

# The Influence of Destination Image on Loyalty to Rural Tourism Destinations Mediated by Tourist Satisfaction: Study in Banyumas Regency

Solehan<sup>1\*</sup>, Refius Pradipta Setyanto<sup>2</sup>, Rahab<sup>3</sup>

<sup>1\*</sup>Jenderal Soedirman University, frenzzlehan123@gmail.com, Indonesia

<sup>2</sup>Jenderal Soedirman University, refisetyanto@gmail.com, Indonesia

<sup>3</sup>Jenderal Soedirman University, rahab@unsoed.ac.id, Indonesia

\*corresponding author

---

## ABSTRACT

This research aims to analyze the influence of *Destination image* on *Destination loyalty* which is mediated by *Tourist satisfaction*. This research is quantitative research. The sampling technique uses the Roscoe formula. The sample in this study was 70 people who had visited rural *Tourism destinations* in Banyumas district. Data analysis uses the SPSS application with regression analysis techniques, classical assumption tests, validity and reliability analysis, and Sobel tests. The research results show that *Destination image* has a positive effect on *Tourist satisfaction*, *Destination image* has a positive effect on *Destination loyalty*, *Tourist satisfaction* can mediate the relationship between *Destination image* and *Destination loyalty*.

**Keywords:** *Destination image, tourist satisfaction, destination loyalty.*

---

## 1. Introduction

Rural tourist destinations, characterized by serene natural views, authentic cultural experiences and an escape from the hustle and bustle of the city, are gaining increasing attention among tourists looking for a unique and tranquil holiday. These destinations often rely on their distinctive rural image to attract visitors. Understanding the role of destination image in shaping tourist satisfaction and loyalty is crucial for sustainable rural tourism development. Rural tourism destinations represent part of the wider tourism industry, where tourists seek immersive experiences in rural environments.

These destinations often highlight features such as beautiful views, local traditions, artisanal products and outdoor activities to attract tourists seeking respite from city life. Overall, this image can be influenced by marketing efforts, word of mouth recommendations, and depictions in the media. Destination image describes the total impression that tourists feel from a destination (Beerli and Martin, 2004) and is associated with decision making, destination choice, subsequent evaluation, and future intentions (Baloglu and McCleary, 1999; Echtner and Ritchie, 1991). Other questions Destination image Echtner and Ritchie (2003) sort tourist destination attributes into a scale ranging from psychological to functional. Previously, Echtner and Ritchie

(1991) proposed that attributes be divided into: attributes related to specific regional characteristics (friendliness of the population, beauty of the village and area) and attributes related to infrastructure and entertainment. More specifically, attributes have been classified into cognitive (knowledge) and affective (feelings), some authors have added unique attributes (Qu et al., 2011) referring to a single characteristic. Cognitive images precede affective images (Beerli and Martin, 2004). Persuasive messages attempt to change behavior (Stiff and Mongeau, 2003) and, therefore, impact motivation (Wood, 1982).

Tourist satisfaction with rural tourist destinations is closely related to the alignment of tourists' expectations with their actual experiences while there. Positive rural tourism experiences often involve encountering pristine nature, engaging with local culture, and enjoying the serenity and authenticity of the destination. A number of studies on consumer behavior have considered customer satisfaction as an important factor because customers' verbal evaluation of a product reflects the potential for business success (Oliver, 1980). Similarly stated by Chi and Qu (2008, p.624) "customer satisfaction is always considered an important business goal because it is assumed that satisfied customers will buy more." Furthermore, if tourists are satisfied with a destination, they tend to show a high level of loyalty to that destination (Koo, 2003).

Destination loyalty in rural tourism is related to tourists' intention to revisit the same rural destination or recommend it to others. Building loyalty is especially important for rural tourist destinations, as this can contribute to sustainable development in the region by encouraging repeat visits and positive word of mouth. One of the most effective marketing strategies that has been widely used in most businesses (including the tourism industry) is building customer loyalty to increase the number of repeat customers (Oppermann, 2000; Yoon and Uysal, 2005). In the context of tourism, the concept of customer loyalty can be referred to as "destination loyalty". In particular, tourism can be considered as a product (or destination) that can be resold (reviewed) and recommended to others (Yoon and Uysal, 2005).

