

The Influence of Destination Image and Perceived Value through Visitor Satisfaction on Destination Loyalty at Mahakam Lampion Garden

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ABSTRACT

Mahakam Lampion Garden is a family tourist destination on the banks of the Mahakam River that offers entertainment and education through lanterns and rides. In recent years, this destination has experienced a decline in visits and an increase in negative reviews. This quantitative study aims to analyze the influence of destination image, perceived value, and visitor satisfaction on destination loyalty. The research population consisted of visitors to Mahakam Lampion Garden, with a total sample of 119 respondents selected using purposive sampling with the criteria of visitors who had visited more than once, obtained directly using questionnaire. Data analysis used the SEM-PLS method with SMART-PLS version 4.0. The results of the study show: 1) Destination Image has a direct, positive, and significant effect on Visitor Satisfaction and Destination Loyalty; 2) Perceived Value has a direct, positive, and significant effect on Visitor Satisfaction and Destination Loyalty; 3) Visitor Satisfaction has a direct, positive, and significant effect on Destination Loyalty; 4) Destination Image has a positive and significant effect on Destination Loyalty through Visitor Satisfaction; 5) Perceived Value has a positive and significant effect on Destination Loyalty through Visitor Satisfaction. This study reinforces the importance of destination image, perceived value, and visitor satisfaction in strengthening visitors loyalty intentions towards a destination. It is recommended that managers improve destination image by providing experiences that meet image expectations and enhance perceived value through quality services that are balanced with visitor sacrifices. This can increase visitor satisfaction, which ultimately strengthens visitors loyalty intentions towards a destination.

Keywords :

Destination Image; Destination Loyalty; Perceived Value; Visitor Satisfaction

A. INTRODUCTION

The potential of a countrys tourism industry must be managed properly because, it can drive economic growth and community welfare. The tourism industry encompasses all businesses that focus on tourism activities. The sustainability of the tourism industry is highly dependent on the number of tourist. Therefore, increasing tourist loyalty is very important for the tourism sector in order to attract tourists to return to the destination.

Loyalty is an important concept in tourism marketing. Creating and maintaining customer loyalty is one of the important goals in marketing because having loyal customers is closely related to the success of a business (Liu, et al., 2020). Destinations that are successful in driving loyalty intentions generally build reputations, attract more tourists, and create a good image. Therefore, loyalty can have a positive impact in increasing greater economic benefits for the destination.

Indonesia has a variety of amazing tourist destinations supported by cultural diversity and many ethnic groups that can attract tourist to visit. Based on data the number of foreign tourist arrivals increased by 143,41%, while domestic tourist arrivals increased by 12,81% from January to September 2023 compared to the previous year (BPS Indonesia, 2023). A total of 74.01% of tourists chose Java as visitor main destination, which shows the succes in developing the tourism potential in that region (BPS Indonesia, 2024). Overall, every region in Indonesia

can also optimize its tourism potential according to the characteristics of each region.

Samarinda city, one of the regions in Indonesia has various potential destinations including natural, artificial, river, religious, shopping, cultural, culinary, and forest tourism (BPS Kalimantan Timur, 2022). Based on 2023 data, Samarinda City received 176 foreign tourist visits, showing a decrease compared to the previous year and 1.836.297 domestic tourist visits, showing an increase compared to the previous year (BPS Samarinda, 2023). The local government needs to focus on developing tourism in Samarinda City to increase tourist visits. Increasing the number of tourists can provide additional income for the local government.

Mahakam Lampion Garden is one of the tourist attractions that utilizes the banks of the Mahakam River in Samarinda City. It was opened in 2016 and is located at Jalan Slamet Riyadi No.75. This recreational park is designed for families, offering entertainment with educational elements through lanterns and rides. Visitors can also enjoy various supporting facilities, such as food stalls and entertainment areas, including a stage that is often used for music performances or special events. The public facilities provided are quite complete, including a prayer room, toilets, cleaning facilities, and a large parking area. Open daily from 3:00 PM to 11:00 PM. Admission tickets cost IDR15.000 from Monday to Friday and IDR20.000 on Saturdays and Sundays.

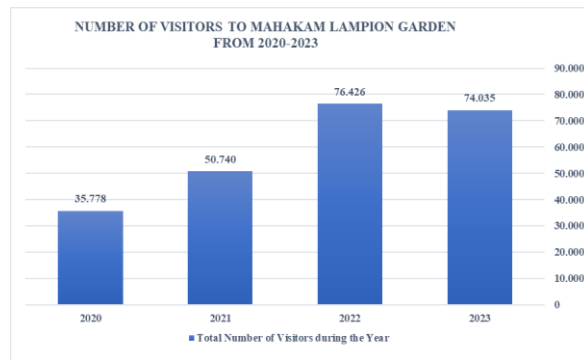


Figure 1. Number of visitors to mahakam lampion garden from 2020 to 2023

Based on the image above, which shows internal statistics for Mahakam Lampion Garden, the data indicates that the number of visitors continued to increase each year from 2020 to 2022. However, in 2023, the number of visitors decreased from 76,426 to 74,035. In addition, based on visitor reviews in the past year, the number of negative reviews has increased, shows visitor dissatisfaction with the condition of the lanterns and facilities that are considered inadequate. The declining number of visitors and the increase in negative reviews were the main reasons for selecting Mahakam Lampion Garden as the research subject. This phenomenon indicates an issue related to destination loyalty.

