Antecedent of Destination Loyalty through Tourists' Fascination

Muhammad Rivaldo Hadzami [a*] and Ratna Roostika [a]

[a] Department of Management, Faculty of Business and Economics, University of Islam Indonesia, Indonesia.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

This study aims to assess future behavioral intention on tourist experiences while visiting culinary destinations in Yogyakarta that serve healthy cuisine; the examined variables are destination fascination and subjective well-being as a mediating variable. The study uses a quantitative approach. Questionaries utilize seven-point Likert scale for the measurements were spreads online. The study took place in Indonesia from October to December 2023. Respondents are tourists who have tasted healthy cuisine in Yogyakarta, totaling 246. The presented hypotheses in this study were tested using AMOS software. The study found how destination fascination has a negative and significant effect on destination loyalty. Moreover, the fascination to a destination has a positive and substantial effect on an individual's subjective well-being. Subjective well-being has a positive but non-significant effect on destination loyalty and cannot serve as a mediator in the connection between destination fascination and destination loyalty.

Keywords: Destination fascination; subjective well-being; destination loyalty; healthy cuisine.

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Corresponding author: E-mail: 19311494@students.uii.ac.id;

1. INTRODUCTION

The local economy greatly benefits from tourism due to its significant contribution to commercial activities, revenue generation, employment opportunities, and international exchange [1]. According to Fayed et al. [2], a nation has the potential to generate substantial annual profits from this particular industry. Consequently, numerous nations have prioritized expanding and enhancing their tourist sector to take advantage. To effectively attract tourists to a destination, a country must possess destination fascination that can captivate and entice prospective tourists. Conversely, without any fascination, a nation may fail to attract tourists.

Yogyakarta is one of Indonesia's most popular tourist destinations. It is centrally positioned on the island of Java. Yogyakarta is renowned for its abundant cultural history and captivating natural scenery, in addition to being a center for education. Aside from this, Yogyakarta is relatively secure and comfortable due to its people's warmth. The local populace is modest and firmly adheres to local customs. Due to the hospitality and inventiveness of the locals, Yogyakarta has always been a popular vacation destination for natives. Due to its richness, Yogyakarta does attract tourists to explore it. This attractiveness can be called a fascination from a tourist's point of view.

As a previous study stated, destination fascination is a degree in how a destination enables tourists to focus on what interests them, deeply understand the destination's details, and independently perceive the importance of the destination [3]. One of the most often engaged activities by travelers throughout their travels is the exploration of culinary destinations. During their travels, travelers can try diverse culinary offerings, such as traditional cuisine. Furthermore, it has been shown that engaging in culinary experiences can positively impact the overall quality of life [4]. Diener and Lucas [5] explained that the positive impact on the overall quality of life can be described as subjective well-being; thus, exploring culinary can improve tourists' subjective well-being.

Moreover, based on the definition by Opperman [6] about destination loyalty, it can be explained as "the viewpoint that pertains to the enduring tendency of tourist to repeatedly visit a particular destination, which is influenced by their prior travel experiences at the same destination". Previous research explained that the establishment of culinary activities has the potential to foster destination loyalty, hence yielding advantageous outcomes for the destination itself [4,7]. In addition, regarding destination fascination and destination loyalty, research conducted by Kucukergin & Gürlek [8] stated fascination positively impacts recommendation and tourist satisfaction.

After all, combining destination fascination with other factors, such as subjective well-being and destination attachment, can build a sustainable destination marketing organization (DMO) and gain a competitive advantage in tourism [9].

This study aims to assess future behavioral intentions based on tourist experiences while visiting culinary destinations in Yogyakarta that serve healthy cuisine, with destination loyalty as the outcome variable. It is examined by explaining destination fascination variables and mediated by subjective well-being variables. The researcher has chosen the healthy culinary diet as a limiter because of the increasing trends of healthy foods after the COVID-19 pandemic [10]; healthy cuisine will be an interesting topic. Consequently, this study aims to assess Yogyakarta's culinary destinations' destination loyalty.

2. LITERATURE REVIEW

2.1 Destination Loyalty

According to the definition provided by Opperman [6], destination loyalty can be explained as "the viewpoint that pertains to the enduring tendency of tourists to repeatedly visit a particular destination, which is influenced by their prior travel experiences at the same destination." Furthermore, the intention-behavior theory, both the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA), explains that an individual's behavior could be influenced by their intentions [11].

