






“Attractive inbound marketing on tourist loyalty at tourism destination in Indonesia”

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ATTRACTIVE INBOUND MARKETING ON TOURIST LOYALTY AT TOURISM DESTINATION IN INDONESIA

Abstract

Tourist loyalty is the commitment of tourists to a destination, which is reflected in their desire to make repeat visits, give positive recommendations to others, and maintain a preference for the destination despite similar choices. This research investigates the impact of omni-channel marketing on tourist loyalty by analyzing the roles of inbound marketing, memorable tourist experiences, and destination images. This study’s population consists of domestic tourists who visit several tourist attractions on Lake Toba, especially in Balige Regency, Simalungun Regency, and Samosir Regency. However, the sample is determined as part of the total population chosen to represent the entire population. Using a quantitative research design, data were collected from 356 participants via questionnaires. Structural Equation Modeling-Partial Least Squares (SEM-PLS) was employed, followed by Multi-Group Analysis (MGA). Results indicate that omni-channel marketing contributes significantly to creating memorable tourist experiences, though it does not directly influence loyalty. Furthermore, omni-channel marketing positively affects attractive inbound marketing, enhancing memorable tourist experiences. However, despite these enhancements in experience, more than memorable tourist experiences are required to drive loyalty substantially. Likewise, attractive inbound marketing does not significantly affect loyalty through memorable tourist experiences. However, destination attributes directly influence tourist loyalty, underscoring the importance of well-maintained and appealing attractions for fostering repeat visits.

Keywords

multi-group analysis, attractive inbound marketing, traveler loyalty, omni-channel marketing, memorable tourism experience

JEL Classification

M31, Z33

INTRODUCTION

As one of the tourist sites that received government attention to become a “New Bali,” Lake Toba certainly has a natural beauty already known to the world. The tourist area formed from this mountain eruption is the world’s largest volcanic lake. Mountains and green hills surround it and offer natural beauty through hill views, lakes, waterfalls, water tours, etc. In addition to offering natural beauty, the Lake Toba tourist area also provides unique cultural and historical tours of the Batak tribe as a local community. Some cultural and historical tours include traditional Batak houses, traditional Batak funeral procedures, Batak royal sites, museums, etc. Unique culinary delights from the Batak community, such as Naniura and Arsik, are also an attraction for culinary tourism at this location. Visiting tourists are also offered a variety of tourist activities such as swimming, boating, exploring Batak villages, hiking, and race performances held every season. Currently, the Lake Toba tourist area has also been equipped with various infrastructure and facilities that can support tourism activities such as lodging, restaurants, road access, and transportation to facilitate tour-

ist activities for travel. The determination of the Lake Toba area as one of the super-priority tourist destinations by the government may also be based on the vastness of the lake and the eight regencies surrounding it. The vast area causes many tourist spots along with the types of attractions owned to attract tourists. The main factor to increase tourist visits is known to be tourist loyalty to a tourist location. Tourists loyal to a tourist location are known to visit many times. This is because of their loyalty. Every time they want to do tourism activities, the tourist location will be in the first order to be visited. In contrast to tourists who are not loyal, visits tend to be due to curiosity about a tourist location that he has never visited (Loyalty to multiple visits). Loyal tourists will also tend to promote the tourist location they like to the people around them or even use their social media.

1. LITERATURE REVIEW AND HYPOTHESES

In today's consumer culture, experiences hold crucial value (Carù & Cova, 2013) and are even identified as a major trend (Mehmetoglu & Engen, 2011). Numerous interpretations exist for "experience" (Volo, 2009). Some researchers view experiences as part of daily interactions (Carù & Cova, 2013), while others study them as scientific concepts (Zhang & Xu, 2019). According to Pine and Gilmore (1998), experiences signify the highest level of economic evolution, moving beyond goods and services. The focus has thus shifted from products and services toward experiences as a primary driver for achieving a competitive edge. Within tourism, experiences are foundational elements (Williams, 2006; Tussyadiah, 2014; Kim & So, 2022), often described as enjoyable, memorable, and engaging (Oh et al., 2007) yet transient (Volo, 2009). When exploring new places, travelers seek out authentic, enriching, multi-layered, and transformative experiences (Kirillova et al., 2017; Spielmann et al., 2018; Buzova et al., 2020; Chirakranont & Sakdiyakorn, 2022).

