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**Sunda Kelapa Port: a Case Study on Tourist Loyalty Building  
Through Destination Image, Tourist Motivation, and Perceived  
Value of Tourism Satisfaction**

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**ABSTRACT**

The purpose of this research is to determine the influence of destination image, tourist motivation, perceived value, and tourist satisfaction on tourist loyalty to Sunda Kelapa Port. The research method uses a quantitative research design by distributing questionnaires. A total of 256 respondents were sampled using purposive sampling technique. The research objects in this study were respondents aged 18-65 years and had visited Sunda Kelapa Port at least three times in the past year. This research uses SPSS version 23 software and SEM (Structural Equation Model) from AMOS software to analyze and process research data. The research results show that: first, destination image, tourist motivation, and perceived value have a positive and significant effect on tourist satisfaction. Second, perceived value and tourist satisfaction have a positive and significant effect on tourist loyalty. Third, destination image and tourist motivation has no influence on tourist loyalty.

*Tourist Loyalty, Tourist Satisfaction, Tourist Motivation, Sunda Kelapa Port, Tourist Port.*

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**INTRODUCTION**

Tourism has grown rapidly in Indonesia in recent years and is one of the main sources of foreign currency income. According to the World Travel & Tourism Council (WTTC), the diversity and richness of Indonesia's natural resources put Indonesia in ninth position as the fastest growing country in the world and third in Asia (World Travel & Tourism Council, 2019). In 2019, the tourism sector contributed 4.97% to Indonesia's GDP (Zulvianti et al., 2022).

Given the importance of tourism and economic growth, it is not surprising that there is a wealth of literature highlighting the impacts of tourism at various scales (Rasoolimanesh et al., 2023). As one of the largest foreign exchange contributors in Indonesia, the tourism sector is one of the most important sectors in the Indonesian economy. Tourism potential with elements of cultural history

is one of the assets that has the potential to be developed by each region. The government is trying to build superior tourist attractions in each region in Indonesia, one of which is the capital of Indonesia, DKI Jakarta.

DKI Jakarta is one of the provinces in Indonesia that has a large number of foreign visits. Based on data accessed from Badan Pusat Statistik Provinsi DKI Jakarta, (2023b), the number of foreign tourists visiting DKI Jakarta and Indonesia. In 2022, the number of foreign tourists visiting DKI Jakarta has increased by 815,820 people with a percentage of 783.48% compared to 2021. There are 119,362 people visiting DKI Jakarta and a percentage of 7.66% of foreign tourists to Indonesia, namely 1,557,530 people. The number of foreign tourists visiting DKI Jakarta in 2022 has increased by 12.76% compared to 2021. The number of foreign tourists visiting Indonesia in 2022 also increased by 28.47% compared to 2021.

Reporting DKI Jakarta has several leading tourist attractions, one of the tourist areas in DKI Jakarta is Sunda Kelapa Port. Currently, Sunda Kelapa Port is one of the tourist areas because of its high historical value. Based on data accessed from Badan Pusat Statistik Provinsi DKI Jakarta (2023a), Sunda Kelapa Port became the 8th leading tourist attraction from the period 2018 to 2022. There was a decrease in 2018 to 2020 due to the Covid-19 case and an increase in the year from 2020-2021 of 16,602 tourists. However, in 2022, Sunda Kelapa Port again experienced a decrease of 268% from tourists in 2021.

Reporting from news.detik.com, (Noviansah, 2023) stated that there was a cargo ship on fire at Sunda Kelapa Port, this caused black smoke to soar in the sky. A fire at Sunda Kelapa Port had previously occurred in 2021. The fire problem that occurred at Sunda Kelapa Port will certainly affect the destination image of Sunda Kelapa Port. According to Hasan et al (2020), a positive image of tourists towards a destination affects tourist satisfaction. The fires that have occurred at Sunda Kelapa Port have caused a negative image from tourists.