Based on these conditions, it is necessary to examine the determining factors in destination loyalty. In the literature, destination image is often described as the perception or impression of a destination, which is generally considered to be the result of various sources such as previous tourist experiences, marketing efforts, or word-of-mouth marketing (Pan et al., 2021). Referring to the research conducted by Zhou et al. (2023), there are 6 indicators used to measure destination image in this study.

1. Cleanliness and hygiene of destination.
2. Natural scenery at the destination.
3. Entertainment facilities available at the destination.
4. The attitude of service provided and destination information system.
5. Visitors feel that the destination is a pleasant place.
6. Visitors feel that the destination is a exciting place

Other tourism literature also indicates that perceived value can be a determining factor in tourist loyalty. Perceived value refers to the overall evaluation made by consumers regarding a product or service, which is based on their perception of the relationship between the benefits received and the cost incurred, this also includes visitors assessments of other emotional and social aspects (Carvache-Franco et al., 2022). Referring to research conducted by Pai et al. (2021) there are 3 indicators used to measure perceived value in this research.

1. Time spent visiting the destination.

2. Efforts made to visit the destination.
3. The cost of visiting the destination.

There is a gap in previous research findings regarding the relationship between destination image and perceived value on destination loyalty. Research conducted by Mulkunee & Monpanthong (2023) shows a positive influence of destination image on loyalty, while research conducted by Lu et al. (2020) did not find any effect on the relationship, this inconsistency can be attributed to differences in destination characteristics, the study by Mulkunee & Monpanthong (2023) focused on Phuket and Samui, nature-based resort destinations that offer a variety of interactive activities reinforcing a strong destination image, thereby fostering visitor loyalty, whereas the study by Lu et al. (2020) examined a recreational harbor in Hong Kong, an urban environment generally viewed merely as a transit point lacking distinctive characteristics, resulting in a weaker destination image that is insufficient to foster long-term loyalty.

Similarly, Valverde-Roda et al. (2022) found a positive effect of perceived value on loyalty, while research conducted by Zhang et al. (2022) did not find any effect on the relationship this inconsistency can be attributed to demographic differences, the study by Valverde-Roda et al. (2022) respondents were dominated by working-age visitors with high incomes who experienced a strong sense of exclusivity, which directly fostered loyalty through perceived value, whereas Zhang et al. (2022) respondents were dominated by elderly visitors who tended to prioritize emotional bonds and trust over mere functional value comparisons, resulting in perceived value alone being insufficient to build loyalty.

Therefore, this study uses visitor satisfaction as a mediating variable, as in the study conducted by Quang Vinh et al. (2023), which examined the mediating effect of visitor satisfaction on the relationship between destination image and perceived value on destination loyalty.

Visitor satisfaction is a psychological condition that arises as a result of the alignment between the experience of visiting a destination and the expectations that visitors had before visiting (Kang et al., 2021). Referring to the research Hung et al. (2021) there are 4 indicators used to measure visitor satisfaction in this study.

1. Destination is one of the best tourist attractions.
2. Visiting this destination is a wise choice.
3. Visiting this destination is the right decision.
4. Overall satisfaction with the experience during the visit.

In this study, destination loyalty is considered the dependent variable because it is the main focus in identifying and analyzing the extent to which destination image, perceived value, and visitor satisfaction can influence visitors decisions to become loyal. The definition of loyalty in the realm

of tourism is the intention to visit a destination again in the future and recommend the destination (Chen et al., 2020). Destination loyalty refers to commitment to a destination. Visitors who have high expectations of service quality, view the destination as having a positive image, satisfied with the visit, recommend the destination, and intend to visit the destination again are characteristics of tourists with a high level of loyalty (Cossio-Silva et al., 2019). Referring to the research Azinuddin et al. (2022) there are 4 indicators used to measure destination loyalty in this study.

1. Consider yourself a loyal visitor.
2. Recommend the destination to others as a tourism destination.
3. Have a strong intention to revisit the destination.
4. Saying positive things to others about the destination.

Based on the previous description, the research hypothesis is formulated as an initial assumption that will be tested to answer the problem formulation that has been established:

H1: Destination Image has an influence on Visitor Satisfaction.

H2: Perceived Value has an influence on Visitor Satisfaction.

H3: Destination Image has an influence on Destination Loyalty.

H4: Perceived Value has an influence on Destination Loyalty.

H5: Visitor Satisfaction has an influence on Destination Loyalty.

H6: Visitor Satisfaction mediates the influence of Destination Image on Destination Loyalty.

H7: Visitor Satisfaction mediates the influence of Perceived Value on Destination Loyalty.

