

Indonesia Sustainable village as the brand image for tourism satisfaction and loyalty after Breaks during Covid 19

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Abstract

Background: Sustainability is the concept that underlies the development of a sustainable tourism village. The beautiful and natural atmosphere is supported by a tourism arrangement that is oriented towards sustainability, making the village a priority tourist destination.

The purpose of the study: is to analyze the effect of brand image on satisfaction and loyalty after Breaks during Covid 19

Methodology: testing the causal hypothesis with cross-sectional data with a sample of 274 randomly selected in two tourist destination villages in West Java. Data is collected online and offline on local tourists who have visited. Data were analyzed using the SEM Covariant procedure using SPSS 23.

Result: The image of tourist destinations seeks to adopt values that show moral integrity to the environment and make these values as impression preferences that can support collective efforts for sustainability to increase satisfaction and loyalty. Satisfaction as an effective response to some value attributes, a sign of meaning about sustainable tourism villages is more complete with attributes that explain the meaning of spirituality as a religious practice in a community setting. Spirituality as a picture of orientation to beliefs originating from religious values is an important dimension attached to a sustainable tourism village.

Conclusion: Brand image influences loyalty directly or through tourists' satisfaction. Tourist satisfaction partially mediates the influence of brand image on tourist loyalty.

Original Value: Explain the loyal behavior of tourists based on cognitive evaluation processes about the overall sustainability destination image and the affection response of tourists.

Keywords: Destination brand image, satisfaction, loyalty, sustainability, village

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I. Introduction

Sustainability is a joint initiative that seeks to be realized in every human activity including the tourism industry. Sustainability faces severe challenges along with climate change due to the greenhouse effect as well as economic and social problems during the Covid 19 pandemic. However, with humanitarian disasters, there is a collective awareness of sustainability. Chang et al (2020); Gössling et al, 2020; Yang et al. (2020); Hoque et al (2020) stated that there is a growing awareness and moral responsibility to encourage sustainability and is realized through sustainable tourism activities. Desbiolles (2020) stated that COVID-19 is widely known as a challenge or even changing the world of tourism.

These changes can be seen in tourism's orientation to sustainable destinations. Nepal (2020) added that COVID-19 gave the tourism industry a chance to reorganize, divert its attention, and reposition itself as a key partner contributing to sustainability. Goffman (2020); Lapointe (2020) demonstrates the importance of a sustainability orientation for a future with greater global awareness.

Achieving sustainability is not easy. Tourists are an important factor in realizing a sustainable tourism destination. Roxas et al. (2020), tourism stakeholders' roles, synergies, and shared responsibilities are still minimal, including tourists. Encourage tourist support for sustainable tourism destinations requires knowledge about the behavior of tourists in various tourist destinations which are very diverse. As is known, the behavior of tourists related to sustainability is like a black box that is difficult to identify. Cognitive processes that occur as well as through social processes do not necessarily clearly show the ability to predict tourist behavior. Heesup Han (2021) and Young et al., (2020) suggest that despite considerable efforts to apply and expand existing

social/environmental psychology theories, long discussions about sustainable consumer behavior related to tourism are still lacking.

One of the important tourist behaviors related to sustainability is loyalty to tourist destinations as stated by Yuan et al (2021) and Lee & Xue (2021). Therefore, knowledge about loyalty to tourist destinations is needed. Hung et al (2021) show that tourists' loyalty to tourist destinations can be predicted from brand image and satisfaction. Jeong, and Kim, (2019) stated that loyalty to tourist destinations could be influenced by destination image, level of satisfaction and tourist destinations. Kristiningsih et al (2021) describe various changes in the behavior of tourists in Pandemic.

However, the relationship between brand image and loyalty is inconclusive and requires study in different contexts (Hung et al, 2021). Lee and Xue (2020) added that research on destination loyalty and the image of sustainable tourist destinations is still very limited. Ginanjar (2020) in his research, stated that high satisfaction encourages tourists to explore various other tourist destinations and tend not to return to the same tourist destinations. The relationship between these variables is still counterproductive. Lv et al (2019) that successful positive branding continues to experience challenges in understanding what contributes to loyalty, especially in tourist destinations that carry sustainability as a brand image.