Reporting from kompas.id, Wijanto (2023) stated that the condition of the road at Sunda Kelapa Port was damaged due to the tidal inundation that never dried up and, reported by antaranews.com, Ridwan (2021) stated that tidal flooding caused vehicle traffic jams on Lodan Raya street causing a number of vehicles to make a U-turn because they could not enter the Sunda Kelapa Port area. In the research of Katsikari et al. (2020) stated that one segmentation of tourist motivation includes tourists who seek comfort, relaxation, and pleasure during their vacation. Road damage and congestion caused by tidal flooding can result in tourists losing their motivation to visit Sunda Kelapa Port.).

Based Reporting from megapolitan.kompas.com, Farisi and Movanita (2024) stated that there were still many illegal levies in a number of North Jakarta.

One of the Sunda Kelapa Port visitor reviews said "Seeing the great tourism potential of this place, it feels like there is still a lack of facilities to support tourism activities at Sunda Kelapa Port" (Sukatendel, 2023). With illegal levies and inadequate facilities, it can make tourists feel less the value and quality offered by Sunda Kelapa Port as a tourist port.

Based Taecharungroj and Mathayomchan (2019) states that online reviews from previous visitors have a significant impact on prospective visitors' decision making. There are several reviews of the Sunda Kelapa port, related to the waterlogged road in the port and the location directions that are not very clear causing visitors to have difficulty accessing the port (Google Maps, 2022). These reviews certainly affect the level of satisfaction of visitors who will come later to Sunda Kelapa Port.

Based on the description above, the researcher will test whether someone has loyalty and will make a return visit to the Sunda Kelapa Port tourist destination and whether factors such as destination image, tourist motivation, perceived value and tourist satisfaction are the reasons tourists have loyalty to make a return visit to the Sunda Kelapa Port tourist destination.

### **Destination Image**

The destination image of a tourist attraction is an important part to sell to tourists or stakeholders. Based on the research by Afshardoost and Eshaghi (2020), at the same time, destination image is widely recognized as a powerful managerial tool in today's dynamic and competitive global environment to empower the tourism industry in its markets. According to Liang and Xue (2021), destination image of tourists not only provides empirical insights into image formation, but also helps destination marketing organizations to improve the destination image to promote loyalty behavior.

### **Tourist Motivation**

According to Bayih and Singh (2020), motivation is one of the indicators of tourist behavior and in one way or another affects tourist preferences, hence the need for research on tourist motives and various studies conducted on travel motivation show that understanding tourist motives is fundamental in tourism development. Khan et al (2019), stated that tourist who have high travel motivations such as wanting to know culture, new places, seeking knowledge, rest and relaxation, adventure, and diversion and entertainment have a high intention to visit a destination.

### **Perceived Value**

Perceived value means the view and evaluation of consumers that the value or value offered is commensurate with the price or sacrifice spent to get the product (Kataria and Saini, 2020). According to (Suhartanto et al (2020),

perceived value can be explained by equity theory, which characterizes value as the results a person expects to receive minus any financial or non-financial sacrifices made.

### **Tourist Satisfaction**

According to Back et al (2020) stated that the tourist experience has a major impact on tourist satisfaction and loyalty, that tourist satisfaction is largely influenced by the tourist experience. According to Kaosiri et al (2019), positive affect (such as excitement, impression, pleasure, enjoyment) and negative affect (such as instability, uncontrollability, loneliness, monotony) can be attributions for judgments of satisfaction and dissatisfaction. González-Rodríguez et al (2020) stated that negative emotions are associated with a lack of satisfaction and tourists will have a negative experience both in tourist destinations and the quality of services provided while on the contrary, the greater the accumulation of positive emotions, the higher the level of tourist satisfaction.

### **Tourist Loyalty**

According to Cossío-Silva et al (2019), loyalty is the most accepted multidimensional, behavioral and attitudinal component and from the first perspective, loyalty is reflected in repeat purchases, while attitudinal loyalty considers recommendations to friends and family. Liu et al (2020) stated that creating and maintaining tourist loyalty is an important goal in marketing because having loyal tourist is synonymous with business success.

