Eduvest – Journal of Universal Studies
Volume 5 Number 10, October, 2025
p- ISSN 2775-3735- e-ISSN 2775-3727

# The Effect of Construal Level and Spatial Distance in Tourism Destination Advertising on Destination Image and Visit Intention

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**ABSTRACT**

*Tourism destination marketing has become increasingly critical in the post-pandemic era, where competition among destinations intensifies and consumer behavior evolves rapidly. Understanding how advertising strategies influence destination perception is essential for Destination Management Organizations (DMOs) to optimize promotional effectiveness and achieve sustainable tourism development. This study examines the differences in destination image in travel destination advertisements based on construal level and spatial distance strategies using the Analysis of Variance (ANOVA) test. The study also tested the effect of destination image on visit intention using Macro PROCESS in SPSS software. This research employed a 2 (high vs. low construal level) × 2 (near vs. far spatial distance) factorial design involving 120 student participants. Before conducting the main test, a manipulation check was performed to ensure that participants understood the scenarios and stimuli created by the researcher. The measured variables consisted of destination image (5 indicators) and visit intention (5 indicators). All measures used a 5-point Likert scale. Based on the main effects of ANOVA, different construal level and spatial distance conditions resulted in significant differences in destination image. It was also found that the interaction between construal level and spatial distance produced a significant effect on destination image. Furthermore, the study demonstrated that destination image had a positive effect on visit intention.*

***KEYWORDS*** *ANOVA, construal level, destination image, Macro PROCESS, spatial distance, visit intention.*



## INTRODUCTION

Indonesia possesses immense tourism potential, with rich natural beauty, diverse culture, and historical heritage (Valls-Figuera et al., 2023; Wikipedia contributors, 2025a). This sector is a crucial pillar of the national economy, contributing significantly to GDP and job creation (Wikipedia contributors, 2025b). In 2022, 734.86 million domestic tourist trips were recorded, indicating promising development opportunities (Satrya, 2025). However, tourism remains concentrated in Bali, while priority destinations such as Lake Toba, Mandalika, and Labuan Bajo have not yet been fully optimized. To address this disparity, the government launched the Super Priority Destinations program as a strategy for equitable tourism distribution (Travel Weekly Asia, 2025). This program aims to develop five main destinations—Lake Toba, Mandalika, Labuan Bajo, Borobudur, and Likupang—as high-quality alternatives to Bali (Travel Weekly Asia, 2025).

Destination image plays a crucial role in attracting tourists, functioning as a mental representation that shapes tourist perceptions, preferences, and ultimately, destination choice (Stylidis, 2024). Research demonstrates that a positive destination image significantly influences tourists' decision-making processes, with higher image ratings correlating with increased visit intentions and destination loyalty (Bui et al., 2022; Zhang et al., 2020). While extensive research on destination image has been conducted in developed Western contexts—particularly in Europe and North America—the applicability of these findings to Southeast

Asian markets, especially Indonesia, remains underexplored. Indonesia's unique characteristics, including its archipelagic geography, diverse cultural tapestry spanning over 300 ethnic groups, varying infrastructure development across regions, and predominantly collectivist cultural orientation, create distinct conditions that may moderate the relationship between advertising strategies and destination perception (Wiwekananda & Aruan, 2020). Therefore, examining destination image formation in the Indonesian context provides both theoretical contributions to cross-cultural consumer behavior literature and practical insights for Destination Management Organizations (DMOs) operating in emerging markets with similar characteristics.

