

Original Article

Loyalty Development Model to Support the Sustainability of Tourism Villages in Developing Countries

Iqbal Arraniri^{1,2}, Najmudin³, Adi Indrayanto³

¹Student in Management, Universitas Jenderal Soedirman, Purwokerto, Indonesia.

²Lecturer in Management, Universitas Kuningan, Kuningan, Indonesia.

³Lecturer in Management, Universitas Jenderal Soedirman, Purwokerto, Indonesia..

Received: 05 May 2022

Revised: 17 June 2022

Accepted: 26 June 2022

Published: 07 July 2022

Abstract - Rural tourism is designed to provide integration into an imagined environment that offers an escape from metropolitan stressors such as traffic, noise, and artificially overcrowded life. If tourism is not managed sustainably, it will harm residents, the environment, and the economy. Tourism competition must be based on tourist loyalty, not just the attractiveness of the number of tourist products or locations available. Based on previous research regarding tourist destination loyalty, loyalty is a top priority in efforts to manage tourist destinations to increase their competitiveness, as evidenced by revisit intention, word of mouth communication, and price tolerance. This study aims to understand better visitor loyalty's role in these three indicators in the long-term management of rural tourism destinations. The study is divided into three stages (1) data-collecting via a questionnaire issued to tourists who had visited more than twice, (2) verifying the validity and reliability of visiting tourist loyalty, and (3) assessing the hypothesis' outcomes. The findings demonstrate that all three significantly impact visitor loyalty, particularly word of mouth and intention to return, which is more important than price tolerance.

Keywords - Tourism, Rural, Revisit intention, Word of mouth, Price tolerance.

1. Introduction

Now, tourism is a growing industry worldwide, especially rural tourism drives land-use transition, resulting in changes in ecological service provision (J. Li et al., 2020). Previous research has highlighted rural tourism businesses as a source of economic growth that should not be overlooked (Cunha et al., 2020) and a contributor to rural residents' Quality of Life (QOL) (Liu et al., 2020). Tourism in rural areas is intended to offer integration in an idealized world distinct from the modern world, allowing an exemption from urban stress factors such as traffic, noise, and artificially congested living (Cunha et al., 2020). Rural tourism includes lifestyle, culture and heritage, health, culinary, nature, activity, and agrotourism (Kaptan Ayhan et al., 2020).

There are 74,954 villages in Indonesia, and 1,902 of them are being built as tourist villages, indicating that competition for tourism villages in Indonesia will intensify in the future (Ministry of Tourism Indonesia, 2017). The tourism industry's critical position requires all parties or partners to work together to grow it long-term. Aside from the significant role and positive effect tourism has on destinations, it also has a negative impact. The tourism industry will have a detrimental effect on local populations, the environment, and the economy if it is not handled according to sustainability standards. Stable steps must be taken in the growth of tourism. For instance, long-term

ecological and economic issues and the need for social and moral assurances. The conservation of the atmosphere and natural resources and preserving social heritage are two principles central to stable tourism growth. As a result, to ensure the right steps in holistic growth, stable tourism must be carried out with consistent policies (Bazneshin et al., 2015).

Competition in tourism is not only on the beauty of the number of tourist objects or destinations offered but must be oriented towards tourist loyalty. This loyal tourist is a source of long-term income for tourist destinations. The efforts made by the manager of a tourist attraction must be directed at increasing tourist loyalty. This can be shown by the desire of tourists to recommend to others or the desire to visit again. For tourists to be loyal, the manager of the tourism object must be able to provide satisfaction to the visiting tourists. It is based on the research results showing that satisfaction significantly affects tourist loyalty (Araslı & Baradarani, 2014; Frangos et al., 2015; Styliadis et al., 2017). This study aims to understand the influence of tourist loyalty in the sustainable management of rural tourism destinations.

2. Literature Review and Hypotheses

Particularly in rural tourism businesses, where a loyal customer base may be critical to the survival of small enterprises and the overall dynamics of local development



(Kastenholz et al., 2020). There are two dimensions of loyalty: attitudes and behavior (Anderson, 1996; Hsin Chang & Wang, 2011; Oliver, 1999; Zeithaml et al., 1996). Attitude loyalty shows customers' long-term and psychological commitment to continue relationships with service providers (Caruana, 2002; Hsin Chang & Wang, 2011). Behavioral loyalty is defined as re-cooperation, which means the proportion of purchases of a particular brand (Hsin Chang & Wang, 2011) (Nikmah et al., 2022). Therefore this study only examines attitude and action loyalty from two dimensions: the behavioral dimension, revisit intention, and the attitude dimension, word of mouth communication and price tolerance.