### **Destination Image and Tourist Satisfaction**

Jebbouri et al (2021) conducted research on relationship of image formation on tourist satisfaction and loyalty in China. One of the hypotheses tested in their research is the consequence of destination image on tourist satisfaction. This research proves that tourist satisfaction is positively affected by destination image. These results support the study of Xu et al (2023) on tourist satisfaction. These are researchers prove that destination image has a positive effect on tourist satisfaction.

H1: Destination image will affect tourist satisfaction positively and significantly.

### **Destination Image and Tourist Loyalty**

Perceived Hung et al (2021) conducted a research about tourist experience on destination loyalty in Hue city, Vietnam. One of the hypotheses tested in his research is the influence of destination image on tourist loyalty. The results of his research prove that tourist loyalty is a positively influenced by destination image. These results support the research of Kanwel et al (2019), These are researchers prove that loyalty is a positively influenced by destination image.

H2: Destination image will affect tourist loyalty positively and significantly.

### **Tourist Motivation and Tourist Satisfaction**

According to Agyeiwaah et al (2019) conducted a research on culinary tourist motivation, a case study on cooking class participants in Chiang Mai. One of the hypotheses tested in their research is the effect of tourist motivation on satisfaction. The results of their research prove that the motivation of the participants affects the satisfaction of the participants. These results align with the research of Hung et al (2021). The results of their research prove that motivation affects the level of satisfaction.

H3: Tourist motivation will affect tourist satisfaction positively and significantly.

### **Tourist Motivation and Tourist Loyalty**

A study conducted by Suhartanto, Brien, et al (2020) examined tourist loyalty. One of the hypotheses tested is the influence of tourist motivation on tourist loyalty. These researchers prove that tourist loyalty is positively affected by tourist motivation. These results support the study of Lu et al (2021); Wang and Li (2023). The results of his research prove that tourist loyalty is a positively influenced by motivation.

H4: Tourist motivation will positively and significantly affect tourist loyalty.

### **Perceived Value and Tourist Satisfaction**

Dean and Suhartanto (2019) conducted a research on the role of push-pull motivation of creative tourism attractions in Indonesia. One of the hypotheses tested in their research is the influence of perceived value on satisfaction. The results of their research prove that satisfaction is positively affected by perceived value. These results align with the research of Wang et al (2022); Chi et al (2020). The results of their research shows that satisfaction positively affected by perceived value.

H5: Perceived value will positively and significantly affect tourist satisfaction.

### **Perceived Value and Tourist Loyalty**

A study conducted by Suhartanto et al (2021) examined Halal experience, experience quality, perceived value, and satisfaction. One of the hypotheses that the research tested was the influence of motivation on tourist loyalty. The outcome of the research shows that tourist loyalty positively influenced by motivation. These results support the research of Wang et al (2022) on tourist loyalty. Their results prove that motivation has a positive effect on tourist loyalty.

H6: Perceived value will affect tourist loyalty positively and significantly.

### **Tourist Satisfaction and Tourist Loyalty**

Suhartanto, Dean, et al (2020) conducted a study on six agritourism attractions located Bandung, Indonesia. One of the hypotheses tested in their research is tourist satisfaction is positively related to tourist loyalty. These results

prove that satisfaction is positively related to tourist loyalty. These results support the study of Jebbouri et al (2021). Their proved that tourist loyalty is positively influenced by satisfaction.

H7: Tourist satisfaction will affect tourist loyalty positively and significantly.

