






“The role of tourist satisfaction in mediating destination loyalty: Empirical evidence on natural dye batik in Indonesia”

AUTHORS	Yohan Wismantoro  MG Westri Kekalih Susilowati  Amalia Nur Chasanah  Bambang Sudyatno 
ARTICLE INFO	Yohan Wismantoro, MG Westri Kekalih Susilowati, Amalia Nur Chasanah and Bambang Sudyatno (2024). The role of tourist satisfaction in mediating destination loyalty: Empirical evidence on natural dye batik in Indonesia. <i>Innovative Marketing</i> , 20(4), 179-191. doi: 10.21511/im.20(4).2024.16
DOI	http://dx.doi.org/10.21511/im.20(4).2024.16
RELEASED ON	Friday, 13 December 2024
RECEIVED ON	Thursday, 27 June 2024
ACCEPTED ON	Sunday, 01 December 2024
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

47



NUMBER OF FIGURES

2



NUMBER OF TABLES

4

© The author(s) 2025. This publication is an open access article.



BUSINESS PERSPECTIVES



LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 27th of June, 2024

Accepted on: 1st of December, 2024

Published on: 13th of December, 2024

© Yohan Wismantoro, MG Westri Kekalih Susilowati, Amalia Nur Chasanah, Bambang Sudiyatno, 2024

Yohan Wismantoro, Associate Professor, Faculty of Economics and Business, Universitas Dian Nuswantoro [Dian Nuswantoro University], Indonesia. (Corresponding author)

MG Westri Kekalih Susilowati, Associate Professor, Faculty of Economics and Business, Soegijapranata Catholic University, Indonesia.

Amalia Nur Chasanah, Department of Management, Faculty of Economics and Business, Universitas Dian Nuswantoro [Dian Nuswantoro University], Indonesia.

Bambang Sudiyatno, Associate Professor, Department of Management, Universitas Stikubank Semarang [Stikubank University Semarang], Indonesia.



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.

Conflict of interest statement:

Author(s) reported no conflict of interest

Yohan Wismantoro (Indonesia), MG Westri Kekalih Susilowati (Indonesia), Amalia Nur Chasanah (Indonesia), Bambang Sudiyatno (Indonesia)

THE ROLE OF TOURIST SATISFACTION IN MEDIATING DESTINATION LOYALTY: EMPIRICAL EVIDENCE ON NATURAL DYE BATIK IN INDONESIA

Abstract

Tourist satisfaction shows the satisfaction that arises because visitors feel satisfied and happy after visiting a destination. This study aims to examine the role of tourist satisfaction in influencing destination image, emotional experience, and value perception towards destination loyalty of natural dye batik in Indonesia. The research uses a quantitative approach in an uncontrolled environment, with individuals as the unit of analysis. The population consisted of domestic and foreign tourist respondents aged 21 years and over who visited the natural dye batik village, Bayat, Klaten, Indonesia. Data collection was carried out using an online survey method, questionnaires were sent to selected respondents using online Google Forms. The data were collected comprehensively from 200 respondents for descriptive demographic profile analysis. The hypotheses were tested using partial least squares modelling analysis. The results of the study showed a positive influence of destination image, emotional experience, and perceived value on tourist satisfaction (Beta = .423, $p < .000$; Beta = .087, $p < .045$, Beta = .368, $p < .000$). Likewise, destination image, perceived value, and tourist satisfaction have a positive effect on destination loyalty (Beta = .306, $p < .000$; Beta = .198, $p < .009$, and Beta = .325, $p = .000$). This shows that the better the destination image and value perception, and the higher the emotional experience, the higher the tourist satisfaction, and with increasing tourist satisfaction, destination loyalty also increases.

Keywords

destination image, destination loyalty, emotional experience, natural dye batik, perceived value, tourist satisfaction

JEL Classification

M31, Z32, O14

INTRODUCTION

Awareness of environmental issues is increasing throughout the world. This awareness has resulted in a shift in consumer behavior towards consuming environmentally friendly goods with a "green" label, which extends to the choice of tourist locations. Thus, there is a growing trend to choose environmentally friendly or ecotourism destinations, which are becoming increasingly popular among individuals, as this type of tourism prioritizes sustainable environmental conservation. Sustainable tourism means that tourists prioritize the preservation of the environment and natural resources in the places they choose (Liu & Mattila, 2016; Tok et al., 2024; Zhang et al., 2023).

Natural tourist destinations are widespread in Indonesia, such as batik tourism villages that already exist in several regions. Batik tourism village activities offer various tourist attractions such as batik workshops and natural tourism that are attractions, and allow tourists to better understand local culture, especially batik, and deepen their in-

volvement with the community. Indonesian batik contains noble values and philosophical values in every stroke (Republic of Indonesia Tourism and Creative Economy Agency, 2023).

In marketing and tourism research literature, tourist satisfaction has become an important focus for tourism service providers because it can influence the intention to revisit and recommend a destination (Najar & Rather, 2023). Previous studies have reported direct impacts of destination image, experience, and perceived value on tourist satisfaction and that satisfaction is an antecedent of loyalty. Customer loyalty development is now seen as an effective cost-saving strategy to attract customers amid market saturation and limited marketing budgets. It is widely recognized that retaining existing customers is more economical than acquiring new customers (Erawan, 2020; González-Viralta et al., 2023; Kahraman & Cifci, 2023; Kotler & Keller, 2013).

This study offers a novel contribution by examining the structural relationships among destination image, emotional experience, perceived value, tourist satisfaction, and destination loyalty in the context of eco-friendly tourism villages, particularly those promoting natural dye batik. Unlike previous studies that focused on generic tourism settings, this study integrates sustainable tourism principles with cultural heritage preservation and environmentally friendly practices, cultural heritage, and economic development influencing tourist behavior.

