

Analyzing Tourism Brand Loyalty and E-Marketing Development in Bali, Indonesia

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Abstract

This study is aimed at determining the factors that lead to long-term brand loyalty among tourists visiting tourist destinations and the effectiveness of e-marketing measures in developing tourism in Bali. It specifically looked at four aspects, including service quality, brand image, brand awareness, and customer satisfaction to determine which was the most important to the tourists. This study adopts a mixed-method approach, primarily using quantitative methods supported by qualitative research to obtain a better understanding of the case. It involved 200 tourists who had visited Bali twice or more. The quantitative data were analyzed using structural equation modeling (SEM) analysis and the qualitative data were analyzed using thematic analysis. The research findings revealed that brand loyalty is formed by brand image, service quality, brand awareness, and customer satisfaction, with customer satisfaction being the strongest factor, while brand image and service quality are less likely to be considered, and the development of e-marketing using popular social media and an integrated web is required to expand the target market.

Keywords: *brand Loyalty, brand Image, brand Awareness, customer satisfaction, e-marketing*

1. Introduction

The tourism industry is a major economic force in many countries around the world, providing economic benefits for both locals and state revenues for the government. It is a promising business sector with great potential, and Indonesia is the fourth most popular tourist destination in Southeast Asia (Hughes-Freeland, 2018; Hernandez et al., 2023). There are many interesting and famous tourist destinations in Indonesia, including Bali which is internationally recognized tourist destination with a unique and distinguished brand (Purwanto et al., 2022; Situmorang et al., 2019; Sugita & Wisnawa, 2021). Bendesa and Sukarsa (1980) and Sugita and Wisnawa (2021) argued that Bali is an important part of Indonesia's tourism and economic sectors attracting both domestic and foreign tourists. These finding confirmed by Subadra (2021) wherein a total of 16,820,249 national and international tourists visited Bali in 2019 before the Covid-19 pandemic which hit and collapsed Bali tourism in early 2020. While, the economic contribution of Bali tourism to the national state revenue reached IDR 270 trillion in 2019 (Bali Post, 06/03/2020; Subadra and Heather, 2022).

However, the growth of tourists coming to Indonesia, especially Bali does not guarantee tourist loyalty even if Bali has been popular with many great options to choose from including unique cultures, beautiful nature and man-made attractions which attract them to visit Bali (Hughes-Freeland, 2018; Subadra, 2019). Therefore, it is important for tourism businesses to constantly innovate and offer unique experiences to retain customers and build loyalty by implementing effective marketing strategies attract new tourists and retaining the existing tourists.

Brand loyalty is the tendency of tourists to always visit certain destinations, discuss them positively with fellow tourists, and even take action if they hear bad news about the destination. (Litvin & Dowling, 2018; Suhartanto et al., 2013). It reflects the tourist attitudes and behaviours that they experienced during their holidays and provides valuable insights into understanding the factors that influence tourists' decision-making processes (Rather, 2018; Wisnawa et al., 2020). Brand loyalty is an important goal for tourist destination managers as it creates a loyal market of consumers who share their impressive experiences to their friends, colleagues and family and also leads to repeat visits and increased revenue for the destination (Subadra, 2015). Although there is significant debate regarding what, why, and how to evaluate brand loyalty, it remains a valuable marketing destination tool (Basuki et al., 2020; King, 2017; Suhartanto et al., 2013). In other words, brand loyalty leads to increase tourist retention, positive word-of-mouth marketing, and ultimately higher profits for the company while offering value to the tourists. Therefore, understanding and measuring brand loyalty helps tourism businesses make informed decisions about their marketing strategies.

Furthermore, there are various conceptual perspectives on brand loyalty that are still being debated among the tourism scholars: (i) the traditional view, which considers brand loyalty from both an attitudinal and behavioural standpoint; (ii) the composite view, which incorporates both attitudinal and behavioural viewpoints; and (iii) the multidimensional view. The traditional view suggests that brand loyalty is based on a customer's positive attitude towards a brand and their repeated purchase behaviour. On the other hand, the multidimensional view takes into account various factors such as cognitive, affective, and conative aspects of loyalty (Suhartanto et al., 2013). Thus, tourism academics employ those brand loyalty factors in their research in order to look at the case from different angles.

Customer satisfaction has a beneficial effect on brand loyalty (Basuki et al., 2020; Nasir et al., 2022; Nguyen Phuc & Bui Thanh, 2022; Rather, 2018; Sürücü et al., 2019). However, the process through which satisfaction is produced needs to be revisited. Previous research has shown that different aspects of service quality can lead to different levels of customer satisfaction. (Dam & Dam, 2021; Jasin & Firmansyah, 2023; Wisnawa et al., 2020; Wu et al., 2018). Therefore, it is very important to be able to measure satisfaction with various tourist aspects based on what tourists perceive. Tourist perceptions include the service quality received, the brand image of tourist destinations, and tourist brand awareness. King (2017), Shabbir et al. (2017), and Wisnawa et al. (2020) claimed that there is a link between service quality, brand image, and brand awareness. In the same vein, Pratama & Suprpto (2017) and Sürücü et al. (2019) discovered a link between brand awareness and customer satisfaction as well as brand loyalty. These findings suggest that improving service quality can enhance brand image and awareness, which leads to increase customer satisfaction and loyalty. For these reasons, it is crucial for the companies prioritise improving their service quality to create a positive brand image and increase customer loyalty as well as increasing the revenue and long-term success for the tourism business.

The COVID-19 pandemic has had a significant impact on human life all over the world, including the tourism industry, which involves the mobility of people around the world (Pramukti et al., 2022; Hermanto et al., 2023; Nasir et al., 2022; Patwary et al., 2022). The economy declined very sharply due to the travel prohibition and the shutdown of the international airport and tourism businesses (Nuruddin et al., 2020; Subadra, 2021). However, after the discovery of the COVID-19 vaccine, tourism has started to rebound. The vaccination contributed a lot to the tourism recovery wherein many countries have started to ease their travel restrictions which allow their citizens to travel abroad. As a result, there has been an increase in the number of tourists visiting different parts of the world today.