This study aims to analyze the direct influence of destination image, perceived value, and visitor satisfaction on destination loyalty, as well as the indirect influence of destination image and perceived value on destination loyalty through visitor satisfaction as a mediating variable. It is hoped that this study can provide empirical contributions as a reference for further research on similar topics, as well as assist destination management in formulating more effective marketing strategies.

The novelty of this study lies in its research object. Mahakam Lampion Garden has three main distinguishing features compared to other tourist attractions in Samarinda. First, this park is one of the few nighttime attractions that operates from the afternoon until late at night, unlike most other destinations that can only be enjoyed from morning until afternoon. Second, this location is situated right on the banks of the Mahakam River, offering an iconic view of the glittering bridge and the river's flow, while most other tourist attractions are located far from the riverbank. Third, this attraction features a display of miniature lanterns depicting national icons, animals, and cartoon characters a feature rarely found

at other tourist attractions in Samarinda, which tend to emphasize nature or cuisine.

B. RESEARCH METHOD

This study focuses on analyzing the influence of destination image and perceived value through visitor satisfaction on destination loyalty to Mahakam Lampion Garden. The method used is a quantitative approach. The population of this study is all visitors to Mahakam Lampion Garden, with an uncertain population size, Therefore categorized as an unlimited population. The sampling technique used purposive sampling with the criterion that respondents had visited the destination more than once. The sample size was taken using the method according to the guidelines of Hair et al. (2019) for an unlimited population, namely the number of indicators multiplied by (5 to 10). With a total of 17 indicators $\times 7 = 119$ respondents.

Data collection was conducted digitally using a Google Forms questionnaire distributed via social media platforms from December 11, 2024, to January 10, 2025. This method was chosen to facilitate respondent access and enable a more efficient data collection process without the need for in-person meetings. Before distribution, the questionnaire was designed based on indicators for each research variable, and its content was checked for validity to ensure that each question was clear and easy for respondents to understand. The questionnaire also included concise and systematic instructions at the top of the form to minimize misunderstandings among respondents when answering and to ensure the quality of the collected data.

The tool used in this study was a questionnaire designed with a 1-5 Likert scale. The data were analyzed using SEM-PLS (Structural Equation Modeling-Partial Least Squares) version 4. The tests conducted in SEM-PLS included validity tests (convergent and discriminant), reliability, and coefficient of determination (R squared) to assess the predictive power of the model. In addition, hypotheses one to seven that had been proposed were also tested.

C. RESULTS AND DISCUSSION

Respondent Description

Data obtained from a study involving 119 respondents will be presented in the respondent description. This report presents information about the respondent profile, including age, gender, and occupation. The following is a description of the respondents in this study:

Table 1. Respondents Gender

		Freque ncy	Perce nt	Valid Perce nt	Cumul ative Percent
Valid	Male	39	32,8	32,8	32,8
	Femal e	80	67,2	67,2	100,0
	Total	119	100,0	100,0	

Source: Processed primary data (2025)

Table 1, it shows the gender groups of respondents included in the research sample, which is dominated by women, amounting to 80 people or 67,2% of the total respondents. Meanwhile, male respondents amounted to 39 people or 32,8%. Therefore, the total number of respondents in this study was 119 people which covers 100,0%.

Table 2. Respondents Age

		Fre que ncy	Percent	Valid Perce nt	Cumula tive Percent
Valid	17-25 Years old	82	68,9	68,9	68,9
	26-35 Years old	27	22,7	22,7	91,6
	36-50 Years old	10	8,4	8,4	100,0
	Total	119	100,0	100,0	

Source: Processed primary data (2025)

Table 2, it shows the age groups of respondents included in the research sample, Group age 17-25 years consists of of 82 people or 68,9% of the total respondents. Group age 26-35 years consists of of 27 people or 22,7% of the total respondents, while group age 36-50 years consists of of 10 people or 8,4%. Therefore, the total number of respondents in this study was 119 people which covers 100%.

Table 3. Respondents Occupations

		Frequenc y	Perce nt	Valid Perce nt	Cumulati ve Percent
Valid	Workers	48	40,3	40,3	40,3
	Students	71	59,7	59,7	100,0
	Total	119	100,0	100,0	

Source: Processed primary data (2025)

Table 3, it shows the types of jobs held by respondents included in the research sample dominated by students totaling 71 people or 59,7%. Meanwhile, 48 respondents or 40,3% were workers. Therefore, the total number of respondents was 119, covering 100%.

Validity Test

Validity testing is a test that shows how accurately the measuring instrument used can reflect or represent what is actually wanted to be known or measured (Kusumah, 2023, P.61). Construct validity testing in SEM-PLS consists of two stages, namely Convergent Validity and Discriminant Validity, The validity test is shown in the following table:

Convergent Validity Test

An indicator is considered to have good convergent validity if its Loading Factor is greater than 0,7 and the AVE is greater than 0,5 (Kusumah, 2023, P.199).