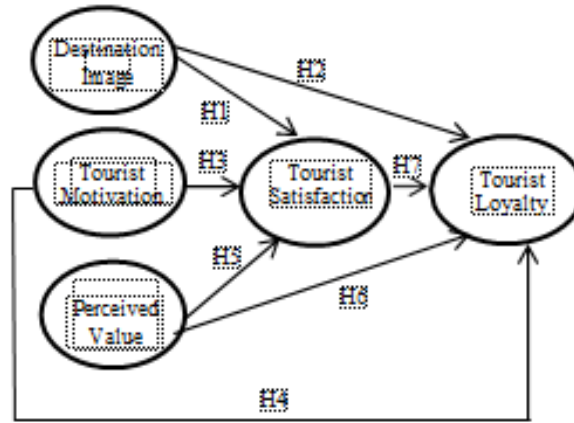


Figure 1.  
Research Framework

## RESEARCH METHODE

### Research Approach

In this research, researchers will use quantitative methods to collect data systematically and use statistical analysis to find patterns and relationships between variables. It is hoped that quantitative methods will provide clarity and accuracy in measuring how the independent variable affects the dependent variable. This research was conducted over a period of five months, starting from November 2023 to March 2024 in the Sunda Kelapa Port and surrounding areas.

### Data and Sample

The sampling technique used in this research is purposive sampling and will be analyzed using structural equation modeling (SEM). Hair et al (2022) stated that a minimum sample size of 200 is required for structural equation modeling (SEM) analysis. Based on this statement, the researcher will use a sample of 250 respondents. The sample characteristics that will be used in this research include:

- a. Tourists who visit Sunda Kelapa Port.
- b. Aged 18 - 65 years (productive age).

### Data Collection Techniques

The data collection technique for this research uses primary data from surveys by distributing questionnaires to 250 tourists to Sunda Kelapa port. The scale used in this study is the Likert type scale.

### Data Analysis Techniques

The data analysis techniques that researchers will use to process and analyze the data in this research are SPSS Version 24 and AMOS. The reason researchers use SPSS is to test validity and reliability, while AMOS is to test Confirmatory Factor Analysis (CFA), and hypotheses test.

## RESULT AND DISCUSSION

### Respondent Characteristics

**Table 1.**

**Characteristics of Respondents Based on Distance to Sunda Kelapa Port**

No	Jarak Tempuh	Jumlah	Persentase
1	100m-1km	55	21.5%
2	1,01km-10km	75	29.3%
3	10,01km-20km	54	21.1%
4	>20km	72	28.1%
	<b>Total</b>	<b>256</b>	<b>100%</b>

Source: Data processed by author (2024)

**Table 2.**

**Characteristics of Respondents Based on Period of Visits to Sunda Kelapa Port**

No	Jumlah Kunjungan	Jumlah	Persentase
1	3 kali	119	46.5%
2	4 kali	84	32.8%
3	5 kali	33	12.9%
4	> 5 kali	20	7.8%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 3.**

**Characteristics of Respondents Based on the Type of Transportation Used when Visiting Sunda Kelapa Port**

No	Jenis Transportasi	Jumlah	Persentase
1	Busway/ Angkutan Umum	36	14.1%
2	Kereta	11	4.3%
3	Mobil	108	42.2%
4	Motor	88	34.4%

5	Transportasi <i>Online</i>	13	5.1%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 4.**  
**Characteristics of Respondents Based on Gender**

No	Jenis Kelamin	Jumlah	Persentase
1	Pria	150	58.6%
2	Wanita	106	41.4%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 5.**  
**Characteristics of Respondents Based on Age**

No	Usia	Jumlah	Persentase
1	18-29	149	58.2%
2	30-47	92	35.9%
3	48-65	15	5.9%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 6.**  
**Characteristics of Respondents Based on Domicile**

No	Domisili	Jumlah	Persentase
1	Jakarta Barat	42	16.4%
2	Jakarta Pusat	7	2.7%
3	Jakarta Selatan	25	9.8%
4	Jakarta Timur	62	24.2%
5	Jakarta Utara	73	28.5%
6	Luar Jakarta	47	18.4%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 7.**  
**Characteristics of Respondents Based on Last Education**

No	Tingkat Pendidikan	Jumlah	Persentase
1	< SMA/Sederajat	11	4.3%
2	SMA/Sederajat	114	44.5%
3	Diploma	14	5.5%
4	S1	112	43.8%
5	S2	3	1.2%



