

## **THE EFFECT OF DESTINATION ATTRACTIVENESS, DESTINATION SERVICE QUALITY AND TOURIST SATISFACTION ON THE INTENTION OF REVISIT TO KOTA LAMA SEMARANG**

**Muhammad Nastabiq<sup>1</sup>, Dr. Harry Soesanto<sup>2</sup>**

Faculty of Economics and Business, Diponegoro University, Indonesia  
[Harryjogja99@gmail.com](mailto:Harryjogja99@gmail.com)

**Abstract:** The purpose of this study was to examine the factors that tend to influence the behavior of interest in returning to a destination. This study develops a problem regarding how the quality of destination services and destination attractiveness can positively affect tourist loyalty in terms of interest in returning to visit. This study uses 2 types of research data, namely primary data and secondary data. In this research, the population determined is the people who visit the Kota Lama Semarang tour who have visited more than 3 times. This research uses analytical techniques that are quantitative analysis using the Structural Equation Model (SEM) technique as a statistical instrument to test various hypotheses that have been determined. The results of this study indicate that destination attractiveness affects tourist satisfaction; destination service quality affects tourist satisfaction; This study cannot prove the effect of destination attractiveness on interest in returning to visit; however, this research can prove the influence of destination service quality on interest in returning to visit; and the influence of tourist satisfaction influences the interest in returning to visit.

**Keywords:** *Destination attraction; Quality of Service; Destination Service Quality; Tourist Satisfaction; SEM*

---

### **Introduction**

The tourism sector has been in the spotlight from various countries in the world. Each country is trying to introduce its tourism sector, over time there is a sustainable growth in the tourism sector. The rapid development has made the tourism sector provide a large income for the country. Geographically and sociologically, Semarang City is one of the tourism destinations that has a good destination image and is supported by various tourist attractions, both natural, historical and cultural, as well as religious which differentiates it from other parts of Indonesia. To increase loyalty in terms of interest in visiting again is difficult to achieve because the desire to visit is the choice of tourists, the decision to visit again is influenced by various factors.

One of the tourist attractions that can be visited in the city of Semarang is a heritage area during the Dutch colonial period which used to be nicknamed "Little Netherland", namely the Old City Area of Semarang. The canals that surround it and the typical European old buildings make the Old City of Semarang an area as if it were in the Netherlands. The role of the government is indispensable in terms of marketing tourism and improving the quality of destination services provided in order to increase the number of visits to tourist objects in the city of Semarang such as the Kota Lama tourist area. One of the roles of the government is to revitalize the Old City area of Semarang. Revitalization can be interpreted as reviving an existing area,

With this revitalization, the desire of tourists to make return visits will be high. Revitalization can determine the decision of tourists in choosing which tourist attractions to visit, a tourist destination will be able to attract tourists to visit if the tourist destination can present good and unique tourist products. The better and more unique the tourism product that has a tourist attraction, the more tourists will visit and it will make tourists make a return visit. The Kota Lama Semarang area which has been revitalized recently has an attraction for tourists to visit it.

However, the survey results show that tourists are not satisfied in visiting the Kota Lama Semarang area. This is because the existing infrastructure in the Old City area of Semarang, even though sidewalks have been made for pedestrians, there are still motorized vehicles passing by, so that it is quite disturbing for tourists which causes tourists to feel less satisfied to enjoy the atmosphere in the Kota Lama Semarang area. Apart from that, from the aspect of environmental attractiveness, tourists are less satisfied with the lack of green space in the Kota Lama area. With the existence of tourist dissatisfaction, the interest in visiting tourists again is also low, seen from the survey that has been conducted. Therefore,

The competitiveness of the tourism market sector has increased as a result of very competitive tourist destinations. While many factors contribute to the competitiveness of these destinations, including the quality of destination services, where the quality of destination services is increasingly seen as important for achieving a competitive advantage. (Tosun et al., 2015). That a better quality of service or goods leads to more positive purchase satisfaction. Likewise, tourists who already have a positive image about a destination will show positive perceptions of how their experience affects the destination. Building a relationship with customers in order to become loyal customers with the hope of making return visits and remaining loyal has become one of the company's strategies in facing the competition that occurs. There are factors that influence the desire of tourists to make return visits. Among other things, through the attractiveness of the destination and the quality of destination services that can make a tourist indirectly make a return visit.

