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The Effect of Destination Image and Perceived Value on Tourist Satisfaction and Tourist Loyalty of Bedugul Botanical Garden, Bali

AdiPrasetyoTedjakusuma[1)]*, Ni Komang Meyinta Dewi Retha[2], Erna Andajani[3]

[1*,2,3]Faculty of Business and Economics, University of Surabaya

E-mail: atedjakusuma@staff.ubaya.ac.id

Abstract

This study aims to examine the effect of destination image and perceived value on tourist satisfaction and tourist loyalty of Bedugul Botanical Garden visitors. The object of this study is Bedugul Botanical Garden in Bali Indonesia. This study is basic research and based on its objectives, this research is causal with the aim of knowing the relationship between two or more variables (variables in this study are destination image, perceived value, tourist satisfaction and tourist loyalty) in order to find an explanation of a research question. The data source used in this research is primary data obtained directly from 140 respondents through distributing questionnaires online and offline. The sampling technique of this study was non-probability sampling. Data were analyzed using Structural Equation Model (SEM) technique using AMOS software. The results show that Destination Image has a positive and significant influence on Perceived Value; Perceived Value has a positive and significant influence on Tourist Satisfaction and Tourist Loyalty; and Tourist Satisfaction has a positive and significant influence on Perceived Value if the Bedugul Botanical Garden. While, Destination Image has a negative and insignificant influence on Tourist Satisfaction and Tourist Loyalty of the Bedugul Botanical Garden.

Keywords: *Destination Image, Perceived Value, Tourist Satisfaction, Tourist Loyalty*

INTRODUCTION

Tourism is one of the sectors that is very influential for Bali, especially related to its economic development. The development of the tourism sector is highly dependent on the number of foreign tourists coming to Bali. According to the Central Bureau of Statistics (BPS) of Bali Province, the number of foreign tourist arrivals to Bali from January to July 2023 reached 2.9 million, where this number increased 450% compared to the same month in 2022 (BPS Provinsi Bali, 2023). One of Bali's leading tourist destinations that can attract foreign tourists is Eka Karya Botanical Garden or better known as Bedugul Botanical Garden. The Garden stands on 157.5 ha of land, with 16,000 plant collections consisting of over 1500 species from more than 320 general and 155 families (Setiawan, 2023)).

Destination image has been a popular research area among tourism researchers as it has been found to affect destination choice, satisfaction, and post-purchase behavior (Wang et al., 2016).A review of tourism literature shows that destination image and its relationship with satisfaction and behavioral intentions have attracted many researchers to study(Kovačić et al., 2022; Liang & Lai, 2023; Tang et al., 2022). In marketing literature, perceived value is characterized as key to describing consumer behavior (Huang, 2022; Lou et al., 2022; Zang et al., 2022). This research thus extends the existing destination image literature by presenting an integrated model for understanding the antecedents and consequences of destination image on perceived value, customer satisfaction, and loyalty.

The increase in tourists from year to year is also influenced by the loyalty of foreign tourists to tourism in Bali. (Molinillo et al., 2022)defined consumer loyalty as positive brand behavior shown by preferences and repurchase intentions.There have been many researchers on the relationship between destination image, tourist satisfaction, and tourist loyalty where tourist loyalty is influenced by these factors.(Kanwel et al., 2019; Su et al., 2017; Zulvianti et al., 2023).

According to (Kotler et al., 2019), customer satisfaction can be defined as the emotion that a person experiences after evaluating a product's performance (or outcomes) in relation to the performance (or results) that were anticipated. While, (Kim & Kim, 2022)pointed out that In the tourism sector, evaluating the experiences of customers is a challenging task due to the complexity of customer satisfaction.

(Martini et al., 2022) statedthat tourist satisfaction with the travel experience, WOM (Word-of-Mouth) communication, and future traveler behavioral intentions are all influenced by the negative perception that travelers have of a destination. Positive perceptions encourage tourists to visit the destination again or recommend it to others.

This research replicates the previous research titled by(Wang et al., 2016) that used 4 variables: destination image, perceived value, tourist satisfaction, and tourist loyalty. The results show that perceived value and satisfaction are direct antecedents of destination loyalty and perceived value and tourist satisfaction mediate the relationship between destination image and tourist loyalty. Research gaps of this study were the difference between (Ramseook-Munhurrun et al., 2015) that found no significant influence between perceived value on tourist loyalty and (Wang et al., 2016) that found perceived value affects tourist loyalty. Moreover, there were still few studies conducted at the Bedugul Botanical Garden tourism destination using destination image variables, perceived value, tourist satisfaction, and tourist loyalty for tourists visiting the place. Thus, the present studyaims to examinethe above gaps on how destination image and perceived value influence tourist satisfaction and tourist loyalty of the Bedugul Botanical Garden.

