

Review Article

The Effect of Travel Experience and Perceived Value on Tourist Loyalty (A Study on Tourism Marketing in Nusa Penida)

Ni Made Dewi Adnyawati¹ & I Made Wardana²

^{1,2}Faculty of Economics and Business, Udayana University (UNUD), Bali, Indonesia

Received Date: 28 August 2020

Revised Date: 06 October 2020

Accepted Date: 13 October 2020

Abstract - This research aims to explain the influence of travel experience and perceived value on tourist satisfaction and tourist loyalty, as well as the influence of tourist satisfaction on tourist loyalty. This research also aims to explain the mediating effect of tourist satisfaction on the relationship between travel experience and tourist loyalty as well as the mediating effect of tourist satisfaction on the relationship between perceived value and tourist loyalty. This research uses 2 exogenous variables, namely travel experience and perceived value, 1 mediating variable, which is tourist satisfaction, and 1 endogenous variable, which is destination loyalty.

The population in this study is tourists visiting Nusa Penida, while the sample consists of 155 tourists. The sample in this study was determined using the purposive sampling method. Data are collected by using questionnaires as a research instrument. SEM-PLS analysis is used as the analysis tool with the assistance of the SmartPLS 3.0 software.

The results of this study reveal that travel experience has a positive effect on tourist satisfaction and has no effect on tourist loyalty. Perceived value has a positive effect on tourist satisfaction and tourist loyalty. Tourist satisfaction has a positive effect on tourist loyalty. Tourist satisfaction was able to mediate the relationship between travel experience and tourist loyalty. Tourist satisfaction was also able to mediate the relationship between perceived value and tourist loyalty.

Keywords - perceived value, tourist loyalty, tourist satisfaction, travel experience.

I. INTRODUCTION

The hospitality industry plays an increasingly important role inline with its growth and the contributions that have been made by the sector. The contributions of the tourism sector mainly come in the form of foreign currency revenue, regional government income, local community development, as well as investment, employment, and business development across vast regions in Indonesia. Bali is one of the islands in Indonesia, which is well-known for its tour across the globe.

Tourist visits are one of the main indicators in measuring the development of tourism activities in Bali. Based on data from the BPS (Central Bureau for Statistics) Bali, tourist visits both domestic and international in Bali have increased steadily from year to year. However, this increase in the number of tourist arrivals in Bali was not accompanied by an even distribution of the number of visits in each district and city. Klungkung Regency has a relatively low number of tourist visits compared to other districts in Bali. The number of both local and international tourist visits to Klungkung District in 2018 was only 253,372 tourists, while the targeted tourist visits to Klungkung Regency for 2018 was 487,169 tourists (NusaBali, 2018). This resulted in a large discrepancy between the actual visits and the target set by the Klungkung Regency Tourism Office.

One of the favorite tourist destinations in Klungkung District is Nusa Penida Island. Nusa Penida island was originally intended as a place to perform the *Tirta Yatra* pilgrimage as well as a spiritual tourist destination for Balinese Hindus due to the existence of several large and unique temples on the island. However, around 2014 the island has evolved into a coveted destination for domestic and international tourists alike. This island has been growing even more due to promotions on social media platforms such as Instagram.

Some of the scenic tourist attractions in Nusa Penida are dominated by beautiful beaches, underwater natural attractions, and cliffs. Natural tourism in Nusa Penida, in the form of beaches and cliffs, has its own uniqueness for tourists. The beautiful beaches in Nusa Penida are still very natural and have not been frequently touched by human hands. The uniqueness and beauty of the beaches in Nusa Penida cannot be found by tourists elsewhere outside the island. The development of Nusa Penida Island is strongly supported by wider access to Nusa Penida, namely through sea transportation, which has now become significantly faster than in the past. The crossing to and from Bali can be made through either the Toyapakeh Port, Banjar Nyuh Pier, Sampalan Port, or Buyuk Port.



Judging from the development of Nusa Penida Island with its coastal attractiveness, there is no doubt that the number of tourist visits will continue to increase. The most widely adopted powerful marketing strategies (including within the tourism industry) to increase the number of tourist visits is to build tourist loyalty. Building tourist loyalty (or destination loyalty) is highly important in an effort to increase the number of regular tourists who make repeat visits (Sangpikul, 2017; Chiu, 2016). Loyal tourists tend to increase word of mouth (WOM) promotion, which brings more of their friends or relatives as well as other potential tourists to tourist destinations. By building tourist loyalty, it is expected that it will also directly boost the development of tourism in Nusa Penida.

This research aims to narrow the gap from previous studies, which yielded inconsistent results regarding the relationship between travel experience, perceived value, tourist satisfaction, and tourist loyalty. This study identifies research gaps from previous studies that require further investigation. An example of such gaps is found in studies that found perceived value affects tourist loyalty (Lin et al., 2015; Kim, 2012; Allameh et al., 2015), while other studies stated the opposite, i.e., the perceived value did not show a positive effect on tourist loyalty (Sun et al., 2013; Munhurrin, 2014). Some studies also revealed that travel experience and tourist satisfaction have a significant relationship (Sangpikul, 2017; Lee and Dong, 2017; Suhartanto et al., 2018; Kim and Brown, 2012; Hanafiah, 2019; Aprilia et al., 2017; Hermawan 2017;), while other research found that travel experience with service and facilities dimensions has no effect on tourist satisfaction (Hanafiah, 2019). Several studies stated that there is a significant relationship between perceived value and tourist satisfaction (Rasoolimanesh et al., 2016; Canalejo and Rio, 2018; Lin et al., 2015; Allameh et al., 2015; Munhurrin, 2014; Sun et al., 2015; al., 2013; Bajis, 2013; Chen and Chen, 2009; Kim et al., 2012). However, there is other research that stated that there is no significant relationship between perceived value and tourist satisfaction (Aliman et al., 2016). Based on these inconsistencies, it is necessary to conduct further investigations into the three variables above (tourist satisfaction, travel experience, and perceived value) to determine factors that affect tourist loyalty and to provide additional literature on the subject.