The COVID-19 pandemic has also helped to increase the growth of electronic marketing (Mallick et al., 2022; Sudarsana et al., 2019). The advancements of knowledge and technology have made it possible for a new normal life to emerge. This is due to the increasing number of cellular phones in Indonesia which promotes the growth of E-marketing which allows for efficient, low-cost, and quick communication (Kementerian Pariwisata dan Ekonomi Kreatif, 2021; Widodo & Kurniawati, 2020). E-marketing allows tourists to create their own travel arrangements, selecting a

destination and flight, and making payments (Sudarsana et al., 2019). Additionally, it provides information on tours and package deals. This convenience has made e-marketing a popular choice for tourists who prefer to plan their own holiday arrangements. Additionally, tourists rely on online reviews and recommendations to help them make informed decisions about their travel destinations. This allows them to choose destinations that will provide them with the best experience as it is memorable and meaningful and served as cultural ecosystem value which the non-financial benefit gained by the tourists upon their travel expenses (Subadra, 2022). Therefore, the development of e-marketing in the tourism industry currently occupies a strategic position in economic recovery through tourism (Segaradana et al., 2022) and is focused on the perceptions of tourists about a brand's loyalty, customer satisfaction, brand awareness, and image (Lazuardi et al., 2022; Kotler et al., 2014).

Several scholars have also conducted similar research. For example, Celikkol (2020) conducted research on the effect of brand image and brand trust on brand loyalty and found that brand image can predict brand loyalty. Wu (2016) developed a brand loyalty model where tourist satisfaction has a significant effect on brand loyalty. Kayaman & Arasli (2007) and Wisnawa et al. (2020) argued that customer satisfaction can be realised through service quality, brand image, and brand awareness. In other words, improving service quality, brand image, and brand awareness can lead to increase tourist satisfaction and subsequently higher brand loyalty. This highlights the importance of a comprehensive approach to branding in the tourism industry. However, there is much that is still unknown about how these elements impact brand loyalty. Additional research is needed to better understand the connection between these factors (Basuki et al., 2020; Hermanto et al., 2023; Rather, 2018; Wu & Anridho, 2016). Further research into the relationship between brand loyalty and e-marketing initiatives in the tourism industry is required. (Abbasi et al., 2022).

This research provides valued understandings into the effectiveness of e-marketing initiatives in enhancing brand loyalty among tourists. The purpose of this study is to fill a gap in the literature by specifically identifying the drivers of customer satisfaction and brand loyalty in Bali's tourism context. It examines the role of service quality, brand image, and brand awareness, as well as the mediating role of brand awareness and customer satisfaction in the interrelationship of the variables; look at efforts that might be made to build tourism through e-marketing based on the brand loyalty model.

Conceptual Framework and Hypothesis

Service Quality, Brand Awareness, Customer Satisfaction, and Brand Loyalty

The quality of service provided to clients is affected by a number of factors, including the degree to which expectations match actual service delivery. Parasuraman et al. identifies five gaps in the service delivery process. One of these is the gap between customer expectations and management's assessment of those expectations. Obviously, understanding these gaps assist the organisations improve their service quality and better meet the needs of their customers. (Cronin & Taylor, 1992; Hemsley-Brown & Alnawas, 2016; Yang et al., 2017).

Furthermore, service quality consists of five dimensions, including reliability, responsiveness, empathy, assurance, and tangible (Parasuraman et al., 1988). The indicators are acceptable and have been adopted in the field of tourism and commonly used to evaluate the quality of service in various tourism sectors, such as hotels, restaurants, and travel agencies. Tourism businesses refer these dimensions to enhance their customers' experiences and satisfaction which potentially increase the customer loyalty for business growth (Back, 2005; Haneef, 2017; Jawabreh et al., 2022; Mallick et al., 2022). Additionally, service quality creates a positive impact on tourists' perceptions of a destination (Hemsley-Brown & Alnawas, 2016). Higher levels of quality raise the tourists' awareness of the destination which leads to positive memories being retained (Yang et al., 2017; Wirtz & Lovelock, 2017). The friendly, punctual, responsive, and empathetic service provides tourists with great memories. In other works, the quality of service is the key to satisfying tourists visiting the destination (Jawabreh et al., 2022; Mallick et al., 2022).

Brand awareness is the ability of customers to remember and recognise a specific product from similar products (Alkhawaldeh et al., 2017). Kim et al. (2018) argue that brand awareness may

increase the chances of customers choosing the products they need. In the case of tourism, the ability of a destination to increase brand awareness is key to winning the competition to attract the largest number of tourists to the destination (Sürücü et al., 2019). Therefore, tourism destinations need to invest in marketing strategies that increase brand awareness and differentiate themselves from other destinations. This can be achieved through effective branding, advertising campaigns, a social media presence, and partnerships with travel influencers.

Destination managers struggle to create long-term loyalty among tourists by optimizing their experiences (Jawabreh et al., 2022; Mallick et al., 2022). As the quality of a service improves, customers are more likely to remain loyal to a particular brand Wu & Anridho, 2016. Additionally, Basuki et al. (2020) claim that brand loyalty positively impacts the sustainability of tourist destinations while reducing marketing costs. Therefore, it is crucial for destination managers to focus on enhancing the quality of services and building strong brand loyalty among tourists to ensure the long-term sustainability of their destinations. By doing so, they can not only reduce marketing costs but also attract repeat visitors who are more likely to spend more and recommend the destination to others.

Based on the relationship among the service quality, brand awareness, satisfaction and brand loyalty, the hypothesis is proposed as follows: H1: Service Quality has a positive effect on brand awareness; H2: Service Quality has a positive effect on customer satisfaction; and H3: Service Quality has a positive effect on brand loyalty.

