

TOURIST LOYALTY ON HALAL TOURISM

Slamet Widodo, Arlina Nurbaity Lubis*, Prihatin Lumbanraja, Syafrizal Helmi Situmorang

Doctoral of Management Department, Universitas Sumatera Utara, Indonesia

Corresponding author: arlina@usu.ac.id

ABSTRACT

Tourism is one of the strengths of economic development in the service business sector which continues to grow and develop. People see vacations as a necessity, and not as a luxury in the current scenario. Tourist visits continue to increase, both from foreign and local. The relationship between Destination Loyalty and Customer Engagement, where Destination Loyalty is translated as customer loyalty to a destination, and Customer Engagement is translated as customer involvement or attachment to a destination, Destination Loyalty (Loyalty to tourist destinations), where tourists give more positive behavior towards halal tourist destinations and intend to revise and whether Customer Engagement has a positive and significant effect on Destination Loyalty. The type of research used in this research is explanatory research. The location of the research will be in Borobudur Temple, Prambanan Temple, Semarang Old Town, Merapi-Merbabu Nature Tourism and Kasunanan Solo Palace, Central Java Province. and the Excellence of Halal Tourism in the region, and Central Java as the flagship of the Halal Tourism Area. The research method used is Validity Test, Reliability Test, descriptive analysis, Inferential Statistics, and Structural Equation Model.

Keywords : Tourism, Customer Engagement, Destination Loyalty

INTRODUCTION

Tourism is one of the strengths of economic development in the service business sector which continues to grow and develop. People see vacations as a necessity, and not as a luxury in the current scenario. Tourist visits continue to increase, both from foreign and local. UNWTO (2021) said that international tourist arrivals in 2019 reached 1.5 billion, up 4% from the previous year. But in 2020 total international tourist arrivals decreased by 74% globally due to the pandemic. This decline resulted in lost potential income of up to US\$1.3 trillion, and 100-120 million tourism workers out of work

The relationship between Destination Loyalty and Customer Engagement, where Destination Loyalty is translated as customer loyalty to the destination, and Customer Engagement is translated as involvement or customer attachment to a destination, but according to the results of research conducted by Vo, et al (2019), Li, et al. al (2020) stated that the relationship between Destination Loyalty and Customer Engagement is not significant, and research from So, et al (2020) the results show that, although customers are very involved, they do not necessarily participate in customer engagement activities, so it can be said to be lacking or not. loyal. Seeing the declining visitor data in the last two years in Central Java, it proves that tourists in Central Java are less or not involved in the destination.

Destination Loyalty is an effort to realize tourist loyalty to tourist destinations, in this case are Muslim tourists visiting the Tourism Area of Central Java Province with the intention of visiting more often, staying longer and spending more money in halal tourist spots, in the area tourism in Central Java Province.

Based on the pre-survey there are several indications of problems related to tourists, namely:

Table 1. Pre Survey Results On Customer Engagement

No.	Statement	1		2		3		4		5		6		7		Total	
		Ppl	(%)	Ppl	(%)	Ppl	%	Ppl	%	Ppl	%	Ppl	%	Ppl	%	Ppl	%
1	In my opinion, Borobudur Temple is a suitable or suitable tourist spot for me	2	6.3 %	0	0 %	0	0 %	4	12.5 %	8	25 %	8	25 %	10	31.3 %	32	100 %
2	I feel happy traveling at Borobudur Temple	1	3.1 %	0	0 %	2	6.3 %	1	3.1 %	5	15.6 %	5	15.6 %	18	56.3 %	32	100 %
3	The beauty and fame of Borobudur Temple, makes me concentrate on enjoying it	1	3.1 %	1	3.1 %	1	3.1 %	1	3.1 %	3	9.4 %	9	28.1 %	16	50 %	32	100 %
4	Borobudur Temple is one of Indonesia's wealth, I will participate in guarding it	0	0 %	0	0 %	0	0 %	4	12.5 %	2	6.3 %	5	15.6 %	21	65.6 %	32	100 %
5	In my opinion, participating in activities at Borobudur Temple is a fun thing	1	3.1 %	0	0 %	1	3.1 %	3	9.4 %	5	15.6 %	7	21.9 %	15	46.9 %	32	100 %
6	I will notify and contact other people so they want to visit or travel at Borobudur Temple	0	0 %	2	6.3 %	2	6.3 %	3	9.4 %	3	9.4 %	6	18.8 %	16	50 %	32	100 %
7	I am very happy to visit or travel at Borobudur Temple	0	0 %	1	3.1 %	1	3.1 %	3	9.4 %	5	15.6 %	5	15.6 %	17	53.1 %	32	100 %
8	I am very interested in visiting or traveling to Borobudur Temple	1	3.1 %	2	6.3 %	0	0 %	2	6.3 %	4	12.5 %	8	25 %	15	46.9 %	32	100 %
9	I focus more on visiting or traveling to Borobudur Temple, compared to other tourist attractions	3	9.4 %	1	3.1 %	0	0 %	6	18.8 %	6	18.8 %	11	34.4 %	5	15.6 %	32	100 %
10	I am more serious about visiting or traveling to Borobudur Temple than in other tourist attractions	3	9.4 %	0	0 %	1	3.1 %	5	15.6 %	8	25 %	8	25 %	7	21.9 %	32	100 %
11	I sympathize with the existence of the Borobudur Temple which is truly amazing	0	0 %	1	3.1 %	2	6.3 %	2	6.3 %	7	21.9 %	6	18.8 %	14	43.8 %	32	100 %

