

The Moderating Roles Of Cultural Value On The Relationship Between Self Congruity And Destination Loyalty (Case Of Owabong Tourism Object)

Bernadus Ardan Rico Suyanto^{*1}, Pramono Hari Adi², Lusi Suwandari³

¹ Faculty of Economics and Business, Jenderal Soedirman University

² Faculty of Economics and Business, Jenderal Soedirman University

³ Faculty of Economics and Business, Jenderal Soedirman University

Abstract. This research aims to analyze self congruity towards destination loyalty which is moderated by cultural value on visitors to Owabong tourism object. To answer the research questions and hypothesis testing this research shared questionnaires to 100 respondents. As respondents in this research, visitors of Owabong tourism objects which selected by a simple random method. The results of the research will be analyzed by regression analysis tool to determine the effect of the variables tested. The results showed that self congruity had an effect on destination loyalty and cultural value to moderate self congruity towards destination loyalty. Based on these results, Owabong tourism managers are expected to pay more attention to the self congruity factor of tourists. Future researchs are suggested to develop research variables.

Keywords: self congruity, destination loyalty, cultural value.

1. INTRODUCTION

In addition to efforts to attract new tourists, destination marketers are also trying to make tourists who have ended their tourism destinations to visit again, so that consumers can be loyal. The number of loyal tourists towards a tourist destination will be very beneficial for the owner of the tourist destination. Tourists do everything they can so that tourists who visit their tourism destinations are expected to be loyal because customer loyalty is still considered to be important. Loyalty is the most important factor in playing a role in the course and success of the business (Stepchenkova and Mills, 2010). Because of the increasing competition and importance of loyal visitors, destination loyalty has become an important part of destination marketing and management research (Chen and Phou, 2013).

The loyalty of visitors is something that is important for the course of a tourism business, besides that customer loyalty can be a measure of the success of a business. The marketing manager of a tourist destination to understand tourist loyalty becomes important, and visitor loyalty is an important indicator of successful management (Wu, 2015). Customer loyalty is one of the most important drivers of the success of a business and is also one of the more important indicators of success because every business is significantly influenced by the level and degree of customer loyalty (Sun et al., 2013).

Destination loyalty can usually be seen by looking at the visit, if a repeat visit can be said that the tourist is loyal. Destination loyalty is the behavior of tourists who visit not only once but make repeated visits (Tellis, 1988). Destination loyalty can be interpreted as a factor that influences the progress of the tourism business. Destination loyalty has become a matter of great concern to many researchers as an important driving factor for the stability and progress of tourism businesses (Pechlaner et al., 2012; Vinh and Long, 2013; Kim et al., 2013).

* E-mail: ardanrs14@gmail.com

But there are still business people who do not understand the benefits of loyal customers so they do not understand the factors that influence destination loyalty.

Self congruity has an effect on pre-purchase behavior such as brand preference and choice; and post-purchase behavior such as consumer satisfaction, word-of-mouth communication and brand loyalty (Sirgy, 2018). Post-tour behavior such as tourist satisfaction with destinations, loyalty and commitment to destinations and Word of Mouth about destinations is a consequence of the role of self congruity in behavior (Sirgy, 2018). Self congruity plays an important role in consumer behavior both before making a purchase or after making a purchase.

In realizing destination loyalty of tourists in a tourist destination, there are many factors that influence destination loyalty. In the research of Ozdemir et al., 2012 there are several factors that influence destination loyalty or factors that can make consumers loyal to destinations, namely satisfaction, service quality, and self congruity. One of the most influential determinants of destination loyalty is satisfaction because of the significant impact on the intention to make a return visit and recommend to others (Ozdemir et al., 2012). Studies show that service quality and satisfaction can influence destination loyalty (Chi, 2011; Mason and Nassivera 2013). Sirgy and Su (2000) also observed and argued that self congruity can increase the likelihood of tourists visiting again self congruity can be a factor that encourages tourists to make return visits. In the field of tourism, self congruity is a driving factor for tourists to make return visits and give recommendations to others (Liu et al., 2012; Usakli & Baloglu, 2011). By buying a product that matches the concept, someone will feel perfect in themselves. Someone achieves self consistency by buying products that are considered similar to his own personal concepts (Graeff, 1996). Through products purchased and used, a person's image will be maintained or even strengthened (Aaker, 1997). According to the theory of self congruity, a person behaves by maintaining and strengthening their own concepts (Sirgy, 1985).