1. LITERATURE REVIEW AND HYPOTHESES

The International Ecotourism Society, alongside the International Union for Conservation of Nature, provides widely recognized definitions. Ecotourism involves responsible travel to natural areas with the goal of preserving the environment and supporting local communities' well-being. Another scholar defines ecotourism as environmentally responsible travel to natural areas, encouraging conservation, minimizing negative impacts on the environment and local cultures, while also promoting sustainable development in local communities. These definitions highlight the importance of sustainability and responsible behavior in the context of tourism. Besides, according to recent studies, ecotourism has a minor environmental impact compared to conventional tourism (Chand et al., 2015). Ecotourism enhances the mutually beneficial relationships between tour providers and tourists. Travelers get unique travel experiences and learning; service providers benefit financially. Thus, regarding values, ethics, and culture, ecotourism surpasses conventional tourism. Considering the above criteria, ecotourism is a type of tourism located in the natural environment, with the primary objective of increasing awareness and commitment to environmental preservation, cultural preservation, and promoting sustainable social and economic growth.

Some scholars have popularized the concept of destination image, which suggests that human behavior depends more on perceived image than objective reality (Dokmaipum et al., 2019; Wang, 2022). Collecting beliefs, ideas, expectations, and impressions from evaluating individual attributes in a goal is called destination image. Furthermore, similar studies have also found that affective and cognitive approaches are the main components of improving destination image (Moliner-Tena et al., 2023). A goal can change one's feelings or emotional responses, which is what the term "affective image" refers to. In contrast, cognitive imagery shows visitors' beliefs and knowledge of the characteristics and attributes of the goal (Najar & Rather, 2023; Padrón-Ávila et al., 2022). Therefore, the picture of this idea becomes apparent when these two components are combined (Wąsowicz-Zaborek, 2022).

The concept that more positive destination image is linked to higher tourist satisfaction (SAT) aligns with these findings. Ultimately, the researchers concur that destination image is the primary factor influencing traveler satisfaction. Some empirical evidence indicates a significant relationship between tourist satisfaction (SAT) and destination image (Mohamed et al., 2020; Stavrianea & Kamenidou, 2022). Phi et al. (2024) developed an integrated model that illustrates the connection between satisfaction, destination im-

age, and behavioral intention. Their research revealed a robust correlation between levels of customer satisfaction and the perceived purpose of their images. Kahraman and Cifci's (2023) study aims to ascertain how destination image, place attachment, personal engagement, tourist satisfaction, and destination loyalty (DL) are interrelated.

The emotions evoked are unique and depend on the tourist, their level of involvement, and how they interact. A positive experience is positive and persistent because it elicits emotions during interactions between travelers, locals, and services at a destination that exceed predictions or expectations. Conversely, provider interactions can cause unexpected emotions for some visitors at specific locations (Al-Msallam, 2020; Valverde-Roda et al., 2022; Wai Lai et al., 2019). Emotions are essential to memorable goal experiences (Prayag et al., 2013). At the same time, the deepness of emotions can change all through the service background or experience (Wai Lai et al., 2019). Emotional experience (EE) in ecotourism result from interactions between tourists and locals, primarily from the distinctive service procedures they encounter at their destination. In the meanwhile of the process, the human senses create perception, and the positive emotion experience occurs when the emotions evoked exceed their expectations (Wai Lai et al., 2019). Service meetings between tourists and locals can create beautiful memories and foster positive feelings. Several studies have found that emotional experience (EE) and SAT positively correlate with tourists' future behavioral intentions (Sharma & Nayak, 2018; Wai Lai et al., 2019). Specifically, Truong et al. (2018) assert that the level of satisfaction experienced by travelers regarding destinations, such as those associated with leisure vacations, can be evaluated through an analysis of the outcomes derived from their anticipations and genuine experiences. Emotional experience (EE) toward the destination is currently a positive predictor of tourist satisfaction (Joo et al., 2020; Wang et al., 2021).

In the past thirty years, a considerable amount of scholarly inquiry has been dedicated to the notion of perceived value (PV) within the domain of marketing, attributable to its profound influence on the study of consumer behavior

(Moreno-Manzo et al., 2024; Valverde-Roda et al., 2022). Perceived value (PV) denotes the comprehensive assessment undertaken by consumers regarding a product or service, predicated upon their interpretation of the benefits received, which includes dimensions such as financial cost, temporal investment, exertion, and ease of access. (Zeithaml, 1988, 2002). Previous studies have revealed a strong relationship between service quality and PV. Furthermore, Phi et al. (2024) discusses how positive experiences with service quality can enhance perceived value, leading to higher levels of satisfaction and behavioral intentions among heritage visitors. PV and SAT have a high positive correlation (Edward & Sahadev, 2011). Meanwhile, Hu and Xu (2023) and Jeong and Kim (2020) show the correlation between service image, perceived value, tourist satisfaction, and post-purchase behavioral intent. In terms of the relationship between perceived value, tourist satisfaction, and destination loyalty in ecotourism, there is positively significant impact of perceived value toward tourist satisfaction. Several studies show that perceived value is an important determinant of tourist satisfaction. Starting from these previous studies, this study also assumes that these conditions to travel tourist satisfaction.

Loyalty constitutes a profound commitment to the recurrent acquisition or renewal of goods or services, thereby ensuring that consumers consistently engage in the procurement of identical products or brands. This phenomenon happens even though situational factors and marketing efforts are influential. So, it can be said that a good relationship between service providers and consumers/customers can create loyalty. Tourist loyalty towards tourist destinations is an important factor in promoting stable market growth (Bhat & Darzi, 2018). Destination loyalty (DL) consists of attitude and behavior loyalty (Erawan, 2020). This concept can allow repeated visits. Loyalty is a fundamental concept for understanding the psychological phenomena of consumers. This result is also related to visitors' positive attitudes toward the location, such as their desire to recommend it to others (Najar & Rather, 2023). However, the attitudinal loyalty considerations may not precisely indicate loyalty objectives (Talaee Malmiri et

al., 2021). Therefore, according to Oppermann (2000), combining the two is the most accurate method for estimating destination loyalty. For this reason, this study used behavioral and attitudinal loyalty assessments to measure destination loyalty. If the destination is attractive, then tourists will return or revisit (Padrón-Ávila et al., 2022). Many studies address the correlation between loyalty and destination image. Mior Shariffuddin et al. (2023) prove a correlation between SAT, destination loyalty, and destination image. Kahraman and Cifci (2023) used travel resources and motivations to investigate the relationship between destination images, tourist satisfaction, and destination loyalty.