Table 2. Pre Survey Results On Destination Loyalty

No.	Statement	1		2		3		4		5		6		7		Total	
		Ppl	(%)	Ppl	(%)	Ppl	%	Ppl	%	Ppl	%	Ppl	%	Ppl	%	Ppl	%
1	I will revisit or travel again to Borobudur Temple another time	2	6.3 %	0	0 %	1	3.1 %	0	0 %	5	15.6 %	5	15.6 %	19	59.4 %	32	100 %
2	I will recommend to family, friends or other people to visit or travel to Borobudur Temple	2	6.3 %	0	0 %	0	0 %	2	6.3 %	4	12.5 %	7	21.9 %	17	53.1 %	32	100 %
3	As long as I visit or travel to Borobudur Temple, I will shop or buy more, compared to other tourist	3	9.4 %	2	6.3 %	5	15.6 %	7	21.9 %	6	18.8 %	5	15.6 %	4	12.5 %	32	100 %

attractions																	
4	I will stay longer at Borobudur Temple, compared to other tourist attractions	3	9.4 %	1	3.1 %	0	0 %	7	21.9 %	8	25 %	6	18.8 %	7	21.9 %	32	100 %

The tourism sector is expected to increase income and contribute to the country's foreign exchange. The Ministry of Tourism and Creative Economy allocates and determines tourism areas, Central Java is one of the leading halal tourism areas, but recently domestic tourist arrivals have experienced a decline in visitors from the previous year, from 57,900,863 visitors in 2019, to 22,629,085 visitors. in 2020 (Central Java Youth, Sports and Tourism Office 2021). Halal tourism development in Central Java province includes and involves visitors (customer engagement). Destination Loyalty (Loyalty to tourist destinations), where tourists give more positive behavior towards halal tourist destinations and intend to revise and whether Customer Engagement has a positive and significant effect on Destination Loyalty.

LITERATURE REVIEW

Destination Loyalty

Loyalty is a tourist behavioral response that can be revealed continuously by decision makers by paying attention to one or more alternative destinations from a number of similar destinations and is a function of psychological processes. Newman and Werbel (1973) define loyalty as loyal customers who revisit the destination brand, while Tellis (1988) defines loyalty in behavioral terms as the frequency of repeated visits, and according to Oliver (2010), consumer loyalty is divided into four stages, (1) cognitive loyalty, (2) affective loyalty, (3) conative loyalty, and the fourth stage is (4) Action loyalty.

According to Zeithaml and Bitner (1996) loyalty is the loyalty of tourists who are carried out voluntarily with the assumption that they are in a market mechanism that can be seen from the actions of tourists in several ways, namely: (1) Willingness to tell their satisfaction with a tourist product to friends, relatives, or others. other people or potential new visitors, (2) Willingness to visit again, (3) Directing other prospective tourists to visit the same place, (4) Giving positive value to tourism places, (5) Carrying out harmonious social relations with the place tourism, (6) Willing to be directly involved with tourist attractions to improve their quality.

In general, tourist loyalty can be measured by various approaches, (1) The behavioral approach, (2) The Attitudinal approach, and (3) The Composite approach (Jacoby and Chestnut, 1978, Artuđer et al, 2013). The concept offered by Dick and Basu (1994) has been widely debated, especially against the weakness of the measurement approach which assumes that this approach will apply if the production process is in a static state, even though the production process continues to experience dynamics. This measurement can explain what factors have an impact on tourist loyalty.