The interaction between destination image, tourist satisfaction, and destination loyalty in rural tourism destinations is a multifaceted and growing field of research. Although various studies have explored these concepts in the context of urban and general tourism destinations, the dynamics may differ significantly in rural areas. Rural tourism destinations often face unique challenges related to accessibility, infrastructure, and conservation, which can influence how destination image, satisfaction, and loyalty are expressed. Research (Youlduk Jeong and Sukkyu Kim, 2019) identified several limitations that need to be addressed in future research. The research findings may not be applicable to other Asian tourism destinations due to the unique characteristics of Gyeongju City (South Korea). Therefore, similar research should be conducted in other tourist destinations to allow generalization of the findings.

Based on this background phenomenon and also based on previous research, the researcher will conduct research with the title "**The Influence of Destination Image on Loyalty to Rural Tourist Destinations Mediated by Tourist Satisfaction: Study in Banyumas Regency**".

## **2. Literature Review**

### *2.1 Destination Image*

Definitions of destination image have been put forward by many authors since the early work of Boulding (1956) and Martineau (1958), who stated that human behavior is susceptible to perceived image rather than objective reality. A destination image can be seen as a compilation of beliefs, ideas, expectations and impressions accumulated as a result of an individual's evaluation of attributes at a destination (Crompton, 1979; Dichter, 1985; Kim and Richardson, 2003). Recent

researchers seem to agree that destination image has two main components, namely cognitive and affective image (Greaves and Skinner, 2010). Cognitive image represents the beliefs or knowledge that tourists have about the characteristics and attributes of a destination (Govers et al., 2007; Pike and Ryan, 2004; Zhang et al., 2014), while affective image refers to the feelings or emotional responses that arise. While cognitive image represents the information or beliefs an individual has towards a goal (Baloglu, 1999), affective image represents the individual's emotions or feelings towards the goal (Chen and Uysal, 2002; Kim and Richardson, 2003). based on a goal (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999). Therefore, an overall picture can be built by combining these two factors (Frías et al., 2008). Several efforts have been made to address the relationship between event quality and destination image. For example, Bulan et al. (2011) examined the theoretical relationship between event quality at international sporting events and destination image, and argued that perceptions of event quality, particularly intangible factors, contribute to the formation of a positive destination image. Moon et al. (2013) examined the relationship between event quality, perceived value and behavioral intentions, and confirmed event quality was associated with destination image. Similarly, Tosun et al. (2015) show that destination service quality has a positive and significant effect on the perception of the destination's affective image. Therefore, these results raise the idea of the relationship between destination image and tourist satisfaction.

## *2.2 Tourist Satisfaction*

Customer satisfaction has been widely explored and defined in various ways over the past four decades (Anisimova, 2013; Cho, 2017; Coban, 2012; Hussain, 2016; Liang and Zhang, 2012; Tuu and Olsen, 2013; Tontini et al., 2017 ; Weng and Run, 2013). One of the most widely cited definitions is “satisfaction is the extent to which a person believes that an experience evokes positive feelings” (Rust and Oliver, 1994). Barsky (1992) and Oliver (1980) view customer satisfaction as the result of a comparison between expectations and the performance of a product or service, which in practice represents “disconfirmation theory” (Oliver, 1981). According to this theory, if a customer considers performance to be higher than his expectations, then he has a high level of satisfaction. Most empirical studies in the marketing and tourism literature focus on the positive relationship between expectations and satisfaction (Wang et al., 2009). Bosque et al. (2006) concluded that expectations influence tourist satisfaction, which can be described as the result of a comprehensive evaluation of the quality of destination performance, for example the services received, the quality of natural scenery, and overall feelings about the destination (Coban, 2012; Kozak, 2003). A large body of literature is dedicated to the positive relationship between service quality and satisfaction (Kasiri et al., 2017; Kassim and Asiah Abdullah, 2010). Oliver (1981, p. 27) defines satisfaction as “the psychological state that results when emotions surrounding disconfirmed expectations are combined with the consumer's previous feelings about the consumption experience.” Therefore, tourist satisfaction requires a match between pre-trip expectations and post-trip experiences (Chen and Chen, 2010). Empirical evidence reveals that satisfaction is a strong indicator of tourist loyalty and the likelihood that tourists will revisit the destination (Chi and Qu, 2008). Moreover, satisfied tourists tend to recommend this destination to others (Su et al., 2014). Considering the direct impacts reported in existing research, destination image is expected to have a positive impact on tourist satisfaction.