The objective of this study is to determine whether travel experience affects tourist satisfaction and tourist loyalty, whether perceived value influences tourist satisfaction and tourist loyalty, whether tourist satisfaction affects tourist loyalty, whether travel experience influences tourist loyalty with the mediation of tourist satisfaction, and whether perceived value affects tourist loyalty with the mediation of tourist satisfaction. Finally, this research is expected to provide benefits both theoretically and practically.

II. LITERATURE REVIEW

A. Travel Experience

Travel experience refers to tourist's physical contact with the tourism atmosphere (for example, attractions, local communities, culture, and so on) as well as interactions with service providers (tourism businesses, facilities) in tourist destinations (Sangpikul, 2017). The tourist's travel experience is a personal reaction or response to all encounters with service providers in tourist destinations (Suhartanto et al., 2018). These concepts imply that the tourist's experience with service providers in tourist destinations occurs through interactions and communication between tourists and service providers. As a service provider that offers experiences to tourists, the ability to provide high-quality experiences to tourists beyond their expectations is highly important.

There are several dimensions of travel experience, such as beach attractiveness, local communities, destination values, services, and facilities, as well as safety and cleanliness (Sangpikul, 2017). The attractiveness of a tourist destination can be recognized from its special characteristics (things like landscape, climate, or activities in the destination) that are particularly interesting to visitors (Le and Dong 2017). The attractiveness of a tourist destination is an essential prerequisite for the development of tourism in the area. Tourism attractiveness serves as a tourism resource that can attract tourists to visit (Kresic and Prebezac, 2010). The appeal of a tourist destination is a very important factor in the success of a destination in attracting tourists, where attractiveness acts as the magnet that lures tourists to visit and an economic resource for the local community.

B. Perceived Value

Perceived value is the customer's comprehensive assessment of services, by comparing what is being received (benefits gained from services) with what is sacrificed (charges or other sacrifices for obtaining services) (Sun et al., 2013; Munhurrin, 2014). Undoubtedly, perceived value is an important factor in the consumer's decision-making process. However, the perceived value does not merely affect the customer's decision during the pre-purchase phase but also affects satisfaction as well as intention to recommend or to repurchase during the post-purchase phase. This means perceived value affects customer satisfaction on a product as well as brand loyalty.

Perceived value changes as product or service changes and varies in its measurement in various industries (Rasoolimanesh et al., 2016). By tradition, perceived value is considered as a function of price, but in recent value for money has been considered as its main indicator. Value for money is the approximate consumer's measurement for perceived value. It also represents the consumer's understanding of the product (Canalejo and Rio, 2018). It involves a customer's analysis of the extent to which the product has met their expectations. When traveling, for example, the tourist's experience is an assessment of what they expect compared to what they actually receive.

C. Tourist Satisfaction

Tourist satisfaction is the most significant variable in examining tourist behavior (Bhat and Darzi, 2018). This is due to the fact that satisfaction influences destination choices, acquisition of products and services as well as decision to revisit. Tourist satisfaction during their visit boosts the profitability of the company since it contributes to building loyalty toward a certain destination. Evaluating satisfaction in travel experiences is a post-travel process.

Tourist satisfaction refers to the result of the tourist's evaluation of the comparison between product/service performance and expectations (Sangpikul, 2017). When performance exceeds expectations, it will result in tourist satisfaction. However, when performance falls short of expectations, the result is dissatisfaction. Tourist satisfaction can be considered as a post-travel evaluation on the trip to a tourist destination (Chiu et al., 2015). Satisfaction is not limited to the enjoyment of the travel experience but also related to the evaluation of the appropriateness level of the travel experience.

D. Tourist Loyalty

Loyalty is defined as the customer's intention or behavior to repurchase, which leads to repeated purchases of the product with the same brand (Sangpikul, 2017). Loyalty is a very tightly held commitment to repurchase or to rearrange product or service choices consistently in the future. This commitment results in repeated purchases of the same brand despite the existence of situational influences and marketing efforts that strive to shift customer behavior (Chiu et al., 2016; Lin et al., 2015; Toyama and Yamada, 2012; Bhat and Darzi, 2018).

The concept of destination loyalty or tourist loyalty is an important indicator used in the efforts to develop a destination's competitive advantage and serves as an effective destination marketing strategy (Kim and Brown, 2012). Previous researches have discussed many factors related to destination loyalty, including demographic characteristics, past experiences, destination's image, and service quality, with tourist satisfaction as a prominent predictor. Destination loyalty is significantly influenced by the satisfied tourist's experience or a memorable experience.

