Destination Quality and Tourist Loyalty: The Role of Destination Value as Mediating Variable

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Abstract

This research analyzes the influence of destination quality and destination value on tourist loyalty in the city of Bandung, Indonesia, and tests whether destination value mediates the relationship between destination quality and tourist loyalty. The type of research chosen is quantitative with a descriptive verification approach using SEM PLS. The population for this research is domestic tourists in the city of Bandung. From the analysis of 196 respondents, the majority were women, aged 18-25 years, and had a high school education. The results show a high assessment of the quality of eating places and the level of tourist loyalty. Public transportation accessibility received a low rating, and the lowest average score on the Time Value Variable. Hypothesis analysis shows a positive and significant influence between destination quality and tourist loyalty. Apart from that, there is a positive and significant influence between destination quality and destination value, and between destination value and tourist loyalty. The findings show that destination value mediates the relationship between destination quality and tourist loyalty, emphasizing the importance of strengthening destination value elements to increase tourist loyalty in Bandung City.

A. Introduction

Given that the success of a tourist location depends on visitors returning time, tourist loyalty is seen as a crucial component of tourism marketing (Dean & Suhartanto, 2019), Alrawadieh et.al, 2019). The industry seeks to develop sustainable strategies, which require an understanding of tourist loyalty behaviour (Polukhina & Rukomoinikova, 2018), (Leo et al., 2020). Since it is simpler and less expensive to keep current visitors than it is to draw in new ones, tourist loyalty is seen as a crucial component of destination marketing (Bhat & Darzi, 2018; Loureiro & Gonzalez, 2008). A comprehensive understanding of tourist loyalty can help tourist destinations develop successful economic strategies; therefore, the study of tourist loyalty has been a focus for researchers and practitioners.

Tourist loyalty is influenced by many factors. Studying the antecedents of tourist loyalty can provide a holistic view of the factors that influence loyalty (Li, 2019). Understanding these antecedents can help destinations design targeted strategies to build and maintain tourist loyalty (Li, 2019). Two factors that need to be considered are destination quality and destination value.

Examining the relationship between destination quality, destination value, and tourist loyalty is critical in the tourism industry for several reasons. First, understanding how destination quality influences tourist loyalty through destination value can provide valuable insights for destination management and marketing strategies (Jeong & Kim, 2019). By comprehensively studying the interactions between the quality of activities at a destination, perceived value, tourist satisfaction, and tourist loyalty, destinations can gain a competitive advantage in attracting and retaining tourists (Jeong & Kim, 2019). In addition, the influence of perceived value and service quality on tourist satisfaction and loyalty is an important area of study (Mohamad et al., 2019). By understanding how these factors influence satisfaction and loyalty, destinations can focus on improving the value and quality of services to enhance visitor experience and loyalty.

In short, examining the relationship between destination quality, destination value, and tourist loyalty is essential for destinations to understand the factors that influence visitor loyalty, improve visitor experiences, and develop effective strategies for building long-term relationships with tourists. By studying these relationships, destinations are expected to optimize their

offerings, increase customer satisfaction, and ultimately build a loyal customer base, ensuring continued success in the competitive tourism industry.

Urban tourism destinations are the main focus of this research because researching urban tourism is very important to evaluate the current status and competitiveness potential of urban tourism, which helps in maintaining regional economies and assists regional decision making (Wan et al., 2019). The study of urban tourism is increasingly interesting because practitioners, researchers and policy makers need to understand tourism in urban environments and tourist areas (Edwards et al., 2008). Urban tourism research is particularly important in mass tourism resort areas and metropolitan areas, where tourism plays an important role in economic development (Brouder & İoannides, 2014). Moreover, in the context of globalization and sustainable development, assessing the competitiveness of urban tourism has emerged as a critical research domain (Song, 2024).

As cities increasingly position themselves as attractive destinations, urban tourism has become a mainstream research topic with both positive and negative impacts (Hanafiah et al., 2021. Urban tourism research explores sustainable practices, resident engagement, and their impact on cultural heritage destinations (Ramzy & Morsi, 2020). In addition, urban tourism research helps in understanding the role of tourism in urbanization and promoting sustainable urban development (Yu, 2023).