Based on the results of previous research, it was found that different research results regarding the relationship of destination service quality to the interest in returning to a destination and the unclear influence of destination attractiveness, quality of destination services, and tourist satisfaction on interest in returning to visit. So that the problem developed in this study is how the quality of destination services and destination attractiveness can positively affect the loyalty of tourists in terms of interest in returning to visit, then it can be formulated in the following research questions:

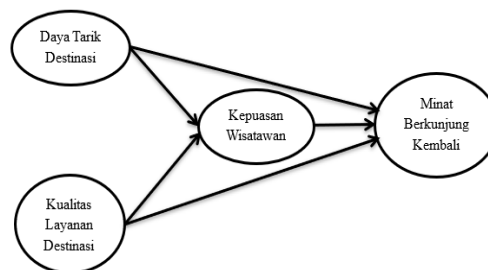
1. Do physical attributes affect customer satisfaction?
2. Do physical attributes affect interest in returning?
3. Does interaction with customers affect customer satisfaction?

4. Does interaction with customers affect interest in returning?
5. Does interaction with employees affect customer satisfaction?
6. Does the interaction with employees affect the interest in returning to visit?
7. Does customer satisfaction affect interest in returning?

### Research Methods

In this research, the population determined is the people who visit the Kota Lama Semarang tour who have visited more than 3 times. The sampling method or technique in this study uses nonprobability sampling techniques *snowball sampling*. This study uses 2 types of research data, namely primary data and secondary data. Primary data were obtained from distributing questionnaires to tourists visiting Semarang City. Meanwhile, secondary in this research is Semarang City tourism visit data obtained from the Semarang City Culture and Tourism Office. The research model carried out by researchers in this study is as follows:

Figure 1. Theoretical Framework



- H1: The higher the tourist destination's attractiveness, the higher the tourist satisfaction.  
 H2: The quality of destination services provided by the Kota Lama Semarang area manager has a positive impact on satisfaction.  
 H3: There is a positive relationship between the attractiveness of the destination and the interest in visiting again.  
 H4: The quality of destination services provided by the manager of the Kota Lama Semarang area has a positive impact on interest in returning to visit.  
 H5: Tourist satisfaction has a positive impact on interest in returning to visit.

### RESULTS AND DISCUSSION

Based on the results of the feasibility test of the full model, it has met the goodness of fit standard test criteria such as AGFI has a value of  $0.959 > 0.90$ , GFI has a value of  $0.922 > 0.90$ , NFI has a value of  $0.838 > 0.90$ , CFI has a value of  $0.905 > 0.90$ , and an RMSEA value of  $0.072 < 0.70$ . Of all the tests carried out have met the criteria. So it is concluded that all tests are stated to have a good or fit model. Based on the research results it can be concluded as follows:

**Table 1. Model Estimates (Standardized)**

			Estimate
Tourist_Satisfaction	<---	Attractiveness_Destination	.381
Tourist_Satisfaction	<---	Quality of Service_Destination	.564

		Estimate
Interest in Visiting Back	<--- Tourist_Satisfaction	.954
Interest in Visiting Back	<--- Attractiveness_Destination	.183
Interest in Visiting Back	<--- Quality of Service_Destination	.334

1. The value of 0.381 means that an increase in destination attractiveness will increase the perception of tourist satisfaction.
2. The value of 0.564 means that increased promotion of the quality of destination services will increase tourist satisfaction.
3. The value of 0.954 means that the increase in satisfaction of food tourists will increase the interest in returning to visit.
4. A value of 0.183 means that an increase in the attractiveness of a destination will increase interest in visiting again.
5. The value of 0.334 means that an increase in the quality of destination services will increase interest in visiting again.