(1) The behavioral approach relates to tourist loyalty to the destination brand which is indicated by the willingness to visit, determine the number of visits, and the opportunity to make repeat visits (Dick and Basu, 1994). Loyalty is also an intention of tourists to revisit a destination and their willingness to recommend it (Oppermann, 2000; Chen & Tsai, 2007), (Yoon, 2005; Chi, 2008 & Yu, 2018), this is according to research by Ramseook, et al. (2014), that the image of the destination affects satisfaction, and tourists become loyal, and make repeat visits.

(2) The attitudinal approach, measuring satisfaction with this approach emphasizes that the

destination brand is an option for visitors or a willingness to visit. While repeat visits are considered important, a result of destination loyalty, other studies have also shown that loyalty results in positive word-of-mouth behavior (Chang, 2013; Chi, 2011; Prayag and Ryan, 2012). Positive word of mouth behavior plays an important role in attracting new visitors (Oppermann, 2000), this is in line with the research of Yolal, et al, (2016), service quality affects visitor experience and increases visitor loyalty.

(3) The composite or combination approach, this approach combines the behavioral approach and attitudinal approaches (Backman and Crompton, 1991), that tourists who visit are tourists who have loyalty to the destination brand. This is in line with research (Battour et al., 2014; Henderson, 2010; Oktadiana et al., 2016), and also according to research by Hana, et al, (2019) which is to determine the five main halal-friendly attributes that can be useful for destination marketers, to formulate the image of a preferred destination, repeat visits, and promote word of mouth. Tourist services in halal tourism refer to Islamic rules. As a halal tourism destination, all facilities and infrastructure are prepared as well as possible, so that halal tourists feel safe and comfortable, there is no doubt in doing halal tourism, (Vargas, et al, 2018).

Repeated behavior, recommendation intentions, and willingness to revisit, are indicators of destination loyalty (Jani & Han, 2014; Niininen, et al, 2004), this is in accordance with the results of research by al-Ansi & Han, (2019), namely friendly destinations. Halal has a positive and significant effect on Muslim tourists, and they are willing to visit again at the destination. This is in line with the research of Ali-Xiaoling, (2017) that the perception of destination brand quality has a significant and positive effect on brand image for halal destinations, brand satisfaction for halal destinations, brand trust for halal destinations, brand loyalty for halal destinations and visit intentions.

According to Rahman et al, (2020) Tourist loyalty as the tendency of tourists to recommend and revisit halal destinations. Aksoy et al (2013) realize the importance of loyalty, considering that loyal customers are involved in favorable behavioral intentions, such as revisits, positive word of mouth and recommending them. Likewise Timur (2018), Idul Fitri and El-Gohary, (2015), Chon, et al, (2006), found that loyalty is an indicator that can be associated with revisit and recommendation intentions.

Loyalty actually measures the love of tourists for tourist attractions, and explains the willingness of tourists to prefer destinations, for example the willingness and ability to pay more (Backman & Crompton, 1991). This is as stated by Ganesha et al (2000) that loyal customers will help a business by buying more, paying a premium price. As stated by Reicheld (2001) that loyalty is measured based on customer share of wallet, namely visitors will spend more money, and Length of Stay, or visiting longer in the same tourist spot compared to competing tourist attractions.



Figure 1. Destination Loyalty

Source: Yuliviona,dkk, 2018, Aaker, Oliver 1991, (1997, 1999, Ali, Xiaoling, et al 2018, (Jani

& Han, 2014; Niininen, Szivas, & Riley, 2004, al-Ansi & Han, 2019, Rahman et al., 2020) Aksoy et al, 2013, Timur, 2018, Idul Fitri dan El-Gohary, 2015, Um, Chon, dan Ro, 2006, Backman dan Crompton, 1991, Ganessa et al,2000, Reicheld, 2001.

Consumer Engagement

Self Congruence Theory, according to Sirgy, (2009) is a theory of conformity between two variables, which occurs as an interaction between the product and its users, in this case between tourist attractions and tourists. Sirgy, (2018) Self-conformity is a psychological process and outcome in which customers compare their perceptions of the destination brand image with their self-concepts, such as actual self-concept, ideal self, and social self.

The aspect that affects a person is the suitability between the tourist destination brand and himself (Self Concept). In the case of destination brands, tourists will be loyal to a destination brand that expresses itself, which is called Self Congruity Theory. Customers or tourists will compare themselves with a destination brand, and review whether the destination brand matches their own concept (Sirgy, 1986, Liu, 2012). Kumar (2017) explained, personal destination brand compatibility will affect loyalty. Tourists are varied and complex, requiring a specific scale to measure the suitability or suitability of a destination with itself.

