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Perceived Information Quality and Visit Intention: The Mediating Role of Destination Trust at Candi Tebing Tegallinggah

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ABSTRACT

This study examines the effect of perceived information quality on visit intention, with destination trust as a mediating variable, in the context of Candi Tebing Tegallinggah, a heritage site in Gianyar, Bali, that has experienced a three-year decline in visitation despite tourists rating its online information favorably. Using a quantitative explanatory design, data from 170 tourists were analyzed through Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0. The results indicate that perceived information quality does not significantly affect visit intention directly (β=0.138; t=1.702; p=0.089), but it significantly and positively affects destination trust (β=0.505; t=9.286; p=0.000), which subsequently exerts a significant positive effect on visit intention (β=0.389; t=5.348; p=0.000). Destination trust was found to fully mediate the relationship between perceived information quality and visit intention (β=0.197; t=4.723; p=0.000), consistent with the Stimulus–Organism–Response framework. These findings suggest that destination managers should prioritize building tourist trust through consistent, credible digital content rather than merely increasing the volume of published information.

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INTRODUCTION

Visit intention is a critical construct in the sustainable management of heritage tourism destinations, as it reflects tourists' behavioral tendency to travel to a destination in the future and is closely linked to a destination's competitiveness and continuity (Goeltom & Hurriyati, 2024; Y. Wang & Hsu, 2023). One heritage attraction facing this challenge is Candi Tebing Tegallinggah, an 11th-century rock-cut sanctuary in Bedulu Village, Gianyar Regency, Bali, which represents a historically and archaeologically significant acculturation of Hindu-Buddhist values (Ardika, 2019; Prasetyo & Suryawan, 2021). Beyond its physical condition, tourists' experience at this site is strongly shaped by the quality of historical interpretation and the spiritual atmosphere they perceive during the visit (Timothy & Nyaupane, 2020).

The urgency of this study is supported by empirical field data. Visitor statistics from the Gianyar Tourism Office show that after a post-pandemic recovery in 2022 (1,641 visitors, +54.9%), Candi Tebing Tegallinggah experienced three consecutive years of decline, falling to 1,512 visitors in 2023, 1,467 in 2024, and 1,322 in 2025 (a cumulative drop of roughly 13%). This trend contrasts sharply with nearby competing heritage sites in the same regency Pura Tirta Empul, Goa Gajah, and Pura Gunung Kawi which recorded stable or increasing visitation over the same period, with Tirta Empul alone surpassing 123,000 visitors in 2025. This divergence indicates a competitiveness gap that is unlikely to stem from external, sector-wide factors alone, and points instead to site-specific weaknesses in how information about the destination is communicated and perceived. Supporting this, online reviews on Google Maps reveal a recurring mismatch between tourists' pre-visit expectations formed through digital platforms and their actual on-site experience, including complaints about facilities, entrance fees, and the overall attractiveness of the site. Such discrepancies are consistent with evidence that inconsistency between online destination content and real on-site conditions can erode trust and dampen future visit intention (Sihombing et al., 2025).

These preliminary findings suggest that tourists' visit intention toward Candi Tebing Tegallinggah is shaped not only by the destination's tangible attributes but by perceived information quality the extent to which digital information about a destination is judged accurate, complete, relevant, consistent, and credible (Surata et al., 2025). However, prior research on the relationship between information quality and visit intention shows inconsistent results, revealing a clear empirical gap. Several studies report that information quality directly and positively shapes visit intention (Erislan, 2025; Mandasari et al., 2025), whereas others find that this direct effect is weak or non-significant once trust is accounted for (Laurance et al., 2023; Maulana & Tiarawati, 2020). This inconsistency suggests that the influence of information quality on behavioral intention may not be direct but is instead channeled through an internal psychological mechanism namely, the tourist's trust in the destination. Destination trust, defined as tourists' willingness to believe that a destination is capable of fulfilling its promised experience (Zaenal & Sahabuddin, 2023), has been identified elsewhere as a key determinant of loyalty and visit intention (Jalilvand, 2025; Marinao Artigas et al., 2017) and as a mediating mechanism linking information quality to behavioral outcomes (Akbar & Muzakar, 2026).