The attractiveness of a destination is shaped by various elements that pull in visitors (Lew, 1987). This appeal matters for a few reasons. First, travelers weigh destination's features when deciding on a place to visit, often choosing spots that promise personal rewards. Specific characteristics guide these choices (Turner & Reisinger, 1999). Past studies have pinpointed critical factors in tourism that enhance the appeal and effectiveness of a site (Assaf & Josiassen, 1999). Additionally, the traits of a destination contribute to how people perceive it. Crompton (1979) describes this perception as "the sum of one's beliefs, thoughts, and feelings toward a location." This image plays a ma-

major role in influencing visitor actions (Bigne et al., 2020; Lee et al., 2005). Much research has examined how destination qualities build this image, identifying attributes that establish a destination's identity. For instance, studies by Kim et al. (2012) and Beerli and Martín (2004) suggest that a visitor's experience within a place shapes their overall perception, making it a strong indicator of future travel decisions.

The term "Omnis" originates from Latin, meaning "all" or "universal," capturing the essence of "unifying all channels" (Juaneda-Ayensa et al., 2016). As such, omni-channel marketing adopts a customer-focused model that delivers an integrated and enjoyable shopping experience across any channel customers use (Gupta et al., 2004; Shah et al., 2006). In this approach, the brand becomes the central connection rather than any single channel (Piotrowicz & Cuthbertson, 2014). Verhoef et al. (2015) explain that omni-channel management enhances the consumer experience and outcomes by strategically handling each customer interaction point. Definitions of omni-channel marketing often highlight two main aspects: how consumers access information and how purchases are completed (Bell et al., 2014). Strategies such as multi-channel and integrated marketing communications (IMC) align with omni-channel marketing in their goal to provide consistent messaging across touchpoints. Notably, multi-channel marketing aims to improve each channel's performance, whereas omni-channel marketing emphasizes overall customer value across all channels (Verhoef et al., 2015).

Inbound marketing, on the other hand, is designed to reach potential customers by offering relevant resources and valuable experiences (Holden et al., 2021). Defined by Patrutiu-Baltes (2016), inbound

marketing entails carefully targeting audiences and using personalized, high-quality content to engage them. Venisse (2016) describes inbound marketing as a unique medium that naturally encourages audiences to become customers. Instead of directly reaching out to customers, as Bezovski (2015) notes, inbound marketing aims to attract them by creating appealing content that matches their readiness to purchase and commitment levels. This method is often called acquisition marketing (Vavilovs, 2023) and involves four main steps: attraction, engagement, conversion, and retention. Inbound marketing draws prospects by developing meaningful content, enabling them to find the brand rather than the brand finding them (Miller, 2015). As Halligan (2022) describes, this strategy enhances the buying journey by providing customers with informative content that aids their decision-making. Through blogs, search engines, and social media, inbound marketing drives traffic to websites in a way that avoids aggressive outreach (Halligan, 2022). Inbound marketing generates quality leads, builds trust, and fosters loyalty by producing content that aligns with target customers' goals and needs. Dabi-Schwebel (2017) highlights how inbound marketing establishes a consistent brand channel, transforming potential leads into loyal customers while reducing marketing inefficiencies.