The formation of destination image is closely related to how information is conveyed to potential tourists through various marketing communication channels (Xiao et al., 2022). Construal Level Theory (CLT) provides a robust theoretical framework for understanding how individuals mentally represent and evaluate objects, events, and destinations based on psychological distance (Trope & Liberman, 2010). CLT posits that psychological distance—encompassing temporal, spatial, social, and hypothetical dimensions—fundamentally shapes how people construe information. High-level construal involves abstract, decontextualized, goal-relevant representations that emphasize the "why" aspects of actions, whereas low-level construal involves concrete, contextualized, detailed representations focusing on the "how" aspects (Duan et al., 2021). In the tourism context, abstract, high-level information (e.g., "experience authentic culture," "discover paradise") is theoretically more effective for destinations perceived as psychologically distant, while concrete, low-level information (e.g., specific amenities, detailed itineraries, technical specifications) is more appropriate for destinations perceived as psychologically close (Sun & Sano, 2024). However, empirical evidence supporting the optimal match between construal level and specific types of psychological distance in tourism advertising remains limited, particularly in Asian markets where cognitive processing styles may differ from Western populations (Liu et al., 2024).

In addition to psychological distance, spatial distance also shapes tourist perceptions. Close-up visualizations of destinations convey a tangible and concrete impression, while distant visualizations evoke abstract imagination and emotions (Liu et al., 2024). Recent research has shown that visual perspective in tourism imagery—whether presented from a close, immersive viewpoint or a distant, panoramic perspective—not only affects aesthetic appeal but also shapes how tourists mentally process destination information and form evaluative judgments (Ouyang et al., 2023). Close spatial distance in visual presentations typically triggers concrete, detail-oriented cognitive processing, leading tourists to focus on specific attributes such as facility quality, service details, and tangible amenities. Conversely, far spatial distance presentations activate abstract processing modes, encouraging tourists to focus on holistic impressions, emotional responses, and symbolic meanings associated with the destination (Jia et al., 2021). Thus, the interaction between CL and spatial distance in marketing communication strategies can strengthen destination image and increase visit intention.

This study addresses three critical research gaps in tourism marketing literature. First, although previous studies have examined construal level and spatial distance independently, research investigating their interaction effect on destination image formation is scarce, especially in experimental settings that enable causal inference (Scarpi & Raggiotto, 2023). Understanding whether and how these variables interact has significant theoretical implications

for applying CLT in tourism contexts and practical implications for advertising design. Second, most empirical studies on CLT in tourism have been conducted in developed Western countries with well-established tourism infrastructure and individualistic cultural orientations (Stylidis, 2024; Sun & Sano, 2024). Indonesia offers a contrasting context characterized by: (a) emerging tourism infrastructure with marked urban–rural disparities; (b) collectivist cultural values influencing information processing and decision-making; (c) diverse domestic market segments with varying travel experience and media literacy; and (d) government-led destination development programs targeting specific priority areas. These contextual factors may moderate the effectiveness of advertising strategies in ways not captured by Western-based research. Third, past studies have often examined relationships between construal level, spatial distance, destination image, and visit intention in a fragmented manner, failing to test comprehensive models that account for both the formation of destination image and its consequences. This fragmented approach limits understanding of the full psychological process from advertising exposure to behavioral intention.

Another gap concerns the effectiveness of tourism destination marketing strategies in the post-pandemic era. Indonesia's Super Priority Destinations program, launched in 2020, still faces challenges in attracting both domestic and international tourists amid budget constraints, global competition, and shifting consumer preferences toward safety, sustainability, and authentic experiences (Kementerian Pariwisata dan Ekonomi Kreatif, 2023). Domestic tourism—over 90% of Indonesia's market—shows distinct characteristics compared to international tourism, including higher price sensitivity, shorter trip durations, stronger social media and peer influence, and preference for accessible destinations (Badan Pusat Statistik, 2023). Perceptions of distance—physical and psychological—and associated costs significantly affect destination image and visitor interest among domestic tourists, making it essential for promotional strategies to calibrate information abstraction levels and visual perspectives to match target audience characteristics. DMOs play a crucial role in optimizing data-driven promotional budgets by identifying which advertising strategies most effectively enhance destination image and stimulate visit intention within specific segments.