There exists a burgeoning acknowledgment within academic circles that the conceptualization of value functions as a dependable metric for gauging consumer loyalty towards specific products or services. Najar and Rather (2023) investigate the influence of tourist satisfaction, service quality, and PV on customer loyalty, noting a significant positive correlation between PV and destination loyalty. Phi et al. (2024) explore various elements of customer satisfaction, loyalty, and retention value, emphasizing the influence of quality, emotional aspects, and social values on customer loyalty. The researches by Hu and Xu (2023), Jeong and Kim (2020), and Moreno-Manzo et al. (2024) provide further support for a positive correlation among them.

Satisfaction significantly contributes to enrich destination loyalty. Several studies have found a strong association between satisfaction and loyalty, as evidenced by the studies conducted by various authors (Moreno-Manzo et al., 2024; Najar & Rather, 2023; Phi et al., 2024; Stavrianea & Kamenidou, 2022). Kahraman and Cifci (2023) present a theoretical framework for examining the determinants of destination loyalty. Their work demonstrates a significantly positive relationship between destination satisfaction and loyalty. Additionally, Mohamed et al. (2020) and Stavrianea and Kamenidou (2022) investigate the relationship between the destination image, tourist satisfaction, and destination loyalty. The findings reveal that satisfaction is the driver of destination loyalty. Rajesh (2013) investigated a theoretical model that includes

tourist perception, destination image, and tourist satisfaction on destination loyalty in tourism.

This paper aims to investigate the role of tourist satisfaction in influencing destination image, emotional experience, and perceived value on destination loyalty. In the context of tourism environment, this paper also examines how the influence of destination image, emotional experience, and perceived value affect the satisfaction of natural dye batik tourists in Indonesia. Based on the ideas drawn from the literature, this study presents six hypotheses to guide the empirical research:

H1: Destination image exerts a positive and significant impact on tourist satisfaction.

H2: The emotional experience exerts a positive and significant impact on tourist satisfaction.

H3: The perceived value exerts a positively significant impact on tourist satisfaction.

H4: Destination image exerts a positive and significant impact on destination loyalty.

H5: Perceived value toward destination exerts a positive and significant impact on destination loyalty.

H6: Tourist satisfaction exerts a positive and significant impact on destination loyalty.

2. METHODOLOGY

This study employs an investigative quantitative research method. A survey instrument was utilized to gather data from both local and international tourists who have recently visited natural dye batik village, Bayat Klaten. The data collection process follows structured stages aimed at ensuring the quality of the information obtained. Initially, it involves assessing the satisfaction levels of tourists at natural dye batik village and their loyalty to this destination. This initial phase incorporates data mining techniques based on detailed interviews conducted during the preliminary investigation. The next step involves giving out the questionnaires to 25 participants to determine whether the indicators were comprehensible. Following this, as the questionnaire indicators

were found to be easily understood and aligned with the researcher’s intentions, they were distributed to 200 respondents (Table 1). This research employed a non-probability sampling method due to unavailability of a complete population list, opting for purposive sampling instead. The analytical method employed in this research is structural equation modeling implemented via partial least squares (SEM-PLS). Figure 1 illustrates the conceptual framework.

Table 1. Respondent’s profile

Demographics	Information	%
Gender	Male	45.0
	Female	55.0
Age	21-30	19.5
	31-40	29.0
	41-50	37.0
	Above 50	14.5
	< 2 times	41.0
Frequency of travelling	2-4	52.0
	> 4	7.0
	Students	22.0
Job	Government staffs	29.0
	Private Staff	35.0
	Other	14.0

This study adopts variables from the study of Jeong and Kim (2020) elaborated with Shiota et al. (2006). Adjustments were made by removing the variable “event” in Jeong and Kim (2020), which was replaced with the emotional experience in Shiota et al. (2006). This study consists three exogenous variables, namely destination image, emotional experience, and perceived value, and two endogenous variables, namely tourist satisfaction and destination loyalty (Table 2). The indicators are measured by Likert scale from 1 (strongly disagree) to 5 (strongly agree).

Table 2. Variables measurement

Variables	Indicators	Source
Destination image (X1)	The openness of residents towards tourists (X1.1)	Jeong and Kim (2020), adjusted
	Suitable accommodation (X1.2)	
	Safe destination (X1.3)	
	Natural scenery attractiveness (X1.4)	
Emotional experience (X2)	Joyful (X2.1)	Shiota et al. (2006), adjusted
	Pride (X2.2)	
	Entertained (X2.3)	
	Admire (X2.4)	
Perceived value (X3)	The destination made me feel good	Jeong and Kim (2020), adjusted
	The caliber of the ecological surroundings was exceptional	
	In general, the location has exceeded my anticipations	
	The decision to visit the specified destination was indeed a judicious one	
Tourist satisfaction (Y1)	Overall satisfaction	Jeong and Kim (2020), adjusted
	When juxtaposed with the anticipated outcome	
	When I reflect on my endeavor	
	Likely to visit other similar destinations (ecotourism).	
Destination loyalty (Y2)	Recommend the destination to other people	Jeong and Kim (2020), adjusted
	Say positive things about destination to other people	
	Encourage friends and relatives to visit the destination	
	Finding other ecotourism destinations to visit	

3. RESULTS AND DISCUSSION

Based on the proposed research methodology, this study uses SEM-PLS to evaluate six hypotheses about the influence of destination image, emotional experience, perceived value on tourist sat-