THEORETICAL FRAMEWORK
Destination Image

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Described destination image as a tourist's overall knowledge, beliefs, emotions, experiences, and ideas about a certain place. (Tang et al., 2022)stated that from a cognitive standpoint, the destination image is comprised of the natural environment, cultural environment, social environment, and infrastructure.

Perceived Value

A consumer's overall evaluation of a product or service's usefulness based on their views of what they receive and what they are provided is known as perceived(Solakis et al., 2022). The value is considered as one of the most important concepts in relationship marketing and obtaining a competitive edge ((Jelčić&Mabić, 2020); (Solakis et al., 2022)). In the marketing literature, perceived value has been characterized as key to explaining consumer behavior ((Abdou et al., 2022; Lou et al., 2022; Tu et al., 2022).

Tourist Loyalty

In the literature on marketing and tourism, tourist loyalty is completely interchangeable with behavioral intentions. Tourist loyalty has been measured by positive word of mouth, recommendations to others, and purchase or revisit intentions ((Upamannyu et al., 2021).The intention of tourists to return to a destination and their willingness to suggest it are referred to as tourist loyalty (Zou et al., 2022).Positive word of mouth (WOM) recommendations and repeat trips might result from a satisfying travel experience with respect to the destination's services, goods, and other resources. Because it is simpler and less expensive to keep current tourists than to draw in new ones, it is regarded as one of the crucial elements in destination marketing (Abbasi et al., 2021).

Tourist Satisfaction

One of the most important factors to consider when analyzing tourist behavior is tourist satisfaction, which affects their destination choice, consumption of products and services, and whether they decide to return (Trang et al., 2023; Wu et al., 2022).

Hypothesis Development

According to (Wang et al., 2016), destination image refers to a collection of impressions or perceptions, and it influences travelers' choices significantly. Perceived value refers to a tourist's overall judgment based on his comparison of his perceived benefits with his perceived sacrifices (Wang et al., 2016).(Ramseook-Munhurrun et al., 2015) found that destination image has both direct and indirect effects on behavioral intentions and indirectly influences satisfaction through the perceived value route of travel quality. According to (Stylos et al., 2016), perceived value, visitor satisfaction, and visitor loyalty are all significantly impacted by a destination image.
H1: Destinaion image has a positive influence on Perceived Value.

One of the most important ideas of contemporary marketing competitiveness is satisfaction, which is defined as an overall evaluation of the goods and services at a destination (Wang et al., 2016).Tourist satisfaction arises from the tour operator's ability to deliver services that are beyond their expectations. The destination's image, which encompasses knowledge, expression, prejudice, imagination, and emotional thinking, can have an impact on how these expectations are fulfilled.Destination Image has a significant and positive influence on satisfaction (Ramseook-Munhurrun et al., 2015); (Wang et al., 2016).

H2:Destination image has a positive influence on tourist satisfaction.

If the destination image obtained from tourists when visiting Bedugul Botanical Garden is good, the tourist loyalty owned by visiting tourists will increase and vice versa. Tourist Loyalty is the intention of tourists to revisit the destination and their willingness to recommend it (Zou et al., 2022). If there is an increase in tourist loyalty, tourist visits to Bedugul Botanical Garden will increase in the future.

H3: Destination image has a positive influence on tourist loyalty.

Perceived value refers to a tourist's overall judgment based on his comparison between the utility or benefits and the perceived costs or sacrifices associated with a destination (Wang et al., 2016). The results of empirical research from (Ramseook-Munhurrun et al., 2015; (Wang et al., 2016)showed that perceived value has a positive effect on tourist satisfaction.

H4: Perceived value has a positive influence on tourist satisfaction.

It is widely accepted that perceived value is essential for promoting long-term relationships with tourists (Wang et al., 2016).For example, Ilban et al. (2015) found that perceived value positively influences the probability of returning and recommending a place to others. Therefore, perceived value is an important antecedent to loyalty (Wang et al., 2016).

H5: Perceived value has a positive influence on tourist loyalty.