Brand Image, Brand Awareness, Customer Satisfaction, Brand Loyalty

Brand image is a set of beliefs, ideas and impressions about a product or service wherein the attitudes and actions towards the product or service are strongly conditioned by the object's image (Kotler et al., 2014). Zhang (2015) defines brand image as the way the public perceives a brand, based on the associations they have stored in their memory. Brand image plays a crucial role in consumer decision-making, as it influences their perception of the product or service's quality, reliability, and value. Consequently, companies invest heavily in creating and maintaining a positive brand image through marketing and branding strategies.

Brand image is an important factor to consider by tourists when choosing a tourist destination (W. Y. Wu & Anridho, 2016). Sürücü et al. (2019) argue that marketing measures such as advertising and promotion are usually created for a destination's brand image, which is used by tourists as a reference when choosing a certain destination to visit. Other scholars, Earl and Hall (2023) found that Nostalgia is another important factor in shaping the image and value of a destination. Tourists tend to revisit places that they feel have a special meaning to them, and the image and value of a destination can be greatly affected by how closely it mirrors memories and dreams. Therefore, it is crucial for tourism destinations to invest in building a strong brand image through effective marketing strategies that accurately represent the unique characteristics and experiences that they offer to potential visitors. A positive brand image leads to increased tourist arrivals, revenue, and overall economic growth for the destination.

Furthermore, Mallick et al., (2022) claim that destination brand image refers to emotional perceptions, including customers' awareness of brands associated with certain attributes destination's product or service. As Hameed (2013) noted, brand image positively correlates with brand loyalty. Tourists' perceptions and beliefs about a destination brand influence tourists perceived the quality and loyalty of the destination brand.

As a result, a good destination brand image may lead to higher perceived quality and loyalty from tourists. In other words, the relationship between a destination's image and its experiential value is important in influencing future visit intentions. This creates a sense of meaning for tourists which influenced their nostalgic experience to revisit the impressive destination they have ever visited. Therefore, the following hypotheses were developed: H4: Brand image has a positive effect on brand awareness; H5: Brand image has a positive effect on customer satisfaction; and H6: Brand image has a positive effect on brand loyalty.

Brand Awareness and Customer Satisfaction, Brand Loyalty

The ultimate goal of most businesses is to increase sales and revenue by attracting new customers and encourage repeat purchases (Gustafson & Chabot, 2007). Businesses often invest in marketing strategies such as advertising, promotions, and customer relationship management programmes to create brand awareness and loyalty among their target audience in order to accomplish this goal. Advertising and publishing are two common methods used to increase brand awareness. These methods can be effective in helping a company or product stand out from the competition (Sürücü et al., 2019). Cheng et al., (2022) define brand awareness as the level of awareness a business and its products have among customers and potential customers. It is important for businesses to achieve successful brand awareness in order to differentiate their products from similar ones and to compete with rivals. Moreover, Mallick et al., (2022) describe that brand awareness may increase level of satisfaction and expectations upon purchasing certain product or service. Cheng et al., 2022 find that the higher the brand awareness, the greater the satisfaction obtained also tends to be. Based on this, a hypothesis can be formulated.

Furthermore, brand awareness can increase satisfaction and expectations when purchasing a product or service (Mallick et al., 2022; Cheng et al., 2022). In other words, the more people know about a particular brand, the happier they tend to be with their purchase. A well-known brand often carries a reputation for quality and reliability, which may positively influence consumer perceptions and trust. As a result, customers may have higher expectations when purchasing from an eminent brand, but they are also more likely to be satisfied with their purchase if the brand meets or exceeds those expectations.

Customer satisfaction is the most important factor in achieving brand loyalty (Mallick et al., 2022). It shows the comparison between the expectations of tourists and the reality of the experience gained in tourist destinations. (Osiako et al., 2022). Tourism businesses in particular, is prioritizing customer satisfaction by consistently delivering high-quality services and experiences that meet or exceed tourists' expectations. This leads to positive word-of-mouth recommendations and repeat business and purchase, ultimately resulting in in-depth experiences and increased brand loyalty (Hermanto et al., 2023).

In other words, experiences lead to nostalgic experiences of the past which based on the desire for authentic tourism experiences; and is significantly impacted by the perceptions that tourists have of the visited destination, the consumed tourism products or services as well as the outstanding tour impression provided for future visits. Previous studies demonstrate a close relationship between customer satisfaction and brand loyalty (Hermanto et al., 2023; Jawabreh et al., 2022; Mallick et al., 2022; Osiako et al., 2022; Patwary et al., 2022; Purwanto et al., 2022). Therefore, companies should prioritise improving customer satisfaction to foster brand loyalty and retain customers in the long run, which may be achieved by providing high-quality products or services and excellent customer service. Therefore, the hypothesis is as follows: H8: Customer Satisfaction has a positive impact on Brand Loyalty.

Brand awareness reflects the ability of consumers or potential consumers to recognise and remember a product that distinguishes it from other similar products (Kim et al., 2018). Brand awareness is shown by the cognitive state and distinctiveness of the brand in consumers' minds (Sürücü et al., 2019). Hameed (2013) engaged with brand awareness which impacts customer satisfaction and mediates the relationship between service quality and customer satisfaction. Brand awareness also mediates the relationship between brand image and customer satisfaction. Therefore, it is crucial for companies to invest in building brand awareness to increase customer satisfaction and loyalty to create a distinct image of their brand in the minds of consumers and differentiate themselves from competitors (Shabbir et al., 2017). Based on these explanations, the hypothesis is formulated as follows: H9: Brand Awareness mediates the effect of Service Quality on Customer Satisfaction; and H10: Brand Awareness mediates the effect of Brand Image on Customer Satisfaction.