## *2.3 Destination Loyalty*

Efforts to study brand and consumer loyalty date back more than 50 years (Oppermann, 2000). The study of brand loyalty is believed to originate from the research of Copeland (1923), where loyalty was referred to as “brand insistence” (Jacoby and Chestnut, 1978). Next, researchers explored definitions and constructs and tried to measure loyalty (Gursoy et al., 2014). A review conducted by Jacoby and Chestnut (1978) mentions a number of approaches to the definition of loyalty and what is meant by loyalty in the broad field of consumer behavior. Oliver (1999, p.34) views loyalty as “a deeply held commitment to consistently repurchase or re-subscribe a preferred product/service, resulting in purchasing the same brand or series of brands despite situational influences and different marketing efforts. done. rapid switching behavior.” The recognition that good relationships between managers and customers contribute to the development of customer loyalty (Dick and Basu, 1994; Oliver, 1999), resulted in the recognition that the study of loyalty should be intensified. Loyalty to a tourist destination has been recognized as the most significant factor in the stable growth of a destination (Stepchenkova and Mills, 2010). In relation to tourism literature, destination loyalty refers to tourists' intention to revisit the same destination, and their intention to recommend the destination to their friends/relatives (Toyama and Yamada, 2012). In several studies, destination loyalty is divided into attitudinal and behavioral loyalty (Zhang and Mao, 2012). Behavioral loyalty is based on actual customer behavior or the consequences of customer behavior (Lee, Graefe and Burns, 2007), and as such, reflects the likelihood of repeat visits. Attitudinal loyalty has emerged as an important concept in understanding consumer psychological phenomena (Oppermann, 2000), and concerns tourists' positive attitudes towards a destination, for example the intention to recommend the destination to others (Pritchard and Howard, 1997). However, considering behavioral or attitudinal loyalty may not accurately reflect destination loyalty (Chen and Gursoy, 2001), and a combination of the two may provide the most accurate and comprehensive estimate of destination loyalty (Oppermann, 2000). For this reason, we suggest that destination loyalty should be developed and measured by integrating behavioral and attitudinal loyalty assessments.

Based on this definition, it can be concluded that POS is the extent to which employees feel organizational support for their contribution to the organization and the organization's concern for employee welfare which will influence employee support for their organization (Godfrey, 2010).

Hypothesis:

#### *2.4 Positive relationship between destination image and tourist satisfaction*

Evidence also supports a positive relationship between destination image and satisfaction (Assaker et al., 2011). Wang and Hsu (2010) proposed an integrative model that describes the relationship between destination image, satisfaction, and behavioral intention and the realized destination image is closely related to satisfaction. Prayag and Ryan (2012) explored the relationship between destination image, place attachment, personal involvement, visitor satisfaction and loyalty and confirmed that a more positive destination image results in higher levels of visitor satisfaction. Chiu et al. (2016) investigated the influence of destination image and tourist satisfaction on loyalty in a case study of Chinese tourists in Korea, and showed that destination image was the main antecedent of satisfaction. Therefore, we put forward the following hypothesis regarding the impact of destination image on tourist satisfaction:

***H1: Destination image has a positive effect on tourist satisfaction***

#### *2.5 Positive relationship between Destination image and Destination loyalty*

If a tourist has a positive impression of a destination, he or she will likely revisit it or recommend it to others (Zhang et al., 2014). Many efforts have been made to address the relationship between destination image and loyalty. Coban (2012) provides evidence that supports the relationship between destination image, satisfaction and loyalty and underlines that destination image leads to loyalty. Jamaludin et al. (2012) explored the relationship between destination image, tourist satisfaction, and destination loyalty using travel motivation and information sources, and showed that destination image is an important determinant of destination loyalty. A similar relationship was also seen in a recent study conducted by Folgado-Fernández et al. (2017), who developed a model of the influence of tourists' culinary experiences at Spanish gastronomic festivals on destination image, and the contribution of these events to destination and event loyalty, and showed that destination image is the main antecedent of destination loyalty. Based on the empirical perspectives described in the literature, we postulate:

