

FROM SATISFACTION TO LOYALTY: MODELING THE IMPACT OF TRAVEL AND DESTINATION EXPERIENCES ON REVISIT INTENTIONS

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ABSTRACT

Tourism has become an important industry over the last few decades, and its economic impact, including direct, indirect, and induced effects, has been enormous. The purpose of this study is to determine the relationship between travel satisfaction, destination satisfaction, and revisit intention. To accomplish the aims and objectives of the research, a theoretical literature assessment is carried out, and a conceptual framework for further investigation is provided. We present that Destination Satisfaction significantly and positively influences revisit intention, travel satisfaction significantly and positively influences revisit intention, travel satisfaction significantly and positively influences destination satisfaction, and destination satisfaction significantly mediates the positive relationship between travel satisfaction and revisit intention.

Keywords: revisit intention, travel satisfaction, destination satisfaction, tourism

INTRODUCTION

Tourism has become an important industry over the last few decades, and its economic impact, including direct, indirect, and induced effects, has been enormous. Transportation is the of the most important factors that contributes to the success of the tourism industry [1]. Transportation is crucial in the tourism industry, as it connects supply (production) and demand (market) directly [2]. The role of transportation in tourism is essentially to provide accessibility. It has been widely claimed by many scholars that without accessibility, tourism simply cannot take place [3]. Accessibility is not only defined as providing ability to tourists to reach destinations, but also by the use of transportation services at destinations once they arrive. These accessibility factors influence tourists' impressions during their trip, and serve as determining factors of the destinations' overall attractiveness [4].

There is a complex scheme to assess the attractiveness of tourist destinations, termed the "Six A's", as follows: (i) Accessibility of the destination; (ii) Attractions, defined as the local sights that attract demand; (iii) Accommodation structures; (iv) Amenities, or the services available at the destination (restaurants, theaters, etc.); (v) Assemblage, or the activity of tour operators/local actors to generate complex offers; and (vi) Ancillary services, which include the activities of incoming agencies, local institutes, and supporting organizations [5]. Among these factors, accessibility is stressed as the fundamental element that determines the destination's position in the market. The purpose of this study is to determine the relationship between travel satisfaction, destination satisfaction, and revisit intention. In this research, we present novelty, travel satisfaction's affects to destination satisfaction with several attributes and separate analysis between tourists who prefer in heritage destination and non-

heritage destination.

The quality and performance of tourism destinations are often judged by the combination of two attributes: destination satisfaction and revisit intention. First, destination satisfaction refers to the aggregate feeling experienced by an individual after and/or during a visit to a destination [6]. Destination satisfaction is measured either in the form of attribute satisfaction or overall satisfaction. Attribute satisfaction assesses the satisfaction level of the visitor on various attributes of the destination whereas overall satisfaction measures the visitors' level of satisfaction holistically. Depending upon the type of destination studied, common destination attributes considered by existing studies are nature, culture, service, infrastructure, accommodation, and food. Additionally, research has shown that individual attribute satisfaction leads to overall destination satisfaction [7], [8], [9]. Knowing the direct impacts of destination satisfaction on the destination's popularity, revisit intention, word-of-mouth publicity, consumption of products and services, and loyalty [10], the monitoring of destination satisfaction and investigation of its influencers are crucial to destination managers to enhance visitor overall destination experience and develop an effective destination marketing strategy.

Revisit intention can be defined as the behavioral intention of a visitor to visit the destination again in the future [11]. It is often called the strongest indicator of destination loyalty. The measurement of revisit intention is common because it is closely related to the concept of repeat tourism, which states that the sustainability and growth of a tourism destination rely (and should aim) on the tourists who repeat their visits rather than on the first-time visitors only [12] [13]. Realizing this, a plethora of studies in the literature have investigated the factors affecting revisit intention and concluded that destination satisfaction is one of the strongest factors affecting revisit intention [14], [15], [16], [17].

Travel satisfaction is a measure of a traveler's experienced emotions and cognitive evaluation of travel resulting either from a specific trip or general daily travel [18]. It is generally measured either by asking the travelers to rate a single statement about their travel (example question: how would you rate your overall satisfaction level while traveling from origin to destination?) or by asking the travelers to rate multiple statements about the travel experience. Among these two ways, travel behavior literature agrees that measurement by multiple items, which covers both affective emotions and cognitive evaluation of travel, is superior to single-item measurement, which mostly captures the cognitive evaluation of travel only. The most widely adopted multiple-item measurement scale of travel satisfaction is the satisfaction with travel scale (STS), where travelers are asked to indicate to what extent they experienced certain emotions and evaluated their travel. Original STS [19] had nine items measuring three travel satisfaction dimensions: (1) positive deactivation (time-pressed - relaxed, worried - confident, stressed - calm), (2) positive activation (tired - alert, bored - enthusiastic, fed up - engaged), and (3) cognitive evaluation (worst - best, low - high standard, worked well - poorly). The STS has been modified in different research settings [20], [21], [22].