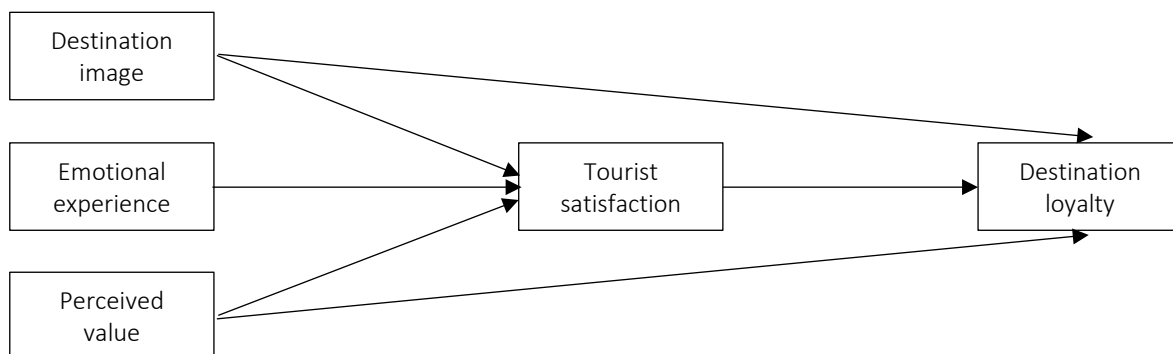


Figure 1. Hypothetical conceptual model

isfaction, and destination loyalty, as well as the influence of tourist satisfaction on destination loyalty. The analysis process using SEM-PLS consists of two phases – evaluating the measurement model and assessing the structural model. During the measurement model evaluation phase, composite reliability, average variance extracted, and interrelationships among constructs are examined. This evaluation offers insight into internal consistency, convergent validity, and discriminant validity in the measurement model. SEM-PLS is conducted in two stages: the initial stage involves external model evaluation; the next stage involves evaluating the internal model. At this point, the goal is to determine whether there is a relationship between the variables. The t-test is used for analysis, verifying whether the correlation between the variables is statistically significant or not.

Figure 2 shows a path diagram, which is the result of Smart PLS calculation. Based on the estimated value presented in Table 1, it is known that the coefficient of the destination image (DI) is expected to be 0.423. A positive coefficient is shown when the destination image (DI) has a favorable impact on tourist satisfaction (SAT). Conversely, the lower the destination image rate, the lower the tourist satisfaction. The p-value or sig. is 0.000 lower than alpha 0.05 ($p < 0.05$). It shows a significant

influence partially destination image toward tourist satisfaction (SAT).

The influence of destination image on destination loyalty is reflected in the positive coefficient 0.306. A positive coefficient indicates a better destination image a higher destination loyalty will be. Conversely, the worse the destination image a lower level of destination loyalty will be. A p-value or sig. 0.000 lower than alpha 0.05 indicates that the statistically reveals a significant relationship between destination image and destination loyalty.

The coefficient of relationship between EE and tourist satisfaction is 0.087. Means, there is a positive relationship between emotional experience (EE) and tourist satisfaction. Tourist pleasure decreases as the emotional experience (EE) decreases. According to the p-value, the significance value of 0.045 lower than alpha 0.05. It indicates a significant relationship between emotional experience (EE) and tourist satisfaction.

The estimated value of the tourist satisfaction to destination loyalty is 0.325, accompanied by a p-value of 0.000, which is below the alpha level of 0.05 ($p < 0.05$). A positive coefficient indicates a favorable correlation between tourist satisfaction and destination loyalty, demonstrating that there

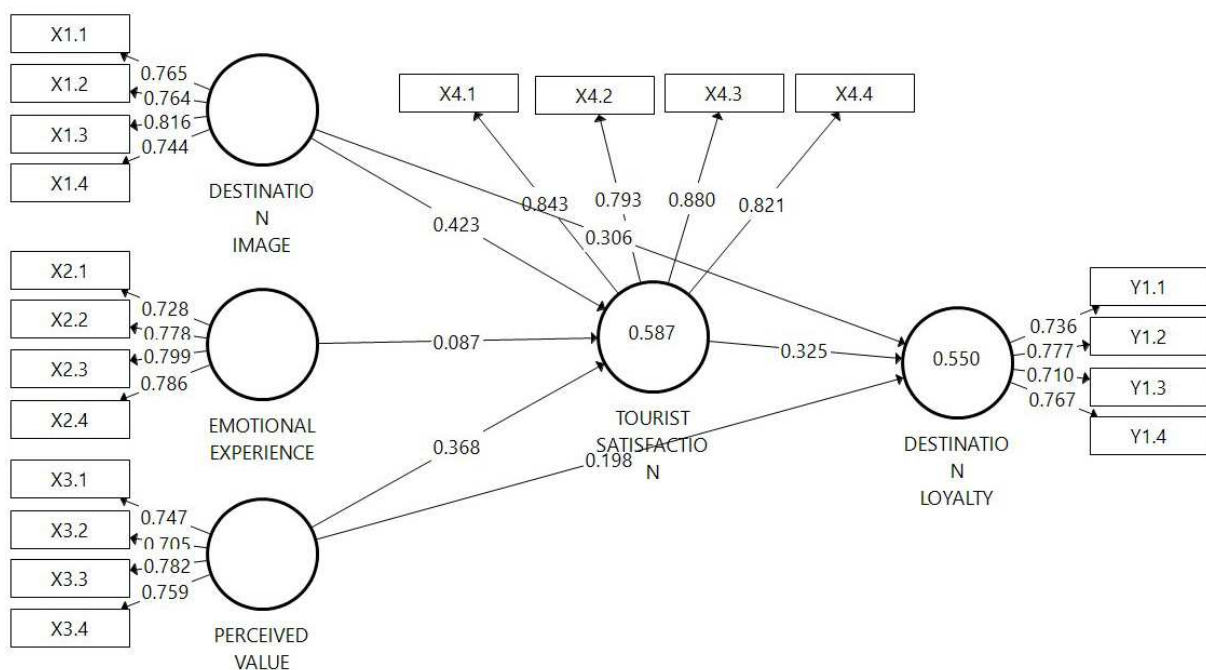


Figure 2. Hypothetical causal model results

Table 3. The path coefficient

Hypotheses relationship	Original sample (O)	Statistic t (O/STDEV)	p-value	Decisions
DI → SAT	0.423	6.387	0.000	Accepted
DI → DL	0.306	3.625	0.000	Accepted
EE → SAT	0.087	2.012	0.045	Accepted
SAT → DL	0.325	3.533	0.000	Accepted
PV → SAT	0.368	6.074	0.000	Accepted
PV → DL	0.198	2.626	0.009	Accepted