Satisfaction is one of the most significant factors that influence tourist loyalty to a destination (Wang et al., 2016).If customers are satisfied with a supplier's products or services, they will be more likely to repurchase and will be more willing to spread high-quality products or services.

H6: Tourist Satisfaction has a positive influence on tourist loyalty.

RESEARCH METHODS

This study is basic research and based on its objectives, this research is causal with the aim of knowing the relationship between two or more variables in order to find an explanation of a research question. This study aims to examine the effect of destination image and perceived value on tourist satisfaction and tourist loyalty of Bedugul Botanical Garden vistors, Bali Indonesia. This study uses 3 endogenous variables: perceived value, tourist satisfaction, and tourist loyalty and 1 exogenous variable: destination image. The data source used in this research is primary data obtained directly from 140 respondents through distributing questionnaires online and offline.

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The measurement scale used in this study is an interval scale. The interval scale has the same distance or interval so that the distance or interval can be compared. The scale is measured based on a value of 1-7 for destination image variables, perceived value, tourist satisfaction, and tourist loyalty, where the larger the scale given the more positive the respondent's response to a statement.

The target population in this study is Bedugul Botanical Garden Bali tourist. While, the sample is Bali Bedugul Botanical Garden tourists who visited the Garden at least 2 times in the past 2 years and have minimum high school education, both male and female.

Referring to the Maximum Likelihood Estimation (MLE) technique proposed by (Hair Jr et al., 2009) the minimum sample size of this study is 100 and a maximum of 200. In the Structural Equation Modeling (SEM) method, the number of samples required is at least 5 times the number of indicator variables (Ferdinand, 2014). The number of indicators in this study is 28 indicators, thus, a minimum of 28 x 5 or 140 samples are needed. Data processing in this study used the SEM approach using Analysis of Moment Structures (AMOS) software, where previously validity and reliability tests are carried out to measure the dimensions of the variables studied.

RESULTS AND DISCUSSION

Validity testing at this stage uses a sample of 30 respondents obtained from distributing questionnaires. The requirement for an item to be declared valid if the results of the Pearson correlation between each statement and its total score produce a significance value < 0.05 or $\alpha = 5\%$. The validity test results show that all indicators at all research variables: Destination Image, Perceived Value, Customer Satisfaction, and Customer Loyalty show a significance value <0.05 and a Pearson correlation value >0.5, thus, all can be declared as valid. Moreover, the reliability test results show that all indicators of all variables have a Cronbach's alpha value ≥ 0.6, thus, all can be declared as reliable.

This study used 140 respondents with 79 respondents (56.4%) were male and 61 respondents (43.6%) were female. Based on age, the majority of respondents were aged 18-25 years with as many as 121 respondents (86.4%), followed by respondents aged 26-33 years with a total of 16 respondents (11.4%). Based on the latest education, the majority of respondents had a high school/vocational high school education with a total of 83 respondents (59.3%), followed by a Bachelor's degree with a total of 32 respondents (22.9%), and a diploma's degree with a total of 25 respondents (17.9%). Based on occupation, the majority of respondents were students with a total of 96 respondents (68.6%), followed by respondents with private jobs with a total of 38 respondents (27.1%), and civil servants with a total of 6 respondents (4.3%).

Validity and reliability are tested initially using the measurement model. If measurement indicators satisfy the Goodness of Fit Index (GoF), often known as the standard fit test criterion, they are feasible for use. Additionally, standardized loading analysis is used to assess each indicator's accuracy, it can also use AVE and CR.

Table 1
The Results of Measurement Model Test

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF ≤ 3	1.415	Good fit
2	RAMSEA	RAMSEA ≤ 0.08	0.055	Good fit
3	GFI	GFI ≥ 0.8	0.858	Marginal fit
4	CFI	CFI ≥ 0.8	0.930	Good fit
5	TLI	TLI ≥ 0.9	0.919	Good fit

Source: Data processed by the authors

Table 1 above shows that the overall goodness of fit test results has met the specified criteria. First, the CMIN / DF value of 1.415 (≤ 3) indicates a good fit result, second the RMSEA value is 0.055 (≤ 0.08) indicating a good fit result, third the GFI value is 0.858 (≥ 0.8) indicating a marginal fit result. In addition, the CFI value of 0.930 (≥ 0.8) indicates a good fit result, and the TLI value of 0.919 (≥ 0.9) indicates a good fit result.

