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Building Tourist Loyalty Through Satisfaction: An Empirical Study of Village Tourism Destinations

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Abstract: Tourist loyalty is an important factor in maintaining the sustainability and competitiveness of tourism destinations, particularly tourism villages that depend on repeat visits and positive word of mouth. This study aims to analyze the effect of tourist satisfaction on tourist loyalty in advanced tourism villages in Bogor Regency, Indonesia. A quantitative explanatory approach was employed using Structural Equation Modeling (SEM) with LISREL 8.80 software. Data were collected from 400 domestic tourists who had visited advanced tourism villages more than once through purposive sampling techniques. Tourist satisfaction was measured using four dimensions: attraction, accessibility, infrastructure, and environmental quality, while tourist loyalty was measured through revisit intention and recommendation intention. The results indicate that tourist satisfaction has a positive and significant effect on tourist loyalty, with a path coefficient of 0.80 and a t-value of 7.42. The coefficient of determination (R^2) of 0.71 shows that tourist satisfaction explains 71% of the variance in tourist loyalty. Environmental quality emerged as the strongest dimension influencing tourist satisfaction, while revisit intention became the strongest indicator of tourist loyalty. These findings suggest that positive tourism experiences, particularly related to environmental conditions, encourage tourists to revisit destinations and recommend them to others. The study strengthens the application of Expectancy Disconfirmation Theory in the context of advanced tourism villages and provides practical implications for tourism village managers in improving environmental quality, infrastructure, and visitor experiences to enhance tourist loyalty.

Keywords: Tourist Satisfaction, Tourist Loyalty, Advanced Tourism Village, Revisit Intention, Tourism Destination

INTRODUCTION

Tourism plays an important role in regional economic development by contributing to local income, employment opportunities, and destination competitiveness. In recent years, sustainable tourism development has become an important strategy for balancing economic growth, environmental conservation, and community welfare. In Indonesia, tourism villages have emerged as one of the major approaches to sustainable tourism development because they

integrate natural attractions, local culture, and community participation into tourism activities. Tourism villages are expected to improve local economic conditions while preserving rural cultural identity and environmental sustainability.

Bogor Regency, located in West Java Province, is recognized as one of the regions with significant tourism potential due to its natural attractions and rural tourism experiences. The increasing number of domestic tourist visits reflects the growing attractiveness of tourism villages in the region (Diskominfo, 2026). As part of sustainable tourism development initiatives, the number of tourism villages in Bogor Regency has increased significantly over the last several years. This growth demonstrates the increasing commitment of local governments and communities to promoting rural-based tourism destinations. Figure 1 illustrates the growth of tourism villages in Bogor Regency from 2019 to 2024.

In 2025, the Bogor Regency Government conducted a re-mapping process of tourism villages based on Bogor Regent Regulation No. 26 of 2024 concerning Tourism Villages. The regulation revised the procedures for establishing and evaluating tourism villages. As a result, the number of officially recognized tourism villages decreased from 70 villages to 23 villages that received formal establishment decrees from the Bogor Regency Culture and Tourism Office. The classification of tourism villages is presented in Table 1.

The natural potential and local wisdom of the region have encouraged the development of rural tourism destinations. However, tourist visits to tourism villages have fluctuated in recent years. The average number of visitors declined from approximately 4,000 visitors during 2022–2023 to around 2,000 visitors in 2024, representing a decrease of nearly 50%. In contrast, other tourism attractions in Bogor Regency experienced growth in tourist arrivals during the same period. This condition indicates that tourism villages face increasingly intense competition in attracting and maintaining tourist loyalty. Therefore, understanding factors influencing tourist loyalty has become important for ensuring destination sustainability and long-term competitiveness.

Previous studies have widely recognized tourist satisfaction as an important determinant of tourist loyalty because satisfied tourists tend to revisit destinations and recommend them to others through positive word of mouth (Azhar & Iskandarsyah, 2019). Tourist loyalty is considered essential for destination sustainability because loyal tourists contribute to stable tourist arrivals and long-term economic benefits (Rather, 2020; Rasoolimanesh et al., 2021). In tourism studies, loyalty is commonly measured through revisit intention and recommendation intention (Wang & Li, 2023). Previous empirical studies also confirmed that destination attractiveness and service quality significantly influence tourist satisfaction and loyalty (Fristiandi et al., 2025; Alvianna et al., 2023; Bursan, 2024).

