



Psychological Drivers of Tourists' Storytelling for Sustainable Tourism: The Roles of Narcissism, Self-Esteem, Trust, and Reputation: A Case Study of National Park in Indonesia

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ABSTRACT

The focus of this research was to find out the determinants of tourists in terms of their intention toward visiting the Tanjung Puting National Park, Indonesia. Item questions for the questionnaire were created using a nonprobability convenience sample technique, which yielded 230 samples of tourists. The collected data were analysed using exploratory factor analysis and structural equation modelling. The results show that narcissism is found significant to influence destination trust, self-esteem, and destination reputation as all the proposed hypotheses are accepted. Added to this, the destination trust and reputation and self-esteem should influence visit intention and the Willingness for storytelling. Visit intention is business related, and it should directly influence Willingness for storytelling. These results also bring practical implications for a better understanding of the marketing of destinations, consumer behaviour, and management of Tanjung Puting National Park to fully benefit from and promote its potential. The research also helps achieve the United Nations' Sustainable Development Goals, particularly Goal 8: Decent Work and Economic Growth and Goal 12: Responsible Consumption and Production. These findings contribute to economic growth, based on an increase of destination reputation with sustainable tourism and ensuring that the natural resources are conserved alongside local community well-being.

Keywords: Consumer Behaviour, National Park Tourism, Sustainable Development Goals, Responsible Consumption and Production

JEL Classifications: D91, M31, Z32

1. INTRODUCTION

National Park tourism is a form of tourism that encompasses numerous activities within protected natural environments that work on harmonising recreation with conservation. As Buckley explains, tourism in national parks aids in the conservation of such places only when regulatory measures precede tourism growth, wherein mental health management and cultural aspects

are previously integrated into park management. Fidelus-Orzechowska et al. (2021) confirm the challenge that an increased number of tourists brings forward to the natural environment in terms of infrastructure, as it happens in Tatra National Park. Ghazvini et al. state that tourism in a National Park involves different activities, such as the use of facilities, accommodations, and services together with huge environmental impacts and concerns about sustainability. Hu et al. (2022) pay attention to

the attitude of local communities around Banff National Park, examining the tourism influence at different spatial scales. Ilyas et al. (2022) focus on sustainable National Park tourism, especially in Mount Rinjani National Park, by involving local communities, organisations, and the government in green tourism promotion. These studies all point out the importance of harmonious balance between robust regulatory frameworks, environmental sustainability, and active participation of local communities in ensuring that National Park tourism can become a viable option for the long-term.

Indeed, numerous studies have revealed that various factors impact tourists' intentions to visit national parks. Choirisa et al. (2021) staged an important role in the formation of destination image and tourist attitude through e-WOM, affecting visit intention with respect to Komodo National Park. Zhu et al. (2023) discuss how augmented reality can facilitate object-based and existential authenticity with exciting narrative transportation to increase visit intention. Maghrifani et al. (2022) underline escape factors, novelty-seeking motives, and positive destination imagery as some of the central drivers evincing interest in visiting national parks. According to Hausmann et al. (2020), an analysis of social media content shows that tourists' positive emotions and gratefulness towards natural beauty act as the major determinants in forming their visit intentions. Finally, Rhama (2020) comments on how raising awareness, improving accessibility, and better management of ecotourism set the basis for tourists' intentions to visit national parks. All the studies combined pointed out the complexity of the intention to visit, in which trust in information sources, technological enhancements, motivational factors, emotional links, and practical considerations interplay to shape tourists' decisions to visit national parks.

While scholars have primarily explored the factors that affect intentions to visit national parks, the truth remains that studies on internal factors regarding narcissism, destination trust, self-esteem, and destination reputation with respect to tourism at national parks are still very few. In addition, research measuring the factors impacting Willingness for storytelling is still scarce. It is, therefore, the objective of this research to establish how narcissism, destination trust, self-esteem, and destination reputation influence both visit intention and the willingness to tell stories. By answering these questions, this study aims to provide further explanation of how these internal factors form the decision-making process for tourists and subsequently tell their stories, hence an insight into destination management strategies and marketing in national park settings.

The predictor variables that need to be considered in this study are narcissism, destination trust, self-esteem, and destination reputation, all relevant to visit intention and the readiness to do storytelling for several reasons. For example, narcissism can drive how people travel and what they prefer. Those with high tendencies for narcissism may seek places that support positive feelings about themselves and afford opportunities for self-promotion. Destination trust is important in the light of tourists' confidence in the reliability and safety of the visited places, which has a strong bearing on intention to visit and

willingness to share their experiences in a positive word-of-mouth manner. Self-esteem may influence the perception and behaviour of people in an environment, so higher self-esteem would be hallmarked by a more enterprising and receptive interaction with a destination that leads to storytelling. The last factor is destination reputation, which provides a kind of baseline for perceptions and expectations fundamental in the tourists' decision to visit and the consequent stories told about its experience. Being able to make sense of the factors predicts a more subtle understanding of tourist behaviours and motivations, thus availing very important insights on how to manage and market national park destinations.

The tourism industry for Tanjung Puting National Park forms the bedrock of local economic development and conservation reasons. With its uniqueness in biodiversity and being among the first habitats of orangutans, the touristic dominance is achieved. Prihatmaja et al. (2020) emphasise that through management with collaboration on the ground from local communities, sustainable tourism can be promoted. According to Irawan et al. (2013), the potential for ecotourism within the park is sufficient, considering its rich biodiversity and relatively good accessibility. Asliyana et al. (2014) describe various activities to engage in, including boating, trekking, and wildlife viewing, that attract visitors for the local economy. Hidayat (2008) illustrates how ecotourism generates income and raises awareness of conservation with help from local initiatives and revenue-sharing models. Handayani and Rosy (2020) further exemplify that because of this focus on ecotourism, it offers unique natural experiences that help raise regional economic prospects. All these studies have demonstrated that well-managed tourism in Tanjung Puting National Park would improve visitor experiences but also support local livelihoods and conservation objectives.

2. LITERATURE REVIEW

2.1. Narcissism

Narcissism has been studied as an intricate and potent personality trait with major effects diverging in different settings. Narcissism, according to Suhud et al. (2023), borders on exaggerated claims of contributions by a person coupled with excessive confidence and pride with the element of egocentrism and lack of empathy. Sternisko et al. (2023) elaborate on this one more time, defining narcissism as including gradient egenerality of self-importance, the need for external validation, and a need for special treatment. According to Mahadevan and Jordan (2022), grandiose narcissism is recapitulated by intellectual arrogance conjoined with high self-confidence, while vulnerable narcissism reflects high sensitivity and insecurity. Li et al. (2023) pointed out that narcissism includes an inflated self-view and obsession with the affirmation of such a view, which is often associated with arrogance, superficial relationships, low empathy, and heightened political behaviour. Kalbuana et al. (2023) sound the fact that narcissism talks about extreme self-importance, exaggerated self-image, and persistent desires for admiration; they add it has the potential to drive unwise decisions and risky behaviours—for instance, tax avoidance strategies among CEOs.