Customer loyalty has been defined in various ways in the marketing literature (Jacoby, 1971). One approach considers loyalty as a psychological concept, where consumers' perceptions of value affect their attitudes toward a product or service and influence their desire for future purchases (Hawkins et al., 1989; Fournier et al., 1994). Another view defines loyalty through consistent purchasing and positive word-of-mouth (Sönmez & Graefe, 1998; Hughes, 1991). In tourism, loyalty reflects an extension of general customer loyalty, where tourists who perceive a destination positively may be more likely to revisit or recommend it to others (Backman & Crompton, 1991; Yoon & Uysal, 2005; Baloglu & Mangalolu, 2001). Tourist loyalty is often divided into two main categories: relative attitude, which comprises cognitive, emotional, and conative elements, and behavior, which is focused on actions like repeat visits. Zhang et al. (2014) also categorize tourist loyalty as behav-

ioral, attitudinal, or a mix of both. Behavioral loyalty includes observable actions, such as revisits, while attitudinal loyalty refers to intentions to recommend a place. A combined loyalty approach merges attitudes and behaviors, implying that travelers who frequently return to a destination may also maintain a positive perception after successful experiences.

This research investigates the impact of omni-channel marketing on tourist loyalty by analyzing the roles of inbound marketing, memorable tourist experiences, and destination images. The study's hypotheses are structured as follows:

- H1: *Omni-channel marketing has a positive and significant influence on tourist loyalty.*
- H2: *Omni-channel marketing positively and significantly influences memorable tourism experiences.*
- H3: *Omni-channel marketing positively and significantly influences attractive inbound marketing.*
- H4: *Attractive inbound marketing positively and significantly influences memorable tourism experiences.*
- H5: *Memorable tourism experience positively and significantly influences tourist loyalty.*
- H6: *Destination attribute has a positive and significant influence on tourist loyalty.*
- H7: *Memorable tourism experience positively and significantly influences tourist loyalty through destination attribute.*
- H8: *Attractive inbound marketing positively and significantly influences tourist loyalty through a memorable tourism experience.*
- H9: *Omni-channel marketing positively and significantly influences tourist loyalty through memorable tourism experiences.*

The conceptual framework of this research is presented in Figure 1, as indicated by the literature review.

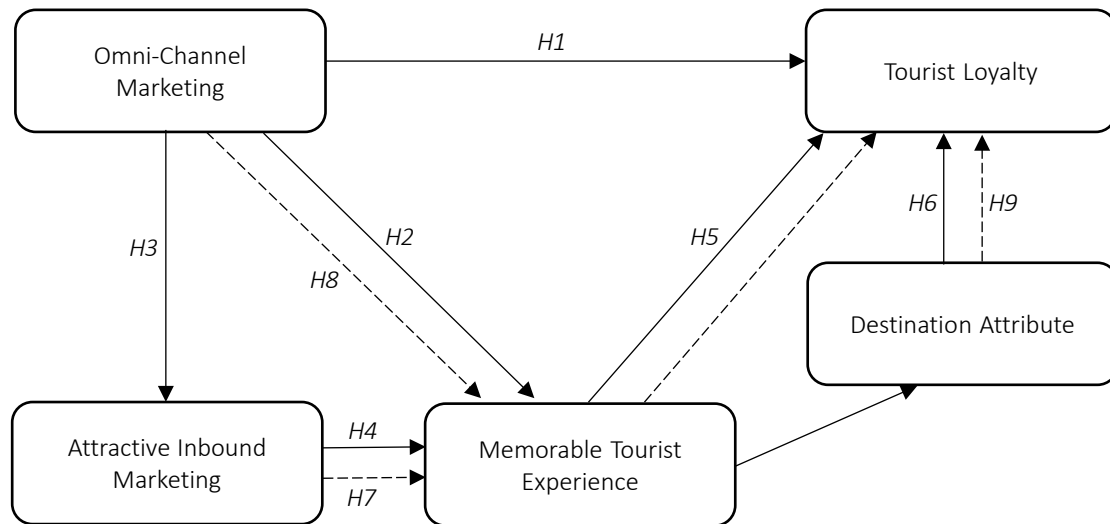


Figure 1. Research model

2. METHODOLOGY

This research uses descriptive and explanatory methods. This research was conducted at Lake Toba tourist destinations in Balige Regency, Simalungun Regency, and Samosir Regency – Indonesia. The selection of this location was carried out purposively. This study’s population consists of domestic tourists who visit several tourist attractions on Lake Toba, especially in Balige Regency, Simalungun Regency, and Samosir Regency. However, the sample is determined as part of the total population chosen to represent the entire population. The basic idea of sampling means that conclusions about the total population are possible by selecting some elements of the population (Cooper, 2005).