From a theoretical perspective, Expectancy Disconfirmation Theory (EDT) explains that tourist satisfaction is formed through a comparison between tourists' expectations before visiting a destination and their actual experiences after the visit (Sumarwan, 2015). Positive disconfirmation occurs when destination performance exceeds expectations, resulting in satisfaction, whereas negative disconfirmation leads to dissatisfaction. Previous studies confirmed that disconfirmation significantly influences tourist satisfaction and revisit intention (Weng et al., 2023; Naeem et al., 2024). In tourism destinations, tourist satisfaction is commonly influenced by several important dimensions, including attraction, accessibility, infrastructure, and environmental quality. Attraction refers to the uniqueness and attractiveness of tourism resources; accessibility reflects the ease of reaching destinations and obtaining tourism information; infrastructure includes supporting facilities; while environmental quality relates to cleanliness, comfort, safety, and environmental sustainability (Hillary, 2020; Viola & Ginting, 2022; Falaq et al., 2022).

Although previous studies have extensively examined the relationship between tourist satisfaction and tourist loyalty, most studies focused on urban tourism destinations, commercial tourism attractions, or halal tourism contexts. Empirical studies investigating tourist loyalty

formation in advanced tourism villages remain limited, particularly in the context of rural tourism destinations in Indonesia. In addition, previous studies have rarely integrated attraction, accessibility, infrastructure, and environmental quality as dimensions influencing tourist satisfaction in advanced tourism villages. Therefore, further research is needed to better understand how tourist satisfaction influences tourist loyalty within the context of sustainable rural tourism destinations.

This study contributes to the tourism literature by examining tourist loyalty formation in advanced tourism villages in Bogor Regency using the dimensions of attraction, accessibility, infrastructure, and environmental quality as determinants of tourist satisfaction. Unlike previous studies that mainly focused on urban or commercial tourism destinations, this study specifically investigates advanced tourism villages within the context of sustainable tourism development. Therefore, this study aims to analyze the effect of tourist satisfaction on tourist loyalty in advanced tourism villages in Bogor Regency. The findings are expected to contribute theoretically to tourism behavior literature and practically to tourism village management strategies.

Based on the theoretical framework and previous empirical findings, the following hypothesis is proposed:

H1: Tourist satisfaction has a positive and significant effect on tourist loyalty.

METHOD

This study employed a quantitative research design with an explanatory approach to examine the causal relationship between tourist satisfaction and tourist loyalty through hypothesis testing (Sugiyono, 2021). The population of this study consisted of domestic tourists who had visited advanced tourism villages in Bogor Regency more than once.

In this study, the population characteristics are visitors who have visited the Advanced Tourism Village in Bogor Regency more than once and are domestic tourists. The sampling method used was non-probability sampling with a purposive sampling technique. The sample used in this study was determined using the Slovin formula, with a population of 94,670 visitors, a 95% confidence level, and a 5% margin of error.

Data analysis was performed using Structural Equation Modeling (SEM) techniques using LISREL 8.80 software. Structural Equation Modeling (SEM) is described as an analysis that combines factor analysis, structural modeling, and path analysis. This study uses the Confirmatory Factor Analysis technique or confirmatory factor analysis in SEM, which is used to confirm the most dominant factors in a group of variables (Ardiansyah, 2019).

RESULTS AND DISCUSSION

The effect of tourist satisfaction on tourist loyalty was analyzed using Structural Equation Modeling (SEM) with LISREL 8.80 software. The SEM analysis consisted of two stages: measurement model evaluation through Confirmatory Factor Analysis (CFA) and structural model testing. The measurement model was used to assess construct validity and reliability, while the structural model was employed to test the proposed hypothesis (Hair et al., 2019).

An indicator was considered valid if the standardized loading factor (SLF) exceeded 0.50, while construct reliability was considered acceptable when the Construct Reliability (CR) value exceeded 0.70 and the Average Variance Extracted (AVE) value exceeded 0.50 (Hair et al., 2019).

Table 2. CFA Analysis Results

Variable	Indicator	SLF	SE	t- value	CR	AVE
<i>Tourist Satisfaction</i> (TS)	DTR	0.79	0.38	24.41	0.8803	0.6480
	AKS	0.77	0.41	23.52		

	INF	0.81	0.34	24.17		
	LKN	0.85	0.28	25.13		
<i>Tourist Loyalty</i> (TL)	RVI	0.91	0.17	8.52	0.8669	0.7654
	RMI	0.84	0.30	8.71		

Source: Research data processed using LISREL 8.80 (2026)

The CFA results indicate that all indicators achieved loading factor values above 0.50, confirming convergent validity. In addition, all constructs demonstrated satisfactory reliability, as indicated by CR values above 0.70 and AVE values above 0.50. These findings confirm that the measurement model met the validity and reliability requirements.