III. CONCEPTUAL FRAMEWORK

The conceptual framework of the relationships between variables to be analyzed in this study can be depicted as follows:

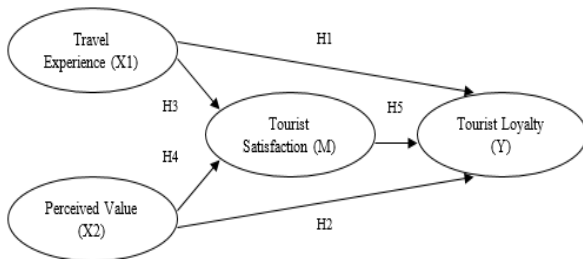


Figure 1 Conceptual Framework

A. Research Hypotheses

- H1: Travel experience has a positive effect on tourist loyalty.
- H2: Perceived value has a positive effect on tourist loyalty.
- H3: Travel experience has a positive effect on tourist satisfaction.
- H4: Perceived value has a positive effect on tourist satisfaction.
- H5: Tourist satisfaction has a positive effect on tourist loyalty.
- H6: Tourist satisfaction is able to mediate the relationship between travel experience and tourist loyalty.
- H7: Tourist satisfaction mediates the relationship between perceived value and tourist loyalty.

IV. RESEARCH METHODOLOGY

The location in this study is Nusa Penida Island, which is located in Klungkung District. This study uses three variables, namely travel experience and perceived value as exogenous variables, tourist loyalty as an endogenous variable, and tourist satisfaction as a mediating variable (intervening variable). Travel experience as an exogenous variable consists of 4 dimensions, namely beach attractiveness, local communities, services, and facilities, as well as safety and cleanliness (Sangpikul, 2017).

The data used in this study are quantitative and qualitative data. The population used in this study consists of all domestic and international tourists who have visited the island of Nusa Penida. The sample in this study was selected using the nonprobability sampling technique, i.e., purposive sampling. The total number of questionnaires distributed in this study were 555 questionnaires. After eliminating invalid questionnaires, the number is reduced to 115 respondents.

This study employed questionnaires for data collection. The measurement scale used is 5 Likert Scale. The questionnaire was tested for its validity and reliability. Based on the tests performed, the Average Variance Extracted (AVE) value and the outer loading value are greater than 0.5 for all variables studied so that it can be concluded that the questionnaire used meets validity requirements. Cronbach's alpha and composite reliability values are greater than 0.8 and 0.7, respectively, for all variables. This means that all variables used in this study are reliable.

The data collection in this study was conducted by cooperating with tour and travel agents. The questionnaire was distributed online via Whatsapp and Direct Messages on Instagram. The methods of analysis used in this research consist of descriptive and inferential analyses. The descriptive analysis consists of the analysis of respondent characteristics and descriptive statistics of research variables. This study employs Structural Equation Modelling (SEM) with a Partial Least Square (PLS) approach with the assistance of the SmartPLS 3.0 software. The testing of SEM-PLS mediation was conducted using the Variance Accounted For (VAF) method.

V. RESULTS AND DISCUSSION

A. Respondent Characteristics

In this study, respondents are dominated by female respondents, which account for 70% of total respondents with an age range of 17-26, which accounts for 50% of total respondents. Respondents with undergraduate education background (strata 1) account for 64% of total respondents, and respondents with employment in the private sector account for 38% of total respondents. The nationality of the respondents is dominated by Indonesian citizens, accounting for as much as 89% of total respondents. Most respondents visited Nusa Penida only once, which account for 81% of total respondents.

B. Outer Model Test (Measurement Model)

To test for validity, the convergent validity test was used, which consists of the measurement of the loading factor and average variance extracted (AVE) values. The reliability test consists of the measurement of Cronbach's Alpha and composite reliability values. Based on data processing using SmartPLS 3.0, it was found that all indicators have loading factor values above 0.5. This indicates that the model is fit, and all indicators used to measure the variables are valid. AVE values for all variables are greater than 0.5. This means that all variables are valid. Each variable has Cronbach's Alpha and composite reliability values of greater than 0.7 so that it can be concluded that all variables are reliable. This implies that these variables can be used repeatedly on the same or different subjects while maintaining consistent results.

C. Inner Model Test (Structural Model)

Testing the inner model (structural model) was conducted by using the R-Square and Q-Square tests. Tourist satisfaction as the endogenous variable has an R-Square value of 0.592 or 59.2%, which means that 59.2% of exogenous variables, namely travel experience and perceived value, can explain tourist satisfaction variables, while the remaining 40.8% can be explained by other variables outside the model. Based on this value, it can be said that the model is categorized as moderate (0.50 - 0.75).

The R-square value of tourist loyalty as the other endogenous variable is 0.361 or 36.1%, which means that 36.1% of exogenous variables, namely travel experience, perceived value, and tourist satisfaction, can explain the tourist loyalty variable, while the remaining 63.9% can be explained by other variables outside the model. Based on this value, it can be said that the model is categorized as weak since it is less than 0.5.

Based on the calculation, the Q-square value is 0.74. This result reveals that the Q-square value is close to 1, which implies that the model has a predictive relevance, or the model is improving.

D. Test of Hypotheses

The testing of the hypothesis was conducted by processing data using SmartPLS 3.0 with bootstrapping test results, as shown in Figure 2.