In a marketing context, specifically in destination loyalty. Destination loyalty is commonly measured using the behavioral intentions of revisiting and positive word-of-mouth. [12,13]. The prior research makes revisit intention a top priority in measurement, tourists' consideration to visiting the same destination or the same type of destination [14,15]. In addition, the prior research by Papadimitriou et al. [16] explains that positive word-of-mouth can be achieved when tourists feel satisfied with their experiences.

2.2 Destination Fascination

According to the definition provided by Kaplan [17], environment fascination can be described as "an environment where people are free to pursue their interest, explore details in the environment, and personally define meanings of the environment. "Thus, according to Liu et al. [3], destination fascination is a degree in how a destination enables tourists to focus on what interests them, deeply understand the destination's details, and independently perceive the importance of the destination.

Furthermore, Liu et al. [3] explained destination fascination by developing a scale measurement based on Kaplan's Attention Restoration Theory (ART); those scales consist of fitness, friendliness, uniqueness, attractiveness, charisma, and richness. Thus, findings from Rizky & Roostika [18] indicate a positive influence of destination fascination towards destination loyalty; the higher the fascination with a destination, the higher the loyalty to that destination. In addition, environmental fascination affects the intention of revisiting the place [19]. Furthermore, combining the story of destination and fascination positively impacts recommendation and tourist satisfaction [8].

Moreover, results from Wang et al. [9] indicate that destination fascination significantly improved subjective well-being. The findings also show a significant effect of subjective well-being as a mediating variable for destination fascination and loyalty. In addition, the findings from Lee et al. [20] show that subjective well-being is positively in a positive way influenced by a destination's attractiveness, therefore would be:

H1. Destination fascination has positively and significantly affected tourists' loyalty to the destination.
H2. Destination fascination has a positive and significant effect on tourists' subjective well-being.

2.3 Subjective Well-Being

According to the definition provided by Diener and Lucas [5], subjective well-being can be described as a person's subjective, positive evaluation of their overall life, including work and leisure. As defined by Carter [21], subjective well-being refers to the frequency of pleasant emotional fluctuations experienced by an individual during a specific timeframe. Furthermore, Carter noted that subjective well-being has the potential to impact an individual's behavior throughout both intermediate and prolonged durations.

In an earlier study, Kashdan [22] found that high subjective well-being comprises three components: 1) the extent and intensity of positive feelings, 2) absence of despair and anxiety, and 3) overall life satisfaction. Previous research on leisure participation has shown that engaging in high-quality and enjoyable leisure activities can considerably positively impact an individual's subjective well-being [23].

In addition, the study by Jamaluddin et al. [24] revealed a favorable correlation between subjective well-being and destination-loyalty intention among every group of overseas students. Moreover, based on research from Kim et al. [25] personal well-being and motivation were found to impact the intention to revisit. Kim's study, also cited by Wang et al. [9] as a base for personal well-being, becomes a mediator among destination fascination and loyalty to a destination. The prior research by Wang et al. [9] revealed that subjective well-being greatly improved the connection among destination fascination and destination loyalty. The two hypotheses, therefore, would be:

H3. Subjective well-being has a positive effect and significant on tourists' loyalty to the destination
H4. Subjective well-being mediates a positive relationship between destination fascination and destination loyalty.
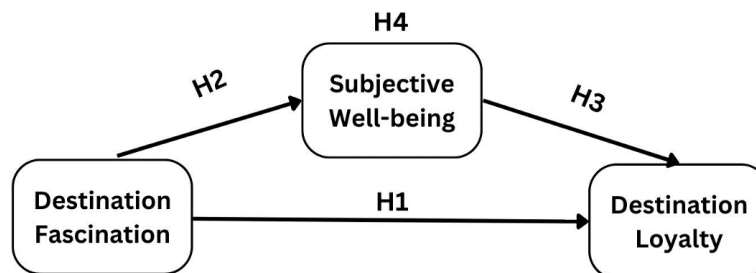

Fig. 1. The research model

3. METHODOLOGY

3.1 Measurement

A quantitative study examines the relationships between the previously listed constructs. A quantitative technique that involves distributing online questionnaires via Google form is employed as the primary data. The overall measuring of questionnaires was derived from earlier studies [26,14,3]. The current research used a Seven-Point Likert Scale. The scale assessment comprises of strongly disagree (1), disagree (2), somewhat disagree (3), neutral (4), somewhat agree (5), agree (6), and strongly agree (7).