This investigation employs convenience sampling, which is a non-probability sampling method. This sampling method was selected to simplify the research implementation, as the respondents were recruited from tourist destinations with the maximum number of visitors. According to Hair et al. (2011), the minimum number of samples in research is ten times the largest number of indicators of one of the variables. This research refers to the third rule, so the researcher sets five times the number of research indicators. This is done so that the sample size is more representative of the existing population. The sample size is $n = 5 \times$ the number of indicators: $n = 5 \times 72 = 360$ respondents. Thus, the number of participants in

this study was 360. An overview of the respondent profile is shown in Table 1.

Table 1. Respondent characteristics

No.	Category	Number of respondents (persons)	Percentage (%)
Gender			
1	Male	164	46
2	Female	192	54
Education			
1	Elementary school	1	0.3
2	Junior school	6	1.7
3	High school	138	38.9
4	Diploma	21	5.9
5	Bachelor	175	49.4
6	Master/Doctor	15	4.2
Jobs			
1	Self-employed	61	17.2
2	Employees	118	33.3
3	Student	81	22.9
4	Army/police	31	8.7
5	Housewife	36	10.1
6	Professional	11	3.1
7	More	18	5.1
Age			
1	17-23 years	107	30.1
2	24-30 years	91	25.6
3	31-37 years	73	20.6
4	38-44 years	32	9
5	45-51 years	5	1.4
6	>51 years	5	1.4

The data in this study were obtained directly from distributing questionnaires to the subject or unit of observation, namely archipelago tourists travel-

ing on Lake Toba. The distribution of this research questionnaire cooperates with tours and travel on Lake Toba and is assisted by hotels around Lake Toba. Researchers will also participate directly in distributing questionnaires to tourists. This research used the SEM (Structural Equation Modeling) analytical approach, a statistical method adept at examining the interrelationships of latent constructs, their markers, and direct measurement errors. SEM is a predictive alternative covariance based on components or variance and employs Partial Least Squares (PLS). The theory can be verified, and the relationship between latent variables can be elucidated through Partial Least Squares (PLS). Partial Least Squares (PLS) is more suitable for data analysis in prediction-based research.

3. RESULTS

Validity testing is an important process in developing research instruments, such as questionnaires, to ensure that the instrument accurately measures what is intended. In this study, two validity test criteria were used, namely convergent validity and discriminant validity. Convergent validity refers to the extent to which a measurement instrument correlates with variables that should be similar or related to it. In other words, the instrument is considered valid if the variables that should be related have a significant correlation with each other in the measurement. One method for measuring convergent validity is to look at the Average Variance Extracted (AVE) value. AVE is the average of the variance explained by the indicators measured in a construct. The instrument is considered convergent valid if its AVE value is ≥ 0.50 , indicating that the measured construct explains more than half of the variance in the indicators.

Table 2. Loading factor

No.	Indicator	Variables					Description
		AIM	DA	MTE	OM	TL	
1	AIM10	0.78					Valid
2	AIM2	0.78					Valid
3	AIM3	0.80					Valid
4	AIM5	0.76					Valid
5	AIM7	0.71					Valid
6	AIM8	0.75					Valid
7	DA10		0.79				Valid
8	DA3		0.73				Valid

