

Analysis of Tourist Loyalty and Satisfaction Based on Destination Image of Sustainable Tourism in West Java

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ABSTRACT

Sustainable tourism is not only an actualization of the resort hotel's understanding of the wishes of tourists who have attitudes and behavior oriented toward sustainability. Sustainable tourism is a form of responsibility towards the world. This research aims to analyze Loyalty and Tourist Satisfaction changes based on the Destination Image of Sustainable Tourism in West Java. Research through causal studies with causal hypothesis testing. The research approach uses a casual study with a randomly selected sample of 240 in sustainable tourism locations in West Java both online and offline. The results of the study show that tourists feel and realize positive impressions that are known through travel experiences affect satisfaction and loyalty. Tourist groups who have personal value preferences on sustainability have a loyal attitude towards service providers and are willing to advocate for efforts to ensure sustainability if possible facilitated by the provider. Destination image affects the level of loyalty either directly or through satisfaction. The theoretical implication is the importance of customer value preferences as a basis for the development of sustainable tourist destinations. The practical implication is that providers must understand tourist imagery processing as a complex process determining loyalty to sustainability.

Keywords: Destination Image, Satisfaction, Loyalty Sustainability Tourism, Village, Information Process



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INTRODUCTION

Understanding tourist loyalty as a process takes much work. The decision-making process and tourist behavior referred to the steps and thought processes individuals go through when deciding to travel and participating in activities while on vacation. Understanding the decision-making process and behavior of tourists is important for destinations looking to attract and retain visitors and businesses that provide travel-related services.

One theory that can explain the decision-making process in behavior is information processing theory (Alcántara-Pilar et al., 2017). The complexity of the choice of tourist destinations can be

explained based on the mechanism of the information management process which is taken into consideration by consumers, and for some, and is "built" during the selection process (Aliperti & Cruz, 2019; Tomaž & Walanchalee, 2020). It is suggested that information determines the choices of tourists, although there are interaction dynamics in travel decisions (Mirehie et al., 2021). Regarding information processing theory, Kim (2019) explains two categories in processing: discursive processing such as verbal retrieval, cognitive responding, and verbal coding) and imagery processing. Along with the development of Strategic brand management and various advertisements, research attention has shifted to the role of imagery processing.

However, along with the various choices of tourist destinations, too much information and individual characteristics, the choice of tourist destinations becomes challenging to understand, especially in sustainable tourist destinations. The processing of this information involves sensory experiences and multisensory dimensions. Decision making connects several concepts and mental structures of tourists based on the processed information as an imagery process. Information processing affects the affective response to stimuli and the behavior of tourists.

One of the critical behaviors of tourists is loyalty. Providers are interested in having loyal tourists, especially in sustainable destinations. Tourists are the prominent supporters of the development of tourist destinations as well as being a factor causing sustainable tourist destinations not to materialize. Almeida-Santana and Moreno-Gil (2018) argue that tourism sustainability is a long-term agenda that requires the support of stakeholders, including tourists. Shen et al. (2020) explains that tourist behavior is essential to sustainable tourism. Most of the negative impacts of tourism result from inappropriate tourist behavior, which does not behave in an environmentally friendly way (Juvan & Dolnicar, 2014). Han (2021) and Youn et al. (2020) suggest that despite considerable efforts to apply and expand existing theories in social/environmental psychology, long discussions about the loyalty of tourists to sustainable tourism related to tourism still need to be stronger.

Loyalty is influenced by the satisfaction of tourists (Rasoolimanesh et al., 2020; Suhartanto et al., 2018) and image in tourist destinations (Chiu et al., 2016; Kanwel et al., 2019; Le & Le, 2020; Lu et al., 2020). However, in contrast to the previous, Ginanjar and Hurriyati (2019) stated that tourist satisfaction has no effect on loyalty. This is because tourists are always trying to find new experiences in traveling. Ginanjar and Hurriyati (2019) emphasized, refers to Ernest (1947) emotions and psychology which are sometimes irrational affect consumer behavior. Almeida-Santana and Moreno-Gil (2018) argue that the overall image of a tourist destination influences loyalty. However, it is explained that there are differences between the determinants of each type of loyalty: affective, cognitive and conative (intention to visit). Understanding of destination image can predict tourist loyalty but destination image and tourist loyalty are multi-dimensional constructs and the impact of destination image on tourist loyalty is a complex phenomenon (Zhang et al., 2014).

