

ACHIEVING TOURIST LOYALTY IN CULTURAL HERITAGE DESTINATION: THE ROLE OF ATMOSPHERIC TOURISM, TOURIST MOTIVATION, AND DESTINATION SATISFACTION

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Abstract

This study investigates the role of atmospheric tourism and tourist motivation in cultural heritage tourism destinations and their consequences for destination satisfaction and tourist loyalty within the proposed heritage culture tourism model. Respondents in this study were tourists who had visited one or more cultural heritage tourism destinations registered with UNESCO, such as Borobudur Temple Compounds, Prambanan Temple Compounds, Komodo National Park, Ciletuh Geopark, Batik Village, and Angklung Village. Analysis of the data used is a structural equation model based on partial least squares (SEM-PLS). The results of testing the research hypothesis show that the atmospheric tourism variable positively affects destination satisfaction but does not directly affect tourist loyalty. Tourist motivation variable positively affects destination satisfaction and tourist loyalty; then, destination satisfaction positively affects tourist loyalty. The role of atmospheric tourism is higher in influencing destination satisfaction if compared to tourist motivation. Implications and suggestions for managers of cultural heritage tourist destinations are also discussed.

Keywords: Atmospheric Tourism, Tourist Motivation, Destination Satisfaction, Tourist Loyalty, Cultural Heritage Tourism

1. Introduction

Cultural heritage tourism presents the cultural history of a family vacation spot and is a way to attract people to the destination. International reputation through the designation of Environmental Heritage Sites by the United Nations Educational, Scientific and Cultural Organization (UNESCO) is a way to preserve and protect these sites. A significant consequence of this appointment is a substantial increase in visitors and travelers (De Simone et al., 2019). That is useful for an area that has an area that is a world cultural heritage site to get an initial idea of what tourists want before going to a tourist destination and how satisfied they feel after completing their visit. It can be used to continuously improve the tourist experience [1].

Indonesia has a rich culture and heritage as a result of its history. Among the richness of culture and heritage, there are 69 lists of Indonesia listed in UNESCO. The place or culture must have a historical site page registered on the world heritage list to be included in this group, among Indonesia's cultural heritage that has been registered. They include nine tourist lists that are included in world heritage sites, nine tentative Indonesian lists in world cultural heritage; Indonesia's seven tentative lists in world natural heritage; 10 intangible cultural heritages; eight memory of the world documents; 16 lists on man and biosphere reserves; five tours registered on the global geopark network; and two lists on the global network of learning cities and three cities on the creative cities network [2]. Among Indonesia's most famous world heritage tours are Borobudur Temple Compounds, Prambanan Temple Compounds, Komodo National Park, and Ujung Kulon National Park.

Cultural heritage is a comprehensive concept that includes landscapes, historic places, sites, and the environment that formed, biodiversity, collections, cultural practices, knowledge, and experiences of living in the past that continue to the present and form the essence of various national, regional, and local identity and is an integral part of modern life [2]. More specifically, heritage in the context of tourism is an essential part of authentic activity-based cultural experiences, and tourism representing a particular area's historical, cultural and natural resources [3].

Based on the study results, there was an increase in the number of tourists at world heritage sites, but the quality and service did not match it at tourist attractions that matched the expectations of tourists [4]. The need for a strategy from the manager of tourist destinations in improving tourist services and satisfaction. In addition to cultural factors, the other most important thing for tourists to be loyal to cultural heritage tourist destinations is service to tourists and the tourist atmosphere. Based on the results of a literature review regarding visiting loyalty for tourists, several factors influence it. Among them are destination image [5], trust [6], customer identification [7], destination perceived value [8], and destination brand authenticity [9]. However, few studies still integrate tourist atmosphere and tourist motivation on destination satisfaction and its impact on tourist loyalty. Therefore, this study aims to fulfill the research gap, namely an integrated research model related to atmospheric tourism, tourist motivation, and destination satisfaction towards tourist loyalty to cultural heritage destinations; therefore, this model is essential to study.