Support for sustainability can be recognized in the level of loyalty of tourists to sustainable tourist destinations. However, this statement requires empirical evidence. Azis et al (2020) stated that at this time, destination loyalty is more difficult to achieve than customer loyalty in general; Hence, an excellent marketing strategy and effort are required.

Therefore, it is necessary to study the destination image and satisfaction and its relation to loyalty to sustainable tourism destinations. The study results can be used to create sustainable tourist destinations based on an empirical understanding of the behavior of tourists. Destination image as a fundamental aspect for tourists related to destination selection by tourists and behavior (Carballo, Arana, Leon, & Moreno-Gil, 2015). Fuentes and León (2017) add that the image of nature and the environment as distinctive attributes differentiate and influence tourists' behavior. Heesup Han (2021) and Young et al., (2020) argue that despite considerable efforts to apply and expand existing theories in social/environmental psychology, there is still a lack of long discussions about sustainable consumer behavior related to tourism.

The research adds to the literature on customer-based brand equity tourism destinations (CBBETD) to understand customer behavior related to tourism brand image. The aim of the research is to analyze the effect of the brand image added with dimensions sourced from religious values on satisfaction and loyalty after breaks during Covid 19.

II. Literature Review

Destination Brand image

CBBETD is a concept derived from the idea of brand equity, Aaker (1991) to understand the behavior of tourists. Frias et al (2019) previously stated that CBBETD identified (a) brand awareness of tourist destinations, (b) quality of tourist destination brands, (c) brand image of tourist destinations, and (d) loyalty of tourist destinations as brands based on the value preferences offered with value. Which is the orientation of the tourists. While the destination image as an information node that connects the meaning of a tourist destination brand in the minds of tourists (Tran et al, 2020). Branding initiatives such as sustainable tourism destination labeling, positioning strategies and sustainable image visualization as an approach to marketing (Cavalcante et al, 2021).

Satisfaction

Tourist satisfaction as a response based on the overall evaluation of tourist interactions with service providers. For tourists, the perceived product performance is equal to or greater than expected, which is considered valuable and can provide satisfaction (Aliedan et al (2021); Chia et al (2021); Kotler & Keller, 2015). However, tourists will be dissatisfied if the service does not meet their expectations (Shahijan et al., 2018). Lu et al (2020) define loyalty as deconstruction based on the exchange theory perspective.

Lee et al. (2018) stated that tourist satisfaction is formed when tourists at the destination simultaneously see a product, service or travel experience. The level of satisfaction is associated with various aspects of the experience provided by a tourist destination (Martin, Saayman, & du Plessis, 2019). Al-Ansi and Han (2019) describe tourist satisfaction indicators with an overall evaluation of tourist destinations. Lee and Xue (2020) measure satisfaction based on 1) overall satisfaction, 2) travel enjoyment, 3) expectations of meeting expectations with reality, 4) time and money worthiness to travel. The construction of satisfaction is based on the perspective of exchange theory. The exchange develops not only on the individual but also on collective values.

Destination Loyalty

Loyal tourists are an important asset for providers. Conceptualization of loyalty has adopted three main approaches: behavioral, attitudinal, and approaches that integrate attitudes and behavior (Stylidis et al, 2021; Tasci et al, 2021; Yuksel et al, 2019). Behavioral approach as the dominant approach to explaining tourists' loyalty and is the most frequently used by researchers (Zhang et al., 2014). Kumar & Kaushik (2017) show that tourist loyalty is related to the intention, commitment and identification of providers to buy more and recommend products to others. Loyalty promotes sustainable revenue for tourist destinations through word-of-mouth marketing and lower marketing costs (Santana & Gil, 2018). Isaac (2020), Patwardhan et al (2020) Ragb et al (2020) formulated the concept of loyalty based on indicators of an intention to return and recommend. Stylidis et al (2021) added that tourist loyalty is formed from consumers' past experiences, perceptions, and attitudes. The primary approach to understanding tourist loyalty is based on an attitude and behavior approach. Tasci et al (2021) defines loyalty as a concept for utilitarian consumption products, where consumers are expected to develop trust and repurchase behavior towards the destination image.