3.2 Data Sampling and Methods

The sample of this research is travelers having past experience visiting cafes or restaurants that sell healthy foods in Yogyakarta, Indonesia. In terms of sample methodologies, this study utilized non-probability and convenience sampling. This approach intends to make it easier for authors' obtaining study samples. A pilot test of 40 respondents was undertaken before the online questionnaire was given to the original respondents of this study. The results demonstrate that the questionnaire may be distributed without further revisions. In the end, this study obtained samples from 246 respondents to be evaluated [27].

3.3 Data Analysis Technique

Structural Equation Modelling (SEM) using the AMOS 24 program, including measurement and structural models testing, was utilized to test the hypothesis by examining the influence between variables. The measurement model test is carried out to guarantee that the measurement is valid and reliable to create relevant and accurate data to boost the effectiveness of research outcomes. First, composite reliability (C.R.) with criteria > 0.70 was utilized to verify internal consistency reliability. Second, the validity test was undertaken to establish the validity of the research instrument in measuring variables that are measured in this research. It will be examined as convergent and discriminant validity. The loading factor value is>0.50 [28]. The structural model test involves hypothesis testing and evaluating the adequacy of the model's fit.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

The demographic data (Table 1) that follows shows the study of the respondents' profiles categorized by gender, age, educational attainment, occupation, monthly expenses, and residence.

According to Table 1, the majority of study participants (57,7%) were female. Additionally, 74,8% of the respondents were between the ages of 20 and 29; 46,3% worked as students; 56,9% of the respondents had monthly expenses between 2.000.000 and 5.000.000 IDR; and 58.1% of the respondents did not reside in Yogyakarta.

4.2 Measurement Model Analysis: Validity and Reliability Test

Validity and reliability tests are part of the measurement model analysis. The purpose of the validity test is to evaluate the instrument's capacity to identify the issue. A reliability test is a means of evaluating a measurement tool's degree of trustworthiness and consistency of results over two or more measurements of the same problem. Table 2 displays the results of the validity and reliability tests for each variable.

On the basis of the antecedent data, the CFA validity test is considered valid and reliable, as all variable items have factor loading values greater than 0.5 and construct reliability values for each variable exceed 0.7 [28]. As a result, the results of the analysis can be applied to further analysis.

4.3 Structural Model Test: Goodness of Fit of Full Model

In the next stage, the model feasibility test determines the criteria for a good model (Goodness of Fit). The main objective of SEM is to assess the goodness of fit to determine how far the hypothesized model fits in accordance with the data sample. The goodness of fit results are shown in Table 3.

Table 1. Respondent characteristics

Category	Frequency	Percentage
Gender		
Male	104	42,3
Female	142	57,7
Age		
<20	18	7,3
20-29	184	74,8
30-39	35	14,2
≥40	9	3,7
Educational Attainment		
<High School	0	0
High School	131	53,3
Bachelor / Diploma	100	40,7
Post Graduate	15	6
Occupation		
Civil Servant	29	11,8
Entrepreneur	36	14,7
Student	114	46,3
Private Employee	51	20,7
Housewife	14	5,7
Unemployed/Retired	2	0,8
Monthly Expenses (IDR)		
<2.000.000	43	17,5
2.000.000 - 5.000.000	140	56,9
5.000.000 - 10.000.000	55	22,4
>10.000.000	8	3,2
Residence		
Yogyakarta	103	41,9
Outside Yogyakarta	143	58,1

Source: Primary data processed in 2024

Table 2. Validity and reliability test result

Variable	Items-scale	Loading Factor	CR	Description
Destination Fascination (DF)	Fitness (FT)	0,872	0,959922721	Valid & Reliable
	Friendliness (FL)	0,938		
	Uniqueness (U)	0,902		
	Attractiveness (A)	0,922		
	Mystic (M)	0,881		
	Richness (R)	0,848		
Subjective Well-Being	SW1	0,863	0,915102228	Valid & Reliable
	SW2	0,856		
	SW3	0,850		
	SW4	0,847		
Destination Loyalty	DL1	0,863	0,915102228	Valid & Reliable
	DL2	0,856		
	DL3	0,850		
	DL4	0,847		

Source: Primary data processed in 2024

Based on the aforementioned test results, the author expected the Chi-Square value to be 70.946, as indicated by the Prob value. A chi-squared value of 0.118 is greater than 0.05. In Goodness of Fit, the author must also consider the RMSEA, GFI, NFI, CFI, ECVI, and CMIN/DF, among others. As an index, RMSEA is implemented to offset the chi-square value. With an expected RMSEA value of 0.08 and a test result of 0.03, it can be concluded that the model fits the research results well.

