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The Strength of Tourist Involvement in Mediating the Relationship Between Experience Value, Destination Image and Tourist Loyalty: An Empirical Study in Indonesia

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Abstract

The purpose of this study is to examine tourist loyalty, which is developed through the value of experience and the image of the destination mediated by the strength of tourist engagement. The research is using a survey with the interview method and distribution of structured questionnaires, related agency documents, research reports, publications, and other literature relevant to research such as data on the number of tourism destinations in South Sumatra. This study examines all tourists who visiting natural tourism destinations in Palembang City, Lahat and Pagar Alam. This study was conducted in one district and two cities in South Sumatra because in these three areas feature natural tourism destinations visited by domestic tourists. The data analysis was carried out by structural equation modeling (SEM) with the help of the AMOS program. This study explains that the value of tourist experience and destination image has a positive and significant effect on the strength of tourist engagement. The value of experience and tourist engagement has a positive and significant effect on tourist loyalty. Destination image does not affect the tourist loyalty. The strength of tourist engagement is mediating the relationship between experience value and destination image, and tourist loyalty.

Keywords: Experience Value, Destination Image, Tourist Engagement, Tourist Loyalty

JEL Classification Code: M10, M31, M37, Z32

1. Introduction

In an increasingly saturated market, competition for tourism destinations encourages managers to be able to redesign destination marketing strategies to increase tourist loyalty and build long-term relationships with tourists (Yoon & Uysal, 2005). Previous studies on loyalty reveal that repeated tourist visits are often considered as desirable by destination managers because it is believed that the marketing costs needed to attract tourists who have visited

are lower than those who first visit (Alegre & Juaneda, 2006). One of the determining factors for the success of tourism destination marketing is good destination management so as to attract loyal tourists (Yuksel et al., 2010), however studies on tourists who are loyal to tourism destinations have not received in-depth attention (Yoon & Uysal, 2005). In tourism studies, an important phenomenon at the level of destination managers and tourists regarding understanding the drivers of tourist loyalty has been observed (Darnell & Johnson, 2001). Tourist loyalty represents an interest in future tourist behavior that is influenced by their travel experience (Lee & Hsu, 2013).

The interest of tourists to revisit tourism destinations and being willing to recommend tourist destinations to other parties is a manifestation of tourists who are loyal to a destination (Moliner et al., 2007). Tourists before visiting a destination often seek reliable information about a destination as a reference. Tourists can get information about tourism destinations from various sources such as the tourism community on social media, and the tourism office website. The development and management of tourism

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destinations that are able to meet the wishes and needs of tourists is very important for destination managers in an era of increasingly competitive tourism destination competition (Kim & Chen, 2010). Previous research has explained that the destination quality (Wang et al., 2017); perceived value (Lee et al., 2007), experience value (Amoah et al., 2016); and destination image (Tseng et al., 2015) acts as an antecedent of tourist loyalty.

Tourism has become one of the largest and fastest growing industries in the world (WTO, 2017). The tourism industry plays an important role in the economic development of many developing countries. Tourism has made a positive contribution to achieving sustainable development. The tourism industry plays a role in the preservation and appreciation of cultural heritage, the environment and local wisdom (Neto, 2003). The tourism industry can also be one of the most effective drivers of sustainable regional economic development (Sharpley, 2000). Tourism activities are able to create jobs, increase sources of income for the community, government, and attract the progress of other related industries (Wang et al., 2017). Tourism activities will be able to develop in a tourism destination if the destination has an attraction in the form of tourist attractions that can attract tourists to visit. Tourist attractions developed in a tourism destination must be well managed so that they can be seen and enjoyed by tourists such as: dances, traditional music and arts, traditional ceremonies, local food and others.

South Sumatra Province has various potentials that can still be developed, such as agriculture, plantation, forestry, animal husbandry, fishery and marine, creative industry, and tourism. Looking at these various potentials, one of the most potent sectors to be developed is tourism. According to South Sumatra Regional Regulation No. 9 of 2016 concerning the administration of tourism, the tourism sector development activities are one of the priorities that receive attention in the regional development planning of South Sumatra Province because it is one of the potential sectors capable of being the motor of regional development.

