

THE EFFECT OF PERCEIVED VALUE AND TOURIST SATISFACTION ON GLAMPING TOURIST LOYALTY: A MEDIATING ROLE OF TOURIST ENGAGEMENT

RADITHA HAPSARI^{1*}, ANANDA SABIL HUSSEIN² and ABDUL GHOFAR³

^{1,2,3} Universitas Brawijaya, Malang, Indonesia.

*Corresponding Author Email: raditha.hapsari@ub.ac.id

Abstract

The contribution of the tourism industry toward the Indonesian Gross Domestic Product (GDP) have been suffer a high loss during the social distancing regulation to prevent the spread of Corona Virus Disease (Covid-19). After the Indonesian Government lifted the regulation, there is a big opportunity for the Indonesian tourism industry to recover. However, attracting new visitors is not an easy task since tourists nowadays look forward to a novel experience when they travel. We identified one of the rising travel destinations in Indonesia in early 2022 as the glamping destination. The current research objective is to observe and identify any major determinants of tourist loyalty for the destination sites. To achieve the objective, we conduct explanatory research after doing an extensive literature review on the tourist behavior model and theory. Following the literature review results, we proposed a new conceptual framework that could explain the relationship between tourists perceived value, tourist satisfaction, tourist engagement, and tourist loyalty. We use a self-administered questionnaire to collect data from 237 Indonesian glamping destination visitors. The collected data is used to measure the validity, reliability, and robustness of the proposed conceptual framework utilizing the Partial Least Square (PLS) analysis. Following the results, we conclude that the proposed conceptual framework for the current study is valid, reliable, and robust to explain the relationship between the variables within it. In addition, independent variables that are included within the model are found to have a very strong determinant and predictive power toward the dependent variables. Research implications are discussed within this article.

INTRODUCTION

The Indonesian' tourism sector has been a major contributor to the Indonesian GDP. According to the Indonesian Statistics Bureau (BPS), the tourism industry contributed to 4% of the Indonesian GDP in 2017 and continuously increased to 5.5% in 2019. Indonesia has many resources of tourism potential, such as beautiful natural destinations, historical attractions, and cultural or heritage destinations. However, the impact of Corona Virus Disease (Covid-19) pandemic has had a disruptive impact on the prosperity of the Indonesian tourism sector. Nugraha (2021) reported that during the social distancing regulation in 2020, the Indonesian tourism industry suffers more than 500 Million losses in USD. The opportunity to recover from such losses is now open since the social distancing regulation has been lifted.

Attracting visitors to tourist destinations is not an easy task. After the pandemic, tourists are looking for a new or novel experience should they decide to travel. Among the rising new destination attractions that utilize the tourism potential in Indonesia, the "Glamping Destinations" offers a unique experience that could be considered new among the Indonesian traveler. The term Glamping is an abbreviation of Glamorous Camping, which is the type of travel destination that offer a camping site and attractions in a remote location. One of the main

differences from a regular camping site is that the management of a glamping destination offers exclusive services for their visitors so that they don't have to worry about bringing their camp or any camping equipment. All they have to do is book the services, come to the destination sites, and enjoy camping activities with their families and friends.

According to previous research, the sustainability of a travel destination could be determined by the loyalty of its tourist (Cossío-Silva et al., 2019; Hussein et al., 2018; Talae Malmiri et al., 2021). Therefore, creating tourist loyalty is a challenge that should also be considered by destination management after they could attract visitors to their destinations. The quality of tourist engagement has been identified as one of the determinants of tourist loyalty (Hapsari et al., 2017a; Rather et al., 2019). The observation of activities provided by the management of the glamping destination shows an indication that they tried to create a strong and memorable engagement toward their visitors. In addition, the services provided by glamping destinations are different compared to a regular camping site. Tourists as the customers of the destination site, could develop a perceived value toward a destination site according to the cost of visiting the destination and the benefits they could obtain during their visits (Ali et al., 2020; Hussein & Rohman, 2021). Therefore, we would like to analyze the role of glamping destination site value toward the glamping tourist behavior.

