


**IMPACT OF SELF – CONGRUITY AND DESTINATION IMAGE ON TOURIST LOYALTY:
EVIDENCE FROM RECREATION FARM TOURISM**

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 January 2023</p> <p>Accepted 22 March 2023</p>	<p>Purpose: This paper's objective was to evaluate the impact of self-congruity and destination image on tourist loyalty at recreation farm destinations.</p> <p>Theoretical framework: The relationship between self-congruity, destination image, and destination loyalty is based on the theory of social distance, have been studied for a long time (Liu et al., 2012). However, numerous questions regarding the unstable relationship between self-congruity and destination loyalty still need to be answered. More studies must evaluate the relationship between self-congruity, destination image, and visitors' loyalty to recreation farm destinations.</p> <p>Design/methodology/approach: PLS-SEM method was applied. 270 valid questionnaires were qualified for analysis, accounting for 67.5% of the total questionnaires issued and satisfying the sample size required. The questionnaires were distributed and asked directly to visitors visiting the Ba Vi, Hanoi recreation farms from June to July 2022, when Hanoi began to open to visitors after two years closed by the COVID-19 pandemic.</p> <p>Finding: The analysis found that destination image directly affects self-congruity, and both destination image and self-congruity directly influence visitor satisfaction and loyalty. Satisfaction also has a direct influence on tourist loyalty. The indirect relationships between destination image and self-congruity with tourist loyalty are indicated. Its results confirmed the role of mediators of satisfaction in this study and considered contributing to academic theory.</p> <p>Research, Practical & Social implications: This study provides recommendations for tourism managers and marketers in improving the image of the destination and increasing satisfaction as well as improving the visitor return rate related to the Recreation Farm Tourism.</p> <p>Originality/value: This study contributes significantly to the literature because it demonstrated an indirect relationship between destination image, self-congruity, and loyalty through satisfaction.</p>
<p>Keywords:</p> <p>Self-Congruity; Destination Image; Satisfaction; Tourist Loyalty; Recreation Farm Tourism.</p> <div data-bbox="172 1003 480 1249" style="text-align: center;">  </div>	<p>Doi: https://doi.org/10.26668/businessreview/2023.v8i4.1567</p>

**IMPACTO DA AUTOCONGRUÊNCIA E DA IMAGEM DE DESTINO NA FIDELIDADE DO
TURISTA: EVIDÊNCIA DO TURISMO RURAL RECREATIVO**

RESUMO

Objetivo: O objetivo deste documento era avaliar o impacto da autocongruência e da imagem do destino na fidelidade do turista em destinos de fazendas de recreação.

Estrutura teórica: A relação entre autocongruência, imagem de destino e fidelidade ao destino é baseada na teoria da distância social, há muito tempo estudada (Liu et al., 2012). Entretanto, numerosas perguntas sobre a relação instável entre autocongruência e lealdade ao destino ainda precisam ser respondidas. Mais estudos devem avaliar

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a relação entre autocongruência, imagem do destino e lealdade dos visitantes aos destinos das fazendas de recreação.

Design/metodologia/abordagem: O método PLS-SEM foi aplicado. 270 questionários válidos foram qualificados para análise, respondendo por 67,5% do total de questionários emitidos e satisfazendo o tamanho de amostra exigido. Os questionários foram distribuídos e solicitados diretamente aos visitantes que visitavam as fazendas de recreação Ba Vi, Hanói, de junho a julho de 2022, quando Hanói começou a abrir para os visitantes após dois anos de fechamento pela pandemia da COVID-19.

Encontrando: A análise constatou que a imagem do destino afeta diretamente a autocongruência, e tanto a imagem do destino quanto a autocongruência influenciam diretamente a satisfação e a lealdade dos visitantes. A satisfação também tem uma influência direta na lealdade do turista. As relações indiretas entre a imagem do destino e a autocongruência com a fidelidade do turista são indicadas. Seus resultados confirmaram o papel dos mediadores da satisfação neste estudo e consideraram contribuir para a teoria acadêmica.