There have been many studies conducted related to the relationship between self congruity and destination loyalty. Some research that examine the relationship between self congruity to destination loyalty, such as research conducted by Liu et al. (2012) with the title "Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors", Kim and Kristin (2016) with the title "Effects of self-congruity and destination image on destination loyalty: the role of culture differences ", Kim and Thapa (2017) with the title " The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ ". From the three studies, the results show that self congruity has a positive effect on destination loyalty. Whereas from the research conducted by Liu et al. (2014) with the title "From Destination Image to Destination Loyalty: Evidence From Recreation Farms in Taiwan" obtained the results of self congruity does not have a positive impact on destination loyalty.

Based on the research that has been done related to self congruity towards destination loyalty, inconsistent results are obtained so that the researcher re-investigates the research and the researcher also adds cultural value as a moderating variable. Cultural value with self congruity can be said to have a close relationship where self congruity can represent cultural value. Self congruity can be interpreted as something that represents cultural values and beliefs (Aguirre-Rodriguez et al., 2012). Culture can influence someone in consumer decision making, cultural value can also help a person achieve certain social and economic goals. Culture can also be a determinant of many aspects of ethics, including ethical attitudes, decision making and behavior (Franke & Nadler, 2008; Ho et al., 2012; Linan et al., 2016). Cultural value can be very important if we look at how culture increasingly plays a role in cities to achieve certain social and economic goals (McCarthy et al., 2004).

Culture value is a factor that influences human thinking and behavior and gives the principles of how one must behave in a social environment, both at work and in their personal lives (North, 1990). In behaving in society, culture can be a guideline for someone to behave. Culture will influence a person's thoughts and behavior in acting within the community.

This research has two main objectives, namely the first to find out the relationship between self congruity and destination loyalty. The second is to explore the moderating effects of cultural value on the relationship of self congruity to destination loyalty. Based on the literature as a guideline for researchers in this research, researchers found a problem that is as follows: (1) Does self congruity affect destination loyalty? (2) Can cultural value moderate the relationship between self congruity and destination loyalty?

From the description above, the researcher is interested in conducting a research entitled "The Moderating Roles of The Relationship Between Self Congruity and Destination Loyalty (case of Owabong Tourism Object)".

2. LITERATURE REVIEW

2.1. Relationship between Actual Self Congruity and Destination Loyalty

Destination loyalty is the behavior of tourists who visit not only once but make repeated visits (Tellis, 1988). Destination Loyalty is defined as the best predictor after making the first visit (Chen and Chen, 2010). Destination loyalty is a return visit carried out by tourists whose purpose is to explore more (Iso-Ahola, 1982). Destination loyalty can be interpreted as a result of a collection of previous experiences (Gursoy et al., 2014). Liu et al. (2012) argue that destination loyalty is very important for building long-term success and can be seen as one of the most promising strategies in the tourism sector. Destination loyalty is the behavior of someone who is often considered identical to a repeat visit or return (Kuikka and Laukkanen, 2012).