2.2. Narcissism and Destination Trust

The impact of narcissism on trust in different contexts is quite complex and multi-dimensional. According to the authors, Fodor and Cur (2021), collective narcissism may exaggerate an illusion of enhanced trust among team members towards managers through the oversupply of image management strategies. This trust, however, rests on precarious ground in that it decreases where their perception is not met with corresponding performance from the team. Campagna et al. (2019) concluded that narcissistic leaders possess low trust meta-accuracy. To put it another way, they have a poor ability to perceive and interpret correctly social input from coworkers, which makes them overestimate the amount of trust employees have in them. This can have severe negative implications on team dynamics and any work relationship. Hart et al. (2021) discovered in their study that while the rivalry component of narcissism is positively related to gullibility, there is no association between it and trust in either benign authorities or strangers.

The admiration component in narcissism does not pertain to gullibility or even trust. However, it indicates less social awareness and more processing social information together with social skills. As Yao et al. (2019) claims, narcissistic leadership reduces employees' trust in leading people – in this case, causing tense work atmosphere, as a result it somehow hinders employees from expressing opinions. However, a high amount of trust can counteract the negative impact of this stress. Mohammad et al. (2021) mention that “the narcissistic individual views the world as very competitive and dangerous and has difficulties trusting others.” This lack of trust ruins social trust from being built for healthy and collaborative social exchange to occur. These studies suggest that temporary illusions of trust are created which are not long-lasting, it hampers the ability of leaders to exactly perceive trust, and generally encourages a competitive and distrusting attitude.

2.3. Narcissism and Self-Esteem

Although little research has been conducted regarding the role of narcissism and its relation to self-esteem within tourism studies, there have been relevant studies that reveal meaningful findings. Wu et al. (2022) ascertained aspects of narcissism influencing social entrepreneurial intention. As such, its NA dimension has a positive effect while its NR dimension negatively influences this intention. Woosnam et al. (2024) indicated that high levels of narcissism weaken emotional solidarity with tourists, where the residents who are too much into narcissism have a greater interest in self-promotion and seeking attention rather than establishing emotional connections and empathy. Siamagka (2023) contributed to this notion while saying that narcissism influences consumer-brand forgiveness intentions, with both admiration and rivalry increasing or lessening willingness to forgive a brand after a Transgression incarcerated event. Salehi and Rouhi (2023) indicated that narcissism exerts a negative significant impact on self-esteem to the narcissistic auditor who had the motive of seeking superiority or admiration in return by diminishing the motivation towards sharing knowledge. Potthoff and Schienle (2021) concluded from their study that NP and the relationship with self-esteem are positive, indicating that in general, people high in narcissism have higher self-esteem.

2.4. Narcissism and Destination Reputation

Research in this area is still nascent, yet the available literature gives valuable insights. Grapsas et al. (2020) expound on the dual nature of the impact of narcissism: short-term benefits include increased social status and appeal through self-promotion, while long-term disadvantages involve antagonistic behaviours that erode trust and reputation over time. According to Salehi and Rouhi (2023), there is a possible connection between narcissism and destructive conduct with the inability to empathise, often resulting in excessively negative reviews that harm destination reputation. Han (2020) provides an explanation wherein while the narcissistic traits of leadership are very important for reputation and may affect it either way, on one hand, by promoting self, hence visibility; on the other hand, too much narcissism can hurt credibility. Paramita et al. (2020) found that a good reputation might increase the likelihood of narcissistic behaviour due to the enhanced possibility for such individuals to engage in prosocial acts, such as donations, particularly towards very prestigious organisations. Winnicka-Wejs (2023) Emphasise how narcissistic managers create ideal self-images that damage an organisation's culture and long-term reputation.

2.5. Destination Trust

According to several scholars, destination trust is the belief that a tourist destination will reliably execute its promised functionality so it can create an expectation of health, safety, and satisfaction for visitors. Elbaz et al. (2023) explain that this trust rests on the reliability and credibility of services delivered at the destination, not only with respect to the behaviour of employees but also relative to the efficiency of procedures. Destination trust, according to Han et al. (2022), is defined as tourists' perceptions about competence, kindness, and credibility that a destination has, which greatly influences post-purchase behaviours. According to Hefny (2021), it is the role of trust in the local population's honesty, kindness, and competence that influences the intentions of revisiting by tourists. For Osadchuk et al. (2021), it is the integrity and transparency in service offerings required to foster trust and influence revisit. Finally, according to Sodawan and Hsu (2022), destination trust is built on perceptions regarding the reliability and credibility of important destination features that assure services will be reliable and risk-free.

2.6. Destination Trust and Visit Intention

Destination trust has been found to play a huge role in influencing tourists' revisit intentions and the general travel behaviour. In connection with this, Pramanandaa et al. (2022) have put forth that strong destination trust will have a high effect on intentions to revisit; this is especially important for the COVID-19 pandemic, where health protocols such as mask-wearing and hand sanitiser availability are quite crucial in ensuring minimal health risks can be adhered to effectively. Pujiastuti et al. (2020) further conclude that destination trust positively and significantly influences revisit intentions, indicating that trusted destinations show a higher rate of repeat visits. Rahman et al. (2022) tease out this relationship in the context of health tourism, where it is shown that some factors such as trust, reliability, and perception of soft issues moderate this link relating destination brand equity and revisit intentions. Rasoolimanesh et al. (2021) underline the positive effect of

destination trust on travel intentions, which is even more integral in the case of inexperienced visitors, and its role in recommending a place to others. Finally, using samples from Indonesia and Japan, Setiawan et al. (2021) confirm that destination trust also exerts a significant effect on visit intentions in these countries. Those findings all point to one thing: that destination trust is a pivot factor in repeats, fostering reliable travel behaviour, and generally enhancing the reputation of a destination.