Henceforth, the results of the research hypothesis acceptance test will be discussed as in the table below:

**Table 2. Estimation of Regression Weights Parameters**

		Estimate	SE	CR	P	Label
Tourist_Satisfaction	<--- Attractiveness_Destination	.441	.113	3,906	***	par_14
Tourist_Satisfaction	<--- Quality of Service_Destination	.615	.125	4,904	***	par_16
Interest in Visiting Back	<--- Tourist_Satisfaction	1,410	.255	5,523	***	par_15
Interest in Visiting Back	<--- Attractiveness_Destination	.314	.190	1,654	.098	par_17
Interest in Visiting Back	<--- Quality of Service_Destination	.539	.221	2,436	.015	par_18

Furthermore, a hypothesis test is carried out which refers to the value of the critical ratio (CR) and the level of significance or probability (p) on the regression weight, where the value of  $cr \geq 2.00$  and significant  $\leq \alpha = 0.05$  as a condition for the hypothesis being accepted.

**1. The Effect of Destination Attractiveness on Tourist Satisfaction**

Based on the processed data, the CR value for the influence of the variable of destination attractiveness on tourist satisfaction is 3.096 and the P value is 0.000. CR value  $\geq 2.00$  and P value  $\leq 0.05$ , then it is said that both meet the requirements. The conclusion is that there is an influence between destination attractiveness on tourist satisfaction, so H1 is accepted.

**2. The Effect of Destination Service Quality on Tourist Satisfaction**

Based on the processed data, the CR value for the influence of the variable quality of destination services on tourist satisfaction is 4.904 and the P value is 0.000. CR value  $\geq 2.00$  and P value  $\leq 0.05$ , then it is said that both meet the requirements. The conclusion is that there is an influence between the quality of destination services on tourist satisfaction, then H2 is accepted.

### **3. The Effect of Destination Attractiveness on Returning Interest**

Based on the data that has been processed, the CR value for the influence of the variable of destination attractiveness on the interest to visit again is 1.654 and the P value is 0.095. CR value  $\geq 2.00$  and P value  $\leq 0.05$ , then it is said that both of them do not meet the requirements. The conclusion is that there is no influence between tourist satisfaction and interest in visiting again, so H3 is rejected.

### **4. The Influence of Destination Service Quality on Returning Interest**

Based on the processed data, the CR value for the influence of the variable of destination attractiveness on tourist satisfaction is 2.436 and the P value is 0.015. CR value  $\geq 2.00$  and P value  $\leq 0.05$ , then it is said that both meet the requirements. The conclusion obtained is that there is an influence between the quality of destination services on the interest to visit again, then H4 is accepted.

### **5. The Effect of Tourist Satisfaction on Returning Interest**

Based on the processed data, the CR value for the influence of the variable of destination attractiveness on tourist satisfaction is 5.523 and the P value is 0.000. CR value  $\geq 2.00$  and P value  $\leq 0.05$ , then it is said that both meet the requirements. The conclusion obtained is that there is an influence between destination attractiveness on tourist satisfaction. So H5 is accepted.

## **Conclusions and Suggestions**

This study aims to examine and analyze the effect of Destination Attractiveness on Tourist Satisfaction, how the influence of Destination Service Quality on Tourist Satisfaction, the influence of Destination Attractiveness on Returning Interest, the influence of Destination Service Quality on Returning Interest, the influence of Tourist Satisfaction on Returning Interest. Based on the results of the tests that have been carried out in this study, it can be concluded that the research results are as follows:

1. The attractiveness of a tourist destination reflects the feelings, beliefs, and opinions a person has about the perceived ability of the destination to provide satisfaction with respect to special vacation needs (Formica & Uysal, 2006). Local communities are essential for the emotional, cognitive and behavioral responses of tourists. Individuals who closely experience the local community and culture are more likely to have a memorable tourism experience (JH Kim et al., 2012), and reported higher levels of pleasure and satisfaction (Murphy et al., 2000). Therefore, the more an individual believes a tourism area will fulfill his vacation needs, the more attractive the area is and the more likely it will be selected as a potential tourist destination.
2. The tourism industry is included in the service industry where services are intangible, inseparable, all of which will affect the evaluation of the quality of customer service. Therefore, it is difficult for consumers to describe service quality in detail. JH Kim et al. (2012) reported that perceived service quality is an important antecedent of satisfaction and influences a tourist's loyalty either directly or indirectly through satisfaction. Good service quality is often said to be one of the factors in business success. Service quality has an influence on customer satisfaction. It is generally believed that there is a positive relationship between service quality and satisfaction (KS Moon et al., 2011). Previous research has confirmed a positive relationship between service quality and satisfaction (Parasuraman et al., 1985).