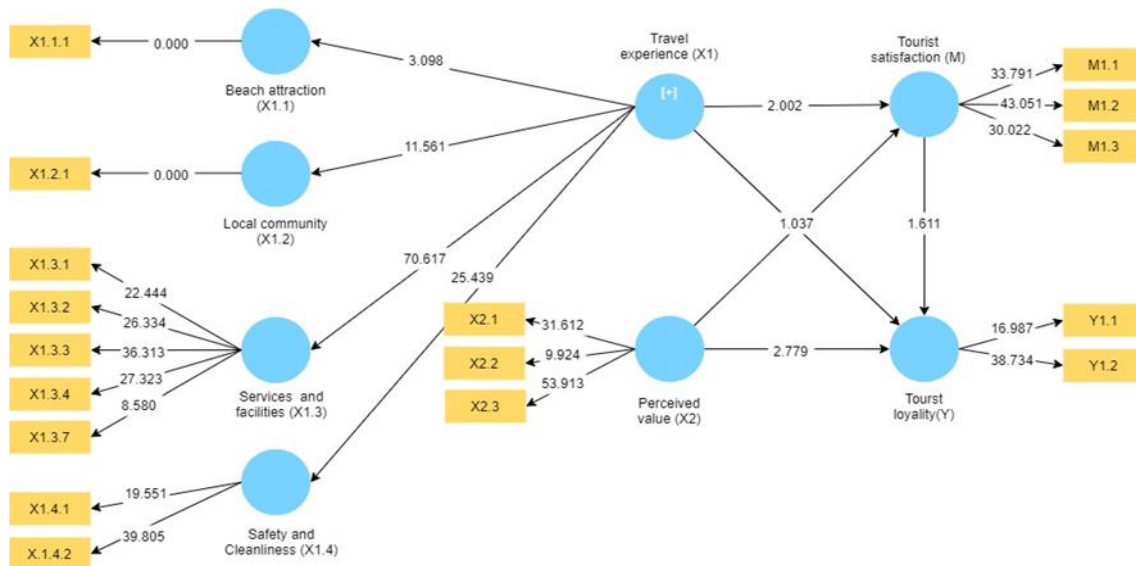


Fig. 2 Bootstrapping Test Results using SmartPLS 3.0

Based on the results from data processing, it was found that only hypothesis 1 is not significant (rejected), while hypotheses 2, 3, 4, 5, 6, and 7 are accepted.

Table 1. Direct Influences between Variables

Direct Influence	T Statistics (O/STDEV)	P Values	Interpretation
Travel experience -> Beach attraction	3.098	0.001	Significant
Travel experience -> Local community	11.561	0.000	Significant

Travel experience -> Services and facilities	70.617	0.000	Significant
Travel experience -> Safety and cleanliness	25.439	0.000	Significant
Travel experience -> Tourist loyalty	1.037	0.150	Not significant
Perceived value -> Tourist loyalty	2.002	0.023	Significant
Travel experience -> Tourist satisfaction	2.779	0.003	Significant
Perceived value -> Tourist satisfaction	8.387	0.000	Significant
Tourist satisfaction -> Tourist loyalty	1.611	0.054	Significant

Table 2. Indirect Influences between Variables

Indirect Influence	T Statistics (O/STDEV)	P Values
Travel experience -> Tourist satisfaction -> Tourist loyalty	1.498	0.067
Perceived Value -> Traveler satisfaction -> Traveler loyalty	1.445	0.075

E. Mediation Effect Test

The relationship between travel experience and tourist loyalty can be fully mediated by tourist satisfaction. This is evidenced by the VAF value of 154%, which is greater than 80%. That is not the case with the relationship between perceived value and tourist loyalty, which is only partially mediated by tourist satisfaction. This is evidenced by the VAF value of 30%, which is greater than 20% and less than 80% ($20\% \leq \text{VAF} \leq 80\%$). This indicates partial mediation.

F. Discussion

The result of this study proves that travel experience does not have a positive and significant effect on tourist loyalty. This result is in line with the results from researches conducted by Sangpikul (2017) and Hanafiah et al. (2019). This result can be traced to several factors, such as inadequate road facilities. Poor road infrastructures in Nusa Penida may have caused inconvenience for tourists who came to visit. The road conditions in Nusa Penida can be described as being inadequate for tourist passage. Some road accesses to tourist attractions are still damaged and bumpy. The above factors contribute to the dimensions that shape the travel experience of tourists in Nusa Penida. Travel experience is important for the development of a tourist destination since positive experiences related to products, services, and facilities as well as other resources offered in tourist destinations will encourage tourists to make repeated visits and also make the positive word of mouth (WOM) promotion to their friends and relatives after making the trip (Sangpikul, 2017).

Perceived value has a positive and significant effect on tourist loyalty. This result is in line with the results of researches conducted by Lin et al. (2015), Kim (2012), and Allameh et al. (2015). As observed in this study, tourists who came to Nusa Penida mostly took travel packages offered by travel agents. Most tourists who came to Nusa Penida took the one day trip package (1-day trip). Based on the research results, it can be said that tourists deemed that the cost of the travel package provided is well worth the experience/benefit they received in Nusa Penida. Based on this fact, it can be concluded that the value perceived by tourists visiting Nusa Penida has a significant relationship with tourist loyalty. The costs incurred by tourists are in

accordance with the benefits obtained by tourists in the form of experience gained during the visit. This shapes tourist loyalty and encourages future revisits to Nusa Penida as well as recommending Nusa Penida to relatives, family, and friends.