Table 4. Loading Factor

Indicator	Outer Loadings
X1.1 <- Destination Image	0,811
X1.2 <- Destination Image	0,792
X1.3 <- Destination Image	0,822
X1.4 <- Destination Image	0,807

Indicator	Outer Loadings
X1.5 <- Destination Image	0,841
X1.6 <- Destination Image	0,848
X2.1 <- Perceived Value	0,932
X2.2 <- Perceived Value	0,933
X2.3 <- Perceived Value	0,945
Y1.1 <- Visitor Satisfaction	0,849
Y1.2 <- Visitor Satisfaction	0,869
Y1.3 <- Visitor Satisfaction	0,922
Y1.4 <- Visitor Satisfaction	0,862
Y2.1 <- Destination Loyalty	0,850
Y2.2 <- Destination Loyalty	0,892
Y2.3 <- Destination Loyalty	0,908
Y2.4 <- Destination Loyalty	0,894

Source : SmartPLS Data (2025)

Table 4, it shows that all variable indicators used have outer loading values ranging from 0,792 to 0,945. This proves that the indicators are valid because they have loading factor values greater than 0,7.

Table 5. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Destination Loyalty	0,786
Destination Image	0,673
Perceived Value	0,877
Visitor Satisfaction	0,767

Source : SmartPLS Data (2025)

Table 5, it shows that all variable indicators used have an AVE value greater than 0,5. This proves that each indicator passes the convergent validity test.

Discriminant Validity Test

The discriminant validity test is tested through several criteria of the Heterotrait-Monotrait ratio (HTMT), Fornell-Lacker, and Cross Loading values. The HTMT criteria are met if the HTMT value is less than 0,90 (<0,90) then the discriminant validity is achieved, the Fornell-Larcker criteria compare the AVE root of each construct with the correlation between constructs; if the AVE root is greater than the correlation the criteria are met, the Cross Loading criterion is met if the indicator used to measure a construct has a higher factor loading on its own construct than on other constructs (Hamid & Anwar 2019. P.54).

Table 6. Heterotrait-Monotrait ratio (HTMT)

	Destinati on Loyalty	Destinati on Image	Perceive d Value	Visitor Satisfa ction
Destinatio n Loyalty				
Destinatio n Image	0,880			
Perceived Value	0,818	0,833		
Visitor Satisfacti on	0,856	0,872	0,851	

Source : SmartPLS Data (2025)

Table 6, it shows all mark Heterotrait-Monotrait ratio (HTMT) for all variables show number below 0,90. This proves that each variable

passes the discriminant validity test based on HTMT criteria.

Table 7. Fornell-Lacker

	Destinati on Loyalty	Destinati on Image	Perceive d Value	Visitor Satisfa ction
Destinati on Loyalty	0,886			
Destinati on Image	0,798	0,820		
Perceived Value	0,752	0,764	0,937	
Visitor Satisfacti on	0,775	0,786	0,779	0,876

Source : SmartPLS Data (2025)

Table 7, it shows AVE root value of each construct has a greater value than the correlation value between one construct and another. This proves that each variable passes the discriminant validity test based on Fornell-Lecker criteria.

Table 8. Cross Loading

	Destination Loyalty	Destination Image	Perceived Value	Visitor Satisfact ion
X1.1	0,686	0,811	0,631	0,682
X1.2	0,645	0,792	0,574	0,594
X1.3	0,637	0,822	0,612	0,644
X1.4	0,640	0,807	0,617	0,602
X1.5	0,657	0,841	0,661	0,665
X1.6	0,663	0,848	0,664	0,678
X2.1	0,721	0,727	0,932	0,707
X2.2	0,670	0,673	0,933	0,713
X2.3	0,721	0,746	0,945	0,768
Y1.1	0,685	0,706	0,627	0,849
Y1.2	0,706	0,672	0,719	0,869
Y1.3	0,688	0,691	0,709	0,922
Y1.4	0,632	0,687	0,672	0,862
Y2.1	0,850	0,634	0,678	0,646
Y2.2	0,892	0,715	0,643	0,675
Y2.3	0,908	0,732	0,700	0,729
Y2.4	0,894	0,745	0,647	0,695

Source : SmartPLS Data (2025)

Table 8, it shows all indicator variable items correlate higher with the measured variables and correlate lower with other unmeasured variables. This proves that each variable passes the discriminant validity test based on Cross Loading criteria.

Reliability Test

Reliability is tested using two criteria, namely Cronbachs Alpha and Composite Reliability values. A variable is considered to be reliable if its Cronbachs Alpha value is greater than 0,6 and its Composite Reliability value exceeds 0,7 (Kusumah, 2023, P.203). The reliability test is shown in the following table:

Table 9. Cronbachs Alpha and Composite Reliability

	Cronbachs Alpha	Composite Reliability
Destination Loyalty	0,909	0,936
Destination Image	0,903	0,925
Perceived Value	0,930	0,955
Visitor Satisfaction	0,898	0,929

Source : SmartPLS Data (2025)

Table 9, it shows that the Cronbachs Alpha values for all variables are greater than 0,6. In addition, the composite reliability of all variables also shows a value greater than 0,7. This proves that each variable passes the realibility test.