Despite this accumulating evidence, most existing studies on perceived information quality and destination trust have been conducted on digital platforms in general or in mainstream leisure-tourism contexts, with limited attention paid to heritage tourism, where tourists' evaluations are additionally shaped by historical interpretation, cultural meaning, and the credibility of heritage-specific information (Elbaz et al., 2023; Jebbouri et al., 2022). Few studies have explicitly tested destination trust as a mediating variable between perceived information quality and visit intention in a heritage destination that is simultaneously experiencing a documented decline in visitation relative to its competitors a combination of theoretical mechanism and real competitive urgency that remains largely unaddressed. This gap is particularly relevant in the post-pandemic era, where reliance on digital information and online reviews in travel decision-making has intensified, especially among millennial and Gen Z travelers (Han, 2023; Wen, 2022).

This study therefore takes the position of extending and contextualizing the trust-mediation mechanism proposed in prior information-quality research into an underexplored empirical setting: a culturally significant heritage site undergoing a visible visitation decline.

Rather than treating information quality as a direct driver of visit intention as assumed in some earlier promotion-focused studies this research adopts the stance that the effect operates through a sequential stimulus–organism–response process, in which information quality (stimulus) shapes destination trust (organism), which in turn drives visit intention (response). The novelty of this study lies in its integration of (1) an empirically documented competitiveness gap using longitudinal visitor data, (2) qualitative evidence from online reviews illustrating the information–experience mismatch, and (3) a quantitative PLS-SEM test of destination trust as a mediator, jointly applied to a heritage tourism context that has received comparatively little empirical attention.

This study is grounded in Stimulus–Organism–Response (S-O-R) as its primary grand theory Theory (Mehrabian & Russell, 1974). S-O-R Theory posits that external stimuli received by an individual do not directly produce a behavioral outcome; rather, they are first processed internally cognitively and affectively before generating a behavioral response. The theory comprises three core components: stimulus, referring to external cues an individual receives from the environment; organism, referring to the internal psychological state that emerges as the individual evaluates those cues; and response, referring to the resulting behavioral outcome. In this study, perceived information quality is positioned as the stimulus, reflecting the digital information tourists receive about Candi Tebing Tegallinggah through social media, travel websites, and online reviews prior to making a travel decision; information perceived as accurate, relevant, consistent, and credible forms a positive initial impression of the destination. This stimulus is subsequently processed by tourists through destination trust, which occupies the organism position in the model and reflects tourists' internal evaluation of whether the destination can be relied upon to reduce the uncertainty and perceived risk inherent in an intangible travel product. This evaluative process ultimately produces visit intention as the response, namely tourists' resulting behavioral tendency to visit Candi Tebing Tegallinggah. Through this stimulus–organism–response sequence, S-O-R Theory provides the structural logic connecting perceived information quality, as the external stimulus, to visit intention, as the behavioral outcome, via destination trust as the intervening psychological mechanism.

To complement this psychological mechanism, this study also draws on the Theory of Planned Behavior (Ajzen, 1991), which explains that behavioral intention is the principal determinant of actual behavior and is itself shaped by an individual's attitude toward the behavior, subjective norms, and perceived behavioral control. Within this framework, information perceived as accurate, relevant, and trustworthy shapes a more favorable attitude toward the destination, which in turn strengthens visit intention, while destination trust reinforces the link between attitude and intention by further reducing the uncertainty and perceived risk tourists associate with an unfamiliar destination. Applied to Candi Tebing Tegallinggah, this theory suggests that tourists form their visit intention only after evaluating destination-related information and forming corresponding beliefs and attitudes, with perceived information quality shaping these underlying beliefs and destination trust subsequently consolidating them into a stronger behavioral intention.

Finally, this study incorporates the Commitment-Trust Theory of Relationship Marketing (Morgan & Hunt, 1994), which holds that the success of long-term marketing relationships depends principally on trust and commitment trust being the belief that a partner is reliable and possesses integrity, and commitment reflecting the desire to maintain a valued relationship. Viewing the tourist–destination relationship through this relational lens, tourists develop the

intention to visit, or revisit, a destination once they trust it: trust reduces uncertainty, enhances a sense of security, and encourages favorable behavioral responses, with information quality serving as a key antecedent that shapes tourists' initial perceptions of a destination's reliability before an actual visit occurs. This theory thus reinforces the theoretical positioning of destination trust as the relational mechanism through which perceived information quality is converted into visit intention, complementing the cognitive-processing logic of S-O-R Theory and the belief–attitude–intention structure of the Theory of Planned Behavior with an explicitly relationship-based rationale for why trust, rather than information quality alone, ultimately governs tourists' visiting behavior toward Candi Tebing Tegallinggah.