3. Destination attraction is a combination of hand-held natural attractions and controlled man-made processes that capture a destination's ability to benefit tourists (Yangzhou Hu & Ritchie, 1993). It refers to visitors' basic expectations of the quality of the infrastructure and superstructure at a destination (Goodrich, 1977). Studies show that one of the factors that tends to influence tourist satisfaction with a destination is the level of attractiveness of the destination. The importance of destination attractiveness is clear in the tourism literature. Oh et al. (2007) reported that the level of attractiveness of a destination has a significant impact on future destinations and positive WOM behavior. Furthermore, Mlozi & Pesämaa (2013) argued that destination attractiveness also tends to be a significant determinant of satisfaction and loyalty for returning tourists, not only for first-time tourists but also for repeat tourist visits.
4. The quality of service provides a special impetus for customers to form mutually beneficial long-term relationships with the company, which in turn contributes to the creation of switching barriers, switching costs and tourist loyalty. (JH Kim et al., 2012). Tourist loyalty is an extraordinary result of the quality of tourism services that have been successfully provided and experience in traveling (Um et al., 2006). The form of tourist loyalty is closely related to the interest in returning from tourists. Development of a conceptualization model of the relationship between perceived service quality and satisfaction as well as its relative influence on the behavior of interest in returning to visit. According to Baker & Crompton (2000) stated that perceptions of service quality and satisfaction are factors that support the interest in returning tourists.
5. Satisfaction is considered an important element in maintaining a competitive business in the tourism industry and contributes significantly to the planning of marketed tourism products. Tourist satisfaction affects the choice of destination, consumption of tourism products, and the decision to re-visit or return to the destination; thus, it is essential for successful objective marketing (Metin Kozak & Rimmington, 2000). Maximizing tourist satisfaction is an important factor for destination success in managing tourist destinations. Tourist satisfaction also generates interest in returning to the same destination and visiting similar destinations in the same country. Furthermore, tourist satisfaction leads to their willingness to recommend these destinations (Lee et al., 2005). The more satisfied the tourists are, the more likely they are to revisit tourist destinations / destinations.

The results in this study and the limitations found in order to provide input for future research, namely:

1. In future research, it can be expanded by adding independent variables that influence visiting interest, for example WOM, reference group.
2. Besides that, population expansion can be carried out in a wider area such as in other cities besides Semarang. So that it is expected to make it easier to determine a representative sample of the populatio