Table 3. Goodness of fit index test results

Goodness of Fit Index	Cut-off value	Research Model	Model
Chi-Square	Expectedly Small	70,946	Good Fit
Prob.	≥ 0,05	0,118	Good Fit
RMSEA	≤ 0,08	0,030	Good Fit
GFI	≥ 0,90	0,962	Good Fit
NFI	≥ 0,90	0,983	Good Fit
CFI	≥ 0,90	0,997	Good Fit
ECVI	<ECVI Saturated	0,673	Good Fit
CMIN/DF	< 2	1,223	Good Fit

Source: Primary data processed in 2024

The goodness of Fit Index shows the level of fit between models. The GFI value in this model is 0.962. The value is close to the recommendation level of ≥0.90, which indicates a good fit research model. NFI is a measure of comparing the proposed model and the null model tested against a baseline. The expected NFI value is close to the recommended level of ≥ 0.90; the test results of this study are 0.983. Value, so this indicates a good fit research model.

The sensitivity of the CFI index to sample size and model complexity is relatively low. In this study, the CFI value is 0.997, which is within the acceptable range of ≥ 0.90. This suggests that the research model is appropriately fitted. In order for ECVI to assess model fit, the estimated model must be retested using an identical-sized sample but a distinct one. The findings revealed that the default ECVI value was 0.673, which is below the saturated recommended value of 0.857. This suggests that the research model is a good fit.

Utilize CMIN/DF to assess the model's adequacy in fitting the anticipated number of estimated coefficients in order to attain suitability. The CMIN/DF value of 1.223 for this study suggests that the research model fits the data well. The requisites for Goodness of Fit have been achieved, as evidenced by the Chi-Square, RMSEA, GFI, CFI, and CMIN/DF index values presented in the aforementioned Goodness of Fit Index measurement results. Therefore, this research model meets a good standard.

4.4 Structural Model Test: Hypothesis Testing

Based on statistical analysis using the AMOS 24 program, the hypothesis test results indicate a positive relationship between variables if the C.R. shows a value above 1.96 and below 0.05 for the P-value [29]. The results of this research will be presented in Table 4.

Based on the data from Table 4, results will be drawn from testing each hypothesis.
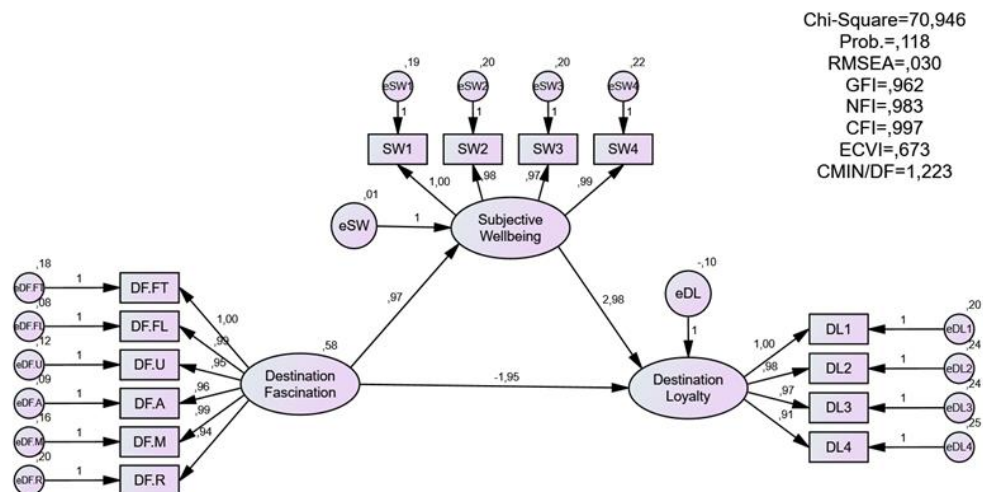
Fig. 2. The research model
Source: Primary data processed in 2024

Table 4. Hypothesis test result

Variable relation	Estimate	S.E	C.R	*P* value	Label
DL ←DF	-1,951	2,300	-.848	,396	par_12
SW ←DF	,974	,052	18,797	***	par_13
DL ←SW	2,984	2,358	1,265	,206	par_14

Notes: DF: Destination Fascination, SW: Subjective Well-Being, DL: Destination Loyalty.
Source: Primary data processed in 2024

4.4.1 Destination fascination has a positive effect on tourists' loyalty to the destination

In hypothesis testing, it is known that the destination fascination construct negatively influences the destination loyalty construct, as evidenced by the standard regression coefficient obtained, which is -1.406. In addition, the relationship between the destination fascination construct and destination loyalty is insignificant because it has a *P*-value of 0.396, which is larger than 0.05. So H1, which states that destination fascination has a positive and significant effect on destination loyalty, is not supported, and it can be stated that there is a negative and insignificant influence between Destination Fascination and Destination Loyalty.