Based on this background, the present study aims to examine the effect of perceived information quality on visit intention, with destination trust as a mediating variable, in the context of Candi Tebing Tegallinggah, Gianyar. The findings are expected to contribute theoretically to the literature on heritage and digital tourism behavior, and practically to inform destination managers in designing more effective and sustainable digital information strategies to strengthen tourist trust and reverse the declining visitation trend.

METHODS

This study employed a quantitative explanatory approach to test the causal relationships among perceived information quality, destination trust, and visit intention, using Partial Least Squares Structural Equation Modeling (PLS-SEM) as the primary analytical technique, given its suitability for predictive models with mediating relationships and moderate sample sizes (Hair et al., 2022). Data were collected through a structured questionnaire distributed to tourists at Candi Tebing Tegallinggah, Bedulu Village, Gianyar Regency, between December 2025 and January 2026, using a non-probability, purposive sampling technique with the criterion that respondents had previously received, read, or actively searched for information about the destination through digital media (Sekaran & Bougie, 2016). The minimum required sample size was determined through an a priori power analysis in G*Power, using a linear multiple regression (fixed model, R^2 deviation from zero) test with $\alpha = 0.05$, statistical power = 0.80, and a medium effect size ($f^2 = 0.15$), yielding a minimum requirement of 68 respondents; the study ultimately collected data from 170 respondents, well above this threshold and adequate for SEM-PLS estimation. Each construct perceived information quality (exogenous), destination trust (mediating), and visit intention (endogenous) was operationalized using indicators adapted from established prior studies (Davies, 2001; Nicolaou & McKnight, 2006; H. Wang & Yan, 2022) and measured on a Likert-type scale, with minor contextual modifications to reflect the heritage and cultural-tourism characteristics of the research site.

Data analysis was conducted in three stages using SmartPLS 4.0. First, descriptive statistics were used to profile respondent characteristics and questionnaire response tendencies, followed by a common method bias test to rule out inflation of relationships due to single-source, self-reported data. Second, the measurement model (outer model) was evaluated for convergent validity (outer loadings and average variance extracted), internal consistency reliability (composite reliability and Cronbach's alpha), and discriminant validity, before proceeding to the structural model (inner model), which was assessed using the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2). Third, hypothesis testing was performed through a bootstrapping procedure (5,000 resamples), examining both direct effects (perceived information quality → visit intention; perceived information quality → destination trust; destination trust →

visit intention) and the specific indirect effect (perceived information quality → destination trust → visit intention) to test the mediating role of destination trust. Following Hair et al., (2022) a path relationship was considered statistically significant when the t-statistic exceeded 1.96 and the p-value was below 0.05, and the type of mediation (full or partial) was determined by comparing the significance of the direct effect against that of the specific indirect effect.

RESULTS AND DISCUSSION

Respondent Characteristics

Data were obtained from 170 fully completed questionnaires distributed to tourists who had previously received, read, or searched for information about Candi Tebing Tegallinggah through digital media. Respondents were predominantly female, comprising 102 respondents (60%) compared to 68 males (40%), indicating that women were more actively engaged in searching for and evaluating destination information online. By age, the majority fell within the 18–30 age group (48.2%), followed by 31–40 years old (33.5%), while respondents above 40 years old accounted for only 18.2% combined, reflecting that the destination's digital audience is dominated by younger, productive-age tourists. In terms of education, 51.2% held a bachelor's degree, 21.2% held a diploma, 17.6% completed senior high school, and 10.0% held a master's degree, suggesting a relatively well-educated respondent profile. Regarding occupation, entrepreneurs/business owners formed the largest group (52.9%), followed by civil servants (15.3%), homemakers (10.0%), professionals (9.4%), students (9.4%), and retirees (2.9%). By monthly income, the majority (44.1%) earned between IDR 5,000,000–10,000,000, followed by IDR 3,000,000–5,000,000 (33.5%) and above IDR 10,000,000 (17.1%), reflecting a middle to upper-middle economic profile. Regarding digital media usage for seeking travel information, most respondents reported using it frequently (50.0%) or very frequently (30.0%), indicating a high level of digital exposure prior to visiting. Finally, in terms of prior heritage-visit experience, 42.4% had visited heritage destinations 3–5 times, 30.0% had visited 1–2 times, and 27.6% had visited more than six times, showing that most respondents possessed sufficient experiential basis to evaluate heritage destination quality.