Based on the background above, this research aims to look at the relationship between destination quality, destination value, and tourist loyalty and the role of destination value in mediating the relationship between destination quality and tourist loyalty. The destination chosen was Bandung, the capital of West Java province, Indonesia, as a representative of urban tourist destinations.

B. Literature Review
Destination Quality

Destination brand quality is an important component of destination branding, which significantly impacts the overall brand equity of a tourist destination. It includes various dimensions that shape tourists' perceptions and experiences. Studies have identified destination brand quality as a key element of brand equity, alongside brand awareness, brand image, brand value and brand loyalty (Rahayu & Hariadi, 2021). Destination brand quality is reflected in tourists' perceptions of the destination's facilities and non-physical aspects,

influencing their assessment of the overall quality and superiority of the destination (Jraisat et al., 2015; Zrnic,2023). In addition, destination brand quality is closely related to customer satisfaction, because tourist satisfaction in a destination contributes to the overall perception of brand quality (Yusup et al., 2022).

The concept of destination brand quality extends to various aspects such as infrastructure, hospitality services, and facilities such as accommodation, collectively shaping tourists' perceptions of a destination (Lamlo & Selamat, 2021). Additionally, perceived destination brand quality is highlighted as a significant measure of brand equity, underscoring its importance in the competitive tourism industry (Rahayu & Hariadi, 2021). Destination brand quality is intricately connected to customer-based brand equity, where tourists' perceptions of the destination's overall development quality are critical to building strong brand equity (Yousaf & Amin, 2017).

In short, destination brand quality is a multifaceted concept that includes tourists' perceptions of various destination attributes, facilities and services. It plays an important role in shaping brand equity, customer satisfaction, and overall competitiveness in the tourism industry. By focusing on improving the quality of a destination's brand, destinations can differentiate themselves, attract more visitors and foster long-term brand loyalty.

Indicators used to measure destination quality according to (Das & Mukherjee, 2016) quality of cleanliness, quality of food and accommodation, community, infrastructure, facilities and security. Indicators used by Cervova & Vavrova, (2021) are also almost the same, namely gastronomic quality, service quality, cleanliness, pollution-free environment, accommodation quality, infrastructure quality, good value for money and level of security. Likewise Tasci, (2021) uses multi-dimensional destination quality indicators consisting of destination safety, attraction quality, accommodation quality, restaurants, infrastructure, and general service quality.

Other research groups destination quality indicators into two dimensions, namely physical/natural quality and service quality (Dedeoğlu et al., 2019)Ekinci et al., 2022). Physical quality includes things such as attractions, cleanliness, weather, culture, etc. Meanwhile, service quality includes things such as accommodation services, transportation, hospitality, and security.

This research uses measurements modified from the indicators used by (Dedeoğlu et al., 2019; Ekinci et al., 2022), namely the physical quality and service quality dimensions with the following indicators:1.Physical Quality:

Security, Cleanliness, Quality of tourist attractions, Quality of accommodation, Quality of places to eat, Quality of infrastructure, Quality of public transportation; 2. Service quality: Competence of tourism industry personnel, friendliness of tourism industry personnel.

Destination Value

Destination value refers to the perceived benefits and value that a tourist associates with a particular travel location. This concept includes various dimensions such as functional, emotional and symbolic values that tourists expect to receive from their experience at a tourist destination(Chekalina et al., 2016). The value derived from a destination is not solely based on tangible factors such as cultural heritage or natural scenery but also includes emotional evaluations and personal values that tourists associate with that location.(Zhang et al., 2019).

Destination value formation is influenced by factors such as recognition, image, perceived quality, and loyalty, which collectively contribute to the overall value that tourists associate with a destination (Crespo et al., 2022). Additionally, destination brand identity plays an important role in shaping the perceived value of a location, as it reflects the beliefs, impressions and unique characteristics associated with the destination (Saraniemi, 2010).

