



# Reducing Outdated Solution To Drive Destination Loyalty Based On Destination Image And Destination Congruence: An Empirical Investigation

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## ABSTRACT

This study aims to build a new conceptual model that aims to provide an explanation of a tourism marketing destination, in this case the destination loyalty concept. The conceptual model was built with the aim of creating a bridge to overcome the gap between the Destination service cave quality variables on Destination royalties and information service on destinations. The data taken in this study used data from the Convenience sample. The data was collected from a population of both domestic and foreign tourists visiting destinations in Central Java province and the data was analyzed using the 25 Amos software. Research deserves to be accepted. This study provides evidence that the application of service dominant logic theory and self-concruity theory has become an optimal solution to increase destination loyalty based on the variables proposed from this theory. Companies are expected to provide service providers who are able to encourage positive emotions which are expected to be able to build an alignment. In addition, a destination plan that has a form of consideration in making a hard cape and soft cape. Later it will be able to encourage the emergence of a Destination which can comprehensively lead to an increase in Destination loyalty.

## INTRODUCTION

The study of the existence of the concept of tourism destinations and marketing has been a fairly popular study for researchers. In the field of tourism marketing, there has been a lot of empirical evidence from various concepts such as a consumer perspective that is oriented to seek and consume the value of a tourist destination. Studies conducted by researchers can be categorized based on a research perspective, the first of which is about the study of destination

value attractiveness (Cracolici & Nijkamp, 2009; Mikulić, Krešić, Prebežac, Miličević, & Šerić, 2016; Saikia, Buragohain, & Choudhury, 2019; Tosun, Dedeoğlu, & Fyall, 2015). The second category is about the readiness and completeness of a destination that seeks to attract visitors (Akroush, Jraisat, Kurdieh, Al-Faouri, & Qatu, 2016; Chang, F. Backman, & Chih Huang, 2014; Sangpikul, 2018).

The research focus is on the marketing concept of a destination that specifically concentrates on the destination's ability to attract visitors. Based on these assumptions, two strategic factors can be proposed to assess the concept of a destination which is a benchmark for visitors to choose a tourist destination. Destination loyalty so far can be considered as a successful delivery of quality tourism services and experiences that can be shown by tourism destinations. Various literature studies have revealed that service quality and customer loyalty will be able to be well established. The quality of tourism services has become the main heart of the tourism marketing concept with the main emphasis on the tourism context. The concept of tourism marketing has a central role and is empirical evidence of the successful delivery of service quality in tourism destinations.

This research seeks to focus on tourist loyalty to a destination. Various recent literature also shows that phenomena related to the quality of tourism services that are oriented towards increasing loyalty to destinations so far cannot be approached without a comprehensive form of understanding in tourism marketing both at the local and international levels. In addition, other literature also shows an empirical relationship between the quality of tourism services and loyalty to a destination. This can be shown in terms of destination image which is considered as a field that is able to provide a vital research concept form of optimal tourism marketing (Gartner, 1993; Yoon and Uysal, 2005; Faullant et al., 2008; Hu et al., 2009; Myagmarsuren and Chen, 2011; Upadhyaya, 2012; Farias et al., 2013).

There are two basic assumptions in developing a strategy to attract visitors in determining or choosing a destination. The first strategy is the servicecape strategy. This strategy is expected to be able to drive the attractiveness of a tourist destination (Lockwood & Pyun, 2020; Tosun et al., 2015); Servicecape destination value is a central point of consumption attractiveness (Alazaizeh, Hallo, Backman, Norman, & Vogel, 2016; Kim, Seo, & Nurhidayati, 2019). The second strategy is how a form of destination value can be considered as a central or culmination of an attractiveness consumption (Alazaizeh, Hallo, Backman, Norman, & Vogel, 2016; Kim, Seo, & Nurhidayati, 2019) (Hossain, Quaddus, and Shanka (2015), Tosun et al.(2015) (Kaushal, Sharma, and Reddy, 2018).

Destination servicecape is considered very good for increasing destination loyalty, but this concept does not always have a significant impact on increasing destination loyalty, but the concept is at least able to provide a form of recommendation for others to determine a destination (Hossain, Quaddus, and Shanka, 2015) , Tosun et al. (2015), and (Kaushal, Sharma, and Reddy, 2018). Studies of tourism destination marketing that are quite reputable are in fact unable to show a significant form of influence between servicecape and destination loyalty (Dedeoğlu, 2019; Sangpikul, 2018).