In the early 1990s, managers analyzed customer transaction data to develop metrics. Managers use this measure to design strategies to increase customer value and company profits. However, in the late 1990s and early 2000s, companies began to realize that customers needed more than just transacting with the company, which caused managers to shift their focus from transaction marketing to relational marketing.

The reason for the emergence of the term Customer Engagement is that marketers realize that it is not enough just to understand how long the customer will stay with the company but also to understand if there are other ways besides purchasing that the customer can contribute. Palmatir, Kumar & Harmeling (2018) state, nowhere is this shift more relevant or tangible than in changing marketing perspectives and practices, where "customer engagement" has slipped into what we once called "relationship marketing" or "customer engagement." customer relationship management".

In this era, companies are focused on retaining profitable customers by applying customer lifetime value metrics (Kumar 2008). Engagement has been discussed over the past century with various interpretations. Managing customers is always the focus of the company, what changes is how they are managed. With the advent of customer databases, customer management strategies have evolved from transactional to relational and now to customer engagement (Pansari & Kumar, 2018). This terminology reflects a paradigm shift in the role of the customer, from a passive recipient to a co-creator of the experience (Lemon & Verhoef, 2016; Ostrom et al., 2010, So, et al, 2019).

There are various discussions, definitions, and arguments about customer engagement. The latest definition by Pansari & Kumar (2017) provides a holistic view of customer engagement. Tourist engagement is defined as "the intensity of individual participation and relationship with tourism offerings and activities initiated by tourists or tourism managers" (Vivek et al, 2012, (Sharma, et al, 2019). Customer engagement is an important factor in tourism studies (Chathoth et al, 2019). al, 2014; Harrigan et al, 2017).Tourist engagement can be a behavior-oriented construct or unidimensional multidimensional (Hao, 2020).Tourism companies extensively use customer engagement strategies to develop Tourism and Tourist relationships (Ming, et al 2020).

Harrigan et al. (2017) said that customer engagement leads to customer satisfaction and is

characterized by repeated interactions. Dessart, et al, (2016) explain that customer engagement makes the relationship between tourism companies and tourists more interactive. Customer engagement contributes to an increase in behavioral commitment which is an indicator of customer loyalty (Levy & Hino, 2016). Customer engagement increases customer loyalty (Jahn & Kunz, 2014). And according to Bujisic, et al, (2019), customer engagement as a mediating role of place attachment and place authenticity on customer trust, loyalty, and co-creation. Customer engagement includes reciprocal interactions between customers and the Tourism Manager (Hollebeek, 2011).

Customer involvement is a personal customer relationship that is manifested in cognitive, affective, and behavioral responses outside the buying situation or in this case tourist visits (So et al., 2014; 2016, 2020). Customer engagement is also defined as the intensity of an individual's participation and connection with the offerings and activities of a tourism place initiated by both the visitor and the tourism manager. Specifically, customer involvement can be said as a manifestation of visitor behavior that has a focus on tourism (Doorn et al, 2010, Larissa, 2020)

Engagement has been widely described as a feeling of interest and enthusiasm, the perceived relevance of the object, and the extent of interest and concern (Clarke, 2006). Guthrie and Kim (2009) measure the involvement of customers or tourists into five dimensions: (a) Interest is related to the interest of consumers or tourists in a product or tourist place. (b) Pleasure relates to feelings of pleasure when doing searches and visits. (c) Signs relate to the process of selecting a product or tourist place where consumers or tourists will choose the one that is able to describe who is concerned. (d) Risk relates to the possibility of risk that must be borne. (e) Error (probability error) related to the possibility of error in choosing a tourist place or a product

Muslim friendly tourism, customer engagement, and tourist satisfaction significantly mediate the relationship between religiosity & WOM. Religiosity affects Muslim-friendly tourism on tourist satisfaction. Customer involvement is an important factor in tourism (Chathoth et al, 2014; Harrigan et al, 2017). Customer engagement is related to customer behavioral intentions (Ahn and Back, 2018; Wu et al, 2017). Halal tourism & customer engagement have a significant influence on tourist satisfaction. Halal tourism, religiosity, & customer engagement lead to customer satisfaction. Halal tourism & tourist involvement will increase the number of visitors (Abror, et al, 2019).