Tourists' perceptions about the value of a destination play an important role in fostering loyalty to a location, because it influences their intention to revisit the destination and recommend it to others (Sangpikul, 2018). Destination competitiveness is also related to the concept of value creation, because competitive destinations are adept at offering value-added products and experiences that meet tourists' needs and preferences (Kayar & Kozak, 2010). Ultimately, maximizing the value of a destination through effective branding and delivering exceptional experiences is the key to attracting and retaining tourists (Kim & Lee, 2018).

Previous research shows that destination value is measured using various indicators. Chekalina et al., (2016) used two indicators, namely value for money and value in use. Meanwhile So et al., (2016) and(Abbasi et al., 2021) used the dimensions of price value, time value, effort value, and experience value. Other researchers use the terms functional value, emotional value, social value, monetary value and epistemic value(Luo et al., 2020; Zhou & Yu, 2022), and some researchers use the term destination functional value (functional value reflects functional benefits/interests in connection with purchasing actions

which consist of monetary and behavioral value, as well as destination hedonic value (benefits resulting from the pleasure of purchasing activities) which consists of emotional, social, and novelty value (Dedeoğlu et al., 2019). Destination brand value can also be categorized into five components as stated by Gnepa and Petrosky (2001).(Ashton, 2015); each component is functional value, social value, emotional value, epistemic value, and conditional value.

This research uses a destination value indicator that is modified from the indicator used by (Abbasi et al., 2021; So et al., 2016) as follows: 1. Value for money with reasonable price indicators, suitability of value to the benefits received, availability of special offers, discounts or packages that provide added value; 2. Time value with indicators of availability of activities or tourist attractions that have good schedules and time options, efficient access to public transportation; 3. Assess effort with indicators of the Availability of a good organizational system to help navigate the area and availability of clear and easily accessible information regarding attractions, transport, and available facilities; 4. Value the experience with indicators of unique and different experiences and unforgettable moments for tourists

Tourist Loyalty

The concept of tourist loyalty is closely related to customer loyalty in marketing, where tourists are seen as consumers of travel experiences and destinations as products (Palau-Saumell et al., 2016). Traveler loyalty is characterized by a consistent pattern of behavior, such as repeat visits or recommendations, regardless of external influences or marketing efforts that may encourage switching behavior(L. Li et al., 2019)(Chiu et al., 2016). Understanding and fostering tourist loyalty is very important for destination managers to ensure the long-term success and sustainability of tourist destinations.

Researchers have noted that pleasant experiences with a destination's services, goods, and other resources can lead to positive word-of-mouth (WOM) recommendations and return business (Chi & Qu, 2008; Yoon & Uysal, 2005). As a result, it is thought that one of the key elements in destination marketing is tourist loyalty, as it is less expensive and easier to keep returning visitors than to draw in new ones (Loureiro & Gonzalez, 2008; Bhat & Darzi, 2018)

Tourist loyalty, as defined by various studies, includes tourists' deep commitment or preference to engage in certain tourism activities again, revisit

tourist attractions, and recommend them to others based on their personal needs (Li, 2024). This loyalty is often measured through indicators such as revisit intention and willingness to recommend, which reflect psychological attachment to a destination (Li, 2024).

Furthermore, tourist loyalty can be described as a combination of behavioral loyalty, attitudinal loyalty, and a mixture of behavioral and attitudinal loyalty (Yu & Hwang, 2019, Nadalipour et al., 2019). Behavioral loyalty involves observable actions such as repeat visits or repeat purchases, while attitudinal loyalty reflects a psychological commitment to revisiting a destination. Composite loyalty combines behavioral and attitudinal aspects, providing a comprehensive view of tourists' loyalty to a destination.

Another perspective defines tourist loyalty as a deep commitment to visit a particular destination again (Liu et al., 2023). This definition emphasizes the psychological attachment and dedication that tourists develop towards a destination, leading to a desire for repeat visits and continued engagement with that place.

In short, tourist loyalty is a complex concept that involves a deep commitment or preference for tourists to engage in certain tourism activities again, revisit tourist attractions, and recommend them to others based on their personal needs. The definition of service loyalty used in this research is tourists' commitment to revisit a destination and their willingness to recommend it even though situational influences and marketing efforts have the potential to cause switching behavior.