Hypothesis Development

Destination Brand image and Tourist satisfaction

Satisfaction is influenced by Brand image. The experience of interacting with different cultures has its uniqueness, sensation, and meaning that can provide satisfaction for tourists. Vong (2013), Wu and Li (2014) suggest a relationship between satisfaction and destination cultural images. Gholitabar (2018) explains that the development of culture-based tourism forms a separate image for tourists and provides a unique and subjective experience that can create emotional bonds and satisfy them. Alcocer & Ruiz (2019) explains that affective components such as interacting with different cultures are more influential than cognitive components in the image of cultural destinations on tourist satisfaction. Environmental aspects of a destination also affect tourist satisfaction (Chen & Phou, 2013; Lee & Xue (2020); Wu, 2016;). Zhang et al (2020) asserted that the image of an environmentally friendly destination is an important attraction in tourism and directly influences tourists' decision-making and experience.

Urban socioeconomic factors, such as public infrastructure, accessibility, tourism supply and facilities, and prices of goods and services, have been found to influence tourist satisfaction and behavior (Chen & Phou, 2013; Wu, 2016). Wang et al (2019) stated that the image of a destination could be interpreted as a series of impressions or perceptions of a tourist destination. The concept of a sustainable tourist destination plays a vital role in tourists' decision to revisit. Lee & Xue (2020) suggest that socioeconomic image can affect tourist satisfaction, including how the local economic system is developed through community activities in tourist attractions. The proposed hypothesis

Ha 1 : Brand image has a positive influence on tourist satisfaction

Tourist satisfaction and Loyalty

The level of tourist satisfaction influences loyalty. Wu et al, (2015), Alrawadieh et al (2019), Al-Hansi & Han (2019), and Bulatovic (2020) explain that satisfaction plays an important role in predicting and understanding tourist reactions after tourists consume experiences such as loyalty (Azis et al, 2020). Bhat and Darzi (2018), San Martín et al. (2019) Zhou and You (222) stated that tourist satisfaction seems to be the main factor in developing tourist loyalty and intention to revisit and recommend destinations to other friends. The proposed hypothesis is

Ha2 : Satisfaction has a positive influence on tourist loyalty

Satisfaction mediates the influence of Destination brand image on loyalty

Tourist commitment to a destination is known as destination loyalty which is seen as the basis for brand equity for tourism destinations, which determines the destination's competitiveness (Lv et al, 2020). Alcocer et al (2019) explained that tourists' opinions about the image are very subjective, images are formed from various antecedents based on individual thoughts and emotions or cognitive and affective components. The cognitive image represents knowledge and beliefs about a place, while the affective image refers to feelings or emotional responses. Alcocer and Ruiz (2019), Le et al (2020) suggest a relationship between destination image with satisfaction. Lee and Xue (2020) stated that the image of a tourist destination is a predictor of tourist loyalty. Tourist satisfaction is related to the feelings created by cognitive features with tourism activities and the accumulated assessment of the destination images. Cognitive and affective images positively influence satisfaction, and in turn, satisfaction predicts tourist loyalty. Affective image has a direction with loyalty. Chiu et al (2016) explained the influence of brand image based on cognitive and affective aspects in forming a destination image of satisfaction and loyalty. Stavrianea, and Kamenidou, (2022) conveyed that destination image affects loyalty directly and indirectly.