The result of this study proves that travel experience has a positive and significant effect on tourist satisfaction. This result is in line with several other studies, namely studies conducted by Sangpikul (2017), Lee and Dong (2017), Suhartanto et al. (2018), Kim and Brown (2012), Hanafiah (2019), Aprilia et al. (2017), Hermawan (2017) and Lin et al. (2015). The attractiveness of the beaches in Nusa Penida, such as Kelinking Beach, Pasir Uug (broken beach), Atuh Beach, and other beaches, is unique and cannot be found anywhere else. This uniqueness stems from the beauty of the cliffs and beaches that are still very natural and relatively untouched. Tourists who enjoyed the allure of the Nusa Penida beaches gained a positive travel experience. The local people of Nusa Penida also contributes to the positive travel experience that leads to tourist satisfaction. Bali is one of the tourist destinations that is known for having a friendly and warm local population, including the people in Nusa Penida. Services and facilities are also some of the contributing factors that shape the tourist's travel experience. Nusa Penida has adequate accommodations for tourists, such as hotels and restaurants. The availability of good services and wide-ranging facilities (accommodations) in Nusa Penida help create tourist's positive travel experience. Positive tourist travel experiences regarding services and facilities significantly increase the satisfaction of tourists visiting Nusa Penida. The management of all Nusa Penida's tourist destinations has ensured the security and safety of tourists who come to visit. This can be seen from the installation of safety railings along the coastal attraction route in Nusa Penida, which has a fairly steep and precarious path. Based on the explanation above, travel experience in terms of tourist attractions, local communities, services, and facilities, as well as security and cleanliness gained by tourists during their visit to Nusa Penida, significantly influences tourist satisfaction.

The result of this study proves that the perceived value has a positive and significant effect on tourist satisfaction. This result is in line with researches from Rasoolimanesh et al. (2016), Canalejo and Rio (2018), Lin et al. (2015),

Allameh et al. (2015), Munhurrin (2014), Sun et al. (2013), Bajs (2013), Chen and Chen (2009) and Kim et al. (2012). Perceived value plays an important role in achieving tourist satisfaction. Part of this is due to the fact that tourist satisfaction also has an effect on tourist loyalty. The management of Nusa Penida tourist destinations needs to maintain stable and reasonable prices as well as maintain good quality services for tourists.

The result of this study proves that tourist satisfaction has a positive and significant effect on tourist loyalty. This result is in line with the researches from Sangpikul (2017), Chiu (2017), Canalejo and Rio (2018), Sun et al. (2013), Lin et al. (2015), Bhat and Darzi (2018), and Munhurrin (2014). As observed in this study, satisfied tourists will tend to be more loyal to tourist destinations in Nusa Penida. This implies that tourist satisfaction is an important factor in shaping tourist loyalty.

The result also proves that the relationship between travel experience and tourist loyalty can be mediated by tourist satisfaction. This result is in line with researches from Sangpikul (2017), Kim and Brown (2012), and Chen and Chen (2009). As observed in this study, tourist visit to Nusa Penida do not directly influence tourist loyalty but directly influences tourist satisfaction. Based on this fact, it can be concluded that tourist satisfaction is a very important factor to be considered by the management of tourist destinations. Satisfied tourists are more likely to revisit tourist destinations and recommend them to others. Thus, tourist satisfaction can fully mediate the relationship between travel experience and tourist loyalty, so that it plays an important role in increasing the number of tourist visits to Nusa Penida.

Lastly, the result of this study proves that the relationship between perceived value and tourist loyalty can be mediated by tourist satisfaction. This result is in line with researches from Lin et al. (2015), Andreas and Tunjungsari (2019), and Amalia and Murwatiniingsih (2016). This mediation exists due to the fact that the value perceived by tourists in Nusa Penida has direct relationships with tourist satisfaction and tourist loyalty. Based on this fact, it can be concluded that the mediating effect of tourist satisfaction is very important. When the value perceived by tourists leads to tourist satisfaction, it will also indirectly affect tourist loyalty toward destinations in Nusa Penida. This will eventually encourage repeated visits and recommendations to others to visit Nusa Penida.

VI. RESEARCH IMPLICATIONS

A. Theoretical Implications

In this study, travel experience consists of 4 dimensions, namely beach attractiveness, local communities, services, and facilities, as well as security and cleanliness. Based on the research results, the service and facility dimensions have the highest path coefficient value compared to other dimensions. This implies that it is very important to provide adequate facilities and good services to tourists who visit Nusa Penida in order to build a positive travel experience. In addition, beach attractiveness, local people, and safety and cleanliness also play significant roles in shaping a good travel experience for tourists.

Based on research results, the travel experience of tourists who visit Nusa Penida does not have a positive and significant effect on tourist loyalty. This implies that travel experiences cannot directly build the loyalty of tourists who came to Nusa Penida. On the other hand, the perceived value of tourists visiting the island of Nusa Penida has a positive and significant direct effect on tourist loyalty. This research's results are in line with researches from Lin et al. (2015), Kim (2012), and Allameh et al. (2015). Perceived value plays an important role in influencing tourists to revisit Nusa Penida and to make positive recommendations to others. Travel experience and perceived value directly affect tourist satisfaction in Nusa Penida island. Tourist satisfaction also directly influence tourist loyalty. Several previous studies from Sangpikul (2017), Chiu (2017), Canalejo and Rio (2018), Sun et al. (2013), Lin et al. (2015), Bhat and Darzi (2018), and Munhurrin (2014) also stated that tourist satisfaction affects loyalty. Travel experience and perceived value have indirect effects on tourist loyalty. These indirect effects are mediated by tourist satisfaction.