Multicollinearity Test

The condition of multicollinearity is a condition in which there is a strong relationship between two or more independent variables. Therefore, it is important to check the VIF value as a step in testing the inner model. Where if the value of a VIF is greater than 5, this indicates a multicollinearity problem. Conversely, if the VIF is less than 5, then the symptoms of multicollinearity are considered low and need not be worried about (Yamin, 2023, P.16).

Table 10. Inner VIF

	VIF
Destination Image -> Destination Loyalty	3,096
Destination Image -> Visitor Satisfaction	2,406
Perceived Value -> Destination Loyalty	3,007
Perceived Value -> Visitor Satisfaction	2,406
Visitor Satisfaction -> Destination Loyalty	3,276

Source : SmartPLS Data (2025)

Table 10, it shows all VIF values are less than 5. Therefore, it can be concluded that the level of multicollinearity between variables is low.

Hypothesis Testing

Hypothesis testing is a stage in research that aims to determine a decision regarding the proposed hypothesis, whether it will be accepted or rejected. Hypothesis testing is carried out by considering the t-statistic value and the probability value (p-value). Therefore, the criteria for hypothesis is accepted, if the p-value less than 0,05 and t-statistic greater than 1,96, this shows that there is a significant influence between variables. The hypothesis is rejected, if the p-value greater than 0,05 and t-statistic less than 1,96, this indicates that there is no significant influence between variables (Yamin, 2023, P.23).

Table 11. Direct Effect Hypothesis Testing

Hypothesis	Path Coefficient	P- Value	T statistics
H1. Destination Image -> Visitor Satisfaction	0,459	0,000	5,422
H2. Perceived Value -> Visitor Satisfaction	0,428	0,000	4,936
H3. Destination Image -> Destination Loyalty	0,408	0,000	4,257
H4. Perceived Value -> Destination Loyalty	0,220	0,007	2,699
H5. Visitor Satisfaction -> Destination Loyalty	0,282	0,005	2,833

Source : SmartPLS Data (2025)

Table 11, regarding the results of hypothesis testing, it can be explained as follows:

first hypothesis (H1) is accepted, which shows that there is a positive significant influence between destination image and visitor satisfaction with a path coefficient of (0,459), t statistics (5,422 > 1,96) and p-value of (0,000 < 0,05).

Second hypothesis (H2) is accepted, which shows that there is a positive significant influence between perceived value and visitor satisfaction with a path coefficient of (0,428), t statistics (4,936 > 1,96) and a p-value of (0,000 < 0,05).

Third hypothesis (H3) is accepted, which shows that there is positive significant influence between destination image and destination loyalty with a path coefficient of (0,408), t statistics (4,257 > 1,96) and p-value of (0,000 < 0,05).

Fourth hypothesis (H4) is accepted, which shows that there is positive significant influence between perceived value and destination loyalty with a path coefficient of (0,220), t statistics (2,699 > 1,96) and p-value of (0,007 < 0,05).

Fifth hypothesis (H5) is accepted, which shows that there is positive significant influence between visitor satisfaction and destination loyalty with a path coefficient of (0,282), t statistics (2,833 > 1,96) and p-value of (0,005 < 0,05).

Table 12. Mediation Effect Hypotesis Testing

Hypothesis	Path Coefficient	P-Value	T statistics
H6. Destination Image -> Visitor Satisfaction -> Destination Loyalty	0,129	0,018	2,363
H7. Perceived Value -> Visitor Satisfaction -> Destination Loyalty	0,121	0,011	2,558

Source : SmartPLS Data (2025)

Table 12, regarding the results of hypothesis testing meditation effect, it can be explained as follows:

Sixth hypothesis (H6) was accepted, indicating that visitor satisfaction has a positive and significant effect as a mediating variable, namely the existence of an indirect relationship between destination image and destination loyalty with a mediation path coefficient of (0,129), t-statistic (2,363 > 1,96) and p-value (0,018 < 0,05). Satisfaction transforms a destinations image into loyalty by creating strong affective memories. When real-life experiences such as the unique beauty of the lanterns, the serene nighttime atmosphere, comprehensive facilities, reasonable prices, and the staff's hospitality meet or exceed the image that had already formed in visitors minds before their visit, a sense of satisfaction emerges that is not merely rational but is embedded as an emotional impression in their memories. It is this impression that makes Mahakam Lampion Garden perceived as a special and irreplaceable place in Samarinda, so that visitors are not easily tempted to switch even when new destinations emerge because the loyalty that has been formed is no longer purely a matter of rational comparison, but rather an emotional attachment to an experience that has left a lasting impression.