6	S3	2	0.8%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 8.**

**Characteristics of Respondents Based on Employment Status**

No	Status Pekerjaan	Jumlah	Persentase
1	Pelajar/Mahasiswa	108	42.2%
2	Wiraswasta/Wirausaha	81	31.6%
3	Pegawai Negeri	14	5.5%
4	Pegawai Swasta	50	19.5%
5	Pensiun	3	1.2%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Table 9.**

**Characteristics of Respondents Based on Marital Status**

No	Status Pernikahan	Jumlah	Persentase
1	Belum Menikah	169	66%
2	Menikah	81	31.6%
3	Berpisah/Bercerai	2	0.8%
4	Pasangan Meninggal	4	1.6%
	<b>Total</b>	<b>256</b>	<b>100%</b>

**Validity and Reliability**

Test Researchers tested 50 respondents, then tested the remaining respondents. Table 10, it can be seen that the factor loading value has five indicators removed and the remaining indicators are declared valid. Then the Cronbach's Alpha value for all variables is >0.7 which means reliable.

**Table 10.**

**Validity and Reliability Test Result**

Name	Variables and Indicators	Factor Loading	Cronbach's Alpha
	<i>Destination Image</i>		0,843
D14	Sunda Kelapa Port Destination is a place that offers interesting cultural activities	0,873	
D12	Sunda Kelapa Port Destination has a lot of natural scenic beauty	0,860	
D15	Sunda Kelapa Port Destination is a place that has a culture.	0,820	
D13	Sunda Kelapa Port Destination has good climate conditions	0,761	

<i>Tourist Motivation</i>		0,937	
TM3	I am interested in visiting Sunda Kelapa Port which I have never visited before	0,954	
TM4	I want to explore the cultural resources in Sunda Kelapa Port	0,948	
TM2	I need to gain knowledge about Sunda Kelapa Port tourist destination	0,936	
TM5	I want to find the thrill of excitement at Sunda Kelapa Port	0,848	
<i>Perceived Value</i>		0,862	
PV3	The Sunda Kelapa Port destination has consistent quality	0,889	
PV4	Sunda Kelapa Port visit is more economical than other destinations	0,868	
PV2	The Sunda Kelapa Port destination is well organized	0,840	
PV5	The Sunda Kelapa Port visit made a good impression on my family members	0,794	
<i>Tourist Satisfaction</i>		0,940	
TS3	I am happy to have visited several places in Sunda Kelapa Port	0,956	
TS2	I am satisfied with my visit to Sunda Kelapa Port	0,939	
TS4	I enjoyed visiting the Sunda Kelapa Port destination	0,937	
TS5	The service provider has provided a pleasant service during my visit at Sunda Kelapa Port	0,869	
<i>Tourist Loyalty</i>		0,941	
TL4	I am willing to recommend Sunda Kelapa Port as a pleasant destination to others	0,967	
TL3	Although the cost required to visit Sunda Kelapa Port in the future is more expensive than other places, I still prefer to visit Sunda Kelapa Harbor in the future	0,946	
TL2	I am willing to recommend Sunda Kelapa Port in the future to family and friends	0,944	
TL5	I intend to visit Sunda Kelapa Port more often	0,838	

Source: Data processed using SPSS 26 (2024)

### Confirmatory Factor Analysis (CFA) Test

Table 11 shows the results of the Confirmatory Factor Analysis (CFA) test. The test results show that all index values meet the suitability requirements and are declared fit.