Based on this analysis, this study proposes that tourist visit intention develops through a sequential process in which destination image acts as a key mediating psychological construct. Specifically, the research hypothesizes that congruence between construal level and spatial distance in advertising enhances destination image, which subsequently influences visit intention positively. This theoretical framework aligns with the hierarchy of effects model in consumer behavior, which asserts that cognitive evaluations (destination image) precede and shape behavioral intentions (visit intention). By empirically testing this process in Indonesian priority destinations, this study aims to: (a) extend CLT's application to emerging market tourism contexts; (b) provide actionable insights for DMOs to refine advertising design; (c) contribute to understanding how visual and verbal advertising elements interact to shape consumer perceptions; and (d) support the government's aim to promote destinations beyond Bali, thus fostering equitable tourism distribution and strengthening national competitiveness.

Previous research indicates that DMOs—comprising both government regulators and tourism businesses—have yet to deliver advertising messages aligned with tourist preferences. Therefore, this study examines whether, in the context of tourist destinations, construal level and spatial distance influence destination image, thereby shaping visit intention.

Drawing from the theoretical foundations and identified gaps, this study addresses four specific research questions: (1) Are there differences in destination image when advertisements use different construal levels (high vs. low)? (2) Are there differences in destination image when advertisements use different spatial distances (close vs. far)? (3) Is there an interaction effect between construal level and spatial distance on destination image? (4) Does destination image influence visit intention? Correspondingly, the study sets four objectives: (1) To determine how construal level differences affect destination image formation; (2) To examine how spatial distance variations influence destination image; (3) To investigate whether combining construal level and spatial distance generates synergistic or antagonistic effects on destination image; and (4) To test the destination image–visit intention relationship, confirming its behavioral relevance. The study's findings are expected to contribute to tourism marketing literature—particularly CLT's application in non-Western settings—and offer practical guidance for Indonesian DMOs in designing effective, evidence-based campaigns that resonate with domestic audiences and advance equitable development across priority destinations.

## METHOD

This research employed a quantitative method to examine a specific population or sample. Data were collected using research instruments and processed statistically to test previously formulated hypotheses (Sugiyono, 2018). An experimental research design was used to analyze the effect of differences in the use of construal level and spatial distance in tourist destination advertisements on destination image and visit intention.

This study was a true experiment, in which the researchers explicitly manipulated one or more independent variables and assigned participants to specific experimental groups through randomization (Ghozali, 2009). It applied a laboratory experimental design, allowing controlled conditions during the research process. A between-subjects design was used, meaning participants were divided into several sub-samples, and each sub-sample received a different treatment.

After the data collected from respondents were tabulated, validity and reliability tests were conducted on the research instrument. Validity testing aimed to ensure that each indicator accurately measured the intended concept, while reliability testing assessed the consistency of the instrument in producing stable data (Ghozali & Latan, 2015). Reliability was measured using the construct reliability method, based on the Cronbach's Alpha value. A variable was considered reliable if its Cronbach's Alpha exceeded 0.70 (Ghozali, 2014).

Validity was assessed by analyzing the correlation between each question item and the total score of the variable. If the corrected item-to-total correlation exceeded 0.30, the indicator was considered valid (Solimun, 2002). Items with lower correlation values were excluded from further analysis. Both reliability and validity tests were conducted using statistical software such as SPSS.

## RESULTS AND DISCUSSION

### Overview of the Research Object

One tourist destination that is increasingly attracting tourists is Mandalika, which is being developed as a Special Economic Zone (SEZ), similar to Tanjung Lesung in Banten. Located in the southern region of Lombok Island, the Mandalika SEZ has been designated a tourist area

based on Government Regulation Number 52 of 2014. Covering an area of approximately 1,035.67 hectares and facing directly onto the Indian Ocean, this area is expected to accelerate the growth of the tourism sector in West Nusa Tenggara.

The Mandalika SEZ is known as a marine tourism destination with beautiful beaches and extraordinary underwater panoramas. Furthermore, this region also offers unique cultural attractions. With its strategic location, close to Bali, this area is predicted to attract up to two million international tourists in 2019. The development concept is oriented towards environmental sustainability, so development in this area always takes into account aspects of nature conservation and local culture. Currently, Mandalika is one of the most sought-after SEZs by investors and has the potential to become a world-class tourist destination.