With this discussion, the purpose of this study is to find out what factors form tourist loyalty to cultural heritage destinations. In particular, the research objective is to analyze the effect of atmospheric tourism, tourist motivation, and destination satisfaction on tourist loyalty to cultural heritage destinations. Therefore, the contribution of this study is to find the factors that form tourist loyalty that considers atmospheric tourism, tourist motivation, and destination satisfaction in cultural heritage destinations. The results of this study are expected to help managers and stakeholders related to cultural heritage to maintain and increase tourists' loyalty to these destinations.

2. Literature Review and Hypothesis Development

2.1 The effect of atmospheric tourism on destination satisfaction and tourist loyalty

The atmosphere has been discussed in many works of literature as an essential tool for how a marketer can change or influence consumer attitudes and behavior [10]. [11] was one of the pioneers of the atmospheric concept, defining atmosphere as "the design of the buying environment to produce certain emotional effects on the buyer that increase the likelihood of his purchase." The atmosphere forms the emotions that help determine value, motivating customers to repeatedly make confident choices [12].

According to [13], the atmosphere in tourist attractions shapes visitors' psychology, which affects the value of the destination. In addition, the atmosphere is

created based on feelings or psychological effects designed by the physical environment. Based on the results of a study on the tourism atmosphere, there are three main factors, namely the ambiance factor (scent, temperature, sound, light), social factor (interaction), and design factor (physical design and spatial layout) [14]

According to [15] the physical environment around a tourist destination, i.e., the atmosphere aspect, is significant for visitor satisfaction. Many previous research findings also reveal that the physical environment influences user evaluations of tourist destination managers and their behavioral responses (Jang & Namkung, 2009). Design elements such as aesthetic appeal, layout, and comfort are relatively more visible to visitors than environmental factors, thus impacting tourist behavior. Aesthetic appeal refers to architectural style, decoration, color, etc. Once customers enter a tourist spot, they often observe the aesthetics of the interior, which is likely to influence their attitude towards the facility [15]

Over the past few decades, several studies have centered on the influence of physical environmental cues from service settings or shaping consumer behavior, including satisfaction and future purchase intentions. [16] found that service quality and atmosphere directly affect customer satisfaction. In his research, [17] concluded that atmosphere has an impact on customer satisfaction. Then, [18] determined that the physical environment in tourist destinations impacts customer satisfaction. A study conducted at a hotel buffet restaurant [19] revealed that the cleanliness of the destination is the most important factor affecting customer satisfaction. In addition, [20] explains that atmospheric attributes such as artifacts, decorations, aesthetics, ambiance, lighting, and personal service can all increase visitor satisfaction. Then, [20] describe that the creativity of the physical environment, environmental interaction, design, color, lighting, and atmosphere of the destination positively affects visitor satisfaction.

[21] state that atmospheric may strongly influence visitor loyalty intentions, and through improving the environment within the destination, managers can create a very compelling atmosphere to stimulate visitors to come back. Then, [22] show that the availability of supporting facilities in marine tourism object areas such as seats, a large parking area, separate toilets and rinse rooms, plenty of handwashing places, available health clinics are considered adequate and following required by visitors so that visitors feel comfortable and safe with these supporting facilities. High atmospheric tourism will have an impact on loyalty for tourists [22]. Therefore, we conclude that:

H₁: Atmospheric tourism has a positive effect on destination satisfaction

H₂: Atmospheric tourism has a positive effect on tourist loyalty

2.2 *The effect of tourist motivation on destination satisfaction and tourist loyalty*

Tourist motivation is a combination of the needs and desires of tourists that condition their tendency to enjoy interesting places or tourist destinations [16]. According to [23], tourist motivation is considered only as a factor that rationalizes tourist behavior. Furthermore, tourist motivation is said to reflect dynamic needs from within tourists, called driving factors. In order to escape from the routine, and in conjunction with the exterior dynamics, pull factors affect the enjoyment of exciting places in tourist vacation spots [24] By traveling, tourists break away from their routines to enjoy new activities in new areas that benefit them. Motivation for tourists is divided into two kinds, namely inside (push) and external (pull) [25]. Inside motivation is a factor that drives people to travel, which shows that they are driven by a straightforward way of thinking about traveling. Furthermore, it is said that external motivation is driven by the attractiveness of tourist destinations so that tourists can visit the place.

