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The Relationship of Experience, Satisfaction, and Trust of Y Generation Tourist Instagram Social Media Users to Tourism Destination Loyalty in Yogyakarta

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Abstract. The purpose of this study is to understand the factors of Y Generation Instagram users in choosing tourism destinations, so that they can be a reference for community groups to develop innovative products based on potential resources and human resource competencies to design sustainable and competitive authentic products. This research uses quantitative method. Purposive sampling is a technique for determining research samples with certain considerations aimed at making the data obtained more representative. The number of samples used as many as 385 people belonging to Y Generation, who have visited a tourism destination in the Special Region of Yogyakarta more than once and as users of social media Instagram. To test the hypothesis empirically using the AMOS 2.2 application. A decision-making model regarding tourism destination loyalty by exploring the influence of experience, satisfaction, trust and loyalty to tourism destinations. In addition, it also includes a moderating variable for the use of Instagram social media which is expected to strengthen the influence on tourist destination loyalty and take the object of Y Generation. Researchers found that the use of Instagram social media strengthens the experience, satisfaction, and trust of Y Generation towards loyalty to tourism destinations in the Special Region of Yogyakarta.

Keywords. Y Generation, Instagram, Loyalty, Tourism Destinations

1. Introduction

In line with the easing of the Covid-19 pandemic, it is hoped that the tourism sector, which has been one of the mainstay sectors for economic growth in developing countries such as Indonesia, will soon recover. Besides Bali, the Special Region of Yogyakarta (DIY) is well known both domestically and internationally as a tourist destination in Indonesia. In DIY there were 281 tourist destinations and before the Covid 19 pandemic, in 2019 the number of foreign tourist visits to DIY was 551,547 people and domestic tourists reached 27,772,847 people. The recovery of the tourism sector in DIY requires the support of excellent service quality from tourist destination managers in order to be able to create tourist satisfaction which leads to tourist loyalty. Loyalty in the context of tourism is not only closely related to repeat visits from

tourists [1] but can also be a tourist's willingness to give positive word of mouth promotion and recommend it to others [2].

The study of loyalty to tourism destinations has become a concern in the new marketing service literature, studies show that experience influences customer loyalty [3]. Travel experience is one of the important factors related not only to loyalty to tourist destinations but also to tourist satisfaction [2]. Satisfaction has an effect on the desire to repurchase [4]. Furthermore, the most important factor that influences loyalty to a tourist destination is satisfaction [1].

Another study found that customer trust is an important determinant of customer loyalty [5] and leads to customer intention to return [6]. Trust in service providers can lead to customer loyalty if the products or services provided can be useful for tourists [7]. Meanwhile, [8] provides empirical evidence that the trust factor is positively influenced by tourist satisfaction.

Apart from the results of previous studies on the determinants of tourist destination loyalty, it is also interesting to analyze the role of social media, especially Instagram. According to [9] social media is an alternative marketing activity that is no less effective than paid advertising. The relationship between users and Instagram is always evolving, currently users can comment, share content and share information [10]. Products that promoted through social media may be of interest to customers and make customers look for more complete information [11]. This becomes important, because when customers seek for information about a product, it is possible to increase purchases [12]. Instagram is the most popular social media used by digital natives [13]. Indonesia with 73 million Instagram users, an increase from 2018 which was 45 million users. If Instagram is able to provide a positive perception for its users about the existence of a tourist destination, the influence of experience, satisfaction and trust on the loyalty of tourist destinations will be stronger. Thus the perception of the use of Instagram is expected to play a role in moderating the influence of experience, satisfaction and trust on tourist destination loyalty. Regarding the perception of using Instagram, this study will focus on tourists who fall into the Y generation category considering that this generation is often described as a generation that is good at learning new things with advanced on-line technology [14] and is included in the digital natives who spend almost all of their time to interact through social media [13].

Based on the results of a review of previous studies, this study seeks to integrate the factors of experience, satisfaction, trust and perception of using Instagram into a tourism destination loyalty model. Specifically, the objectives of this study are (a) to examine the effect of the experience, satisfaction and trust of Y generation tourists on tourism destination loyalty; (b) examine the satisfaction and trust of Y generation tourists as a mediating variable and (c) examine the effect of the experience, satisfaction and trust of Y generation tourists on tourism destination loyalty moderated by perceptions of Instagram use. This study is expected to contribute to the formation of a more comprehensive model of tourist destination loyalty, which is the previous forming variables were only partially tested and also added the perception variable of Instagram usage which acts as a moderating variable. While practically, this study seeks to provide input for policy makers and managers of tourist destinations for the benefit of developing tourism destinations.