Customer satisfaction is the path to realising traveller loyalty and occurs when customers get their wants and needs met according to their expectations. (Back & Parks, 2003; Ratnasari et al., 2020;

Wisnawa et al., 2020). The previous studies showed that customer satisfaction positively and significantly affects brand loyalty and mediates the relationship between service quality and brand loyalty (Dam & Dam, 2021). Additionally, Pratama & Suprpto (2017) found that customer satisfaction also mediates the relationship between brand image and loyalty. This suggests that customer satisfaction plays a crucial role in building brand loyalty by mediating the relationships between service quality, brand image, and loyalty. Therefore, companies need to prioritise customer satisfaction to ensure long-term customer loyalty and retention. The hypothesis is proposed as follows: H11: Customer Satisfaction mediates the effect of Service Quality on Brand Loyalty; and H12: Customer Satisfaction mediates the effect of Brand Image on Brand Loyalty.

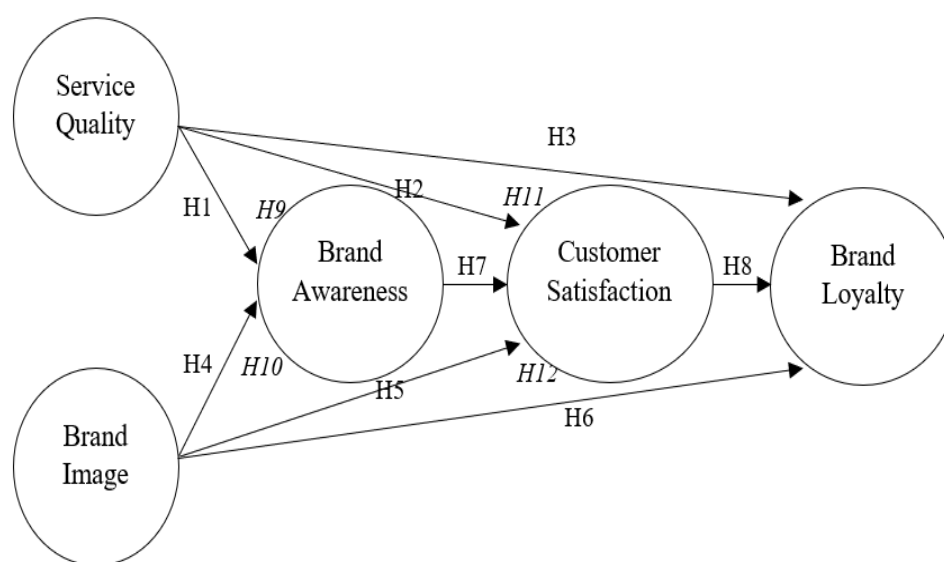


Figure 1. Conceptual Framework and Hypothesis Development

2. Material and Method

Sample and Data Collection

This research uses quantitative-method to measure and understand the causal relationship between each variable studied; and qualitative method to understand the relationship between e-marketing measures and brand loyalty. It involved 200 domestic and international tourists have visited Bali at least twice and selected using random sampling technique. As a condition of loyalty, the respondents. The questionnaire was distributed over the course of one month to tourism sites in Bali. Bali was chosen for several reasons. First, Bali is an international tourist destination that is well-known throughout the world. Second, Bali has very diverse tourists from various nations around the world. Third, Bali has good economic growth from tourism. Data collection was done using the survey method. The descriptive analysis of respondents, validity, and reliability were analysed using SPSS 25; and the hypothesis testing, and structural equation modelling were using AMOS 24.

The qualitative data were gathered from a focus group discussion which involved tourism stakeholders including government, tourism academician, hotelier, hotel association, tour guide association and local people to examine and elicit the link and connection between measures of e-marketing development and brand loyalty of Bali tourism destination. The data were thematically analysed by grouping ideas of the respondent into some groups which referred to the e-marketing development and brand loyalty.

Instrument Measurement

Each statement item in the questionnaire was measured using a 5-point Likert scale. Measurements range from 1 to 5. Point 1 indicates that the respondent strongly disagrees and point 5 indicates that the respondent strongly agrees. This study uses two independent variables, namely

service quality and brand image, two mediating variables, brand awareness and customer satisfaction, and one dependent variable, brand loyalty. The research instrument for data collection was developed from previous research. Service quality was measured with five items adopted from Parasuraman et al. (1988). The brand image was measured with five items adopted from (Rüçhan Kayaman & Arasli, 2007; S. Kim et al., 2018). Brand awareness was measured using five items adopted from S. Kim et al. (2018). Customer satisfaction was measured by four items adopted from Dam & Dam, 2021). Brand loyalty was measured by five items adopted from Dwi Suhartanto & Clemes (2011).

Table 1. The Research Variables

Variables	Indicators
Service Quality	Tangible, Reliable, Responsive, Assurance, Emphathy
Brand Image	Reputation, Special, Luxurious, Comfort, Unique
Brand Awareness	Recognition, Remember, Remembering Characteristic, Recall
Customer Satisfaction	Comfort, Desicion, Expectancy, Overall satisfaction
Brand Loyalty	Cognitive, Affective, Conative, Behaviour

(Source: Adapted from (Parasuraman Et Al., 1988; Zeithaml Et Al., 1996; S. S. Kim Et Al., 2018; Ruchan Kayaman & Arasli, 2007; Dam & Dam, 2021; Dwi Suhartanto & Clemes, 2011)

3. Results

The study was conducted at several tourist attractions in Bali, Indonesia. Respondents were selected based on the condition that they had been to Bali at least twice. The results of the distributed questionnaires showed that most respondents were male (121 respondents), aged 26–35 years (71 respondents), employed as private employees (78 respondents), had a monthly income greater than US\$1600 (77 respondents), and were from Indonesia (80 respondents). Details of respondent characteristics are in Table 2.