Ha 3 : Tourist satisfaction mediates the influence of brand image on tourist loyalty

III. Methodology

The research method uses a causal study to test causal hypothesis testing with cross-sectional data. The research population is local visitors who visit several tourist places in tourist destinations that meet the criteria as sustainable tourism places in West Java, Indonesia based on the criteria in the 2019 Sustainable Tourism Awards Festival (ISTAfest). The number of tourists who were sampled was 247, who were taken randomly for 2 weeks with the help of 2 people from the tour manager. Data collection is done online and offline. Data collection was carried out for 2 weeks by taking advantage of vacation moments.

Brand image measurement refers to Lee & Xue (2020), namely Cultural image, among others with indicators 1) interesting cultural attractions 2) Interesting historical tourist attractions 3) Interesting local arts and crafts 4) Quality cultural experiences 5) Cultural identities and traditions that are interesting unique 6) Good cultural heritage preservation 7) Abundant cultural learning opportunities., dimensions of the environmental image such as natural environment, unique atmosphere according to tourists' perception. The socioeconomic image includes infrastructure, local trade, tourism facilities, and information availability. On the religious dimension, the image refers to Moufakkir and Selmi, (2018), including education on religious heritage and spiritual practice.

Satisfaction is measured based on Lee and Xue (2020), namely overall satisfaction, travel enjoyment, expectations of meeting expectations with reality, and feasibility of time and money to travel. Loyalty is measured 1) Intention to revisit 2) Recommend to others 3) say positive things about tourist destinations, 4) Psychological commitment to support and protect sustainable tourist destinations.

The scale used is a 1.5 rating scale ranging from very low to very good. Data were collected online and offline on local tourists who had visited and analyzed using the SEM Covariant procedure using SPSS. 23

IV. Research Result

The results showed the diversity of the demographic characteristics of the tourists are as follows:

Table: Characteristics of Respondents

Characteristics	Amount	Percentage (%)
Gender		
• Man	152	69.1
• Woman	68	30.9
Age		
• < 16 Years	6	2.7
• 17 Years – 25 Years	34	15.5
• 26 Years – 35 Years	68	30.9
• 36 Years – 45 Years	96	43.6
• 46 Years – 55 Years	16	7.3
Educational background		
• Junior High School	7	3.2
• Senior High School	47	21.4
• Diploma	73	33.2
• S1	89	40.5
• S2	4	1.8
Work background		
• Self-employed	44	20
• Student / Student	32	14.5
• Government employees	34	15.5
• Private employees	125	50

Sources of 2022 Research Data Processing

The results showed that the majority of the tourists were male. The average age is 36 - 45 years. The majority of education levels are S1 and generally work as private employees. Judging from the demographic characteristics, the description provides an overview for strategic decision-making in marketing. Demographic characteristics are closely related to loyalty. Therefore, marketers try to understand demographic characteristics to build their marketing strategies. Demographic characteristics affect the evaluation phase of cognitive, affective and decision-making. Demographic characteristics influence how consumers select, collect and organize information that is used as the basis for behavioral decision-making. Knowing the demographic characteristics of the location, age, gender, race, and occupation is very interesting for designing marketing strategies. Changes in the demographic environment have major implications for tourists. Including changes in the demographic structure followed by a view of sustainable tourism destinations

The results of the descriptive analysis show that each variable is in the high category as can be seen in the following table:

Table 2. Description of variables

Variable	mean	Std	Conclusion
Brand image	4.1	0.62	High
Satisfaction	3.9	0.3	High
Loyalty	4.05	0.88	High

Sources of 2022 Research Data Processing

Based on the results of the description of the variables obtained an image that each variable is in the high category. The average respondent's answer regarding the destination brand image is 4.1 with a standard deviation of 0.62. The average satisfaction is 3.9 with a standard deviation of 0.31. Relative answers have a low level of variation. In contrast to loyalty, although the average is high, namely 4.05, the standard deviation of respondents' answers is relatively high, namely 0.88.