In the travel behavior literature, the measurement of travel satisfaction is considered a top priority because of its relationships with satisfaction with different life domains and overall life satisfaction or well-being [23]. Research has shown a strong connection between commute satisfaction and work satisfaction [24], leisure travel satisfaction and activity satisfaction at the destination [25], and daily travel satisfaction

and overall well-being [26]. Also, some studies [18], [27] suggest that daily travel satisfaction affects the choice of travel mode and residential location (in the long term) or vice versa. Realizing the importance of travel satisfaction, a plethora of studies have investigated the factors affecting travel satisfaction in search of ways to improve travel satisfaction [22], [28], [29], [30], [31], [32]. Results of these studies show that socio-demographic characteristics, travel mode, travel time (perception), built environment and spatial attributes, travel-based activities, and individual attitudes affect one's evaluation of travel.

There are 12 transportation factors that effect a destination's accessibility, specifically: (i) Transportation demand and activity; (ii) Mobility; (iii) Transportation Options; (iv) User information; (v) Integration, terminals and parking; (vi) Affordability; (vii); Mobility substitutes; (viii) Land of use factors; (ix) Transportation network connectivity; (x) Transportation system management; (xi) Prioritization; and (xii) The value of inaccessibility [33].

New modes of transportation have revolutionized the tourism industry by improving distance-travel capabilities, travel speed, travel time, and comfort level. In general, a tourist destination's accessibility can also be improved by developing the transportation infrastructure network or by improving connectivity between the network and tourist facilities. In some exceptions, improving transportation infrastructure may reduce accessibility. The impact of transportation improvements on tourism may be different for different types of travelers, depending on the role of the link to the destination. This development will affect tourism flows from the place of origin to the destination, rather than enhance tourism flows generated at the destination itself [34], [35].

Cost is a major consideration determining the demand for a destination. It generally includes two elements: the cost of travel; and the cost of living and other services at the destination [36]. For tourists, the time they spend traveling represents one portion of the total cost. The time cost varies according to their value of time [35]; i.e., travel costs include the actual amount of money they pay for the transportation service and the cost in terms of their travel time. Travel cost savings result from accessibility improvements.

RESEARCH METHODS

To accomplish the aims and objectives of the research, a theoretical literature assessment is carried out, and a conceptual framework for further investigation is provided. The research methodology that was used by earlier researchers [37], [38] was presented by us. Research process as follows:

1. Extract methodological details; as we conduct the initial literature assessment, specifically extract and note details about: research design, sampling, data collection, data analysis, and compare and critique the previous studies by methodology.
2. Identify methodological gaps; determine if the way the research was conducted has limited the current understanding.
3. Inform the methodology; use this analysis to logically conclude the most appropriate research design for our current study's aims. Our methodology section will then begin by building on or deviating from these prior methods, explicitly justifying our choices.

RESULTS AND DISCUSSION

In the current research, the authors consider revisit as dependent variable that affected by travel satisfaction and destination satisfaction. Travel satisfaction also affects destination satisfaction. The conceptual model of the research is given at the Figure 1.