Self congruity can be defined as the level of compatibility between destination image and tourist self image (Sirgy & Su, 2000). The theory of self congruity is the effect arising from the suitability of the self image with the product, brand, or store image, this occurs because of the interaction between the product and the user (Sirgy, 1985). Self congruity can be defined as a person's thoughts and feelings towards a product or brand (Sirgy, 1985; Usakli & Baloglu, 2011). Self congruity can be defined as an assumption that states that consumers choose products or services that they think are appropriate to themselves (Stern et al., 1977). Self congruity is a driving factor for tourists to revisit and recommend certain tourist destinations to others (Liu et al., 2012; Usakli & Baloglu, 2011). Self congruity is a factor that plays a very important role when someone will make a decision (Kressmann et al., 2006).

Self congruity is a factor that plays an important role in tourists ranging from pre-purchase to post-purchase. Self congruity has an effect on pre-purchase behavior such as brand preference and choice; and post-purchase behavior such as consumer satisfaction, word-of-mouth communication and brand loyalty (Sirgy, 2018). Post-tour behavior such as tourist satisfaction, loyalty and commitment to destinations and Word of Mouth regarding destinations is a consequence of the role of self congruity (Sirgy, 2018). Self congruity is one of the most important factors for understanding destination image and tourist decision making (Sirgy and Su, 2000). Self congruity has an influence on destination choice that comes from tourist needs to satisfy self consistency and self-esteem (Sirgy, 1982; Sirgy and Su, 2000). Kim and Thapa (2017) argue that self congruity is a factor that will influence destination evaluation during and after a visit. Once the role of self congruity is in the destination choice, during a visit or after a visit.

According to research conducted by Chyong-Ru Liu et al. (2012) with the title "Relationship between self congruity and destination loyalty: Differences between first-time and repeat visitors" with the results of self congruity have a significant effect on destination loyalty. According to research conducted by Woohyuk Kim et al. (2016) with the title "Effects of self-congruity and destination image loyalty: the role of cultural differences" with the results of self congruity have a significant effect on destination loyalty. Based on research conducted by Minseong Kim et al. (2017) with the title "The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ", the results show that self congruity has a positive effect on destination loyalty.

Based on the literature review above, the researcher proposed the following hypothesis:

H1: Self congruity is positively related to destination loyalty.

2.2. Cultural Value as a moderator

Cultural value in the meaning of anthropology is social values related to the relationship between people in society (Hoeven & Hitters, 2019). Cultural value is an explicit or implicit abstract belief in society that refers to what is good, right and desired (Schwartz, 1999). North (1990) defines culture value as a factor that influences human thinking and behavior and gives the principles of how one must behave in a social environment, both at work and in their personal lives. Culture from a marketing perspective is something that has a major impact on market behavior (Correia & Guillet, 2013; Quester et al., 2000). Cultural value is something that refers to the influence inherent in experiences that adds value to people's lives, for example such as joy, pleasure, emotional stimulation and meaning (McCarthy et al., 2004). Cultural value is defined as a collective style of thinking held by a group of people and where cultural value refers to a person's lifestyle or style of understanding the world (Hofstede, 1980).

Cultural value with self congruity can be said to have a close relationship where self congruity can represent cultural value. Self congruity can be interpreted as something that represents cultural values and beliefs (Aguirre-Rodriguez et al., 2012). Culture can be a factor that influences consumer decision making, cultural value is also an important factor in achieving certain social and economic goals. Culture can also be a determinant of many aspects of ethics, including ethical attitudes, decision making and behavior (Franke & Nadler, 2008; Ho et al., 2012; Linan et al., 2016). Cultural value can be very important if we look at how culture increasingly plays a role in cities to achieve certain social and economic goals (McCarthy et al., 2004).

Based on the literature review above, the researcher proposed the following hypothesis:

H2: cultural value strengthens the relationship between self congruity and destination loyalty.

The conceptual model in this research uses three interconnected constructs, namely self congruity, destination loyalty and cultural value as moderating variables.