Ming, et al (2020) Customer engagement has been recognized as an important determinant of customer loyalty. According to Li, et al, (2019), customer involvement as a mediating role or relationship of place attachment and place authenticity on customer trust, loyalty, and co-creation. Customer involvement is a psychological state that occurs based on interactive co-creative customer experiences with objects, and focuses on paying attention to relationships (Brodie et al 2011), (Kimberly, et al, 2020).

According to Mowen and Minor (2002) the involvement of consumers or tourists, is a personal feeling that is felt to be important, with increasing involvement, tourists have a greater motivation to pay attention, understand and collaborate on information about purchases/visits. Lamb, et al (2009), stated that the level of involvement in the purchase/visit depends on five factors, namely; (1) Previous experience, (2) Interest, (3) Perceived Risk of Negative Consequences, (4) Situation, (5) Social Visibility.

Customer engagement has been found to increase brand loyalty, trust, and evaluation. It is as in his research that examines alternative models, to predict the behavioral intentions of loyalty from engagement, and to examine customer engagement as an antecedent to engagement. The results confirm that there is no difference in the level of brand

engagement across the nominated tourism brands. This study combines five dimensions, identification, enthusiasm, attention, absorption, interaction (Harrigan, et al, 2017).

The results of So, et al., (2014) research show that customer engagement increases customer service brand evaluation, brand trust, and brand loyalty. The research also shows that service brand loyalty can be strengthened not only through service consumption experiences but also through customer engagement outside of service encounters. Using five dimensions, namely enthusiasm, attention, absorption, interaction, and identification, this study contributes to the literature by providing an empirical evaluation of the relationship between customer engagement and key factors for developing brand loyalty.

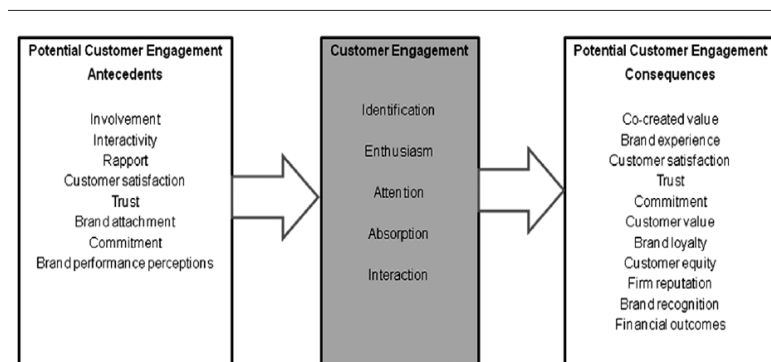


Figure 2. The Conceptual of Customer

Source: So et al. (2014), Hapsari, Clemes, dan Dean (2017), Harrigan dkk. (2017), (Hollebeek, 2011), (Van Doorn et al., 2010)

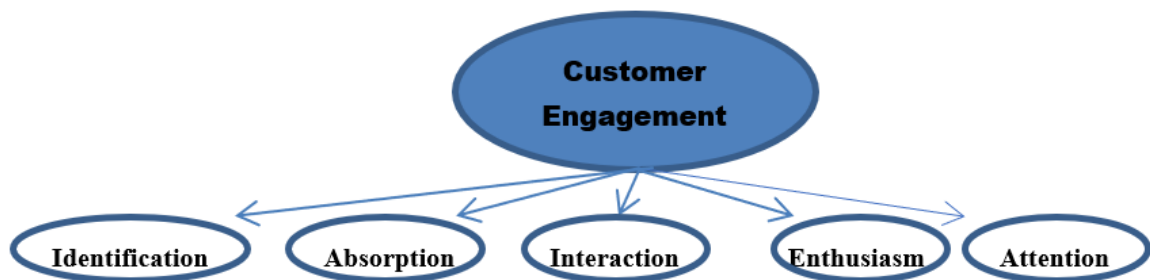


Figure 3. Customer Engagement

Source : Harrigan et al., 2017; So, et al (2014)

METHODS

The type of research used in this research is explanatory research. According to Sugiyono (2017), explanatory research is a research method that intends to explain the position of the variables studied and the influence between one variable and another.

The population of this research is domestic tourists who visit several tourism objects in Central Java, namely Borobudur Temple, Prambanan Temple, Semarang Old Town, Merapi-Merbabu Nature Tourism and Kraton Kasunanan Solo totaling 2,862,479 tourists, (Source: Youth Service, Central Java Sports and Tourism (2021)

The sample is part of the population with special criteria used as a source of research data (Cozby & Bates, 2011). This study has 52 questions that represent the construct, so the number of samples recommended for this study is 385 samples.