The potential foreign markets that are targeted for tourism in South Sumatra are tourism markets from various Southeast Asian countries such as Singapore, Malaysia, Brunei Darussalam, and countries in East Asia such as the Arabian Peninsula, China, Japan and Korea. Then, for Europe, the potential market comes from Dutch and British tourists. The domestic potential market, which is the target of tourism marketing, is tourists from Batam, Lampung, Jakarta and other parts of South Sumatra (Disbudpar, Provinsi Sumatera Selatan, 2020). In general, tourist visits to South Sumatra are dominated by domestic tourists. Table 1 shows tourist visits to South Sumatra from 2015 to 2019.

Table 1 shows that the number of domestic and foreign tourists visiting South Sumatra has experienced a relatively good increase from 2015 to 2019. Tourists visiting tourism

Table 1: Number of Indonesian and International Tourists Visits to South Sumatra in 2015–2019

Year	Indonesian Tourists	Foreign Tourists
2015	5,704,959	9,543
2016	7,118,516	12,337
2017	2,001,567	11,424
2018	2,110,898	13,967
2019	2,121,089	15,275

Source: Provinsi Sumatera Selatan, 2020.

destinations in South Sumatra are relatively diverse based on demographic factors. These tourists, especially natural tourism, can be individuals or groups.

Natural tourism destinations in South Sumatra are generally able to provide fresh minds and adventure challenges to tourists. Tourists visiting natural tourism destinations in South Sumatra can enjoy the beauty of natural parks/forests, hills or mountains, rivers, lakes or waterfalls that are quite exotic. In addition, tourists can enjoy a variety of traditional foods with relatively good quality while heading to or while in natural tourism destinations even though the managers of natural tourism destinations in South Sumatra are still limited in providing adequate and comfortable places to eat and drink facilities for tourists.

2. Literature Review

2.1. The Concept of Tourist Loyalty

Customer loyalty is considered one of the most important driving forces for business success, moreover, the level of loyalty is one of the important indicators used to measure the success of a marketing strategy (Sun et al., 2013). Reichheld and Sasser (1990) stated that 5% customer retention grows and 85% of additional profit will be generated in the service industry. In marketing research, loyal customers are more likely to exhibit repeat purchases or have a willingness to recommend products to others (Flavián et al., 2001). In addition, Allenby and Lenk (1995) also stated that customer loyalty is not only considered an important antecedent of customer recruitment and retention, but also a factor that stimulates the willingness of customers to pay more and reduce service costs. Likewise, travel destinations can be considered as products, and loyal tourists can revisit or recommend travel destinations to other potential tourists (Yoon & Uysal, 2005).

2.2. The Concept of Experience Value

The value of experience has been conceptualized by various experts from various perspectives. Holbrook (2006)

emphasizes that the nature of value is interactive, collectively produced, and subjectively experienced by individuals. Prahalad and Ramaswamy (2004) emphasize the creation of experience values. Keng et al. (2011) state that experience value is about customers' perceived value arising from their consumption experience. According to Mathwick et al. (2002), experience value is the customer's perception of interactions that involve direct use or appreciation of goods and services.

2.3. Destination Image Concept

Calderón et al. (2004) state that the definitions of destination images put forward by experts who are devoted to conceptualization are still very diverse and not yet detailed. Destination image is defined by some researchers as the perception of an entire individual or a series of total impressions of a destination (Fakeye & Crompton, 1991), or as a mental depiction of a destination (Milman & Pizam, 1995).

2.4. The Concept of the Power of Tourist Involvement

Tourist involvement is defined as the psychological state of tourists that occurs based on interactive tourism experiences and the creation of creativity along with a focus on objects (people/attractions/activities/meetings) in the relation of travel experiences (Huang, 2017). Therefore, tourism research from various perspectives has used the concept of tourist involvement in detail (So et al., 2016). Vivek et al. (2012) have investigated tourist engagement from the perspective of relation marketing theory, which focuses on interactive consumer experiences. Tourist engagement from this perspective refers to the interactive experience of tourists with other stakeholders and the environment, which then becomes the core of the tourism marketing system (Brodie et al., 2013).