**Analysis of Research Results**

Participant characteristics analysis describes the characteristics of 240 participants grouped by 1) Gender, 2) Class, 3) Age, and 4) Frequency of travel in one year.

**Table 1. Participant Characteristics by Gender**

| Gender | N | Frequency | Percentage |
|---|---|---|---|
| Male | 120 | 60 | 50% |
| Female | | 60 | 50% |

Based on the data in Table 1, it can be seen that of the 120 participants in this study, 60 were male, or 50%, and 60 were female, or approximately 50%. The number of male and female participants was balanced, but this study did not consider gender as a research subject.

**Table 2. Participant Characteristics by Age**

| Age | N | Frequency | Percentage | Mean |
|---|---|---|---|---|
| 20 | 120 | 1 | 0,8% | 30,433 |
| 22 | | 1 | 0,8% | |
| 23 | | 1 | 0,8% | |
| 25 | | 7 | 5,8% | |
| 26 | | 10 | 8,3% | |
| 27 | | 25 | 20,8% | |
| 28 | | 13 | 10,8% | |
| 29 | | 10 | 8,3% | |
| 30 | | 8 | 6,7% | |
| 31 | | 4 | 3,3% | |
| 32 | | 2 | 1,7% | |
| 33 | | 5 | 4,2% | |
| 34 | | 4 | 3,3% | |
| 35 | | 7 | 5,8% | |
| 36 | | 8 | 6,7% | |
| 37 | | 4 | 3,3% | |
| 38 | | 1 | 0,8% | |
| 39 | | 3 | 2,5% | |
| 40 | | 3 | 2,5% | |
| 44 | | 1 | 0,8% | |
| 45 | | 1 | 0,8% | |
| 49 | | 1 | 0,8% | |

Based on the data in Table 2, it can be seen that the 120 participants in this study were between the ages of 20 and 49, with an average age of 30.43 years.

**Table 3. Participant Characteristics Based on Annual Travel Frequency**

| Frequency | Number | Percentage |
|---|---|---|
| 1-3 kali | 34 | 28,3% |
| 4-6 kali | 63 | 52,5% |
| 7-9 kali | 13 | 10,8% |
| >9 kali | 10 | 8,3% |

Based on the data in Table 3, it can be seen that of the 120 participants, 34 (28.3%) traveled one to three times a year, 63 (52.5%) traveled four to six times a year, 13 (10.8%) traveled seven to nine times a year, and 10 (8.3%) traveled more than nine times a year.

**Description of Participant Responses**

Descriptions of responses are explained based on the average value of the variation in participant response scores on a five-point Likert scale. These average values were then analyzed into five categories using the following class interval formula:

Class intervals = $\frac{\text{Highest value-Lowest value}}{\text{Total class}} = \frac{5-1}{5} = 0.80$

**Table 4. Mean and Interval Score Categories**

| Score Interval | Category |
|---|---|
| 1.00<Mean<1.80 | Strongly Disagree |
| 1.80<Mean<2.60 | Disagree |
| 2.60<Mean<3.40 | Neutral |
| 3.40<Mean<4.20 | Agree |
| 4.20<Mean<5.00 | Strongly Agree |

**Table 5. Descriptive Statistics for the Destination Image Variable**

| Indicator | Frequency | | | | | N | CL | | SD | | Total Mean | Info |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | | Low | High | Close | Far | | |
| DI1 | 0 | 8 | 38 | 43 | 31 | 120 | 4,17 | 3,45 | 4,33 | 3,28 | 3,80 | Agree |
| DI2 | 1 | 10 | 43 | 34 | 32 | 120 | 4,10 | 3,33 | 4,32 | 3,12 | 3,71 | Agree |
| DI3 | 0 | 24 | 48 | 20 | 28 | 120 | 3,98 | 2,88 | 4,05 | 2,82 | 3,43 | Agree |
| DI4 | 0 | 26 | 44 | 20 | 30 | 120 | 3,98 | 2,92 | 4,07 | 2,83 | 3,45 | Agree |
| DI5 | 0 | 20 | 52 | 20 | 28 | 120 | 4,02 | 2,92 | 4,03 | 2,90 | 3,46 | Agree |
| DI6 | 0 | 10 | 44 | 35 | 31 | 120 | 4,10 | 3,35 | 4,30 | 3,15 | 3,72 | Agree |
| Total | | | | | | | **4,05** | **3,14** | **4,18** | **3,01** | **3,59** | Agree |