***H2: Destination image has a positive effect on destination loyalty***

*2.6 Positive relationship between tourist satisfaction and destination loyalty*

A number of studies support the notion that satisfaction and loyalty are closely related (Song et al., 2012). Gursoy et al. (2014) proposed a conceptual model that analyzes the antecedents of destination loyalty and presented evidence that the relationship between satisfaction and destination loyalty is positive and significant. As we have seen, Chiu et al. (2016) tested the influence of destination image and tourist satisfaction on the loyalty of Chinese tourists in Korea, and showed the influence of satisfaction on this loyalty. Wu (2016) tested a theoretical model containing destination image, consumer travel experience, satisfaction and destination loyalty in the tourism context and found that satisfaction is more likely to build destination loyalty. Therefore, we propose:

***H3: Tourist satisfaction has a positive effect on destination loyalty***

*2.7 Tourist satisfaction mediates the relationship between Destination image and Destination loyalty*

With regard to the mediating effect of tourist satisfaction on the relationship between destination image and destination loyalty, previous research shows that destination image influences destination loyalty (Coban, 2012; Folgado-Fernández et al., 2017; Jamaludin et al., 2012). The indirect influence of destination image on destination loyalty through tourist satisfaction can be explained by Chi and Qu (2008), who show that destination image influences satisfaction which in turn influences loyalty. Thus, it can be concluded that tourist satisfaction mediates the relationship between destination image and destination loyalty.

***H4 : Tourist satisfaction mediates the relationship between authenticity and destination image and destination loyalty***

### **3. Research Methodology**

#### *3.1 Types of research*

This research is quantitative research. According to Sugiyono (2021), it is defined as a research method based on the philosophy of positivism, used to research certain populations or samples, data collection using research instruments, statistical quantitative data analysis, with the aim of testing predetermined hypotheses. The research object used in this research is rural tourism destinations in Banyumas Regency

#### *3.2 Population, Sample and Sampling Technique*

The population in this study were people who had visited rural tourism destinations in Banyumas district. The type of data used in this research is primary data. The data collection

method used was a closed questionnaire distributed online. After the questionnaires have been collected, the completeness of the questionnaire results will be known and then analyzed using SPSS with regression analysis techniques, classical assumption tests, validity and reliability analysis, and sobel tests. A total of 70 questionnaires were completed for analysis. The sample consisted of 23 men (32.9%) women 47 (67.1%), Age < 25 Years 46 (65.7%) > 26 - 35 Years 21 (30%) > 36 – 45 Years 4 ( 5.7%), Last education Elementary school 2(2.9%) Middle school 3 (4.3%) High school 32 (45.7%) College 34 (48.6%), Agricultural work 1 (1.4% ) trade 7 (10%) students 10 (14.3%) self-employed 14 (20%) others 41 (58.6%).

### 3.3 Measurement

This researcher used a Likert scale to measure the variables Destination Image, Tourist Satisfaction and Destination Loyalty based on relevant literature. Destination image is measured using 3 indicators developed by (Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999). Tourist satisfaction is measured using 3 indicators. Destination loyalty is measured using 6 indicators.

## 4. Results

### 4.1 Validity test

A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure (Ghozali, 2016). Based on the SPSS output results, it can be seen that the calculated r value for each statement item or question in the variables Destination image, Tourist satisfaction and destination loyalty are all declared valid because the Pearson Correlation value is at least 0.311 so that it meets the validity requirements with the calculated R value > R table, with df N-k (70-2) it is known that the R table value is 0.1982.

### 4.2 Reliability Test

According to Ghozali (2016), a questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time. A construct or variable is declared reliable if it provides a Cronbach Alpha value > 0.60.

**Reliability Test Results**

No	Variabel	Crobanch's Alpha	Keterangan
1	<i>Destination image</i>	0,809	Reliabel
2	<i>Tourist satisfaction</i>	0,778	Reliabel
3	<i>Destination loyalty</i>	0,800	Reliabel

Based on the table above, it can be seen that the Cronbach's Alpha value for each variable is greater than 0.60, indicating that the indicators used in the statement for each variable are declared reliable.