2.7. Destination Trust and Willingness for Storytelling

While the relationship between destination trust and Willingness for storytelling has not been well explored, insights from related studies confirm the role of trust in influencing various behavioural intentions. For example, Baumgaertner et al. (2018) show how destination trust mediates the relation between political ideology and willingness to vaccinate, underlining the mediating role of trust in health information sources. According to Beldad and Hegner (2018), trust in fitness app developers has a very strong influence on users' perception of the utility of apps, which indirectly increases continued use intention. Algan et al. (2021) unravel that high trust in scientists is significantly related to high compliance with health measures and vaccination willingness, whereas trust in government has more modest effects. According to Wang and Chung (2023), trust in green food labels has a direct influence on consumer willingness to pay, with trust shaping positive attitudes that further strength this willingness. Zhu et al. (2008) state that trust in AR technology and content has a positive effect on the willingness of visitors to engage with and visit heritage sites.

2.8. Self-Esteem

Self-esteem has been viewed by several scholars as a multi-faceted construct that basically refers to the overall assessment of one's self-worth and value. Tus (2022) explained self-esteem to be an overall assessment or attitude in relation to oneself in the form of positive attitudes if the gap between ideal and perceived self-went narrow and negative on the other hand, which can be measured by such devices like Coopersmith Self-Esteem Inventory. According to Suhud et al. (2023), very simply, self-esteem is regarded as the subjective evaluation of personal worth; high self-esteem, on the other hand, unmistakably correlates with a positive image about the self and unworthiness. Rossi et al. (2020) contribute that self-esteem has its moorings in central resonant values located within specific social, relational, and cultural contexts, sealed by social approval and belonging. According to Pop et al. (2022), self-esteem originates from positive self-evaluation and favourable comparisons with others, while body satisfaction and self-image are variables that may influence it. Patterson and Balderas-Cejudo (2022) note that, in the context of spa and wellness tourism, self-esteem pertains to the motivation toward self-care, physical enhancement, and self-indulgence. These views, taken together, emphasise that self-esteem is indeed an interplay of complex assessments within a person due to internal factors and external social forces, effects of which play out in very significant ways across behaviours and motivations in most human contexts.

2.9. Self-Esteem and Visit Intention

Research on the effects of self-esteem on visit intention is still very scant, but prior studies indicate that it has a major effect

across different areas. Su et al. (2020) find that consumers' self-esteem significantly affects green purchase intentions, mediating the relation between the online visibility of virtual gifts and green purchasing. It is found, according to Khampirat (2020), that self-esteem indirectly affects the career intentions of students through its influence on resilience and a positive future orientation. This means that higher self-esteem will lead to stronger career aspirations. Ju et al. (2023) indicate how self-esteem will significantly affect intentions to visit destinations where sports teams' home games are held by relating this measure to nostalgia and pride. Significantly, Gultom and Oktaviani (2022) point out that self-esteem has a significant relation to the effect expected on students in terms of language proficiency. This underlines that it affects their academic performance, not intention. According to Gallitano and Berson (2018), low self-esteem means feeling worthless, while high self-esteem would be the protective factor to overcome life's difficulties.

2.10. Self-Esteem and Willingness for Storytelling

While the impact of self-esteem on the Willingness for storytelling has not been well explored, the past research in related fields acknowledges that it exerts a materially large effect on many forms of willingness and behaviour. You et al. (2020) demonstrate that an enhanced level of self-esteem by appreciation strategies shows a positive effect on customers' willingness to repurchase and recommend services after service failure. According to Bruhns et al. (2021), the greater the level of self-esteem among individuals, the more willing they are to engage in self-help applications. This means being open to intervention as a function of positive self-view. On the other hand, Cui et al. (2021) prove that self-esteem mediated the relationship between perceived social support and willingness towards seeking help in solving problems; thus, high self-esteem enhances proactive behaviour. According to Mead and Osselaer (2020), there is the indication that self-esteem drives consumer choice. Customers with high self-esteem will go for those "cool" options that improve their image. Kärchner et al. (2021) indicate that stable high self-esteem is a function of increased academic effort and performance.

2.11. Destination Reputation

Destination reputation is a major factor that shapes tourist perception and influences travel decisions. A few scholars have pointed out the following in this regard: Khalid et al. (2023) said in their study, the reputation of the destination is positive, it enhances tourist trust that would result in a preceding longer stay even after the crisis, whereas in case of a negative reputation, it drives the tourists away. Ibrahim et al. (2023) contend that destination reputation comes as an accumulation of perceptions and evaluation that different stakeholders, visitors, locals, and businesses have regarding the unique image portrayed in a destination. Kristanto et al. (2022) argue about destination reputation as unification attributes establishing a destination as formidable, attractive to visitors in comparison with others. Sangthong and Soonsan's (2023) study clearly showed the destination reputation influence on tourist behaviour and intention, mostly regarding those niche activities like diving. A good image calls for more operators and investments. Stacchini (2020) defines destination reputation as an aggregate of feelings, impressions, and cognitions shared by the public

and based on past experiences, hence underlining the relevance of homogeneous image and identity. These views underscore destination reputation as the basis of tourist trust and, thus, a source of attraction of investments to ensure growth in tourism.

2.12. Destination Reputation and Visit Intention

The reputation has a significant effect on the intention in many contexts, which several studies evidence. Weiss et al. (1999) consider that manufacturer reputation affects their intention to change sales organisation structure, for example, deciding on vertical integration or switching representatives. Dafoe et al. (2014) indicate that reputation and status inferences may affect leaders' or nation's intention during conflict, even though the processes are complex. Akbari et al. (2021) highlight the close link between reputation and revisit intention, indicating that the good reputation is likely to trigger repeat visits. Ali et al. (2021) introduce a link between corporate reputation and customer loyalty; hence this dimension may be associated with customer's intention, which remains blurred. According to Fatmawati and Fauzan (2021) and Madhavedi et al. (2025) corporate reputation influences customer intention by increasing trust and identification, which afterwards influences purchase intention and the premium willingness to pay. The basic argument that clearly comes out of these findings is the central role played by a reputation in shaping intentions regarding organisational decisions, conflict engagement, or even consumer behaviour—all pointing to the necessity of a strong, positive reputation influencing desired outcomes.