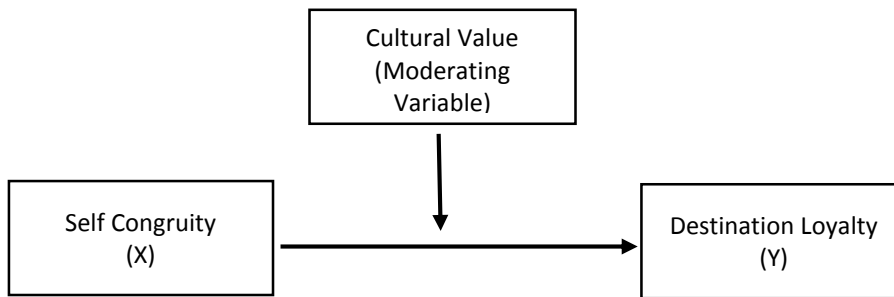


Figure 1. Research Model

3. RESEARCH METHOD

This research is causal research. Causal research is research that aims to determine the influence between variables (Suliyanto, 2005). By using a questionnaire to be distributed to respondents. The sampling technique used in this research was purposive sampling. Purposive sampling is a sampling method based on certain criteria (Suliyanto, 2005). In this research, researchers spread a number of 110 questionnaires as samples.

In measuring self congruity by using four items adapted from Liu et al. (2012), measurement of destination loyalty using four items that were adapted from Liu et al. (2012), while the measurement of cultural value uses three items adapted from Hoeven & Hitters (2019). All constructs were measured through multiple items that were developed and validated in previous studies. Each item is measured by a Likert scale of 5 points from (1) strongly disagreeing answers given a score of 1 to (5) answers strongly agree to be given a score of 5. In conducting data analysis, researchers used SPSS 21.00 and regression.

1.1. Operational Definition of Variables

Table 1. Operational definitions of variables

Variable	Operational Definitions of Variables	Limits	Indicator
Self Congruity (X1)	Thought and feeling arising from someone towards a product or brand	(Sirgy, 1985 ; Usakli & Baloglu, 2011)	1. Owabong is consistent with how I see myself. 2. I am quite similar to the image of Owabong. 3. Owabong is consistent with how I want to see myself. 4. I want to be considered similar to the image of Owabong. (Liu et al., 2012)
Destination Loyalty (Y)	One thing that can guarantee the success of a business in the long run.	Liu et al. (2012)	1. Intention to return. 2. Say positive things. 3. Recommend destinations to others. 4. Willing to pay more. (Liu et al., 2012)
Cultural Value	Factor that influences a person's thoughts and behavior in a	North (1990)	1. Intrinsic value. 2. Roles / contributions caused. 3. Talent development.

(Moderating Variable)	community environment.	(Hoeven & Hitters, 2019)
-----------------------	------------------------	--------------------------

4. RESULT AND DISCUSSION

4.1 Sample characteristics

In the research that has been done, more than half of the respondents are women with a total of 54% and the remaining male respondents are 46%. Respondents between the ages of 17 and 20 dominated more than 45%, while respondents aged between 21 and 24 were 32%, and the remaining respondents were over 24 years old at 23%. About 66% of respondents have visited Owabong between two and five visits, and for the remaining 34% have visited Owabong more than five visits.

4.2 Measurement model

The indicators used in the questionnaire have been tested for validity and reliability. The results of the validity test state that all indicators of the questionnaire are valid, because the Pearson Correlation value of all questionnaire indicators is greater than 0.1292 and the level of significance is less than equal to 0.05. While the results of reliability testing state that all indicators of the questionnaire are reliable, this is because the Alpha value of all questionnaire indicators is more than 0.1292.