### 4.3 Normality test

In this study, the residual normality test was used using the Kolmogorov-Smirnof (K-S) test. A data is said to be normal if Sig.  $\geq \alpha = 0.05$ . Based on the results of the normality test carried out by researchers, it is known that the significance value shows 0.010. The significance value is  $0.010 > 0.05$ . Thus, it can be concluded that the circulating data is normal and the regression model is suitable for use in further analysis.

### 4.4 Heteroscedasticity Test

A good regression model is one where heteroscedasticity does not occur (Ghozali, 2016). To determine heteroscedasticity, you can use the Glejser test. Based on the output of data tests that

have been carried out by researchers, it is known that in the regression model there are no symptoms of heteroscedasticity because the sig value of the destination image variable is  $0.143 > 0.05$  and the sig of the tourist satisfaction variable is  $0.092 > 0.05$ .

#### 4.5 Multicollinearity

Detecting symptoms of multicollinearity in the research model can be seen from the tolerance value or Variance Inflation Factor (VIF) value. The tolerance limit is  $> 0.10$  and the VIF limit is  $< 10.00$  so it can be concluded that there is no multicollinearity between the independent variables. Based on the output of data tests that have been carried out by researchers, it is known that the VIF (Variance Inflation Factor) value for the number of destination image variables is 1.234 and tourist satisfaction is 1.234, so all variables have a VIF value smaller than 10, which means that the regression model formed does not have multicollinear symptoms.

#### 4.6 Partial Influence Test (*t* test)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.463	.921		.503	.617
	Citra Destinasi	.791	.198	.436	3.993	.000

a. Dependent Variable: Kepuasan Wisatawan

Based on the results of the regression test between the destination image variable and tourist satisfaction, a sig value of  $0.00 < 0.05$  was obtained, so it can be concluded that there is a significant relationship between destination image and tourist satisfaction. With a regression coefficient value of 0.791 and a positive value, it can be concluded that the relationship between the two variables is positive. So the first hypothesis is accepted.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.677	.955		1.756	.084
	Citra Destinasi	.539	.205	.303	2.623	.011

a. Dependent Variable: Loyalitas Destinasi

Based on the results of the regression test between the destination image variable and destination loyalty, a sig value of  $0.01 < 0.05$  was obtained, so it can be concluded that there is a significant relationship between destination image and destination loyalty. With a regression

coefficient value of 0.539 and a positive value, it can be concluded that the relationship between the two variables is positive. So the second hypothesis is accepted.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.316		2.331	.023
	Loyalitas Destinasi	.813	.075	.796	10.840	.000

a. Dependent Variable: Kepuasan Wisatawan

Based on the results of the regression test between the destination loyalty variable and tourist satisfaction, a sig value of  $0.00 < 0.05$  was obtained, so it can be concluded that there is a significant relationship between destination loyalty and tourist satisfaction. With a regression coefficient value of 0.813 and a positive value, it can be concluded that the relationship between the two variables is positive. So the third hypothesis is accepted.

**4.7 Mediation Test**

The Sobel test is an analytical tool to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. This test measurement can be seen from a Z value greater than 1.96 (with a confidence level of 95 percent). This shows that the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.463	.921		.503	.617
	Citra Destinasi	.791	.198	.436	3.993	.000

a. Dependent Variable: Kepuasan Wisatawan

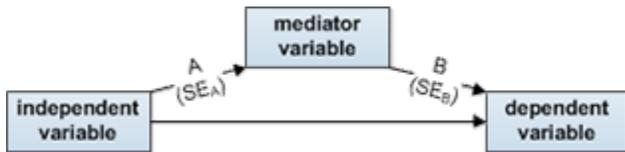
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.306	.610		2.139	.036
	Citra Destinasi	-.096	.146	-.054	-.659	.512

Kepuasan Wisatawan	.803	.080	.819	10.003	.000
--------------------	------	------	------	--------	------

a. Dependent Variable: Loyalitas Destinasi

To test the significance of the indirect effect, the z value of the ab coefficient is calculated using a Sobel calculator as follows:



A: .