In the management of tourism attractions, tourist loyalty is a critical factor. The number of research on tourist destination loyalty indicates that loyalty is a top priority in the management of tourist destinations' attempts to improve their competitiveness. According to studies undertaken by (Araslı & Baradarani, 2014; Frangos et al., 2015; Ismail et al., 2016; Lee et al., 2007; Ramseook-Munhurrin et al., 2015; Y. Yang et al., 2014), the proxies of commitment, namely the ability to return to visit (revisit intention) which is mediated by satisfaction, was explored by (Budi, 2015; Styliadis et al., 2017). The study (Araslı & Baradarani, 2014; Mohamad & Jamil, 2012; Shirazi et al., 2013; Yang et al., 2014) is called loyalty to recommend. The distinction in these experiments is in the independent variable, so the data processing approach is also different.

H1: Word of mouth communication of rural tourism

Word of mouth refers to a verbal assessment of a company's success that is positively linked to loyalty and includes positive or negative comments from customers about goods on the market. It is very useful in making buying decisions. Word of mouth is independent contact about goods and services between customers through non-marketing networks and unaffiliated suppliers (Hsin Chang & Wang, 2011). Word-of-mouth feedback is a message about a company's goods or services, or about the company itself, transmitted to someone in the form of feedback about a product's success, friendliness, sincerity, level of operation, and other aspects sensed and experienced by others. Based on the message giver's feelings towards the resources consumed, the message may be positive or negative.

H2: Revisit the intention of rural tourism

According to (Lin & Lin, 2007), consumer behavior is a continuous method involving problem formulation, knowledge processing, evaluating, and making decisions. Internal and external influences such as information input, information delivery, general motivations, environment, and others affect the process. Information collection and ambient

stimuli are two significant factors that affect final decision-making among these factors. According to (Kotler & Armstrong, 2012), social behavior happens as buyers are prompted to make purchases based on their characteristics by external stimuli. These considerations include product selection, name, manufacturer, timing, and quantity. It suggests that the goods and brands that consumers want affect their buying decisions. A revisit goal is a consumer's assessment of potential sales by the same business based on past experiences (Hellier et al., 2003; Hsin Chang & Wang, 2011). According to (Law et al., 2004), Revisit intention is a type of loyalty. This illustrates why a customer's willingness to repurchase is a critical component of loyalty.

H3: Price tolerance of rural tourism.

One of the goals of this research is to figure out how much people are willing to pay for something. Consumers who are happy with the goods or services they get would put up with price changes from these companies. Consumers' risk tolerance is the maximum price adjustment they can consider (Anderson, 1996). While the literature on price tolerance is still limited, researchers and managers are beginning to pay attention to it. According to (Herrmann et al., 2004), price resistance is described as a consumer's failure to alter their shopping habits until commodity prices are raised to their maximum level. According to previous marketing theories, price resistance is a dimension of consumer satisfaction (Zeithaml et al., 1996). Price tolerance, then, is a form of consumer loyalty behaviour. When customers develop a positive outlook toward a brand, their price resistance also increases. As a result, price tolerance is described in this analysis as a price range whose modifications are agreeable to consumers (Chen & Chen, 2011).

3. Research Methods

Ponggok Tourism Village in Klaten, Central Java, Indonesia, was the site of the study. Ponggok Village is now one of the tourist villages that has earned about 13.2 billion rupiahs a year from Umbul Ponggok's favorite tourism. This money is used to increase the community's well-being through programs including Insurance Cards, Smart Cards, Mother and Child Cards, and Entrepreneurship Cards. The study used a quantitative approach, with three stages: (1) data collection through a questionnaire distributed (shown in Table 1) to tourists who had visited more than twice, and (2) testing the validity and reliability of the loyalty of visiting tourists, and (3) evaluating the results of the hypothesis. Faithful indicators of desire to revisit (Mat Som et al., 2012), the world of mouth (Akin & Demirel, 2011), and price tolerance (Zeithaml et al., 1996).

