Influence of Tourist Experience On Tourist Destinations Against Loyalty Through The Value of Traveling

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Abstract. Today, the owners of tourist destinations are aware of the importance of brand strategy, they are also aware that the creation of experience and value for tourists is the most important part in achieving competitive advantage. Only tourist destinations providing impressive experiences and best value that can create tourist loyalty on tourist destinations, and only this loyalty is related to the sustainability of tourist destinations in the future. The research objective was to examine the conceptual model of the influence of experience on tourist destinations on tourist loyalty through the value of traveling. Data collection was done with a one-time collection approach through questionnaires to tourists who have finished visiting Lamongan Tourism Bahari. In answering the research objectives and assessing the model compiled, the analysis technique used was technical analysis of Structural Equation Modeling (SEM) using the LISREL 8.8 software program. The results show that the experience of tourists after a visit has a significant effect on the value perceived by tourists after visiting tourist destinations, tourists experience after visiting has a significant effect on tourists loyalty and the value felt by tourists after visiting has a significant effect on tourists loyalty.

1. Introduction

The tourism industry has an important role in the economy of a country. This was revealed by [1], tourism is the largest industry in the world. Since then countries in the world began to fix the tourism industry and caused the emergence of massive promotions to attract the interest of tourists. Even today there is a proliferation of promotions from various ASEAN countries that are incessantly conducting promotions such as Malaysia [2].

Basically, brand strengthening can be carried out by managers and service providers, not only in tangible products, but also in services such as banks, insurance, locations or tourist destinations.
Strengthening the brand in a tourist destination, the manager must be able to provide added value for travelers. The form of added value that can be provided between this and the memorable and enjoyable tourist experience for tourists, so it will encourage tourists to be loyal by giving positive information through word of mouth communication to others. This positive information will be able to make people visit these tourist destinations not only have brand awareness but can also have loyalty in the brand equity of tourist destinations.

[3] revealed four functions of strengthening the brand on tourist destinations (namely destination strong brand); shape tourist perceptions of the tourist destination; package the place in such a way as to make the tourist destination able to compete with the global tourism market so as to be able to form a tourist destination experience (brand experience) for tourists who have visited this place.

Currently the owner of a tourist destination that is aware of the significance of brand strategy, the creation of the experience and value for travelers is an important part in achieving a competitive advantage. Only destinations that provide a memorable experience and a good value for most travelers that can create loyalty to the tourists to these destinations, and only this loyalty is associated with sustainability of tourist destinations in the future.

Given the importance of the dimensions associated with visitor loyalty to tourist destinations, this study aims to examine the conceptual model of the influence of experience on tourist destinations towards tourist loyalty through the value of traveling.

2. Literature review

Strengthening the brand in a place or location has occurred in the past for various reasons and interests both power, economy, prestige, influence or just to be known by others through the names of villages, regions, flag banners, monuments, symbols and exalted figures (such as kings or heroes).

[4] stated that the brand of tourist destination is a set of marketing activities that support the strengthening of names, symbols, logos, slogans or other graphic forms that can become identities and distinguish them from other tourist destinations. Furthermore, this strengthening will form a positive image and influence the choice of prospective visitors.

[5], [6] defines destination branding by designing a place to meet the needs of its target market, furthermore stated destination branding is about how visitors feel the destination of tourism. So that brand reinforcement can stick to visitors and build awareness of these tourist destinations.

The brand experience of a tourist destination is the experience of visitors after visiting certain tourist destinations. The experience depends on simultaneous customer satisfaction with their needs. The needs included include functional requirements that are met with the purchase of products and services as well as emotional needs that are met from the destination wata.

The main factor in the brand experience of tourist destinations is the quality of products or services, availability, and strength of tourist destinations. Brand experience of tourist destinations will be more memorable if they have differences from competitors and are clearly stated. [7] producers or companies can control brand experience through advertising campaigns, customer service, and various other promotional facilities. But the brand experience gained by consumers is uncontrolled, such as through journalistic comments and news from mouth of mouth (word of mouth) can be more effective.

Brand experience is the main driver of brand equity, where today there is an increasing emphasis on the customer focused approach, especially in terms of maximizing brand equity through experience. This concept then emphasizes the emotional benefits for consumers through purchasing experience. Further stated that the experience of tourists who are influenced by destination image can be a basic structure to build a destination brand [8], [9].