Finally, to complete our proposed conceptual framework that will explain the process of building tourist loyalty in the glamping destination site, we add tourist satisfaction as the final construct. Satisfaction has been identified as a determinant of customer loyalty for various products and services (Çetin et al., 2022). However, since the glamping destination site could be considered a new service rising in the tourism industry, we argue that there is a need to analyze the determination power of satisfaction in building tourist loyalty within the service.

The proposed conceptual framework for the current research has two major contributions. First, for the theoretical contributions the conceptual framework is a comprehensive and novel framework that could be used to explain the process of building tourist loyalty on glamping destination sites. Second, the hypotheses and results of the current research could be utilized by glamping destination site management as references for their strategic decision-making to improve tourist engagement, tourist perceived value toward their destination site, tourist satisfaction, and finally tourist loyalty toward the destination site.

LITERATURE REVIEW

Perceived Value

The theory of relationship marketing considers perceived value as the main element of a long-term relationship integrated with customer involvement that will create the difference between business success and failure, especially in the tourism sector (El-Adly & Eid, 2015; Hussein et al., 2018). Perceived value becomes a special urgency related to the number of values perceived by tourists which tend to be subjective, vague, and continually changing from time to time (Ghorbanzadeh et al., 2021; Rather et al., 2021). In the context of tourism industry, perceived value is closer to the perspective of "utility evaluation" which refers to the overall evaluation

of a product or service by a customer that will affect loyalty (El-Adly & Eid, 2015; Slack et al., 2021; Solakis et al., 2022). Thus, perceived value in this study supports the research concept of Zeithaml (1988) namely all factors, namely qualitative, quantitative, subjective, and objective are those forming a complete consumption experience that will affect loyalty.

Important findings from previous studies indicate that perceived value is also an engagement antecedent factor, which means that perceived value has the intention to encourage engagement, namely qualitative, quantitative, subjective, and objective which form a complete consumption experience that will affect loyalty (Brodie et al., 2011). Customers who receive good value from a service are likely to be stimulated to increase their engagement with the service provider, either for getting more value in future trades or for psychological reasons (Brodie et al., 2013; Hapsari et al., 2017b).

Tourist satisfaction

Hunt (1991) stated that the level of customer satisfaction is always associated with the experience of using a product or service. Customer satisfaction is the fulfillment of customers from product or service experiences obtained by comparing expected performance (Haverila et al., 2021). Customer satisfaction is frequently stated as an important behavior to be achieved to generate customer loyalty, especially in the tourism sector (Çetin et al., 2022; Nuria Huete-Alcocer & Hernandez-Rojas, 2022). The satisfied tourists tend to spend more money, are loyal and recommend it positively to others (Alves et al., 2019; El-Adly, 2019; Fernandes & Cruz, 2016; Hussein, 2020).

Tourist Engagement

The concept of engagement is widely used as an important element in tourism marketing. The concept of tourist engagement which includes emotion, cognition, and consumer behavior is widely seen from a relationship marketing perspective (Kumar et al., 2019; Rather et al., 2019). Tourist engagement is defined as a tourist's psychological state based on interactive experiences and the creation of joint creativity with a focus on objects (people/attractions/activities/encounters) in relation to the experience (Huang, 2017). Therefore, tourism researches from various perspectives have used the concept of tourist engagement in detail (So et al., 2016). Several studies state that the engagement construct is measured by the quality of the interactive experience, the value of co-creation, and the consumer's intrinsic motivation to engage actively with the focus object (Brodie et al., 2011; van Doorn et al., 2010; Vivek et al., 2012).

The role of engagement in tourism marketing deserves to be reconfirmed. Previous research stated that tourist engagement focused on behavioral aspects (Rather et al., 2019). In addition, the researchers also conveyed that tourist engagement must be built from psychological (ie, cognitive and emotional) and behavioral aspects (Hapsari et al., 2017b; Kumar et al., 2019). Vivek (2012) developed an engagement scale consisting of enthusiasm, conscious participation, and social interaction. Previously, a positive relationship between customer engagement and customer loyalty has been demonstrated (Dean & Suhartanto, 2019).