2.5. Hypothesis Development

2.5.1. The Relationship Between Experience Value and the Power of Tourist Engagement

Engagement is an important prerequisite in achieving pleasure and satisfaction (Lin et al., 2012). See-To et al. (2012) explain that involvement is a state experienced when a person is psychologically and emotionally happy in an activity. Calver and Page (2013) state that there are several factors driving customer enjoyment that affect the perceived value of the experience. These drivers include the anticipation of utility values and increased attributes (Wong et al., 2012) and active involvement in an activity (Lin et al., 2012). The anticipated utility value is an internalized motive, aimed at

obtaining the necessary goods and services and achieving hedonic benefits (Wong et al., 2012). Attribute enhancement includes the introduction of creative activities that can produce positive effects on extrinsic motivation (Lin et al., 2012). Anticipated utility refers to accommodation services provided in the context of a visit to a tourist destination. Travelers who visit a tourism destination are likely to have different levels of cognitive needs, the desire to look for new things or pleasure, and/or needs. This need will affect how tourists enjoy visiting destinations and the level of tourist involvement while in tourist destinations.

H1: The better the value of the tourist experience when visiting a tourism destination, the higher the strength of tourist involvement.

2.5.2. The Relationship Between Destination Image and the Power of Tourist Involvement

The concept of involvement assumes that consumers have rational thinking and are able to make wise decisions by evaluating destination attributes with sequential attributes (Tasci et al., 2007). Then, Gartner (1986) explains that tourists will evaluate tourism destinations based on the attributes and activities in the destination. Processing the information about the image of the destination is assumed to be a simple and relatively limited process. Destination image will influence tourists in the process of choosing a destination, evaluation of the trip and involvement with the destination (Chi, 2005). A positive image that comes from a travel experience will result in a positive evaluation of the destination. A better image will lead to a higher likelihood for tourists to engage and return to the same tourism destination.

H2: The better the image of the destination in the minds of tourists, the higher the strength of tourist involvement.

2.5.3. The Relationship Between Experience Value and Tourist Loyalty

Murphy et al. (2000) state that perceived value represents the trade-off between travel time and/or money invested on the one hand and experiences gained through visiting destinations on the other. In the context of perceived value of a tourism destination, tourists will estimate the value of a destination based on the difference between perceived benefits and costs arising from destination offerings. Previous studies have stated that the perceived value of experience tends to lead to beneficial results, such as the intention to recommend and the intention to return to visit (Chen & Chen, 2010). Petrick and Sirakaya (2004) suggest that returning tourists are more satisfied with the value of the travel experience, and more likely to return and spread positive chain messages. Opperman (2000)

found a significant relationship between the experience of tourists on previous visits and the behavior of tourist visits in the future.

H3: The higher the value of the tourist experience when visiting a tourism destination, the higher the loyalty of tourists.

2.5.4. The Relationship Between Destination Image and Tourist Loyalty

Increasingly intensive competition in the tourism market is attracting more recognition and attention, which refers to the importance of tourist loyalty, and the application of understanding tourist loyalty to tourism destinations has become an important part of destination marketing (Chen & Phou, 2013). Several studies have shown that there is a significant and positive relationship between destination image and tourist behavioral intentions (Kim & Brown, 2012). The destination image will attract tourist behavior in choosing the destination to be visited (Beerli & Martin, 2004). The perception of the destination image is an important indicator of the interest in tourist behavior after a visit, especially the interest in returning to visit (Leung et al., 2011), studied as a predictor of word of mouth (WOM) in the context of tourism (Agapito et al., 2013). Self-improvement and social function of chain messages so talking positively or negatively about a destination is one way of expressing the image of the destination and enacting identity. Bigné et al. (2001) show that the intention of tourists to revisit a tourist destination and their willingness to recommend it to others is directly influenced by the perception of tourists' image about the destination. Destination image is the most important determinant of intention per individual knowledge, which is able to attract return visits and positive messages from tourists. Jeuring and Haartsen (2017) state that the image of a destination plays a role in attracting tourists to use word of mouth, where tourists convey the image of the destination and travel experience to friends and family in relation to the destinations visited.

H4: The better the destination image in the minds of tourists, the higher the tourist loyalty.