2.13. Destination Reputation and Willingness for Storytelling

Research on the Willingness for destination storytelling and the effect of destination reputation remains under-explored, but parallels can be drawn from related research that has been conducted on reputation in other contexts. Spee et al. (2022) show that social reputation acts as an important driver of willingness to pay for high-value art, a finding that might suggest people consider how their choices reflect on their standing in society. According to Khan et al. (2016), this reputation of the organisation instils a willingness to share knowledge in the minds of employees owing to elements of trust and respect. Gálvez-Sánchez et al. (2024) underscore that corporate or company reputation is significantly related to consumer's WTP, suggesting that a strong reputation builds consumers' trust and perceived value. Alcalde and Vial (2016) similarly find that it is the reputation of a firm which will make retirees willing to accept lower annuity payments in exchange for perceived security. Özhan et al. (2023) underline the positive relation between brand reputation and consumers' willingness to pay premium prices due to both quality perception and consumer loyalty. These findings suggest that having a positive destination reputation would enhance, in equal portion, tourists' willingness to engage in storytelling, since it builds trust, increases perceived value and social validation, and encourages tourists to share their experiences and promote the place to others.

2.14. Visit Intention

Discussions on visit intention or, more precisely, the intention to visit in various tourism contexts point to a whole array of different and at times complex factors impacting the formation of

an individual's intention to visit. According to Rousan (2024), the function that determines intention to visit, in the context of national parks, includes attitude towards the visit, subjective norms, and perceived behaviour control, measured by indicators such as willingness, plans, and efforts to visit a national park. Meanwhile, Liang and Lai (2023) point out that it could be the brand image of destination-related products—in this case, tea with a DO—having an effect on the overall destination image and finally enhancing the visit intention of people who have never been to the country. Zhu et al. (2023) have demonstrated that AR technology about heritage sites can enhance an intention to visit due to the engaging experience of narratives linking authenticity objects and existential authenticity with travel intentions. Baber and Baber (2023) apply the stimulus-organism-response model in analysing how social media marketing, e-reputation, and destination image influence visitation intention, showing these factors are very key to visiting a place. Lin et al. argue that the brand experience, mainly about the sensory and affective dimensions, might be what really makes tourists want to visit the destination. From these different views, one can establish that visit intention is conditioned by an interplay between emotional, brand perceptual, technological experiential, and social factors driving an individual's final choice in planning visits to the various tourism destinations.

2.15. Visit Intention and Willingness for Storytelling

Our research offers valuable insights into the link between the intention to visit and Willingness for storytelling. In fact, we can borrow from existing studies that examine consumer intentions and willingness to pay (WTP). For example, Schniederjans and Starkey (2014) established an extremely strong positive relationship between the intention to buy and WTP for green products. It implies that increased willingness to acquire is matched by increased willingness to pay a higher price. Toklu and Kucuk (2017) also established a positive link between the customers' purchase intention for green products and their willingness to pay a higher price. This generally underlines the role of environmental values in shaping consumer choices. Suhud et al. (2020) added to this stream of knowledge by finding that the customers' ethical purchase intentions and involvement with fashion significantly influence their willingness to pay more, which further proves that perceived value has a place of immense importance. Irfan et al. (2020) showed that WTP for renewable energy is strongly influenced by consumer intention, moderated by subjective norms and perceived behavioural control. Your expertise will come in handy in understanding and interpreting these findings correctly.

Similarly, Wong et al. (2020) examined the moderating role of health beliefs and demographic factors on the association between a stronger intention to be vaccinated against COVID-19 and a higher WTP. They suggested that each strong intention—buying environmentally friendly products, ethical goods, and vaccines—would likely be associated with a greater willingness to pay for or do something similar. It is likely to be similarly situated regarding the intention to visit in relation to the willingness to participate in tourism storytelling contexts. The findings contribute significantly not just by adding valuable insights to the literature on consumer behaviour but also by opening new avenues for research inquiry and exploration in this area.

The suggested research model, as indicated in Figure 1, reveals the relationships among various psychological and perceptual constructs that impact tourists' visit intentions to Taman Nasional Tanjung Puting. It is assumed that Narcissism influences destination trust (H_1), self-esteem (H_2), and destination reputation (H_3). destination trust has a direct influence on visit intention (H_4); self-esteem influences destination trust, visit intention, and storytelling intention. here, destination reputation influences self-esteem, while storytelling intention is influenced by H_8 and H_9 . in the final place, storytelling intention has a direct influence on visit intention, as stated in H_{10} . The proposed full model tries to explain how personal traits and perceptions of a destination interrelate with tourists' intentions to visit Taman Nasional Tanjung Puting, putting an emphasis on the mediating role of storytelling.

3. METHODS

3.1. Measures

The variables of the study were measured through indicators adapted from different prior studies. Narcissism has been measured according to Emmons (1984). Destination trust, in turn, was measured through indicators by Su et al. (2022) Self-esteem measurements were initially developed by Dobson et al. (1979) and further adapted by Rosenberg (2015). Destination reputation shall be assessed using indicators proposed by Artigas et al. (2015). The visit intention is formed based on the indicators adapted from former studies Su et al. (2022) and Kim et al. (2009). The Likert-type scale consisted of 6-point measurements per indicator, ranging from 1 = Strongly disagree to 6 = Strongly agree.

3.2. Data Analysis Methods

The numerical data in this study were analysed utilising four systematic procedures. Initially, the process of assessing validity was carried out through the utilisation of Exploratory Factor Analysis (EFA) utilising SPSS version 29. A valid indicator is defined as having a factor loading of 0.4 or greater (2016). Furthermore, the reliability of the data was assessed by calculating Cronbach's alpha values using SPSS version 29. A construct is considered reliable if its alpha score is 0.7 or above (2016). Furthermore, the Average Variance Extracted (AVE) test was performed, where a threshold value of 0.5 or above indicates satisfactory convergent validity (2016). Finally, the process of hypothesis testing was conducted utilising

Structural Equation Modelling (SEM) with AMOS version 29. A hypothesis is deemed valid if the critical ratio (CR) value is equal to or >1.96 (2016).

Both exploratory factor analysis (EFA) and structural equation modelling (SEM) investigations must satisfy the precise criteria specified in Table 1. In order for a model to be considered well-fitted, it must meet the following criteria: a probability value (p) between 0.05 and 1.00 as stated by Schermelleh-Engel et al. (2003), a chi-square/degree of freedom ratio (X^2/DF) between 0 and 2.00 according to Tabachnick et al. (2007), a Comparative Fit Index (CFI) between 0.95 and 1.00 as recommended by Hu and Bentler (1995), and a Root Mean Square Error of Approximation (RMSEA) between 0 and 0.05 based on the findings of Browne and Cudeck (1992). The stringent criteria included in this study guarantee the model's robustness and reliability, provide a solid basis for interpreting the data and drawing significant conclusions on the relationships between the variables being investigated.