The research location will be carried out at Borobudur Temple, Prambanan Temple, Semarang Old Town, Merapi-Merbabu Nature Tourism and Kasunanan Solo Palace, Central Java Province. Halal Tourism Area.

Validity test is used to determine the feasibility of the items in a list of questions in defining a variable. Validity refers to the extent to which the measuring instrument used can perform its function quickly and accurately as expected. A valid instrument means that the measuring instrument used to obtain the data is valid. According to Sugiyono (2011) Valid means that the instrument can be used to measure what should be measured.

To find out the consistency or trustworthiness of the measurement results that contain measurement accuracy, a reliability test is carried out. Reliability test is an index that shows the extent to which a measurement is unbiased and ensures consistent measurement across time and across various items in the instrument. If a measuring instrument or instrument can be used twice to measure the same symptom with relatively consistent measurement results obtained, then the measuring instrument or instrument is reliable (Sugiyono, 2011).

According to Sugiyono (2011), descriptive analysis is a statistic used to analyze data by describing or describing the data that has been collected as it is, without making conclusions that apply to the public. Descriptive statistical analysis used in this study are: (a) Mean (Measurement of central tendency), is the average value of respondents' answers to research questionnaire questions, (b) Calculation of data distribution through the percentage distribution of respondents' answers, (c) Calculation of categories answers based on the average score.

Inferential Statistics is a data analysis technique used to determine the extent of the similarity between the results obtained from a sample with the results obtained in the population as a whole. Analysis for hypothesis testing in this study, in addition to using descriptive statistics, also uses Structural Equation Model (SEM) analysis.

Structural Equation Model is one of the methods used to cover the weaknesses that exist in the regression method. Research methodologists classify the Structural Equation Model into 2 approaches: (1) Covariance Based SEM (CBSEM), (2) Variance Based SEM or better known as Partial Least Square (PLS). The analytical method used in this research is PLS (Partial Least Square).

1. Designing a Structural Model (Inner model) Structural model is done to predict the causal relationship between latent variables or hypothesis testing. In SEM, the key variable of concern is the latent variable or latent construct. There are two types of latent variables, namely independent (exogenous) and bound (endogenous). The mathematical notation of the independent variable (exogenous) is ξ and the dependent latent variable (endogenous) is η . Parameters that indicate the regression of the dependent latent variable (endogenous) on the independent latent variable (exogenous) are labeled γ , while the regression of the dependent latent variable (endogenous) is labeled with the letter β . Covariate latent variable

2. Designing the Measurement Model (Outer Model) Before testing the hypothesis to predict the relational relationship in the model, it must be done first to verify the latent variable indicators that can be tested further. Factor Loading that relates the latent variable to the observed variable is labeled with λ . SEM has two different λ matrices namely λ_X and λ_Y

3. Path Diagram In the path diagram it is recommended to use the reticular action modeling (RAM) nomogram procedure with the following conditions:

1. Theoretical constructs, which show latent variables, should be drawn in the form of a circle or an ellipse.
2. The observed variables or indicators must be drawn in the form of a box.
3. The asymmetric relationship is represented by a single arrow.
4. Symmetrical relationships are depicted by double arrows.

PLS uses a 3-stage iteration process, and each iteration stage produces an estimate, namely: The first stage produces a weight estimate. The second stage, generates estimates for the inner model and outer model. The third stage, produces estimates of means and locations (constant). In the first two stages of the iteration process, the deviation approach from the mean value (average) is carried out. The third stage of estimation is based on the original data metrics and or the results of estimating weights and path coefficients in the second stage, while the aim is to calculate and location parameters (Ghozali, 2011).

The steps taken in the analysis with PLS, according to Yamin, (2011), are as follows:

- (a) Designing a structural model (Inner model), in this stage will formulate a model of the relationship between constructs
- (b) Designing a measurement model (Outer Model), in this stage defining and specifying the relationship between latent constructs and indicators, whether they are reflective or formulative.
- (c) Constructing a path diagram, which serves to visualize the relationship between indicators and their constructs, as well as between constructs that will make it easier to see the model as a whole.
- (d) Model Estimation, three weighting selection schemes in the model estimation process, namely; Factor Weighting Scheme, centroid Weighting Scheme, Path Weighting Scheme
- (e) Goodness of fit or model following the evaluation of the measurement model and evaluation of the structural model
- (f) Hypothesis Testing & Interpretation The following are the assessment criteria for the PLS model, proposed by Chin, (1998) in Ghozali, (2011)

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