2. Literature Review and Hypothesis

Destination loyalty refers to the intention of tourists to revisit the same destination, and their intention to recommend the destination to their friends or relatives [2]. Tourist experience has a direct impact on loyalty for both first-time and repeat visitors [15]. The tourism experience

is the subjective evaluation of the individual and the feeling of conditions related to his travels that begins before (planning and preparation), during (at the destination), and after traveling [16].

Satisfaction is a pleasant feeling that is obtained by customers by comparing product performance with standards before purchase is also suspected to be a determining factor for tourist destination loyalty [17]. Previous studies support that level of satisfaction as an antecedent of loyalty [18]. Furthermore, consumer trust is a very important part for tourism and hospitality businesses, because this trust is an important antecedent for consumer loyalty [19]. Between experience, satisfaction and trust not only act as determinants of tourist destination loyalty but also have an interrelation. Previous studies provide evidence that experience affects satisfaction [20], [21]. Tourist satisfaction has a positive effect on trust [8]. Furthermore, tourist satisfaction fully mediates the effect of travel experience on loyalty [21].

The influence of experience, satisfaction and trust on the loyalty of tourist destinations, is likely to be stronger if tourists try to use social media in the form of Instagram and the media is able to post interesting photos, has many followers and user friendly so that tourists have a positive perception of the existence of a tourist destination. According to [22], Instagram plays a role in attracting interest to visit. Based on the arguments above and this study focuses on Y Generation, a generation that is highly adept at using social media, always connected to the world, and seeking recognition from other generations. [23], it can be formulated the following hypothesis.

- Hypothesis 1 : The experience of Y generation tourists has a positive effect on tourism destination loyalty.
- Hypothesis 2 : Y generation tourist satisfaction has a positive effect on tourism destination loyalty
- Hypothesis 3 : Y generation tourist trust has a positive effect on tourism destination loyalty.
- Hypothesis 4 : The experience of Y generation tourists has a positive effect on tourist satisfaction
- Hypothesis 5 : Y generation tourist satisfaction has a positive effect on trust.
- Hypothesis 6 : Satisfaction mediates the effect of Y generation experience on tourism destination loyalty
- Hypothesis 7 : Trust mediates the effect of Y generation tourist satisfaction on tourism destination loyalty.
- Hypothesis 8 : The use of Instagram strengthens the influence of Y generation tourist experience on tourism destination loyalty.
- Hypothesis 9 : The use of Instagram strengthens the effect of Y generation tourist satisfaction on tourism destination loyalty
- Hypothesis 10 : The use of Instagram strengthens the effect of Y generation tourist trust on tourism destination loyalty

From the formulation of the hypothesis, a framework of thought can be drawn up in the form of a research model of tourist destination loyalty (Figure 1). Loyalty to tourist destinations acting as the dependent variable; experience, satisfaction and trust as independent variables. In addition, satisfaction and trust as mediating variables and perceptions of Instagram use as moderating variables.