The consistency of the results of previous research has provided explicit evidence that various studies that seek to find conceptual solutions in fundamental research to increase destination loyalty still find results that are not constant. This becomes important in an academic debate to solve problems and provide a bridge solution for the inability of the destination servicecape concept to increase destination loyalty.

By using dominant service logic theory, this research sets out to solve fundamental problems in increasing destination loyalty. Variable appearances in this study are based on this theory. This is the reason underlying the choice of logic dominant service theory for solving problems to increase destination loyalty. This theory provides a form of cognitive understanding for researchers about consumer preferences related to understanding to find what consumers want. What consumers are looking for or liking is not just a form of physical product or service

attribute, but rather an emphasis on specific values. These values will be able to produce a glow and be able to be felt from a destination which will provide an orientation for the achievement of value creation as a key factor. This will attract consumers because it will be the consumer's decision to choose a destination (Greer, Lusch, & Vargo, 2016; Vargo & Lusch, 2017). In addition, to attract visitors, the creation of new value or benefits that can maintain performance is considered as a form of thing that is quite essential for a destination and this can be realized with the concept of value (Evans, 2016).

So that the emergence of research variables in the form of Information Service Completeness, Destination Service Quality, Destination Image and Destination Congruence are rooted in the theory of Service Dominant Logic. This study aims to propose a new conceptual model that is the basis for increasing destination loyalty. Departing from the destination servicecape and loyalty destination variables, this study seeks to provide a novelty by presenting the role of mediating variables, namely Destination Congruence and Destination Image to increase destination loyalty. The model will be tested on tourism destinations in Central Java..

## LITERATURE REVIEW

This study proposes the concept of quality servicecape destination which consists of two initial dimensions, namely soft servicecape and hard servicecape. The dimensions of the concept provide an articulation of a description of the real attributes of goals and an articulation of social intangibility. This can be demonstrated by the various conveniences in obtaining and providing various accommodations owned by hotels and restaurants (Richardson, Lefrid, Jahani, Munyon, & Rasoolimanesh, 2019). Other hard service capes can be in the form of destination-related activities and the attractiveness of the event (Akroush et al., 2016; Alazaizeh et al., 2016). Other components that can be classified into hard servicecape quality include support for financial and banking needs which can be demonstrated by the security and availability of ATMs, as well as the existence of a place to exchange foreign money for tourists (Dedeoğlu et al., 2019). This research tries to conceptualize a destination as a form of social portfolio servicecape attribute that is able to provide a potential to increase the positive emotional feelings of tourists that can be obtained from these various experiences. Various symbolic artefacts are expected to be able to create a fairly good first impression or generate crowds and hospitality which will stimulate the main emotional response of tourists, this can be enthusiasm and pleasure (Dedeoğlu, 2019). A piece of software might be present when a tourist expresses various ambient responses to the experience of social interaction with the social community at that tourist destination (Tran Quynh, Dang My, & Tournois, 2020).

A quite crucial question from this research is, what is the process that must occur when a destination's servicecape quality is to be adopted as an instrument of the strategic marketing concept in increasing destination loyalty in marketing management science? The value service theory that encourages visitors to expand their various visits links loyalty to experiencing value preservation which results in excellence (Alazaizeh et al., 2016). Experiencing aesthetic attributes can be considered as a quite attractive tool as well as providing motivation for buying and loyalty behavior (Haziri, Chovancová, & Fetahu, 2019). In particular, this can be applied to heritage tourism destinations. This action is taken because authenticity can be considered as quite essential in providing successful services, especially in tourist destinations. Creating the ability to develop authentic values must get priority in the configuration process of heritage aspects of tourist destinations. Organizations or tourism service companies are expected to have a form of capability specification that is specifically capable of creating configurations of value attributes because this specificity will provide an orientation to the creation of destinations. If this is utilized, then several benefits will be obtained, including attracting visitors increasing the possibility of resonance by revisiting the type of tourist destination when it is oriented towards this value. Therefore, it is necessary to have a specific memory in whatever form that is

accumulated leading to a certain sense of experience value and as a driving force for tourists to want to revisit the destination. A superior destination experience is expected to be able to provide a variety of attributes that have the potential to form boxes in long-lasting consumer memories, including aesthetic experiences and enjoyment (Suhartanto, Brien, Primiana, Wibisono, & Triyuni, 2019).