Table 2. Respondents' Profile (Source: Processed Data, 2023)

Variables	Data
Gender	Male (N=121; 60,50%) Female (N=79; 39,50%)
Age	17-25 (N=25; 12,50%) 26-35 (N=71; 35,50%) 35-45 (N=64; 32,00%) >46 (N=40; 20,00%)
Job	Student (N=10; 5,00%) Businessman (N= 51; 25,50%) Private Employee (N=78; 39,00%) Civil servant (N=24; 12,00%) Profesional (N=37; 18,50%)
Monthly Income	US\$ 300-US\$600 (N=6; 3,00%) US\$ 600-US\$1000 (N=45; 22,50%) US\$1000-US\$1300 (N=42; 21,00%) US\$1300-US\$1600 (N=30; 15,00%) >US\$1600 (N=77; 38,50%)
Country	Indonesia (N=80; 40,00%) Malaysia (N=8; 4,00%)

Variables	Data
	Singapura (N=12; 6,00%) Australia (N=50; 25,00%) China (N=7; 3,50%) Japan (N=3; 1,50%) France (N=4; 2,00%) Russia (N=10; 5,00%) Holland (N=26; 13,00%)

Data Reliability Test

Based on the results of the significance test of the standard loading estimate on the measurement model, it is objectively shown that all indicators on latent variables were significant with $p < 0.001$, and the value of each loading indicator was greater than 0.50. Based on this test, all indicators were valid for measuring latent variables. Cronbach's alpha was calculated using SPSS version 24, with acceptance parameters > 0.7 . Construct reliability (C.R.) was greater than 0.7. The average variance extracted is greater than 0.5. All of these indicators meet reliable criteria.

Table 3. Reliability Test Results (Source: Processed Data, 2023)

Latent Variable	Indicator Measurement	Standard Loading	α	CR	AVE
Service Quality	SQ1	0,772	0,97	0,9365	0,69324
	SQ2	0,812			
	SQ3	0,747			
	SQ4	0,785			
	SQ5	0,851			
Brand Image	BI1	0,731	0,93	0,90584	0,62103
	BI2	0,738			
	BI3	0,754			
	BI4	0,817			
	BI5	0,741			
Brand Awareness	BA1	0,774	0,96	0,92551	0,66496
	BA2	0,77			
	BA3	0,744			
	BA4	0,756			
	BA5	0,851			
Customer Satisfaction	CS1	0,792	0,96	0,94557	0,7565
	CS2	0,78			
	CS3	0,852			
	CS4	0,802			
Brand Loyalty	BL1	0,787	0,94	0,93022	0,67688
	BL2	0,843			
	BL3	0,728			

Latent Variable	Indicator Measurement	Standard Loading	C α	CR	AVE
	BL4	0,761			
	BL5	0,806			

Based on Table 4 shows several criteria for measuring the model's goodness of fit, such as Chi-square χ^2 , RMSEA, GFI, AGFI, TLI, CMIN/DF, and Significance probability can be fulfilled in the test. In Table 4, it can be seen that of the nine indicators, and most show good results. This structural equation model can already be said to fit because the three indices, as suggested by Hair et al. (2014) (Chi-square (χ^2) and probability; TLI and RMSEA), already fulfil the required value threshold. Therefore, data analysis with SEM techniques can be carried out in the next process, namely hypothesis testing and mediation testing.

Table.4 Goodness of Fit Indexes Full Model

Statistical Test	Critical of Value	Results	Conclusion
Chi-square χ^2	-	250,078	Fit
Significance Probability	$\geq 0,05$	0,087	Fit
Degree of Freedom	-	221	
RMSEA	$\leq 0,05$	0,026	Fit
GFI	$\geq 0,90$	0,909	Fit
CMIN/DF	$\leq 5,00$	1,132	Fit
TLI	$\geq 0,95$	0,990	Fit
PNFI	0,60 s.d 0,90	0,748	Fit
PGFI	0 s.d 1	0,669	Fit

(Source: Processed Data, 2023)

Convergent Validity Test

Tests aimed at determining the validity of each estimated indicator are carried out by measuring the dimensions of the concepts tested in this study (Rahi & Ghani, 2018). If each indicator has a critical ratio (C.R.) value greater than twice the standard error (S.E.), it means that the indicators can represent the latent variable (Hair et al., 2019). The test results show these conditions have been met (Table 5).

Table 5. Model Fit Results (Source: Processed Data, 2023)

			Estimate	S.E.	C.R.	P
SQ5	<---	Service Quality	1,000			
SQ4	<---	Service Quality	0,817	0,062	13,203	***
SQ3	<---	Service Quality	0,821	0,068	12,126	***
SQ2	<---	Service Quality	0,881	0,064	13,798	***
SQ1	<---	Service Quality	0,882	0,069	12,846	***
BI5	<---	Brand Image	1,000			
BI4	<---	Brand Image	1,220	0,106	11,553	***
BI3	<---	Brand Image	1,122	0,106	10,628	***
BI2	<---	Brand Image	0,980	0,095	10,278	***
BI1	<---	Brand Image	0,898	0,094	9,524	***
BA5	<---	Brand Awareness	1,000			
BA4	<---	Brand Awareness	0,856	0,072	11,913	***

			Estimate	S.E.	C.R.	P
BA3	<---	Brand Awareness	0,844	0,073	11,611	***
BA2	<---	Brand Awareness	0,779	0,069	11,339	***
BA1	<---	Brand Awareness	0,874	0,058	14,959	***
CS4	<---	Customer Satisfaction	1,000			
CS3	<---	Customer Satisfaction	1,119	0,080	13,918	***
CS2	<---	Customer Satisfaction	0,966	0,078	12,356	***
CS1	<---	Customer Satisfaction	1,095	0,088	12,486	***
BL1	<---	Brand Loyalty	1,000			
BL2	<---	Brand Loyalty	0,964	0,072	13,368	***
BL3	<---	Brand Loyalty	0,825	0,075	11,029	***
BL4	<---	Brand Loyalty	1,053	0,090	11,708	***
BL5	<---	Brand Loyalty	0,945	0,086	11,029	***