2.5.5. The relationship Between the strength of Tourist Engagement and Tourist Loyalty

Recent research has focused on studying the relationship between future behavioral intentions and tourist engagement (Lee & Beeler, 2009). Tsai and Wang (2017) state that an in-depth understanding of the relationship between future behavioral intentions and determinants can help destination

managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive. Several studies have investigated the concept of consumer/tourist involvement in tourism destinations as an important factor affecting tourist loyalty (Vivek et al., 2012).

H5: The greater the strength of tourist engagement, the higher the tourist loyalty.

2.5.6. The Relationship Between Experience Value and Tourist Loyalty by mediating the Power of Tourist Involvement

Anticipated utility refers to accommodation services provided in the context of a visit to a tourism destination. Tourists visiting a tourism destination tend to have different levels of cognitive needs, a desire to seek new things or pleasures, and/or needs. This need will affect how tourists enjoy visiting destinations and the level of tourist involvement while in tourism destinations. Recent research has focused on studying the relationship between future behavioral intentions and tourist engagement (Lee & Beeler, 2009). Tsai and Wang, (2017) state that an in-depth understanding of the relationship between future behavioral intentions and determinants can help destination managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive. Several studies have investigated the concept of consumer/tourist involvement in tourism destinations as an important factor affecting tourist loyalty (Vivek et al., 2012).

H6: The strength of tourist involvement mediates the effect of experience value on tourist loyalty.

2.5.7. The relationship Between Destination Image and Tourist Loyalty by mediating the Strength of Tourist Involvement

The concept of involvement assumes that consumers have rationality in thinking and are able to make wise decisions by evaluating destination attributes with sequential attributes (Tasci et al., 2007). Then, Gartner (1986) explains that tourists will evaluate tourism destinations based on the attributes and activities in the destination. In processing information about destination imagery, it is assumed that most tourists make easy efforts and some consider processing relatively limited. Destination image will influence tourists in the process of choosing a destination, evaluation of the trip and engagement with the destination (Chi, 2005). A positive image that comes from a travel experience will result in a positive evaluation of the destination. A better image will

lead to a higher likelihood for tourists to engage and return to the same tourist destination. Recent research has focused on studying the relationship between future behavioral intentions and tourist engagement (Lee & Beeler, 2009). Chen and Tsai (2007) state that an in-depth understanding of the relationship between future behavioral intentions and determinants can help destination managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive. Several studies have investigated the concept of consumer/tourist involvement in tourist destinations as an important factor affecting tourist loyalty (Vivek et al., 2012).

H7: The strength of the destination image mediates the effect of experience value on tourist loyalty.

Based on several hypotheses, a theoretical framework can be drawn based on a literature review. The theoretical framework is described in Figure 1.

3. Research Methods and Materials

3.1. Research Design

This study used a causality research design involving a cross-sectional sample survey, which aims to develop and test a conceptual model of tourist loyalty, in which hypotheses are proposed and tested.

3.2. Types and Sources of Data

The types of data collected in this study are primary data and secondary data. Secondary data, such as data on the number of tourism destinations in South Sumatra,

are obtained from official documents or reports issued by the Government, in this case the Tourism Office of South Sumatra Province and the Tourism Office in Palembang City and Pagar Alam City, and Lahat Regency as well as related agencies or agencies.

3.3. Data Collection Technique

This study uses a survey method to collect data. The measurement scale uses a range of values between 1 and 10. The data was collected by asking for the participation of people who have visited natural tourism destinations in South Sumatra. The questionnaire was designed based on a review of the literature related to research variables, namely, experience value, destination image, strength of tourist involvement, and tourist loyalty.

3.4. Population and Sample

The population in this study is domestic tourists who had visited natural tourism destinations in Palembang City, Pagar Alam City and Lahat Regency. The sample size in this study refers to Ghazali (2006) who states that the sample size can be calculated from the size of the parameter multiplied by 5 to 10. This study uses five variables with a total number of 74 indicators, so that the sample needed in this study is at least $74 \times 5 = 370$ respondents. The research sample includes 370 respondents who are tourists that have visited natural tourist objects in natural tourist destinations in Palembang City, Pagar Alam City and Lahat Regency.