Table 1. Question of loyalty tourist at the Ponggok Village

Question	Indicator
- Word of mouth communication of rural tourism	
I will say positive things about this Umbul Ponggok to others	Q1
I would recommend Umbul Ponggok to family, friends, and others	Q2
I encourage others to visit Umbul Ponggok	Q3
- Revisit the intention of rural tourism	
I want to return to these attractions	Q4
In comparison with previous visits, from	Q5

an economic point of view, I will return to this tourist attraction	
Based on previous experiences, I will come to this attraction again	Q6
- Price tolerance of rural tourism.	
I will visit this attraction even though competitors offer cheaper prices	Q7
I will still visit even if the price goes up	Q8
I am willing to pay more for the benefits I receive	Q9

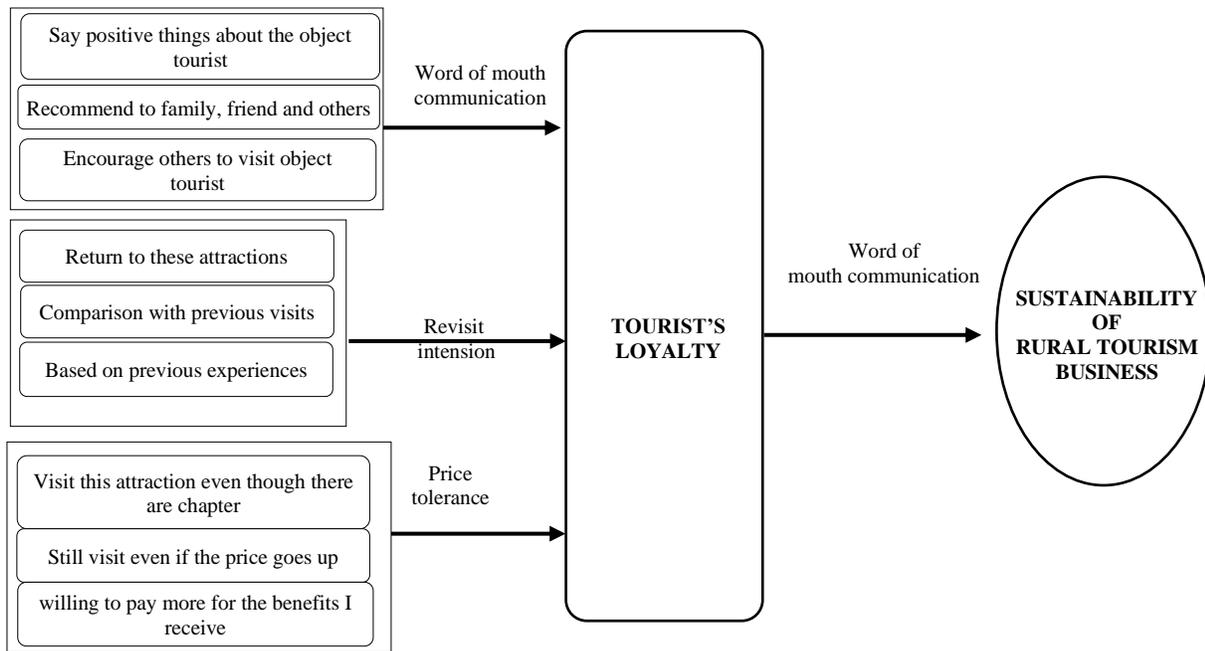


Fig. 1 Analysis model of tourist loyalty in the sustainability of rural tourism business

4. Results

Tourism villages' sustainability is tourist loyalty (Stylidis et al., 2017). Loyal tourists will positively affect tourism objects by word of mouth, or tourists will return to tourism objects. In this study, the analysis of tourist loyalty was carried out by surveying all locations in the tourist complex in Ponggok Village, such as Umbul Ponggok, Umbul Ciblon, and Umbul Sigidang. The range of answers from filling in the dimensions of the questions for each variable under study is determined by the criteria of the Three-box Method. The analysis of tourist loyalty results can be seen in Table 2.

Table 2. Indicator loyalty tourists at the Ponggok Village

Indicator	Index	Category
Q1	81.8	High
Q2	81.0	High
Q3	77.2	High
Q4	75.6	High
Q5	76.4	High
Q6	78.2	High
Q7	74.8	High
Q8	60.8	Medium
Q9	66.6	Medium

4.1. Validity and reliability test

The correlation value results (shown in Table 3) are greater than the R-table; this indicates that all question items to measure tourist loyalty are valid, so all of these items can be used to test reliability. The reliability test of all indicators yielded a Cronbach alpha value of 0.920 (a number more than 0.9), which is regarded as excellent (Akanke et al., 2020; Arulogun et al., 2020; Phuc & Nguyen, 2020); hence the tourist loyalty instrument may be inferred to be reliable. Thus, all tourist loyalty instruments used in this study can be used in other studies with different objects and places.