No.	Indicator	Variables					Description
		AIM	DA	MTE	OM	TL	
9	DA4		0.75				Valid
10	DA5		0.8				Valid
11	DA7		0.79				Valid
12	DA8		0.84				Valid
13	DA9		0.77				Valid
14	MTE4			0.86			Valid
15	MTE5			0.88			Valid
16	MTE6			0.86			Valid
17	OM3				0.73		Valid
18	OM4				0.76		Valid
19	OM5				0.84		Valid
20	OM6				0.80		Valid
21	OM7				0.81		Valid
22	TL2					0.75	Valid
23	TL3					0.76	Valid
24	TL5					0.78	Valid
25	TL6					0.77	Valid

The results of the third model calculation, as shown in Table 2, show that all indicators in the model have a loading factor value $>$ from the cross-loading of 0.70 (Hair et al., 2011). This means that all indicators are categorized as “valid” in this third model.

After the validity test is carried out and all indicators in the model are “valid”, the outer model testing is continued by testing their reliability. Reliability testing is an important stage in the development of research questionnaires. The main objective is to measure a questionnaire’s reliability or consistency so that the respondents’ answers to each question can be considered consistent or stable over time. In this context, Ghozali and Latan (2014) suggest two main criteria for assessing the reliability of a questionnaire, namely using the Cronbach’s Alpha and Composite Reliability values. The Cronbach’s Alpha and Composite Reliability values of each construct are expected to be ≥ 0.70 .

Table 3. Composite Reliability, Cronbach’s Alpha, and Average Variance Extracted

Variables	CA	rho_A	CR	AVE
Attractive Inbound Marketing (AIM) (AIM)	0.858	0.865	0.893	0.583
Destination Attributes (DA)	0.895	0.901	0.917	0.613
Memorable Tourist Experience (MTE)	0.837	0.838	0.902	0.754
Omni-channel Marketing (OM)	0.846	0.857	0.890	0.619
Tourist Loyalty (TL)	0.770	0.780	0.850	0.587

In Table 3, one can see that each construct value is ≥ 0.7 for the Cronbach's Alpha (CA) value, as well as the Composite Reliability value is also ≥ 0.7 , and the Average Variance Extracted (AVE) value is ≥ 0.5 . These values exceed the standards required for an indicator or questionnaire instrument to be declared "reliable." The results of the outer model calculation presented in Table 2 indicate that the questionnaire and its indicators are valid and trustworthy. The subsequent stage involves assessing the validity of the outer model through the discriminant validity test.

The discriminant validity test is one of the stages in evaluating the outer model of PLS-SEM. This test aims to ensure that indicators or measurement variables can distinguish between different constructs in the model. Discriminant validity can be seen based on the Fornell-Larcker AVE criteria. A valid outer model must have an AVE Fornell-Larcker value ≥ 0.5 . Besides, the Fornell-Larcker AVE calculation process is carried out by comparing the AVE root of each construct to the AVE value of other constructs (Ghozali, 2013). Discriminate validity is declared good if each construct has an AVE root value greater than others.

Table 4. Discriminant validity test results are based on the Fornell-Larcker AVE value

Variables	AIM	DA	MTE	OM	TL
AIM	0.764				
DA	0.645	0.783			
MTE	0.618	0.941	0.868		
OM	0.432	0.385	0.435	0.787	
TL	0.608	0.557	0.504	0.258	0.766

Table 4, which contains the discriminant validity assessment results with the Fornell-Larcker AVE calculation method, shows that all variables have a value ≥ 0.50 . Likewise, each construct's Fornell-Larcker root AVE value is higher than the value of other constructs except between MTE and DA. In conclusion, these results confirm that the proposed model has indicators that effectively distinguish constructs among existing variables. This indicates good discriminant validity, strengthening the model's reliability in the PLS-SEM analysis.

R-squared is a parameter used to measure the proportion of variability of the dependent variable that the independent variables in the model

can explain. R-squared is commonly used in linear regression but is also applied in PLS-SEM. The R-squared value ranges between 0 and 1, where a value > 0.67 indicates a model in the "strong" category, 0.33 is interpreted as "moderate," and 0.19 is considered "weak" (Haryono, 2017; Savitri et al., 2021). High R-squared indicates that the model has a good ability to explain data variability.