The majority of previous research measures tourist loyalty based on indicators of desire to revisit and recommendthat destination(Bhat & Darzi, 2018; Dedeoğlu et al., 2019; Nadhif et al., 2021; San Martín et al., 2019; Stojanovic et al., 2022). Other researchers add indicators of first choice of destination for travel(Chekalina et al., 2016; Kim & Lee, 2018; Panjaitan, 2020; Yuwo et al., 2019). Meanwhile Li et al., (2021)measuring tourist loyalty from two dimensions called tourist attitudinal loyalty and tourist behavioral loyalty.

This research uses tourist loyalty indicators such asThe meaning explained by Cervova & Vavrova, (2021) and Dedeoğlu et al., 2019) is as follows: 1. Recommendation with indicators: Telling positive things, encouraging other people to visit, and recommending the city studied to those who are planning a holiday; 2. Revisit intention with indicators: Intention to visit this city again in the near future, Intention to visit again more often, and Intention to continue visiting even though travel costs increase.

C. Research Methods

The research method used is quantitative descriptive. Populationresearch are domestic tourists who have come to Bandung for vacation in the last three years. According to Hair, et al (2010) the number of samples depends on the number of indicators in the questionnaire, with the formula 5 to 10 times the number of indicators. The number of indicators in the questionnaire is 24 indicators, thus the target sample size = 120 to 240 indicators. The sample obtained was 196 respondents. The sampling technique is non-probability sampling methods. Data was collected using a questionnaire with a measurement scale of 1 to 7. Instrument reliability and validity tests were carried out on the instrument before it was used to collect and analyze data.

Analysing respondent characteristics, verifying the reliability and validity of the questionnaire, and figuring out the average indicator value for every variable are all included in data analysis. Smart PLS was utilised for SEM (Structural Equation Modelling) analysis in order to test the measurement model and hypothesis. Convergent validity, discriminant validity, and composite reliability are the metrics used to test the measurement model (the outer model) when utilising SEM analysis with Smart PLS. The inner model, or structural model, is then put to the test using t-statistics, parameter coefficients, r-square output, and analysis of variance (R2), also known as the determination test and hypothesis testing.

D. Result and Discussion

Table 1. Characteristics of Respondents (n = 196)

Categories	Description	n	%	Categories	Description	n	%
Gender:	Male	119	60.7	Frequency of visits:	1 time	31	16
	Female	77	39.3		2 – 5 times	103	53
Age:	18 - 25	103	52.6		6 – 10 times	32	16
	26 - 35	20	10.2		> 10 times	30	15
	36 - 45	25	12.8	Work:	civil servants	6	32
	46 - 55	19	9.7		Private employees	48	24
	> 55	28	14.3		Businessman	12	6
Education:	SENIOR HIGH SCHOOL	90	45.4		Students	95	48
	Diploma	7	3.6		Housewife	14	7
	S1	59	30.1		Etc	21	11

Categories	Description	n	%	Categories	Description	n	%
	S2	35	17.9				
Marital Status:	Married	80	40.8				
	Single	114	58.2				

Source: Author's data processing results (2023)

Table 1 shows the description of the respondents. Of the 196 respondents, 60.7% were male, 52% were between 18-25 years old, majority had a high school education (45.4%), followed by a bachelor's degree (30.1%). Furthermore, 58.2% are single, 53% have been on holiday to Bandung 2 – 5 times, and 48% of their jobs are students, followed by 24% are private employees.

Measurement Model

The measurement model was tested through loading factor, composite reliability (CR), Cronbach alpha (CA), and average variance extracted (AVE). Table 2 shows the factor loading values for variables with indicators exceeding the value of 0.6. CA and CR show values greater than 0.7, and AVE values greater than 0.5. Thus the model can be accepted for further analysis (Hair et al., 2017)

Table 2. Construct validity and reliability.