Based on Table 5, the mean construal level score in the low condition was also higher, at 4.05. Meanwhile, the mean score in the high condition was 3.14. Furthermore, the mean spatial distance score in the close condition was also higher, at 4.18, compared to the mean score in the far condition, at 3.01. This means that participants in the close and low conditions tended to respond more strongly than those in the far and high conditions. When all mean scores were combined, the results converged at the midpoint, namely agreement, with a value of 3.59.

**Table 6. Descriptive Statistics for the Visit Intention Variable**

| Indicator | Frequency | | | | | N | CL | | SD | | Total Mean | Info |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | | Low | High | Close | Far | | |
| VI1 | 0 | 11 | 46 | 31 | 32 | 120 | 4,17 | 3,23 | 4,20 | 3,20 | 3,70 | Agree |
| VI2 | 0 | 14 | 46 | 31 | 29 | 120 | 4,13 | 3,12 | 4,12 | 3,13 | 3,62 | Agree |
| VI3 | 1 | 36 | 40 | 14 | 29 | 120 | 3,90 | 2,67 | 3,93 | 2,63 | 3,28 | Neutral |
| VI4 | 1 | 35 | 39 | 16 | 29 | 120 | 3,90 | 2,72 | 3,98 | 2,63 | 3,30 | Neutral |
| VI5 | 1 | 13 | 52 | 24 | 30 | 120 | 4,10 | 3,05 | 4,13 | 3,58 | 3,71 | Agree |
| Total | | | | | | | **4,04** | **2,95** | **4,07** | **3,03** | **3,52** | Agree |

Based on Table 6, the mean construal level score in the low condition was also higher, at 4.04. Meanwhile, the mean score in the high condition was 3.23. Furthermore, the mean spatial distance score in the close condition was also higher, at 4.07, compared to the mean score in the far condition, at 3.03. This indicates that participants in the close and low conditions tended to respond more strongly than those in the far and high conditions. When all mean scores were combined, the results met at the midpoint, namely agreement, with a value of 3.52.

## Validity and Reliability Testing

The research results are described based on the results obtained from the participants' responses to the questionnaire. Participant responses constitute raw data that will be processed, measured for validity and reliability, and analyzed using statistical programs.

Validity testing is done by calculating the corrected item-to-total correlation for each variable indicator in this study, while reliability testing is done by calculating Cronbach's Alpha. The results of the validity and reliability tests can be seen in Table 7 below:

**Table 7. Factor Analysis, Validity Test, and Reliability Test for Destination Image and Visit Intention Variables**

| Variable | | Corrected item to total correlation | Cronbach's Alpha |
|---|---|---|---|
| Destination Image | DI1 | 0,881 | 0,949 |
| | DI2 | 0,892 | |
| | DI3 | 0,934 | |
| | DI4 | 0,915 | |
| | DI5 | 0,897 | |
| | DI6 | 0,890 | |
| Visit Intention | VI1 | 0,902 | |
| | VI2 | 0,915 | |
| | VI3 | 0,919 | |
| | VI4 | 0,925 | |
| | VI5 | 0,910 | |

The corrected item-to-total correlation is an internal consistency test conducted on the statement indicators in a questionnaire. Internal consistency indicates the similarity of indicators in measuring constructs that cannot be directly measured (unobserved). An item is considered valid if the calculated r-value, or corrected item-to-total correlation, is greater than the standard r-value of 0.3 (Solimun, 2000). Table 4.8 shows that the calculated r-values for all indicators for the destination image and visit intention variables are greater than the minimum requirement of 0.3, thus declaring all indicators valid.