Pesquisa, implicações práticas e sociais: Este estudo fornece recomendações aos gerentes de turismo e marqueteiros para melhorar a imagem do destino e aumentar a satisfação, bem como melhorar a taxa de retorno do visitante relacionada ao Turismo Rural de Recreação.

Originalidade/valor: Este estudo contribui significativamente para a literatura porque demonstrou uma relação indireta entre imagem de destino, autocongruência e lealdade através da satisfação.

Palavras-chave: Autocongruência; Imagem de Destino; Satisfação; Fidelidade Turística; Turismo Rural Recreativo.

IMPACTO DE LA AUTOCONGRUENCIA Y LA IMAGEN DEL DESTINO EN LA FIDELIDAD DEL TURISTA: EVIDENCIAS DEL TURISMO RURAL RECREATIVO

RESUMEN

Propósito: El objetivo de este trabajo fue evaluar el impacto de la autocongruencia y la imagen del destino en la lealtad del turista en destinos de granjas recreativas.

Marco teórico: La relación entre la autocongruencia, la imagen del destino y la lealtad al destino se basa en la teoría de la distancia social, se han estudiado durante mucho tiempo (Liu et al., 2012). Sin embargo, aún quedan por responder numerosas preguntas sobre la inestable relación entre la autocongruencia y la lealtad al destino. Más estudios deben evaluar la relación entre la autocongruencia, la imagen del destino y la lealtad de los visitantes a los destinos de las granjas recreativas.

Diseño/metodología/enfoque: Se aplicó el método PLS-SEM. Se calificaron para el análisis 270 cuestionarios válidos, lo que representa el 67,5% del total de cuestionarios emitidos y satisface el tamaño de muestra requerido. Los cuestionarios se distribuyeron y se preguntaron directamente a los visitantes de las granjas recreativas de Ba Vi, Hanoi, entre junio y julio de 2022, cuando Hanoi empezó a abrirse a los visitantes tras dos años cerrada por la pandemia de COVID-19.

Conclusiones: El análisis encontró que la imagen del destino afecta directamente a la autocongruencia, y tanto la imagen del destino como la autocongruencia influyen directamente en la satisfacción y la lealtad de los visitantes. La satisfacción también influye directamente en la fidelidad del turista. Se indican las relaciones indirectas entre la imagen del destino y la autocongruencia con la lealtad del turista. Sus resultados confirman el papel de mediadores de la satisfacción en este estudio y se considera que contribuyen a la teoría académica.

Investigación, implicaciones prácticas y sociales: Este estudio proporciona recomendaciones para los gestores y comercializadores turísticos en la mejora de la imagen del destino y el aumento de la satisfacción, así como la mejora de la tasa de retorno de los visitantes relacionados con el Turismo de Granja Recreativa.

Originalidad/valor: Este estudio contribuye significativamente a la literatura porque demostró una relación indirecta entre la imagen del destino, la autocongruencia y la lealtad a través de la satisfacción.

Palabras clave: Autocongruencia; Imagen de Destino; Satisfacción; Lealtad del Turista; Turismo de Granja Recreativa.

INTRODUCTION

No smog, no noise, being immersed in nature and experiencing strange farm work are increasing a trend chosen by many tourists to rest and relax at weekends. Farm tourism or rural

tourism is a tourism product serving tourists based on agricultural production activities such as farming and animal husbandry. (Liu et al., 2012; Kusworo, 2023). Although this type of tourism is not new, it is increasingly becoming a worldwide trend. The unique feature of farm tourism attracts visitors to the fields and gardens and to learn about nature. Farm tourism helps adults relax, entertain, and exercise after hard work and stressful hours in a vibrant city. For children, farm tourism is a great way to give them vivid and compelling visual lessons about the life and activities of farmers. (W. Kim & Malek, 2017). The Vietnam government's program on rural tourism development in the construction of new rural areas in the 2021-2025 period has opened many directions for rural tourism development. The program objective is to promote tourism development in association with the advantages of agriculture, craft villages, culture, and the ecological environment of localities. In addition, this program aims to promote the role of community participation, tourism companies, and other economic organizations in developing rural tourism through effective tourism value chain linkage.