B: .

SEA: .

SEB: .

**Sobel test statistic:3.71176870**

**One-tailed probability:0.00010291**

**Two-tailed probability:0.00020582**

$$S_{ab} = \sqrt{b^2sa^2} + \sqrt{a^2sb^2} + \sqrt{sa^2sb^2}$$

$$S_{ab} = \sqrt{0,803} \sqrt{0,198} + \sqrt{0,791} \sqrt{0,080} + \sqrt{0,198} \sqrt{0,080}$$

$$Z = 3,711$$

Based on the Sobel test results above. shows that the calculated Z value is 3.711>1.96. This means that tourist satisfaction is a variable that mediates destination image on destination loyalty, or in other words, destination image has an indirect effect on destination loyalty through tourist satisfaction.

## 5. Discussion

### 5.1 The Influence of Destination Image on Tourist Satisfaction

The research results show that there is a positive and significant influence between destination image and tourist satisfaction. This is a relevant and important finding in the tourism industry. These findings can be the basis for more effective development strategies in promoting and managing tourist destinations, with the aim of increasing tourist satisfaction and encouraging tourism growth.

### 5.2 The influence of destination image on destination loyalty

The research results show that there is a positive and significant influence between destination image and destination loyalty. This underlines the importance of understanding, maintaining and building a positive image of a destination, because it can have a direct impact on tourist loyalty and the sustainability of the destination's tourism.

### 5.3 *The Influence of Tourist Satisfaction on Destination Loyalty*

The research results show that there is a positive and significant influence between tourist satisfaction and destination loyalty. These results indicate that efforts to increase tourist satisfaction are a valuable investment for tourist destinations. Increasing tourist satisfaction can be a strategic step to maintain and increase visitor loyalty, which will ultimately support the growth of tourism and the local economy of the destination.

### 5.4 *Tourist satisfaction mediates the relationship between destination image and destination loyalty*

The results show that tourist satisfaction mediates the relationship between destination image and destination loyalty, emphasizing the importance of understanding the role of satisfaction in this relationship. This provides a deeper understanding of how a positive destination image contributes to tourist loyalty through the mediation of satisfaction. This knowledge can be used to design more effective strategies to maintain and increase visitor loyalty, which ultimately supports the tourism growth of the destination.

## 6. Conclusion

In conclusion, research shows that destination image has a positive and significant impact on tourist satisfaction and destination loyalty. Destination image influences tourist satisfaction with rural tourism destinations. Apart from that, tourist satisfaction has also been proven to be an important factor influencing destination loyalty. Furthermore, the research results show that tourist satisfaction mediates the relationship between destination image and destination loyalty. Thus, the results of this research provide important insights for the tourism industry. Improving destination image, ensuring tourist satisfaction, and understanding the mediating role of satisfaction in the relationship with loyalty can help destinations achieve long-term success and sustainability in the tourism industry.

## References

- Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 106-123.
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940-960.
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940- 960.
- Su, L., Huang, Y., & Hsu, M. (2018). Unraveling the impact of destination reputation on place attachment and behavior outcomes among Chinese urban tourists. *Journal of hospitality and tourism insights*, 1(4), 290-308.
- Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 106-123.
- Mataveli, M., & Gil, A. J. (2018). Loyalty to rural tourism in Brazil: The moderating effect of the purchase frequency. In *Applying partial least squares in tourism and hospitality research* (pp. 109-127). Emerald Publishing Limited.

Govindarajo, N. S., & Khen, M. H. S. (2020). Effect of service quality on visitor satisfaction, destination image and destination loyalty—practical, theoretical and policy implications to avitourism. *International Journal of Culture, Tourism and Hospitality Research*, 14(1), 83-101.

Silaban, P. H., Silalahi, A. D. K., & Octoyuda, E. THE INFLUENCE OF AUTHENTICITY ON TOURIST SATISFACTION IN LAKE TOBA INDONESIA: A MEASUREMENT OF TOURISTS' SATISFACTION IN LAKE TOBA TOURISM MEDIATED BY INVOLVEMENT, DESTINATION IMAGE, AND PERCEIVED VALUE.