Push motivation for tourists to travel is shown by indicators of rest and free time, escape from daily routines, gain encounters and knowledge, see new places, and meet people and socialize as some strong indicators to encourage them to go to

tourist destinations. A strong pull motivation for respondents to visit tourist destinations is being interested in the historical background, characteristics, traditions, culinary, and events ([26]. Meanwhile, Santoso (2019) describes several factors that motivate a tourist: finding something new, relaxation, exploration, interpersonal relationships, shopping activities, strengthening family relationships while traveling, and prestige. At the same time, [27] tend to view motivation as a driver of activity and continue to carry out certain activities, in this case, visiting one place to another. Then, [28], tourist motivation can affect tourist trips to specific destinations, such as expectations and attitudes, then tourist motivation can also affect after visits, such as loyalty to tourist destinations ([24]

Based on the literature provided, tourist motivation is the main factor to predict tourist satisfaction. For example, [29] states that destination satisfaction is the pleasure or satisfaction felt by visitors and is obtained through travel experiences to fulfill tourists' desires, expectations, and needs. Then, tourist motivation positively influences overall tourist satisfaction, studied in previous studies [10, 30, 31]. Furthermore, according to [32], if tourists can feel their desires are fulfilled from the tourist visit, they will display positive future behavioral intentions, such as revisiting the destination or participating in the same tour again. In addition, they will also take advantage of positive word of mouth and make recommendations to others [32]

In the tourism sector, several empirical studies show that tourist satisfaction is one of the determinants of their behavior to revisit [8, 12, 32]. Higher tourist satisfaction levels will lead to return visits to destinations and spread positive recommendations [33]. Understanding tourist loyalty behavior is critical in tourism marketing because they are the primary source of profit. Therefore, we conclude that:

H₃: Tourist motivation has a positive effect on destination satisfaction

H₄: Tourist motivation has a positive effect on tourist loyalty

H₅: Destination satisfaction has a positive effect on tourist loyalty

Figure 1 shows the theoretical model of the relationship between the tested variables.

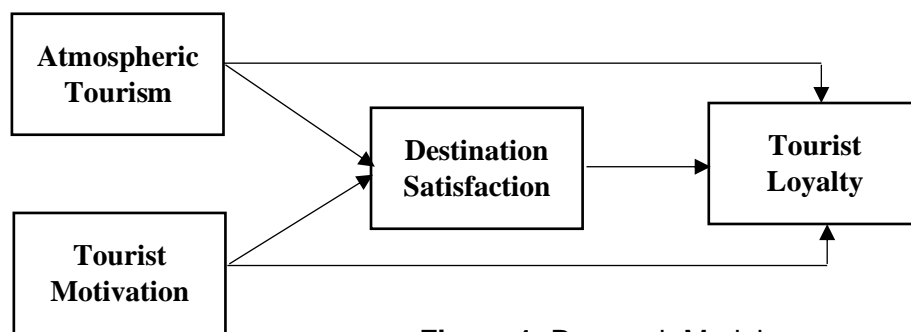


Figure 1. Research Model

3. Research Method

This study aims to measure various constructs in cultural heritage destinations using elements from the reported literature. The data collection tool used in this study was a questionnaire. It consists of 19 question items to measure the constructs of atmospheric tourism, tourist motivation, destination satisfaction, and tourist loyalty—measurement with a 5-point Likert scale (1 strongly disagree and five strongly agree). The respondents of this study were tourists who had visited at least one of the cultural heritage tours in Indonesia. The cultural heritage tours registered with UNESCO include Borobudur Temple Compounds, Prambanan Temple Compounds, Komodo National Park, Ciletuh Geopark, Batik Village, and Angklung Village [18] The questionnaire was distributed personally by the research assistant to tourists online. Refers to Ghozali, states that the number of samples can be calculated from the size

of the parameter multiplied by 5 to 10. This study uses three independent variables and one dependent variable with 19 parameters, so the sample needed in this study is $19 \times 5 = 95$ samples so that it is more accurate to be 100 research samples.