**Table 11.**  
**Confirmatory Factor Analysis (CFA) Test Results**

Indeks	Cut off Value	Hasil	Evaluasi Model
P	≥ 0,05	0,215	<i>Fitted</i>
CMIN/ DF	≤ 2,00	1,210	<i>Fitted</i>
GFI	≥ 0,9	0,977	<i>Fitted</i>
RMSR	< 0,05	0,011	<i>Fitted</i>
RMSE A	≤ 0,08	0,029	<i>Fitted</i>
AGFI	≥ 0,9	0,950	<i>Fitted</i>
TLI	≥ 0,9	0,997	<i>Fitted</i>
CFI	≥ 0,9	0,999	<i>Fitted</i>

### Hypothesis Test

Based on table 12, the t value results conclude that H1 is accepted because the t value > 1.96 means that destination image is stated to have a positive and significant influence on tourist satisfaction. H2 is not accepted because the t value < 1.96 means that the destination image is stated to have no influence on

tourist loyalty. H3 is accepted because the t value > 1.96 means that tourist motivation is stated to have a positive and significant effect on tourist satisfaction. H4 is not accepted because the t value < 1.96 means that tourist motivation is stated to have not influence on tourist loyalty. H5 is accepted because the t value > 1.96 means that perceived value is stated to have a positive and significant effect on tourist satisfaction. H6 is accepted because the t value > 1.96 means that perceived value is stated to have a positive and significant effect on tourist loyalty. H7 is accepted because the t value > 1.96 means that tourist satisfaction is stated to have a positive and significant effect on tourist loyalty.

**Table 12.**  
**Hypothesis Test**

Hipotesis	Variabel Bebas	Variabel Terikat	C.R. (t-value)	P	Standardized Regression Weight	Hasil Uji Hipotesis
H1	DI	→ TS	2.462	0.014	0.148	diterima
H2	DI	→ TL	1.570	0.116	0.091	ditolak
H3	TM	→ TS	2.625	0.009	0.223	diterima
H4	TM	→ TL	0.600	0.549	0.047	ditolak
H5	PV	→ TS	7.171	***	0.593	diterima
H6	PV	→ TL	2.402	0.016	0.229	diterima
H7	TS	→ TL	7.038	***	0.596	diterima

Source: Data processed using AMOS (2024)

### **The Relation Between Destination Image and Tourist Satisfaction**

The trust variable on customer satisfaction has a standardized regression weights value of 0.148 and C.R. (Critical Ratio) is 2.462 > 1.96, so destination image is stated to have a positive and significant effect on tourist satisfaction. Thus, the first hypothesis which states that destination image has a positive and significant effect on tourist satisfaction is accepted. This shows that positive destination image will influence tourist satisfaction when visiting Sunda Kelapa Port. The results of this research are in accordance with research conducted by Ishak and Saraih (2021) and Chou *et al.* (2019) who stated that destination image has a positive and significant relationship with tourist satisfaction.

### **The Relation Between Destination Image and Tourist Loyalty**

The perceived destination image variable on tourist loyalty has a standardized regression weights value of 0.091 and C.R. is 1.570 < 1.96, so destination image is stated no influence on customer loyalty. Thus, the second hypothesis which states that destination image has a positive and significant effect on tourist loyalty is rejected. This shows that there is no positive influence between destination image and tourist loyalty when visiting Sunda Kelapa Port. The results of this study are not in line with research conducted by Yaqub *et al.* (2023) and Hidayat *et al.* (2019) which states that destination image has a positive and significant effect on tourist loyalty. However, the results of this study are in accordance with research conducted by Octaviani *et al.* (2021) which states that there is no positive influence between destination image and tourist loyalty.

### **The Relation Between Tourist Motivation and Tourist Satisfaction**

The tourist motivation variable on tourist satisfaction has a standardized regression weights value of 0.223 and C.R. is  $2.625 > 1.96$ , then tourist motivation is stated to have a positive and significant effect on customer satisfaction. Thus, the third hypothesis which states that tourist motivation has a positive and significant effect on tourist satisfaction is accepted. This shows that tourist motivation will positively influence tourist satisfaction when visiting Sunda Kelapa Port. The results of this study are in accordance with research conducted by Singh *et al.* (2021) and Hidayat *et al.* (2019) who stated that tourist motivation has a positive and significant relationship with tourist satisfaction.