Table 4. R² value

Constructs	R ²	Adjusted R ²
DL	0.550	0.543
SAT	0.587	0.581

is a statistically significant association between these two variables. Increased satisfaction leads to greater loyalty.

The coefficient of perceived value (PV) toward tourist satisfaction is 0.368. A positive coefficient indicates a unidirectional relationship. The higher the perceived value (PV), the higher the tourist satisfaction and vice versa. In this case, the relationship is significant with a p-value (sig.) 0.000 which is lower than alpha 0.05

The coefficient of perceived value (PV) toward destination loyalty is 0.198. A positive coefficient is indicated, the better perceived value (PV) the higher destination loyalty will be and vice versa. The significance value of 0.009 ($p < 0.05$) indicates a substantial relationship between perceived value and destination loyalty.

Table 3 presents the specifics of the path coefficient and hypothesis evaluation. It demonstrates that every relationship proposed in this research is statistically validated.

An exhaustive or thorough analysis is conducted to ascertain the robustness and accuracy of the structural model. Internal models are assessed using various criteria, including fit indices, path coefficients, and R-square values. These criteria help evaluate the connection between satisfaction and its underlying factors to comprehend their influence on customer loyalty.

The assessment of the structural model includes analyzing the R² value, which signifies the adequacy of the model's fit. The R² value within the equa-

tion depicting the connection between latent variables determines the internal model evaluation. The R² value measures how much influence exogenous variables in the model have on explaining variations in endogenous variables. This measurement gauges how effectively independent variables within the model clarify variance in dependent variable. The coefficient of determination (R²) reflects the degree to which the variables of destination image, emotional experience, and perceived value (PV) influence tourist satisfaction, showing a value of 0.543 or 54.3%. The study found that destination image, perceived value, and tourist satisfaction significantly influenced 0.581 or 58.1% of destination loyalty.

Moreover, assessing the R² model also necessitates analyzing the Q-square value. The Q-square value can be calculated using the equation: $Q^2 = 1 - (1 - 0.543)(1 - 0.581) = 0.8085$. Given that Q² exceeds 0, it can be concluded that the destination image, emotional experience, and perceived value models significantly influence destination loyalty. Ecotourism marketing is essential to build and maintain customer loyalty. This marketing concept greatly influences how customers know, learn, and talk about the values of ecotourism. At present, the tourism industry encounters persistent competition along with the challenges it presents (Mohamed et al., 2020; Pham & Khanh, 2021). Consequently, it is imperative to comprehend the determinants that affect visitor behavior. From a practical perspective, this study's results significantly impact the marketing strategy of tourist destinations. This strategy is hoped to increase tourist satisfaction and loyalty by maximizing destination image, emotional experience, and perceived value.

The findings of this research indicate that destination image, emotional experience, and perceived value have a direct influence on tourist satisfaction. These factors are crucial in enhancing both tourist satisfaction and destination loyalty. Furthermore, there is a positive and significant correlation between tourist satisfaction and destination loyalty. Moreover, the study reveals that tourist satisfaction plays a key role in determining the relationship between destination image, emotional experience, and perceived value. Theoretically, this research has valuable implications for marketing and tourism studies by providing insights into the elements influencing customer satisfaction and loyalty within destination selection and tourism encounters.

First, the research affirms a positive relationship between destination image and tourist satisfaction, emphasizing the significant role of destination loyalty in enhancing personal satisfaction and allegiance. Therefore, enhancing tourists' perception is a key objective in tourism marketing management. To enhance the reputation of a destination, destination managers can utilize social media platforms, online reviews, and targeted marketing initiatives to spotlight the distinctive features and attractions of the locale. According to Wismantoro et al. (2022), natural dye batik village, Bayat Klaten used YouTube and Facebook social media, which contain content both product content and information on visit offers and tour packages in natural dye batik village, Bayat Klaten, as a promotional tool to improve destination image. Besides, to improve the destination image, the natural dye batik tourism village, Bayat Klaten, has been equipped with a website and virtual reality links to allow prospective tourists to enjoy the experience of batik making virtually. This activity is expected to improve the virtual batik experience and eventually encourage people to book tour packages and visit natural dye batik village, Bayat Klaten. The activities carried out in this natural dye batik village directly impact the improvement of destination image, emotional experience, and perceived value to tourist satisfaction.

Second, the results also confirm that a positive emotional experience during their trip is crucial in determining tourist satisfaction. Recent empirical investigations have indicated a significant

engagement in examining the influence of experiential factors on enhancing satisfaction levels and fostering behavioral intentions within the realm of tourism (Wai Lai et al., 2019). Diverse options in travel destinations, coupled with affordable transportation expenses, can establish advantageous circumstances for those undertaking journeys. An increasing number of travelers are pursuing services that provide innovative, enjoyable, unforgettable, and singular experiences. Consequently, there is a growing recognition of the unique significance of tourist experiences that are founded upon their engagements with local residents and fellow travelers. Visitors to natural dye batik village, Bayat Klaten, can enjoy individual or group experiences by creating patterns, choosing natural ingredients, and engaging in a fun batik-making process.