Convergent validity, AVE and Composite reliability

The test results show the unstandardized loading factor value is more than 0.50. CR value > than 2004 means that the indicator is accepted to explain the brand image, satisfaction and loyalty variables. Hasil Pengujian unstandardized Regression Weights adalah sebagai berikut:

Table .1 unstandardized regression weights

			Estimate	S.E.	C.R.	P	Label
Satisfaction	<---	BI	1,000				
DL	<---	TS	,557	,100	5,594	***	par_1
DL	<---	BI	1,000				
BI1	<---	BI	1,000				
BI2	<---	BI	2,068	,242	8,545	***	par_2
BI3	<---	BI	2,180	,252	8,640	***	par_3
BI4	<---	BI	2,143	,247	8,674	***	par_4
BI5	<---	BI	2,315	,262	8,826	***	par_5
BI6	<---	BI	2,210	,255	8,672	***	par_6
BI7	<---	BI	2,068	,242	8,556	***	par_7
BI8	<---	BI	2,218	,254	8,728	***	par_8
BI9	<---	BI	2,377	,273	8,693	***	par_9
BI10	<---	BI	2,210	,257	8,603	***	par_10
BI11	<---	BI	2,084	,242	8,592	***	par_11
BI12	<---	BI	2,312	,265	8,720	***	par_12
BI13	<---	BI	2,174	,252	8,626	***	par_13
BI14	<---	BI	1,893	,231	8,178	***	par_14
TS1	<---	TS	1,000				
TS2	<---	TS	1,174	,124	9,455	***	par_15
TS3	<---	TS	1,255	,128	9,792	***	par_16
TS4	<---	TS	,847	,119	7,101	***	par_17
DL1	<---	DL	1,000				
DL2	<---	DL	,660	,071	9,350	***	par_18
DL3	<---	DL	,627	,074	8,453	***	par_19
DL4	<---	DL	,637	,077	8,256	***	par_20
DL5	<---	DL	1,031	,064	15,985	***	par_21
DL6	<---	DL	,850	,093	9,139	***	par_22
DL7	<---	DL	1,065	,067	15,860	***	par_23
DL8	<---	DL	,995	,065	15,417	***	par_24
DL9	<---	DL	1,025	,064	15,936	***	par_25
DL10	<---	DL	1,081	,071	15,277	***	par_26
DL11	<---	DL	,942	,066	14,221	***	par_27

A Construct Validity Test berdasarkan nilai unstandardized menunjukkan masing-masing indikator memiliki nilai estimate pada kategori tinggi di atas 0.7 dengan nilai P-Value < 0.05 dan nilai CR > 1.96. Hasil unstandardized regression weight menunjukkan masing-masing indikator memadai untuk menjelaskan variabel laten.

The Convergent Validity Test can be concluded by looking at the "Loading Factor" or the "Standardized Loading Factor/SLF" score. The convergent validity holds if the SLF score is ≥ 0.50 (Hair et al., 2019). All observed variables have a "Standardized Loading Factor/SLF" ≥ 0.70 . The conclusion is valid. AVE testing shows that the average variance extracted for the brand image indicator is 0.577, meaning that on average 57.7% of the information contained in each variable can reflect the latent variable brand image with a composite reliability value of 0.964. The AVE value for satisfaction is 0.595 or 59.5% explanation of tourist satisfaction can be explained by these indicators with a composite reliability value of 0.763 and tourist loyalty of 0.551

meaning that 55.5% loyalty can be explained by indicators constructed in the study with a composite reliability value of 0.923 Each value composite reliability is acceptable.

Table 2.1 Summary of All Validity Testing Results

Observed Variables	Destination brand image			Satisfaction			Destination		
	CR	P	SLF	CR	P	SLF	CR	P	SLF
BI1	7,425	0.00	,616						
BI2	8,545	0.00	,762						
BI3	8,640	0.00	,778						
BI4	8,674	0.00	,784						
BI5	8,826	0.00	,815						
BI6	8,672	0.00	,790						
BI7	8,556	0.00	,767						
BI8	8,728	0.00	,804						
BI9	8,693	0.00	,799						
BI10	8,603	0.00	,777						
BI11	8,592	0.00	,774						
BI12	8,720	0.00	,799						
BI13	8,626	0.00	,781						
BI14	8,178	0.00	,699						
TS1				,710	0.00	9,552			
TS2				,696	0.00	9,455			
TS3				,833	0.00	9,792			
TS4				,790	0.00	7,101			
DL1							,802	0.00	14,232
DL2							,687	0.00	9,350
DL3							,639	0.00	8,453
DL4							,728	0.00	8,256
DL5							,861	0.00	15,985
DL6							,673	0.00	9,139
DL7							,856	0.00	15,860
DL8							,840	0.00	15,417
DL9							,859	0.00	15,936
DL10							,838	0.00	15,277
DL11							,800	0.00	14,221