4. RESULTS

4.1. Participants

The Table 2 illustrates the profile of the 230 respondents who were based on a convenience sample method and were requested to

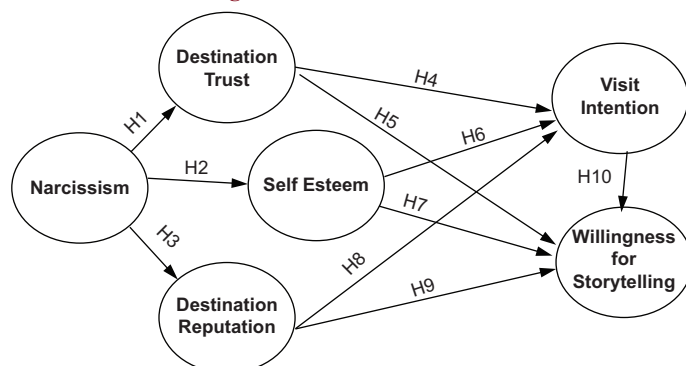
Table 1: Criteria of a fitted model

Criteria	Rule of thumb	Resources
Probability	$0.05 < P < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq \text{CMIN/DF} \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq \text{CFI} \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq \text{RMSEA} \leq 0.06$	Hu and Bentler (1999)

Table 2: Profile of participants

Profile	Frequency	Percent
Sex		
Male	65	28.3
Female	165	71.7
Level of Education Has Been Completed		
Less than high school	10	4.3
Diploma	43	18.7
Postgraduate	6	2.6
Undergraduate	36	15.7
High school	135	58.7
Group of Age		
>40	2	0.9
17-20	82	35.7
21-25	96	41.7
26-30	43	18.7
31-40	7	3.0
Occupational Status		
Employed	108	47.0
Unemployed	72	31.3
Self-employed	50	21.7
Marital Status		
Unmarried	158	68.7
Separated/	4	1.7
Married	68	29.6
Experience Visiting Tanjung Puting National Park		
No	33	14.3
Yes	197	85.7
Total	230	100.0

Figure 1: The research model



answer an online questionnaire. The sample comprised 65 males, accounting for 28.3% of the total, while females constituted 71.7% with 165 of them. On education, 4.3% have less than high school, 18.7% holding a diploma, 2.6% having postgraduate degrees, 15.7% holding a bachelor's degree, with the majority at 58.7% having completed high school. Most of the respondents are young adults: about 35.7% are between 17-20, whereas 41.7% come within the age bracket of 21-25; 18.7% fall within the ages of 26-30; 3.0% work in the age group from 31 to 40 years, and only a paltry 0.9% above the age of 40 years. This is further corroborated by employment status: of the sampled population, 47.0% are currently employed, while 31.3% have no job at all, and only 21.7% are self-employed. To the marital status question, 68.7% of the respondents were not married, whereas 1.7% were divorced or separated; the rest, 29.6%, were married. Further, some

questions asked about visiting Taman Nasional Tanjung Puting; the majority responded in the negative.

4.2. Data Validity, EVA, and Reliability Tests

The Table 3 presents the results of data validity and reliability tests using AVE in respect to various constructs at Taman Nasional Tanjung Puting. Items on Storytelling Intention have factor loadings of 0.896 to 0.917, with an AVE of 0.822 and Cronbach's Alpha of 0.964, thus indicating excellent reliability and convergent validity. Destination Reputation has factor loadings ranging between 0.923 and 0.931, with an AVE of 0.859 and a Cronbach's Alpha of 0.959. Thus, it is very strong in internal consistency and validity. Narcissism: The items have factor loadings between 0.794 and 0.941, with an AVE of 0.725 and a Cronbach's Alpha of 0.956. This indicates good reliability and validity, but a bit lower AVE.

Table 3: Results of data validity, EVA, and reliability tests

Codes	Variables and indicators	Factor loadings	AVE	Cronbach's alpha
	Storytelling Intention		0.822	0.964
Si1	Telling my experience visiting Tanjung Puting National Park will be informative.	0.917		
Si2	If I have the opportunity to visit Tanjung Puting National Park, I will tell my experience in great detail	0.915		
Si3	If I have the opportunity to visit Tanjung Puting National Park, I will tell my experience so that it can be understood by others.	0.909		
Si4	If I have the opportunity to visit Tanjung Puting National Park, I will tell my experience realistically	0.906		
Si5	Telling my experience of visiting Tanjung Puting National Park will be like giving knowledge to others.	0.906		
Si6	Telling my experience of visiting Tanjung Puting National Park will be fun.	0.900		
Si7	Telling my experience of visiting Tanjung Puting National Park will satisfy my intellectual needs	0.896		
	Destination Reputation		0.859	0.959
Dr1	The good reputation of Tanjung Puting National Park is supported by its history.	0.931		
Dr2	People speak very well of Tanjung Puting National Park.	0.929		
Dr3	People have great respect for Tanjung Puting National Park.	0.927		
Dr4	Tanjung Puting National Park has a very good reputation.	0.925		
Dr5	Tanjung Puting National Park has a better reputation than other national parks.	0.923		
	Narcissism		0.725	0.956
Na1	I enjoy being the centre of attention.	0.893		
Na2	I consider myself unique.	0.893		
Na3	Being the centre of attention suits me well.	0.875		
Na4	I have a natural ability to persuade others.	0.863		
Na5	I always know exactly what I'm doing.	0.861		
Na6	I would consider myself a strong person.	0.854		
Na7	I am assertive.	0.838		
Na8	Everyone keeps telling me I'm good, so I know I am good.	0.832		
Na9	I would be an amazing person.	0.803		
Na10	I enjoy compliments.	0.794		
	Self-Esteem		0.848	0.964
Se1	I consider myself worthy, at least on par with other people.	0.941		
Se2	Overall, I am happy with who I am.	0.937		
Se3	I believe I have many positive qualities.	0.931		
Se4	I, like most people, am capable of doing a variety of tasks.	0.919		
Se5	I have a good view of myself.	0.905		
Se6	I wish I had higher self-esteem.	0.893		
	Destination Trust		0.822	0.944
Dt1	I believe there are clear guidelines for travel services in Tanjung Puting National Park.	0.929		
Dt2	I hope the tourism service facilities in Tanjung Puting National Park are humane.	0.922		
Dt3	I believe there are clear travel management standards for Tanjung Puting National Park.	0.913		
Dt4	I believe there are clear travel management standards in Tanjung Puting National Park.	0.902		
Dt5	I hope the people of Tanjung Puting National Park will actively offer help when I am in trouble.	0.867		
	Visit Intention		0.898	0.961
Vi1	I believe that the people of Tanjung Puting National Park will try to understand my needs.	0.957		
Vi2	Visit Intention	0.952		
Vi3	I will try to visit Tanjung Puting National Park in the near future.	0.948		
Vi4	I am willing to visit Tanjung Puting National Park in the near future.	0.932		

Self-Esteem is characterised by factor loadings ranging from 0.893 to 0.941, with an AVE of 0.848 and a Cronbach's Alpha of 0.964, thus having high reliability and validity. Destination Trust has factor loadings ranging from 0.867 to 0.929, with an average variance extracted of 0.822 and a Cronbach's Alpha of 0.944, indicating excellent reliability and validity. Finally, visit intention has very high factor loadings of 0.932-0.957, an AVE of 0.898, and a Cronbach's Alpha of 0.961. This suggests extremely high reliability and convergent validity.