Seventh hypothesis (H7) is accepted, which shows that visitor satisfaction has a positive and

significant influence as a mediating variable, namely the existence of an indirect relationship between perceived value and destination loyalty with a mediation path coefficient of (0,121), t statistics (2,558 > 1,96) and p-value (0,011 < 0,05). Satisfaction transforms perceived value into loyalty through the mechanisms of reduced psychological risk and a sense of certainty. Before visiting, tourists form expectations regarding the benefits they will receive compared to the sacrifices they make (ticket price, time, and effort). When post-visit evaluations show that the benefits received are commensurate with or even exceed these sacrifices, a sense of satisfaction arises, creating psychological certainty that the destination is consistently capable of meeting expectations. It is this certainty that eliminates doubts and concerns about disappointment on subsequent visits, so that visitors feel confident returning without needing to reconsider alternative destinations.

Goodness of Fit

The model at this stage is evaluated as a whole to assess how good the model is overall to ensure that the model is not only accurate in predicting but also reliable in measuring relevant variables. Goodness of Fit testing can be seen from the Standardized Root Mean Square Residual (SRMR), Normal Fit Index (NFI), F-Square, and R-Square. SRMR is used to determine the extent to which the model has a good fit, if the SRMR value is below 0,08 this indicates that the model has a good level of fit, in addition, the NFI has a range of values between 0 and 1 where the closer to 1 means the better the quality of the model, effect size (F-square) is used to determine how much impact a variable has in the context of the structural level if the F-square value is 0,02 (low), 0,15 (moderate), and 0,35 (high) and R-square is used to describe the overall influence of latent variables, if the R-square value is 0,25 (weak), 0,50 (moderate), and 0,75 (strong) (Yamin, 2023, P.24). The following are the results of the goodnes of fit test:

Table 13. Fit Model

	Saturated model	Estimated model
SRMR	0,049	0,049
d_ULS	0,368	0,368
d_G	0,383	0,383
Chi-square	262,148	262,148
NFI	0,859	0,859

Source : SmartPLS Data (2025)

Table 13, it shows the SRMR value obtained is 0,049 less than 0,1 and the NFI value is 0,859 (approaching 1). Therefore it can be concluded that the data has described the model as a whole or the model fits the data.

Table 14. Effect size (f-square)

Destination Loyalty	Destination Image	Perceived Value	Visitor Satisfaction
Destination Loyalty			

	Destinati on Loyalty	Destin ation Image	Perceive d Value	Visitor Satisfac tion
Destination Image	0,186			0,287
Perceived Value	0,056			0,250
Visitor Satisfaction	0,084			

Source : SmartPLS Data (2025)

Table 14, it shows that the effect of destination image (X1) on visitor satisfaction (Y1) is moderate with an f-square value of 0,287. Perceived value (X2) on visitor satisfaction (Y1) is moderate with an f-square value of 0,250. Destination image (X1) on destination loyalty (Y2) is moderate with an f-square value of 0,186. Meanwhile, perceived value (X2) has a low influence on destination loyalty (Y2) with an f-square value of 0,056, and visitor satisfaction (Y1) has a low influence on destination loyalty (Y2) with an f-square value of 0,084.

Table 15. R-square

	R-square	R-square adjusted
Destination Loyalty	0,710	0,703
Visitor Satisfaction	0,695	0,689

Source : SmartPLS Data (2025)

Table 15, show the magnitude the influence of destination image (X1), perceived value (X2), and visitor satisfaction (Y1) on destination loyalty (Y2) including to in category moderate of 0,710. Then the magnitude of the influence of destination image (X1) and perceived value (X2) on visitor satisfaction (Y1) is included in the moderate category of 0,695.

Discussion

The Influence of Destination Image on Visitor Satisfaction

This study shows that there is a positive and significant influence between destination image and visitor satisfaction, therefore accepting the first hypothesis. This means that the better the image of Mahakam Lampion Garden, the higher the satisfaction of visitors to the destination.

The image of a destination is formed from its various attributes and various sources of information, such as advertisements and reviews about the place. This image then creates expectations that encourage potential visitors to visit the destination. Destinations with positive images can increase the likelihood of visitors choosing that destination. The image of a destination plays an important role in shaping expectations before traveling, which are then used as a basis for assessing satisfaction by comparing them with actual experiences (Marques et al., 2021). When visitors decide to visit a destination and begin to interact directly with its attributes, such as the scenery, facilities, and staff, visitor will compare actual experience during the visit with prior expectations. If the image of the destination matches

or even exceeds expectations, visitors will be satisfied with the visit. It can be concluded that visitors will be satisfied when what they get matches their expectations and desires (Kusumawati & Rahayu, 2020).

These results are in line with research conducted by Huwae et al. (2020), Shatnawi et al. (2023), and Suban (2024) who examined the variables of destination image and visitor satisfaction, stating that there is a positive and significant influence.

The Influence of Perceived Value on Visitor Satisfaction

This study shows that there is a positive and significant influence between perceived value and visitor satisfaction, therefore accepting the second hypothesis. This means that the better the perceived value of visitors to visit the Mahakam Lampion Garden destination, the higher the level of visitor satisfaction.