Cronbach's Alpha is used to calculate the reliability of measurement items. Reliability testing is used to determine the extent to which an item, scale, or statement instrument can

produce consistent results when repeated measurements are taken with that scale. A construct or variable is considered reliable if it produces a Cronbach's Alpha value > 0.70 (Ghozali, 2012). In table 4.8, the values for the destination image and visit intention variables are greater than the minimum requirements so that each variable and dimension factor is declared reliable and can be used in research.

**ANOVA Test**

***ANOVA Assumption Test***

The following is an explanation of the results of the ANOVA assumption test for normality and homogeneity of variance.

Normality Test

The normality test aims to assess whether the data used has a normal distribution. A good regression model is characterized by data distribution that is close to normal. One method used in the normality test is the Kruskal-Wallis test, where the Asymp. Sig. (P-Value) value is observed. If this value is less than 0.05, it can be concluded that the data distribution is significantly different.

Homogeneity Test

Homogeneity is conducted to ensure that the dependent variable has the same variance across the various groups. This test uses the Levene's Test method, where if the F-value is greater than 0.05, it can be concluded that the data variance is uniform. In assessing this assumption test, you can pay attention to Table 8, which is the output of Levene's Test of Equality of Error Variances.

**Table 8.** ***Homogeneity Test of Variance***

| Variable | Levene Statistic | df1 | df2 | Sig. | Description |
|---|---|---|---|---|---|
| *Destination Image* | 2,556 | 3 | 116 | 0,059 | Has equal variance |

Table 8 shows that Levene's test for the destination image variable yielded an F-value of 2.556 and a significance value of 0.059, which is greater than 0.05. This indicates that the assumption of homogeneity of variance in the data is met.

***ANOVA Hypothesis Testing***

This study used Analysis of Variance (ANOVA) to test the hypothesis to determine differences in destination image with different spatial distance and construal level factors.

Table 9. Main Effect Test Results

| Research Variables/Stimulation | *Destination Image* | | |
|---|---|---|---|
| | Mean | F | Sig. |
| *Construal Level* | | | |
| *Low* | 4,058 | 139,018 | 0,000 |
| *High* | 3,142 | | |
| *Spatial Distance* | | | |
| *Close* | 4,183 | 85,823 | 0,000 |
| *Far* | 3,017 | | |

Table 9 shows the results of the main effect analysis, displaying the significance values and different mean values for each variable. Based on Table 9, the results of the hypothesis testing in this study can be concluded:

**Results of Hypothesis 1 Test**

Based on the main effect ANOVA results for destination image with the construal level factor, the calculated F-value was 139.018 and was significant at 0.000 (sig = 0.000). The mean

value was 4.058 for low construal levels and 3.142 for high construal levels. This indicates that tourist destination advertisements with low construal levels will produce a more positive destination image compared to tourist destination advertisements with high construal levels. Based on the significance values and mean values, it can be concluded that Hypothesis 1 (H1) is accepted.

**Results of Hypothesis 2 Testing**

Based on the results of the main effects ANOVA for destination image with spatial distance as the factor, the calculated F-value was 85.823 and significant at 0.000 (sig = 0.000). The mean value was 4.183 for close and 3.017 for far. This indicates that tourist destination advertisements with close spatial distance will produce a more positive destination image than those with far spatial distance. Based on the significance and mean values, it can be concluded that Hypothesis 2 (H2) is accepted.

***The Relationship Between Construal Level and Destination Image***

Based on the ANOVA test, the results showed that hypothesis 1 was accepted. This indicates that construal level influences tourist destination advertising. Tourist destination advertisements that use a low construal level will produce a more positive or higher destination image. This occurs because the more detailed information available or provided by informants, the more information items can be evaluated by individuals. The abundance of information allows individuals to compare one piece of information with information obtained from other sources, resulting in a more positive evaluation. Zhang (2018) proved that an advertisement presented using technical terms, consumers tend to have a more positive evaluation of the advertisement and the agency presenting it. Technical terms themselves are actually examples of objects with a low construal level, which focuses on details and information with a more specific context. Tourist destination advertisements with a low construal level will trigger consumers to evaluate the tourist destination positively. DMOs that advertise destinations with low construal levels will trigger positive consumer attitudes. This hypothesis aligns with previous research on spatial distance conducted by Kim et al. (2016), which found that consumers or tourists will provide more positive evaluations when the information they have matches their construal level. Information with a low construal level will lead to more positive evaluations because it provides more information.