4.3 Testing the hypothesis structural model

SPSS 21.00 is used to analyze the relationship of self congruity to destination loyalty and cultural value as a moderating variable. Based on data collected from 100 respondents, the following results were obtained:

Table 2. Results of Regression Analysis

Model	Unstandardized Coefficients B	t	Sig.
(Constant)	18,018	57,313	,000
Zscore: Self Congruity	,336	2,735	,007
Zscore: Cultural Value	,684	5,976	,000
Moderasi	,482	2,015	,047

From the table above it can be seen that the regression coefficient of the self congruity variable is 0.336 with t count of 2.735 greater than t table with df: α , n-k (0.05; 96) of 1.661 or the sig value. (0,000) less than 0.05 with a positive coefficient direction, it is concluded that the self congruity variable has a positive effect on destination loyalty. While for the cultural value variable regression coefficient of 0.684 with t count of 5.976 greater than t table with df: α , n-k (0.05; 96) of 1.661 or sig value. (0,000) smaller than 0.05 with the direction of a positive coefficient, it is concluded that the cultural value variable has a positive effect on destination loyalty. Furthermore for the regression coefficient moderation variable is 0.482 with t count of 2.015 greater than t table with df: α , n-k (0.05; 96) of 1.661 or sig value. (0,000) smaller than 0.05 with the direction of a positive coefficient, it can be concluded that the cultural value variable moderates the relationship of self congruity to destination loyalty. Based on these results, it is stated that H1 and H2 are supported.

4.4 Discussion

This research discusses the relationship of self congruity to destination loyalty and cultural value as a moderating variable. The results of the analysis show that there is a positive relationship between self congruity and destination loyalty. This is consistent with the results which state that self congruity has been found to have a positive influence on destination loyalty, thus indicating that the greater the match between how tourists see themselves and how they see a destination will have a positive impact on the greater the likelihood that a tourist visits repeated at a destination (Hung & Petrick, 2012; Wang & Wu, 2011). In addition, according to Beerli et al. (2007); Litvin and Goh (2002) also found that self congruity is very strong in predicting behavior of tourists. Owabong is a place for most people to fill vacation time, a means to develop swimming talent. In this research it was found that the closer the visitor's image with Owabong's image, the higher the level of visitor loyalty, this is consistent with the statement from Sirgy (1985), where the compatibility between self image and product image will help customers develop a positive attitude towards the product. which further motivates buying behavior.

The next result obtained in this research is that cultural value moderates the relationship between self congruity and destination loyalty. This is consistent with the following statement, cultural value has long been recognized as a factor that significantly influences consumer behavior by influencing satisfaction a consumer receives from the purchase and use of goods and services (Roth, 1995; Walsh et al., 2014).

5. IMPLICATIONS

The main thing that needs to be a concern for Owabong managers is self congruity, Owabong managers are expected to give more attention to the factors of self congruity because it has been proven from the results obtained that self congruity can affect destination loyalty. Conformity between Owabong's image and visitor's image has been proven from the results that have been obtained that will increase loyalty. From this, the manager of Owabong must be able to ensure that visitors can enjoy the vehicle in Owabong in accordance with the image of the visitor so that it is more likely to create a match between Owabong's image and the visitor's image which will increase Owabong's level of visitor loyalty.

In addition, the manager of Owabong must also be able to design an attractive marketing strategy so that visitors will share their experiences with others and recommend them, in accordance with statements from Fakeye and Crompton (1991) which state that a strategy should increase tourist willingness to recommend destination to others. Owabong's manager must be able to present a very interesting vehicle that will even provide a unique experience for visitors that visitors will not get to other attractions and can only be felt in Owabong so that they can fulfill their self image, which in turn will increase the intention of tourists to visit back to Owabong.

REFERENCE

- Aaker, J. L. 1997. Dimensions of brand personality. *Journal of Marketing Research*. 34(3). 347–356.
- Aguirre-Rodriguez, A., Bosnjak, M., dan Sirgy, J. 2012. Moderators of the self-congruity effect on consumer decisionmaking: A meta-analysis. *Journal of Business Research*. 65. 1179–1188.