There need to be more consistent research findings showing the effect of image and satisfaction on loyalty. Some studies show a strong correlation between the two, while others find a weak or no correlation. The effect of satisfaction on loyalty can vary depending on the industry, type of product or service, customer demographics, and other factors. Further research is needed to better understand the complex relationship between satisfaction and loyalty.

Based on these gaps, this study seeks to explain the process of forming loyalty through images on tourist destinations and satisfaction based on the perspective of information processing and experiences of tourists. Information processing theory suggests that consumers form images and experience satisfaction and loyalty based on their subjective evaluation of product or brand attributes and characteristics.

The results of the research fill in the gaps regarding the process of forming tourist loyalty from the perspective of information processing theory. The research results can be used as a conceptual framework for understanding tourists' loyalty behavior based on the information acquisition process

experienced by tourists. The aim of the research is to analyze changes in Loyalty and Satisfaction of Tourists based on Destination Image of Sustainable Tourism in West Java visiting sustainable tourist destinations in West Java.

LITERATURE REVIEW

Destination Image

A sustainable destination tourism image is of concern to both practitioners and academics. The image of a sustainable tourist spot is based on awareness and ethical responsibility for the environment, such as climate change or unemployment. Development and maintenance of a sustainable brand equity portfolio as an activity in Strategic brand management (Elliott et al., 2015; Keller, 2013). Strategic brand management continues to develop, including integration with the concept of sustainability as a form of responsibility and the moral integrity of environmental ethics. Sustainable Strategic Brand Management is a conceptual framework that becomes a reference for strategic and operational activities. Referring to Customer based brand equity tourism destination (CBBETD) and the diversity of tourists, tourism destination branding is multi-dimensional. Tran et al. (2021) explain destination brand image as an information node that connects the meaning of tourist destination brands in tourists' memories.

Brand image integration with tourism and sustainability produces a concept that shows concern for environmental issues. Sustainable destination branding is defined as a process used for identity and personality development based on sustainable principles. Vinh and Nga (2015) suggest that the application of the concept involves four components: destination brand awareness (destination brand salience), destination perceived quality, destination brand image, and destination brand loyalty.

Satisfaction

A comparison of the two main factors, namely customer perceptions of the essential service they receive (perceived service) with expected service as satisfaction (Nayebpour & Bokaei, 2019; Oliver, 2014; Parasuraman et al., 1990). According to the cognitive approach, consumers evaluate services by comparing performance according to expected standards as a concept indicating satisfaction (Agyeiwaah et al., 2016). Overall assessment of products and services in a destination (Lee & Xue, 2020; Mohammed & Rashid, 2018; Shahijan et al., 2018; Wang et al., 2016). The conceptualization of customer satisfaction forms the overall assessment process of the perceived inconsistency between customer expectations and actual consumption (Han et al., 2019). Customers prefer positive disconfirmation than a negative disconfirmation paradigm to determine satisfaction. Traveler satisfaction is usually defined as the level of satisfaction associated with various aspects of the experience given by the tourist destination (Martín et al., 2019).

Loyalty

Loyalty tourism is an important topic that has been discussed in the literature. The conceptualization of loyalty has adopted three main approaches: behavioral, attitudinal, and approaches that integrate attitudes and behavior (Rundle-Thiele, 2005). Customer loyalty as a repeat purchase, positive word of mouth along with recommendations (Frias et al., 2020; Isaac & Eid, 2019; Patwardhan et al., 2020; Zeithaml et al., 1996). Definition of destination loyalty based on tourism literature; attitude, behavior and composite loyalty (Zhang et al., 2014). According to the Kumar and Kaushik (2017) demonstrated the concept of tourist loyalty related to intention, commitment and identification with providers to buy more and recommend products, increasing resistance to switching.