B. Practical Implications

Considering the importance of the entire travel experience to tourist satisfaction, it is necessary to manage beach attractions in Nusa Penida properly while maintaining the natural beauty of Nusa Penida so that it remains original and adheres to local wisdom. Local communities also need to always be friendly and warm to visiting tourists. This will boost tourist satisfaction and eventually will make tourists more loyal to tourist destinations in Nusa Penida.

Based on the 4 dimensions of travel experience, the path coefficient for the service and facility dimension is the highest, which means that it has the biggest effect on travel experience compared to other dimensions. This implies that services and facilities play important roles in shaping the travel experience of visiting tourists. The management of Nusa Penida tourist destinations needs to improve the quality of services provided to tourists and manage facilities such as restaurants and hotels to meet their needs. In addition, accessibility, especially in terms of road infrastructure in Nusa Penida, really needs to be improved accordingly. Destination management must also contribute to the security and the cleanliness of this island. If tourist satisfaction is achieved, then tourists who have visited Nusa Penida will become loyal.

Perceived value is also important in building tourist satisfaction and loyalty. The management of Nusa Penida destinations, including local communities and accommodation service providers, needs to always maintain quality services to tourists visiting Nusa Penida. The value perceived by tourists is closely influenced by the costs incurred by tourists. Managers, in this sense, need to maintain price stability.

This research provides important inputs for the management of Nusa Penida tourist destinations. These inputs, when implemented properly, will help in increasing the number of tourists visiting Nusa Penida. The increasing number of tourist visits to Nusa Penida will, in turn, benefit destination managers, including local communities and

service providers (accommodation services, transportation, tour, and travel agents).

C. Research Limitations

The limitation of this study is related to the respondents surveyed. This study selects respondents based on the criteria of visiting Nusa Penida during the last 6 months, i.e., during the September 2019 - March 2020 period, and the distribution of the questionnaires was done online. The memory in the minds of tourists at the time of the study may not be as good as the memory when they visited Nusa Penida. Future research is expected to be able to take samples directly at the time of the visit to Nusa Penida.

VII. CONCLUSION AND RECOMMENDATIONS

A. Conclusion

Based on the analysis in this research, several conclusions can be drawn as follows:

- Travel experience does not have a positive on tourist loyalty.
- Perceived value has a positive on tourist loyalty.
- Travel experience has a positive on tourist satisfaction.
- Perceived value has a positive effect on tourist satisfaction.
- Tourist satisfaction has a positive effect on tourist loyalty.
- Tourist satisfaction fully mediates the influence of the travel experience on tourist loyalty.
- Tourist satisfaction partially mediates the influence of perceived value on tourist loyalty.

B. Recommendations

a) For Practitioners

Considering the importance of travel experiences and perceived value for increasing the number of visits to Nusa Penida, it is necessary to improve the management of beach attractions, local communities, services, and facilities and maintain security and cleanliness of Nusa Penida tourist destinations as attributes that shape travel experience of tourists while visiting Nusa Penida. In addition, tourist destination managers need to maintain price stability for services and accommodations in Nusa Penida. There is also a need for good cooperation between local people, accommodation, and transportation service providers as well as tour and travel agents in determining reasonable and stable prices.

b) For Academics

Based on the results of the study, it can be seen that the travel experience and perceived value variables have significant influences on tourist satisfaction and tourist loyalty in Nusa Penida. Future research is expected to include other variables that may affect the satisfaction and loyalty of tourists visiting Nusa Penida. All of this is intended so that tourism in Nusa Penida continues to grow, and the number of tourists visiting Nusa Penida continues to increase year after year.