- Beerli, A., Meneses, G.D., dan Gil, S. M. 2007. Self-congruity and destination choice. *Annals of Tourism Research*. 34(3):571–587.
- Chen, C. F., dan Chen, F. S. 2010. Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*. 31(1):29–35.
- Chen, C. F., dan Phou, S. 2013. A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*. 36. 269–278.
- Chi, C. G. 2011. Destination loyalty formation and travelers' demographic characteristics: A multiple group analysis approach. *Journal of Hospitality and Tourism Research*. 35(2):191–212.
- Correia, A., dan Guillet, B. 2013. Tourism destination marketing – Tourists and places: A cross cultural research agenda. *Anatolia: An International Journal of Tourism & Hospitality Research*. 24(1). 1–4.
- Fakeye, P.C., dan Crompton, J.L. 1991. Image differences between prospective, first-time, and repeat visitors to the Lower Rio Grande Valley. *Journal of Travel Research*. 30(2). 10–15.
- Franke, G. R., dan Nadler, S. S. 2008. "Culture, economic development, and national ethical attitudes". *Journal of Business Research*. Vol. 61 No. 3. pp. 254-264.
- Graeff, T. R. 1996. Image congruence effects on product evaluations: The role of self-monitoring and public/private consumption. *Psychology and Marketing*. 13(5). 481–499.
- Gursoy, D. S., Chen, J., & Chi, C.G. 2014. Theoretical examination of destination loyalty formation. *International Journal of Contemporary Hospitality Management* 26(5): 809–827.
- Ho, F. N., Wang, H. M. D., dan Vitell, S. J. 2012. "A global analysis of corporate social performance: the effects of cultural and geographic environments". *Journal of Business Ethics*. Vol. 107 No. 4. pp. 423-433.
- Hoeven, A. v. d., dan Erik, H. 2019. The social and cultural values of live music: Sustaining urban live music Ecologies. *Cities*.
- Hofstede, G. 1980. *Culture's Consequences: International Differences in Work-Related Issues*. Sage. California. pp. 122-8.
- Hung, K., dan Petrick, J. 2012. Testing the effects of congruity, travel constraints, and self-efficacy on travel intentions: An alternative decision-making model. *Tourism Management*. 33. 855–867.
- Iso-Ahola, S. 1982. Toward a social psychology theory of tourism motivation, *Annals of Tourism Research* Vol. 12 No. 2 pp. 256-262.
- Kim, M., dan Brijesh, T. 2017. The influence of self-congruity, perceived value, and satisfaction on destination loyalty: a case study of the Korean DMZ. *Journal of Heritage Tourism*.