In addition, several other attributes that are quite essential include being able to enjoy different tastes and the feeling of superiority of a destination that tourists must visit, will be able to bring a uniqueness through uniqueness that is remembered (Zhang & Xu, 2020). Physically, the emergence of a depiction of a social life that has specific authentication. The uniqueness in local cultural history is capable of being a well-preserved historical architectural style. If this can be maintained for a longer time in the minds of visitors as something special, it will grow into a memorable value because of the quality and enjoyment experienced by tourists. Therefore, when customers feel that the service performance they have received tends to be the same or higher than their expectations, they will have satisfaction. Various tourist destinations have superior service, especially for international or foreign tourists, which is a form of reliability. Various studies have shown an empirical relationship between destination service which has become the antecedent of destination image (Yang et al., 2014).

Quality, guaranteed tangible facilities, better understanding, and empathy can improve the image of a destination in the tourism industry. Previous research shows an empirical relationship in this case is a positive and significant relationship between destination servicecape in enhancing destination image (Faullant et al., 2008; Upadhyaya, 2012; Yang et al., 2014).

Destination image can be enhanced through a variety of quite effective marketing strategies that are able to target various market segments (Gartner, 1993; Faullant et al., 2008). Destinations holistically are able to reflect on a brand essence including various articulations of trans-social and symbolic evidence that are able to give a global impression about the destination (Baloglu and McCleary, 1999; Byon, 2009). The hierarchical relationship exists between the Destination Image components where there is an effective image that depends on a cognitive image but holistically depends on a cognitive and effective image (Gartner, 1993).

There are four problems experienced by various countries in managing an image, they are strategically aimed at attracting tourists who are able to provide added value to products produced by the country to attract foreign investment and attract the participation of residents who have talents (Gartner, 1993). Therefore we need a target market segmentation which is a core task in various branding placements for the image of a destination all the time in a destination to satisfy tourists and gain their loyalty. Loyalty is considered as an attitude and in terms of intention to buy and referral sharing behavior through word of mouth and re-buying of tourism products. Previous research has shown a positive relationship between Destination Image and destination loyalty (Bobovnick, 2011; Topsümer et al., 2012). Finally, it can be agreed that a quality destination servicecape that is able to have an impact on increasing the destination image through softcase and hard paint destination quality will be able to optimize the effect of Destination Servicecape Quality on Destination Loyalty. Based on these assumptions, the following hypothesis can be drawn:

- H1: Destination Servicecape Quality positively influences destination image.
- H2: Destination Image has a positive effect on Destination Loyalty.
- H6: Destination image mediates the influence between Destination Servicecape Quality and Destination Loyalty.

Destination Image and Destination Congruence. A destination must be studied through a self-congruity lens that shows the resultant and harmony between tourists' self-concept and the image of a destination. This can be interpreted about how tourists actually ideally see themselves. Alignment in the field of tourism research has shown how the role of a destination image perception is in accordance with congruent destinations. The results of this study indicate

that the destination image in an East Asian country, namely Taiwan, has a positive and significant effect on self-congruity. Other empirical results show that Destination Image is combined with a positive correlation with self-actualization and destination congruence (Phucharoen, 2016). Therefore tourists often take various forms of positive attitude towards a destination where the Destination Image must be in accordance with their self-image based on these assumptions, the following hypotheses can be drawn:

- H3: Destination Image Positively influences Destination Congruence.

Information Completeness Service, Destination Congruence And Destination Loyalty. Completeness of information will provide facilities related to self-confidence for tourists who will visit destinations because this will have an impact on increasing affective and conational cognition to experience a form of destination travel (Choi & Wu, 2018). As mentioned earlier by previous researchers, information tools such as adapted blocks and guides are expected to be able to provide a value resonance or story of a destination so that it is said to be a factor that is quite essential for visitors to consider destinations and provide increased suitability that comes from the potential of Lojo, Li, and Xu (2020).

Adequate and precise information about a destination and when this information is broadcast clearly and sufficiently both in the form of printed brochures and digital forms will be needed to make it easier for tourists when they arrive at a destination Oviedo-García, Vega-Vázquez, Castellanos-Verdugo, & Orgaz - Agüera, 2019).

This is emphasized in research on marketing communication research that the role of communication is expected to be able to produce a resonance for the value of the right and good product or service (Botschen, Promberger, & Bernhart, 2017). After completing the visit, tourists are expected to be able to have experience and each experience regarding the completeness and quality of information will be able to generate quite positive memories and provide benefits and support in a destination.