The relationship between self-congruity, destination image, and destination loyalty is based on the theory of social distance, have been studied for a long time (Liu et al., 2012). Social distance indicates the willingness of an individual to participate in social relationships, with varying degrees of closeness, with members of various social groups (W. Kim & Malek, 2017). Evaluation of self-congruity helps people to determine their social distance from a destination. Customers tend to avoid products or services they perceive as socially distant. Accordingly, high self-congruity between self-image and a destination strengthens loyalty towards that destination.

Liu et al. (2012) show that numerous questions regarding the unstable relationship between self-congruity and destination loyalty still need to be answered. Beerli et al. (2007) found that self-congruity loses the power to determine destination choices for visitors with an image of the destination. However, more studies need to evaluate the relationship between self-congruity, destination image, and visitors' loyalty to recreation farm destinations. Therefore, this paper's objective was to evaluate the impact of self-congruity and destination image on tourist loyalty at recreation farm destinations. The results of this study will be a valuable reference for tourism marketers and destination managers. At the same time, the study will also fill the academic gap in research on reaction farm tourism.

LITERATURE REVIEW

Self-congruity has been applied in marketing and customer behavior research for over 50 years (Sop, 2020). There have been many definitions related to self-congruity; Schenk & Holman, (1980) define self-image as how one expects others to see them. A person's self-image includes their actual, ideal, and social selves (Suyoto & Tannady, 2022). Self-congruity indicates the concordance between destination image and tourist self-image. Sirgy & Samli (1985) added that the self-congruity between self-image and product image could promote customers' positive attitudes and behavior toward the product and influence product preference and purchase intention. Self-congruity is the consumer's perception of a brand's willingness and desire to engage with customers. Increased Self-congruity with the brand will positively impact the relationship between the customer and the brand (Suyoto & Tannady, 2022), forming brand attachment. In tourism, self-congruity can be defined as the similar feelings of tourists through the destination image.

Lee et al. (2014) argue that the destination's image is the visitor's impression of the destination; it is shaped in the visitor's mind and is shared with the community in many ways. The destination image is also used in marketing research with the same position as the company image. Kim et al. (2012) use the visual concept of heritage as a temporary aspect that impresses tourists with the destination's culture. The brand is the degree of brand integration into the customer's self-perception. Similarly, Chuang et al., (2014) argue that the tourist destination image is a collection of beliefs, impressions, and ideas. Destination image that peoples have about a tourist destination or recreational activities that can meet needs of tourists. Destination image is the perception of destination-specific attributes and the overall impression of that destination. Based on this previous literature, the first hypothesis was developed.

H1: Destination image is positively associated with Self-congruity.

Customer satisfaction is often viewed as an individual perception of product/service perfection about their expectations. Meeting customer expectations leads to satisfaction (Torres & Kline, 2013). Battour et al. (2012) divided customer satisfaction into transaction characteristics and cumulative. Cumulative satisfaction is based on the overall evaluation of goods/service use experiences over time. Transactional satisfaction is based on post-purchase or service evaluation.

Ma et al. (2022) argued that destination image affects tourists' subjective feelings, contributing to their satisfaction. Therefore, the destination's image affects tourists' perceived value, satisfaction, and loyalty (Vinh, 2013). Several studies have examined the influence of

destination image on different aspects of tourist behavior, such as satisfaction, behavioral intentions, and loyalty (Dela Santa & Tiatco, 2019; Han et al., 2019; Moon & Han, 2018; Profile et al., 2020; Santa-Cruz & López-Guzmán, 2017; Thanh et al., 2020; Vinh, 2013b). These studies have relied on multidimensional scales to measure the perceived value of tourism products and services. Based on this previous literature, the second and third hypothesis was developed:

H2: Destination image is positively associated with tourist satisfaction.