Table 3. Corellation and reliability test

Indicator	Correlation	Cronbach's Alpha	Result
Q1	0.823	0.904	Valid
Q2	0.841	0.904	Valid
Q3	0.645	0.915	Valid
Q4	0.834	0.903	Valid
Q5	0.713	0.912	Valid
Q6	0.794	0.906	Valid
Q7	0.609	0.920	Valid
Q8	0.777	0.907	Valid
Q9	0.542	0.927	Valid

5. Discussion

5.1. Word of mouth communication of recommendations for rural tourism

The recommendation variable is measured using three indicators: saying positive results about Ponggok tourism objects obtained an index value of 81.8 in the high loyalty category, meaning that tourists give a positive assessment of tourism objects and will say positive things about the object tours in Ponggok Village to others. Positive word of mouth results in the possibility of emotional attachment between tourists and residents (Deb & Lomo-David, 2021).

The second indicator recommends it to family, friends, or others. The results of the calculation of the index obtained a value of 81.0. They entered the high loyalty category, which means that tourists who come to Ponggok have high loyalty with evidence that they will recommend family, friends, and other people to visit tourism objects in Ponggok Village. Furthermore, stimulating positive WOM in family members and friends is most desirable, as it provides a strong positive impact recommendation compared to a weak baseline of social ties (Luo et al., 2019).

The third indicator is providing support to other tourists to visit tourism objects in Ponggok Village. Encouraging tourist participation is a psychological and interpersonal process, and these cognitive and emotional mechanisms lead to greater loyalty toward the destination and tourism location, enticing the tourist to return (Rasoolimanesh et al., 2021). The result of the calculation shows that the index value is 77.2, meaning that tourists have high loyalty related

to the support given to tourists to other people to visit tourist objects in Ponggok Village.

5.2. Revisit the intention of rural tourism

The second variable used to measure loyalty is the intention to visit again (revisit intention), with indicators of the desire to return to visit, economic considerations for returning to visit, and perceptions of previous experiences. The analysis results show that the indicator of the desire to visit again has an index score of 75.6 in the high loyalty category. Based on these results, it can be concluded that most tourists visiting the tourism objects in Ponggok Village want to return to the objects in Ponggok Village. The desire of visitors to return to a destination or to participate in the events of an event is referred to as revisit intention (H. Li et al., 2020). This memorability is one of the most significant structures for forming revisit intention (Meng & Cui, 2020).

In the second indicator, namely the economic consideration for returning to visit, the index score is 76.4, which is included in the high loyalty category. This shows that when tourists compare their previous visits, considering economic factors, most say they will return to visit tourism objects in Ponggok Village. Overall the experience economy model classifies each interaction as unique and predicts visitor pleasure and propensity to return (S. Lee et al., 2020).

The third indicator, the perception of previous experiences, shows an index score of 78.2 in the high loyalty category. This means that the experience felt by tourists who have visited previously affects tourists to return to tourism objects in Ponggok Village. The findings support previous research that a positive visitor experience might influence visit intention and perceptions of a location (Tan, 2017).

5.3. Price Tolerance of rural tourism

Price tolerance shows consumer loyalty even though there are price changes. Price tolerance indicators include the competitor's price being cheaper and an increase in price and willingness to pay more. Compared to service quality, service benefit, company image, system quality, and customer pleasure, pricing becomes the most influential element in customer loyalty (Assegaff & Pranoto, 2020). The index calculation results show that the indicator for competitors' prices is cheaper. The index score is 74.8. This means that even though competitors in Ponggok Village offer cheaper prices, Ponggok tourists will still visit tourist objects in Ponggok Village. This means that tourists have high loyalty to tourism objects in Ponggok Village.

The second indicator, namely an increase in prices, has an index score of 60.8, which is in the moderate category. This shows that the price increase does not affect tourist visits to Ponggok. Ponggok tourists will continue to visit tourism objects in Ponggok Village. This is willing to pay higher; the index score is 66.6 in the medium loyalty

category; this shows that Ponggok Village tourists are still willing to pay higher for the benefits they receive. Loyalty was seen as a long-term commitment, even if it meant making compromises like paying a higher price or giving feedback (Närvänen et al., 2020). Furthermore, customers'

loyalty intentions are closely connected to perceived customer centricity, especially if customers believe a company has high pricing (Habel et al., 2020). Figure 2 shows the relationship between tourists' loyalty to the sustainability of the rural tourism business.

