaken the relationship between Digital Brand Experience and

Visit Decision. Moderation testing was conducted using the interaction effect variable in SmartPLS. The results of the moderation test are presented in Table 7 below.

Table 7 Moderation Test Results

Moderation Relationship	Original Sample	T Statistics	P Values	Information
Moderating Effect → KB	0.094	2,479	0.014	Hypothesis accepted

Source: SmartPLS output, processed data (2026)

Based on Table 7, the moderating effect variable has an original sample value of 0.094, a t-statistic value of 2.479, and a p-value of 0.014. These values indicate that Perceived Risk significantly moderates the influence of Digital Brand Experience on Visit Decisions.

These results indicate that tourists' risk perceptions regarding Mount Semeru's disaster situation influence the strength of the relationship between digital brand experiences and their decision to visit. The better the destination's digital experience is managed, the more likely it is to reduce tourists' risk perceptions, thus increasing their decision to visit, even if the destination is located in a disaster-prone area. Therefore, the fifth hypothesis is accepted.

DISCUSSION

Digital Brand Experience and Visiting Decision

The findings demonstrate that Digital Brand Experience (DBE) positively influences tourists' visiting decisions in Ranupani Tourism Village. This result supports the first hypothesis and is consistent with previous studies suggesting that digital destination brand experiences shape tourists' behavioral responses (Jiménez-Barreto et al., 2020; Dewi et al., 2023; Damayanti et al., 2025). From the perspective of the Theory of Planned Behavior (Ajzen, 1991), digital content may contribute to the formation of favorable evaluations and stronger intentions to visit by providing visual, cognitive, and emotional stimuli before the actual trip.

In Ranupani, digital experiences are particularly relevant because tourists can explore destination attractions and travel possibilities before experiencing the destination directly. Engaging digital content may help tourists develop expectations about the natural landscape and tourism activities, thereby reducing uncertainty during the initial decision-making process. This interpretation is also supported by the respondent profile, in which TikTok and Instagram were the social media platforms used by respondents, although friends and

family remained an important information source. These findings suggest that digital branding should be understood as part of a broader information environment rather than the sole determinant of visiting decisions. The contribution of this finding lies in demonstrating the relevance of digital brand experience in a rural tourism destination where natural attractions coexist with environmental uncertainty.

Visiting Decision and Visitor Spending Intensity

The results also indicate that visiting decisions positively influence Visitor Spending Intensity (VSI). This finding supports the second hypothesis and aligns with tourism expenditure studies emphasizing the importance of trip characteristics and tourists' decisions in explaining spending behavior (Disegna & Osti, 2016; Pulido-Fernández et al., 2017). Once tourists decide to visit a destination, they have greater opportunities to incur expenditures on food, transportation, accommodation, tourism activities, and local products.

This relationship highlights an important distinction between attracting tourists and generating economic value from their visits. Digital communication may help create demand for a destination, but the economic benefits experienced by local communities depend partly on how tourists participate in destination activities and access local products and services (Pai et al., 2024). In Ranupani, therefore, the visiting decision represents an important behavioral link between destination marketing and visitor expenditure. However, the findings should not be interpreted as evidence that every visiting decision automatically generates higher spending, because expenditure may also depend on tourists' financial capacity, travel purpose, length of stay, and available tourism products (Phan et al., 2024). These factors provide plausible explanations for individual differences in spending, although they were not directly tested as determinants in the present model.

Digital Brand Experience and Visitor Spending Intensity

Contrary to the third hypothesis, Digital Brand Experience does not have a statistically significant direct effect on Visitor Spending Intensity. This finding is important because it indicates that a positive digital experience does not necessarily translate into greater expenditure once tourists visit a destination. Although digital content can attract attention and stimulate interest, actual spending involves additional decisions concerning budgets,

travel arrangements, available services, and the perceived value of tourism products (Candrea et al., 2025).

This result extends the discussion of digital destination branding beyond its conventional focus on visiting intentions and behavioral responses. While previous studies have linked destination brand experiences to outcomes such as destination brand love, loyalty, and visit intention (Jiménez-Barreto et al., 2020; Dewi et al., 2023), the present findings suggest that the relationship between digital experience and economic behavior may not be direct. In Ranupani, tourists may form their travel budgets before arrival, meaning that attractive digital content alone may not increase their spending during the trip. Nevertheless, this explanation remains an interpretation rather than a tested mechanism because the study did not directly examine budget planning or tourists' financial constraints.

The nonsignificant direct relationship also suggests that destination managers should not evaluate digital marketing effectiveness solely through engagement or attractiveness metrics. Digital branding needs to be connected to concrete spending opportunities, such as local culinary products, accommodation, cultural experiences, guided activities, and locally produced souvenirs (Barrera-Martínez et al., 2025; Dewi et al., 2023). Such initiatives may help bridge the gap between digital interest and economic benefits for the local community. Their effectiveness, however, requires further empirical testing.

The Mediating Role of Visiting Decision

The mediation analysis reveals that Visiting Decision significantly mediates the relationship between Digital Brand Experience and Visitor Spending Intensity. This finding supports the fourth hypothesis and provides an important explanation for the nonsignificant direct relationship between DBE and VSI. The positive indirect effect indicates that digital brand experience is associated with greater spending through its relationship with tourists' decisions to visit.