Table 5. Inner model test results based on R-squared parameters

Variables	R-squared	R-squared adjusted
MTE	0.417	0.413
TL	0.321	0.313
AIM	0.186	0.184

The explanation of the R-squared test results from Table 5 is as follows: R-squared value of the memorable tourist experience variable (X_1) is 0.417. This means that the ability of variance that can be explained by omni-channel marketing (OM) and attractive inbound marketing (AIM) variables is around 41.7% of the memorable tourist experience (MTE) variable. This shows that in this model, a relationship is categorized as "strong." R-squared value of the Tourist Loyalty (Y) variable is 0.321, which indicates that the ability of the variance of the memorable tourist experience variable (X_1), omnichannel marketing (X_2), attractive inbound marketing (X_3), and destination attribute (X_4) to explain the Tourist Loyalty (Y) variable is around 32.1%. The value of 0.321 indicates a "moderate" influence of the four independent variables on the dependent variable. R-squared value of memorable tourist experience (X_1), omni-channel marketing (X_2), attractive inbound marketing (X_3), and destination attribute (X_4) of 0.478 on tourist loyalty (Y) indicates that about 47.8% of the variability of the variable "Tourist Loyalty" can be explained by the combination of the four variables. This indicates that the proposed model is considered "moderate." There is a significance parameter for hypothesis testing in testing the inner model. Hypothesis testing is carried out to evaluate how strong the relationship between variables in the model is. Previously, several hypotheses were set in this study related to the influence of four independent variables (X_1 to X_4) on the dependent variable (Y). The results of this hypothesis test will determine whether the initial hypothesis (null) can be accepted. The hypothesis testing will be

Table 6. Hypothesis testing of direct effect between variables

	Hypothesis	Path coefficient	t-statistics >1.96	p-values	Conclusion
H1	OM → TL	0.067	1.298	0.195	Rejected
H2	OM → MTE	0.207	4.384	0.000	Accepted
H3	OM → AIM.	0.431	8.772	0.000	Accepted
H4	AIM → MTE	0.529	11.411	0.000	Accepted
H5	MTE → TL	-0.135	1.128	0.260	Rejected
H6	DA → TL	0.683	5.720	0.000	Accepted

Table 7. Hypothesis testing of indirect effects between variables

	Hypothesis	Path coefficient	t-statistics >1.96	p-values	Conclusion
H7	MTE → DA → TL	-0.028	1.036	0.301	Rejected
H8	AIM → MTE → TL	-0.071	1.113	0.266	Rejected
H9	OM → MTE → TL	-0.033	1.198	0.232	Rejected

assessed using the path coefficient value, the significance level of the path coefficient, and the t-statistical value. The path coefficient value determines the direction of the influence of exogenous variables on endogenous variables. In the interim, the t-statistics establishes the relationship between the independent variable (X) and the dependent variable (Y) by necessitating a minimum value of > 1.96 for 5% significance or > 2.58 for 1% significance (Hamid et al., 2019; Savitri et al., 2021).

4. DISCUSSION

The results showed that Omni-channel Marketing has a positive but insignificant effect on Tourist Loyalty ($t = 1.298, p > 0.05$). Thus, Omni-channel Marketing does not significantly affect Tourist Loyalty. This means that marketing efforts made through various channels (online and offline) need to be stronger to increase tourist loyalty significantly. Previous research also provides a similar view. For example, a study by Verhoef et al. (2015) highlighted the importance of consistency and integration between various marketing channels to create a cohesive traveler experience. The study found that omni-channel strategy's success relies heavily on managers' ability to deliver consistent messages and provide a seamless experience across channels. Although Omni-channel Marketing has great potential in shaping traveler loyalty, suboptimal execution can reduce its effectiveness.