After analyzing the Goodness of Fit (GOF), the standardized loading value for each measurement model indicator is checked. This measurement is carried out to know the accuracy of an indicator in compiling a variable or construct. An indicator can be used if it has a standardized loading value ≥ 0.5. While, if an indicator has a standardized loading value < 0.5, the indicator must be discarded because it cannot be used. The following is the standardized loading value for each indicator on the variables used in the study:

Table 2
AMOS Measurement Model

Variable	Indicator	Std. Loadings (λ)
Destination Image (DI)	DI1	0.552
	DI3	0.548
	DI4	0.561
	DI7	0.609
	DI8	0.546
	DI9	0.571
	DI11	0.545
	DI12	0.590
	DI14	0.597

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Variable	Indicator	Std. Loadings (λ)
	DI15	0.656
Perceived Value (PV)	PV1	0.792
	PV2	0.650
	PV3	0.628
	PV4	0.633
Tourist Loyalty (TY)	LOY1	0.687
	LOY2	0.733
	LOY3	0.574
Tourist Satisfaction (TS)	SAT1	0.713
	SAT2	0.733
	SAT3	0.807

Source: Data processed by the authors

Table 2 above shows the recalculation results applying AMOS analysis after eliminating several indicators that were deliberately dropped due to insufficient standardized loading values. The recalculation results show that each indicator on the destination image, perceived value, satisfaction, and loyalty variables is good and has met the criteria because it has a standardized loading value of at least 0.5 so that it can be declared valid.

The next step that must be taken in Structural Equation Modeling (SEM) after testing the Measurement model is testing the structural model stage. The structural model testing is carried out with the aim of testing a hypothesis. At this structural stage, an analysis of goodness of fit (GOF) will also be carried out using 5 indices, namely CMIN / DF, RMSEA, GFI, CFI, and TLI. The following are the results of the structural model index processing:

Table 3
The Results of Structural Model Testing

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF ≤ 3	1.415	Good fit
2	RAMSEA	RAMSEA ≤ 0.08	0.055	Good fit
3	GFI	GFI ≥ 0.8	0.858	Marginal fit
4	CFI	CFI ≥ 0.8	0.930	Good fit

No.	Index	Criteria	Results	Description
5	TLI	TLI ≥ 0.9	0.919	Good fit

Source: Data processed by the authors

Table 3 above shows the results of the overall GOF test on the structural model has met the specified criteria. First, the CMIN/DF value of 1.415 (≤ 3), indicating a good fit result. Second, the RMSEA value of 0.055 (≤ 0.08), indicating a good fit result. Third, the GFI value of 0.858 (≥ 0.8), indicating a marginal fit result. Furthermore, the CFI which has a value of 0.930 (≥ 0.8) indicates a good fit result, and the TLI value of 0.919 (≥ 0.9) indicates a good fit result.

The next step taken in this study is hypothesis testing. The hypothesis testing is carried out with the aim of seeing the influence that occurs between one variable and another with the help of AMOS software version 23. The requirements for a hypothesis to be accepted can be seen from the Critical Ratio (C.R.) value which shows a value greater than 1.96 or |C.R.|≥1.96 and an alpha value of 0.05 or 5% and a p-value < 0.05 (p < 0.05).

Table 4
The Results of Hypothesis Testing

Hypothesis	Path	Std. Estimates	C.R	P-value	Description
H1 (+)	DI → PV	0.925	6.062	***	Supported
H2 (-)	DI → TS	-0.084	-0.435	0.663	Not Supported
H3 (-)	DI → TL	-0.158	-1.130	0.258	Not Supported
H4 (+)	PV → TS	0.790	4.377	***	Supported
H5 (+)	PV → TL	0.437	2.438	0.015	Supported
H6 (+)	TS → TL	0.561	3.686	***	Supported

*** = significant with a p-value <0.001,

** = significant with a p-value <0.05,

*= significant with a p-value <0.1.

Source: Data processed by researchers

Table 4 above shows that of 6 hypothesis, 4 of them are supported and 2 are not supported. The hypothesis is said supported when it has the same direction of effect as the test results and has a significant value of a |C.R.| value ≥ 1.96 or a p-value < 0.1.

From Table 4, it can be seen H1 has a standardized estimate of 0.925, a |C.R| value of 6.062, and a p-value of ***, therefore,it can be concluded that the hypothesis has a positive and significantrelationship. These results are in line with the research results conducted by (Chen & Tsai, 2007) in (Ramseook-Munhurrun et al., 2015) which stated that destination image indirectly has a positive and significant effect on perceived value.