Model Causality Test

This test is intended to determine the causal relationship between variables by measuring the strength of the relationship between two or more latent variables. The results shown by AMOS version 24 can be seen in Figure 2, Table 6, and Table 7. Based on the significant value in Table 6 with a probability value (p)=0.05, the hypothesis test results are as follows: service Quality has no significant effect on Brand Awareness, with a regression coefficient of 0.114, a C.R. value of 0.972, and a probability value of 0.33 greater than 0.05 (H1 rejected); Service Quality positively affects Customer Satisfaction with a regression coefficient of 0.202, C.R. value of 2.559, and probability value of 0.01 smaller than 0.05 (H2 accepted); Service Quality positively affects Brand Loyalty with a regression coefficient of 0.196, a C.R. value of 2.613, and a probability value of 0.01 smaller than 0.05 (H3 accepted); Brand Image positively affects Brand Awareness with a regression coefficient of 0.962, a C.R. value of 5.549, and a probability value of 0.00 smaller than 0.05 (H4 accepted); Brand Image positively affects Customer Satisfaction with a regression coefficient of 0.320, a C.R. value of 2.051, and a probability value of 0.04 smaller than 0.05 (H5 is accepted); Brand Image positively affects Brand Loyalty with a regression coefficient of 0.265, a C.R. value of 2.001, and a probability value of 0.05 (H6 is accepted); Brand Awareness positively affects Customer Satisfaction with a regression coefficient of 0.343, a C.R. value of 0.094, and a probability value of 0.00 smaller than 0.05 (H7 accepted) and Customer Satisfaction positively affects Brand Loyalty with a regression coefficient of 0.666, a C.R. value of 5.167, and a probability value of 0.00 smaller than 0.05 (H8 accepted).

Table 6. Model Fit Results (Source: Processed Data, 2023)

			Estimate	S.E.	C.R.	P
Service Quality	□	Brand Awareness	0.114	0.117	0.972	0.33
Service Quality	□	Customer Satisfaction	0.202	0.079	2.559	0.01
Service Quality	□	Brand Loyalty	0.196	0.075	2.613	0.01
Brand Image	□	Brand Awareness	0.962	0.173	5.549	***

Brand Image	□	Customer Satisfaction	0.320	0.156	2.051	0.04
Brand Image	□	Brand Loyalty	0.265	0.132	2.001	0.05
Brand Awareness	□	Customer Satisfaction	0.343	0.094	3.663	***
Customer Satisfaction	□	Brand Loyalty	0.666	0.129	5.167	***

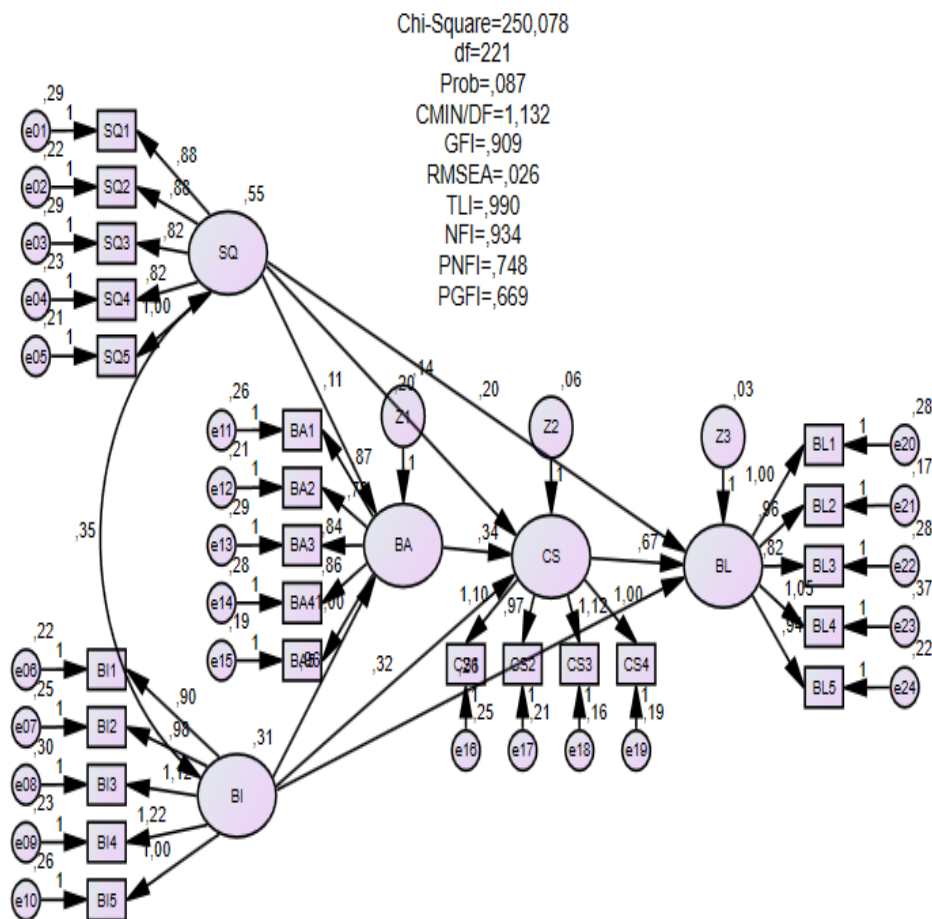


Figure 2. Result of Hypothesis Test

Mediator Variable Test

The mediation test is used to determine the role of a variable in mediating the independent variable with the dependent variable. The mediation test was conducted using the Sobel test, with the results in Table 7 as follows: Brand Awareness does not mediate the relationship between Service Quality and Customer Satisfaction. The Sobel Test Value of 0.941 is smaller than the z table of 1.96 with a probability value of 0.173 greater than 0.05. Therefore, H9 is rejected; Brand Awareness mediates the relationship between Brand Image and Customer Satisfaction positively and significantly. The Sobel test value of 1.788 is greater than the z table of 1.96 with a probability value of 0.036, less than 0.05. Therefore, H10 is accepted; Customer Satisfaction mediates the relationship between Service Quality and Brand Loyalty positively and significantly. The Sobel test value of 2.291 is greater than the z table of 1.96 with a probability value of 0.011, smaller than 0.05. Therefore, H11

is accepted; Customer Satisfaction mediates the relationship between Brand Image and Brand Loyalty positively and significantly. The Sobel test value of 1.906 is greater than the z table of 1.96, with a probability value of 0.028 smaller than 0.05. Therefore, H12 is accepted.