Measurement Model Evaluation (Outer Model)

The measurement model was evaluated to assess the validity and reliability of each indicator in representing its corresponding latent construct prior to structural model testing. Table 1 summarizes the results of the measurement model evaluation, including standardized outer loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) for each construct.

Table 1. Measurement Model Evaluation

Construct/Indicator	Loading	Alpha	CR	AVE
Perceived Information Quality (X)		0.917	0.931	0.601
X1.1.1	0.780			
X1.1.2	0.803			
X1.1.3	0.776			
X1.2.1	0.763			
X1.2.2	0.744			
X1.3.1	0.767			
X1.3.2	0.767			
X1.4.1	0.794			

X1.5.1	0.782			
Destination Trust (M)		0.877	0.915	0.730
M1.1.1	0.884			
M1.1.2	0.840			
M1.1.3	0.852			
M1.1.4	0.841			
Visit Intention (Y)		0.882	0.919	0.740
Y1.1.1	0.830			
Y1.1.2	0.840			
Y1.1.3	0.888			
Y1.1.4	0.880			

Source: Data Analysis (2026)

All outer loadings exceeded the recommended threshold of 0.70 (Hair et al., 2022), ranging from 0.744 to 0.888, indicating that each indicator reliably reflects its corresponding construct. Convergent validity was further confirmed by AVE values above 0.50 for all constructs (0.601–0.740), while construct reliability was supported by Cronbach's Alpha and Composite Reliability values exceeding 0.70 across all variables (α = 0.877–0.917; CR = 0.915–0.931). Discriminant validity was assessed using the Fornell-Larcker criterion, with the square root of AVE for each construct (0.775 for perceived information quality, 0.854 for destination trust, and 0.860 for visit intention) exceeding its correlations with other constructs, and further confirmed by the Heterotrait-Monotrait Ratio (HTMT), with all construct pairs (0.359–0.554) remaining well below the conservative 0.85 threshold (Ghozali & Latan, 2015). Taken together, these results confirm that all constructs in the research model are valid, reliable, and empirically distinct, providing an adequate basis for structural model testing.

Structural Model Evaluation (Inner Model)

Following confirmation of the measurement model, the structural model (inner model) was evaluated using SmartPLS 4.0 through a bootstrapping procedure with 170 respondents to assess collinearity, model fit, path coefficients, coefficient of determination (R^2), and effect size (f^2) among perceived information quality, destination trust, and visit intention. Figure 1 presents the estimated structural model, displaying the path coefficients (with corresponding p-values in parentheses) and the R^2 values for each endogenous construct

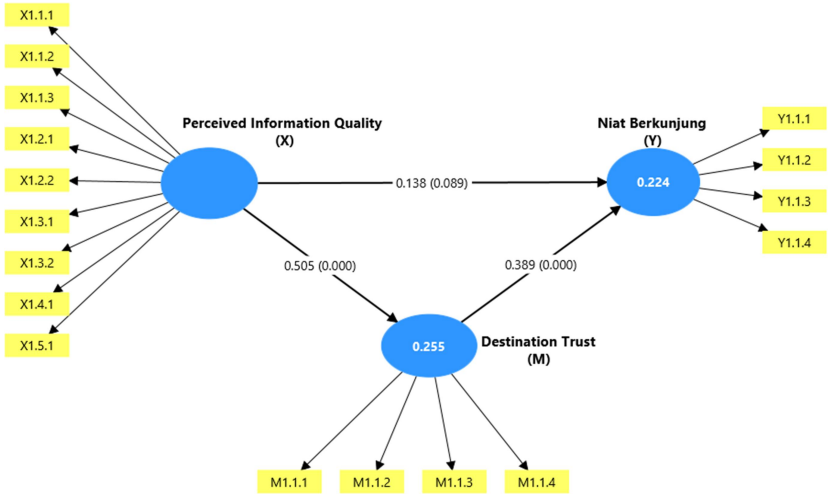


Figure 1. Structural model testing results

Source: Data Analysis (2026)

Collinearity among predictor constructs was first examined using the Variance Inflation Factor (VIF), which ranged from 1.000 to 1.343 across all paths well below the conservative threshold of 3.0 indicating no multicollinearity issues. Model fit, assessed through the Standardized Root Mean Square Residual (SRMR), yielded a value of 0.057 for both the saturated and estimated models, below the recommended cut-off of 0.08 and confirming an adequate fit between the proposed model and the empirical data. Table 2 presents the results of the coefficient of determination (R^2) and effect size (f^2) testing.