3.5. Data Analysis Technique

The data analysis was carried out by structural equation modeling with the help of the AMOS program.

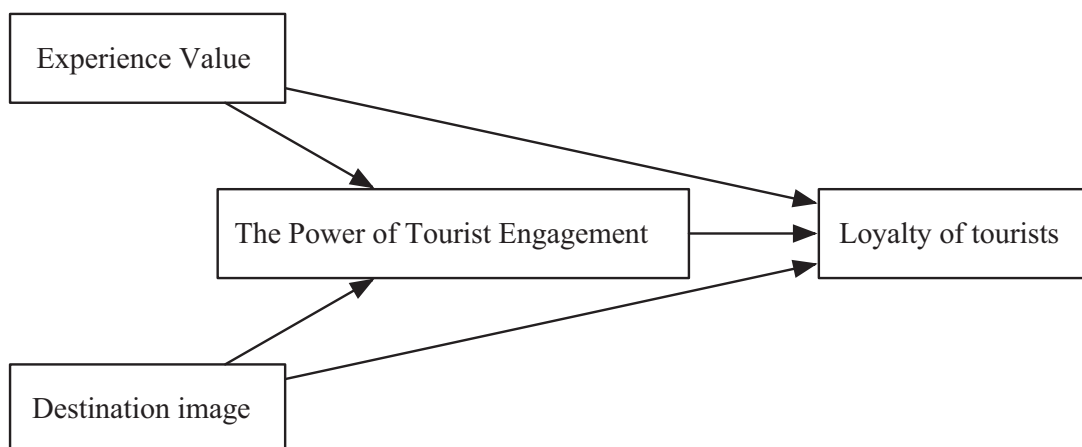


Figure 1: Empirical Research Framework

a. Experience Value

This study proposes four dimensions of experience value adapted from Mathwick et al. (2002), Mathwick et al. (2002), Tsai and Wang (2017), Tran (2020), namely, aesthetic value, pleasure, consumer return on investment, and service excellence.

b. Destination Image

This study proposes three dimensions of destination imagery adapted from Bhat and Darzi (2018), Qu et al. (2011), Le and Le (2020), namely, cognitive image, affective image, and unique image.

c. The Power of Tourist Involvement

The strength of tourist involvement is measured by five dimensions adapted from Huang and Choi (2019), Rasoolimanesh et al. (2019), namely, the ability to pay attention, the ability to identify, the ability to strengthen participation, the ability to assimilate, and the ability to social interaction.

d. Tourist Loyalty

Tourist loyalty is measured by three dimensions adapted from Bhat and Darzi (2018), Rohman (2020), namely, intention to visit again, message chain, and intention to recommend.

4. Results and Discussion**4.1. Validity and Reliability Test**

Confirmatory analysis can also be used to measure the convergent validity of the loading factor of each construct (see Table 2). The loading factor indicates a value greater than 0.500. The limit of the loading factor test is 0.500 (Hair et al., 1998), which implies that all indicators of each construct are appropriate for use. It can be seen from Table 2 that the values obtained from the reliability test construct are larger 0,60 (Hair et al., 1998). Similar results were also obtained from the extracted variance values if the extracted variance value is smaller than the construct reliability value (Hair et al., 1998). Therefore, it is clear that all the constructs in this study are reliable.

4.2. Goodness of Fit Test in SEM

Before applying this research model, first the suitability test of the resulting model is carried out (Table 3). There are eight criteria used to test this research model, including χ^2 , goodness of fit index (GFI), adjusted goodness of the fit index (AGFI), Tucker-Lewis index (TLI), comparative fit index (CFI), normed fit index. (NFI), incremental fit index (IFI) and root mean square error of approximation

(RMSEA). Based on the results of all the criteria used in the goodness of fit test, it is possible to conclude that the SEM model used in this study is suitable for use in further analysis (see Table 3).

4.3. Hypothesis Test

The results of hypothesis testing given in this study are presented in Table 4.

From the results of hypothesis testing, it can be seen that experience value has an effect on the strength of tourist engagement. Destination Image influences the strength of tourist engagement. The strength of tourist involvement has an effect on tourist loyalty. Experience value affects tourist loyalty. Destination image has no effect on tourist loyalty. The power of tourist engagement mediates the effect of experience value on tourist loyalty. The power of tourist engagement mediates the image of the destination on employee loyalty.