### **The Relation Between Tourist Motivation and Tourist Loyalty**

The tourist motivation variable on tourist loyalty has a standardized regression weights value of 0.047 and C.R. is  $0.600 < 1.96$ , so tourist motivation is stated no influence on tourist loyalty. Thus, the fourth hypothesis which states that tourist motivation has a positive and significant effect on tourist loyalty is rejected. This shows that there is no positive influence between tourist motivation and tourist loyalty when visiting Sunda Kelapa Port. The results of this study are not in line with research conducted by Yaqub *et al.* (2023) and Hidayat *et al.* (2019) which states that tourist motivation has a positive and significant effect on tourist loyalty. However, the results of this study are in accordance with research conducted by Octaviani *et al.* (2021) which states that there is no positive influence between tourist motivation and tourist loyalty.

### **The Relation Between Perceived Value and Tourist Satisfaction**

The variable perceived value towards tourist satisfaction has a standardized regression weights value of 0.593 and C.R. is  $7.171 > 1.96$ , then perceived value is stated to have a positive and significant effect on tourist satisfaction. Thus, the fifth hypothesis which states that perceived value has a positive and significant effect on tourist satisfaction is accepted. This shows that positive perceived value will influence tourist satisfaction when visiting Sunda Kelapa Port. The results of this study are in accordance with research conducted by Chanpariyavatevong *et al.* (2021) and Kusumawati dan Rahayu (2020) who stated that perceived value has a positive and significant relationship with tourist satisfaction.

### **The Relation Between Perceived Value and Tourist Loyalty**

The variable perceived value towards tourist loyalty has a standardized regression weights value of 0.229 and C.R. is  $2.402 > 1.96$ , then perceived value is stated to have a positive and significant effect on tourist loyalty. Thus, the sixth hypothesis which states that perceived value has a positive and significant effect on tourist loyalty is accepted. This shows that positive perceived value will influence tourist loyalty when visiting Sunda Kelapa Port. The results of this

study are in accordance with research conducted by Chanpariyavatevong *et al.* (2021) and Kusumawati dan Rahayu (2020) who stated that perceived value has a positive and significant relationship with tourist loyalty.

### **The Relation Between Tourist Satisfaction and Tourist Loyalty**

The variable tourist satisfaction towards tourist loyalty has standardized regression weights value of 0.596 and C.R. is 7.038, which means it is greater than 1.96, then tourist satisfaction is stated to have a positive and significant effect on tourist loyalty. Thus, the seventh hypothesis which states that tourist satisfaction has a positive and significant effect on tourist loyalty is accepted.

The results of this research are in accordance with research conducted by Yusof *et al.* (2023) and Omoregie *et al.* (2019) who stated that tourist satisfaction has a positive and significant relationship with tourist loyalty.

### **CONCLUSION**

This research tests several hypotheses about the factors that influence tourist satisfaction and loyalty. The first hypothesis shows that destination image positively and significantly influences tourist satisfaction, but the second hypothesis shows that destination image no has a positive influence on tourist loyalty. In this case, a positive image will result in high satisfaction, and vice versa. The third hypothesis shows that tourist motivation have a positive impact on customer satisfaction, but the fourth hypothesis highlight that tourist motivation no has a positive influence on tourist loyalty. tourists will travel to a destination if there is a parallel relationship between the motivation to travel and the destination to be visited. The fifth hypothesis show that perceived value positively and significantly influences tourist satisfaction, the perceived value also positively and significantly influences tourist loyalty on the sixth hypothesis. In this case, the perceived value from traveling to tourist destinations, can be seen from the alignment between the costs that will be incurred during the visit with the experience and satisfaction that will be obtained, thus building loyalty. Additionally, on the seventh hypothesis highlight that positively and significantly influences tourist loyalty. In conclusion, tourist satisfaction plays a key role in building tourist loyalty, and factors such as destination image, tourist motivation, and perceived value, play an important role in this process.

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