Hypothesis

The perception of a tourist destination's image determines the satisfaction of tourists, which in turn influences future return visits (Lee & Xue, 2020). The image of a tourist destination as a series of impressions or perceptions of a tourist destination plays a vital role in tourists' decisions (Wang et al., 2016). Destination image has an influence on loyalty both directly and through tourist satisfaction. Destination loyalty is seen as the foundation of brand equity for tourism destinations, which determines the competitiveness of destinations (Krishna & Schwarz, 2014; Lv & McCabe,

2020). Loyalty is determined by destination image (Pratt & Sparks, 2014). According to Deb (2021) explains that destination positioning plays a vital role in developing destination loyalty among tourists. Kumar and Kaushik (2017) argue that brand identification increases customer loyalty and develops long-term relationships between customers and brands Frias et al. (2020) sub. Previously, CBBDE identified (a) tourist destination brand awareness, (b) tourist destination brand quality, (c) tourist destination brand image, and (d) tourist destination loyalty as a brand based on the value preference offered with the value that tourists are oriented to. Destination image influences how the emotional response of tourists is based on the overall evaluation which ultimately determines the suitability between expectations and reality and loyalty. Kumar and Kaushik (2017) suggest brand identification to increase customer loyalty and develop long-term relationships between customers and brands. Tourist satisfaction and loyalty depend on the destination's image (Bulatovic, 2020; Ramkissoon, 2016; Stylidis et al., 2022). Destination positioning plays a vital role in developing destination loyalty among tourists. Destination loyalty is influenced by positioning which originates from customer value preferences (Deb, 2021). The research hypothesis is

Ha1: Destination image has a positive influence on satisfaction.

Ha2: Satisfaction has a positive influence on Loyalty.

Ha3: The papacy mediates the effect of destination image on satisfaction and loyalty.

METHODS

This research was designed through a causal study with the aim of testing whether one variable causes other variables to change or not. The type of research in this study is causal hypothesis testing research. The research population is local tourists who visit several tourist places in tourist destinations that meet the criteria as sustainable tourism places. According to the 2019 Indonesia Sustainable Tourism Awards Festival (ISTAfest), sustainable tourist locations in West Java are 1) Green Canyon (*Cukang Taneuh*) Cijulang Pangandaran 2) Kampung Naga Neglasari Village, Salawu District, Tasikmalaya Regency 3) Cibuntu Village, Kuningan 4) Dusun Bambu, and West Bandung Lembang. The number of samples chosen at random was 240 samples which were willing to fill out questionnaires online and offline.

Measurement

Measurement of sustainable destination image refers to Lee and Xue (2020) as for cultural dimensions 1) interesting cultural attractions, 2) interesting historical sights, 3) interesting local arts and crafts, 4) quality cultural experiences, 5) unique cultural identity and traditions 6) Good cultural heritage preservation 7) Abundant cultural learning opportunities. On the dimensions of the Environmental image, namely) Maintenance 2) Atmosphere. Indicators from socioeconomic 1) infrastructure 2) trade, and 3) tourism supply.

Satisfaction measurement refers to Lee and Xue (2020), namely overall satisfaction, enjoyment of travel, expectations meeting expectations with reality, and feasibility of time and money to travel. Loyalty measurement refers to (Chen & Rahman, 2018; Lee & Xue, 2020; Moore et al., 2017), such as intention to visit again, recommend to others, say positive things about tourist destinations, psychological commitment to support and protect tourist destinations. Sustainable.

Respondents' answers used a differential rating scale from 1 to 5. Very low to very high. Data analysis using SEM procedure. Stages in the analysis using SEM 1) Development of a theory-based model, 2) Compiling a path diagram to show the causality relationship, 3) converting the path diagram into a structural equation, 4) Selecting the type of input matrix and the proposed model estimation technique, namely. Maximum likelihood (ML) according to the number of samples between 200 to 500. Test normality by using the observation of virgins based on pp plot and skewness and kurtosis. 5) Testing the goodness of fit model 6) evaluating and improving the model 7) testing the hypothesis.

RESULTS AND DISCUSSION

The complete model test results using the second order CFA are as follows.