Table 7. Results of Mediating Test with Sobel Test

Variable	Sobel Test Statistics	p-Value
Service Quality, Brand Awareness, Customer Satisfaction	0.941	0.173
Brand Image, Brand Awareness, Customer Satisfaction	1.788	0.036
Service Quality, Customer Satisfaction, Brand Loyalty	2.291	0.011
Brand Image, Customer Satisfaction, Brand Loyalty	1.906	0.028

(Source: Processed Data, 2023)

Furthermore, a focus group discussion was conducted to examine the efforts that can be made related to the brand loyalty model found in this study.

4. Discussions

This study explores the factors influencing tourists to be loyal to tourist destinations by taking into account the literature from the field of tourism, specifically by identifying factors that lead to traveler satisfaction and loyalty, such as brand awareness, service quality, and brand image. This study proposes twelve hypotheses with eight direct and four indirect effects of service quality and brand image on brand awareness and loyalty. Based on the hypothesis testing that has been carried out, it can be seen that nine hypotheses in this study are significantly accepted.

Only the second and third hypotheses, which investigate the effect of service quality on brand awareness, customer satisfaction, and brand loyalty, can be proven. Service quality does not significantly affect brand awareness because all respondents are repeat customers. Repeat travellers are used to the quality of service provided, so it does not affect brand awareness. The results of this study do not follow the studies conducted by Suherman et al. (2020); Rahayu & Yahya (2019); Savirah et al. (2020); and Wisnawa et al. (2019). The second hypothesis can be accepted, where service quality positively and significantly affects customer satisfaction. Service quality, which includes tangible attributes like reliability, responsiveness, assurance, and empathy, can be a factor in making tourists satisfied. In addition, a high sense of empathy reflects good service quality, which will satisfy tourists and foster brand loyalty. The better the service quality, the higher the tourist satisfaction and brand loyalty.

The fourth, fifth, and sixth hypotheses test the effect of brand image on brand awareness, customer satisfaction, and brand loyalty, which can be accepted significantly. The fourth hypothesis can be proven, where brand image significantly affects brand awareness. The fifth hypothesis tests the direct effect of brand image on customer satisfaction. The study results show that brand image positively and significantly affects customer satisfaction. The sixth hypothesis tests the direct effect of brand image on brand loyalty. The study results show that brand image positively and significantly affects brand loyalty. The study results show that if tourist destination entrepreneurs can manage various brand associations, including destination reputation, comfort, and uniqueness, it will increase brand awareness, customer satisfaction, and brand loyalty. The results of this study validate the findings of Wisnawa et al., (2020) and Octaviani & Roostika (2021).

The seventh hypothesis tests the effect of brand awareness on customer satisfaction. The test results show that brand awareness, which reflects the ability of tourists to recognise, remember, and recall a destination, will be able to increase tourist satisfaction. High brand awareness will make tourist expectations more measurable and make it easier for tourists to feel satisfied. This finding follows the study results from Mallick et al. on customer satisfaction. The test results show that brand awareness, which reflects the ability of tourists to recognise, remember, and recall a destination, will be able to increase tourist satisfaction. High brand awareness will make tourist expectations more measurable and make it easier for tourists to feel satisfied. This finding associate with the study results from Mallick et al. (2022) and Ratnasari et al. (2020).

The eighth hypothesis tested the effect of customer satisfaction on brand loyalty. The findings show that customer satisfaction positively and significantly affects brand loyalty. Customer satisfaction, composed of comfort, the right decision, expectancy, and overall satisfaction in enjoying tourist destinations will increase brand loyalty. The higher the customer satisfaction, the higher the brand loyalty. This finding corroborates previous studies undertaken by Basuki et al. (2020) and Kim et al. (2018).

The ninth and tenth hypotheses investigate the role of brand awareness as a mediator between service quality and brand image on customer satisfaction. More specifically, researchers want to see the indirect effect of service quality and brand image on customer satisfaction through brand awareness. The results of the ninth hypothesis test show that brand awareness does not mediate its effect on customer satisfaction because the service quality test results do not affect brand awareness. The tenth hypothesis test results show that brand awareness mediates the relationship between brand image and customer satisfaction. Mediation occurs partially because this study confirms the direct effect of brand image on customer satisfaction. The results of this study support previous research (Abbasi et al., 2022). A good brand image from tourists will increase brand awareness and satisfaction when travelling.

Study the role of customer satisfaction as a mediating role of service quality and brand image on brand loyalty in the eleventh and twelfth hypotheses. Researchers want to directly see the direct effect of service quality and brand image on brand loyalty through customer satisfaction. The eleventh test result shows customer satisfaction mediates the relationship between service quality and brand loyalty. Mediation occurs partially because, in this study, the direct effect of service quality on brand loyalty is confirmed. The results of this study support previous research (Chamboko-Mpotaringa & Tichaawa, 2023; Hermanto et al., 2023; Jasin & Firmansyah, 2023). Good service quality will increase customer satisfaction and brand loyalty. The twelfth test results show customer satisfaction mediates the relationship between brand image and loyalty. Mediation occurs partially because, in this study, the direct effect of brand image on brand loyalty is confirmed. The results of this study support previous research (Dam & Dam, 2021; Sürücü et al., 2019; Wisnawa et al., 2020). A good brand image will increase customer satisfaction and brand loyalty.

To complement the data obtained on issues related to e-marketing development based on the tourist brand loyalty model in the new normal era of the tourism industry, researchers also complemented it by conducting a virtual forum group discussion (FGD) involving experts from government, academia, and practice. The virtual FGD aimed to gain insights and opinions on the challenges and opportunities faced by the tourism industry in adopting e-marketing strategies during the new normal era. The discussion also focused on identifying potential solutions to overcome these challenges.