Table 2. Structural model evaluation (R^2 and f^2)

Path / Endogenous Variable	R^2	f^2	Interpretation
Destination Trust	0.255		Weak
Visit Intention	0.224		Weak
Perceived Information Quality → Visit Intention		0.018	Negligible/small effect
Perceived Information Quality → Destination Trust		0.343	Medium effect
Destination Trust → Visit Intention		0.145	Small effect

Source: Data Analysis (2026)

The structural model explains 25.5% of the variance in destination trust ($R^2 = 0.255$) and 22.4% of the variance in visit intention ($R^2 = 0.224$), both categorized as weak according to Ghozali & Latan (2015) , suggesting that unmeasured factors such as destination image, perceived risk, electronic word of mouth, and prior travel experience also contribute meaningfully to these outcomes. Effect size (f^2) analysis further indicates that perceived information quality contributes a medium effect to destination trust ($f^2 = 0.343$) but only a negligible, near-zero effect directly on visit intention ($f^2 = 0.018$, below the 0.02 minimum threshold), while destination trust exerts a small effect on visit intention ($f^2 = 0.145$). This pattern indicates that information quality contributes far more substantially to shaping destination trust than to directly driving visit intention. In addition, predictive relevance was confirmed through PLSpredict, where all indicators of the endogenous constructs produced Q^2predict values above zero (0.046–0.261), and seven of eight indicators showed lower PLS-SEM RMSE values than the naive linear model (LM) benchmark, confirming that the model possesses adequate out-of-sample predictive power.

Hypothesis Testing

Hypothesis testing was conducted through a bootstrapping procedure (5,000 resamples) in SmartPLS 4.0, examining both direct and specific indirect effects to determine the significance of each hypothesized path and the mediating role of destination trust. Table 3 presents the path coefficients, t-statistics, and p-values for all hypothesized relationships.

Table 3. Direct and indirect effects (hypothesis testing)

Hypothesis	Path	β	t-statistic	p-value	Result
H1	Perceived Information Quality → Visit Intention	0.138	1.702	0.089	Not significant
H2	Perceived Information Quality → Destination Trust	0.505	9.286	0.000	Significant
H3	Destination Trust → Visit Intention	0.389	5.348	0.000	Significant
H4	Perceived Information Quality → Destination Trust → Visit Intention	0.197	4.723	0.000	Significant (full mediation)

Source: Data Analysis (2026)

The direct effect of perceived information quality on visit intention was not statistically significant (β = 0.138; t = 1.702 < 1.96; p = 0.089 > 0.05), leading to the rejection of H1. This result indicates that the perceived quality of information tourists receive about Candi Tebing Tegallinggah is not, by itself, sufficient to directly drive their intention to visit. In contrast, perceived information quality showed a positive and significant effect on destination trust (β = 0.505; t = 9.286; p = 0.000), supporting H2, indicating that more accurate, complete, relevant, and credible information leads tourists to place greater trust in the destination. Destination trust, in turn, exerted a positive and significant effect on visit intention (β = 0.389; t = 5.348; p = 0.000), supporting H3, confirming that tourists who trust a destination are more likely to intend to visit it.

The specific indirect effect test (H4) confirmed that perceived information quality significantly influences visit intention through destination trust (β = 0.197; t = 4.723; p = 0.000). Following the mediation criteria proposed by Hair et al. (2022), since the direct effect (H1) was non-significant while the specific indirect effect (H4) was significant, destination trust is classified as a full mediator in the relationship between perceived information quality and visit intention. This finding indicates that information quality does not translate into visit intention on its own, but must first be processed by tourists into a state of trust before it can shape their behavioral intention positioning destination trust as the psychological mechanism that bridges information quality and visit intention in this heritage tourism context.