This positive memorial is expected to be a reflection regarding the emergence of information credibility as the main driver in building the suitability and suitability level of a destination (Rather, Najar, & Jaziri, 2020). Destination suitability which is understood as a feeling that gives rise to a fairly good fit between Destination Image and tourism self-image and perception (Ahn et al., 2013), this will arise for various reasons including good quality destination landscapes (Oviedo-García et al., 2019), as well as experiencing authentic cultural values that are expected to be of better quality than others (Jang & Ha, 2015).

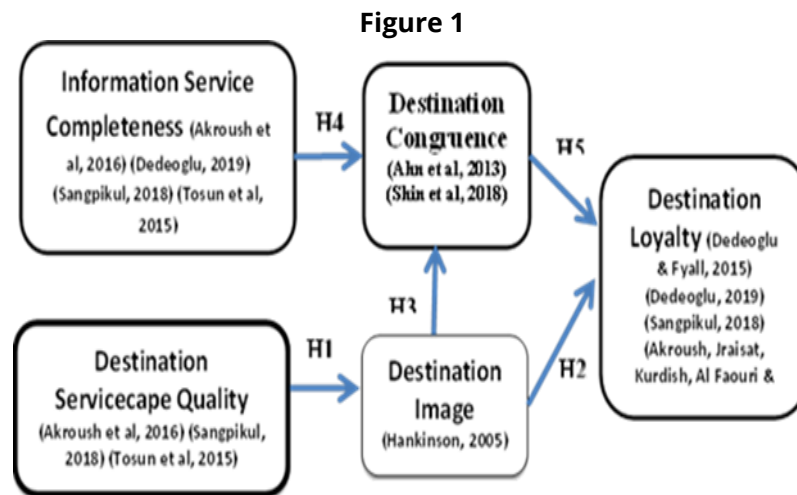
The quality of servicecape owned by tourism companies is expected to be able to provide potential in producing a variety of consumption experiences that are expected to be in accordance with what consumers want because this will increase the emergence of value matching which will lead to the growth of congruence matching of destination values (Abodeeb, Wilson, & Moyle, 2015). The matching process of this self-alignment class is later expected to be able to become a core value that will encourage the realization of a loyalty to a certain form of destination (Liu, Lin, & Wang, 2012).

When tourists will experience a certain value in a destination, it will lead to an effective image formation as a feeling that is owned by tourists or the emergence of various emotional responses to a particular tourist destination (Kim, Lehto, & Kandampully, 2019). This attitude will become a basic form of loyal behavior that is already owned by tourists and become a product of cognitive thinking.

If values and consumers have compression, the possibility of a recommendation process to others or the emergence of various positive attitudes towards one destination will be able to be implemented (Beerli, Meneses, & Gil, 2007; Sirgy & Su, 2016). Alignment value will be a capital to defend itself, this can be reflected in the level of destination loyalty (Beerli, Meneses, & Gil, 2007; Sirgy & Su, 2016).

We agree that only a complete information service information will be able to realize an optimal destination image that has the potential to increase Destination Loyalty based on these assumptions, the following hypothesis can be drawn:

- H4: Information Service Completeness positively influences congruent estimation
- H5: Destination Congruence has a positive effect on Destination Loyalty
- H7: Destination Congruence mediates the influence between information service complete and destination loyalty.



## METHODS

**Population and sample:** This research takes a population of domestic tourists in Central Java whose destination is unknown when they want to visit domestic tourist destinations in Central Java. A sample convention principle is used in this study to provide a target for prospective research respondents in this study covering various destination domains in Central Java province which are categorized into tourism priority destinations in Central Java province. To test the validity of the data in the questionnaire before distributing it, the researcher tested it pretest by distributing 20 questionnaires to 20 respondents and on average giving preference to the value of the questionnaire answers close to the maximum value of 4 or 5. By carrying out statistical tests for these tests, the results of the validity of the data were obtained. optimally by eliminating invariability and irriability this study used data of 384 respondents, but the data that could be analyzed was only 329 respondent.

To test our conceptual model and hypotheses, our study used a quantitative approach through an online questionnaire. To share this information, we have asked environmentally responsible hotels to share this information with their customers. We also shared it in Google Doc and shared it on various online booking platforms like (TripAdvisor, Booking, etc.) as well as on private eco-friendly traveler groups on Facebook, Instagram and Twitter.