Data analysis involves variance-based structural equation modeling and PLS because of its ability to assess path coefficients in structural models [19, 34]. Similarly, this method allows researchers to analyze data that is not normally distributed [4]. Before testing the model and hypotheses, construct validity and reliability were assessed using confirmatory factor analysis. It is done by testing the loading factor and Cronbach's alpha. Factor weights aim to provide confidence that each question item is structured according to its variables. In addition, testing was also carried out on construct reliability and average variance extracted or AVE.

4. Data Analysis

4.1 Respondent Profile

Based on the results of filling out online questionnaires by visitors to cultural heritage destinations, researchers obtained information about the characteristics of respondents consisting of gender, age, education, and the number of visits. Based on Table 1 shows that most of the respondents who use logistics services are women (63%), age range 17-25 years (64%), the last education is bachelor degree (67%), the majority of visits are first to visit (52%).

Table 1

Demographic characteristics of the respondents

Variable	Description	Frequency	%
Gender	Male	37	37.00
	Female	63	63.00
Age	17-25	64	64.00
	26-35	12	12.00
	36-45	6	6.00
	>45	18	18.00
Education	High School	20	20.00
	Bachelor	67	67.00
	Post Graduate	13	13.00
Number of Visit	First Visit	52	52.00
	Repeat Visit	48	48.00

4.2 Measurement Model

The first step for evaluation is examining the measurement model to test the reliability and construct validity by examining the outer loading, composite reliability (CR), Cronbach's Alpha, and average variance extract (AVE). The results, see Table 2, show that the discriminant validity requirements are met because all loading factors of the indicators exceed 0.6, the CR value is more than 0.7, and the AVE is higher than 0.5. To check constructs' discriminant validity, we apply the method proposed by Henseler et al. (2015), Heterotrait-Monotrait Ratio (HTMT). Using this method, we analyze the discriminant validity conditions are met because all HTMT values are less than 0.9. Furthermore, the reliability requirements are also met because all Cronbach's Alpha values are more than the recommended level of 0.7.

Table 2

Demographic characteristics of the respondents

Construct/Item	Loading*	CR	AVE
Atmospheric Tourism (AP)		0.909	0.667
AP1	0.800		
AP2	0.854		
AP3	0.857		
AP4	0.767		
AP5	0.801		
Tourist Motivation (TM)		0.904	0.574
TM1	0.659		
TM2	0.712		
TM3	0.751		
TM4	0.709		
TM5	0.850		
TM6	0.801		
TM7	0.803		
Destination Satisfaction (DS)		0.938	0.834
DS1	0.915		
DS2	0.908		
DS3	0.918		
Tourist Loyalty (TL)		0.931	0.771
TL1	0.876		
TL2	0.912		
TL3	0.896		
TL4	0.826		

*All significant at $p < .01$.

4.3 Structural Model

The second stage of assessment was conducted to evaluate the structural model. Using a bootstrap procedure using 500 iterations was applied to estimate the significance of the indicators and path coefficients. Then, the geometric mean and R^2 were used to evaluate model fit. The value of R^2 shows that 65.9% of tourist destination satisfaction variables can be explained by atmospheric tourism and tourist motivation. The variables outside the study explain 44.1% of destination satisfaction. Then the R^2 value shows that 62.5% of the tourist loyalty variable can be explained by atmospheric tourism, tourist motivation, and destination satisfaction. The variables outside the study explain 47.5% of tourist loyalty to cultural heritage tourism. The percentage value indicates that the influence of the explanation of the independent variable on tourist loyalty in cultural heritage tourism is strong.