Variables and Indicators	Loading Factor	CR	C.A	AVE
DESTINATION QUALITY (mean: 5.64)		0.931	0.916	0.682
1.Physical Quality (Mean: 5.60)				
• Security	0,761			
• Cleanliness	0,801			
• Quality of tourist attractions	0,812			
• Accommodation Quality	0,735			
• Quality of dining	0,723			
• Infrastructure quality	0,788			
• Quality of public transportation	0,772			
2. Service Quality (mean: 5.67)				
• Tourism Industry Personnel Competency	0,791			
• Friendliness of Tourism Industry Personnel	0,776			
DESTINATION VALUE (mean: 5.43)		0.935	0.921	0.677
1. Value of Money (mean: 5.44)				
• Reasonable price	0,722			

| Variables and Indicators	Loading Factor	CR	C.A	AVE
• Conformity of value with benefits received	0,760			
• Availability of special offers, discounts or packages that provide added value	0,744			
2. Time Value (mean: 5.27)				
• Availability of tourist activities or attractions that have good schedules and time options	0,834			
• Efficient public transport accessibility	0,822			
3. Effort Value (mean: 5.35)				
• Availability of a good organization system to help explore the area	0,810			
• Availability of clear and easily accessible information regarding attractions, transportation and available facilities	0,818			
4. Experience Value (mean: 5.66)				
• Unique and different experience	0,765			
• Unforgettable moments for tourists	0,768			
TOURIST LOYALTY (mean: 5.64)		0.926	0.904	0.615
1. Recommendation (mean: 5.85)				
• Tell positive things	0,799			
• Encourage others to visit	0,846			
• Recommend this city to those who are planning a holiday	0,898			
2. Revisit intention (mean: 5.43)				
• Intention to visit this city again in the near future	0,818			
• Intend to visit again more often	0,797			
• Intention to continue visiting even though travel costs increase	0,774			

Source: Author's data processing results (2023)
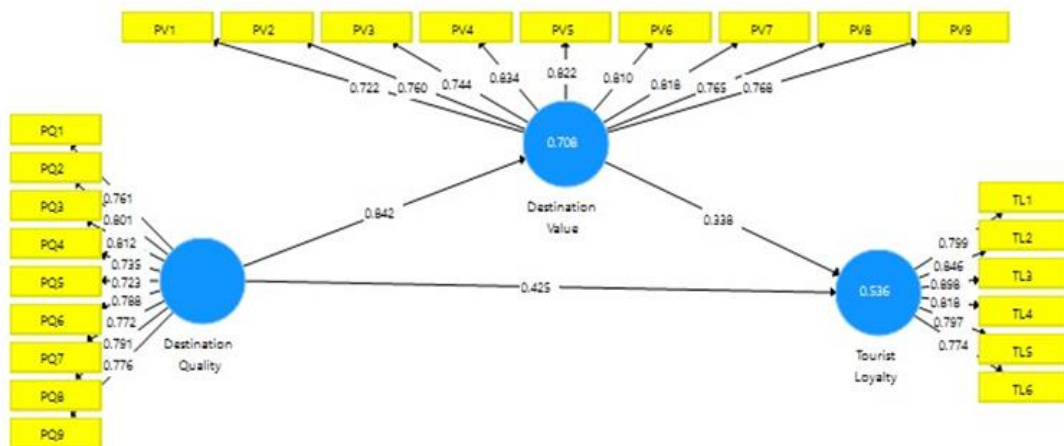
Figure 1. Smart PLS output
Source: Author's data processing results (2023)

Based on the display in Figure 1, it is known that the highest coefficient value for the destination quality variable is PQ3, which is 0.812. This shows that PQ3 is the construct that has the strongest correlation among other constructs in forming physical quality indicators in the destination quality variable. PQ3 here are respondents who think Bandung has quality tourist attractions. The overall average score for destination quality is 5.64 on a scale of 7 (see table 2)

The second variable is destination value which has nine constructs, all of which are valid from the start so all of them are used. The highest value was on PV4 with a value of 0.834, namely respondents who considered that tourist activities or attractions in the city of Bandung had good schedules and time choices, while the lowest value was 0.722 on PV1 where respondents assessed that the tourism industry in Bandung offered reasonable prices. The overall average score for destination value is 5.43 on a scale of 7 (see table 2)