H1: Perceived value has a significant effect on tourist engagement

H2: Tourist satisfaction has a significant effect on tourist engagement

Tourist Loyalty

Andreassen (2014) explained that having loyal customers provides more benefits for the company compared to getting new customers. Loyal consumers will be more tolerant of mistakes and also provide positive recommendations to other consumers (Hapsari, 2018; Hapsari et al., 2020). In the tourism context, service quality can also increase customer satisfaction because it focuses on evaluation in providing services that meet customer expectations and can affect customer loyalty (Ali et al., 2020; Prayag et al., 2020; H. Wu et al., 2017).

Some factors that influence tourist loyalty have been revealed in previous studies, where perceived value is a significant predictor of tourist loyalty, that is, the greater the perceived value of consumers with values that tend to be positive, the greater the impact on customer retention and loyalty (Ali et al., 2020; Dean & Suhartanto, 2019; Hussein & Rohman, 2021; Wai Lai, 2019). Perceived value is considered an important factor that determines behavioral intention, known as the concept of attitude loyalty, which tends to be positive, the greater the impact on customer retention and loyalty (Brodie et al., 2011; Hapsari, 2018; H. C. Wu et al., 2018). The value perceived by tourists based on emotional, functional, and economic elements directly affects satisfaction and increases trust (Aydin & Özer, 2005; Carvache-Franco et al., 2022). In addition, tourist satisfaction can also significantly increase loyalty (Hussein & Rohman, 2021). The results of the research discuss and support the statement that satisfied customers tend to be more loyal than dissatisfied customers (Rather & Parray, 2018).

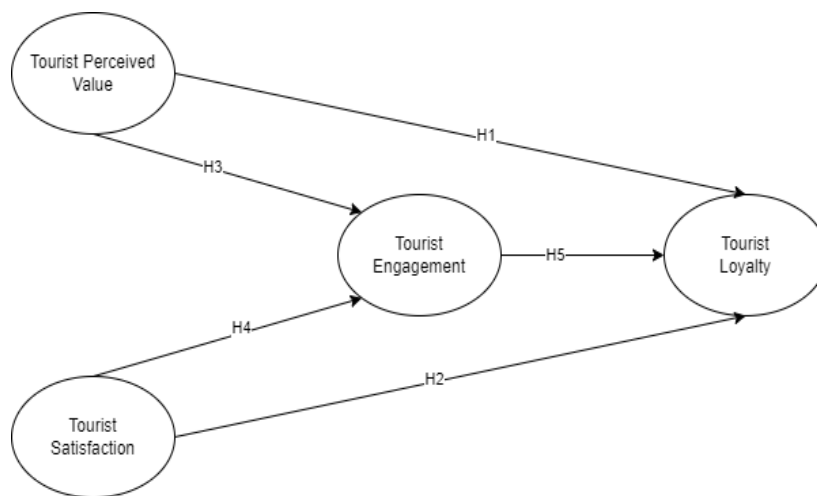
H3: Perceived value has a significant effect on tourist loyalty

H4: Tourist satisfaction has a significant effect on tourist loyalty

H5: Tourist engagement has a significant effect on tourist loyalty

H6: Tourist engagement mediates the effect of perceived value on tourist loyalty

H7: Tourist engagement mediates the effect of tourist satisfaction on tourist loyalty



H6: Tourist Engagement mediates relationship between Tourist Perceived Value and Tourist Loyalty
 H7: Tourist Engagement mediates relationship between Tourist Satisfaction and Tourist Loyalty

Figure 1: Proposed Conceptual Framework

RESEARCH METHODOLOGY

To achieve the aim of the current research, we develop a comprehensive conceptual framework to explain the relationship between variables that have been identified from the literature review process. To analyze the validity and reliability of the proposed conceptual framework, we use the Partial Least Square (PLS) analysis. The validity and reliability of the proposed conceptual framework should pass the outer and inner model analysis. To conduct the analysis, we collect data from 237 glamping site visitors around Indonesia via a self-administered questionnaire. Should the proposed conceptual framework pass the inner and outer model analysis, we could continue to test the hypotheses that have been proposed regarding the relationship between the variables. We utilized SmartPLS 3.2 for the current research statistical analytics tool.

RESULTS AND DISCUSSION

The demographic overview of the respondents from the current study showed that the glamping destination site is very popular among visitors from the young group age, ranging from 18 to 30 years old. Interestingly, despite the term “glamorous” within the abbreviation, the destination mostly attracts visitors with the least income category (below 350 USD). In addition, we also asked the visitors whether they visit the destination alone, in couples, or in groups (3 or more persons), the results showed that most of them visit in groups of friends or family. The overall overview of the demographic information of our respondents is shown in Table 1.