Besides R^2 , Q^2 is another essential indicator to assess the suitability of the proposed model. Q^2 of the destination satisfaction model is 0.537, while the tourist loyalty model is 0.467. It shows that the predictions made by the proposed model are appropriate [10]. Thus, the results of this data analysis are relatively strong. The test results using SmartPLS 3.0 show that the structural equation model explains the relationship between constructs using the PLS algorithm and bootstrap. The results show that the empirical research model for atmospheric tourism, tourist motivation, destination satisfaction, and tourist loyalty variables is presented in Figure 2.

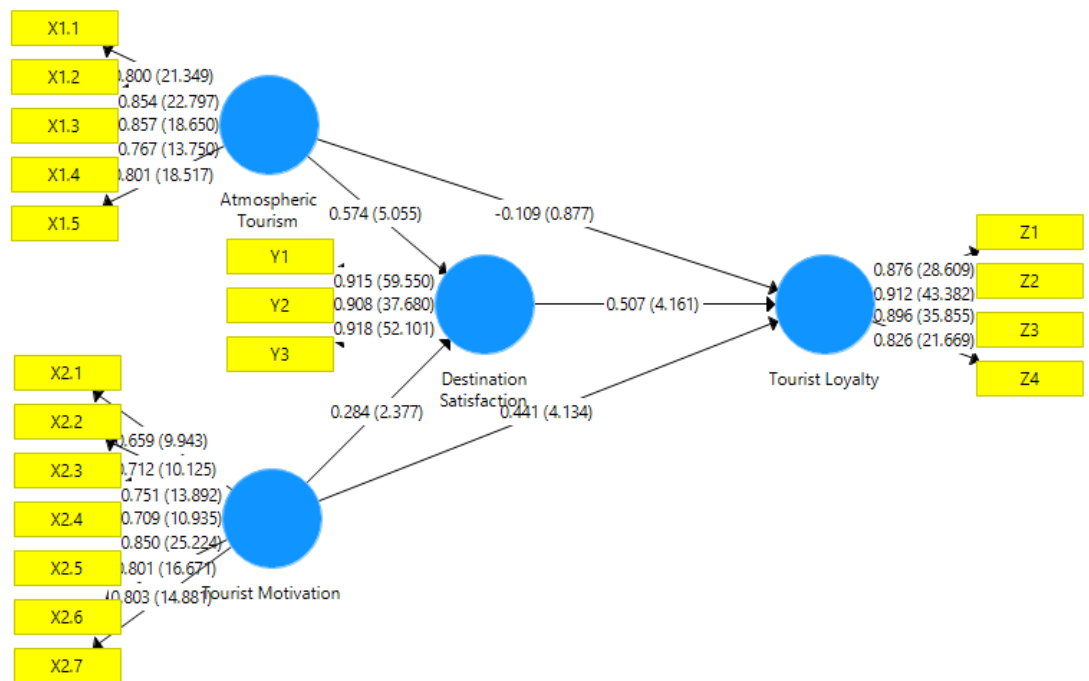


Figure 2. Structural Model Test.

Table 3 presents the measurement results of hypothesis testing for all variables in the research model. The table below shows that the effect of atmospheric tourism on destination satisfaction is positive (0.574), and the significance is at $p < 0.01$ with a statistical value of 3.555 (more significant than t-table 1.97), so hypothesis 1 can be accepted.

Table 3

The result of hypotheses testing and the effect of the variable.

Path	β	t-Value
Atmospheric Tourism → Destination Satisfaction (H1)	0.574	5.055**
Atmospheric Tourism → Tourist Loyalty (H2)	-0.109	0.877 ⁿ
Tourist Motivation → Destination Satisfaction (H3)	0.284	2.377**
Tourist Motivation → Tourist Loyalty (H4)	0.441	4.134**
Destination Satisfaction → Tourist Loyalty (H5)	0.507	4.161**