Discussion

The Effect of Perceived Information Quality on Visit Intention

The results reveal that perceived information quality does not exert a significant direct effect on visit intention toward Candi Tebing Tegallinggah (β = 0.138; t = 1.702; p = 0.089), leading to the rejection of H1. This finding indicates that although tourists perceive the available digital information about the destination positively (mean = 4.02), this favorable perception alone is not sufficient to directly drive their intention to visit. This result is consistent with Maulana & Tiarawati (2020), who found that information quality does not significantly affect visit intention when tested without a mediating trust mechanism, and with Laurance et al., (2023) who similarly reported a non-significant direct relationship between information quality and visit intention. The convergence of these findings suggests that accurate, relevant, and complete information is not automatically translated into behavioral intention; rather, tourists tend to first evaluate the credibility of the information, cross-check it against other sources, and form a judgment about the destination's trustworthiness before deciding to visit.

This result, however, contrasts with Filieri et al., (2021) who argued that accurate, relevant, complete, up-to-date, and trustworthy information should directly facilitate users' decision-making, as well as with Wang & Hsu (2023) and Goeltom & Hurriyati (2024), who found that digital information quality positively and directly enhances tourists' visiting intention. This divergence suggests that the direct informational effect on behavioral intention is context-dependent, varying with destination type, tourist characteristics, and the presence of intervening psychological variables. In the context of Candi Tebing Tegallinggah, this pattern is reinforced by the destination's competitive position: despite receiving favorable evaluations of information quality, the destination continues to lose visitors relative to more established heritage sites in the same regency, such as Goa Gajah, Tirta Empul, and Gunung Kawi. Respondent characteristics further support this interpretation the sample was dominated by digitally active, well-educated

tourists (51.2% holding a bachelor's degree) with substantial prior heritage-visiting experience (42.4% having visited heritage sites three to five times, and 27.6% more than six times), a profile associated with more critical, comparative information-processing behavior rather than passive acceptance of a single destination's content.

Theoretically, this finding is consistent with the Stimulus–Organism–Response (S-O-R) framework, which posits that an external stimulus does not act directly on behavioral response but must first be internally processed by the organism. In this study, perceived information quality functions as the stimulus, but its influence on visit intention (response) is not direct; it must first be converted into an internal psychological state destination trust before it can meaningfully shape behavioral intention. This suggests that perceived information quality is more accurately understood as an antecedent condition in the intention-formation process rather than a terminal determinant of visiting behavior. Information quality alone provides knowledge and reduces uncertainty, but for heritage destinations in particular, visit intention is additionally shaped by perceived historical value, cultural authenticity, and destination reputation dimensions that purely factual digital content (e.g., location, entrance fees, facilities) does not fully capture. This non-significant direct effect therefore does not diminish the importance of information quality; rather, it indicates that its influence operates indirectly, through the trust-building mechanism examined in the subsequent hypothesis.

The Effect of Perceived Information Quality on Destination Trust

The results demonstrate that perceived information quality has a positive and significant effect on destination trust toward Candi Tebing Tegallinggah ($\beta = 0.505$; $t = 9.286$; $p = 0.000$), supporting H2. This finding indicates that the more accurate, relevant, complete, up-to-date, and comprehensible the information tourists receive about the destination, the higher their level of trust in it. This is consistent with Filieri et al., (2021), who identified information quality as a primary determinant of user trust in digital content, arguing that high accuracy, relevance, completeness, and credibility reduce perceived risk and strengthen confidence toward the object being described. The result also aligns with Shneikat et al., (2025), who found that high-quality digital information helps tourists build confidence in a destination's credibility prior to visiting, as well as with Wang & Yan (2022) , who reported that information quality is a key antecedent of destination trust because accurate information reduces uncertainty in the decision-making process. Similarly, Goeltom & Hurriyati (2024)found that high-quality digital information not only improves tourists' understanding of a destination but also reinforces their trust in it.

This pattern is further supported by the descriptive results, in which both perceived information quality and destination trust were rated favorably by respondents (mean = 4.02 for each), suggesting that the historical, cultural, accessibility-, and facility-related information communicated through digital media successfully conveyed a sufficiently clear picture of Candi Tebing Tegallinggah to foster tourist confidence. Respondent characteristics reinforce this relationship: the sample was dominated by digitally active tourists (80% reporting frequent or very frequent use of digital media for travel information) with relatively high educational attainment (51.2% holding a bachelor's degree) and substantial prior heritage-visiting experience (42.4% having visited three to five times, 27.6% more than six times). Such tourists are better equipped to critically evaluate information and to compare it across destinations, meaning that when information about Candi Tebing Tegallinggah is judged consistent with the site's actual condition, they are more readily inclined to extend their trust to it.