Third, perceived value (PV) is a construct that must be considered in consumer behavior models when focusing on improving business in the tourism industry. In the realm of marketing scholarship, PV is articulated as an individual's comprehensive evaluation of a product's utility, contingent upon their perceptions regarding the benefits conferred and the costs incurred. This evaluative metric may be influenced by various factors, including competitive pricing, product attributes, the perceived value-for-money ratio, and the quality of the offering relative to the financial expenditure, among other evaluative criteria (Zeithaml, 1988, 2002). In this study, Kampung Batik Natural Dye Kebon Indah offered price packages that suited the needs of consumers who visited the place. The packages include lodging and batik process package prices from which individuals and groups can choose. PV represents a subjective construct that exhibits variability among consumers, across diverse cultural contexts, and throughout distinct temporal phases (Valverde-Roda et al., 2022). In different words, the importance of every evaluated characteristic differs from one traveler to another. Consequently, the process of choosing price packages for tourist destinations proves to be highly beneficial for travelers in enhancing their satisfaction levels and fostering loyalty.

Fourth, this study establishes a relationship between the formation of destination loyalty, destination image, and tourist satisfaction. Previous

research has shown a strong and positive connection between destination image, tourist satisfaction, and destination loyalty. However, recent studies suggest that while destination loyalty ensures repeat visits from travelers following a positive experience, such visitors often choose different destinations (Truong et al., 2018). Additionally, Reyes and Dael (2023) found no link between destination loyalty and destination image. The results of this study highlight an important correlation between tourist satisfaction, destination image, and destination loyalty. Thus, the implications for destination marketers are clear: to influence visitor loyalty they should invest more in ecotourism events.

This research adds to the field of tourism studies by investigating how customer satisfaction mediates the impact of destination image, environmental experience, and perceived value on destination loyalty. Previous scholarly investigations across various tourism environments have consistently underscored the notion that customer satisfaction functions as a mediating variable between destination image and consumer loyalty (Dileep Kumar et al., 2020; Mior Shariffuddin et al., 2023; Mohamed et al., 2020). Moreover, this study clarifies a secondary connection between destination image and destination loyalty through customer satisfaction, aligning with earlier empirical research (Jeong & Kim, 2020).

CONCLUSION

This study aims to examine the structural relationships between destination image, emotional experience, perceived value, tourist satisfaction, and destination loyalty. The findings of this study indicate that there is an influence of destination image, emotional experience, and perceived value on tourist satisfaction, and tourist satisfaction has an impact on increasing destination loyalty. This study also revealed that tourist satisfaction functions as a quasi-mediator of destination image and perceived value towards destination loyalty. On the other hand, the results of the analysis also show that the use of a comprehensive approach has the potential to improve destination image, emotional experience, perceived value, tourist satisfaction, and destination loyalty, it is important to consider certain constraints.

This research can help tourism businesses to understand the characteristics of culture, environment and local wisdom, because they can be an attraction for tourists. According to the findings, all three build destination image, emotional experience, and perceived value. These three factors are important antecedents that have a significant influence on tourist satisfaction and destination loyalty.

Future research can be expanded with different data collection and types of analysis. Various data collection methods, such as qualitative research methodology can be applied with open-ended questions in a focus group discussion environment. The analysis presented in qualitative research can include constant comparative analysis, content analysis, thematic analysis, and basic interpretive analysis. The research area and sample size can also be expanded for future research in order to improve the way of testing hypotheses, and provide a more accurate representation of the research population.

AUTHOR CONTRIBUTIONS

Conceptualization: Yohan Wismantoro, Mg Westri Kekalih Susilowati, Amalia Nur Chasanah.

Data curation: Amalia Nur Chasanah.

Formal analysis: Mg Westri Kekalih Susilowati.

Methodology: Yohan Wismantoro, Mg Westri Kekalih Susilowati, Amalia Nur Chasanah.

Supervision: Yohan Wismantoro, Bambang Sudiyatno.

Validation: Yohan Wismantoro, Mg Westri Kekalih Susilowati, Bambang Sudiyatno.

Visualization: Amalia Nur Chasanah, Bambang Sudiyatno.

Writing – original draft: Yohan Wismantoro, Mg Westri Kekalih Susilowati.

Writing – review & editing: Mg Westri Kekalih Susilowati, Bambang Sudiyatno.

ACKNOWLEDGMENT

We would like to thank the management of natural dyed batik “Kebon Indah”, Bayat Klaten (Mrs. Dalmini and staff) who permitted and facilitated this study, especially in obtaining respondents. We would like to thank our friends at the Udinus Faculty of Economics and Business who provided input to improve the results and reporting of this study and all respondents who directly or indirectly contributed to this research. Hopefully, this study will be useful for developing science and business practice.