The third variable is tourist loyalty which has six constructs whose values are all valid. Tourist loyalty has the highest value of 0.898 at TL3, namely respondents will recommend the city of Bandung to those who are planning a holiday and the lowest value is at TL6 with a total of 0.774, respondents will still consider traveling to Bandung even though travel increases. The overall average value of tourist loyalty is 5.64 on a scale of 7 (see table 3)

Structural Model

Table 3 shows the R-Square value relates to how strongly the exogenous variable is able to explain the endogenous variable. R square values of 0.75, 0.50 and 0.25 indicate that the model is strong, moderate, and weak (Sarstedt et al, 2017), while Chin provides criteria for R Square values of 0.67, 0.33 and 0.19 as strong, moderate and weak (Chin 1998 in Ghozali and Latan, 2015). Meanwhile, Adjusted R Square is the R Square value that has been corrected based on the standard error value. The Adjusted R Square value provides a stronger picture than R Square in assessing the ability of an exogenous construct to explain an endogenous construct. The adjusted R-square coefficient for tourist loyalty equals 0.536, indicating that all destination quality and destination value constructs simultaneously influence tourist loyalty by 0.532 or 53.2%. Because the adjusted R2 is more than 33% but less than 67%, the influence of all exogenous constructs of destination quality and destination value on tourist loyalty is moderate. Meanwhile, the adjusted R-square value of destination quality to destination value is 0.708 or 70.8%. Because the value is greater than 67%, the influence of all destination quality constructs on destination value is high.

Next, a structural model test was carried out. Table 4 shows the results of hypothesis testing and structural models. The results of hypothesis testing show that all hypotheses in this study are accepted. H1 that destination quality has a significant effect on tourist loyalty is supported by the results of the hypothesis test (t-statistic 3.829 > 1.96 p-value 0.00 < 0.05). H2 that destination quality has a significant effect on destination value is also supported by the results of the hypothesis test (t-statistic 34.947 > 1.96, pvalue 0.00 < 0.05). A significant influence was also found on H3 that destination value influences tourist loyalty (t statistic 3.185 > 1.96, p value 0.002 < 0.05. The final hypothesis (H4) that destination value mediates the influence of destination quality on tourist loyalty was also proven to be significant (t statistic 3.113 > 1.96, p-value 0.002 < 0.05).

Table 3. R2 value

	R Square	R Square Adjusted
Tourist Loyalty	0.536	0.532
Destination Value	0.708	0.707

Independent Variable: Destination Quality
Source: Author's data processing results (2023)

Table 4. Hypothesis test results

Hypothesis	Original Samples	Samples Mean	Standard Deviation	T Statistic	P Values	Results
DIRECT EFFECTS:						
Destination Quality → Tourist Loyalty	0.425	0.434	0.111	3.829	0.000	**Supported**
Destination Quality → Destination Value	0.842	0.844	0.024	34.947	0.000	**Supported**
Destination Value → Tourist Loyalty	0.338	0.336	0.106	3.185	0.002	**Supported**
INDIRECT EFFECTS:						
Destination Quality → Destination Value → Tourist Loyalty	0.284	0.284	0.091	3.113	0.002	**Supported**

Source: Author's data processing results (2023)

This research shows that destination quality has a significant effect on tourist loyalty. This shows that the quality of a destination, including its services, attractions and overall experience, plays an important role in directly shaping tourist loyalty. This finding is in line with previous research which proves that destination image and perceived quality directly impact tourist loyalty, highlighting the direct influence of destination quality on loyalty (Keni et al., 2018). In addition, Zulvianti et al. (2023) emphasize the direct influence of destination quality on tourist satisfaction and, consequently, on loyalty. This implies that the perceived quality of a destination directly influences tourists' satisfaction levels, leading to increased loyalty towards the destination. In short, the literature supports a direct effect of destination quality on tourist loyalty, with destination quality significantly influencing perceived value, satisfaction, and ultimately, loyalty. Improving the quality of a destination through improving services, experiences and overall offerings can directly influence tourists' loyalty and their likelihood of revisiting a destination.