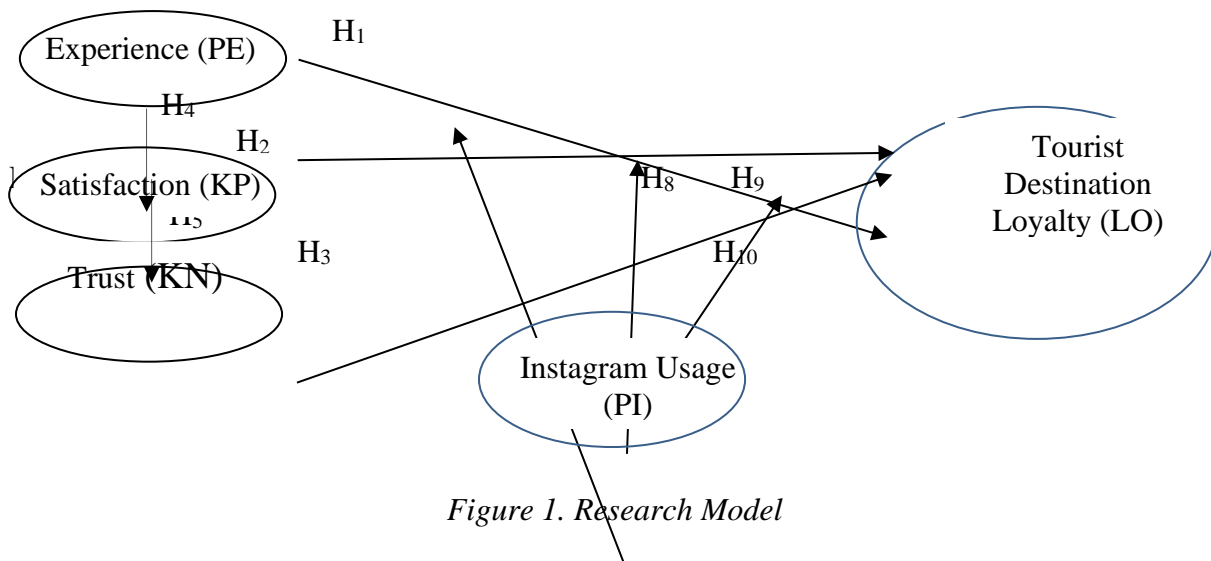


Figure 1. Research Model

3. Research Method

The research method uses quantitative methods and in accordance with the research design specified for data analysis, and this research uses the SEM (Structural Equation Model) model, with the help of AMOS software version 2.2. There are 4 independent variables, namely experience, satisfaction, trust, use of Instagram, and there is 1 (one) dependent variable, namely loyalty. In research in 20 (twenty) leading tourism destinations in the Special Region of Yogyakarta. Purposive sampling is a technique for determining research samples with certain considerations aimed at making the data obtained more representative. The number of samples used as many as 385 people belonging to Y generation, who have visited a tourism destination in the Special Region of Yogyakarta more than once and as users of social media Instagram.

4. Research result

4.1. Characteristics of Respondents

In this study, the research respondents were domestic tourists, who belonged to Y Generation as Instagram users, as many as 385 respondents. Questionnaires were distributed for 3 (three) months, which were distributed to respondents. The researcher did this directly by giving a questionnaire in the form of a list of questions about various aspects to tourists in accordance with the specified criteria.

Table 1. Characteristics of Respondents (N=385)

Variable	Category	Total	Percent
Gender	Female	252	65.5
	Male	133	34.5
Age	18 – 25	229	59.5
	26 - 35	138	35.8
	36 - 38	18	4.7
Level of Education	Junior High School	1	0.3
	Senior High School	196	50.9
	Diploma 3	18	4.7

	Bachelor	132	34.3
	Master	38	9.9
Occupation	Student	176	45.7
	Private employees	119	30.9
	Self-employed	78	20.3
	Government employees	11	2.9
	Housewife	1	0.3
	Visit Frequency	2 Times	50
3 Times		42	10.9
More than 3 Times		293	76.1

Source: Primary Data Processed (2021)

Table 1. It is shown that for gender there are more women than men by 65.5%, for the most age between 18-25 years as much as 59.5%, the highest level of education is high school at 50.9%, the most occupation is student by 45.7%, and the frequency of visits is at most more than 3 (three) times by 76.1%.

4.2. Validity and Reliability

According to [23] the data is said to be valid if the factor loading value is > 0.5 and the test results are said to be reliable if it has a Cronbach Alpha value > 0.6 .

Table 2. Validity and Reliability

Point	Indicator	Factor Loading
Experience (Cronbach Alpha = 0.929)		
PE1	Cultural attractions are interesting (historical sites, archaeological sites, architecture, customs, monuments)	0.748
PE2	Nature tourism is fun (ocean views, natural scenery, beaches, mountains, plants, animals, islands)	0.690
PE3	Outdoor recreation areas, fun (swimming, cycling, walking)	0.742
PE4	Fun places of entertainment (art performances, sports, artificial tours)	0.702
PE5	Lodging services in tourist destinations are very good and friendly	0.708
PE6	Fast and friendly food and beverage service	0.739
PE7	Transportation services to tourist destinations are easy to obtain.	0.737
PE8	The budget spent is in accordance with what I enjoyed in tourist destinations.	0.721
PE9	Many choices of places to shop in tourist destinations	0.779
PE10	The distance from the location is close to where you live	0.774
PE11	Even in hot or rainy weather I can still enjoy tourist destinations	0.765
Satisfaction (Cronbach Alpha = 0.942)		
KP1	Accommodation in tourist destinations is completely available (places to rest, stay, and places to eat and drink).	0.749