H3: Self-congruity is positively associated with tourist satisfaction.

Loyalty is the continued use of products or services and customers' attitudes towards specific organizations that provide such products and services. Loyalty can be divided into attitude and behavioral loyalty (Profile et al., 2020; Hasana et al., 2022). Kuusik et al. (2011) note that tourist loyalty is an intention to return to the destination or recommend to others about the destination. Similarly, Kuenzel & Katsaris, (2011) describe behavior as including the intention to return and word-of-mouth referral (WOM). Chi & Qu (2008) concluded that attribute satisfaction is a prerequisite for overall satisfaction; attribute satisfaction and overall satisfaction are two decisive factors for loyalty. Based on this previous literature, the fourth and fifth hypothesis was developed:

H4: Destination image is positively associated with tourist loyalty.

H5: Self-congruity is positively associated with tourist loyalty.

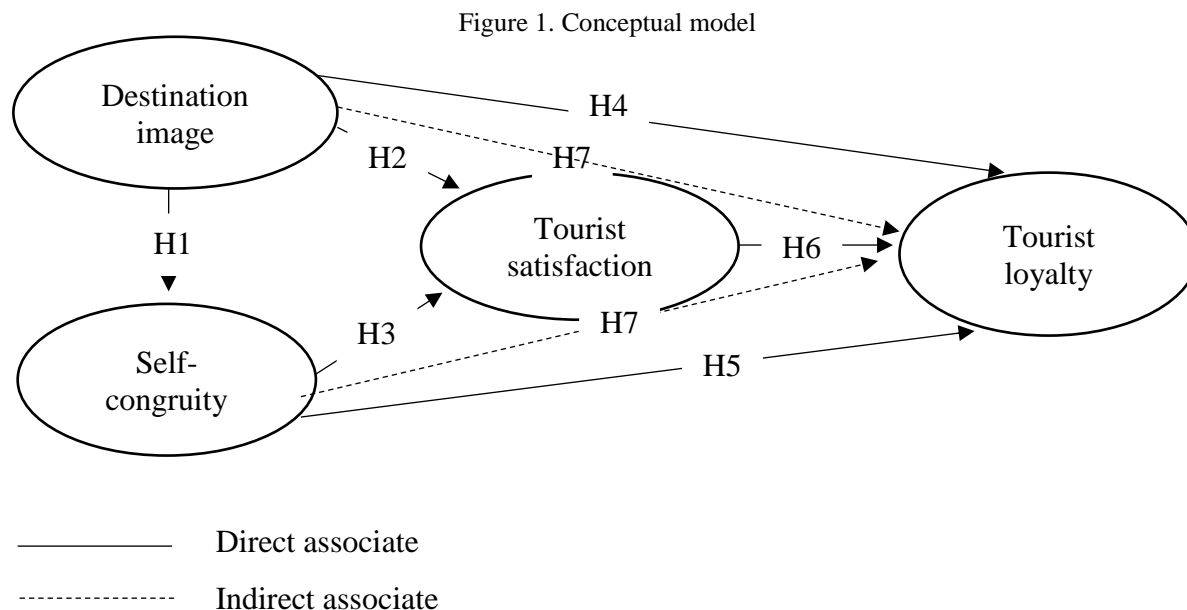
Liu et al., 2012) show that the higher tourists' satisfaction with the destination, the higher their intention to return. The willingness to return will be lower when the overall satisfaction is lower. Thanh et al. (2020) found a significant correlation between tourist satisfaction and intention to return to cultural destinations. From the above arguments, the study proposes the following hypotheses.

H6: Tourist satisfaction is positively associated with tourist loyalty.

Some studies also indicate the mediating role of satisfaction in the relationship between destination image and loyalty to the destination (Kim & Park, 2017; Saqib, 2019 ; Suhartanto et al., 2020).