Discussions with FGD participants raised several fundamental problems and their solutions or strategies. The discussions held in this FGD present views and steps that need to be taken. E-marketing must concentrate on product, price, and uniqueness. Bali, as a destination, must focus on uniqueness, quality (product, environment, service), and competitiveness to capture the new growth market. The participants also emphasized the importance of digital marketing and social media in promoting Bali as a unique and competitive destination. They suggested that the local government and tourism industry should work together to develop innovative marketing strategies that highlight Bali's distinct culture, natural beauty, and sustainable tourism practices.

The power of e-marketing is fast and cheap. Printed booklets, brochures, and items introduced to people require strong graphic design and themes. E-marketing has the speed of being able to address the targeted market segment directly and can reach a global audience. Additionally, e-marketing provides the advantage of being able to track and analyse data on consumer behaviour, allowing for more effective targeting and customization of marketing efforts. It also offers various channels, such as email, social media, and search engines, to reach potential customers. The efficiency of the e-marketing budget can be given to tourists. E-marketing is important, but conventional marketing is also still done in proportion, given the characteristics of the market in Indonesia. What needs to be

considered in e-marketing, or digital-based marketing, is the first of three things, namely: content, context, and infrastructure, which is a problem that is easily forgotten and easily imitated by many people, so what must be emphasised is that content and context must be able to position quickly and attract attention (colour, caption). Therefore, it is crucial for businesses to create engaging and relevant content that resonates with their target audience. Additionally, having a strong infrastructure in place, such as a user-friendly website and effective email marketing software, can also greatly enhance the success of e-marketing efforts.

Secondly, there must be interest, and we must look for caption elements that make people interested in coming. Millennials must be used to make people interested in coming. How to make an abbreviation that is easy to remember to become a positioning. The third is search, which is easy to find. Use the right search engine or try to optimise the search engine's power. The fourth is action (action), which e-marketing can do appropriately, as an example, by uploading images that have the potential to go viral. The fifth is to share information with many people. Related e-marketing is very appropriate for this new normal period. Loyalty will not only be formed from the outside; there is an internal component, namely human resources. The community must be able to project a positive image. The active role of the community in promoting Brand awareness and how to develop e-marketing must pay attention to the branding used. Tourism branding is important because it is related to brand awareness. Branding is a strong identity, especially in the new normal era, and it must be able to describe the way of life of Balinese people in the new normal era combined with Tri Hita Karana. The concept of e-marketing is to build branding, uniqueness, and modernization. Stakeholder involvement plays a major role in creating a brand image.

Bali is a tourist destination with a "life of the museum." Bali, an international tourist destination on the island of the gods, is very relevant to the concept of an e-marketing model, namely digital world-based promotion, to maintain its brand as a world destination because the cost is lower. One of them is to restore the community's economy by developing a tourist village. Tourism villages in Bali must brand tourism products about the uniqueness of customs and culture, as Bali is famous for its traditions, culture, and religion. Bali has quality tourism because of its culture, which is packaged in the lives of Balinese people to attract tourists. Promotional media are needed to accelerate information delivery, namely social media such as mobile phones, the internet, Facebook, and TikTok. These promotional media platforms can help to reach a wider audience and attract more tourists to Bali. By showcasing the customs and culture of Bali through social media, the tourism industry can flourish and provide economic benefits to the local community.

There are three main pillars of tourism and creative economy recovery as a form of government policy, in this case, the Ministry of Tourism and Creative Economy, namely: 1) innovation (presenting quality and competitive products), 2) adaptation (implementing strict and disciplined health protocols), and 3) collaboration (with all elements of stakeholders). Innovation means that e-marketing principally uses popular and active social media by targeting the millennial and generation X market segments: YouTube, Facebook, Instagram, Twitter, and Tik Tok, as well as advertising on Google Ads and TripAdvisor. The application of e-marketing is an adaptation in the life of the New Era, where the delivery of content with good marketing language and an attractive e-marketing presentation will be able to increase interest in tourist visits through online media (tour galleries). The implementation of e-marketing-based promotions has soared since the pandemic. Augmented reality, virtual reality Digital technology will continue to coexist forever. Digital technology in this era is the main requirement in disseminating information throughout cyberspace because the following features are very effectively used to build a tourist destination's brand image, and now digital technology is the main priority used in promotion. Society is very dependent on social media. E-marketing has surged since the pandemic. Augmented reality, virtual reality. Digital technology will continue to coexist forever. Activate social media and maintain it because it is an asset. Social media builds the character of tourist destinations through stories.

5. Conclusions

This study justifies the factors determining brand loyalty to Bali as an international tourist destination in Indonesia. Bali was chosen because it is well-known worldwide and has various types of tourism, such as cultural, natural, and artificial. From the results of the analysis and hypothesis testing that have been done, this study proves that service quality, brand image, and brand awareness can increase customer satisfaction and brand loyalty. This study confirmed the mediating role of brand awareness in the relationship between service quality and brand image and customer satisfaction. Finally, this study can also find the mediating role of customer satisfaction in the relationship between service quality and brand image on brand loyalty.

It has contributions to practice and theory in tourism literature. In terms of literature, this study extends previous research by identifying the factors influencing brand loyalty, namely service quality, brand image, brand awareness, and customer satisfaction. In addition, this study also considers the role of brand awareness and customer satisfaction as mediators. Furthermore, this research links e-marketing with the brand loyalty model, which enriches the practical contribution of tourism managers. Tourism destination managers must improve service quality, brand image, and brand awareness to increase customer satisfaction and brand loyalty; efforts can be made with e-marketing by intensively communicating tourism products through social media such as Facebook, Instagram, and TikTok.

Tourism stakeholders must also develop the uniqueness of their tourist destinations based on sustainable tourism development. Thus, brand loyalty for tourist destinations can be well applied. In conclusion, the integration of e-marketing and sustainable tourism development is crucial for tourism destination managers to increase brand loyalty. By adopting a sustainable approach, tourism stakeholders can differentiate their destinations from competitors and attract environmentally conscious travelers who are more likely to become loyal customers.

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