KP2	The quality of the roads to tourist destinations is good	0.760
KP3	The quality and variety of restaurant food in tourist destinations is good and clean	0.716
KP4	Activities in tourist destinations according to what I want (photo spots, hiking, sports)	0.696
KP5	Diverse tourist destination entertainment (music, dance)	0.719
KP6	Entrance ticket prices for tourist destinations are in accordance with the services provided	0.742
KP7	Very easy to get information on activities in tourist destinations (newspapers, radio, television, social media)	0.751
KP8	Local transportation to tourist destinations is easy to get	0.747
KP9	Safe tourist destinations for visitors	0.710
KP10	The infrastructure of tourist destinations is friendly for people with disabilities. (toilet, walking location, ride entrance)	0.726
KP11	Local people are friendly in tourist destinations	0.799
KP12	Organizations that manage cultural events are good	0.802
KP13	The tourist destinations are kept clean	0.765
Trust (Cronbach Alpha = 0.892)		
KN1	Tourist destinations in accordance with the information that has been obtained (good, comfortable,)	0.772
KN2	Tourist destination managers have a good reputation	0.697
KN3	The tourist destination environment will be pleasant for tourists	0.726
KN4	In welcoming and serving tourists, sincerely and honestly	0.676
KN5	The manager has attention to the needs of tourists	0.758
KN6	Managers have a concern for tourists in the event of a disaster or unpleasant event.	0.776
KN7	Managers have competence in managing tourist destinations.	0.736
Instagram Usage (Cronbach Alpha = 0.907)		
PI1	The photos displayed are interesting	0.801
PI2	Lots of followers	0.822
PI3	Interesting comments	0.785
PI4	Get the information I want	0.808
PI5	Easy to use	0.851
Loyalty (Cronbach Alpha = 0.889)		
LO1	I will plan to visit again	0.717
LO2	I will recommend to friends and relatives to visit.	0.690
LO3	I will revisit even if it costs me more	0.688
LO4	I will share the details of my trip on the social media that I use	0.787
LO5	These tourist destinations will be my top choice for me to visit	0.859
LO6	I will say positive things about the tourist destinations I visited	0.792

Source: Primary Data Processed (2021)

The test results in table 2. Show that all question indicators representing 5 variables are declared valid with a value > 0.5 and Cronbach Alpha value > 0.6. Based on these results, it can be concluded that the entire research instrument is valid and reliable so that it can be used in this study.