The results showed that Omni-channel Marketing positively and significantly affects the Memorable Tourist Experience ($t = 4.384, p < 0.05$). Thus,

Omni-channel Marketing (OM) significantly affects the Memorable Tourist Experience. This means that marketing efforts made through various channels (online and offline) have succeeded in increasing the memorable tourist experience for tourists. This research aligns with previous studies that indicate the importance of Omni-channel Marketing strategies in creating memorable tourism experiences. For example, a study by Buhalis and Sinarta (2019) highlighted how various marketing channels can increase tourists' interaction with tourist destinations, thus creating a more immersive and memorable experience. Digital technology connected with traditional media can provide richer and more interactive information, allowing travelers to plan and enjoy their trips better.

The results of this study indicate that Omni-channel Marketing has a positive and significant effect on Attractive Inbound Marketing ($t = 8.772, p < 0.05$). Thus, the hypothesis that Omni-channel Marketing significantly affects Attractive Inbound Marketing is accepted, suggesting that an effective Omni-channel Marketing strategy can increase inbound marketing appeal. For tourism, this result means that destination managers who implement Omni-channel Marketing strategies effectively can make their inbound marketing campaigns more attractive. This is in line with research by Neslin (2022), who found that using various integrated marketing channels could increase the attractiveness of inbound marketing more efficiently and attractively for tourists. Attractive inbound marketing is important to attract tourists and increase their interest in tourist destinations.

The results showed that Attractive Inbound Marketing positively and significantly affects the Memorable Tourist Experience ($t = 11.411, p < 0.05$). Thus, Attractive Inbound Marketing and Memorable Tourist Experiences have a significant direct effect. Previous research also supports these findings. For example, Willems et al. (2019) found that engaging and interactive marketing content could significantly improve the traveler experience. When presented with engaging content before and during their trip, travelers tend to feel more engaged and have a more immersive and memorable experience. Effective inbound marketing creates positive narratives and expectations that can increase satisfaction and positive memories of the destination.

The study revealed that Tourist Loyalty is negatively but not significantly influenced by Memorable Tourist Experience ($t = 1.128, p > 0.05$). Thus, memorable tourism experiences and tourist loyalty have no significant direct effect. This result aligns with several previous studies, showing that memorable tourism experiences are important, but their effect on tourist loyalty is only sometimes significant. For example, Kim and Ritchie (2014) found that other factors, such as service quality, price, and convenience, were more dominant in influencing traveler loyalty than memorable tourism experiences. This suggests that while travelers may have a pleasant and memorable experience, more is needed to ensure they will return or recommend the destination.

The results of this study indicate that Destination Attributes have a positive and significant effect on Tourist Loyalty ($t = 5.720, p < 0.05$). Thus, destination attributes directly and significantly increase traveler loyalty. Destination attributes include various factors such as facilities, natural beauty, accessibility, and convenience that can influence the tourist experience. The research by Akroush et al. (2016) shows that the quality and attractiveness of a destination directly affects tourist satisfaction, which in turn increases their loyalty. Travelers return and recommend destinations that provide a positive experience regarding facilities and attractions. The research by Moore et al. (2015) shows that listening and responding to the needs and desires of tourists is the key to creating a satisfying experience and increasing loyalty. By understand-

ing what travelers value and trying to meet their expectations, managers can create an environment conducive to long-term loyalty.

The results of this study indicate that Memorable Tourist Experience through Destination Attributes has a negative but insignificant effect on Tourist Loyalty ($t = 1.036, p > 0.05$). Thus, the Destination Attributes variable does not significantly influence the memorable tourist experience and tourist loyalty. Although important, a memorable tourist experience only sometimes increases tourist loyalty when viewed through destination attributes. This research aligns with several previous studies that state that although the Memorable Tourist Experience plays an important role in shaping tourists' impressions of a destination, the destination attributes may need to be stronger to guarantee increased loyalty. For example, Dedeoğlu (2019) stated that other factors, such as service quality, destination uniqueness, and social interaction, often influence traveler loyalty. Therefore, even if tourists have a memorable experience, more destination attributes may help the formation of strong loyalty.