This research also shows that destination quality has a significant effect on destination value. The significant influence of destination quality on destination value is supported by previous research (Abbasi 2014, Subagyo, 2019). Thus, when visitors feel that the quality of the destination is high (e.g. adequate facilities, clean environment, friendly service), they tend to judge that the value

they receive is also high. Quality refers to visitors' assessment of the overall quality of the destination, while value is visitors' assessment of the benefits they obtain compared to the costs or effort they expend to visit the destination. High quality often increases visitors' willingness to pay. When visitors feel that the quality of a destination is excellent, they are more willing to pay higher prices. This shows that their value increases because they feel the price paid is commensurate with the quality received. Good destination quality tends to create a satisfying tourism experience. This positive experience will most likely increase value for tourists. Value is the result of a comparison between the benefits received and the costs incurred. Good destination quality can provide additional benefits to tourists, which in turn can increase value.

Further results in this research show that destination value has a significant effect on tourist loyalty. Destination value perceived by tourists reflects tourists' perceptions of the benefits received from visiting a destination. If they feel they got good value for the money they paid, they are more likely to return or recommend the destination to others. Positive perceptions of the value of a destination can also increase the level of tourist trust in that destination. This trust can play an important role in building long-term relationships between destinations and tourists. If tourists believe that a destination provides good value, they tend to become loyal to that destination. Destination value can help minimize the uncertainty experienced by tourists. If tourists feel that the destination provides value that meets their expectations, this can reduce the uncertainty or risk they feel before traveling. This feeling of security and comfort can increase the likelihood of tourist loyalty.

Mengkebayaer et al. (2022) supports the significant influence of destination value on tourist loyalty, especially in the context of ecotourism. This study emphasizes that perceived value plays an important role in eco-destination loyalty. This research underlines the importance of perceived value in increasing tourist loyalty to a destination, especially in the field of ecotourism. Wang et al. (2016) also supports the influence of perceived destination brand value on tourist loyalty. This study highlights that perceived value and satisfaction directly impact destination loyalty. This research highlights the important role of perceived value in shaping tourist loyalty towards a destination, emphasizing the importance of providing value-added experiences to increase overall tourist satisfaction and loyalty.

The final hypothesis that is proven to be supported in this research is that destination value significantly mediates the influence of destination quality on

tourist loyalty. When tourists feel that a destination has high quality, they will judge that the destination provides high value. This high perceived value then increases tourist loyalty to the destination. In other words, although destination quality plays an important role in shaping the tourist experience, the perceived value that tourists obtain from that quality is a key factor that drives loyalty. Without positive value perceptions, high quality may not be enough to keep tourists loyal. Therefore, destination value mediates the influence of destination quality on tourist loyalty. Research by Li and Yang (2022) shows that the quality of a tourism destination significantly influences perceived value, satisfaction, and ultimately, loyalty. This shows that when tourists perceive a destination as providing high-quality experiences, services and facilities, it positively influences destination value and tourist loyalty to that destination.

D. Conclusion

Destination quality has a significant influence on tourist loyalty, meaning that the higher the quality of a destination perceived by tourists, the more likely they are to revisit that destination and recommend it to others. Destination quality also has a significant effect on destination value, so destinations that have high quality will be considered more valuable by tourists, both in terms of time value, money value, effort value, and experience value. When tourists feel that they are getting good value from their visit, they are more likely to remain loyal and return to that destination in the future. Destination value also acts as a mediator in the relationship between destination quality and tourist loyalty. This means that the influence of destination quality on tourist loyalty is largely through the perception of value felt by tourists. In other words, destination quality increases the perception of destination value, which ultimately increases tourist loyalty. Overall, to increase tourist loyalty, destination managers need to focus on improving the quality of the destination and ensuring that tourists experience high value from their visit. This will create a strong relationship between destination quality, destination value, and tourist loyalty, which ultimately contributes to the sustainability and popularity of the destination.

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