The Relation of Tourist's Loyalty in the Sustainability of Rural Tourism Business

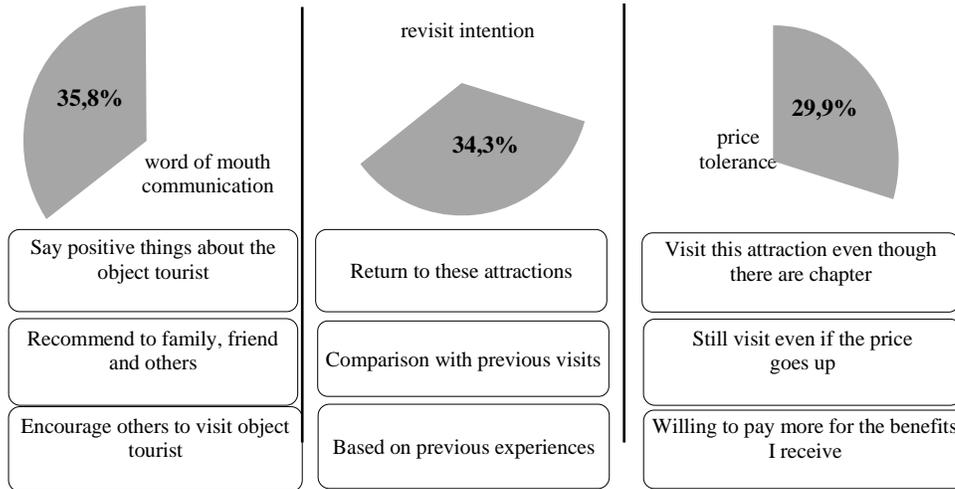


Fig. 2 The relationship of tourist's loyalty to the sustainability of rural tourism business

5.4. Evaluation tourist arrivals

Tourism is now recognized as a development tool for boosting a country's economy and has become a worldwide industry (Kurniawan et al., 2016). The economic prosperity of a country may be stifled if tourism demand falls (Tiwari et al., 2019). Table 3 shows that preserving this loyalty has increased tourist visits and rural income. Increased tourist acceptability boosts growth across the board. It is expected to have a positive impact on the ratio of net Foreign Direct Investment (FDI) inflows to Global Gross Domestic Product (GDP) (Scarlett, 2021).

Table 3. Increase in tourist arrivals and village income from 2012-2018

Year	Tourist Arrivals	Income (rupiah)
2012	41.865	150.000.000
2013	65.000	211.000.000
2014	167.445	1.100.000.000
2015	367.020	6.100.000.000
2016	495.621	10.300.000.000
2017	355.078	14.200.000.000
2018	331.551	16.379.290.000

Source: BUMDes Desa Ponggok (2019)

6. Conclusion, Limitations, and Recommendations

The high level of tourist loyalty attests to the efficacy of rural tourism management. Essentially, when viewed in terms of word of mouth, this loyalty means that tourists who have visited tourism objects will recommend others to visit tourism objects. This high loyalty can be attributed to tourists' satisfaction with their experience, resulting in tourism objects being recommended to visit other people, whether they be family, friends, or coworkers. Then it must be evaluated in terms of tourists' want to return, which indicates that visitors want to return based on their experience preferences. Finally, the price rise and desire to pay more are the price tolerance scores that cause tourists to protest this price tolerance variable. Nevertheless, many visitors do not mind the price rise and are prepared to pay more if the service improves. Once rural tourism management has a better understanding of visitor loyalty, it is vital to research to improve the competitiveness of tourism products.