This pattern is consistent with the consumer decision-making perspective, in which exposure to information and the formation of favorable perceptions precede behavioral decisions and subsequent consumption. In the context of Ranupani, digital content may encourage tourists to select the destination, while expenditure occurs through the activities and services they consume after deciding to visit. Thus, the economic relevance of digital

branding appears to operate primarily through a behavioral pathway rather than through a direct relationship with spending.

The theoretical contribution of this finding is the integration of digital destination branding with tourist economic behavior by positioning the visiting decision as a mediating mechanism. It suggests that destination marketing research and tourism expenditure research can be connected through the behavioral process linking digital experiences to spending outcomes. For destination managers, this means that digital campaigns should not stop at generating interest or encouraging visits. They should also provide clear information about bookable activities, local products, accommodation, and other spending opportunities that are accessible to visitors. Since the study is cross-sectional, however, the mediation result establishes a statistical indirect relationship rather than definitive temporal or causal evidence.

The Moderating Role of Perceived Risk

The results indicate that Perceived Risk significantly moderates the relationship between Digital Brand Experience and Visiting Decision, supporting the fifth hypothesis. This finding reinforces the relevance of risk perceptions in tourism decision-making, particularly in destinations exposed to natural hazards. Previous research has shown that perceived risk can shape tourist behavior and destination evaluations in disaster-prone settings (Rindrasih, 2018; Lyu et al., 2024). The present study extends this perspective by examining perceived risk as a factor that conditions the relationship between digital brand experience and visiting decisions.

Ranupani provides a relevant context for this relationship because its tourism appeal is associated with natural landscapes and Mount Semeru, while volcanic activity and changes in access policies can create uncertainty for prospective visitors. Under these circumstances, digital destination communication serves not only a promotional function but also an informational one. Timely and credible information about access conditions, official safety guidance, weather, and tourism activities can help tourists evaluate the destination more realistically before travelling.

Nevertheless, the statistically significant interaction does not, by itself, establish whether perceived risk strengthens or weakens the DBE visiting decision relationship. That direction must be verified using the interaction coding and an appropriate interpretation of the interaction effect. Accordingly, the finding supports the conclusion that the relationship

between digital brand experience and visiting decisions varies with perceived risk, but the precise nature of that variation requires further examination (Barrera-Martínez et al., 2025; Wei et al., 2024). Practically, destination managers should combine attractive digital content with accurate, updated, and responsible risk communication rather than treating promotional messaging as a substitute for safety information.

Theoretical and Practical Implications

Taken together, the findings offer three implications. First, the study extends digital destination branding research by examining visitor spending intensity alongside visiting decisions, thereby connecting digital marketing with an economic outcome relevant to community-based tourism. Second, the mediating role of visiting decisions indicates that the relationship between digital experience and spending is better understood as a behavioral process than as a simple direct association. Third, the moderating role of perceived risk highlights the importance of considering destination-specific uncertainty when explaining how digital branding relates to tourist decisions.

The findings suggest that tourism destination managers should strengthen digital branding strategies through authentic, emotional, and consistent content across social media platforms such as Instagram and TikTok. Tourism managers are also encouraged to improve digital communication related to destination safety, weather conditions, travel routes, and disaster mitigation information in order to reduce tourists' perceived risk and increase confidence in visiting. In addition, destination managers should develop more tourism products and experiential activities that can encourage tourist spending during their visits, such as cultural experiences, local culinary products, camping packages, local merchandise, and community-based tourism activities. Collaboration with content creators, travel influencers, and tourist communities is also important to strengthen electronic word of mouth (e-WOM) and enhance destination digital experiences.

Limitations and Future Research

This study has several limitations. First, the research was conducted only in Ranupani Tourism Village, which may limit the generalizability of the findings to other tourism destinations. Second, the study employed a cross-sectional design, which only reflects tourist perceptions at a specific period of time. Third, this research focused only on Digital Brand

Experience, visiting decision, perceived disaster risk, and Visitor Spending Intensity, while other potential variables influencing tourist spending behavior were not included in the model. Future research is recommended to expand the study to other rural tourism and disaster-prone tourism destinations in order to obtain broader findings and comparative insights. Further studies may also adopt longitudinal approaches to better understand changes in tourist behavior over time. In addition, future researchers are encouraged to include other relevant variables such as destination image, tourist satisfaction, memorable tourism experience, revisit intention, tourist loyalty, and electronic word of mouth to enrich the understanding of tourists' behavioral and economic outcomes in tourism destination

CONCLUSION

This study concludes that Digital Brand Experience has a positive and significant effect on tourists' visiting decisions in Ranupani Tourism Village. Digital interactions through social media and online tourism platforms are able to strengthen tourists' interest and confidence in visiting rural tourism destinations. However, Digital Brand Experience does not directly influence Visitor Spending Intensity. This indicates that tourists' spending behavior is more strongly influenced by their actual visiting decisions and experiences at the destination.

The findings also reveal that visiting decision positively and significantly affects Visitor Spending Intensity and successfully mediates the relationship between Digital Brand Experience and Visitor Spending Intensity. In addition, perceived disaster risk moderates the relationship between Digital Brand Experience and visiting decision, indicating that tourists' perceptions of disaster risk influence the effectiveness of digital branding in encouraging visits to disaster-prone tourism destinations.

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