Table 1: Respondent Demographic Overview

Information	Details	Number	Percentage
Gender	Male	81	34%
	Female	156	66%
Age	18 to 30 y.o	171	72%
	31 to 40 y.o	47	20%
	41 to 50 y.o	13	5.5%
	51 to 60 y.o	2	1.0%
	> 60 y.o	4	1.5%
Income	< 350 USD	124	52.5%
	350 – 500 USD	63	26.5%
	500 – 650 USD	24	10%
	> 650 USD	26	11%
Travel Method	Alone	15	6.5%
	Couples	59	25%
	Groups	163	68.5%

The first step of Partial Least Square (PLS) analysis is to determine the validity and reliability of the proposed conceptual framework for the current study. To achieve the objective, we conduct the outer model analysis. The outer model analysis will determine the convergent validity, discriminant validity, and composite reliability for the proposed conceptual framework. The convergent validity is determined by the outer loading score for every item that is assigned for each variable within the framework. The framework is considered to pass the convergent validity test if every item has more than 0.7 outer loading score. However, the items could be considered to pass the test if the Average Variance Extracted (AVE) score of the variable of the items is more than 0.5 (Hair, et al. 2021). Following the criteria, the current conceptual framework passes the convergent validity test as all of the items for each variable have more than 0.7 outer loading score, except the fourth item for Tourist Engagement. The outer loading score for the item (EGGT4) is 0.497, however, as the Tourist Engagement has more than 0.5 AVE score the items could be considered passed the convergent validity test.

The second test for outer model analysis is the discriminant validity test, which is done by checking the outer loading value for every item within the conceptual framework on other variables. The purpose of this test is to make sure that every item is the best suited to explain the current variable they are paired with. Should an item have a bigger outer loading score when paired with other variables within the framework, this raised an issue of discriminant validity. As shown in Table 1, we could see that there are no items that have more outer loading scores when paired with other variables within the framework. Finally, the last test for the outer model analysis is the composite reliability test. The composite reliability of the variables within the framework is determined by their AVE scores, which should not below 0.5. The outer model measurement shown in Table 2 showed that all of the variables for the current research framework pass the composite reliability test.

Table 2: Outer Model Analysis Results

	Tourist Engagement	Perceived Value	Tourist Loyalty	Tourist Satisfaction
EGGT1	0.796	0.688	0.581	0.673
EGGT2	0.764	0.584	0.652	0.693
EGGT3	0.770	0.557	0.570	0.580
EGGT4	0.497	0.336	0.328	0.389
EGGT5	0.801	0.528	0.582	0.561
PV1	0.574	0.765	0.548	0.596
PV2	0.621	0.865	0.655	0.710
PV3	0.720	0.878	0.699	0.747
PV4	0.671	0.852	0.681	0.790
PV5	0.580	0.876	0.697	0.725
TL1	0.700	0.761	0.897	0.793
TL2	0.515	0.532	0.756	0.578
TL3	0.707	0.708	0.901	0.819
TL4	0.643	0.632	0.862	0.706
TS1	0.751	0.810	0.806	0.929
TS2	0.746	0.788	0.793	0.920
TS3	0.718	0.750	0.745	0.865
TS4	0.687	0.707	0.734	0.876
TS5	0.589	0.610	0.631	0.756

As the outer model analysis for the research framework is passed, we continue to the second PLS analysis which is the inner model analysis. The analysis will determine the strength and robustness of the proposed conceptual framework in explaining the relationship between variables within it. The first measurement for the inner model analysis is the coefficient determinant score (R^2). The coefficient determinant score will show how much variation the independent variables have toward the dependent variables. The second measurement is the predictive relevance (Q^2) score which will determine the predictive strength of independent variables toward the dependent variables. And the final measurement for inner model analysis is the Goodness of Fit (GoF) score that will be used to determine the fitness level of the conceptual framework in explaining the relationship between the variables within it. The inner model measurement score for the current study is shown in Table 3.