4.3. Hypotheses Tests

Figure 2 shows the structural model of the hypotheses tests, which depicts a good fit with the following metrics: a probability score of 0.075, thus the model is not significantly different from the observed data; a CMIN/DF score of 1.321, indicating good model fit relative to degrees of freedom; a Comparative Fit Index score of 0.995, which is well above the threshold value considered to be satisfactory, thus proving an excellent fit; and lastly, an RMSEA score of 0.037, further supporting evidence for a very good fit.

Specifically, based on the results shown in Table 4, hypotheses tests will significantly add value to the current literature by helping understand what influences visit intention to Tanjung Puting National Park. The model confirms the narcissism has a significant effect on destination trust, H_1 , self-esteem, H_2 , and reputation of the destination, H_3 , where all paths have a strong significance with C.R. values above 12 and P values of ***. Destination trust has a positive impact on visit intention, H_4 , with a C.R. With a C.R. of 2.729 and a $P=0.006$, this shows that the more one has trust in the destination, the more likely they are to intend to visit it. Destination reputation also impacts on visit intention with a C.R. of 3.073 and a $P=0.002$, suggesting an enhanced likelihood of visiting

in case of good reputation. So, self-esteem has a direct impact on visit intention with a C.R. of 2.199 and a $P=0.028$. Another important factor is the willingness to tell stories, influenced by destination trust, self-esteem, and destination reputation, which affects visit intention positively. The results therefore indicate that the dimensions of visit intention are manifold: trust, reputation, and self-esteem to having the disposition to share experiences have an impact on the tourists' decisions to visit Tanjung Puting National Park.

5. DISCUSSION

- The hypothesis H_1 , "narcissism has a positive influence on destination trust," is accepted, which was also the case in. This idea of acceptance is based on previous findings that narcissistic people want and seek to be admired or approved of; hence, they would have confidence in reputable and trustworthy locations. According to Fodor and Cur (2021), collective narcissism gives the illusion of trust within teams, analogically applicable in describing how destinations are perceived by narcissistic tourists. Campagna et al. (2019) reveal that such kinds of leaders overestimate the trust others have in them; therefore, on the same lines, it can be inferred that narcissistic tourists will overestimate the trustworthiness of a destination also. Hart et al. (2021) explain how admiration, a feature of narcissism, has a close link to the processing of positive social information that enhances destination trustworthiness. Hence, it is these traits that make narcissistic people hold more positive attitudes about destinations, thus strengthening the acceptance of this hypothesis.
- Hypothesis H_2 : Narcissism has a positive effect on self-esteem. These results are supported by the findings of Wu et al. (2022), Woosnam et al. (2024), and Siamagka (2023). The acceptance is based on the psychological relationship clearly documented between narcissism and self-esteem. On the grounds of its character features, overestimation of self-importance and the need for admiration for narcissistic individuals, they directly increase their self-esteem. Wu et al. (2022) found that a very high degree of self-esteem strongly correlates with narcissism because the latter is marked by powerful motives for self-confirmation and regard towards oneself in a positive light. Likewise, Woosnam et al. (2024) demonstrated that subjects who have high scores in narcissistic personality tend to reveal the enhancement of self-esteem as an outcome due to continuous self-preoccupation and an aspiring

Figure 2: Structural model of the hypotheses tests

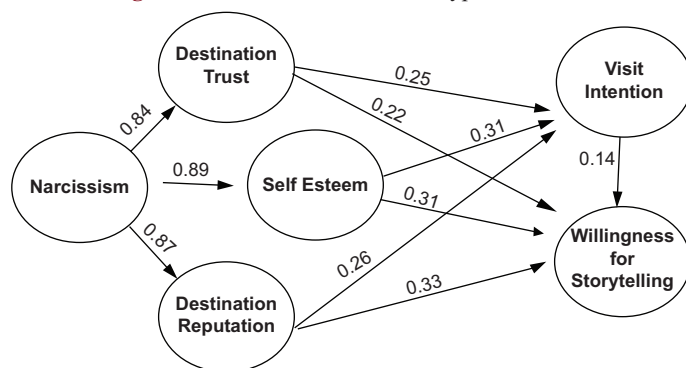


Table 4: Results of hypotheses tests

Hypotheses	Paths	C.R.	P	Results
H_1	Narcissism>Destination trust	12.851	***	Accepted
H_2	Narcissism>Self-esteem	13.593	***	Accepted
H_3	Narcissism>Destination reputation	13.201	***	Accepted
H_4	Destination trust>Visit intention	2.729	0.006	Accepted
H_5	Destination trust>Willingness for storytelling	4.584	***	Accepted
H_6	Self-esteem>Visit intention	2.199	0.028	Accepted
H_7	Self-esteem>Willingness for storytelling	3.550	***	Accepted
H_8	Destination reputation>Visit intention	3.073	0.002	Accepted
H_9	Destination reputation>Willingness for storytelling	4.498	***	Accepted
H_{10}	Visit intention>Willingness for storytelling	2.618	0.009	Accepted

reach for recognition. Siamagka (2023) further supports this by showing that narcissistic personality traits contribute to an enhanced view of self and elevated self-esteem. These findings clearly support the acceptance of H2 because narcissistic traits inherently raise an individual's self-esteem.

