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THE EFFECT OF ONLINE VISIBILITY ON PURCHASE INTENTION THROUGH COMPANY REPUTATION AS A MEDIATING VARIABLE (CASE STUDY: VILLA KINTAMANI)

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Abstract:
This study aims to analyze the effect of online visibility on tourists' purchase intention, with corporate reputation as a mediating variable, in the context of three villas located in the Kintamani area of Bali. The research employed a quantitative approach with an associative method. The population consisted of tourists who had previously stayed at or visited the three villas. A total of 90 respondents were selected using a non-probability sampling technique with a purposive sampling approach. Data were collected through the distribution of questionnaires as the primary research instrument. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS software. The results indicate that online visibility has a positive and significant effect on tourists’ purchase intention, as well as on corporate reputation. Furthermore, corporate reputation also has a positive and significant effect on tourists’ purchase intention. Another important finding reveals that corporate reputation significantly mediates the relationship between online visibility and purchase intention. Overall, the findings suggest that online visibility plays a strategic role in shaping tourists’ purchase intentions, both directly and indirectly through enhanced corporate reputation. Therefore, it is recommended that integrated digital marketing strategies be implemented, with simultaneous attention to both online visibility and corporate reputation, in order to increase consumer interest and purchasing decisions in the context of rural tourism.

Keywords: Online Visibility, Corporate Reputation, Purchase Intention, SEM-PLS, Kintamani Villas

INTRODUCTION

The rapid development of digital technology has brought about a fundamental transformation across various sectors, including the tourism industry. The use of digital platforms and social media has now become a key element in promotion and marketing strategies. Companies that are able to optimize their presence in the digital space tend to experience an increase in tourist visits, in line with changing consumer behavior that increasingly relies on online information when planning their trips (Ratnaningtyas, 2023). Thus, digital innovation has become a crucial factor for tourism businesses in gaining a competitive edge in an increasingly intense market.

In Indonesia, tourism digitalization has also experienced significant growth. Social media has functioned not only as an information channel but also as an interactive space that enhances tourist engagement. The government, destination managers, and local businesses are increasingly relying on digital platforms to strengthen their positive image and expand market reach (Hartono & Susanti, 2023). Thus, the success of tourism companies today is largely determined by how well they can create strong online visibility.

In the context of digital tourism, online visibility is understood as a company’s ability to be easily discovered across various digital channels such as search engines, social media, and travel



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platforms. Key determinants of visibility include content quality, update frequency, and consistent distribution strategies (Firmansyah & Wulandari, 2020; Wijaya & Pratama, 2021). However, high visibility alone is not enough. Consistent positive information must build an online reputation to persuade tourists in their decision-making process (Putra & Indriani, 2023). A strong reputation has been proven to enhance trust and serves as an important mediating factor in driving tourists' purchase intentions (Dewi & Susanto, 2019; Rachman & Setiawan, 2024).

This phenomenon is also evident in Kintamani, Bali, a nature-based destination renowned for Mount Batur and Lake Batur. The growth of tourism in the area has driven the emergence of various accommodations, including villas, which rely on digital promotion and online reviews to attract guests. However, the dynamics of competition and the suboptimal quality of digital content have created a gap between online visibility, company reputation, and tourists' purchase intentions.

As an illustration, the following data show a declining trend in the online visibility and reputation indicators of villas in Kintamani throughout 2023.

Table 1. Online Visibility and Online Reputation Indicators of Kintamani Villas in 2023

Indicator	Jan	Jun	Dec	Trend
Average Google Maps Rating	4.3	4.0	3.8	Decreasing
Instagram Followers	5,800	5,840	5,870	Stagnant
Average Instagram Engagement (%)	7.5	4.5	3	Decreasing
DM Response Rate (%)	88	60	32	Decreasing

Source: Internal Social Media & Google Presence Data of Kintamani Villas, 2024.

The table above shows that despite having an online presence, the performance of visibility and reputation has been declining. The drop in Google Maps ratings, weakened social media engagement, and decreased direct message response rates signal suboptimal digital management.

This gap has affected tourists' purchase intentions. Survey results indicate that the purchase intention index for villas in Kintamani has been fluctuating, with a downward trend during the low-season months.

Table 2. Fluctuations in Tourists' Purchase Intentions for Kintamani Villas in 2023

Month	Average Index	Category
January	65	High
May	40	Low
November	38	Very Low
December	50	Moderate

Source: Google Search Trend Analysis & Perception Survey of Kintamani Villas, 2024.

These data indicate that online visibility efforts have not fully succeeded in building a sustainable, positive reputation. As a result, although the villas can be found digitally, prospective tourists are not sufficiently convinced to make reservations.

Thus, there is a significant gap between online visibility, online reputation, and tourists' purchase intentions in Kintamani villas. This study is crucial to examine the influence of online visibility on purchase intention with company reputation as a mediating variable. The findings are expected to enrich the literature on digital tourism marketing and provide practical contributions to the management of promotional strategies for accommodations in nature-based destinations.

Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) is a social psychology theory developed by Icek Ajzen in 1991. This theory explains that an individual's



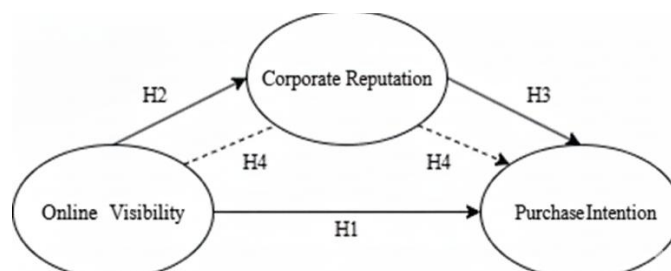


Figure 1. Conceptual Framework of the Study

METHODS

This study employs a quantitative explanatory approach to examine the effect of online visibility (X) on tourists' purchase intentions (Y), mediated by company reputation (Z). The research subjects consist of tourists and managers from three selected villas in Kintamani, chosen using a purposive sampling technique. Primary data were collected through questionnaires using a Likert scale, supported by secondary data such as internal villa reports. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software, including validity tests (convergent and discriminant), reliability testing, and model evaluation (R-square, Q-square, and Goodness of Fit). Hypotheses were tested using the bootstrapping method and the Sobel Test to assess the direct and indirect effects among variables, ensuring that the findings are statistically reliable.

RESULT AND DISCUSSION

Validity and Reliability Tests. Based on Table 1, the correlation scores of each statement exceed 0.22 (r-table) and meet the significance standard of 0.05, indicating that all items used in the study are valid.

Table 3. Validity Test Results

Construct	Indicator	Outer Loading	AVE	Remark
Purchase Intention (Y)	Y1	0.941	0.894	Valid
	Y2	0.908		
	Y3	0.914		
Company Reputation (Z)	Z1	0.946	0.855	Valid
	Z2	0.941		
	Z3	0.884		
Online Visibility (X)	X1	0.881	0.870	Valid
	X2	0.963		
	X3	0.951		

The reliability test results in Table 2 show the Cronbach's Alpha values. The findings indicate that the Composite Reliability (CR) for each construct is equal to or above 0.6, meaning that all indicators consistently reflect the same latent construct.

Table 4. Reliability Test Results

Construct	Cronbach's Alpha	Composite Reliability (Rho_C)	Remark
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Purchase Intention (Y)	0.911	0.944	Reliable
Company Reputation (Z)	0.914	0.946	Reliable
Online Visibility (X)	0.924	0.952	Reliable

Hypothesis Testing. Based on the data analysis, all research hypotheses are significant and accepted. The results indicate strong direct and indirect effects among the variables. Online visibility has a positive and significant effect on tourists' purchase intentions (H2), with a coefficient of 0.980, demonstrating that an effective digital presence plays a crucial role in driving purchase intentions. Additionally, online visibility significantly influences company reputation (H3) with a path coefficient of 0.966, confirming that managing digital presence is a dominant factor in building a positive image. Company reputation also positively affects purchase intention (H1) with a coefficient of 0.347, meaning that the better the reputation, the higher the tourists' purchase intentions. Importantly, the mediation test results confirm that company reputation serves as a significant bridge between online visibility and purchase intention (H4), with a coefficient of 0.336. These findings reinforce the argument that online visibility alone is insufficient; a strong reputation is key to transforming digital visibility into actual purchase intentions.

Table 5. Hypothesis Test Results

Hypothesis	Path Relationship	Path Coefficient	T-Statistic	P-Value	Decision	Remark
H1	Company Reputation -> Purchase Intention	0.347	4.455	0	Accepted	Direct Effect Significant
H2	Online Visibility -> Purchase Intention	0.980	514.999	0	Accepted	Direct Effect Highly Significant
H3	Online Visibility -> Company Reputation	0.966	90.014	0	Accepted	Direct Effect Highly Significant
H4	Online Visibility -> Company Reputation -> Purchase Intention	0.336	4.408	0	Accepted	

The Effect of Online Visibility on Tourists' Purchase Intentions. Based on hypothesis testing, it was found that Online Visibility has a direct, highly significant, and positive effect on Tourists' Purchase Intentions. The test produced a path coefficient of 0.980, which is close to 1 and indicates a very strong relationship. Additionally, the T-statistic value of 514.999, far exceeding the threshold of 1.645, and a p-value of 0.000 confirm that this finding is statistically valid and not due to chance. This result is further supported by a very large F-square value of 0.895, indicating that Online Visibility contributes substantially and dominantly in explaining the variation in Purchase Intentions.