H7: Destination image and self-congruity indirectly associate with tourist loyalty through tourist satisfaction.

Figure 1 shows the conceptual model of this study.



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METHOD

This study analyzes the impact of self-congruity and destination image on tourist loyalty in recreation farm destinations. The study was carried out through 4 steps, including Step 1: Initial qualitative research; step 2: Preliminary quantitative research with a survey sample conducted with 40 tourists to confirm the clarity and logic of the questionnaire; step 3: quantitative research and step 4: Additional qualitative research.

Self-congruity observation variables were adopted and revised by Liu et al. (2012) and W. Kim & Malek (2017) with four items. W. Kim & Malek (2017) adopted and revised destination image attributes with four items. Satisfaction with three items was adopted and revised by Chi & Qu (2008), Vinh (2013). The loyalty variable with three items was adopted and revised by Chi & Qu (2008), Vinh (2013) and (Yi et al., 2018). All observed variables in the four constructs are measured using a five-level Likert scale (1 = disagree to 5 = agree). The questionnaire also surveyed the demographic information of visitors, such as gender, age, and occupation.

Table 1 Measurement scale and source

Variable	Measurement items	Code	Source
Self-congruity	Recreation farm is consistent with how I see myself	SC1	Liu et al., (2012) and W. Kim & Malek, (2017)
	I am quite similar to the image of recreation farm	SC2	
	Recreation farm is consistent with how I would like to see myself	SC3	
	I would like to be perceived as similar to the image of recreation farm	SC4	
Destination image	The activity in recreation farm is diverse.	DI1	W. Kim & Malek, (2017)
	Recreation farm has a moderate climate and clean place	DI2	
	I feel pleased in recreation farm	DI3	
	I feel relaxed in recreation farm	DI4	
Satisfaction	This destination offers more benefits than costs.	SA1	Chi & Qu (2008); Vinh (2013)
	This destination is the best I've experienced in the area	SA2	
	This destination is much better than what I expected.	SA3	
Loyalty	I will choose this travel destination again in the future	LO1	Chi & Qu (2008); Vinh (2013) and Yi et al., (2018)
	I will recommend the destination to friends and family	LO2	
	I will recommend the destination through social media	LO3	

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The research model outlined in Figure 1 was tested using Partial Least Squares (PLS) – a variance-based structural equation modeling technique. According to Henseler et al., (2012), the PLS-SEM model is evaluated through measurement and structural models. First, the measurement model is evaluated through reliability, convergent, and discriminant validity. Second, the study evaluates the structure of the model and uses the bootstrapping method with 3,000 iterations to evaluate the importance of indexes and paths, values such as variance exaggeration index (VIF), level influence (f^2), out-of-sample predictive power rating coefficient (Q^2) and explanatory coefficient of independent variables on a dependent variable (R^2).

The questionnaires were distributed and asked directly to visitors visiting the Ba Vi, Hanoi recreation farms. Data were collected from June to July 2022, when Hanoi began to open to visitors after two years closed by the COVID-19 pandemic. A total of 400 questionnaires were collected. After removing the invalid answer, 270 valid questionnaires were qualified for analysis, accounting for 67.5% of the total number of questionnaires issued and satisfying the sample size required.

FINDING

Respondent Profile

After data screening, a total of 270 respondents indicates a diverse collection of demographic information, including gender, age, education level, career, region, and times of visiting this destination. Table 2 shows the respondents' demographic information.