The results showed that Attractive Inbound Marketing through Memorable Tourist Experience has a negative but insignificant effect on Tourist Loyalty ($t = 1.113, p > 0.05$). Thus, Attractive Inbound Marketing does not significantly influence Tourist Loyalty through the Memorable Tourist Experience variable. This research is consistent with several previous studies emphasizing that engaging inbound marketing can enhance memorable travel experiences but does not necessarily increase traveler loyalty. For example, a study by Kim and Ritchie (2014) shows that although memorable tourist experiences can increase satisfaction, other factors such as perceived value and service quality are also very important in shaping tourist loyalty. This means that although AIM plays a role in creating memorable experiences, this effect does not necessarily directly influence loyalty without support from other relevant elements.

This study also examines the effect of Omnichannel Marketing on Tourist Loyalty through the intermediary variable Memorable Tourist Experience. The analysis results show that Omnichannel Marketing has a negative and insignifi-

cant effect on tourist loyalty through Memorable Tourist Experience ($t = 1.198, p > 0.05$). Thus, Omni-channel Marketing does not significantly influence Tourist Loyalty through Memorable Tourist Experience. This finding shows that although tourist destination managers try to use various marketing channels to create memorable tourist experiences, more than these efforts are needed to increase tourist loyalty significantly. This aligns with research by Kim and Fesenmaier (2017), which emphasizes that memorable tourism experiences require more than just informa-

tion and promotions delivered through various channels. Memorable experiences often involve personal interactions and emotional elements that may not be achieved through multi-channel marketing alone. A study by Bolton et al. (2018) shows consistency and integration between different marketing channels are critical to creating a cohesive and satisfying customer experience. As such, managers should ensure that messages and promotions delivered through online and offline channels are aligned and support the creation of memorable tourism experiences.

CONCLUSION

This research investigates the impact of omni-channel marketing on tourist loyalty by analyzing the roles of inbound marketing, memorable tourist experiences, and destination images. The study's findings lead to several important conclusions. Firstly, omni-channel marketing does not strongly influence tourist loyalty. However, omni-channel marketing significantly enhances memorable tourist experiences and plays a role in attractive inbound marketing. Attractive inbound marketing, in turn, has a notable positive impact on memorable tourist experiences; though memorable tourist experiences itself does not substantially drive tourist loyalty. Additionally, memorable tourist experiences do not influence tourist loyalty when mediated by destination attributes, nor does Attractive Inbound Marketing affect tourist loyalty through memorable tourist experiences, and omni-channel marketing shows no effect on tourist loyalty via memorable tourist experiences. On the other hand, destination attributes directly and significantly enhance tourist loyalty. These insights enrich the field of tourism marketing by exploring the nuanced relationships between omni-channel marketing and tourist loyalty. The observation that omni-channel marketing has a positive but limited influence on tourist loyalty highlights the complexity of multi-channel approaches to customer loyalty in tourism.

This study adds to understanding memorable tourist experiences as a possible mediator between marketing and tourist loyalty. While memorable tourist experiences are often seen as valuable, their influence on loyalty appears limited, implying that service quality and price could have a stronger impact on loyalty formation.

There are a few limitations in this study. A quantitative survey method was used, which allows for efficient data collection from a large group of respondents but may only partially capture individual perspectives and experiences. Qualitative methods, like interviews or focus groups, might reveal the reasons behind respondent's choices more deeply. Additionally, data were gathered specifically from tourists at Lake Toba, which may restrict the broader application of these findings to other destinations with different characteristics. Future research should examine whether these results hold across different tourist contexts. Lastly, this study relied on self-reported questionnaire data subject to individual biases. Additional measurement techniques or triangulation could improve the reliability of these findings.

AUTHOR CONTRIBUTIONS

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