## REFERENCES

- Abubakar, AM, Ilkan, M., Meshall Al-Tal, R., & Eluwole, KK (2017). eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227. <https://doi.org/10.1016/j.jhtm.2016.12.005>
- Ajzen, I., & Madden, TJ (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of Experimental Social Psychology*, 22 (5), 453–474. [https://doi.org/10.1016/0022-1031\(86\)90045-4](https://doi.org/10.1016/0022-1031(86)90045-4)
- Alegre, J., & Juaneda, C. (2006). Destination Loyalty: Consumers' Economic Behavior. *Annals of Tourism Research*, 33 (3), 684–706. <https://doi.org/10.1016/j.annals.2006.03.014>
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel and Tourism Marketing*, 33 (1), 85–100. <https://doi.org/10.1080/10548408.2015.1038418>
- Anderson, EW, & Sullivan, MW (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12 (2), 125–143. <https://doi.org/10.1287/mksc.12.2.125>
- Arnould, EJ, & Price, LL (1993). River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, 20 (1), 24. <https://doi.org/10.1086/209331>
- Aswin Sangpikul. (2017). 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*, 1–15.
- Baker, DA, & Crompton, JL (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27 (3), 785–804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- Baloglu, S. (2001). Image variations of Turkey by familiarity index: informational and experiential dimensions. *Tourism Management*, 22 (2), 127–133. [https://doi.org/10.1016/s0261-5177\(00\)00049-2](https://doi.org/10.1016/s0261-5177(00)00049-2)
- Berry, LL, Parasuraman, A., & Zeithaml, VA (1985). The Service-Quality Puzzle. *Business Horizons*, 31 (5), 35-43.
- Bigné, JE, Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26 (6), 833–844. <https://doi.org/10.1016/j.tourman.2004.05.006>
- Boivin, M., & Tanguay, GA (2019). Analysis of the determinants of urban tourism attractiveness: The case of Quebec City and Bordeaux. *Journal of Destination Marketing and Management*, 11 (October 2018), 67–79. <https://doi.org/10.1016/j.jdmm.2018.11.002>
- Brakus, JJ, Schmitt, BH, & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73 (3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Chen, CF, & Chen, FS (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31 (1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, CF, & Tsai, DC (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, 28 (4), 1115–1122.

- <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chi, CGQ (2012). An examination of destination loyalty: Differences between first-time and repeat visitors. *Journal of Hospitality and Tourism Research*, 36 (1), 3–24. <https://doi.org/10.1177/1096348010382235>
- Chi, CGQ, & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29 (4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Chow, H.-w., Ling, G.-J., Yen, I. y., & Hwang, K.-P. (2017). Building brand equity through industrial tourism. *Asia Pacific Management Review*, 22 (2), 70-79. doi: 10.1016 / j.apmrv.2016.09.001
- Cole, ST, & Scott, D. (2004). Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences. *Journal of Travel and Tourism Marketing*, 16, 79–90. <https://doi.org/10.1300/J073v16n01>
- Cong, LC (2016). A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management*, 26, 50–62. <https://doi.org/10.1016/j.jhtm.2015.12.002>
- Cracolici, MF, & Nijkamp, P. (2009). The attractiveness and competitiveness of tourist destinations: A study of Southern Italian regions. *Tourism Management*, 30 (3), 336–344. <https://doi.org/10.1016/j.tourman.2008.07.006>
- Da Costa Mendes, J., Do Valle, PO, Guerreiro, MM, & Silva, JA (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism*, 58 (2), 111–126.
- Dedeoğlu, BB (2019). Shaping tourists' destination quality perception and loyalty through destination country image: The importance of involvement and perceived value. *Tourism Management Perspectives*, 29 (November 2018), 105–117. <https://doi.org/10.1016/j.tmp.2018.11.006>
- Demir, Ş. Ş. (2013). The relationship among expectation, perceived quality-value and satisfaction: A study on undergraduate students of tourism. *International Journal of Human Science*, 10 (1), 307–324.
- Dimitrios, B. (2000). Marketing the competitive destination of the future. *Tourism Management*, 21 (1), 97–116.
- Dmitrović, T., Knežević Cvelbar, L., Kolar, T., Makovec Brenčič, M., Ograjenšek, I., & Žabkar, V. (2009). Conceptualizing tourist satisfaction at the destination level. *International Journal of Culture, Tourism and Hospitality Research*, 3 (2), 116–126. <https://doi.org/10.1108/17506180910962122>
- Ferdinand, A. (2014). *Management Research Methods (5th Edition)*. Diponegoro University Press.
- Fishbein, M., & Ajzen, I. (1974). Attitudes towards objects as predictors of single and multiple behavioral criteria. *Psychological Review*, 81 (1), 59–74. <https://doi.org/10.1037/h0035872>
- Formica, S., & Uysal, M. (2006). Destination attractiveness based on supply and demand evaluations: An analytical framework. *Journal of Travel Research*, 44 (4), 418–430. <https://doi.org/10.1177/0047287506286714>
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56 (1), 6–21. <https://doi.org/10.1177/002224299205600103>