Table 2 Sample profile

Group		Frequency	Percentage	Group		Frequency	Percentage
Gender	Male	176	65.2	Education	High school	40	14.8
	Female	94	34.8		Bachelor	198	73.3
Age	<25	40	14.8		Master or doctor	32	11.9
	26 - 35	115	42.6	Region	Foreigner	93	34.4
	36 - 45	87	32.2		Vietnam	177	65.6
	> 45	28	10.4	Visitor status	First timers	133	49.3
Career	Business	17	6.3		Repeat visitors	137	50.7
	student	41	15.2				
	Staff offices	123	45.6				
	Other	89	33.0				

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The female participants outnumbered the male participants (65.2% compared to 34.8%). Tourists from 25 to 35 years old contributed approximately half of the respondents, 42.6% of the total, followed by the group from 36-45-year-old. On the contrary, the youngest and eldest tourists scored the low percentage with 14.8% and 10.4%, respectively. The visitors working in staff offices contributed to approximately half of the respondents, 45.6%, while businesspeople and students have a low percentage with 6.3% and 12.2%, respectively, and other careers accounted for 33.0%. As education visitors, most visitors (73.3%) reported that they had a bachelor's level, and 11.9% of respondents were master's or doctors. On the contrary, visitor who has a high school level account for 14.8%. Visitors from foreign countries contributed 34.4%, and Vietnamese visitors accounted for 65.6%. The first-time visitors accounted for 49.3%, while visitors reported that, including this time, they had visited the farm a second time or more contributed to 50.7%.

Measurement Model Evaluation

The measurement model relates to the relationship between a latent variable and its indicators. The measurement model with four factors, which were 14 items, was tested. The result was concluded based on the reflective measurement model evaluation criteria in table 3.

Table 3 Assessment of factor model

Variables	Items	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Destination image	DI1	0.866	0.845	0.848	0.683
	DI2	0.852			
	DI3	0.864			
	DI4	0.880			
Self-congruity	SC2	0.806	0.888	0.890	0.749
	SC3	0.792			
	SC4	0.856			
	SC1	0.849			
Satisfaction	SA1	0.925	0.887	0.890	0.816
	SA2	0.904			
	SA3	0.882			
Loyalty	LO1	0.885	0.861	0.865	0.782
	LO2	0.910			
	LO3	0.857			

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Table 3 shows that all scales' load coefficients are > 0.7, and Cronbach's alpha and CR values of all factors are >0.7, ensuring internal reliability and consistency. Besides, the AVE value of each element is > 0.5. As a result, the measure of four-factor involved in the model was concluded to have a high level of convergent validity, as Henseler et al. (2012) suggested.

The evaluation of discriminant validity was tested by the square root of AVE using the Fornell – Larcker criterion. Accordingly, the square root of AVE for each construct was higher compared to its correlation values with other factors (see Table 4).

Table 4 Fornell – Larcker discriminant validity

	Destination image	Self-congruity	Satisfaction	Loyalty
Destination image	0.865			
Self-congruity	0.620	0.826		
Satisfaction	0.569	0.538	0.903	
Loyalty	0.556	0.566	0.679	0.884

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Structural Model Evaluation

This study firstly examines the collinearity issues. Table 5 shows that all the VIF values in this study are less than 3, indicating non-collinearity issues among predictor constructs (Hair Jr et al., 2021).

Table 5 Collinearity and predictive capability

	R ²	Q ²	Self-congruity		Satisfaction		Loyalty	
			f ²	VIF	f ²	VIF	f ²	VIF
Destination image			0.624	1.000	0.146	1.624	0.026	1.860
Self-congruity	0.382	0.407			0.089	1.624	0.057	1.769
Satisfaction	0.375	0.297					0.300	1.611
Loyalty	0.524	0.256						

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Three criteria were used to examine the predictive capability of a model, including predictive accuracy and predictive relevance. For predictive accuracy, the evaluated based on the coefficient of determination. The first was evaluated based on the coefficient of determination (R²). Accordingly, the model explained 38.2% of the variance in Self-congruity, 37.5% in tourists' satisfaction, and 52.4% in tourists' loyalty towards a recreation farm destination, indicating a moderate predictive accuracy (Hair Jr et al., 2021). The second one was evaluated based on the structural model influenced (f²); the results show that all links have a relative degree of influence with f² > 0.02, indicating a reasonable effect size (Cohen, 1988). The last one was the predictive relevance testing by applying the blindfolding procedure in SmartPLS software, the value of Q² > 0 was used to assess the predictive relevance of the endogenous variable in the extended model (Chin, 2010). Accordingly, all the Q² values are positive, indicating the model's predictive relevance in this study.