Goodness of Fit Evaluation

After confirming the validity and reliability of the measurement model, the next step involved evaluating the overall model fit using Goodness of Fit (GOF) indices. The GOF analysis was conducted to determine whether the proposed SEM model adequately represented the observed data.

Table 3. *Goodness of Fit Model*

<i>Goodness-of-Fit</i>	<i>Cut-off-Value</i>	<i>Result</i>	<i>Information</i>
Degrees of freedom (DF)	Positif	8	<i>Good Fit</i>
<i>Chi-Square</i> (χ^2)	Must be Small	11.12	<i>Good Fit</i>
<i>Chi-Square</i> (χ^2)/ Degrees of freedom (DF)	≤ 2	1.39	<i>Good Fit</i>
<i>P-Value</i>	$\geq 0,05$	0.06242	<i>Good Fit</i>
RMSEA (<i>Root Mean Square Error of Approximation</i>)	$\leq 0,08$	0.044	<i>Good Fit</i>
GFI (<i>Goodness of Fit</i>)	$\geq 0,90$	1.00	<i>Good Fit</i>
AGFI (<i>Adjusted Goodness of Fit Index</i>)	$\geq 0,90$	0.99	<i>Good Fit</i>
CFI (<i>Comparative Fit Index</i>)	$\geq 0,90$	1.00	<i>Good Fit</i>

Source: Research data processed using LISREL 8.80 (2026)

The GOF results demonstrate that the model achieved an acceptable fit. The chi-square value, RMSEA, CFI, GFI, and AGFI values satisfied the recommended cut-off criteria, indicating that the proposed model was appropriate for hypothesis testing.

Structural Model and Hypothesis Testing

The structural model evaluation was conducted to examine the effect of tourist satisfaction on tourist loyalty. The significance level used in this study was 5%, with the critical t-value greater than 1.96 indicating statistical significance.

Figure 2 presents the standardized structural model, while Figure 3 illustrates the t-value results.