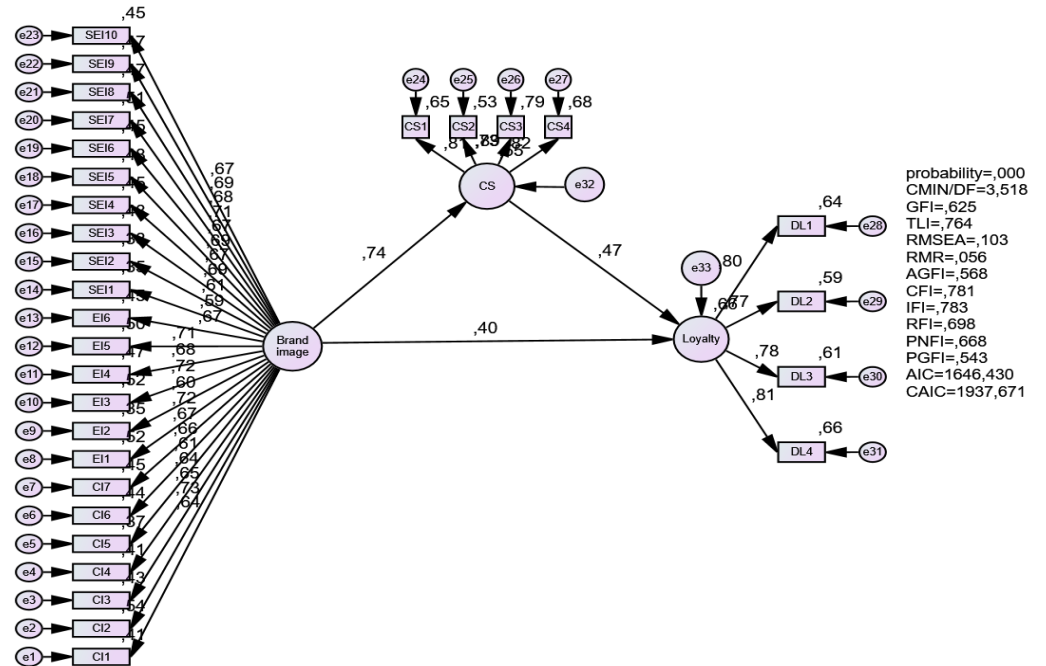


Figure 1. Model test results before repair (stage 1)

Source: Processing Data

The results of the model test as shown in Figure 1 standardized regression weight are the results of scientific exploration of theoretical reviews regarding the relationship of research variables and indicators as well as perspectives from information processing theory regarding the formation of loyal behavior of tourists. The truth of the theoretical review can be seen from the test results showing theoretical causality through empirical data testing.

The next step is to identify and explain the results of the CFA test as seen in the following table:

Table 1. Regression Weight Measurement Model

			Estimate	SE	CR	P	Standardized regression weight
CI1	<---	BI	1,000				0.64
CI2	<---	BI	1,234	0.123	10,013	0.000	0.74
CI3	<---	BI	0.982	0.108	9,109	0.000	0.65
CI4	<---	BI	1,029	0.115	8,984	0.000	0.64
CI5	<---	BI	0.867	0.101	8,614	0.000	0.61
CI6	<---	BI	1,283	0.139	9,208	0.000	0.66

CI7	<---	BI	1,121	0.12	9,332	0.000	0.67
EI1	<---	BI	1,029	0.105	9,795	0.000	0.72
EI2	<---	BI	0.947	0.114	8,323	0.000	0.60
EI3	<---	BI	1,060	0.108	9,770	0.000	0.72
EI4	<---	BI	1,120	0.12	9,342	0.000	0.68
EI5	<---	BI	1,022	0.106	9,609	0.000	0.71
EI6	<---	BI	1,057	0.115	9,191	0.000	0.67
SEI1	<---	BI	0.82	0.099	8,314	0.000	0.59
SEI2	<---	BI	0.8	0.094	8,551	0.000	0.61
SEI3	<---	BI	1,029	0.109	9,415	0.000	0.69
SEI4	<---	BI	0.994	0.108	9,188	0.000	0.67
SEI5	<---	BI	1,007	0.107	9,384	0.000	0.69
SEI6	<---	BI	0.984	0.107	9,151	0.000	0.67
SEI7	<---	BI	1,010	0.105	9,627	0.000	0.71
SEI8	<---	BI	1,076	0.115	9,350	0.000	0.69
SEI9	<---	BI	0.931	0.1	9,341	0.000	0.69
SEI10	<---	BI	0.982	0.106	9,222	0.000	0.67
CS1	<---	CS	1,000				0.80
CS2	<---	CS	0.979	0.078	12,561	0.000	0.77
CS3	<---	CS	1,028	0.08	12,868	0.000	0.78
CS4	<---	CS	1,053	0.079	13,420	0.000	0.81
DL1	<---	DL	1,000				0.81
DL2	<---	DL	0.912	0.075	12,159	0.000	0.73
DL3	<---	DL	1,145	0.071	16,035	0.000	0.89
DL4	<---	DL	1,043	0.073	14,299	0.000	0.83