4. Discussion

This study explains that the value of the tourist experience has a positive and significant effect on the strength of tourist involvement. This shows that the better the experience value that tourists have while visiting natural tourist destinations, the higher the power that encourages tourists to get involved. The results of this study are in line with previous research (Calver & Page, 2013). Therefore, it can be stated that the value of a good tourist experience will increase the strength of tourist involvement in natural tourism destinations. Involvement is an important prerequisite in achieving pleasure and satisfaction (Lin et al., 2012). See-To et al. (2012) explain that involvement is a state experienced when a person is psychologically and emotionally happy in an activity. Calver and Page (2013) state that there are several factors driving customer enjoyment that affect the perceived value of the experience. These drivers include the anticipation of utility values and increased attributes (Wong et al., 2012) and active involvement in an activity (Lin et al., 2012). The anticipated utility value is an internalized motive, aimed at obtaining the necessary goods and services and achieving hedonic benefits (Wong et al., 2012). Attribute enhancement includes the introduction of creative activities that can produce positive effects on extrinsic motivation (Lin et al., 2012). Anticipated utility refers to accommodation services provided in the context of a visit to a tourism destination. Travelers who visit a tourism destination are likely to have different levels of cognitive needs, the desire to look for new things or pleasure, and/or needs. This need will affect how tourists enjoy visiting destinations and the level of tourist involvement while in tourism destinations.

Table 2: Validity and Reliability Test

Variable	Dimensions	Indicator	Loading Factor	Construct Reliability	Variance Value Extracted
Experience Value	Aesthetic value	NE1	0.865	0.793	0.571
		NE2	0.826		
		NE3	0.532		
	Service excellence	KL1	0.723	0.762	0.517
		KL2	0.707		
		KL3	0.726		
	Enjoyment	KS1	0.740	0.705	0.446
		KS2	0.564		
		KS3	0.688		
	The rate of return on consumer investment	PIK1	0.633	0.729	0.474
		PIK2	0.652		
		PIK3	0.773		
Destination Image	Cognitive image	CK1	0.784	0.871	0.692
		CK2	0.863		
		CK3	0.847		
	Affective image	CA1	0.619	0.702	0.547
		CA2	0.843		
	Unique image	CU1	0.817	0.683	0.523
CU2		0.616			
The Power of Tourist Engagement	Attention-giving Ability	KMP1	0.758	0.695	0.533
		KMP2	0.701		
	Identification Ability	KI1	0.821	0.795	0.660
		KI2	0.804		
	Ability to Strengthen Participation	MP1	0.822	0.837	0.633
		MP2	0.860		
		MP3	0.695		
	Assimilation Ability	KA1	0.755	0.792	0.562
		KA2	0.832		
		KA3	0.650		
	Social Interaction Skills	KIS1	0.705	0.834	0.628
		KIS2	0.875		
KIS3		0.789			
Tourist Loyalty	Intention to visit again	NBK1	0.723	0.806	0.582
		NBK2	0.728		
		NBK3	0.833		
	Chain messages	PB1	0.854	0.789	0.652
		PB2	0.758		
	Intention to recommend	NR1	0.854	0.850	0.740
NR2		0.866			

Destination image was found to have a positive and significant influence on the strength of tourist engagement. This proves that the images were able to increase the strength of engagement destinations of tourists. This study confirms previous research related to the relationship between destination image and tourist involvement (Tasci et al., 2007). This means that if the image of the destination in the minds of tourists is getting better, the higher is the power of tourists to get involved in natural tourism destinations. The concept of involvement assumes that consumers have rational thinking and are able to make wise decisions by

evaluating destination attributes with sequential attributes (Tasci et al., 2007). Then, Gartner (1986) explains that tourists will evaluate tourist destinations based on the attributes and activities in the destination. Processing the information about the image of the destination is assumed to be a simple and relatively limited. Destination image will influence tourists in the process of choosing a destination and evaluate the trip and engagement with the destination (Chi, 2005). A positive image that comes from a travel experience will result in a positive evaluation of the destination. A better image will lead to a higher likelihood for tourists to engage and return to the same tourism destination.