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These results are supported by (Wang et al., 2016) which stated that destination image has a positive impact on perceived value. These results indicate that destinationimage or the impression that visitors have of Bedugul Botanical Garden will affect the assessment of all visitors based on the benefits received and the costs that visitors have spent. Not only highlights the impression as a tourist spot to enjoy the natural scenery, but various activities and facilities have been provided such as outing for office or school groups, golf, outdoor games such as Treetop and Adventure Park, increase knowledge about plants in The Blooms Garden, and so forth that will increase visitors' positive impression. In other words, the higher the impression and benefits that a person receives from the Bedugul Botanical Garden facilities, the higher the person's assessment of the tourist attractions. Based on these findings, it is recommended to maintain a positive Destination Image so that tourists will have a good perception of the Bedugul Botanical Garden.

From Table 4, it can be seen that H2 has a |C.R| value of -0.435 and a p-value of 0.663. These results indicate that destination image has a negative and insignificant effect on Tourist Satisfaction and are not in line with the results of research conducted by (Ramseook-Munhurrun et al., 2015; Wang et al., 2016) which states that destination image indirectly affects satisfaction.

These results indicate that destination image that visitors have of Bedugul Botanical Garden does not affect tourist satisfaction. This can be possible if visitor satisfaction with a tourist spot is not fulfilled, both in terms of service and existing facilities. A good perception will arise if the reality and expectations about the tourist attraction are assessed accordingly by tourists. In fact, the data shows the lowest score on visitors' expectations of the beauty of the Bedugul Botanical Garden. This shows that the natural beauty that visitors expect is not in accordance with the reality offered by the garden. It can still be seen that the lack of shady trees and gazebos for visitors' shelter. In other words, the negative effect between destination image and tourist satisfaction shows that the lower the destination image that visitors have, the more difficult it is to create satisfaction.
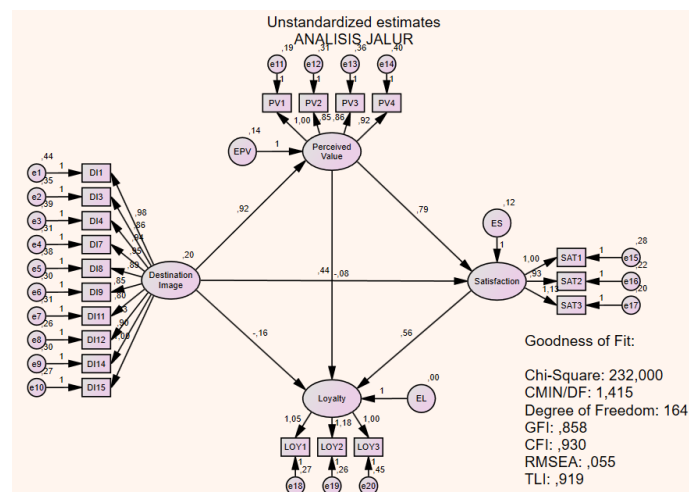

Figure 1. The Results of Hypothesis Testing

From Table 4, it can be seen that H3 has a |C.R| value of -1.130 and a p-value of 0.264. These results indicate that Destination Image has a negative and insignificant effect on Tourist Loyalty. The results refer to the fact that the expectations or expectations and services received by tourists in enjoying the natural atmosphere at the Bedugul Botanical Garden do not match what tourists expect. These results are in line with (Chiu et al., 2016) which found that beliefs accompanied by expectations of a tourist place have an unstable impact on tourist loyalty.

The results of this study indicate that Destination Image of the Bedugul Botanical Garden does not affect tourist loyalty. Destination Image has an unstable impact on tourist loyalty, especially on interest in revisiting. The results of this study refer to the fact that visitors' expectations of the services and facilities received to enjoy the natural atmosphere at Bedugul Botanical Garden do not match what tourists expect. As one of the cases, visitors expect can play all Bedugul Botanical Garden's rides such as Treetop or Adventure Park, but they are asked to pay additional costs for each ride they want to play. In addition, the ride is only attractive to children because the route and the surrounding environment for adventure are less interesting and less challenging for teenagers and adults. This will trigger tourists to comment or leave a bad impression and not be interested in revisiting Bedugul Botanical Garden.