Table 3: Inner Model Analysis Results

Dependent Variables	R ²	Q ²
Tourist Engagement	0.661	0.323
Tourist Loyalty	0.746	0.551
Tourist Satisfaction		0.636
Perceived Value		0.573
GoF = $\sqrt{R^2 \times AVE} = 0.829$		

Following the results shown in Table 3, we could conclude that the proposed conceptual framework for the current study is robust and have a good fit to explain the relationship between variables within it, which are: tourist perceived value, tourist satisfaction, tourist engagement, and tourist loyalty. The predictive relevance score on each dependent variable also showed that the independent variable could have a predictive power toward them. Finally, we pass the inner model analysis and conclude that the proposed conceptual framework is suited to explain the relationship between the variables. We could continue to test our proposed hypotheses for the relationship between independent variables and dependent variables, and also identify if tourist engagement could become a good mediating variable in the relationship between tourist perceived value and tourist satisfaction toward tourist loyalty. The hypotheses test results are shown in Table 4.

Table 4: Hypotheses Test Results

Hypotheses	Path	t-statistics	t-table	Decision
H1	PV → TL	1.900	1.972	Not Supported
H2	TS → TL	7.146	1.972	Supported
H3	PV → TE	2.648	1.972	Supported
H4	TS → TE	6.541	1.972	Supported
H5	TE → TL	2.765	1.972	Supported
H6	PV → TE → TL	2.267	1.972	Supported
H7	TS → TE → TL	2.318	1.972	Supported

Six out of seven proposed hypotheses for the current study are supported, while the first hypothesis which explained that tourist perceived value could have a significant effect on tourist loyalty is rejected. This finding is against several previous study results and becomes an interesting finding to discuss for the glamping destination context. According to our review of previous literature, perceived value is the customer's overall evaluation of a product or service provided by a company. Should the customers perceive that the benefits of a product or service could exceed the cost needed to consume the product, they will consider the product or service to have a good value. Previous studies have shown that a good perceived value could affect customer loyalty (Hapsari et al., 2017a). However, in the context of glamping tourism in Indonesia, the visitor's good perceived value toward the destination is a guarantee of their loyalty toward the destination. From a practical perspective, a new strategy is needed to address

this issue since the consistency of tourist visits to a destination site is key to the sustainability of a tourist destination or attraction.

However, according to the fifth and sixth hypotheses, we could conclude that tourist engagement plays an important role in determining the loyalty of visitors to the glamping destination sites. First, tourist engagement could significantly improve tourist loyalty. This finding supports findings from previous research and showed how important it is for destination site management to create a good customer engagement strategy to increase the odds of future revisits from visitors. Second, tourist engagement could fully mediate the relationship between tourist perceived value and tourist loyalty. This finding should encourage destination site management, especially in the glamping tourism context to develop customer engagement activities during their visit to the site. Therefore, we strongly suggest the destination site management explore any potential interesting activities that could improve tourist engagement with the destination site.

Tourist satisfaction is also found to be an important determinant of tourist engagement and tourist loyalty. The finding supports previous research and proved that if the product or service could meet the expectation of the customer, there is a very high chance that the customer will show attitudinal and behavioral loyalty toward the product (Carvache-Franco et al., 2022; Dean & Suhartanto, 2019; Hussein & Rohman, 2021). In the context of glamping destination sites, satisfied visitors would also love to participate and engage with the destination site's activities. Following the results of the seventh hypothesis, we could also conclude that tourist engagement partially mediates the relationship between tourist satisfaction and tourist loyalty.

CONCLUSION

Glamping destination site is a new and rising attraction among Indonesian tourists, as they offer a new and novel experience of camping in a remote area. As a new type of destination site, different approaches to the strategic decision-making process are needed to keep the sustainability of destination sites. Following the results of the current study, we found three major determinants of tourist loyalty for the glamping destination site, which are: tourist perceived value, tourist satisfaction, and tourist engagement. Among these three determinants, we highlighted the important role of tourist engagement in building tourist loyalty in the glamping destination context. Tourist engagement not only has a significant effect on the visitor's loyalty but also has a full mediation effect on the relationship between tourist perceived value and tourist loyalty. Therefore, we highly suggested glamping destination site managers keep developing tourist engagement strategies and activities to improve their loyalty.

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