This research is in accordance with the results of previous research conducted by Wang et al. [9], which shows that destination fascination has a negative and insignificant effect on destination loyalty.

4.4.2 Destination fascination has a positive effect on tourists' subjective well-being

Testing the hypothesis of this study shows that the destination fascination construct positively influences the subjective well-being construct, as evidenced by the standard regression coefficient obtained, which is 0.974. In addition, the relationship between Destination fascination and subjective well-being is significant because it has a *P*-value of 0.000, which is smaller than 0.05. So H2, which states that destination fascination has a positive and significant effect on subjective well-being, is supported. The existence of a positive influence indicates that the higher the fascination of a destination, the higher the subjective well-being felt by tourists of a destination.

These results are in accordance with previous research conducted by Ramkissoon et al. [30], which shows a significant relationship between the attractiveness of a place and the well-being

of a person's quality of life. The results of this study also support previous research by Lee et al. [20], which resulted in the discovery that a destination's attractiveness influences customers' subjective well-being. This research is also in line with and supports the results of Liu et al.'s [3] research, which has been conducted previously and shows the results of a significant relationship between destination fascination and the subjective well-being of tourists.

4.4.3 Subjective well-being has a positive effect on tourists' loyalty to the destination

Based on the hypothesis test, this study shows that the subjective well-being construct has a positive and insignificant effect on destination loyalty. This is evidenced by the standard regression coefficient obtained, which is 2,984, and a *P*-value of 0.379, which is greater than 0.05. Therefore, H3, which states that subjective well-being positively and significantly affects destination loyalty, is not supported. Based on the test results, subjective well-being positively affects tourist loyalty, although the effect is insignificant.

This research supports the results of similar research in the context of tourism conducted by Al-Okaily et al. [31], which shows positive results but no significance from the relationship between subjective well-being and visitor loyalty to a destination. In addition, this research contradicts previous research conducted by H. Kim et al. [29] and Wang et al. [2019], where in their research, they show data that subjective well-being is positively and significantly related to destination loyalty.

4.4.4 Subjective well-being mediates a positive relationship between destination fascination and destination loyalty

Based on testing the fourth hypothesis in this study which shows that the subjective well-being construct does not mediate the relationship

Input:		Test statistic:		Std. Error:		*p*-value:	
a	0.974	Sobel test:	1.26260089		2.30192772		0.20673265
b	2.984	Aroian test:	1.26081348		2.30519108		0.20737606
s_a	0.052	Goodman test:	1.26439593		2.29865973		0.20608795
s_b	2.358	Reset all		Calculate			

Fig. 3. *Sobel* test hypothesis 4
Source: https://quantpsy.org/sobel/sobel.htm

between destination fascination variables and destination loyalty. This is evidenced by the t-value of 1.26 and the *P*-value of 0.38, which is greater than 0.05. Therefore, H4, which states that subjective well-being mediates the positive relationship between destination fascination variables and destination loyalty, is not supported. Based on the test results, subjective well-being does not have a mediating influence on the relationship between destination fascination and loyalty to a destination.

Empirically, the results of this study are not in line with previous research conducted by H. Kim et al. [25], S. Kaplan and Kaplan [32], and Wang et al. research [9], which shows that subjective well-being mediates a positive and significant relationship between destination fascination and loyalty destination. After all, it turns out that subjective well-being does not mediate between destination fascination and destination loyalty. So, in its application, a tourist's subjective well-being does not mediate the relationship between destination fascination and destination loyalty.

5. CONCLUSION

Based on the analysis and discussion carried out, the conclusions of this research can be summarized as follows: (1) Destination fascination has a negative and significant effect on destination loyalty; (2) Destination fascination has a positive and significant effect on subjective well-being, which means that the higher the fascination to a destination, the higher the tourist subjective well-being; (3) Subjective well-being has a positive, but insignificant effect on destination loyalty, this means that the tourist subjective well-being, insignificantly affects tourist loyalty toward destination; (4) Subjective well-being does not mediate a relationship between destination fascination and destination loyalty, which means that the subjective well-being variable does not have an indirect between tourist fascination to destination and tourist loyalty toward destination.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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