From Table 4, it can be seen that H4 has a |C.R| value of 4.377 and a p-value of ***. These results indicate that Perceived Value has a positive and significant effect on Tourist Satisfaction and are in line with (Ramseook-Munhurrun et al., 2015; Wang et al., 2016) which stated that perceived value has a positive effect on tourist satisfaction.

These results indicate that Perceived Value or tourists' assessment of the Bedugul Botanical Garden has a positive effect on tourist satisfaction. This is because tourist attractions with the best natural beauty supported by good facilities and services for a vacation with family and friends can increase tourist satisfaction. Visitors who live in a city can enjoy and breathe fresh air to refresh the mind and body health. In addition, visitors feel comfortable so that they are willing to stay longer and spend time together before returning to their respective activities. Therefore, Tourist Satisfaction reflects a person's assessment of the performance of the services offered by the tourist attractions. In other words, the higher the assessment a person gives of the facilities and services at the Bedugul Botanical Garden, the higher the person's satisfaction with the tourist attractions.

From Table 4, it can be seen that H5 has a |C.R| value of 2.438 and a p-value of 0.015. These results indicate that Perceived Value has a significant and positive influence on Tourist Loyalty and are in line with (Wang et al., 2016).

The results of this study indicate that Perceived Value of the benefits or quality received with the sacrifices that have been made will affect tourist loyalty. This value is the key to tourist loyalty, which can affect the desire of tourists to visit. When visitors visit Bedugul Botanical Garden, they do not just buy or get natural beauty there, which has been explained previously in H1, but knowledge about botany or other activities. The value delivered to

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visitors can develop loyalty and increase the frequency of intention to review and willingness to recommend it again as a must-visit tourist spot. In other words, the higher the assessment a person gives to the facilities and services at the Bedugul Botanical Garden, the higher the person's loyalty to the tourist attractions.

From Table 4, it can be seen that H6 has a |C.R| value of 3.686 and a p-value of ***. The results indicate that Tourist Satisfaction has a positive and significant effect on Tourist Loyalty and are in line with the results of (Wang et al., 2016), which stated that satisfaction is one of the most significant factors affecting loyalty of tourists to a destination.

The results of this study indicate that Tourist Satisfaction has a positive effect on Tourist Loyalty. It can be said that a good assessment indirectly indicates that the experience the tourist has is positive. Positive experience is one of the factors that can influence Tourist Loyalty. Taking an example of outing activities by school and office, students and employees who have carried out the outing by utilizing existing facilities in accordance with what they expect will feel satisfied and will revisit during the next holiday season. If visitors are satisfied with the products or services and facilities available, they tend to revisit and will be more willing to spread positive word-of-mouth and can even become ambassadors of Bedugul Botanical Garden.

CONCLUSION

The results show that of 6 hypothesis, 4 hypothesis: H1, H4, H5, and H6 are supported and 2 hypothesis: H2 and H3 are not supported. The results show that Destination Image has a positive and significant influence on Perceived Value; Perceived Value has a positive and significant influence on Tourist Satisfaction and Tourist Loyalty; and Tourist Satisfaction has a positive and significant influence on Perceived Value if the Bedugul Botanical Garden. While, Destination Image has a negative and insignificant influence on Tourist Satisfaction and Tourist Loyalty of the Bedugul Botanical Garden.

This study benefits the Bedugul Botanical Garden management by providing useful recommendations and suggestions as follows:

1. The Bedugul Botanical Garden management must make sure that the entrance ticket and ride sales points/booths are comfortable and not direct contact with the sun so that visitors can comfortably buy tickets.
2. The Bedugul Botanical Garden management must make sure that the website is useful and informative so that potential visitors can find all the information they need about the Botanical Garden.
3. The Bedugul Botanical Garden management must make sure that the souvenirs are good quality and represent the Botanical Garden uniqueness.
4. The Bedugul Botanical Garden management managers must make sure to find new and unique concepts or ideas to be used as more attractions so that tourists are interested in revisiting Bedugul Botanical Garden.

This study has some limitations. First, the use of Bedugul Botanical Garden as a single tourist object. Next research can use more than 1 tourism object so that the results related to the effect of destination image and perceived value on tourist satisfaction and tourist loyalty can be more comprehensive and detailed. Second, the study did not distinguish whether the respondents were locals or foreigners. It is recommended for next research to distinguish about it as locals and foreigners may have different characteristics. Third, the study used local tourism object. Next research may use a tourism object overseas.

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