Data collection was carried out over a period of one year from June 2023 to September 2023. During this time, we regularly updated link sharing. Therefore, we collected a total of 642 responses, of which 324 had environmental awareness greater than 3. Therefore, we only analyzed this sample that had respondents with eco-concius according to our research. The questionnaire developed to study the conceptual model included a total of 14 questions. The following section is divided into three different parts.

The first is specific to the last stay at a hotel booked online, because of their intention to book a room at the same hotel, the second is related to the constructs of green risk perception, trust green and eco concius.

## RESULTS

**Table 1. Indicator For SME's**

Variables and Indicators	Standard Loading	CR $\geq 1,96$	CV AVE $\geq 0,15$
<b>Green Perceived Risk</b>			
1. There may be problems with the environmental performance of this hotel	0,702	8,563	0,714
2. There is a possibility that this hotel does not respect its environment	0,692	10,812	
3. There is a possibility that going to this hotel will have a negative impact on the environment	0,773	10,006	
<b>Green Trust</b>			
1. You feel that the hotel's environmental commitment is generally reliable	0,881	9,013	0,806
2. You feel that the environmental performance of this hotel is generally reliable	0,904	9,884	
3. You feel that the environmental arguments put forward by this hotel are generally credible	0,924	9,006	
4. This hotel keeps its promise and commitment to environmental protection and environmental friendliness	0,898	10,187	
<b>Environmental Motivation</b>			
1. Be recognized as a good person	0,804	7,921	0,813
2. Improve my friends' opinion of me	0,898	8,041	
3. Improved my family's opinion of me	0,708	9,831	
4. Improve my social status among my friends	0,813	9,004	
5. Learn green knowledge	0,808	9,829	
<b>Hotel Visit Intention</b>			
1. I am willing to stay in a green hotel when traveling	0,804	8,004	0,783
2. I try to stay in green hotels while traveling	0,798	8,981	
3. I am willing to accept paying a higher price to stay at a green hotel	0,682	7,062	

Source: Authors' own research, 2023

Analysis and statistical results Amos 25 to test the model proposed in this study and to test the hypothesis proposed in this study, we selected scientific techniques. The selection of scientific techniques was based on the following reasons: structural equation modelling The same variable can be used to represent a resort or a predictor in one equation, and regression criteria can be used in another equation to test the proposed research model. This is a convenient approach to testing the proposed research model and hypothesis. Second-level analysis: This is a method that allows researchers to provide responses to interconnected question attacks in one systematic and comprehensive analysis. Third-level modeling: This method allows researchers to model the relationship between several unrelated and dependent theoretical constructs at the same time. The advantage of this method is that send in an analysis can simultaneously test the mediation process.

**Table 2. Goodness of Fit Testing**

The Goodness of Fit Test	Cut off Value	Result	Conclusion
Chi-square at a significance level 5%	140,28	111,64	Not fit
P	$\geq 0.05$	0,00	Fit
GFI	$\geq 0.90$	0,93	Fit
NFI	$\geq 0.90$	0,95	Fit
TLI	$\geq 0.90$	0,94	Fit
CFI	$\geq 0.90$	0,98	Fit
RMSEA	$0,03 \leq RMSEA = 0,08$	0,051	Fit

Source: Authors' own research, 2023

In order to validate these models and hypotheses, the study was conducted in a 3-step process: 1. Test goodness of fit 2. Test the model proposed 3. Test the hypothesis The statistical analysis is performed in three steps. First, a goodness of fit is performed to evaluate the feasibility of a model. This is an assessment of the acceptability of a research model. The results are as follows: CHI SQUARE = (111,64) Significance = (0.00) GFI = (0.93) NFI = (0.95) CFI = (0.98) TLI = (0.94) RMSEA = (0.051). This evaluation procedure leads to capital being received and further analysis performed to validate the hypotheses we have proposed.

**Table 3 List Of Destination Source Of Central Java Tourism Destination**

Code Area	Area Coverage	Frequency	Percentage
DPP 1	Cilacap, Kebumen, Purwokerto, Purbalingga, Banjarnegara	53	16,1%
DPP 2	Brebes, Tegal, Pemalang, Pekalongan, Batang	31	9,4%
DPP 3	Purworejo, Magelang, Temanggung, Wonosobo	104	31,6%
DPP 4	Semarang, Kendal, Demak, Kudus, Jepara	60	18,2%
DPP 5	Pati, Rembang, Blora, Purwodadi	15	4,6%
DPP 6	Sukoharjo, Boyolali, Surakarta, Karanganyar, Wonogiri, Sragen, Klaten,	66	20,1%
	Total	329	100%

Source: Authors' own research.