These findings substantially indicate that digital marketing strategies measured by the ease of finding villas on search engines, the completeness of information on online platforms, and the frequency of appearances on social media and travel blogs are key determinants in driving prospective customers' intentions to make reservations. In today's tourism context, digital visibility serves as the first and most vital gateway. Without a strong digital presence, potential tourists will have no opportunity to learn about the villas' existence, regardless of the physical quality offered. Therefore, optimal online visibility management is not merely an option but a strategic necessity to capture attention and directly foster purchase interest from the target market.



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This significant effect underscores the importance of investing in a holistic digital marketing strategy. Companies need to ensure that villa information is easily accessible across multiple digital touchpoints, from Google search results and review platforms like TripAdvisor to social media content. With high visibility, prospective tourists can efficiently find the information they need, directly triggering interest and the intention to book. Therefore, success in shaping purchase intentions heavily depends on the company's ability to leverage digital visibility to reach and engage potential audiences.

The Effect of Online Visibility on Company Reputation. The study also demonstrates that Online Visibility has a direct, significant, and very strong effect on Company Reputation. Hypothesis testing produced a path coefficient of 0.966, indicating an almost perfect correlation. A T-statistic of 90.014 and a p-value of 0.000 firmly reject the null hypothesis and confirm a highly significant positive effect. This influence is even categorized as a "very large" effect based on an F-square value of 14.106.

These figures empirically confirm that a strong and consistent digital presence is the primary foundation for building a company's image and credibility. When a villa is easily found across various digital platforms, accompanied by complete and accurate information, a positive image gradually forms; conversely, poor or inconsistent visibility can create negative perceptions or distrust. In other words, online visibility provides companies with the opportunity to control the narrative and information available in the public domain, which ultimately shapes reputation in the minds of prospective customers. Managing online reviews, business profiles on Google Maps, and content consistency on social media are crucial elements of this strategy.

Furthermore, this very strong effect can be explained through the perception-building mechanism. High online visibility not only makes a company known but also conveys a sense of professionalism and transparency. The availability of detailed information about facilities, pricing, and guest reviews across digital platforms creates a sense of security and trust in the eyes of prospective customers. This solid reputation, in turn, becomes a valuable asset that differentiates the company from competitors. Therefore, companies that successfully build strong online visibility will automatically establish a robust reputation, which serves as an important asset in gaining a competitive edge in the digital tourism market.

The Effect of Company Reputation on Tourists' Purchase Intentions. Data analysis indicates that Company Reputation has a direct, significant, and positive effect on Tourists' Purchase Intentions. The test produced a path coefficient of 0.347, a T-statistic of 4.455, and a p-value of 0.000. Although the F-square value of 0.260 suggests a "moderate" effect, the high statistical significance confirms that reputation remains an important factor that cannot be overlooked in the consumer decision-making process.

In the digital era, where information is instantly accessible, reputation serves as a form of social proof and credibility. Positive reviews, high star ratings on platforms such as TripAdvisor or Traveloka, and testimonials from other tourists become highly trusted sources of information. Prospective tourists tend to feel more confident and secure in making reservations at villas with a strong reputation, as it reduces the risk of dissatisfaction or negative experiences. Therefore, building and maintaining a positive reputation through excellent service and responsive handling of consumer feedback is key to converting interest into tangible actions, namely purchase intentions.

This relationship highlights the importance of maintaining consistency between promotional promises and actual experiences. When a company's reputation is built on the alignment between online descriptions and real-world experiences, consumer trust increases. A positive reputation reduces consumer hesitation, accelerates the decision-making process, and enhances the likelihood

effect coefficient of 0.336 and a T-statistic of 4.408. It means that online visibility not only has a direct impact on purchase intentions but also has an indirect effect through company reputation. High visibility introduces villas to potential customers, while a strong reputation builds trust that reinforces purchase intentions.

Recommendations. In line with the conclusions, the following practical and theoretical recommendations are proposed to provide tangible contributions to the development of digital marketing strategies in the tourism sector:

1. Online visibility has a positive and significant effect on tourists' purchase intentions. Therefore, villa managers are advised to expand and optimize their digital presence through various online communication channels. It includes collaborating with influencers, participating in tourism forums, and increasing the frequency of appearances on travel websites and social media to strengthen promotional reach and attract potential consumers.
2. Online visibility has a positive and significant effect on company reputation. Villa managers should maintain consistency in digital information quality, respond to interactions professionally, and present informative and reliable content. This approach helps build the company's reputation sustainably through the public's positive perception of the villa's image and services.
3. Company reputation has a positive and significant effect on tourists' purchase intentions. Managers need to leverage digital reputation as a strategic asset in promotional activities. Highlighting customer reviews, testimonials, and awards should be actively published across communication channels to strengthen trust and customer loyalty.
4. Company reputation serves as a significant mediating variable between online visibility and tourists' purchase intentions.

Therefore, digital marketing strategies should be integrated with reputation management focused on consumer experience. Efforts may include improving service quality, providing transparent information, and effectively resolving customer complaints to create sustainable positive perceptions that drive purchase intentions both directly and indirectly.

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