References

- [1] Akande O. N, Badmus T. A, Akindele A. T & Arulogun O. T, "Dataset to Support the Adoption of Social Media and Emerging Technologies for Students' Continuous Engagement", *Data in Brief*, vol. 31, pp. 105926, 2020. <https://doi.org/10.1016/j.dib.2020.105926>
- [2] Akin E & Demirel Y, "An Empirical Study: are Corporate Image Relation Satisfaction and Identification with Corporate Influential Factors on Effectiveness of Corporate Communication and Consumer Retention," *European Journal of Social Sciences*, vol. 23, no. 1, pp. 128–153, 2011.
- [3] Anderson E. W, "Customer Satisfaction and Price Tolerance," *Marketing Letters*, vol. 7, no. 3, pp. 265–274, 1996. <https://doi.org/10.1007/BF00435742>
- [4] Araslı H & Baradarani S, "European Tourist Perspective on Destination Satisfaction in Jordan's Industries," *Procedia - Social and Behavioral Sciences*, vol. 109, pp. 1416–1425, 2014. <https://doi.org/10.1016/j.sbspro.2013.12.645>
- [5] Arulogun O. T, Akande O. N, Akindele A. T & Badmus T. A, "Survey Dataset on Open and Distance Learning Students' Intention to Use Social Media and Emerging Technologies for Online Facilitation," *Data in Brief*, vol. 31, pp. 4–11, 2020. <https://doi.org/10.1016/j.dib.2020.105929>
- [6] Assegaff S. B & Pranoto S. O, "Price Determines Customer Loyalty in Ride-Hailing Services," *American Journal of Humanities and Social Sciences Research*, vol. 3, pp. 453–463, 2020.
- [7] Bazneshin S. D, Hosseini S. B & Azeri A. R. K, "The Physical Variables of Tourist Areas to Increase the Tourists' Satisfaction Regarding the Sustainable Tourism Criteria: Case Study of Rudsar Villages, Sefidab in Rahim Abad," *Procedia - Social and Behavioral Sciences*, vol. 201, pp. 128–135, 2015. <https://doi.org/10.1016/j.sbspro.2015.08.141>
- [8] Budi S. P, "Structural Model of Tourism Destination Competitiveness Development Case Study of Jakarta City," *University Research Colloquium*, pp. 134–142, 2015.
- [9] Caruana A, "Service Loyalty," *European Journal of Marketing*, vol. 36, no. 7/8, pp. 811–828, 2002. <https://doi.org/10.1108/03090560210430818>
- [10] Chen S. F & Chen C.-Y, "Influencing Factors on Price Tolerance of Internet Customers." *Journal of International Management Studies*, vol. 6, no. 2, pp. 1–12, 2011.
- [11] Cunha C, Kastenholz E & Carneiro M. J, "Entrepreneurs in Rural Tourism: Do Lifestyle Motivations Contribute to Management Practices That Enhance Sustainable Entrepreneurial Ecosystems?," *Journal of Hospitality and Tourism Management*, vol. 44, pp. 215–226, 2020. <https://doi.org/10.1016/j.jhtm.2020.06.007>
- [12] Deb M & Lomo-David E, "Determinants of Word of Mouth Intention for a World Heritage Site: The Case of the Sun Temple in India," *Journal of Destination Marketing and Management*, pp. 100533, 2020. <https://doi.org/10.1016/j.jdmm.2020.100533>
- [13] Frangos C. C, Karapistolis D, Stalidis G, Constantinou F, Sotiropoulos I & Manolopoulos I, "Tourist Loyalty is All about Prices, Culture and the Sun: A Multinomial Logistic Regression of Tourists Visiting Athens", *Procedia - Social and Behavioral Sciences*, vol. 175, pp. 32–38, 2015. <https://doi.org/10.1016/j.sbspro.2015.01.1171>
- [14] Habel J, Kassemeyer R, Alavi S, Haaf P, Schmitz C & Wieseke J, "When do Customers Perceive Customer Centricity? The Role of a Firm's and Salespeople's Customer Orientation", *Journal of Personal Selling and Sales Management*, vol. 40, no. 1, pp. 25–42, 2020. <https://doi.org/10.1080/08853134.2019.1631174>
- [15] Hellier P. K, Geursen G. M, Carr R. A & Rickard J. A, "Customer Repurchase Intention," *In European Journal of Marketing*, vol. 37, no. 11/12, 2003. <https://doi.org/10.1108/03090560310495456>
- [16] Herrmann A, Huber F, Sivakumar K & Wricke M, "An Empirical Analysis of the Determinants of Price Tolerance," *Psychology and Marketing*, vol. 21, no. 7, pp. 533–551, 2004. <https://doi.org/10.1002/mar.20018>
- [17] Hsin Chang H & Wang H. W, "The Moderating Effect of Customer Perceived Value on Online Shopping Behaviour," *In Online Information Review*, vol. 35, no. 3, 2011. <https://doi.org/10.1108/14684521111151414>
- [18] Ismail M. N. I, Hanafiah M. H, Aminuddin N & Mustafa N, "Community-Based Homestay Service Quality, Visitor Satisfaction, and Behavioral Intention," *Procedia - Social and Behavioral Sciences*, vol. 222, pp. 398–405, 2016. <https://doi.org/10.1016/j.sbspro.2016.05.192>
- [19] Kaptan Ayhan Ç, Cengiz Taşlı T, Özkök F & Tatlı H, "Land Use Suitability Analysis of Rural Tourism Activities: Yenice, Turkey," *Tourism Management*, vol. 76, 2018. <https://doi.org/10.1016/j.tourman.2019.07.003>
- [20] Kastenholz E, Marques C. P & Carneiro M. J, "Place Attachment through Sensory-Rich, Emotion-Generating Place Experiences In Rural Tourism," *Journal of Destination Marketing and Management*, vol. 17, 2020. <https://doi.org/10.1016/j.jdmm.2020.100455>
- [21] Kotler & Armstrong P and G, "Marketing Principles," *Erlangga*, 2012.
- [22] Kurniawan F, Adrianto L, Bengen D. G & Prasetyo L. B, "Vulnerability Assessment of Small Islands to Tourism: The case of the Marine Tourism Park of the Gili Matra Islands, Indonesia," *Global Ecology and Conservation*, vol. 6, pp. 308–326, 2016. <https://doi.org/10.1016/j.gecco.2016.04.001>