To carry out data analysis in this study we adapted a measurement strategy concept from previous researchers. Researchers took several indicators and variables from previous studies. To measure the quality of destination service, researchers use indicators of the social environment, friendliness, banking support, events and attractions (Akroush et al., 2016); (Dedeoğlu, 2019; Sangpikul, 2018; Tosun et al., 2015). For Destination Congruence, this study uses three indicators, namely effect congruence, self image fit, filling attachment (Ahn et al., 2013) (Shin et al., 2018).

The completeness of information services in this study uses 4 indicators including adequate and supportive information, availability or cultural info, availability of accurate information and clear precise information (Oviedo-García et al., 2019); (Wang & Mattila, 2011). To measure Destination Image, this study uses indicators of attractive environmental destinations. Then to access destinations enjoy self-destination and think there is good transportation at the destination (Hankinson, 2005). As for Destination Loyalty, this study uses indicators of decisions to visit destinations, frequent return visits and availability to recommend (Akroush et al., 2016); (Dedeoğlu, 2019; Sangpikul, 2018; Tosun et al., 2015).

To analyze the regression testing data using Amos version 24, the researcher conducted a two-step analysis using confirmatory analysis (CFA) and then continued with the full structure model to test the hypothesis. The results of the confirmatory analysis are expected to meet the minimum allowable criterion value of 0.5 for each construct and have a significant critical ratio value greater than 1.96 (Arbuckle, 2016).

The results of this test are presented in table 3 and when the results of the goods office test have been received, further analysis can be carried out. When all model constructs have an acceptable convergent validity value with an average value greater than 0.5, it is said that the validity test has been fulfilled. Then by looking at the construct reliability index of intrinsic value above 0.7, it is said that the reliability test has been fulfilled and Rebel (Tabachnick & Fidell, 2012).

When the reliability and validity requirements for all constructs have been met, good data can be continued to obtain good model conclusions. Then the results of these measurements can be used as a basis for proceeding with a complete structural equation modeling procedure in testing the proposed hypothesis.



**Tabel 4 Measurement Loading Factor, Validity And Reliability**

Variabel & Indicator	Scale Item	Refference	Standard Loading	Critical Ratio	CV-AVE $\geq$ 0,5	CRI $\geq$ 0,7
Information Service Completeness	I always looking for information related to the social environment. I always looking for hospitality. I always looking for information related to interesting attractions.	Akroush et al., 2016; Dedeoğlu, 2019; Sangpikul, 2018; Tosun et al., 2015	0.893 0.765 0.831	6.874 7.905 9.054	0.885	0.992
Destination Congruence	I always looking for personal image alignment related to destination. I feel like a part of the events. I always looking look for participating events in destination	Ahn et al., 2013 Shin et al., 2018	0.709 0.863 0.779	8.996 9.034 6.889	0.832	0.805
Destination Servicecape Quality	I always looking for adequate information. I always looking for welcome people to serve culture information. I look for availability of accurate information from right sources. I look for clear and precise information.	Oviedo-García et al., 2019 Wang & Mattila, 2011	0.994 0.765 0.990 0.848	11.780 9.075 10.897 12.095	0.908	0.996
Destination Loyalty	I always looking reason to make decision to visit destination. I'd like come frequently to destination. I had willingness to recommend to oher tourist to visit destination	Akroush et al., 2016 Dedeoğlu, 2019; Sangpikul, 2018; Tosun et al., 2015	0.889 0.846 0.706	9.081 9.798 9.508	0.907	0.806

Source:Authors' own research.

Hypothesis test: before the hypothesis testing is carried out, we will carry out a three-step analysis to analyze the model suitability statistics whether the sample data is able to show confirmation of the full capital. This analysis plays a role in providing an evaluation of statistical steps in achieving a chi-square level with a value of more than 0.05.

Goodness of Fit Model Testing: structural equations based on variance (SEM) were adopted. The least-squares SEM was used to analyze the acquired data, including formally measured constructs (Korzynski, & Kozminski, et al., 2020; Korzynski, & Mazurek, et al., 2020; Leguina, 2015; Michael Haenlein, 2004; Reinartz & Haenlein, 2009; Richter et al., 2016). With numbers  $0.03 < RMSEA < 0.08$ , and the GFI, TLI, and CFI figures are less than 0.9. The results of the Goodness of Fit test in this study have exceeded the minimum permissible level of 0.05 at meeting the statistical significance level. The significance of the Chi square value will be sensitive to sample size and non-statistical size of the fit test used in small samples Arbuckle (2016) and Tabachnick and Fidell (2012). It simply means that no problems were encountered during the construction of the model, as shown in the table 3.