4.3. Hypothesis Results

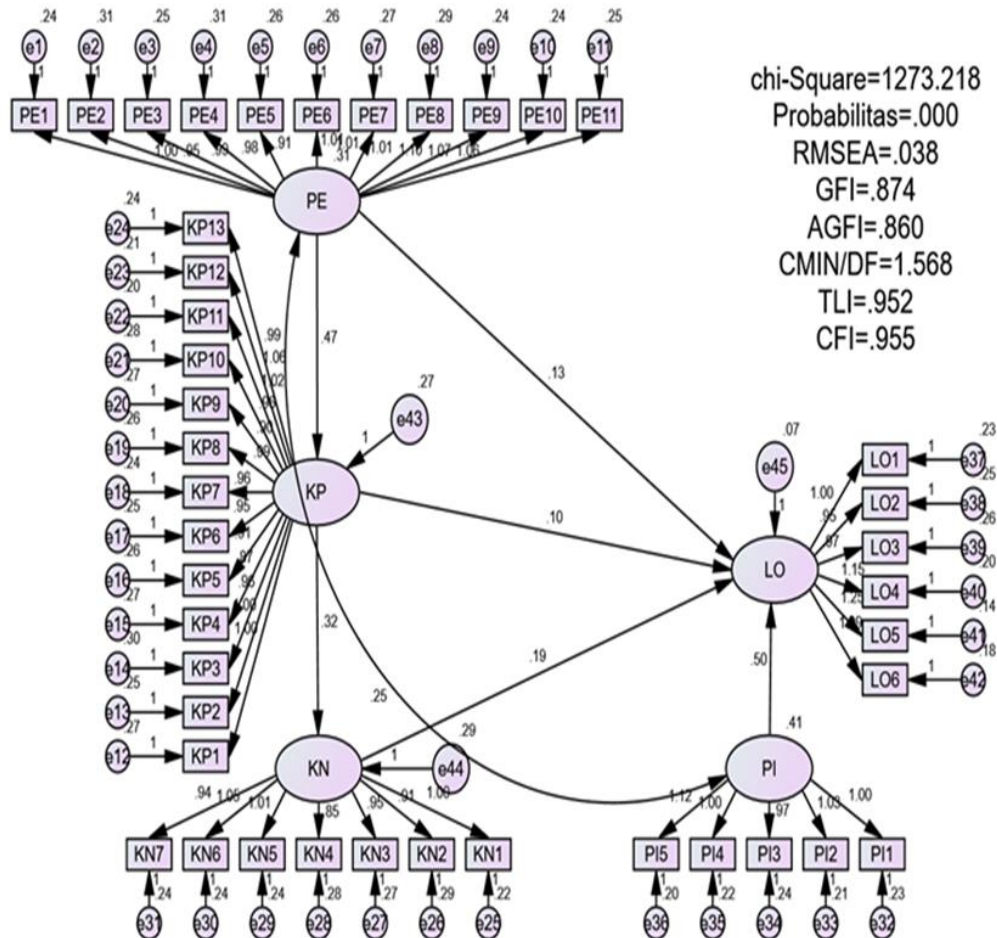


Figure 2. Research Model

Table 3. Test Result of Goodness of Fit Indeks

No	Indeks	Reference Score	The Non-Moderation Model		The moderation model	
			Score	Criteria	Score	Criteria
1	X2 chi-square	Expected small	1273.218	Marginal	1247.599	Marginal
	Probability		> 0.05	0.000	Marginal	0.000
2	CMIN/ DF	≤ 2	1.568	Fit	1.356	Fit
3	RMSEA (The Root Mean Aquate Error of Approximation)	≤ 0.08	0.038	Fit	0.030	Fit
4	GFI (Goodness-of-fit Index)	≥ 0.90	0.874	Marginal	0.880	Marginal

5	AGFI (Adjusted Goodness-of-fit Index)	≥ 0.90	0.860	Marginal	0.864	Marginal
6	TLI (Trucker Lewis Index)	≥ 0.90	0.952	Fit	0.978	Fit
7	CFI (Comparative Fit Index)	≥ 0.90	0.955	Fit	0.980	Fit

Source: Primary data processed (2022)

From the results above, overall the non-moderation model and the moderation model mentioned above indicate that the proposed model does not have a bad score, and has a level of fit, with these results it can be used as a research model.

Table 4. Direct Effect Hypothesis Results

Hypothesis	Direct Effect	Estimate	CR	Prob.	Result
H ₁	Experience → Satisfaction	0.474	7.939	***	accepted
H ₂	Satisfaction → Trust	0.324	5.830	***	accepted
H ₃	Experience of Y generation tourist → Tourism destination loyalty	0.125	2.565	0.010	accepted
H ₄	Satisfaction of Y generation tourist → Tourism destination loyalty	0.098	2.709	0.007	accepted
H ₅	Trust of Y generation tourist → Tourism destination loyalty	0.189	4.459	***	accepted

Source: Primary Data Processed (2022)

Table 4. In H₁ the CR value is 7.939 (> 1.96), the probability (P) with the sign *** means significant $p < 0.001$, it shows that H₁ is based on, H₂ the CR value is 5,830 (> 1.96), the probability is marked with * * * means significant $P < 0.001$, it indicates that H₂ is accepted. The CR on H₃ is 2.565 (> 1.96) with a probability of 0.010 (<0.05) meaning that H₃ is accepted, H₄ the CR value is 2.709 (> 1.96) with a probability of 0.007 (<0.05) meaning that H₄ is accepted. Furthermore, the CR value on H₅ is 4,459 (> 1.96), the probability with a *** sign means that it is significant at $p < 0.001$, it shows that H₅ is accepted.

Table 5. Results of the Mediation Effect Hypothesis

Hypothesis	Mediation Effect	t-count	Prob.	Result
H ₆	Y Generation tourist experience is mediated Satisfaction → Tourism destination loyalty	2.573	0.010	accepted

H ₇	Y Generation tourist satisfaction is mediated by trust → Tourism destination loyalty	3.552	0.000	accepted
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Source: Primary Data Processed (2022)

Based on table 5. From the results of the online Sobel test calculation, the t-count value of H₆ is 2.573 (> 1.96) with a probability of 0.010 (<0.05) then it proves that H₆ is accepted and the t-count value of H₇ is 3.552 (> 1.96) with probability 0.000 (<0.05) then proves that H₇ is accepted.