- The hypothesis H₃, which states that narcissism influences destination reputation, is accepted and follows the very findings from Grapsas et al. (2020), Saleh (2023), and Han (2020). This is understood since destinations are sought after by individuals with a narcissistic personality to mirror an image of self and enhance their social status. According to Grapsas et al. (2020), places associated with prestige, or which are well-esteemed increase a person's status in the eyes of others, hence individuals high in narcissistic traits prefer this destination. Saleh (2023), showed that narcissistic consumers have an increased tendency mainly to endorse and speak highly about destinations that enhance their status by talking highly about the destination thus raising its reputation. Han (2020) also found that due to the admiration motive, narcissists often visit and recommend those places that have positive reputations as such places associate with their motives of self-enhancement. In this regard, these findings accept H₃, which show that narcissistic traits support and enhance the reputation of a visited place.
- The hypothesis H₄, which states that destination trust positively influences visit intention, is accepted, consistent with the findings by Baumgaertner et al. (2018) and Beldad and Hegner (2018) and Algan et al. (2021). The acceptance is premised on the argument that trust in a destination enhances tourists' confidence and willingness to visit. Baumgaertner et al. (2018) demonstrated that trust in health information sources mediated the relationship between political ideology and willingness to vaccinate, showing that trust is a strong mediator for decision-making behaviours. In addition, Beldad and Hegner (2018) found that trust in the developers of a given fitness app influenced user perceptions of the utility of that application and affected intentions to continue using said app—emphasising how trust shapes behavioural intentions. Similarly, Algan et al. (2021) found that trust in scientists strongly increases the willingness of citizens to comply with health measures and vaccination, indicating that trust is a relevant determinant for integrations. Hence, the findings support the acceptance of H4 while proving that with a higher level of destination trust, there will be increased intentions to visit, as tourists will have more confidence and assurance in deciding to make a visit to Tanjung Puting National Park.
- The hypothesis H₅, “destination trust positively influences the Willingness for storytelling,” is accepted since it was also found by Primanandaa et al. (2022), Pujiastuti et al. (2020), and Rasoolimanesh et al. (2021). This is accepted in the sense that destination trust would provide positive experiences and feelings that, in the end, promote one to share stories. According to Primanandaa et al. (2022), it has been shown that the tourists' intentions of revisiting are highly influenced by destination trust, which significantly improves overall satisfaction and the willingness to popularise a destination. Pujiastuti et al. (2020) showed that trust has a positive and significant influence on revisit intentions; if tourists have more trust in a destination, they would be willing to recommend it to others. Similarly, Rasoolimanesh et al. (2021) pointed out the positive effect of destination trust on travel intentions and indicated that trust affects tourists' willingness to share their favourable experiences. Regarding these results, the acceptance of H5 is supported since when tourists have a higher destination trust, they are more willing to engage in storytelling to promote Tanjung Puting National Park through shared experiences.
- The hypothesis H₆, which posits that self-esteem positively influences visit intention, is accepted, aligning with the findings of Khampirat (2020), Ju et al. (2023), and Gultom and Oktaviani (2022). This acceptance is based on the understanding that individuals with higher self-esteem are more likely to engage in behaviours that reinforce their positive self-image, including travel intentions. Khampirat (2020) found that self-esteem indirectly influences career intentions through resilience and a positive future orientation, suggesting that self-esteem drives proactive and aspirational behaviours. Ju et al. (2023) demonstrated that self-esteem significantly impacts the intention to visit cities for sporting events, linking it to feelings of nostalgia and pride. Gultom and Oktaviani (2022) showed that self-esteem affects students' language proficiency and confidence, indicating that higher self-esteem encourages proactive engagement and goal setting. Therefore, the acceptance of H6 is supported by these findings, indicating that higher self-esteem enhances tourists' intentions to visit destinations like Tanjung Puting National Park by fostering a positive outlook and proactive behaviour.
- Thus, hypothesis H₇: “Self-esteem positively influences the willingness to conduct storytelling,” is accepted, thereby supporting You et al. (2020), Bruhns et al. (2021), and Cui et al. (2021). The acceptance is based on the understanding whereby people with higher self-esteem demonstrate higher confidence and a desire to share experiences or to do so. You et al. (2020) demonstrated that higher self-esteem, resulting from appreciation strategies, enhances the customers' willingness to repurchase and recommend services, therefore proving the relation between self-esteem and positive word-of-mouth behaviours. Bruhns et al. (2021) found that enhanced self-esteem increases users' willingness to spend time on self-help applications. In other words, an individual who views themselves more positively is also willing to take proactive sharing and engaging actions. Likewise, Cui et al. (2021) have proven that self-esteem acts as a mediator in the perceived social support-willingness to seek help and solve problems relationship. This goes on to show that individuals with higher self-esteem will be more likely to share their problems and seek support. These findings thus support the acceptance of H7: the higher the esteem, the greater the willingness of tourists to tell stories about their experience, increasing the word-of-mouth about Tanjung Puting National Park.
- The hypothesis H₈, which states that destination reputation has a positive effect on visit intention, is accepted, consistent with Weiss et al. (1999), Dafoe et al. (2014), and Akbari et al. (2021). This acceptance is premised on the basis that a positive reputation enhances tourists' intentions to visit a destination by building trust and perceived value. According to Weiss

et al. (1999), the reputation has a big impact on organisational intention and decisions; hence, a good reputation will have the element of motivating actions. In relation, Dafoe et al. (2014) showed that reputation or status guides decision-making in conflict situations through perceived credibility and respect that shapes intentions. The findings of Akbari et al. (2021) show that reputation is significantly linked to revisit intentions, meaning visitors are most likely to spend their holidays in places thought to have a good reputation. In line with these findings, the acceptance of H8, which states that an esteemed reputation plays a significant role in driving tourists' visit intentions to Tanjung Puting National Park through building trust and increasing perceived value in a destination, is supported.

- These results only support hypothesis H₉, which mentions that destination reputation positively influences the willingness for storytelling from the studies of Spee et al. (2022), Gálvez-Sánchez et al. (2024), and Alcalde and Vial (2016), among others, which is accepted. This, therefore, means that motivation is higher when there is a positive reputation, benefiting individuals to share more of their experiences. Spee et al. (2022), in the social market reputation, showed how willing individuals are to pay for high-value items; they placed value on the items they had and wished to create and promote worth-deserving options. All these studies Gálvez-Sánchez et al. (2024), confirm that good corporate reputation leads to a rise in firm consumer trust and willingness to pay; therefore, a good reputation motivates responsible consumer behaviour. Similarly, Alcalde and Vial (2016) demonstrated that a firm's reputation acts as a driver in influencing the desire of consumers to pay for perceived security, something that the destination has displayed. Therefore, these results further substantiate the acceptance of H9 by postulating that tourists are more likely to engage in storytelling about the destination when its reputation is positive, hence increasing the perception of its value and that of pride in enhancing the experiences passed down.
- It supports the hypothesis H₁₀: Visit intention positively influences Willingness for storytelling, consistent with the findings by Schniederjans and Starkey (2014), Suhud et al. (2020), and Irfan et al., 2020. This means that visitors who have a prior willingness to visit places are likely to share experiences of the visited places more and hence promote them through storytelling. Schniederjans and Starkey (2014), found that high intentions to be engaged in a particular activity are positively related to high willingness to share experiences that take place during such an activity. Suhud et al. (2020) revealed that visitors with more significant visit intentions tend to communicate through the process of telling stories as a way of showing their excitement and sharing such experiences with others. Irfan et al. (2020) also found that a higher intention to visit a destination increases willingness to share stories about said destination. This fact is understandable because everybody cannot wait to share their plans and experiences. From these findings, it is possible to accept H₁₀ because it is common for a person with high intentions to visit a place to be highly willing to tell stories about that place.