- Ghozali, I. (2017). *Structural Equation Model Concepts and Applications with AMOS 24 Bayesian SEM (Mold VI) Program*. Diponegoro University Publishing Agency
- Gillmore, Archibald, Morrison DM, Wilsdon A, Wells EA, Hoppe MJ, E. (2002). Teen sexual behavior: Applicability of the Theory of Reasoned Action. *Journal of Marriage and Family*. *Journal of Marriage and Family*, 64 (4), 885–897. <https://doi.org/10.1111/j.1741-3737.2002.00885>.
- Goodrich, JN (1977). Differences in Perceived Similarity of Tourism Regions: A Spatial Analysis. *Journal of Travel Research*, 16 (1), 10–13. <https://doi.org/10.1177/004728757701600104>
- Hall, S., Oriade, A., & Robinson, P. (2016). Assessing festival attendees' behavioral intentions through perceived service quality and visitor satisfaction. *Event Management*, 20 (1), 27–40. <https://doi.org/10.3727/152599516X14538326024955>
- Hou, JS, Lin, CH, & Morais, DB (2005). Antecedents of attachment to a cultural tourism destination: The case of Hakka and non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. *Journal of Travel Research*, 44 (2), 221–233. <https://doi.org/10.1177/0047287505278988>
- Kao, YF, Huang, LS, & Wu, CH (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13 (2), 163–174. <https://doi.org/10.1080/10941660802048480>
- Kao, YF, Huang, LS, & Yang, MH (2007). Effects of experiential elements on experiential satisfaction and loyalty intentions: a case study of the super basketball league in Taiwan. *International Journal of Revenue Management*, 1 (1), 79–96. <https://doi.org/10.1504/IJRM.2007.011195>
- Keller, KL (2003), *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Prentice-Hall, Englewood Cliffs, NJ.
- Kim, AK, & Brown, G (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. *Anatolia*, 23 (3), 328–347. <https://doi.org/10.1080/13032917.2012.696272>
- Kim, HB (1998). Perceived attractiveness of Korean destinations. *Annals of Tourism Research*, 25 (2), 340–361. [https://doi.org/10.1016/s0160-7383\(98\)00007-3](https://doi.org/10.1016/s0160-7383(98)00007-3)
- Kim, JH, Ritchie, JRB, & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51 (1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Konuk, FA (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50 (February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotsi, F., Pike, S., & Gottlieb, U. (2018). Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia. *Tourism Management*, 69 (June), 297–306. <https://doi.org/10.1016/j.tourman.2018.06.019>
- Kozak, M. (2001). Comparative assessment of tourist satisfaction with destinations.pdf. *Tourism Management*, 22, 391–401.
- Kozak, Metin. (2001). The repeater's behavior at two distinct destinations. *Annals of Tourism Research*, 28 (3), 784–807. [https://doi.org/10.1016/S0160-7383\(00\)00078-5](https://doi.org/10.1016/S0160-7383(00)00078-5)
- Kozak, Metin, & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an