Evaluation of direct effect

The results of the structural model evaluation, including path coefficients, t-values, and p-values, are presented in Table 6. Regarding the direct relationship, the findings illustrated that six hypotheses are supported with a t-value > 1.96 at a significant level of 5%. Destination images have a significant influence on the constructs proposed in the model, including Self-congruity ($\beta = 0.620$, $t = 11.214$, $p > 0.01$), Satisfaction ($\beta = 0.833$, $t = 5.260$, $p > 0.01$) and loyalty ($\beta = 0.150$, $t = 2.491$, $p > 0.01$). Besides, a direct relationship between Self-congruity and satisfaction ($\beta = 0.3$, $t = 4.498$, $p > 0.01$) and loyalty ($\beta = 0.217$, $t = 3.507$, $p > 0.01$) with a recreation farm destination was supported. The study also indicated that tourists' satisfaction is a significant determinant of tourists' loyalty ($\beta = 0.477$, $t = 8.578$, $p > 0.01$). All three structures, destination image, Self-congruity, and tourists' satisfaction, are considered the determinants of tourist loyalty in this model.

Table 6 The results of direct effect

	Path coefficient	t-value	p-values	Result
Destination image -> Loyalty	0.150	2.491	0.013	Supported
Destination image -> Satisfaction__	0.383	5.260	0.000	Supported
Destination image -> Self-congruity	0.620	11.214	0.000	Supported
Satisfaction__ -> Loyalty	0.477	8.578	0.000	Supported
Self-congruity -> Loyalty	0.217	3.507	0.000	Supported
Self-congruity -> Satisfaction__	0.300	4.498	0.000	Supported

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Evaluation of indirect effect

The study also tests the mediating effects of tourists' satisfaction in the relationship between destination image, perceived value, and tourist loyalty by applying the bootstrapping method proposed by Zhao et al. (2010). Accordingly, if the indirect effects are significant with a t-value > 1.96 at the significant level of 5% and the confidence interval does not include the value of zero, then mediation is supported.

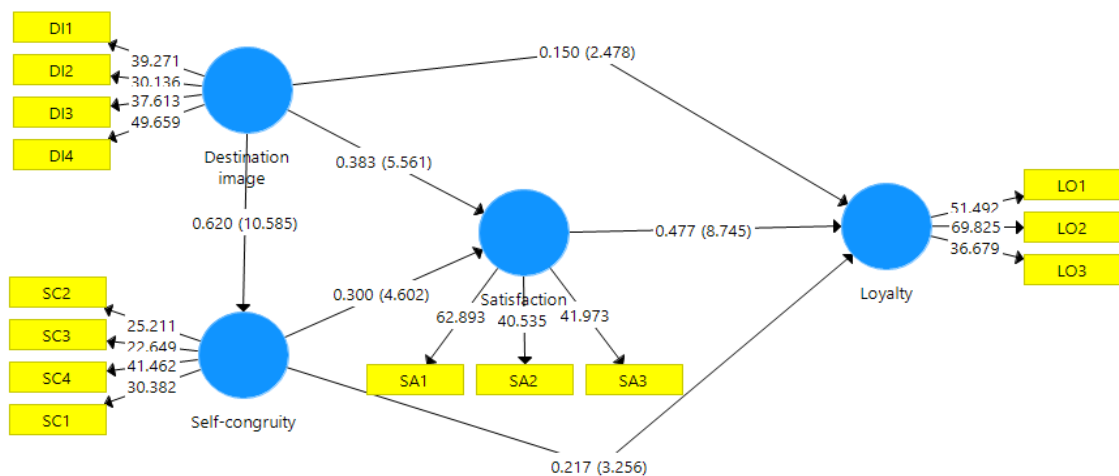
Table 7 The results indirect effect

	Original Sample (O)	T Statistics (O/STDEV)	P Values	97.5% Confidence Intervals		
				Lower	Upper	
Self-congruity -> Satisfaction -> Loyalty	0.143	4.012	0.000	0.073	0.221	Supported
Destination image -> Satisfaction -> Loyalty	0.183	4.412	0.000	0.097	0.262	Supported