According to mean (High) and SLF , The general trend with a relatively high average can be interpreted that this indicator has been considered good by most respondents so that the "good" phenomenon. It is very easy to find the observed variables in various respondents. The observed variables have been assessed as good and occur evenly, it is more appropriate to explain what things have been done, so that this indicator can be applied properly in the field.

The results of the model fit test are as follows:

Table 1.1 Goodness Of Fit Model

Absolute Fit Measure				
Goodness-of-Fit	Cut-off Value	Results (initial)	Repair results	Compatibility
p-value (Sig.)	>0.05	0.00	0.004	Marginal fit
GFI(Goodness of Fit)	0.90	0.802	0.910	fit
RMSEA(Root Mean square Error of Approximation)	0.08	0.074	0.028	Fit
RMR(Root Mean Square Residual)	0.05	0.109	0.040	Fit
Incremental Fit Measure				
AGFI(Adjusted Goodness of Fit Index)	0.90	0.771	0.883	Marginal fit
CFI (Comparative Fit Index)	0.90	0.892	0.986	Fit
Incremental Fit Index (IFI)	0.90	0.893	0.986	Fit
Relative Fit Index (RFI)	0.95	0.820	0.912	Bad Fit
Parsimonious Fit Measure				
PNFI (Parsimonious Normed Fit Index)	>0.6	0.771	0.763	Fit
PGFI (Parsimonious Goodness Of Fit Index)	Close to 1	0.694	0.694	Marginal fit
AIC (Akaike Information Criterion)	<462,000	1.054	608	marginal Fit
CAIC (Consistent Akaike Information Criterion)	<1536,725	1.326	1074	Fit

Based on the test results, the first stage shows that the values in the first test, such as the P-Value Category (0.00), GFI (0.802), and AGFI (0.771), are in the marginal Fit category. The value of TLI (0.884), CFI

(0.892), and IFI (0.893) were in the marginal fit category. This value is below the criteria set, the model improvement is made by multiplying the relationship. Except for CMIN/DF (3,772) and PNFI (0.771) which are in the early stage of FIT assessment.

Reification/improvement of the model is carried out if the results of the model fit test do not match the established GOF (goodness of fit) criteria. Improvements are carried out through stages, such as 1) identifying the value of the modification indices that show a positive direction. 2) connect the MI with a positive direction on the whole model. 3) perform the model fit test again. The improvement results according to the value of the modification indices, then the model can be accepted. Only 2 criteria are close to fit, namely p-Value and AGFI. 4-5 criteria for the goodness of fit are considered sufficient to assess the feasibility of a model, provided that each criterion of the goodness of fit, namely absolute fit indices, incremental fit indices and parsimony indices, is represented. The data follow the model constructed in the study. This means that relevant empirical data support the research.

Correlation significance test results

The causality test results show that the relationship between variables is significantly positive, critical ratio value > critical ratio table (2004) according to the number of indicators with a 95% confidence level. The relationship/correlation between the two exogenous and endogenous variables proved significant in this study.

Mediation test results

The results of the mediation test show that through the satisfaction variable, Brand can affect loyalty. Satisfaction can partially mediate the positive influence of brand image on the level of loyalty of tourists to tourist destinations. Although tourists get more satisfaction based on the exchange of values obtained in tourist destinations, the idea of the values of the collective initiatives of sustainable tourism destinations has succeeded in increasing satisfaction and loyalty. This means that tourists do not just exchange value. The tourists identify themselves as part of individuals who support sustainability. Tourists are starting to show a moral responsibility for sustainability.