Brand value tourist destination is an assessment of visitors to valuable tourist destinations for visitors. Decision on choosing a tourist destination visits to the area as tourist destinations are based on factors that they think are important and provide greater value for themselves.
Based on the study of [10], for the city context or tourist destination it is considered to give value to visitors if the tourist destination provides functional value, that is value compared to the price. The functional value of a tourist destination is a value that is generally found and offered by tourist destinations, this value is related to the basic function that is reflected in the attributes of the tourist destination offered. In other words the functional value of tourist destinations is the basic benefits offered by tourist destinations to visitors, for example; tourist destinations offer reasonable rates, earn more than the fees paid, obtain benefits greater than costs, and choose certain tourist destinations are considered more efficient.

Brand loyalty where Objective tourism is the basic purpose of marketing, strategic becomes a competitive advantage that can be maintained, which can direalasikan with marketing efforts appropriate, as stated [11] that brand loyalty is a dalah loyalty given by visitors to tourist destinations, brand loyalty to tourist destinations will be a measure of how likely visitors will move to another tourist destination . This loyalty is the only element of brand equity related to the sustainability of a tourist destination in the long run, considering that loyalty will always be related to the visitors' decisions in the future.

Research conducted by [10] who examined empirical information in building a destination brand model by using several customer-based brand equity models through a scale purification process to ensure reliability and validity. The proposed model and other models were tested in an online survey sample of Las Vegas and Atlantic City scientists. The findings show that destination brand experience can be considered as a new concept regarding the model of destination brand equity in relation to the context of tourist destinations. In this finding, it was also revealed that destination brand experience was conceptualized from destination brand image and destination brand quality. This is unique and different from the constructs stated in the retail brand equity measurement approach namely brand experience. Destination brand experience has a positive effect on destination brand value. But destination brand experience does not affect destination brand loyalty directly. In addition, the destination brand awareness affect ririskiky a destination brand experience directly. Awareness can be an important predictor of tourist destination brand experience. However, tourists who have positive experiences at tourist destinations are not always loyal.

Research conducted by [12], regarding experiential impact on marketing to branded customer experience restaurants and café customer loyalty and its impact on the image of Bandung as Indonesian tourism destination . The purpose of this study was to analyze the influence of experiential marketing towards branded customer experience and customer loyalty restaurants and cafes, as well as their impact on the image of Bandung as a tourism destination of Indonesia. The resulting research findings are experiential marketing and branded customer experience together major effect on customer loyalty as well as a restaurant and café on the image of Bandung as compared to the direct effects of each variable. The relevance of this research to the research conducted now is the use of visitor experience of the brand as a predictor of visitor loyalty.

3. Method and Hypothesis

To be able to formulate more specific research issues and to develop hypotheses that will be tested in this study, survey method that is in used in this study to take samples of the population using questionnaires as the main data collection tool. There are two survey methods applied, namely descriptive survey and explanatory survey. The investigation type is a type of causality that aims to explain the relationship between variables, while the time horizon is cross sectional which reflects a picture of a situation at a certain time in the year the research was conducted. The analytical unit is visitors (tourists) at the Bahongan Tourism Lamongan.

The population in this study were tourists who had finished visiting Tourism Bahari Lamongan both outside the tourist sites and tourists who had visited Wisata Bahari Lamongan before, less than one year. The basic consideration used for this time is that tourists still have better memory of their traveling. In this study the number of samples taken was 200 visitors, the basis for determining the
number of samples was based on the provisions set by the structural equation model used as an analysis tool in this study. Use of these models with the provisions of the minimum number of samples 100 [13], and according [14] using Maximum Likelihood required minimum of 100 samples. The sampling technique is to use non-probability sampling with accidental sampling. In this sampling technique taken as sample members were people who after completing visiting Bahari Tourism Lamongan and people who had visited for at least less than one year who did not have to be in a tourist location but had felt all the arenas that exist in Lamongan Marine Tourism.

The research variables consisted of independent variables namely the experience of tourists after visiting a tourist destination (X1) hereinafter also referred to DBE, Variabel intervening namely the perceived value rating after visiting tourist destination (Y1), hereinafter referred to as variable DBV and dependent variables, namely loyalty rating on tourist destination (Y2), hereinafter referred to as the DBL variable.

The three variables in this study (the experience of tourists after visiting tourist destinations, the value felt by tourists after visiting tourist destinations, and tourist loyalty of tourist destinations) cannot be measured directly, therefore indicators are used as a measure for each bell variable. By using analysis Structural Equation Modeling (SEM), three research variables is called latent variables, while for the indicator used as a gauge to three variables of the study referred to by variabel observed.

Data analysis techniques in answering the research objectives and assessing the model compiled, the analysis technique used is the technical analysis of Structural Equation Modeling (SEM) using the LISREL 8.8 software program 0.