**Significant at $p < .01$

ⁿ Not Significant at $p > 0.1$

The atmospheric tourism variable on tourist loyalty is not significant at $p > 0.1$ with a statistical value of 0.877 (smaller than t-table 1.97), so hypothesis 2 is rejected. At the same time, the tourist motivation variable on destination satisfaction has positive and significant results (0.284) at $p < 0.01$ with a statistical value of 2.377 (more significant than t-table 1.97), so hypothesis 3 can be accepted. The tourist motivation variable on tourist loyalty has positive and significant results (0.441) at $p < 0.01$ with a statistical value of 4.134 (more significant than t-table 1.97), so hypothesis 4 can be accepted. Furthermore, the destination satisfaction variable for tourist loyalty has positive and significant results (0.507) at $p < 0.01$ with a statistical value of 4.161 (more significant than t-table 1.97), so hypothesis 5 can be accepted. Then, the atmospheric tourism variable has a more significant influence on destination satisfaction with a coefficient construct of 0.574 when compared to tourist motivation with a coefficient construct of 0.284.

5. Discussion

The findings in this study explain that atmospheric tourism can positively and significantly affect destination satisfaction, and the proposed hypothesis can be accepted. It means that the higher the atmospheric tourism perceived by tourists, the more destination satisfaction will be. These findings are supported by [20] that atmospheric tourism has a positive impact on destination satisfaction. It shows that elements of atmospheric tourism such as environmental conditions, ornaments, signs, and symbols significantly influence customer satisfaction. According to research results, signs and symbols are the most important factors affecting customer satisfaction. That is because many cultural heritage sites have large areas with various kinds of facilities and other supporting tourism. For this reason, visitors may want to find where they want to go within the cultural tourism area without any hassle. At this point, the importance of signs and signage in cultural tourism sites increases.

According to [35] signs and symbols are important tools in guiding tourist behavior in a tourist destination and even conveying business cultural values to tourists. In addition, the pleasant atmosphere, cleanliness of tourist attractions, and various facilities offered by cultural tourism managers have a positive impact on visitor satisfaction. These elements play an essential role in creating the customer's first impression of all aspects of atmospheric tourism in a tourist destination. [17] concluded that atmospheric tourism had an impact on visiting satisfaction in their research. Then [20] added that the tools, equipment, smells, and lighting have more impact on visitor satisfaction. [36] found that physical evidence impacted customer satisfaction in their study of resort hotels in [37] concluded that environmental conditions such as music and color affect customer satisfaction.

The results of this study explain that the atmospheric tourism variable has no direct effect on tourist loyalty. It indicates that the better or not the implementation of atmospheric tourism will not increase tourist loyalty to cultural heritage tourism. Therefore, it is concluded that there is no positive and significant effect of the atmospheric tourism variable on loyalty. Availability of directions/signs, parking lots, public facilities, shopping and culinary places cannot affect tourist loyalty. These findings are supported by [38], who conducted a study of visitors to the Bukit Pentulu Indah tourist attraction in Kebumen, Central Java, finding that atmospheric tourism did not directly affect tourist loyalty. In addition, according to [39], an acceptable argument is that atmospheric tourism cannot directly increase loyalty, but requires a mediating role to have an indirect effect, for example, through the destination satisfaction factor. In addition, cultural heritage destination tourists may not want to visit again shortly, but in the long term. It is because the impression of visiting is still stored in tourists' minds; besides that, it is possible to try other tours that they have not visited.

The findings in this study indicate that tourist motivation has a positive impact on destination satisfaction on cultural heritage tourism. It means that the higher the tourist motivation, the higher the satisfaction for tourists. Therefore, it can be concluded that there is a positive and significant influence of tourist motivation on destination satisfaction. That result is supported by [29], who conducted a study of tourist loyalty in Duonglam old village in Vietnam, arguing that tourist motivation positively affects destination satisfaction. This study has three most important attributes, including learning different cultures, enjoyment and fun, and various activities. This study also found that tourist motivation can increase repeat visitors. These findings explain that tourist motivation, either push motivation or pull motivation, can increase destination satisfaction. Therefore, visitors who feel pleasure in traveling, experiencing a new experience, and memorable, can feel the satisfaction of the tourist destination.