Table 3: Goodness of Fit Test Result

Goodness of Fit Index	Cut-off	Results	Conclusion
X^2		490.522	
Probability	≥ 0.05	0.360	Fit
GFI	≥ 0.90	0.899	Marginal Fit
AGFI	≥ 0.90	0.836	Marginal Fit
TLI	≥ 0.90	0.997	Fit
CFI	≥ 0.90	0.998	Fit
NFI	≥ 0.90	0.921	Fit
IFI	≥ 0.90	0.998	Fit
RMSEA	0.05–0.08	0.010	Marginal Fit

Experience value has a positive and significant effect on tourist loyalty. This illustrates that the value of the tourist experience during a visit to a tourism destination will increase tourist loyalty. This study supports Opperman (2000), Petrick and Sirakaya (2004), Chen and Chen (2010), Pandža Bajs (2015). This study explains that the higher the value of the tourist experience when visiting a tourist destination, the higher the loyalty of tourists. Murphy et al. (2000) state that perceived value represents the trade-off between travel time and/or money invested on the one hand and experiences gained through visiting destinations on the other. In the context of perceived value of a tourism destination, tourists will estimate the value of a destination based on the difference between perceived benefits and costs arising from destination offerings. Previous studies have stated that the perceived value of experience tends to lead

Table 4: Final Estimation of Measurement Model Parameters

Hypothesis	Exogenous Variable	Endogenous Variable	Standardized Coefficient	Critical Ratio	p-value	Conclusion
H1	Experience Value	The Power of Tourist Involvement	0.556	4.181	0.000	Significant
H2	Destination Image	The Power of Tourist Involvement	0.257	2.049	0.049	Significant
H3	Experience Value	Tourist Loyalty	-0.417	-2.194	0.028	Significant
H4	Destination Image	Tourist Loyalty	-0.077	-0.397	0.704	Insignificant
H5	The Power of Tourist Engagement	Tourist Loyalty	0.331	2.087	0.041	Significant
Hypothesis	Exogenous Variable	Endogenous Variable	Intervening Variable	Sobel Test	p-value	Conclusion
H6	Experience Value	Tourist Loyalty	The Power of Tourist Involvement	4.165	0.000	Significant
H7	Destination Image	Tourist Loyalty	The Power of Tourist Involvement	3.137	0.002	Significant

to beneficial results, such as the intention to recommend and the intention to return to visit (Chen & Chen, 2010). Petrick and Sirakaya (2004) suggest that returning tourists are more satisfied with the value of the travel experience, and more likely to return and spread positive chain messages. Opperman (2000) found a significant relationship between the experience of tourists on previous visits and the behavior of tourist visits in the future.

This study found that destination image has a positive and insignificant effect on tourist loyalty. This explains that a good destination image is not able to increase tourist loyalty. This study is different from the research of Gursoy et al. (2014), Jeuring and Haartsen (2017) that state that the image of a destination will increase tourist loyalty. Increasingly intensive competition in the tourism market is attracting more recognition and attention, which refers to the importance of tourist loyalty, and the application of understanding tourist loyalty to tourism destinations has become an important part of destination marketing (Chen & Phou, 2013). Several previous studies have shown that there is a significant and positive relationship between destination image and tourist behavioral intentions (Kim & Brown, 2012). The destination image will attract tourist behavior in choosing the destination to be visited (Beerli & Martín, 2004). The perception of the destination image is an important indicator of the interest in tourist behavior after a visit, especially the interest in returning to visit (Leung et al., 2011), studied as a predictor of WOM in the context of tourism (Agapito et al., 2013). Self-improvement and social function of chain messages, so talking positively or negatively about a destination is one way of expressing the image of the destination and enacting identity. Bigné et al. (2001) show that the intention of tourists to revisit a tourism destination and their willingness to recommend it to others is directly influenced by the perception of tourists' image about the destination. Destination image is the most important determinant of intention per individual knowledge, which is able to attract return visits and positive messages from tourists. Jeuring and Haartsen (2017) state that the image of a destination plays a role in attracting tourists to use word of mouth, where tourists convey the image of the destination and travel experience to friends and family in relation to the destinations visited.