Source: 2022 data processing results

In accordance with the results in the table, it is illustrated that each observed variable has a value of CR > 1.97 (t-table df 63.), with a value of $p < 0.05$. It can be concluded that the observed variable is an indicator of the latent variable. Next is to test the AVE and Composite reliability.

Table 2 AVE and Composite reliability

Variable	AVE	Composite reliability
Brand image	0.468	0.970
satisfaction	0.664	0.915
Loyalty	0.622	0.901

Source: 2022 data processing results

The test results show that the observation variable can explain 46.8% of changes in the brand image latent variable in the sufficient category. The observation variable of 66.4% can explain the latent satisfaction variable while the loyalty variable is 66.4%. There is a moderate to strong relationship between the observed and latent variables. The data shows a composite reliability value of > 0.7, which means that the observed variables can explain latent variables with a high level of persistence.

Next is to test the goodness of fit model with the following results:

Table 3: Results of the Goodness of Fit Model test

Goodness	Cut Of Value	Test results stage 1	Repair results	Conclusion
Significance Probability	$\geq 0,05$	0.00	0.00	Recommended For View Other Fit Indices
RMSEA	$\leq 0,08$	0.103	0.062	Fit
GFI	$\geq 0,90$	0.625	0.924	Fit
AGFI	$\geq 0,90$	0.568	0.879	Marginal
CMIN/DF	≤ 2 or ≤ 3	3.518	1.907	Fit
TLI	$\geq 0,95$	0.764	0.965	Fit
CFI	$\geq 0,95$	0.781	0.968	Fit
PNFI	$> 0,6$	0.668	0.730	Fit
IFI	$> 0,90$	0.783	0.920	Fit

Source: 2022 data processing results

According to the results of testing and correction, clear information was obtained that the data matched the model made in the study. The GOF criteria still need to be met in stage 1. Improvements are made by multiplying the ratio between errors based on the value of the modified indicator. The results of the improvement show that the GPF criteria are met, meaning that the data is in accordance with the model constructed in the study.

The results of the correlation test after improvement show that there is a significant relationship between variables, as shown in the table below:

Table 4: the significance of the Variable relationship

Variable Relations	Estimate	CR	P-Value	Conclusion
CS <--- Brand image	0.762	8.401	0.00	Significant
Loyalty <--- Brand image	0.422	4.420	0.00	Significant

Loyalty	<---	CS	0.443	4.882
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Source: 2022 data processing results

The test results after repairs show a significant variable relationship. CR value > 1.96 and P-Value <0.05 at 95% confidence level.

Hypothesis Test Results

Table 5: Hypothesis Test

hypothesis	Estimate	P-Value	Conclusion
Ha1: Destination image has a positive influence on satisfaction	0.762	0.00	supported
Ha2: Satisfaction has a positive influence on Loyalty	0.443	0.00	supported
Ha3: Satisfaction mediates the effect of destination image on satisfaction and loyalty	0.338	0.00	supported

Source: 2022 data processing results

The results of hypothesis testing show that all hypotheses are accepted. Changes in tourist satisfaction can be explained by changes in the image of tourist destinations by 58%. In contrast, changes in loyalty can be explained by both variables, both image of tourist destinations and satisfaction by 66%. Satisfaction mediating partially by 11.4%.