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Table 7 shows two indirect paths from destination image and perceived value to tourist loyalty are significant with a t value > 1.96 (p-value < 0.05). The findings indicate that tourists’ satisfaction fully mediated the causal link between destination image, Self-congruity, and tourist loyalty in this study.

Figure 2. PLS-SEM result



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DISCUSSION

The results show the supported of all hypotheses with the direct positive link of destination image - self-congruity, - satisfaction- loyalty. These results show similarities with previous studies in tourism research, such as Kim & Malek (2017) and Hwang & Lyu, (2015). Besides, the results of this study are like many previous studies when demonstrating the link between destination image and loyalty (Chi & Qu, 2008; Thanh et al., 2020). In addition, the study also shows the influence of satisfaction on tourists' loyalty. As mentioned, previous studies show the indirect relationship between destination image and loyalty through the mediating variable of satisfaction (Jeong & Kim, 2020; & Kim & Park, 2017; Yi et al., 2018).

However, this study shows an indirect relationship between destination image and loyalty through satisfaction. This result is considered the study's contribution. As mention before, while literature shows lthe ack of study related to the impact of destination image on self-congruity, this study contribute to the eviedence of this relationship.

CONCLUSION AND IMPLICATION

This study evaluates the impact of self-congruity and destination image on tourist loyalty: evidence from recreation farm tourism. By applying the PLS-SEM method, the research has tested seven hypotheses based on the survey results of 270 tourists visiting the Ba Vi, Hanoi recreation farm. Besides, the study also shows that indirect links between destination image and self-congruity – satisfaction – loyalty are supported and confirm the mediating role of satisfaction in the relationship between the destination's image, the self-congruity, and the tourists' loyalty.

From the theoretical perspective, previous studies rarely mention the relationship between destination and self-congruity; previous studies are often interested in the relationship between destination attributes associated with motivation or impressions of a destination (Wu & Li, 2017; Alim et al., 2023). In this study, the strong influence of destination image on self-congruity is considered a finding and a contribution of the study to the theoretical system. This result shows an exciting finding that the order of the links between the image of the destination for the remaining variables: self-congruity, satisfaction, and loyalty, are all high. This result means the gap between the destination image and self-congruity with satisfaction has been shorter. The results also show the influence of self-congruity on satisfaction and loyalty, which confirms the results of previous studies showing that self-congruity is one of the most influential factors that significantly influence visitor satisfaction.

From the perspective of managers, tourism marketing, especially for recreation farm tourism, activities in recreation farm areas need to be more diversified. In addition, recreation farm managers should concentrate on improving more events and activities related to aquaculture activities. The destination image strongly impacts self-congruity on the destination image. Therefore, marketers must highlight more to attract tourists' attention to recreation farms. Besides, the image of the destination also has a substantial impact on visitor satisfaction. Therefore, service quality needs to be improved, especially the service of the staff at the destination (guides, the sales staff at souvenir shops, the service staff at restaurants) and accommodation facilities. The study also shows the indirect influence of destination image and

self-congruity on visitors' loyalty through satisfaction. Therefore, Hanoi's tourism managers must pay more attention to these factors. Because of the service quality, the return rate of tourists still needs to be high (Thanh et al., 2020).

Although the study has made specific contributions from the academic and administrative aspects to recreation farm tourism, the limitations include: This study surveyed one recreation farm tourism in Ba Vi, Hanoi. At the same time, other recreation farm tourism should also be surveyed. Attributes of destination image have not explicitly focused on specific tourism activities of recreation farm tourism. Further studies can overcome these limitations and find new research variables to test and clarify the results of this study.

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