Hypothesis testing done by comparing the t-value with a critical value of 1.96 with a significance probability (p) determined at 0.05. If the t-value is greater than the critical value 1.96 with a probability of significance smaller than $\alpha$, then the hypothesis can be accepted. Conversely, if the t-value is smaller than the critical value 1.96 at the level significance is greater than $\alpha$, then the hypothesis is rejected. The conceptual framework of this study in accordance with the model developed by [10]. The conceptual framework of this research is shown in figure 1:

![Figure 1: The proposed research model](image-url)

Description: DBE: Destination Brand Experience, D BV: Destination Brand Value, DBL: Destination Brand Loyalty.

**Hypothesis**

1. The experience of tourists after visiting influences the value felt by tourists.
2. The experience of tourists after visiting influences tourists loyalty
3. The value felt by tourists after visiting influences tourists loyalty

**4. Results and Discussion**

Before testing with SEM, it is necessary to first test the instrument with validity and reliability. Figure 2 shows the results of the overall data processing. That a variable is said to have good bag validity for a construct or other variable if:
1. The value of the t factor (factor loadings) is greater than the critical value (> 1.96 or for practical purposes > = 2)
2. The load of standard factors (standardized factor loadings) is greater or equal to 0.70
3. Igbaria, et al (1997) who used guidelines from Hair et al. (1995) about the relative importance and significance of the factor loading of each item: loadings > 0.50 are very significant or above 0.30 do not need to be removed from the constructor.

The second measurement is reliability, measurement of reliability for SEM can be done using a measure of composite / construct reliability and size of extract variants. Extract variants reflect the total number of variants in the indicator described by the latent construct. The construct reliability is said to be good if the value is greater than or equal to 0.70 and the extract value of the variant is greater or equal to 0.50.

The results of the validity and reliability test indicate that the validity as X1.1 with the value of 10.29, X1.2 at 9.59, X1.3 for 9.02 and X1.4 amounting to 8.69 proved to be valid because the value of the t value is greater than 1.96. For reliability test t value δ: X1.1 amounting to 6.46, X1.2 amounting to 7.23, X1.3 amounting to 7.74 and X1.4 amounting to 7.98. So that the indicators used in the Tourist Experience variable or construct (DBE) are interpreted statistically valid and reliable.

Test the validity and reliability of loyalty constructs, indicating that the validity of Y1.1 amounting to 8.69, Y1.2 of 8.50, Y1.3 of 13.68 , Y1.4 of 7.66 proved valid because the value of the t value is greater than 1.96. Whereas in the reliability test it is known that the value δ at Y1.1 at 8.63, 8.74 esar seb Y1.2, Y1.3 by 1.76, and Y1.4 amounting to 9.14 . So that the indicators used in the variable value at a u construct traveler's loyalty (DBV) is statistically valid and reliable , except for indicator Y1.3 is not reliable.

![Figure 2: Relationship between Variables](image-url)

Test the validity and reliability of loyalty constructs, indicating that the validity of Y2.1 amounting to 6.51, Y2.2 amounting to 7.79 , Y2.3 of 7.71 , and Y2.4 of 4.50 proved valid because the value of the t value is greater than 1.96. Whereas in the reliability test it is known that the value δ at Y2.1 amounting to 7.94, Y2.2 of 5.87 , Y2.3 (budget) at 6:04, Y2.4 at 9:18, so that the indicators used in the variable construct at a traveler's loyalty (DBL) ditafsirkan statistically valid and reliable.

Results test using SEM sum a prerequisite that must be fulfilled is the assumption that multivariate is normal, there is no multicollinearity or singularity.

Normality test results are known that the Z skewness value of all indicators indicates a normal distribution except the indicator X1.1, X1.3, Y2.3, and Y2.4 which has a significance value below 0.05.
Multicollinearity can be seen through the determinant of the covariance matrix. A very small or near zero determinant value indicates an indication of a multicollinearity or singularity problem, so it cannot be used for research. The results of the study provide a determinant value of sample covariance matrix above 0.000 (Appendix 2) so that there is no indication of multicollinearity. It is supported by the correlation number is below 95% [15].

Model Test Testing Likelihood Ratio Chi-Square Statistics, is the fundamental measure of overall fit. The high chi-square value of degree of freedom indicates that covariance matrices or correlations observed with predicted ones are significantly different and this results in a probability smaller than the level of significance (α). In this study the criteria for evaluating the RMSEA, ECVI, CAIC, sRMR, GFI, NFI, NNFI, CFI, IFI, RFI and CN values are fit. Table 5.6 shows that the model in this study as a whole is fit, some model suitability tests include Chi Square, AGFI (Adjusted Goodness Fit Index), PGFI (Parsimonious Goodness of Fit Index), PNFI (Parsimonious Normed Fit Index) that are less fit. so that it can be concluded that the model used in this study is fit.