Visitors obtain information about the uniqueness, facilities, activities, and ticket prices of the destination. Based on this information, visitors form expectations about the benefits (what they will get from the destination), assuming that these benefits are commensurate with the sacrifices made (cost, time, and energy spent to reach the destination). After visiting, visitors will evaluate various aspects of their experience, including service quality, price paid, emotions felt, and so on. This evaluation aims to assess whether the benefits received by visitors can meet or even exceed these expectations. If expectations are met or exceeded, the perceived value becomes high. This will result in emotional satisfaction because the destination is able to meet visitors expectations regarding benefits that are considered comparable (Osman et al., 2023).

The results of this study are in line with Kokkhangplu et al. (2023), Osman et al. (2023), and Yu et al. (2023) who examined the variables of perceived value and visitor satisfaction, stating that there is a positive and significant influence.

The Influence of Destination Image on Destination Loyalty

This study shows that there is a positive and significant influence between destination image and destination loyalty, therefore accepting the third hypothesis. This means that the better the image of the Mahakam Lampion Garden destination, the higher the level of visitor loyalty to the destination.

Visitors who have a positive view of a destinations image in terms of reputation, attractiveness, and uniqueness will experience a profound emotional impact. This perception creates a lasting impression in the minds of visitors who consider the destination to have a unique appeal compared to other destinations, so visitors tend to remember the destination. Therefore, the more positive the image of a destination, the greater the likelihood of planning a return visit to the same

destination in the future without considering other factors (Yuliana et al., 2023). Even if the experience during the visit was not entirely perfect, this positive image remains a strong reason for visitors to make a return visit or recommend the destination to others. This shows how powerful the image of a destination is in shaping visitor behavior, where positive impressions can overcome minor shortcomings in the actual experience, thereby strengthening the long-term relationship between visitors and the destination.

The results of this study are in line with, Yuliana et al. (2023), Zakiah et al. (2023), and Yen et al. (2024) who examined the variables of destination image and destination loyalty, stating that there is a positive and significant influence.

The Influence of Perceived Value on Destination Loyalty

This study shows that there is a positive and significant influence between perceived value and destination loyalty, therefore accepting the fourth hypothesis. This means that the better the perceived value by visitors to the Mahakam Lampion Garden destination, the higher the level of visitor loyalty to the destination.

Visitors make assessments after visiting a destination to compare whether the experience gained during the visit is worth the time, effort, and cost incurred. The value of these assessments can help understand visitors needs and views of the destination, so that the quality of the destination can be improved to maintain visitor loyalty (Wang et al., 2022). Visitors feel obtained high value when the overall benefits felt during the visit are comparable to or even exceed the sacrifices made to reach the destination. The higher the perceived value and the lower the cost, the more likely visitors are to consider the destination to be of good quality and worth revisiting without considering other factors.

The results of this study are in line with Thanh et al. (2020), Valverde-Roda et al. (2022), and Wang et al. (2022) who examined the variables of perceived value and destination loyalty, stating that there is a positive and significant influence.

The Influence of Visitor Satisfaction on Destination Loyalty

This study shows that there is a positive and significant influence between visitor satisfaction and destination loyalty, therefore accepting the fifth hypothesis. This means that the higher the level of visitor satisfaction, the higher the level of visitor loyalty to the destination.

Before visiting, visitors usually have expectations regarding experience at a destination. After visiting a destination, visitors begin to evaluate the expectations with actual experience. If the result of this evaluation meet or even exceeds expectations, visitors will feel positive emotions in the form of satisfaction. This satisfaction builds confidence that subsequent visits will provide a similar or better experience, which directly increases the likelihood of

that destination being a future destination choice. The higher the level of satisfaction with destination attributes, the more likely visitors are to return and spread positive word-of-mouth about the destination (Quang Vinh et al., 2023). This occurs because visitor satisfaction not only creates a sense of well-being but also builds strong trust in the destination.

The results of this study are in line with Dileep Kumar et al. (2020), Hung et al. (2021), and Ahn & Kim (2024) who examined the variables of visitor satisfaction and destination loyalty, stating that there is a positive and significant influence.

The Influence of Destination Image on Destination Loyalty Through Visitor Satisfaction

This study shows that visitor satisfaction has a positive and significant effect in mediating the indirect influence of destination image on destination loyalty (the sixth hypothesis is accepted). This means that when the destination image improves, destination loyalty through visitor satisfaction will also increase. These results indicate that visitor satisfaction acts as a mediator in the influence between destination image and destination loyalty.

Before visiting, the image of a destination creates expectations and desires in visitors that encourage to visit destination. This image of the destination can change during the visit based on the experiences felt. This experience will determine whether visitors are satisfied with visit or not (Nasir et al., 2022). If the image of the destination matches the experience directly felt by visitors, satisfaction will arise. Visitors who are satisfied with their experience when visiting a destination tend to have the intention to revisit the destination and recommend it to others (Lu et al., 2020). Satisfaction serves as a bridge between the image of the destination and visitor loyalty to the destination. Therefore, there is an indirect influence between the image of the destination and destination loyalty, which can be understood through the mediation of visitor satisfaction.