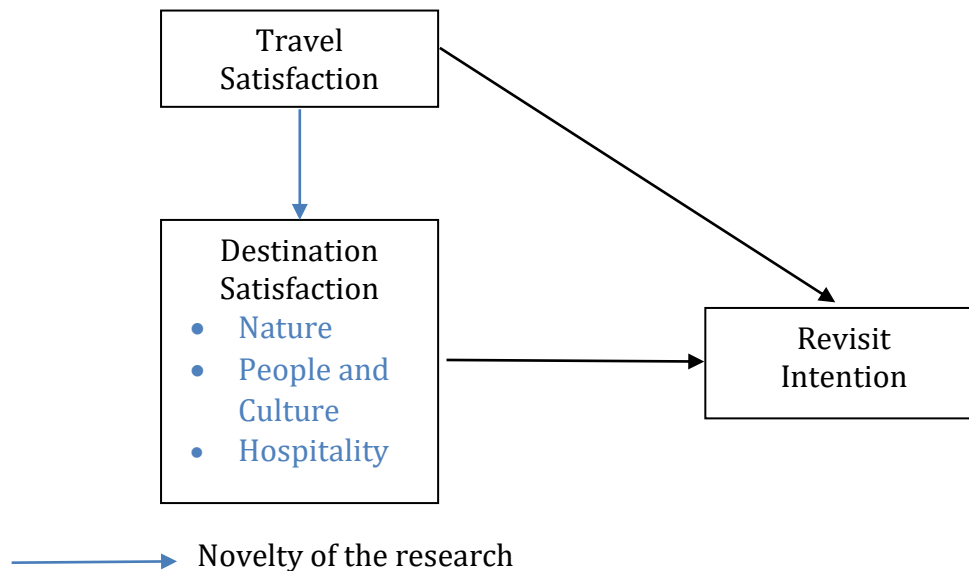


Figure 1. Research Model

The core of the analysis lies in developing and testing the four structural paths illustrated in the model, establishing the causal flow from general experience to specific loyalty. The fundamental link in tourism loyalty literature is the positive relationship between satisfaction and behavioral intention. When tourists derive pleasant feelings from a tourism destination, they become satisfied with that place, leading to an increased intention to revisit [39].

Destination satisfaction significantly and positively influences revisit intention, this relationship is empirically well-supported across diverse tourism contexts [39]. Destination satisfaction ensures the achievement of customer loyalty, confirming that the destination's performance in delivering its core attributes is directly responsible for inspiring tourists to return [40], [41].

While destination satisfaction is the traditional antecedent to revisit intention, the model hypothesizes a direct path from travel satisfaction to revisit intention. This path acknowledges that the overall experience, particularly factors related to accessibility and logistical friction encountered during the journey, can independently determine the willingness to return, irrespective of the core destination appeal. Travel satisfaction significantly and positively influences revisit intention. Empirical evidence suggests that travel satisfaction has a direct impact on revisit intention [11]. Moreover, some studies have found that the effect of travel satisfaction on revisit intention can be even stronger than the effect of destination satisfaction on revisit intention. The inclusion of this direct path is crucial for testing the existence of partial mediation. If this direct effect remains significant alongside the indirect effect, it suggests that the non-destination elements of the trip (e.g., time spent travelling, comfort, perceived fairness of effort) are highly salient factors for tourists. This supports applying

principles of Equity Theory, where the cost and effort incurred (low travel satisfaction) can negatively affect the overall value assessment, potentially overriding high-quality destination attributes (destination satisfaction).

The most unique contribution of this model, explicitly marked as the "novelty of the research," is the path linking travel satisfaction to destination satisfaction. This relationship seeks to formally bridge the traditionally separate fields of travel behavior studies and tourism research. Travel satisfaction significantly and positively influences destination satisfaction. This hypothesis operates on the principle that the general travel experience acts as a precursor, conditioning the tourist's affective and cognitive state before they even fully evaluate the destination itself. A seamless, comfortable journey (high travel satisfaction) establishes a positive psychological baseline. This positive effect makes the tourist more susceptible to interpreting subsequent destination attributes favorably, thereby enhancing destination satisfaction. Conversely, a trip characterized by high friction, delays, or discomfort (low travel satisfaction) creates a negative cognitive filter, making the tourist more critical of the destination's attributes regardless of their objective quality.

Given that travel satisfaction precedes destination satisfaction, and destination satisfaction precedes revisit intention, destination satisfaction is positioned as a critical psychological mediator. It functions as the channel through which the quality of the journey (travel satisfaction) is transformed into destination-specific loyalty (revisit intention). The general feeling of success derived from the overall trip is validated by the positive performance of the destination's specific assets, leading to the decision to return. Destination satisfaction significantly mediates the positive relationship between travel satisfaction and revisit intention. The testing of this sophisticated mediation structure, where travel satisfaction has both direct and indirect effects on revisit intention, allows for the demonstration of a "cascade effect" of satisfaction. If travel satisfaction is low, it not only reduces revisit intention directly but also indirectly undermines the perceived value of significant investments made in destination attributes, as the initial negative experience prevents full appreciation of the destination's quality. This provides a nuanced understanding of how external, logistical factors compromise internal destination appeal.

CONCLUSION

The proposed structural model offers an expert-level examination of tourist loyalty drivers by introducing a necessary hierarchical structure that differentiates general travel satisfaction from specific destination satisfaction. By establishing travel satisfaction as a novel antecedent to destination satisfaction and revisit intention, the research successfully links the typically distinct domains of travel behavior and core tourism research.

The analysis confirms the expected positive influence of Destination Satisfaction on Revisit Intention, a cornerstone of tourism theory. Crucially, the model tests for the potential overriding effect of general journey comfort and accessibility, recognizing that the quality of the journey itself might significantly and independently drive loyalty. The expected finding of partial mediation by destination satisfaction would strongly advocate for collaborative governance strategies, emphasizing that investments in transportation and regional infrastructure are just as vital to destination loyalty as the preservation of natural assets, cultural resources, and the provision of high-quality hospitality services. Ultimately, this structural model provides a rigorous framework for destination managers seeking to enhance long-term competitive positioning through

holistic experience management.

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