6. CONCLUSION

The factors that influence the intention of visiting Tanjung Puting National Park were tested in this study. The results indicate that all the proposed hypotheses were accepted, where narcissism significantly influences destination trust, self-esteem, and destination reputation. These findings suggest that individuals with higher levels of narcissistic traits are expected to build more destination trust, portray higher self-esteem, and show a better perception toward the destination image. The study also indicated that destination trust significantly enhances visit intention and readiness to tell stories about a tourist destination. This implies that if visitors trust a destination, they will probably try to visit it and share experiences with friends—a factor that might prove paramount in publicising the park.

Additionally, it had positive effects of self-esteem on visit intention and the Willingness for storytelling, reflecting the importance of individual self-perception in travel behaviour. At the same time, destination reputation showed a direct impact on visit intention and story-sharing willingness, thereby noting that having a good reputation might act as an impetus toward making tourist choices and enhancing their propensity to promote this place through storytelling. The visit intention having direct influence on Willingness for storytelling is finally what cements the interrelation between these factors. In general, these findings emphasise that building trust and a good reputation are the basic functions of destination management, which also leverage tourists' self-esteem in increasing visit intentions and storytelling willingness that will help promote Tanjung Puting National Park as a key travel destination.

These findings offer several theoretical contributions to tourism behaviour and destination marketing literature. First, it provides an extension regarding the role that narcissism plays in influencing destination-related perceptions and behaviours. Since this study investigates the influential effect of narcissism on trust in a destination, self-esteem, and destination reputation, it underlines the psychological dimensions defining travellers' assessments about a destination. It suggests that such narcissistic characteristics increase positive perceptions and engender trust in a destination, which influences visit intentions. This adds to the larger discussion of personality traits in tourism, offering a granular perspective on how the psychological predispositions of people come to bear on tourism behaviours.

The destination trust, reputation, and tourists' behavioural intentions are therefore linked in this study. The acceptance of hypotheses H₄ to H₁₀ serves as an indication of how strongly trust and reputation are controlled in the formation of not only visit intentions but also willingness to engage in storytelling. In its attempt to integrate these constructs within a unified model, this research thus puts forward both comprehensive and inclusive frameworks for explaining the routes through which trust and reputation influence tourism intentions and behaviours. This study can also add to the theoretical base in further research within the venue marketing aspect. For example, it can be expected that constructing trust and reputation would a certain extent drive

tourist engagement and promotional behaviours effectively. The findings related to the influence of self-esteem on visit intention and storytelling willingness add to the knowledge of internal, psychological factors of tourism decision-making.

The current study provides several important managerial insights for destination marketers and managers of Tanjung Puting National Park. First, the results highlight the building and maintenance of a trustworthy and reputable destination. Given that narcissism is found to have a positive effect on destination trust and reputation, marketing programs need to be directed toward creating and promoting the image of a trustworthy and reputable park. This may be in the form of positive reviews, testimonials from notable figures, and compelling information that points out some of the unique features it offers, together with reliable services. To enhance the park's reputation, the visitor experience should be consistent and of high quality to at least meet the expectations or even rise above all that has been marketed.

This research has further highlighted the role of self-esteem in forming tourists' visit intentions and willingness to engage in storytelling. Therefore, the managers should consider strategies that raise visitors' self-esteem through personalised experiences to make tourists feel special and valued. In this regard, the creation of visually appealing or memorable experiences which tourists would be proud to share on social media and other platforms makes it easier to encourage visitor reviews. Building a community around the park whereby visitors can share stories and experiences raises their connection to the destination, thereby maximising word-of-mouth. The results suggest how leveraging these identified psychological drivers can be utilised by destination managers when designing an effective marketing campaign for bringing in visitors and encouraging advocacy for Tanjung Puting National Park.

There are several limitations in this study that need declaration. First, the research only covers Tanjung Puting National Park; thus, generalisation of findings might not be possible in other destinations with different characteristics. Further studies can hence broaden this scope by involving several destinations with varying characteristics to establish whether the identified relationships hold in these different contexts. This also comes along with a few response biases that could be enhanced, such as the social desirability bias, where respondents over declare desirable behaviours or attitudes. The methods could be improved upon in future research through a mixed-methods design that combines self-report surveys with observational or behavioural data to offset some of these biases and give a more complete view of tourist intentions.

This research thus brings insight into the role of narcissism, self-esteem, destination trust, and reputation; it, however, does not take other probably influential factors into consideration that may be related to cultural background, prior travel experience, or attitude toward the environment. It is on all these additional variables that future studies would want to focus and increase this knowledge base with respect to what leads to visit intention and the willingness to tell a story. Longitudinal studies to this regard may be quite instrumental in trying to establish how these relationships

might vary with time, hence giving insights toward the long-term effects of trust and reputation on tourist behaviours. It is such addressing of the limitations that in the future, research can help cement present findings and ultimately provide a more nuanced and robust understanding of tourist intentions and behaviours.

As such, connecting this study into the United Nations' SDGs—Goal 8: Decent Work and Economic Growth, and Goal 12: Responsible Consumption and Production—the results would highlight the need for sustainable tourism practices. Understanding psychological drivers of tourists' intentions and behaviours would enable destination managers to make more focused and efficient marketing strategies that attract visitors but drive responsible tourism. Improved trust and reputation of the destination, based on quality, trustworthy, and sustainable tourist experiences, can contribute to the growth of Tanjung Puting National Park's economy while aligning tourism development with the goals of sustainability and conservation. This helps in attaining SDGs through tourism managed for local benefit, effective conservation of natural resources, and special experiences and learning for visitors.

7. ETHICAL STATEMENT

The study was approved by an ethical committee with ID: 1578/UN39.14/PT.01.05/XI/2025. Informed consent was obtained from all participants, and their privacy rights were strictly observed.

8. FUNDING

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