**Tabel 5 Model Testing**

The Goodness of Fit Test	Cut off Value	Result	Conclusion
Chi-square for DF=144 at a significance level 5%	331.19	167.89	Not fit
Significance	$\geq 0.05$	0.08	Fit
The Goodness of Fit Index	$\geq 0.90$	0.986	Fit
The Normed Fit Index	$\geq 0.90$	0.958	Fit
The Comparative Fit Index	$\geq 0.90$	0.987	Fit
Tucker Lewis Index	$\geq 0.90$	0.907	Fit
RMSEA-Root mean square error of approximation	0.03-0.08	0.04	Fit

Source: Authors' own research.

Hypothesis Testing: the next step is to test the hypothesis concerning the relationship between variables using the CR-Critical ratio criteria equal to or greater than 2.0 (Arbuckle, 2016). This was followed by testing the empirical analysis model (output model). Furthermore, the outer model determines the relationship between the latent construct and its indicators. In other words, the hypothesis defines how each indicator relates to other latent constructs, as shown in Table.

**Tabel 4 Hypothesis Testing**

Hypotheses	Std. Estimate	Estimate	CR	P	Conclusion
H1 Destination Servicescape Quality to Destination Image	0.657	0.907	7,985	***	Accepted
H2 Destination Image to Destination Loyalty	0.307	0.209	2.148	***	Accepted
H3 Destination Image to Destination Congruence	0,587	0,408	4,874	***	Accepted
H4 Informational Service Completeness to Destination Congruence	0.376	0.306	3.973	***	Accepted
H5 Destination Congruence to Destination Loyalty.	0.625	0.709	7.476	***	Accepted

H6	Destination image mediated the influence of Destination servicescape to Destination Loyalty			Z sm dengan 7.290	***	Accepted
H7	Destination congruence mediates the influence of information completeness quality to Destination Loyalty			Z : 7.278	***	Accepted

Source: Authors' own research.

1. H1: Destination servicescape quality affects destination image. The findings of the structural path indicated that there is a significant relationship between both variables ( $t = 7.995 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H1 is accepted.
2. H2: Destination image affects destination loyalty. The findings of the structural path indicated that there is a significant relationship between both variables ( $t = 2,148 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H2 is accepted.
3. H3: Destination image affects destination congruence. The findings of the structural path indicated that there is a significant relationship between both variables ( $t = 7.264 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H3 is accepted.
4. H4: Information service completeness affects destination congruence. The findings of the structural path indicated that there is a significant relationship between both variables ( $t = 3.973 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H4 is accepted.
5. H5: Destination congruence affects destination loyalty. The findings of the structural path indicated that there is a significant relationship between both variables ( $t = 2,7.746 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H5 is accepted.
6. H6: Destination image mediated the influence of destination servicescape to Destination Loyalty. The findings of the structural path indicated that there is a significant relationship between both variables ( $Z \text{ value} = 7.290 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H6 is accepted.
7. H7: Destination congruence mediates the influence of information completeness quality to Destination Loyalty. The findings of the structural path indicated that there is a significant relationship between both variables ( $Z \text{ value} = 7.278 > 2.0$ ) with a significance value ( $0 < 0.05$ ). Therefore, H7 is accepted.

## DISCUSSION

This study succeeded in revealing a number of significant findings which explain how the antecedent variables of Destination Servicescape Quality increase Destination Loyalty so that they want to revisit and recommend others to explore the visited destinations. One of the essential findings in this research is there are two dimensional confirmations that are symmetrical from the Destination Servicescape Quality concept. There are two dimensions that are considered as portfolios to maintain a service that can be used as marketing capital. This concept is a tourism destination company as an asset capable of creating value, while for tourists this concept can be considered as an attempt to become a lever in strengthening the value that tourists will experience during their visit.