- Kim, S., Holland, S., & Han, H. 2013. A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: a case study of Orlando. *International Journal of Tourism Research* Vol. 15 No. 1:313–328.
- Kim, W., & Kristin, M. 2016. Effects of self-congruity and destination image on destination loyalty: the role of cultural differences. *An International Journal of Tourism and Hospitality Research*.
- Kressmann, F., Sirgy, M.J., Herrmann, A., Huber, F., Huber, S., dan Lee, D, J. 2006. Direct and indirect effects of self-image congruence on brandloyalty. *Journal of BusinessResearch*. 59(9):955–964.
- Kuikka, A., dan Laukkanen, T. 2012. Brand loyalty and the role of hedonic value. *Journal of Product & Brand Management*. 21(7):529–537.
- Liñán, F., Moriano, J.A., dan Jaén, I. 2016. “Individualism and entrepreneurship: does the pattern depend on the social context?”. *International Small Business Journal*. Vol. 34 No. 6. pp. 760-776.
- Litvin, S,W., dan Goh, H, K. 2002. Self-imagecongruity:Avalidtourismtheory?. *Tourism Management*. 23(1). 81–83.
- Liu, C, R., Lin, W, R., dan Wang, Y, C. 2012. Relationship between self-congruity and destination loyalty: Differences between first-time and repeat visitors. *Journal of Destination Marketing & Management*. 118–123.
- Liu, C, R., Wei, R, L., dan Yao, C, W. 2012. From Destination Image to Destination Loyalty: Evidence From Recreation Farms in Taiwan. *Journal of China Tourism Research*.
- Mason, M, C., & Nassivera, F. 2013. A conceptualization of therelationships between quality, satisfaction, behavioralintention, and awareness of a festival. *Journal of HospitalityMarketing & Management* 22(2):162–182.
- McCarthy, F., Ondaatje, E. H., Zakaras, L., & Brooks, A. 2004. *Gifts of the muse: Reframing the debate about the benefits of the arts*. Santa Monica. CA: Rand Corporation.
- North, D, C. 1990. *Institutions, Institutional Change, and Economic Performance*. Cambridge University Press. Cambridge.
- Ozdemir, B., Aksu, A., Ehtiyar, R., Cizel, B., Cizel, R,B., dan Icigen, E,T. 2012. Relationships among tourist profile, satisfaction anddestination loyalty: Examining empirical evidences in Antalya region of Turkey. *Journal of Hospitality Marketing & Management*. 21:506–540.
- Pechlaner, H., Pichler, S., dan Herntrei, M. 2012. From mobility space towards experience space: implications for the competitiveness of destinations, *Tourism Review*. Vol. 67 No. 2:34-44.
- Quester, P., Karunaratna, A., & Goh, L. 2000. Self congruity and product evaluation: A cross cultural study. *Journal of Consumer Marketing*. 17. 525–535.

- Roth, M, S. 1995. The effects of culture and socioeconomics on the performance of global brand image strategies. *Journal of Marketing Research*. 32. 163–175.
- Schwartz, S.H. 1999. “A theory of cultural values and some implications for work”, *Applied Psychology*. Vol. 48 No. 1. pp. 23-47.
- Sirgy, M, J. 1982. Self-Concept In Consumer Behavior: A Critical Review. *Journal of Consumer Research*. (pre-1986) 9(3):287.
- Sirgy, M, J. 1985. Using self-congruity and ideal congruity to predict purchase motivation. *Journal of Business Research*. 13:195–206.
- Sirgy, M, J. 2018. Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*. 28:2. 197-207.
- Sirgy, M, J., and Su, C. 2000. Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*. 38(4):340–352.
- Stepchenkova, S., dan Mills, J, E. 2010. “Destination image: a meta-analysis of 2000-2007 research”. *Journal of Hospitality Marketing and Management*. Vol. 19 No. 6. Pp. 575-609.
- Stern, B, L., Bush, R, F., dan Hair, J, F. 1977. The Self Image/Store Image Matching Process - An Empirical Test. *The Journal of Business* 50(1):63-69.
- Suliyanto. 2005. *Metode Riset Bisnis*. Yogyakarta : Andi.
- Sun, A., Chi, C.G., dan Xu, H. 2013. “Developing destination loyalty: the case of Hainan Island, China”. *Annals of Tourism Research*. Vol. 43 No. 1. pp. 547-577.
- Tellis, G, J. 1988. Advertising exposure, loyalty, and brand purchase: A two stage model of choice. *Journal of Marketing Research*. 25(2):134–144.
- Usakli, A., dan Baloglu, S. (2011). Brand personality of tourist destinations: An application of self-congruity theory. *Tourism Management*. 32 : 114–127.
- Vinh, N., dan Long, N. 2013. The relationship among expectation, satisfaction and loyalty of international visitor to Hanoi, Vietnam. *Journal of global management*. Vol. 5 No. 1:30-43.
- Walsh, G., Shiu, E., dan Hassan, L. 2014. Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*. 67. 260–267.
- Wang, C., dan Wu, L. 2011. Reference effects on revisit intention: Involvement as a moderator. *Journal of Travel & Tourism Marketing*. 28. 817–827.
- Wu, C, W. 2015. Destination loyalty modeling of the global tourism. *Journal of Business Research*.