These findings also found that tourist motivation has a positive impact on tourist loyalty in cultural heritage tourism. It means that the higher the tourist motivation, the higher the loyalty for tourists. Therefore, it can be concluded that there is a positive and significant influence of tourist motivation on tourist loyalty. These findings support the research of [24], who conducted a tourist loyalty study on creative tourism in Bandung, Indonesia, argued that tourist motivation had a positive effect on tourist loyalty. Then [40] conducted a study on coastal tourism. These findings explain that the pull motivation of beach tourism, such as the uniqueness of flora and fauna and the uniqueness of the beach, can encourage loyalty for tourists.

This study also found that destination satisfaction has a positive impact on tourist loyalty in cultural heritage tourism. It means that the higher the satisfaction of tourists will increase loyalty. Therefore, it can be concluded that there is a positive and significant effect of destination satisfaction on tourist loyalty. This finding is supported by [6], who conducted a study on tourists in Hong Kong who concluded that tourist satisfaction plays a critical factor in driving tourist loyalty. If tourists are satisfied with their travel experience, they are more likely to revisit a destination. An increased level of tourist satisfaction will lead to increased tourist loyalty, where tourists can visit tourist destinations and recommend them to their family and friends. Then, according to [41], visitor loyalty will increase when they are satisfied and in line with their expectations. Travel satisfaction factors such as pleasure, relaxed feeling, enjoyment, positive feeling, and comfortable experience are essential items of destination satisfaction and are considered essential factors by tourists.

6. Conclusion and Implication

This study examines atmospheric tourism, tourist motivation, destination satisfaction, and tourist loyalty in cultural heritage tourism destinations in Indonesia. By analyzing domestic visitors from at least one of the cultural heritage tourist destinations such as Borobudur Temple Compounds, Prambanan Temple Compounds, Komodo National Park, Ciletuh Geopark, Batik Village, and Angklung Village. The results of data processing with SmartPLS software show that there are four accepted hypotheses and one rejected hypothesis. First, atmospheric tourism directly affects destination satisfaction but does not directly affect tourist loyalty. Second, tourist motivation has a direct effect on destination satisfaction and tourist loyalty. Third, destination satisfaction has a direct effect on tourist loyalty. Fourth, from these results, atmospheric tourism and tourist motivation as a whole can explain 65.9% directly to destination satisfaction. Fifth, atmospheric tourism, tourist motivation, and destination satisfaction as a whole can explain 62.5% directly to tourist loyalty. Sixth, the atmospheric tourism variable has a more significant influence on destination satisfaction when compared to the tourist motivation variable.

Recommendations for managers in cultural heritage tourism destinations to meet the needs of visiting tourists by allocating resources to improve the travel experience to a higher level. Managers must ensure that visitors to cultural heritage tourism can learn something new and different from the attraction of the destination, so the development of sustainable cultural heritage tourism destinations is critical. In addition, tourist destination managers also pay attention to supporting facilities, such as various children's recreation, family-friendly accommodation, attractions with local wisdom, culinary, etc.

This finding argues that tourist motivation is an essential determinant of tourist loyalty. To increase tourist loyalty to cultural heritage tourist destinations, managers must pay attention to both push and pull motivation. One of the efforts that need to be made to motivate tourists is interactive, informative, and attractive promotions through online media, such as social media Instagram and Facebook, filled with attractive pictures and videos to participate. The technique must have collaborated with government units, travel agents, and accommodation managers, even with

endorsements. In addition, it is emphasized that visitors will get new experiences in a pleasant environment and, therefore, maintain and even increase tourist loyalty. Therefore developing novelty in terms of sustainable tourism experiences is very important.

The limitation of this research is that it is only collected from some cultural heritage destinations, which basically cannot be generalized to the broader tourism sector. Therefore, it is possible to generalize this study to other categories of the tourism sector and a broader scale for further research. In addition, future empirical studies can explore more factors that influence loyalty and satisfaction in heritage cultural tourism destinations, destination creativity, destination image, trust, and social factors accompanied by other moderating and mediating variables.

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