The strength of tourist involvement has a positive and significant effect on tourist loyalty. The results of this study explain that the strength of tourist engagement will be able to encourage tourist loyalty. This study is consistent with the research of Brodie et al. (2011), Vivek et al. (2012). This explains that the higher the strength of tourist involvement, the higher the loyalty of tourists to visit natural tourism destinations. Recent research has focused on studying the relationship between future behavioral intentions and tourist engagement (Lee & Beeler, 2009). Tsai and Wang (2017) state that an in-depth understanding

of the relationship between future behavioral intentions and determinants can help destination managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive. Several studies have investigated the concept of consumer/tourist involvement in tourism destinations as an important factor affecting tourist loyalty (Vivek et al., 2012).

This study found that the strength of tourist involvement statistically mediates the relationship between experience value and tourist loyalty. This means that the experience value can increase tourist loyalty, supported by the strength of tourist involvement. These results explain that the indirect effect of experience value on tourist loyalty through the power of tourist involvement is greater than the direct effect. This explains that the strength of tourist involvement is able to mediate the effect of experience value on tourist loyalty. Involvement is an important prerequisite in achieving pleasure and satisfaction. See-To et al. (2012) explain that involvement is a state experienced when a person is psychologically and emotionally happy in an activity. Calver and Page (2013) state that there are several factors driving customer enjoyment that affect the perceived value of the experience. These drivers include the anticipation of utility values and increased attributes (Wong et al., 2012) and active involvement in an activity (Lin et al., 2012). The anticipated utility value is an internalized motive, aimed at obtaining the necessary goods and services and achieving hedonic benefits (Wong et al., 2012). Attribute enhancement includes the introduction of creative activities that can produce positive effects on extrinsic motivation (Lin et al., 2012). Anticipated utility refers to accommodation services provided in the context of a visit to a tourist destination. Tourists visiting a tourist destination tend to have different levels of cognitive needs, a desire to seek new things or pleasures, and/or needs. This need will affect how tourists enjoy visiting destinations and the level of tourist involvement while in tourist destinations. Recent research has focused on studying the relationship between future behavioral intentions and tourist engagement (Lee & Beeler, 2009). Tsai and Wang (2017) state that an in-depth understanding of the relationship between future behavioral intentions and determinants can help destination managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive.

The findings of this study state that the strength of tourist involvement mediates the effect of destination image on employee loyalty. This proves that destination image is able to increase the loyalty of tourists to visit natural tourism destinations due to a power boost traveler involvement. This study explains that the indirect effect of destination image on tourist loyalty through the power of tourist involvement

is greater than that of direct influence. This shows that the strength of tourist involvement is able to mediate the influence of destination image on tourist loyalty. The concept of involvement assumes that consumers have rationality in thinking and are able to make wise decisions by evaluating destination attributes with sequential attributes (Tasci et al., 2007). Then, Gartner (1986) explains that tourists will evaluate tourist destinations based on the attributes and activities in the destination. In processing information about destination imagery, it is assumed that most tourists make easy efforts and some consider processing relatively limited. Destination image will influence tourists in the process of choosing a destination, evaluation of the trip and engagement with the destination (Chi, 2005). A positive image that comes from a travel experience will result in a positive evaluation of the destination. A better image will lead to a higher likelihood for tourists to engage and return to the same tourist destination. Recent research has focused on studying the relationship between future behavioral intentions and tourist involvement (Lee & Beeler, 2009). Chen and Tsai (2007) state that an in-depth understanding of the relationship between future behavioral intentions and determinants can help destination managers in building an attractive destination image and increase promotional efforts to maximize resource use and engage tourists to keep the destination image positive.

5. Conclusion

This research fills knowledge gaps contained in the marketing literature, especially tourism marketing, so that it is expected to enrich the theoretical building structures developed by previous experts and researchers. Research on the mediation model that involves the constructs of the strength of tourist involvement is expected to clarify the mechanism of the relationship between destination image and experience value with tourist loyalty. This research can provide useful information for managers of tourism destinations to better recognize and understand the loyalty of tourists visiting tourism destinations.

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