REFERENCES

- Al-Msallam, S. (2020). The impact of tourists' emotions on satisfaction and destination loyalty – an integrative moderated mediation model: tourists' experience in Switzerland. *Journal of Hospitality and Tourism Insights*, 3(5), 509-528. <https://doi.org/10.1108/JHTI-11-2019-0126>
- Albayrak, T., & Caber, M. (2018). Examining the relationship between tourist motivation and satisfaction by two competing methods. *Tourism Management*, 69, 201-213. <https://doi.org/10.1016/j.tourman.2018.06.015>
- Bhat, S. A., & Darzi, M. A. (2018). Antecedents of tourist loyalty to tourist destinations: a mediated-moderation study. *International Journal of Tourism Cities*, 4(2), 261-278. <https://doi.org/10.1108/IJTC-12-2017-0079>
- Chand, S., Singh, S., Parappurathu, S., Roy, S. D., & Kumar, A. (2015). Explaining the status and scope of ecotourism development for livelihood security: Andaman and Nicobar Islands, India. *International Journal of Sustainable Development & World Ecology*, 22(4), 335-345. <https://doi.org/10.1080/13504509.2015.1050478>
- Chiu, W., Zeng, S., & Cheng, P. S. T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism, and Hospitality Research*, 10(2), 223-234. <https://doi.org/10.1108/IJCTHR-07-2015-0080>
- Dileep Kumar, M., Govindarajo, N. S., & Khen, M. H. S. (2020). Effect of service quality on visitor satisfaction, destination image and destination loyalty – practical, theoretical and policy implications to avitourism. *International Journal of Culture, Tourism, and Hospitality Research*, 14(1), 83-101. <https://doi.org/10.1108/IJC-THR-04-2019-0066>
- Dokmaipum, S., Khantanapha, N., & Piriyaikul, R. (2019). Corporate Image Management of Retail Business (Downstream). *Open Journal of Business and Management*, 07(02), 892-907. <https://doi.org/10.4236/ojbm.2019.72061>
- Edward, M., & Sahadev, S. (2011). Role of switching costs in the service quality, perceived value, customer satisfaction and customer retention linkage. *Asia Pacific Journal of Marketing and Logistics*, 23(3), 327-345. <https://doi.org/10.1108/13555851111143240>
- Erawan, T. (2020). India's destination image and loyalty perception in Thailand. *International Journal of Tourism Cities*, 6(3), 565-582. <https://doi.org/10.1108/IJTC-08-2019-0129>
- González-Viralta, D., Veas-González, I., Egaña-Bruna, F., Vidal-Silva, C., Delgado-Bello, C., & Pezoa-Fuentes, C. (2023). Positive effects of green practices on the consumers' satisfaction, loyalty, word-of-mouth, and willingness to pay. *Heliyon*, 9(10), e20353. <https://doi.org/10.1016/j.heliyon.2023.e20353>
- Hu, Y., & Xu, S. (2023). Repeat tourists' perceived unfavorable changes and their effects on destination loyalty. *Tourism Review*, 78(1), 42-57. <https://doi.org/10.1108/TR-05-2022-0235>
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940-960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Joo, D., Woosnam, K. M., Lee, S., & Lee, C. K. (2020). Destination loyalty as explained through self-congruity, emotional solidarity, and travel satisfaction. *Journal of Hospitality and Tourism Management*, 45, 338-347. <https://doi.org/10.1016/j.jhtm.2020.06.017>
- Kahraman, O. C., & Cifci, I. (2023). Modeling self-identification, memorable tourism experience, overall satisfaction and destination loyalty: empirical evidence from small island destinations. *Journal of Hospitality and Tourism Insights*, 6(2), 1001-1023. <https://doi.org/10.1108/JHTI-02-2022-0090>
- Kia, Z. (2021). Ecotourism in Indonesia: Local Community Involvement and The Affecting Factors. *Journal of Governance and Public Policy*, 8(2). <https://doi.org/10.18196/jgpp.v8i2.10789>
- Kotler, & Keller. (2013). Marketing Management (14th ed.). Pearson Education Limited. <https://doi.org/10.1080/08911760903022556>
- Kumar, M. D., Govindarajo, N. S., & Khen, M. H. S. (2019). Effect of service quality on visitor satisfaction, destination image and destination loyalty – practical, theoretical and policy implications to avitourism. *International Journal of Culture, Tourism and Hospitality Research*, 14(1), 83-101. <https://doi.org/10.1108/IJC-THR-04-2019-0066>