***Relationship between Spatial Distance and Destination Image***

Based on the ANOVA test, Hypothesis 2 was accepted. This indicates that spatial distance influences tourism destination advertising. Tourism destination advertising processed in the minds of consumers with a near spatial distance will produce a more positive or higher destination image. The farther the object being evaluated is from a person, the more general the person's evaluation of that object. This encourages abstract thinking. When the evaluation is more abstract, it will be negative. The opposite also applies (Kim et al., 2016). Concrete information has been shown to positively influence the evaluation of tourism destination advertising; information presented in technical terms tends to lead consumers to evaluate the advertisement positively (Zhang, 2014). Therefore, when the evaluation is more concrete or detailed, the image will be more positively influenced. The results of this hypothesis are also consistent with previous research on spatial distance conducted by Kim et al. (2016), who

found that consumers or tourists in conditions of near spatial distance provide more positive evaluations because they process more available information.

***Interaction Between Construal Level and Spatial Distance on Destination Image***

The ANOVA test found that Hypothesis 3 was accepted. This indicates an interaction effect between spatial distance and construal level on tourism destination advertising. Tourism destination advertising processed using close spatial distance and a low construal level produces a more positive or higher destination image.

This occurs because tourists or consumers perceive themselves as being close to an object and are provided with complete and adequate information. This information is used to evaluate and meet criteria, leading to a more positive attitude toward a particular object. Furthermore, this is supported by the existing spatial distance. Psychological proximity leads to a greater number of items being evaluated to build a positive image. With adequate information, consumers can evaluate information in greater detail, thus creating a more positive attitude. This forms a positive evaluation in consumers' minds. Conversely, when tourists or consumers are faced with conditions of far spatial distance, and advertisements with a high construal level (abstract or general), consumers will be encouraged to make general evaluations, making it increasingly difficult to achieve a positive attitude in the minds of tourists or consumers.

***The Influence of Destination Image on Visit Intention***

Based on the Macro PROCESS test, Hypothesis 4 was accepted. This indicates that consumer destination image has a positive effect on consumer visit intention. This can occur because consumers provide positive or negative assessments based on the evaluation of the information obtained. This aligns with previous research, which states that during the assessment process, consumers are free to provide positive or negative assessments of the relevant tourist destination, which will result in liking or disliking the product offered. Tourism products are personal experiences at a destination; first-time visitors have a biased image of the destination, and although returning visitors have a clearer image, some uncertainty also exists in their assessments. Therefore, destinations must develop an image that positions them appropriately in relation to competitors and helps them capture clients and create customer satisfaction and loyalty from subsequent travelers (Carballo et al., 2014).

## CONCLUSION

This study examined the effects of construal level and spatial distance in tourism destination advertising on destination image and visit intention in Indonesia, addressing key gaps in tourism marketing literature. The findings showed that advertisements using low construal levels—with concrete and detailed information—and close spatial distances—featuring immersive, first-person visuals—produced more positive destination images than abstract and distant presentations. A significant interaction effect revealed that combining low construal levels and close spatial distances enhanced destination image through improved processing fluency and message congruence, while destination image strongly influenced visit intention as a mediating factor. The results extend Construal Level Theory to emerging market tourism, suggesting that Indonesia’s collectivist culture and digital engagement favor concrete, visually immersive advertising strategies. For Destination Management Organizations promoting priority destinations, practical implications include focusing on specific, verifiable

details and congruent visual–verbal elements to strengthen promotional effectiveness. Future research should test these effects among international tourists, examine moderating factors such as familiarity and demographics, and explore the role of emerging technologies like virtual reality and augmented reality in shaping destination image and visit behavior.

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