- off-season holiday destination. *Journal of Travel Research*, 38 (3), 260–269. <https://doi.org/10.1177/004728750003800308>
- Lau, ALS, & McKercher, B. (2004). Exploration versus acquisition: A comparison of first-time and repeat visitors. *Journal of Travel Research*, 42 (3), 279–285. <https://doi.org/10.1177/0047287503257502>
- Lee, C., Lee, Y., & Lee, B. (2005). KOREA 'S DESTINATION IMAGE FORMED BY THE 2002 WORLD CUP. 32 (4), 839–858. <https://doi.org/10.1016/j.annals.2004.11.006>
- Lew, A., & McKercher, B. (2006). Modeling tourist movements: A local destination analysis. *Annals of Tourism Research*, 33 (2), 403–423. <https://doi.org/10.1016/j.annals.2005.12.002>
- Lyong ha, C. (1998). The theory of reasoned action applied to brand loyalty. *Journal of Product & Brand Management*, 7 (1), 51–61. <https://doi.org/10.1108/10610429810209737>
- Malhotra, NK, & Dash, S. (2016). *Marketing Research: An Applied Orientation* (7th ed.). Peason India Education Services.
- Mayo, EJ, & Jarvis, L.. (1981). *The Psychology of Leisure Travel: Effective Marketing and Selling of Travel Services*. Cbi Publishing Co: Boston, 191-223.
- Mechinda, P., Serirat, S., & Gulid, N. (2009). An examination of tourists' attitudinal and behavioral loyalty: Comparison between domestic and international tourists. *Journal of Vacation Marketing*, 15 (2), 129–148. <https://doi.org/10.1177/1356766708100820>
- Mlozi, S., & Pesämaa, O. (2013). Adventure tourist destination choice in Tanzania. *Current Issues in Tourism*, 16 (1), 63–95. <https://doi.org/10.1080/13683500.2011.647807>
- Moon, H., & Han, H. (2018). Destination attributes influencing Chinese travelers' perceptions of experience quality and intentions for island tourism: A case of Jeju Island. *Tourism Management Perspectives*, 28 (April), 71–82. <https://doi.org/10.1016/j.tmp.2018.08.002>
- Moon, KS, Kim, M., Ko, YJ, Connaughton, DP, & Lee, JH (2011). The influence of consumer's event quality perception on destination image. *Managing Service Quality*, 21 (3), 287–303. <https://doi.org/10.1108/09604521111127974>
- Morais, DB, & Lin, CH (2010). Why do first-time and repeat visitors patronize a destination? *Journal of Travel and Tourism Marketing*, 27 (2), 193–210. <https://doi.org/10.1080/10548401003590443>
- Murphy, P., Pritchard, MP, & Smith, B. (2000). The destination product and its impact on traveler perceptions. *Tourism Management*, 21 (1), 43–52. [https://doi.org/10.1016/S0261-5177\(99\)00080-1](https://doi.org/10.1016/S0261-5177(99)00080-1)
- Neal, JD, & Gursoy, D. (2008). A multifaceted analysis of tourism satisfaction. *Journal of Travel Research*, 47 (1), 53–62. <https://doi.org/10.1177/0047287507312434>
- Oh, H., Fiore, AM, & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46 (2), 119–132. <https://doi.org/10.1177/0047287507304039>
- Oliver, RL (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Customer Research*, 20 (3), 418-430.
- Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39 (1), 78–84. <https://doi.org/10.1177/004728750003900110>
- Parasuraman, A., Zeithaml, VA, & Berry, LL (1985). 10.2307@1251430.Pdf. *Journal of Marketing*, 49 (4), 41–50. <https://doi.org/10.2307/1251430>