18. Liu, S. Q., & Mattila, A. S. (2016). The influence of a "green" loyalty program on service encounter satisfaction. *Journal of Services Marketing*, 30(6), 576-585. <https://doi.org/10.1108/JSM-09-2015-0298>
19. Mior Shariffuddin, N. S., Azinuddin, M., Hanafiah, M. H., & Wan Mohd Zain, W. M. A. (2023). A comprehensive review on tourism destination competitiveness (TDC) literature. *Competitiveness Review*, 33(4), 787-819. <https://doi.org/10.1108/CR-04-2021-0054>
20. Mohamed, N., Taheri, B., Farkmaki, A., Olya, H., & Gannon, M. J. (2020). Stimulating satisfaction and loyalty: transformative behaviour and Muslim consumers. *International Journal of Contemporary Hospitality Management*, 32(9), 2903-2923. <https://doi.org/10.1108/IJCHM-04-2020-0330>
21. Moliner-Tena, M. Á., Hernández-Lobato, L., Fandos-Roig, J. C., & Solís-Radilla, M. M. (2023). Destination image and tourist motivations as antecedents of tourist engagement. *International Journal of Tourism Cities*, 10(2), 662-681. <https://doi.org/10.1108/IJTC-09-2022-0214>
22. Moreno-Manzo, J., Coromina, L., & Gassiot-Melian, A. (2024). Examining the structural relationships between perceived value, satisfaction and loyalty among disabled tourists in two world heritage sites. *Consumer Behavior in Tourism and Hospitality*, 19(1), 37-54. <https://doi.org/10.1108/CBTH-02-2023-0011>
23. Najjar, A. H., & Rather, A. H. (2023). Assessing the relationship of perceived risks with destination image and destination loyalty: a tourist's perspective visiting volatile destinations. *Journal of Hospitality and Tourism Insights*, 6(3), 1357-1379. <https://doi.org/10.1108/JHTI-03-2022-0100>
24. Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39(1), 78-84. <https://doi.org/10.1177/004728750003900110>
25. Padrón-Ávila, H., Croes, R., & Rivera, M. (2022). Activities, destination image, satisfaction and loyalty in a small island destination. *Tourism Review*, 77(1), 302-321. <https://doi.org/10.1108/TR-12-2020-0607>
26. Pham, H. S. T., & Khanh, C. N. T. (2021). Ecotourism intention: the roles of environmental concern, time perspective and destination image. *Tourism Review*, 76(5), 1141-1153. <https://doi.org/10.1108/TR-09-2019-0363>
27. Phi, L. N., Phuong, D. H., & Huy, T. V. (2024). How perceived crowding changes the interrelationships between perceived value, tourist satisfaction and destination loyalty: the empirical study at Hoi An. *International Journal of Tourism Cities*, 10(1), 324-352. <https://doi.org/10.1108/IJTC-08-2023-0155>
28. Prayag, G., Hosany, S., & Odeh, K. (2013). The role of tourists' emotional experiences and satisfaction in understanding behavioral intentions. *Journal of Destination Marketing and Management*, 2(2), 118-127. <https://doi.org/10.1016/j.jdmm.2013.05.001>
29. Rajesh, R. (2013). Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. *PASOS Revista de Turismo y Patrimonio Cultural*, 11(3), 67-78. <https://doi.org/10.25145/j.pasos.2013.11.039>
30. Reyes, K. T. D. L., & Dael, R. J. (2023). Influence of Destination Image and Tourist Satisfaction On Destination Loyalty. *British Journal of Multidisciplinary and Advanced Studies*, 4(3), 46-61. <https://doi.org/10.37745/bjmas.2022.0225>
31. Sharma, P., & Nayak, J. K. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: A case of wellness tourism. *Tourism Management Perspectives*, 28, 41-52. <https://doi.org/10.1016/j.tmp.2018.07.004>
32. Shiota, M. N., Keltner, D., & John, O. P. (2006). Positive emotion dispositions differentially associated with Big Five personality and attachment style. *The Journal of Positive Psychology*, 1(2), 61-71. <https://doi.org/10.1080/17439760500510833>
33. Stavrianea, A., & Kamenidou, I. (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1-20. <https://doi.org/10.1108/EMJB-10-2020-0106>
34. Talae Malmiri, A. R., Norouzi Isfahani, R., BahooToroody, A., & Abaei, M. M. (2021). A systematic approach for predicting loyalty behavior of tourist destinations. *Journal of Tourism Futures*, 1-15. <https://doi.org/10.1108/JTF-11-2020-0194>
35. Tok, D., Huang, Y., & Yang, L. (2024). Feel the green: How a handwritten typeface affects tourists' responses to green tourism products and services. *Tourism Management*, 104, 104920. <https://doi.org/10.1016/j.tourman.2024.104920>
36. Tourism and Creatives Economy Agency of Republic Indonesia. (2023). Getting to know the philosophy of typical Indonesian batik motifs.
37. Truong, T. L. H., Lenglet, F., & Mothe, C. (2018). Destination distinctiveness: Concept, measurement, and impact on tourist satisfaction. *Journal of Destination Marketing and Management*, 8, 214-231. <https://doi.org/10.1016/j.jdmm.2017.04.004>
38. Valverde-Roda, J., Moral-Cuadra, S., Aguilar-Rivero, M., & Solano-Sánchez, M. Á. (2022). Perceived value, satisfaction and loyalty in a World Heritage Site Alhambra and Generalife (Granada, Spain). *International Journal of Tourism Cities*, 8(4), 949-964. <https://doi.org/10.1108/IJTC-08-2021-0174>
39. Wai Lai, I. K., Yang, T., & Hitchcock, M. (2019). Evaluating tourists' emotional experiences regarding destination casino resorts: An impact-asymmetry analysis. *Journal of Destination Marketing and Management*, 16, 100365. <https://doi.org/10.1016/j.jdmm.2019.05.008>

40. Wang, Y. (2022). L. P. Karcavin and the world of personality. *Open Journal of Philosophy*, 12(04), 559-567. <https://doi.org/10.4236/ojpp.2022.124038>
41. Wang, Y., Yang, Y., Huang, S. (Sam), Huang, L., & Sun, W. (2021). Effects of air quality and weather conditions on Chinese tourists' emotional experience. *Journal of Hospitality and Tourism Management*, 48, 1-9. <https://doi.org/10.1016/j.jhtm.2021.05.012>
42. Wąsowicz-Zaborek, E. (2022). Consumer choice determinants of online intermediary tourism platforms. *International Journal of Management and Economics*, 58(2), 161-178. <https://doi.org/10.2478/ijme-2022-0013>
43. Wismanoro, Y., Aryanto, V. D. W., Pamungkas, I. D., Purusa, N. A., Amron, Chasanah, A. N., & Usman. (2022). Virtual reality destination experiences model: A moderating variable between wisesa sustainable tourism behavior and tourists' intention to visit. *Sustainability*, 15(1), 446. <https://doi.org/10.3390/su15010446>
44. Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value. *Journal of Marketing*, 52(3), 2-22. <https://doi.org/10.2307/1251446>
45. Zeithaml, V. A. (2002). Service excellence in electronic channels. *Managing Service Quality: An International Journal*, 12(3), 135-139. <https://doi.org/10.1108/09604520210429187>
46. Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375. <https://doi.org/10.1177/009207002236911>
47. Zhang, N., Guo, M., Bu, X., & Jin, C. (2023). Understanding green loyalty: A literature review based on bibliometric-content analysis. *Heliyon*, 9(7), e18029. <https://doi.org/10.1016/j.heliyon.2023.e18029>

APPENDIX A

All items are measured on a five-point Likert scale from 1 = strongly disagree to 5 = strongly agree

Destination image

Adapted from Jeong and Kim (2020)

- The openness of residents towards tourists
- Suitable accommodation
- Safe destination
- Natural scenery attractiveness

Emotional experience

Adapted from Shiota et al. (2006)

- Joyful
- Pride
- Entertained
- Admire

Perceived value

Adapted from Jeong and Kim (2020)

- The destination made me feel good
- The caliber of the ecological surroundings was exceptional
- In general, the location has exceeded my anticipations
- The decision to visit the specified destination was indeed a judicious one

Tourist satisfaction

Adapted from Jeong and Kim (2020)

- Overall satisfaction
- When juxtaposed with the anticipated outcome
- When I reflect on my endeavor
- Likely to visit other similar destinations (ecotourism)

Destination loyalty

Adapted from Jeong and Kim (2020)

- Recommend the destination to other people
- Say positive things about destination to other people
- Encourage friends and relatives to visit the destination
- Finding other ecotourism destinations to visit