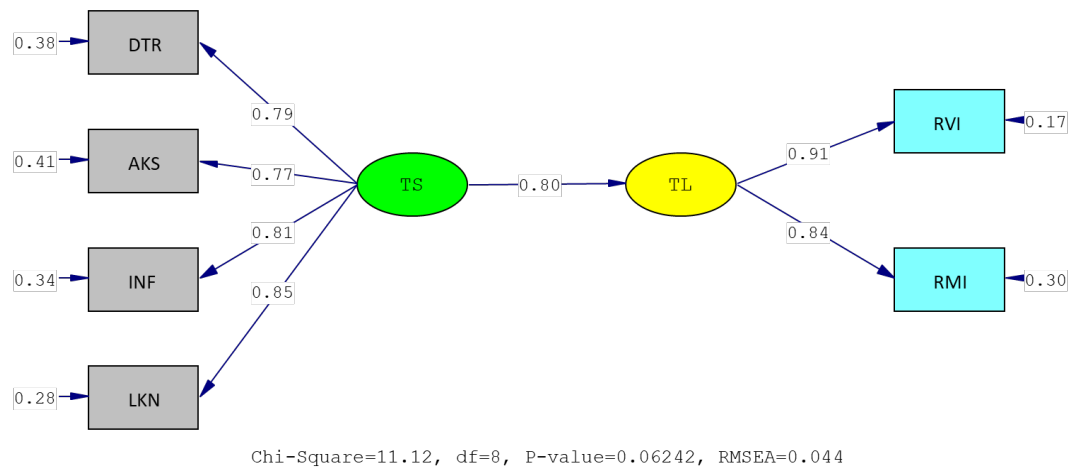


Figure 2. Standardized Structural Model

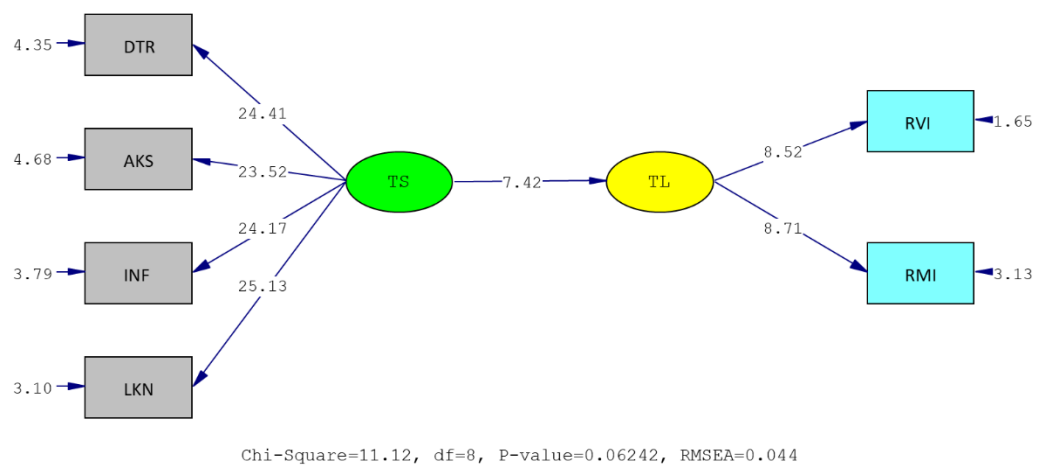


Figure 3. Structural Model t-Value

Table 4. Hypothesis Testing Results

No	Hypothesis	Path Coefficient	t-test	Conclusion	R ²
H1	TS → TL	0.80	7.42	Positive Significant	0.71

Source : Research data processed using LISREL 8.80 (2026)

The structural model analysis indicates that tourist satisfaction has a positive and significant effect on tourist loyalty, with a path coefficient of 0.80 and a t-value of 7.42. Since the t-value exceeds the critical value of 1.96, hypothesis H1 is accepted. The coefficient of determination (R²) of 0.71 indicates that tourist satisfaction explains 71% of the variance in tourist loyalty.

Discussion

The findings indicate that tourist satisfaction is an important determinant of tourist loyalty in advanced tourism villages in Bogor Regency. Tourists who experience satisfying tourism services are more likely to revisit destinations and recommend them to others through positive word of mouth. These findings support previous studies which reported that tourist satisfaction

significantly influences tourist loyalty (Alvianna et al., 2023; Bursan, 2024; Fristiandi et al., 2025; Rahayu & Candra, 2023; Wismantoro et al., 2024).

Based on the standardized loading factor analysis, environmental quality emerged as the strongest dimension influencing tourist satisfaction, while revisit intention became the strongest indicator of tourist loyalty. This finding suggests that environmental cleanliness, safety, natural beauty, and sustainability play important roles in creating positive tourism experiences. When tourists perceive tourism villages as environmentally comfortable and well-maintained destinations, they are more likely to develop intentions to revisit in the future.

These findings are consistent with Expectancy Disconfirmation Theory, which explains that satisfaction occurs when tourism experiences meet or exceed tourists' expectations. Positive tourism experiences subsequently encourage behavioral intentions such as revisit intention and recommendation behavior. Therefore, maintaining environmental quality becomes a strategic factor in strengthening tourist loyalty in advanced tourism villages in Bogor Regency.

CONCLUSION

Based on the results of research on the tourist attraction of the Advanced Tourism Village in Bogor Regency, tourist satisfaction has a positive and significant effect on tourist loyalty. This can be seen from the calculated t value $> t$ table ($7.42 > 1.96$) with a path coefficient value of 0.80. These results indicate that the higher the tourist satisfaction with the experience of visiting a tourist village, the higher the tourist loyalty to the tourist village. Tourist satisfaction in the advanced tourism village of Bogor Regency is formed from tourist assessments of various aspects felt during the visit. When the tourist experience in the advanced tourism village of Bogor Regency meets or exceeds tourist expectations, a feeling of pleasure and satisfaction will emerge, which encourages tourists' desire to revisit (revisit intention) and the desire to recommend the tourist village to others (recommendation intention). The environmental dimension has a significant contribution to tourist satisfaction. Tourists feel more satisfied when the tourist village environment is well maintained, where the tourist area is clean, the natural scenery looks beautiful, the air is cool and fresh, the facilities are neatly arranged, and the tourist environment is maintained safely. Good and well-maintained environmental conditions can add value to the tourist experience and will influence the overall assessment of a destination. Tourists who are satisfied with the environmental conditions of advanced tourism villages will be more motivated to make repeat visits. Therefore, good environmental management in advanced tourism villages in Bogor Regency is very important to maintain and improve. Several efforts can be made by advanced tourism village managers in Bogor Regency, including improving cleanliness and effective waste management, maintaining beautiful natural areas and environmentally friendly spatial planning, collaborating with local communities to jointly protect the environment, and promoting environmental values as the main attraction of advanced tourism villages in Bogor Regency.

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