Table 6. Results of the Moderation Effect Hypothesis

Hypothesis	Moderation Effect	Estimate	CR	Prob.	Result
H ₈	Y Generation tourist experience moderated by use of instagram → Tourism destination loyalty	0.002	7.440	***	accepted
H ₉	Y Generation tourist satisfaction is moderated by the use of Instagram → Tourism destination loyalty	0.002	6.777	***	accepted
H ₁₀	Y generation tourist trust is moderated by the use of instagram → Tourism destination loyalty	0.003	6.962	***	accepted

Source: Primary data processed (2022)

In table 6, it is shown that H₈, H₉, H₁₀ have a CR value of 7.440, 6.777, 6.962 (>1.96) with a probability of p<0.05, with a *** sign indicating a significant p<0.001, so the hypothesis is accepted.

5. Discussion

Experience affects tourist loyalty, this is in accordance with the results of testing the first hypothesis (H₁) which states that the experience of Y generation tourists has a positive and significant effect on destination loyalty, so that the better the experience, the higher loyalty. These results support the research that experience has an effect on customer loyalty [15].

Satisfaction turned out to affect loyalty. In this study, the results of testing the second hypothesis (H₂) state that satisfaction has a significant effect on loyalty directly and has a positive and significant relationship, accepted. These results support research that tourist satisfaction will have a positive and significant effect on customer loyalty [18]. Travel satisfaction positively influences the intention to revisit and recommend [1].

Likewise, trust affects loyalty, this can be shown in the results of testing the third hypothesis (H₃) which states that the trust of Y generation tourists has a positive effect on the loyalty of accepted tourism destinations. These results support previous research that trust has an effect on destination loyalty and intention to revisit [8].

In accordance with the results of testing the fourth hypothesis (H₄), it states that the experience of Y generation tourists has a positive effect on tourist satisfaction. These results support previous research that experience has an effect on satisfaction [21].

The results of testing the fifth hypothesis (H₅) state that Y Generation tourist satisfaction has a positive effect on accepted trust. These results have supported research that found empirical evidence that tourist satisfaction has a positive effect on trust [8].

The results of testing the sixth hypothesis (H₆) state that the role of satisfaction in mediating the effect of experience on loyalty shows that satisfaction mediating the effect of experience on tourism destination loyalty has a positive and significant effect, accepted. This study has supported previous studies that tourist satisfaction was found to be a fully mediating variable between travel experience and destination loyalty [2], [21].

Likewise, trust is able to mediate tourist satisfaction with tourist destination loyalty. From the results of testing the seventh hypothesis (H₇) states that the role of trust in mediating the effect of satisfaction on loyalty shows that trust mediates the effect of satisfaction on tourism destination loyalty and has a positive and significant effect, accepted. This study has supported previous research that trust mediates the relationship between satisfaction and loyalty [8], [18].

Hypothesis testing proves that there is a positive interaction between the use of Instagram and the satisfaction, trust and experience of Y Generation to have loyalty to tourism destinations. The use of Instagram on generation Y tourists can actually strengthen the effect of experience on loyalty, this is indicated by the results of hypothesis testing (H₈) stating that there is a positive and significant interaction between the use of Instagram and the experience of Y generation tourists on tourism destination loyalty, accepted.

The use of Instagram also strengthens the effect of satisfaction on loyalty, according to the results of hypothesis testing (H₉) which states that there is a positive and significant interaction between the use of Instagram and the satisfaction of Y generation tourists on tourism destination loyalty, accepted. This means that the better the satisfaction that moderated by the use of Instagram, it will increase the loyalty of tourism destinations.

The results of hypothesis testing (H₁₀) state that there is a positive and significant interaction between the use of Instagram and the trust of Y generation tourists to the loyalty of tourism destinations, accepted. For testing the relationship between Instagram variables and trust, it is stated that there is an influence between trust on tourism destination loyalty and moderated use of Instagram, which means that the better the trust that moderated by the use of Instagram, it will increase tourism destination loyalty.

6. Conclusions and recommendations

The results of this study indicate that all 10 (ten) hypotheses are all accepted. This shows that in the results of this study there are three things that affect the loyalty of Y generation tourists to tourism destinations, namely experience, satisfaction and trust. Y Generation loyalty of Instagram social media users is a concept that cannot be separated from experience, satisfaction and trust in tourism destinations.

The research carried out still has a number of other limitations so that further research is needed. This study was conducted on domestic tourists only, has not touched foreign tourists, besides that it is necessary not to research the motivation of tourists to travel.

In conducting this research by conducting incidental survey, an ongoing survey is needed, this is to confirm whether there is a tendency to change, because each generation may have a different response to social media which will change from time to time according to its era.

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