- Permatasari, YY, Murwani, FD, & SM, S. (2017). Examining the Structural Relationships of Service Quality, Destination Image, Tourist Satisfaction and Loyalty: An Integrated Approach. *International Journal of Academic Research in Business and Social Sciences*, 7 (6), 367–378. <https://doi.org/10.6007/ijarbss/v7-i6/2990>
- Peter, PJ, & Olson, JC (2019). Consumer Behavior and Marketing. In *Consumer Behavior and Marketing*. <https://doi.org/10.5772/intechopen.77647>
- Pinkus, E., Moore, SA, Taplin, R., & Pearce, J. (2016). Re-thinking visitor loyalty at 'once in a lifetime' nature-based tourism destinations: Empirical evidence from Purnululu National Park, Australia. *Journal of Outdoor Recreation and Tourism*, 16, 7–15. <https://doi.org/10.1016/j.jort.2016.08.002>
- Prayag, G. (2012). Paradise for who? Segmenting visitors' satisfaction with cognitive image and predicting behavioral loyalty. *International Journal of Tourism Research*, 14 (1), 1–15. <https://doi.org/10.1002/jtr.837>
- Reitsamer, BF, Brunner-Sperdin, A., & Stokburger-Sauer, NE (2016). Destination attractiveness and destination attachment: The mediating role of tourists' attitude. *Tourism Management Perspectives*, 19, 93–101. <https://doi.org/10.1016/j.tmp.2016.05.003>
- Ruzzier, M. (2006). The Influence of Previous Visitation on Customer's Evaluation of a Tourism Destination. *Managing Global Transitions*, 4 (2), 145–165.
- Souiden, N., Ladhari, R., & Chiadmi, NE (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management*, 32 (2017), 54–70. <https://doi.org/10.1016/j.jhtm.2017.04.003>
- Stepchenkova, S., & Mills, JE (2010). Destination image: A meta-analysis of 2000-2007 research. *Journal of Hospitality Marketing and Management*, 19 (6), 575–609. <https://doi.org/10.1080/19368623.2010.493071>
- Sun, X., Chi, CG, & Xu, H. (2013). DEVELOPING DESTINATION LOYALTY: THE CASE OF HAINAN. *Annals of Tourism Research*, 43 (40871060), 547–577. <https://doi.org/10.1016/j.annals.2013.04.006>
- Taher, SHM, Jamal, SA, Sumarjan, N., & Aminudin, N. (2015). Examining the structural relations among hikers' assessment of pull-factors, satisfaction and revisit intentions: The case of mountain tourism in Malaysia. *Journal of outdoor recreation and tourism*, 12, 82-88.
- Terry, T., Gon, W., & Kim, H. (2009). The effects of perceived justice on recovery satisfaction, trust, word-of-mouth, and revisit intention in upscale hotels. *Tourism Management*, 30 (1), 51–62. <https://doi.org/10.1016/j.tourman.2008.04.003>
- Tosun, C., Dedeoğlu, BB, & Fyall, A. (2015). Destination service quality, affective image and revisit intention: The moderating role of past experience. *Journal of Destination Marketing and Management*, 4 (4), 222–234. <https://doi.org/10.1016/j.jdmm.2015.08.002>
- Um, S., Chon, K., & Ro, YH (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33 (4), 1141–1158. <https://doi.org/10.1016/j.annals.2006.06.003>
- Veasna, S., Wu, W., & Huang, C. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511–526. <https://doi.org/10.1016/j.tourman.2012.09.007>
- Vengesayi, S. (2003). a Conceptual Model of Tourism Destination Competitiveness and

- Attractiveness. *Conceptual Papers / Marketing Theory Track*, December, 637–647.  
<https://doi.org/10.1017/CBO9781107415324.004>
- Weaver, DB, & Lawton, LJ (2011). Visitor Loyalty at a Private South Carolina Protected Area. *Journal of Travel Research*, 50 (3), 335–346.  
<https://doi.org/10.1177/0047287510362920>
- Whang, H., Yong, S., & Ko, E. (2015). Pop culture, destination images, and visit intentions: Theory and research on travel motivations of Chinese and Russian tourists. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2015.06.020>
- Yangzhou Hu, & Ritchie, JRB (1993). Measuring Destination Attractiveness: A Contextual Approach. *Journal of Travel Research*, 32 (2), 25–34.  
<https://doi.org/10.1177/004728759303200204>
- Yolal, M., Chi, CGQ, & Pesämaa, O. (2017). Examine destination loyalty of first-time and repeat visitors at all-inclusive resorts. *International Journal of Contemporary Hospitality Management*, 29 (7), 1834–1853. <https://doi.org/10.1108/IJCHM-06-2015-0293>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26 (1), 45–56.  
<https://doi.org/10.1016/j.tourman.2003.08.016>
- Yuan, YHE, & Wu, CK (2008). Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction. *Journal of Hospitality and Tourism Research*, 32 (3), 387–410. <https://doi.org/10.1177/1096348008317392>
- Yuksel, A. (2001). Managing customer satisfaction and retention: A case of tourist destinations, Turkey. *Journal of Vacation Marketing*, 7 (2), 153–168.  
<https://doi.org/10.1177/135676670100700205>
- Yüksel, A., & Yüksel, F. (2003). Measurement of tourist satisfaction with restaurant services: A segment-based approach. *Journal of Vacation Marketing*, 9 (1), 52–68.  
<https://doi.org/10.1177/135676670200900104>
- Zeithaml, VA, Berry, LL, & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60 (2), 31–46.  
<https://doi.org/10.1177/002224299606000203>