REFERENCES

- [1] Aprilia, Eka Rosyidah, Sunarti and Edriana Pangestuti. 2017. "Pengaruh Daya Tarik Wisata Dan Fasilitas Layanan Terhadap Kepuasan Wisatawan Di Pantai Balekambang Kabupaten Malang". *Jurnal Administrasi Bisnis (JAB)*/Vol. 51 No. 2 Oktober 2017
- [2] Aliman, Nor Khasimah, Shareena Mohamed Hashim, Siti Dalela Mohd Wahid, and Syamhi Harudin. 2016. "Tourists' Satisfaction with a Destination: An Investigation on Visitors to Langkawi Island". *International Journal of Marketing Studies*; Vol. 8, No. 3; 2016. <http://dx.doi.org/10.5539/ijms.v8n3p173>
- [3] Allameh, Sayyed Mohsen. 2015. "Factors influencing sport tourists' revisit intentions: the role and effect of destination image, perceived quality, perceived value, and satisfaction"—*Asia Pacific Journal of Marketing and Logistics*, Vol. 27 Iss 2 pp. -. <http://dx.doi.org/10.1108/APJML-12-2013-0159>
- [4] Amalia, Ilda, and Murwatingsih. 2016. "Pengaruh Citra Destinasi Dan Nilai Pelanggan Terhadap Loyalitas Pengunjung Melalui Kepuasan Pengunjung". *Management Analysis Journal* 5 (3) (2016)
- [5] Andreas and Hetty Karunia Tunjungsari. 2019. "Pengaruh Citra Destinasi dan Perceived Value Terhadap Loyalitas Wisatawan Melalui Kepuasan Wisatawan". *Jurnal Manajerial dan Kewirausahaan*
- [6] Bajs, Irena Pandza. 2015. "Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions: The Example of the Croatian Tourist Destination Dubrovnik." *Journal of Travel Research* 2015, Vol. 54(1) 122–134. DOI: 10.1177/0047287513513158
- [7] Bhat, Suhail Ahmad, and Darzi. 2018. "Antecedents of tourist loyalty to tourist destinations: a mediated-moderation study". *International Journal of Tourism of Tourism Cities*.<https://doi.org/10.1108/IJTC-12-2017-0079>.
- [8] Canalejo, Ana Ma Castilo, and Rio. 2018. "Quality, satisfaction, and loyalty indices". *Journal of Place Management and Development*, <https://doi.org/10.1108/JPM-05-2017-0040>
- [9] Chen, Ching-Fu., and Chen, Fu-Shian. 2009. "Experience Quality, Perceived Value, Satisfaction, and Behavioral Intentions for Heritage Tourists". *International Journal Of Tourism Management* 31 (2010) 29–35. doi:10.1016/j.tourman.2009.02.008
- [10] Chiu, Weisheng, Shiheng Zeng, and Philip Shao-Tung Cheng. 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*. Vol. 10, Issue: 2, pp.223-234. doi: 10.1108/IJCTHR-07-2015-0080
- [11] Coban, Suzan. 2012. "The Effects of the Image of Destination on Tourist Satisfaction and Loyalty: The Case of Cappadocia." *European Journal of Social Sciences*. Vol.29 No.2 (2012), pp. 222-232. <http://www.europeanjournalofsocialsciences.com>
- [12] Cooper et al., 1993. "Tourism Principles & Practice". England: Longman Group Limited.
- [13] Damayanti, Ida Ayu Kade Werdika et al. 2015. "Strategi Pengembangan Pulau Nusa Penida Sebagai Kawasan Pariwisata Yang Berkelanjutan". *Soshum Jurnal Sosial dan Humaniora*, Vol. 5, No.2, Juli 2015. Politeknik Negeri Bali
- [14] Ghozali, I. (2014). "Partial Least Square, Konsep Teknik dan Aplikasi SmartPLS 3.0". Semarang: Badan Penerbit Universitas Diponegoro
- [15] Hair, J.F., Ringle, C.M., and Sarstedt, M. (2011). "PLS-SEM: indeed, a silver bullet." *The Journal of Marketing Theory and Practice*. Vol. 19 No. 2, pp. 139-152.
- [16] Hanafiah, Mohd Hafiz, Ahmad Farhan Jasmi, Aidil Hafiz Mohammad Razali, And Muhamad Sharudin Sulaiman. 2019. "The Structural Relationships Of Experience Quality, Tourist Satisfaction, and Destination Loyalty: The Case Of Pangkor Island, Malaysia." *Journal of Nusantara Studies* 2019, Vol 4(1) 186-210. <http://dx.doi.org/10.24200/jonus.vol4iss1pp186-210>
- [17] Hermawan, Hary. 2017. "Kajian Desain Keselamatan Berbasis Lokalitas Dalam Meningkatkan Kepuasan Wisatawan Terhadap Daya Tarik Wisata". *Jurnal Ilmiah Pariwisata*, Volume 22 No. 3 Nopember 2017
- [18] Hermawan, Hary. 2017. "Pengaruh Daya Tarik Wisata, Keselamatan dan Sarana Wisata Terhadap Kepuasan Serta Dampaknya Terhadap Loyalitas Wisatawan: Studi Community