- [23] Law A. K. Y, Hui Y. V & Zhao X, "Modeling Repurchase Frequency and Customer Satisfaction for Fast Food Outlets," *International Journal of Quality and Reliability Management*, vol. 21, no. 5, pp. 545–563, 2004. <https://doi.org/10.1108/02656710410536563>
- [24] Lee J, Graefe A. R & Burns R. C, "Examining the Antecedents of Destination Loyalty in a Forest Setting," *Leisure Sciences*, vol. 29, no. 5, pp. 463–481, 2007. <https://doi.org/10.1080/01490400701544634>
- [25] MfonisoAsuquoEnoh, NnamUchekukwu Godwin, Thompson S. Okoyen, "Sustainability approach to Tourism and its Development within Cross River State, Southern Nigeria with Geospatial Techniques", *SSRG International Journal of Geoinformatics and Geological Science*, vol. 7, no. 2, pp. 1-13, 2020. [Crossref, https://doi.org/10.14445/23939206/IJGGS-V7I2P101](https://doi.org/10.14445/23939206/IJGGS-V7I2P101)
- [26] Lee S, Jeong E & Qu K, "Exploring Theme Park Visitors' Experience on Satisfaction and Revisit Intention: A Utilization of Experience Economy Model," *Journal of Quality Assurance in Hospitality and Tourism*, vol. 21, no. 4, pp. 474-497, 2020. <https://doi.org/10.1080/1528008X.2019.1691702>
- [27] Li H, Lien C. H, Wang S. W, Wang T & Dong W, "Event and City Image: The Effect on Revisit Intention," *Tourism Review*, vol. 76, no. 1, pp. 212–228, 2020. <https://doi.org/10.1108/TR-10-2019-0419>
- [28] Li J, Bai Y & Alatalo J. M, "Impacts of Rural Tourism-Driven Land Use Change on Ecosystems Services Provision in Erhai Lake Basin, China", *Ecosystem Services*, vol. 42, pp. 101081, 2020. <https://doi.org/10.1016/j.ecoser.2020.101081>
- [29] Lin N.H & Lin B.S, "The Effect of Brand Image and Product Knowledge on Purchase Intention", *Journal of International Management Studies*, pp. 121–132.
- [30] Liu C, Dou X, Li J & Cai L. A, "Analyzing Government Role in Rural Tourism Development: An Empirical Investigation from China," *Journal of Rural Studies*, vol. 79, pp. 177–188, 2020. <https://doi.org/10.1016/j.jrurstud.2020.08.046>
- [31] Luo A, Baker A & Donthu N, "Capturing Dynamics in the Value for Brand Recommendations from Word-of-Mouth Conversations," *Journal of Business Research*, vol. 104, pp. 247–260, 2019. <https://doi.org/10.1016/j.jbusres.2019.07.015>
- [32] Mat Som A. P, Marzuki A, Yousefi M & AbuKhalifeh A. N, "Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia," *International Journal of Marketing Studies*, vol. 4, no. 4, 2012. <https://doi.org/10.5539/ijms.v4n4p39>
- [33] Meng B & Cui M, "The Role of Co-Creation Experience in Forming Tourists' Revisit Intention to Home-Based Accommodation: Extending the Theory of Planned Behavior," *Tourism Management Perspectives*, vol. 33, pp. 100581, 2020. <https://doi.org/10.1016/j.tmp.2019.100581>
- [34] "Ministry of Tourism Indonesia," *Pengembangan Desa Wisata Membangun Indonesia*, 2017.
- [35] Mohamad D & Jamil R. M, "A Preference Analysis Model for Selecting Tourist Destinations based on Motivational Factors: A Case Study in Kedah, Malaysia," *Procedia - Social and Behavioral Sciences*, vol. 65, pp. 20–25, 2012. <https://doi.org/10.1016/j.sbspro.2012.11.085>