This effect is well explained through the Stimulus–Organism–Response (S-O-R) framework, in which perceived information quality functions as the external stimulus received by tourists through digital media. Accurate, complete, relevant, and up-to-date information is cognitively processed as a basis for evaluating the destination, and this evaluative process gives rise to the internal psychological state of destination trust. This mechanism carries particular strategic significance for Candi Tebing Tegallinggah, a heritage site whose appeal lies not only in physical attributes but in historical, cultural, and spiritual value that requires clear interpretation to be appreciated especially given that it remains less popular than nearby heritage competitors such as Goa Gajah, Tirta Empul, and Gunung Kawi. For such a site, information quality serves a role beyond conveying basic facts (location, entrance fees); it must also communicate the site's historical meaning, accessibility, facility conditions, and the experiential value of a visit. When digital information successfully conveys these dimensions convincingly, tourists are more likely to believe that Candi Tebing Tegallinggah is a destination worth visiting; conversely, limited or inconsistent information heightens uncertainty and erodes trust.

The Effect of Destination Trust on Visit Intention

The results confirm that destination trust has a positive and significant effect on visit intention toward Candi Tebing Tegallinggah ($\beta = 0.389$; $t = 5.348$; $p = 0.000$), supporting H3. This finding indicates that the higher tourists' trust in the destination, the stronger their intention to visit it. Consistent with Shneikat et al., (2025) who argue that destination trust is formed through tourists' perceptions of a destination's integrity, credibility, and reliability, trust functions as a factor that reduces uncertainty and strengthens confidence in travel decision-making. The result also aligns with Abubakar & Ilkan (2017), who found that destination trust positively predicts visit intention, as tourists with higher trust levels are more inclined to commit to visiting. Similarly, Goeltom & Hurriyati (2024) reported that greater trust in a destination increases the likelihood that tourists will select it as their travel destination.

This relationship is reflected in the descriptive results, where destination trust was rated favorably (mean = 4.02) and visit intention likewise received a favorable, though slightly lower, mean score (3.99) with the preferential-interest indicator of visit intention recording the lowest mean (3.87). This suggests that while tourists have developed considerable trust in Candi Tebing Tegallinggah, the destination has not yet become the primary choice relative to other heritage sites in Gianyar Regency. This pattern is consistent with respondent characteristics: the sample was dominated by digitally engaged, well-educated tourists (80% frequent or very frequent digital media users; 51.2% holding a bachelor's degree) with considerable prior heritage-visiting experience (42.4% having visited three to six times, 27.6% more than six times). Such tourists tend not to base their travel decisions on promotional content alone but instead build confidence through information, peer reviews, and prior user experience before forming an intention to visit meaning that once trust in Candi Tebing Tegallinggah is established, they become more confident in planning an actual visit, drawing on their prior experience to distinguish a genuinely trustworthy destination from one that is merely well-promoted.

Overall, these results position destination trust as the psychological mechanism that converts tourists' positive cognitive evaluations into a behavioral tendency. Information received by tourists does not automatically translate into visit intention; it must first be processed into a state of confidence in the destination. Only once tourists believe that Candi Tebing Tegallinggah possesses credibility, integrity, and the capacity to meet their expectations does the tendency to

visit emerge confirming trust as the critical bridge between cognitive evaluation and behavioral decision-making in this heritage tourism context.

The Mediating Role of Destination Trust between Perceived Information Quality and Visit Intention

The results confirm that destination trust fully mediates the effect of perceived information quality on visit intention toward Candi Tebing Tegallinggah ($\beta = 0.197$; $t = 4.723$; $p = 0.000$). Since the direct effect of information quality on visit intention was non-significant while the indirect effect through trust was significant, this indicates that information quality does not translate into visit intention on its own; it must first be converted into destination trust, which subsequently drives tourists' intention to visit. This finding portrays visit-intention formation as a sequential rather than a one-step process: tourists do not decide to visit merely because they encounter high-quality information, but first evaluate whether that information is credible and consistent with the destination's actual condition, and it is this trust once established that becomes the basis for behavioral intention.