Discussion

These findings also contribute to the broader literature on information processing theory and its application in tourism. Consumer's process information about brands and destinations in a systematic and organized manner, and their attitudes and behavior are influenced by their perceptions and evaluations of brands and destinations. The research results are in line with Wang et al. (2016). Research (Krishna & Schwarz, 2014; Lv & McCabe, 2020). Research is in line with (Deb, 2021; Kumar & Kaushik, 2017; Pratt & Sparks, 2014). As previously stated by Kumar and Kaushik (2017) and Bulatovic (2020). According to the Ramkissoon (2016), Stylidis et al. (2022) stated that brand identification by tourists and experience determines loyalty.

The difference with previous research is the explanation of the process of forming loyalty through the information process and satisfying tourist experiences. The process of forming loyalty in the perspective of processing theory is a cognitive evaluation process that originates from information as the primary source. Information has value. The results of the study show that the attributes attached to tourist destinations as stated by Lee and Xue (2020) such as cultural, environmental and socioeconomic attributes are valuable attributes that form the basis for tourists to evaluate. The process for forming tourist loyalty to tourist destinations is a process that is generally hierarchical in nature. The process of image formation, satisfaction, and loyalty from the perspective of information processing theory involves the perceptions of tourists comparing information and the first experience of feeling a product or brand through sensory information and forming an initial impression. Then the tourists pay attention to the attributes attached to tourist destinations based on personal values and interests in sustainable tourist destinations. Information processed during perception and attention is then stored in memory for later retrieval and comparison, both the value for oneself in accordance with the money/sacrifice given and with the value obtained for sustainability. Tourists compare with tourist destinations both experienced and informed through social media or information technology networks. Evaluation of tourist destinations stored in memory to form an overall evaluation or attitude.

The results showed that satisfaction mediates the effect of destination image on loyalty. This shows that the ethical responsibilities attached to sustainable tourism destinations are in line with the values

of tourists. Even though they are still hedonists, tourists have a normative awareness of sustainability issues. Tourist satisfaction is a satisfaction that is influenced by awareness of sustainability. Tourist satisfaction is sourced from experiences that focus on personal growth, meaning, and self-realization (eudaimonic aspects) as well as hedonic (experiences that focus on fun, excitement, and sensory stimulation) tourism on tourist satisfaction and place attachment.

The results of this evaluation form the basis for the choice of other tourist destinations. If the consumer's overall evaluation is positive, the tourists experience satisfaction with the product or brand. If consumers experience satisfaction, they are likely to become loyal to the product or brand and continue to choose it in the future. Overall, information processing theory suggests that consumers form images and experience satisfaction and loyalty based on their subjective evaluation of product or brand attributes and characteristics.

However, the attributes attached to the image as a sustainable tourist destination, satisfaction and loyalty are sometimes dynamic. Tourists need more experience and interaction to understand the meaning of sustainability in tourist destinations. This encourages tourism service providers to continue exploring the attributes of sustainability to direct the behavior of loyal tourists not only to tourist destinations but also to become active actors who contribute to sustainability.

Limitations

Limited to tourism visitors known as sustainable tourism destinations. The number of visitors assigned to each tourist destination is disproportionate considering the number of visits has not been stable after the previous tourist destination experienced restrictions on visits. Data collection is cross-sectional. It is recommended for further research, namely using the mixed method approach and adding other variables such as tourist engagement to obtain an adequate explanation besides satisfaction about changes in tourist loyalty.

CONCLUSION

Tourists' loyalty is formed based on the image as a sustainable destination based on satisfying information and experiences. The results of subjective evaluation of the attributes of sustainability values become the basis for the growth of loyalty.

Information processing theory has significant theoretical implications explaining the behavior of loyal tourists in the tourism sector. This research provides insight into how tourists collect and process information about sustainable tourism destinations, accommodations, and their inherent attributes. Research results inform the development of marketing strategies and increase our understanding of how tourists become more loyal. In addition, this research can contribute to the broader literature on consumer behavior and decision-making, highlighting the importance of information processing in shaping loyalty among tourists.

Creating a sustainable brand image in tourist destinations to increase tourist satisfaction and loyalty is a necessity. Focus on improving the overall traveler experience, can lead to greater satisfaction and loyalty. Understanding the role of information processing in tourist behavior can help practitioners better adapt their marketing and service delivery efforts, ultimately leading to greater customer satisfaction and increased loyalty.

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