- [36] Närvänen E, Kuusela H, Paavola H & Sirola N, "A Meaning-Based Framework for Customer Loyalty," *International Journal of Retail and Distribution Management*, vol. 48, no. 8, pp. 825–843, 2020. <https://doi.org/10.1108/IJRDM-05-2019-0153>
- [37] Nikmah H, Susbiyani A, Martini N. N. P & Qomariah N, "The Role of Price, Promotion and Quality of Service in Improving Honda Motorcycle Customer Satisfaction and Loyalty," *International Journal of Economics and Management Studies*, vol. 9, no. 1, pp. 14–23, 2022. <https://doi.org/10.14445/23939125/ijems-v9i1p103>
- [38] Oliver R. L, "Whence Consumer Loyalty?," *Journal of Marketing*, vol. 63, pp. 33–44, (1999).
- [39] Phuc H. N & Nguyen H. M, "The Importance of Collaboration and Emotional Solidarity in Residents' Support for Sustainable Urban Tourism: Case Study Ho Chi Minh City," *Journal of Sustainable Tourism*, vol. 0, no. 0, pp. 1–20, 2020. <https://doi.org/10.1080/09669582.2020.1831520>
- [40] Ramseook-Munhurrup P, Seebaluck V. N & Naidoo P, "Examining the Structural Relationships of Destination Image, Perceived Value, Tourist Satisfaction, and Loyalty: Case of Mauritius," *Procedia - Social and Behavioral Sciences*, vol. 175, no. 230, pp. 252–259, 2015. <https://doi.org/10.1016/j.sbspro.2015.01.1198>
- [41] Rasoolimanesh S. M, Khoo-Lattimore C, Md Noor S, Jaafar M & Konar R, "Tourist engagement and Loyalty: Gender Matters?," *Current Issues in Tourism*, vol. 24, no. 6, pp. 871–885, 2021. <https://doi.org/10.1080/13683500.2020.1765321>
- [42] Scarlett H. G, "Tourism Recovery and the Economic Impact: A Panel Assessment," *Research in Globalization*, vol. 3, pp. 100044. <https://doi.org/10.1016/j.resglo.2021.100044>
- [43] Shirazi F. M, Puad A & Som M, "Relationship Marketing and Destination Loyalty: Evidence from Penang, Malaysia," *International Journal of Management and Marketing Research*, 6(1), 95–106, 2013.
- [44] Styliadis D, Shani A & Belhassen Y, "Testing an Integrated Destination Image Model Across Residents and Tourists", *Tourism Management*, vol. 58, pp. 184–195, 2017. <https://doi.org/10.1016/j.tourman.2016.10.014>
- [45] Tan W. K, "Repeat Visitation: A Study from the Perspective of Leisure Constraint, Tourist Experience, Destination Images, and Experiential Familiarity," *Journal of Destination Marketing and Management*, vol. 6, no. 3, 233–242, 2017. <https://doi.org/10.1016/j.jdmm.2016.04.003>

- [46] Tiwari A. K, Das D & Dutta A, "Geopolitical Risk, Economic Policy Uncertainty, and Tourist Arrivals: Evidence from a Developing Country," *Tourism Management*, vol. 75, pp. 323–327, 2019. <https://doi.org/10.1016/j.tourman.2019.06.002>.
- [47] Yang Y, Liu X, Jing F & Li J, "How does Perceived Value Affect Travelers' Satisfaction and Loyalty?", *Social Behavior and Personality*, vol. 42, no. 10, 1733–1744, 2014. <https://doi.org/10.2224/sbp.2014.42.10.1733>.
- [48] Zeithaml V. A, Berry L. L & Parasuraman A, "The Behavioral Consequences of Service Quality," *Journal of Marketing*, vol. 60, pp. 31–46, 1996. [https://doi.org/10.1016/S0005-7894\(78\)80157-9](https://doi.org/10.1016/S0005-7894(78)80157-9).