The results of this study are in line with Matolo et al. (2021), Toan Duc et al. (2023), and Quang Vinh et al., (2023) who examined destination image variables, visitor satisfaction and destination loyalty, stating that there is an influence of destination image on loyalty, with visitor satisfaction as a mediating variable that strengthens this relationship.

The Influence of Perceived Value on Destination Loyalty Through Visitor Satisfaction

This study shows that visitor satisfaction has a positive and significant effect in mediating the indirect influence of perceived value on destination loyalty (the seventh hypothesis is accepted). This means that when visitors perceive value to be good, destination loyalty through visitor satisfaction will also increase. These results indicate that visitor satisfaction acts as a mediator of the influence between perceived value and destination loyalty.

Perceived value comes from visitors assessment of the overall benefits they experience during their visit compared to the sacrifices they make in terms of energy and money. When the perceived benefits match their expectations and are proportional to the sacrifices made, visitors will feel that the destination offers high value. When tourists perceived values are met, leading to positive emotional responses and higher satisfaction, this enhances their impression of the destination and fosters a desire to recommend it to others, as well as a desire to return (Qiu et al., 2024). Satisfaction serves as a bridge between perceived value and visitor loyalty to a destination. Therefore, there is an indirect influence between perceived value and destination loyalty, which can be understood through the intermediary of visitor satisfaction.

The results of this study are in line with Jeong & Kim (2020), Sahabuddin et al. (2021), and Afroz & Istiaque (2022) who examined the variables of perceived value, visitor satisfaction, and destination loyalty. stating that there is an influence of perceived value on loyalty, with visitor satisfaction as a mediating variable that strengthens this relationship.

In addition to the statistical findings, these results can also be linked to recent developments in destination marketing theory, particularly the concepts of place attachment and emotional experiences in which the destinations image and the values perceived by tourists trigger spontaneous emotional experiences during their visit such as a sense of wonder and comfort while enjoying the lantern-lit atmosphere which in turn enhance visitor satisfaction. When this satisfaction occurs repeatedly, the accumulated emotional experiences have the potential to develop into a more stable affective bond with the place (place attachment). This affective bond makes tourists feel a personal connection and internalize Mahakam Lampion Garden as part of their memories. Ultimately, this sequential process drives the intention to revisit and recommend the destination to others, thereby fostering long-term destination loyalty.

D. CONCLUSION

The research conducted shows the following results: 1) there is a positive and significant effect of destination image on visitor satisfaction at Mahakam Lampion Garden; 2) perceived value has a positive and significant effect on visitor satisfaction at Mahakam Lampion Garden; 3) destination image has a positive and significant effect on destination loyalty at Mahakam Lampion Garden; 4) perceived value has a positive and significant effect on destination loyalty at Mahakam Lampion Garden; 5) visitor satisfaction has a positive and significant effect on destination loyalty at Mahakam Lampion Garden; 6) visitor satisfaction plays a positive and significant role in mediating the indirect effect of destination image on destination loyalty at Mahakam Lampion Garden; 7)

visitor satisfaction plays a positive and significant role in mediating the indirect effect of perceived value on destination loyalty at Mahakam Lampion Garden.

Based on findings, the researchers provided a number of strategic recommendations to the management of Mahakam Lampion Garden to strengthen the positive image of the destination by improving inadequate facilities, adding innovative and attractive rides, and optimizing promotion on social media to highlight the uniqueness of the destination. Management is also advised to consistently provide quality services to create high value for visitors, so that the experience visitor get is worth the money, time, and energy spend. Visitor satisfaction can be improved by management holding regular discussions about visitor feedback so that they can respond to complaints quickly and address weaknesses effectively. A social media content strategy that partners with local micro-influencers to promote Mahakam Lampion Garden; micro-influencers often have high engagement rates, making them effective at encouraging the audience to visit, rather than just viewing content. Second, create new attractions that align with youth trends, such as a lantern-themed 3D/AR photo booth that allows visitors to interactively create animated effects of flying lanterns. Third, create lantern themes that change periodically to match specific occasions, giving visitors a reason to come back again and again.

This study has limitations related to the respondent profile, which was dominated by women (67.2%) and the 17–25 age group (Gen Z) (68.9%). Consequently, the findings of this study more accurately reflect an emotional perspective as women tend to be more easily influenced emotionally by visual aesthetics, ambience, and photographic experiences than men as well as the behavior of young tourists, whose loyalty is shaped by trends and social validation more so than that of the overall visitor population. Therefore, future research should generalize these findings using a sample with a balanced gender ratio and participants from other age groups.

Future research is recommended to use a qualitative approach, such as in-depth interviews with visitors who gave low ratings on questionnaire indicators related to the condition of the lanterns and facilities, in order to explore the specific reasons behind these ratings, given that the quantitative approach in this study has not been able to thoroughly explain the psychological factors and personal experiences underlying those ratings. In addition, future research could also include other variables, such as place attachment or emotional experience, apply different analytical methods, and expand the scope of the study to other destinations in the city of Samarinda so that the results are not limited to a single destination and can provide a more comprehensive understanding of the factors

influencing tourist loyalty across various types of destinations.

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