The following theory departs from a grand theory called service dominant logic so that the development of the hypothesis proposed in this study is based on this theory. The theory of service dominant logic places more emphasis on the importance of the value of excellence which is considered as a driving force in maintaining marketing performance (Lu & Yuwen Shiu, 2009; Vargo & Lusch, 2017). This study aims to provide an increase in the advantages of a destination value through the role of service ideas in improving the quality of service experience as clarified

by previous researchers (Tran Quynh et al., 2020). This study also succeeded in showing the effect of Destination Servicecape Quality on Destination Image. In addition, the mediating effect between Destination Image which provides a bridge between destination image variables shows its mediating role from the results of acceptance of significance in hypothesis testing. This means that Destination Image provides a central role in providing a concept of causality between tourism service quality and destination image (Gartner, 1993; Yoon and Uysal, 2005; Faullant et al., 2008; Hu et al., 2009; Myagmarsuren and Chen, 2011; Hogstrom et al., 2010; Upadhyaya, 2012; Farias et al., 2013).

As a result of these findings there is empirical evidence that supports the creation of an enhanced Destination image and a long-term loyalty for tourists can be leveraged by a destination image. This mediation provides a form of practical contribution from a Destination image concept which shows that each of a concept indicator, especially the physical environment and community characteristics, is fully capable of mediating the relationship between the essential variables of the theory of service the winner logic. In the study of tourism destinations, the ability to produce a form of value creation can be created cognitively to build loyalty because tourists tend to be aware that when spending rationality they apply it will be able to generate a potential to encourage feelings that create value. This updated study also provides a relationship perspective of a relationship strength that will have value to a destination marketing process.

## CONCLUSION

This study aims to make a contribution in filling the gap between Destination Servicecape Quality and Destination Loyalty variables. In addition, this research also emphasizes the existence of the role of Destination Congruences in bridging the Gap between Information Service Completeness and Destination Servicecape Quality. This study provides conclusions about the importance of the 2 concepts that act as mediating variables to increase Destination Loyalty. Destination Congruence and Destination Image are considered as one of the forces that have a fairly strong influence on visitor loyalty when spending rationality has led to a decision to seek variety in other destinations. A destination will be able to provide a kind of emotional value through the authenticity of the emotional value, so decisions that seek to restore the level of destination loyalty will be able to materialize, as has been proven in this study.

Theoretical implications: This research is rooted in the theory of service dominant logic which is considered as a basis for creating value in a business. This value will form a form of the dimensions of the theory, including sustainability and the key to success when this research seeks to provide reinforcement to the theory of service dominant logic in this study. is expected to contribute to developing the Destination Servicecape Quality concept to direct the Destination Image to strengthen the symmetrical relationship between Information Service Completeness and Destination Loyalty in the presence of these 2 mediations, namely the Destination Image and Destination Congruence variables. Service dominant logic theory is expected to be a potential driving force that will increase Destination Loyalty.

Conceptually, this study assumes that an advantage will be achieved when that advantage is present in a series of authenticity and is created comprehensively in accordance with the service dominant logic conception. In addition, this research also contributes to congruence theory because the presence of Destination Congruence is expected to provide a signal that forms firmness and congruence which will be effectively able to impact visitors, which consequently will be affiliated with an information and service power to provide reinforcement to the dominant service logic theory. Also. So theoretically it can be concluded that Destination Image and Destination Congruence can be considered as a trigger that can boost tourist loyalty.

Managerial implications: This study provides some emphasis on managerial implications related to the development of tourism marketing to direct destinations on two strategic paths in increasing Destination Loyalty for tourism in Central Java. When a company wants to develop

destination services, it is expected that it must give all attention to developing hardscape and softcase-based destination concepts. Therefore the development of the destination's physical environment is expected to be in harmony with the development of the social emotional environment because it will be able to become a tool to increase the strength of the authenticity of the destination that will be offered to tourists. Providing positive emotional encouragement that can be used as a basis for building congruence, including the beauty of the attractions to be presented which are able to provide various spaces for interaction and engagement for tourists as well as being present as complete and good information without complications. These strategic policies are expected to encourage alignment with the wishes of tourists in providing recommendations for these tourist spots to colleagues or acquaintances and making return visits.

## LIMITATION

This research has various limitations although this research has been able to contribute to various destination marketing literature. Some of the limitations in this study include that the sample used is still a population that is not well known enough so that it requires a form of process that is very careful in generalizing. The second thing is that this sampling frame only includes visitor destinations in the Central Java region, so this research is limited to the Central Java region. The third is that this research ignores the condition of Covid-19 which is the worst pandemic condition for world tourism and in Indonesia, especially Central Java. Therefore, future research is expected to include pandemic conditions as a moderator variable to increase Destination Loyalty. Future research is expected to use the addition of various new variables that aim to lead to Destination Loyalty variables.

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