- Based Tourism di Gunung Api Purba Nglanggeran". Jurnal media wisata, volume 15, Nomer 1, Mei 2017
- [19] Kim, Aise Kyoungjin, and Brown, Graham. 2012. "Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty". *International Journal of Tourism and Hospitality Research* Vol. 23, No. 3, November 2012, 328–347. DOI: 10.1080/13032917.2012.696272
- [20] Kim, Soon-Ho, Holland, Stephen, and Hye-Sook Han. 2012. "A Structural Model for Examining how Destination Image, Perceived Value, and Service Quality Affect Destination Loyalty: a Case Study of Orlando". *International Journal Of Tourism Research*. DOI: 10.1002/jtr.1877
- [21] Krešić, D., & Prebežac, D., 2011. "Index of destination attractiveness as a tool for destination attractiveness assessment". *Original Scientific Paper*. 59(4), 497-517
- [22] Kuntjojo. 2009. "Metodologi Penelitian" <https://ebekunt.files.wordpress.com/2009/04/metodologi-penelitian.pdf>. Diakses pada 23 Februari 2020
- [23] Le, Cong Chi, and Dam Xuan Dong. 2017. "Factors are affecting European tourists' satisfaction in Nha Trang City: perceptions of destination quality." *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-04-2017-0022>
- [24] Lee, Sangjae, Sungil Jeon, Doyoung Kim. 2011. "The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea". *International Journal of Tourism Management*. doi:10.1016/j.tourman.2010.09.016
- [25] Lee, Cheng Fei. 2015. "Tourist Satisfaction With Factory Tour Experience". *International Journal of Culture, Tourism and Hospitality Research*, Vol. 9 Iss 3 pp. 261 – 277. <http://dx.doi.org/10.1108/IJCTHR-02-2015-0005>
- [26] Lemke, F., Clark, M., & Wilson, H. (2011). "Customer experience quality: An exploration in business and consumer contexts using the repertory grid technique". *Journal of the Academy of Marketing Science*, 39(6), 846–869.
- [27] Lim, C. C., & Cooper, C. (2009). "Beyond sustainability: Optimising island tourism development". *International Journal of Tourism Research*, 11(1), 89–103.
- [28] Lin, Zhibin, Guangren He, and Ilias P. Vlachos. 2015. "Britain in bloom? A study into Chinese tourists' experience". *EuroMed Journal of Business*, Vol. 10 Iss 3 pp. 297 – 310. <http://dx.doi.org/10.1108/EMJB-09-2014-0030>
- [29] Loureiro, S. M. C. (2014). "The role of the rural tourism experience economy in place attachment and behavioral intentions". *International Journal of Hospitality Management*, 40, 1–9.
- [30] Munhurrun, P, Ramseook, V.N Seebaluck, P. Naidoo. 2014. "Examining the structural relationships of destination image, perceived value, tourist satisfaction, and loyalty: the case of Mauritius". *Procedia - Social and Behavioral Sciences* 175 (2015) 252 – 259. doi: 10.1016/j.sbspro.2015.01.1198.
- [31] NusaBali. 2018. "Dispar Target 487.169 Kunjungan Wisatawan". Diakses pada 20 Januari 2020. URL : <https://www.nusabali.com/berita/23287/dispar-target-487169-kunjungan-wisatawan>.
- [32] Otto, J. E., & Ritchie, J. B. (1996). "The service experience in tourism". *Tourism Management*, 17(3), 165–174.
- [33] Rasoolimanesh, Mostafa S., Norziani Dahalan, Mastura Jafar. 2016. "Tourists' perceived value and satisfaction in a community-based homestay in the Lenggong Valley World Heritage Site". *Journal of Hospitality and Tourism Management* 26 (2016) 72e81. <http://dx.doi.org/10.1016/j.jhtm.2016.01.005>
- [34] Ridderstaat, J. R., & Nijkamp, P. (2016). "Small island destinations and international tourism: Market concentration and distance vulnerabilities. In Ishihara, M., Hoshino, E., & Fujita, Y. (Eds.), *Self-determinable development of small Islands*" (pp. 159–178). Singapore: Springer
- [35] Sharpley, R. (2012). "Island tourism or tourism on islands? *Tourism Recreation Research*", 37(2), 167–172.
- [36] Sangpikul, Aswin. 2017, "The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination." *International Journal of Culture, Tourism and Hospitality Research*, <https://doi.org/10.1108/>
- [37] Sholihin, M., and Ratmono, D. 2013. "Analisis SEM-PLS dengan WarpPLS 3.0 untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis". Yogyakarta. Andi Offset.
- [38] Siyoto, Sandu and M. Ali Sodik. 2015. "Dasar Metodologi Penelitian". Yogyakarta : Literasi Media Publishing
- [39] Sugiyono. 2013. *Metode Penelitian Bisnis*. Bandung : Alfabeta.
- [40] Sun, Xiaoxia, Christina Geng Qing Chi, Honggang Xu. 2013. "Developing Destination Loyalty; The Case Of Hainan Island." *Annals of Tourism Research*, Vol. 43, pp. 547–577. <http://dx.doi.org/10.1016/j.annals.2013.04.006>
- [41] Suhartanto, Dwi, Michael D. Clemes, and Nono Wibisono. 2018. "How Experiences With Cultural Attractions Affect Destination Image And Destination Loyalty". *Tourism, Culture & Communication*, Vol. 18, pp. 177. DOI:<https://doi.org/10.3727/109830418X15319363084463>
- [42] Turki, Hager, and Dalia Amara. 2017. "Towards a better understanding of experience during trips: impact on satisfaction, destination attachment, and word-of-mouth." *International Journal of Tourism Cities*, <https://doi.org/10.1108/IJTC-10-2016-0038>
- [43] Toyama, Masaki, and Yuichi Yamada. 2012. "The Relationships among Tourist Novelty, Familiarity, Satisfaction, and Destination Loyalty: Beyond the Novelty-familiarity Continuum". *International Journal of Marketing Studies*; Vol. 4, No. 6; 2012. <http://dx.doi.org/10.5539/ijms.v4n6p10>
- [44] Wisnawa, Made Bayu, Putu Agus Prayogi, and Ketut Sutapa. 2019. "Manajemen Pemasaran Pariwisata Model Brand Loyalty Pengembangan Potensi Wisata di Kawasan Pedesaan." Deepublish:Yogyakarta
- [45] Hartanti Nugrahaningsih, Farida Jasfar , Hamdy Hady, "The Driving Factors of Trustand behavioral Intention on Ecotourism Marketing" *SSRG International Journal of Economics and Management Studies* 6.8 (2019): 29-38.