This finding is well explained by the Stimulus–Organism–Response (S-O-R) framework, in which perceived information quality functions as the external stimulus received through digital media, destination trust represents the internal cognitive-affective state (organism) generated by processing that stimulus, and visit intention constitutes the behavioral response that follows. The result is consistent with Shneikat et al., (2025) who found that digital information quality does not directly shape tourist behavior but first strengthens destination trust, and with Wahyuni et al., (2025), who identified trust as the key mechanism linking tourists' informational perceptions to their behavioral decisions. It also aligns with Akbar & Muzakar (2026) who found that digital information quality has a greater behavioral impact when it succeeds in building destination trust. Collectively, these findings position destination trust not merely as a variable that strengthens the information-quality–visit-intention relationship, but as the central psychological mechanism through which information is converted into behavioral decisions particularly in heritage tourism, where high-quality digital information alone is insufficient to drive visit intention unless it also engenders tourist confidence.

This mediation pattern can further be understood through a risk-reduction lens: because tourism products are inherently intangible and cannot be evaluated prior to consumption, travel decisions inherently involve uncertainty, and digital information only acquires behavioral value once it reduces tourists' perceived risk. This is especially salient for heritage destinations such as Candi Tebing Tegallinggah, whose value rests on intangible historical, cultural, and spiritual dimensions that cannot be verified through factual content on location, price, or facilities alone; tourists additionally require confidence that the site's historical authenticity and cultural meaning are genuine. This reflects two distinct functions of digital information an informative function (conveying facts) and a persuasive function (building conviction) with the results indicating that the informative function alone is insufficient to drive visit intention unless it also fulfills the persuasive function of building trust. This is reinforced by the descriptive pattern, in which both information quality and destination trust were rated favorably (mean = 4.02 each) while visit intention scored comparatively lower (mean = 3.99, with the preferential-interest indicator lowest), suggesting that although information has succeeded in building trust, tourists still weigh multiple considerations before making Candi Tebing Tegallinggah their primary choice. Given that respondents were predominantly digitally active, well-educated, and experienced heritage

travelers (aged 18–40) who routinely cross-verify destination information through social media, online reviews, and travel blogs before forming a judgment, this underscores that in the digital era, trust functions as a form of "digital currency": information quality generates visit intention only insofar as it succeeds in establishing the destination's credibility in the eyes of prospective tourists.

Collectively, these findings extend the Stimulus–Organism–Response framework and the information-quality literature by demonstrating that, in a heritage tourism setting, perceived information quality operates as a distal antecedent whose behavioral influence is realized only through the proximal mechanism of destination trust a mediating role that has received comparatively limited empirical attention in culturally significant, competitively declining heritage sites. Practically, these results suggest that destination managers at Candi Tebing Tegallinggah should move beyond merely publishing accurate and complete information, and instead design digital content strategically to build tourist trust for instance, by ensuring consistency between online content and on-site conditions, incorporating verifiable historical and cultural narratives, and actively managing online reviews to close the gap between expectation and experience identified in this study's preliminary observations.

CONCLUSION

This study examined the effect of perceived information quality on visit intention toward Candi Tebing Tegallinggah, Gianyar, with destination trust as a mediating variable. The results show that perceived information quality has no significant direct effect on visit intention, indicating that favorably perceived digital information alone is not sufficient to directly drive tourists' intention to visit. However, perceived information quality has a positive and significant effect on destination trust, and destination trust, in turn, has a positive and significant effect on visit intention. Furthermore, destination trust fully mediates the relationship between perceived information quality and visit intention, confirming that information quality shapes visit intention only indirectly by first building tourist trust, which then translates into the intention to visit.

These findings confirm that the Stimulus–Organism–Response mechanism operates in a heritage tourism context: perceived information quality functions as the external stimulus, destination trust as the internal psychological state it produces, and visit intention as the resulting behavioral response. Theoretically, the study extends the information-quality and heritage-tourism literature by demonstrating that trust is the mechanism through which digital information is converted into behavioral intention, rather than a mere reinforcing factor. Practically, the findings imply that destination managers at Candi Tebing Tegallinggah and comparable heritage sites facing similar visitation pressures should prioritize strategies that build tourist trust, not merely publish complete information. Recommended actions include ensuring the accuracy, completeness, and currency of published information (covering access, facilities, operating hours, ticket prices, and historical-cultural value); maintaining consistency between digital content and actual on-site conditions through regular updates of information, photos, and videos; strengthening the destination's competitiveness through culture-based attractions, regular cultural events, improved facilities, and differentiated tour packages; and pursuing an integrated destination-management strategy, in collaboration with

the Gianyar Tourism Office, that periodically evaluates information quality, tourist trust, and visitor experience.

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