From the appropriate model, each path coefficient can be interpreted. Presentation of detailed path coefficients are presented on Table 1.

| Variable | T value | Coefficient value |
|----------|---------|-------------------|
| DBE → DBV | 4.89 | 0.46 |
| DBE → DBL | 6.22 | 0.69 |
| DBV → DBL | 4.02 | 0.39 |

Based on Table 1, the interpretation of each path coefficient is as follows:

1. Travelers experience after visiting a significant effect on the value of an dirasak traveler after visiting Marine Tourism Lamongan. This can be seen from the path coefficient 0.46 which is positive with t-value of 4.89 which is greater than the critical value 1.96 at the 0.05 level of significance.

2. That the experience of tourists has visited has an effect on loyalty tourists at Balongan Tourism Lamongan. This can be seen from the path coefficient 0.69 which is positive with a t-value of 6.22 and greater than the critical value 1.96 at the 0.05 level of significance.

3. Perceived value rating after visiting an effect on loyalty tourists at Bahongan Tourism Lamongan. This can be seen from the path coefficient of 0.39 which is positively marked with t value of 4.02 which is greater than the value of 1.96 at the 0.05 level of significance.

The experience of tourists after a visit has a significant effect on the value felt by tourists after visiting Wisata Bahari Lamongan. It is seen from the path coefficient is positive with nilai t value is 4.89 which is greater than 1.96. These results provide support for the first hypothesis in this study which states that the experience of tourists after a visit has an effect on the value felt by tourists after visiting Lamongan Bahari Tourism. While seen from the value of R² of 0.21, it means that 21% of the value felt by tourists is influenced by the experience of travel that has been done before. The results support previous research carried out by [10], [16] stated experience in tourist destinations (destination brand experience) affects the value of a traveler on a point of destination (destination brand value). The experience is what will be able to establish the benefits that feels right more than the costs incurred to visit places of interest. This shows that the more experience gained from tourist destinations, the more tourist destinations will be felt by the tourists.

The experience of tourists after visiting influences loyalty tourists at Bahongan Tourism Lamongan. This can be seen from the path coefficients marked positive with t value of 6.22 and
greater than n value 1.96. So that these results provide support for the second hypothesis in this study which states that the experience of tourists after visiting has an effect on loyalty tourists at Bahongan Tourism Lamongan. The results provide support early on p enelitian conducted by [12], [17] which states that there experiential marketing and branded customer experience together major effect on customer loyalty restaurant and café in Bandung, but these results are not as way to research conducted by [10] that the experience at a tourist destination (destination brand experience) do not affect traveler loyalty in tourist destinations (destination brand loyalty) is langsun g means that travelers have a positive experience not always loyal.

The value felt by tourists after visiting influences loyalty tourists at Bahongan Tourism Lamongan. This can be seen from the path coefficients marked positive with t value of 4.02 which is greater than 1.96. This result provides support for the third hypothesis of this study which states that the value felt by tourists after visiting influences loyalty tourists at Bahar i Lamongan Tourism . The results of this study support the previous research conducted by [18], that there is a relationship between perceived value of the brand of a product and behavioral intention which is characterized as repurchase intention. Boo's research, [10] stated that there was a significant effect of tourist value on tourist loyalty at tourist destinations. Thus brand loyalty is a consistent attitude and behavior, formed because of the benefits obtained from a brand and realized in the possibility of a return visit for the future. The more value (benefits) that visitors get from these tourist destinations, the more loyal visitors to tourist destinations.

5. Conclusion

The experience of tourists after visiting has a significant effect on the value felt by tourists after visiting Wisata Bahari Lamongan. These results provide support for the first hypothesis on research that states that the page Oversight of tourists after visiting an effect on the perceived value rating after visiting Marine Tourism Lamongan.

The experience of tourists after visiting has a significant effect on loyalty tourists at Bahongan Tourism Lamongan. These results provide support for the second hypothesis in this study which states that tourist experience after visiting has an effect on loyalty tourists at Bahongan Tourism Lamongan. The value felt by tourists after visiting has a significant effect on loyalty tourists at Bahongan Tourism Lamongan. This result provides support for the third hypothesis in this study which states that the value felt by tourists after visiting influences loyalty tourists at Bahongan Tourism Lamongan.

This research can also be used for further research by adding to include the characteristics of tourist destinations (including physical characteristics, and environment), the number of variables, samples that match the target market and research settings can use several similar tourist destinations so that the results of the research can be better generalized.

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