The results of hypothesis testing are as follows:

Table 1.3 Hypothesis test results

Hypothesis	Beta coefficient	CR	P-Value	Decision
Brand image has a significant positive influence on tourist satisfaction	0,518	6,098	0,00	supported
Satisfaction has a significant positive effect on tourist loyalty	0.412	5.594	0,000	supported
Tourist satisfaction mediates the influence of brand image on tourist loyalty	0,213	3,301	0,00	supported

Based on the test results, the beta coefficient value is 0.518. With a CR value of 6.098 is in the area of acceptance of the alternative hypothesis. The result of the 0.00 significance test means that H1 is supported. In line with Gholitabar (2018), Alcocer& Ruiz (2019) Xue (2020). Zhang et al (2020). This shows that the cognitive evaluation of tourists towards tourist destinations is based on experience and information that is the basis for making decisions to behave or show satisfaction as an emotional response. The tourists compare the existing conditions with the expectations and value orientation of the tourist destination. As awareness of sustainability increases, tourists identify tourist destinations with global values and thoroughly evaluate these attributes. Satisfaction describes the existence of a brand image following the value orientation of the evaluation results and self-identification.

The beta coefficient value of the test results is 0.412 with a CR of 5.594 with a P-Value of 0.00, meaning that H2 is supported. Tourist satisfaction has a positive and significant influence on tourist loyalty. In line with Alrawadieh et al (2019), Al-Hansi& Han (2019), Bulatovic (2020) Azis et al, (2020). Zhou and You (2022). The level of satisfaction leads to repeat purchases and tourists' resistance to switching even though the prices are relatively higher. The beta coefficient value of the test results is 0.213, with a significance value of 0.000, meaning that H3 is supported. In line with Alcocer and Ruiz (2019), Le et al (2020) Lee and Xue (2020) Stavrianea, and Kamenidou, (2022) show the importance of the position of tourist satisfaction on the relationship between brand image and loyalty.

V. Discussion

Sustainable destinations Image has become a concern for both academics and practitioners. It is important to understand that tourists' cognitive evaluations of a destination determine loyalty. Affective responses in the form of satisfaction with sustainable tourism destinations are not only based on meeting needs or recreational consumption. The tourists have an ethical responsibility to the environment although it is still not fully as expected. Brand image in tourist destinations is an important aspect that is part of the tourism destination brand management system. Brand image determines satisfaction and loyalty.

Loyalty is basically as constructed by Stylidis et al, 2021; Tasci et al 2021; Yuksel et al, 2019. Attitudes and behavior of tourists can be predicted from their response to tourist destinations. This response shows that needs and expectations are met and even exceeded as stated by Aliedan et al (2021); Chia et al (2021). Tasci et al (2021) Patwardhan et al (2020) Ragb et al (2020) Stylidis et al (2021) confirm the position of loyalty and its forming factors. Tourist loyalty is formed from satisfying past experiences of consumers, perceptions, and positive attitudes towards tourist destinations. Brand image and satisfaction as important factors in forming tourist loyalty.

The finding of the study further emphasize that in the management of tourist destinations, loyalty is very complex. An explanation of loyalty is needed based on adopting a behavioral, attitudinal approach as well as attitudes and behavior. Intention, commitment and identification of providers to buy more and recommend products to others become the orientation of tourist destination providers. Loyalty is a sustainable asset for tourism providers in the future. However, the factors forming loyalty, such as satisfaction, are very complex. Even if the provider can offer new values in tourism that encourage increased interest and excellence, tourists will seek new unique experiences even elsewhere.

Satisfaction consists of two things (1) expectations before buying (2) perceptions about the performance after purchase. In order to encourage loyalty, the attributes of tourist destinations need to be developed based on a comprehensive perspective. The image of tourist destinations seeks to adopt values that show moral integrity to the environment and make these values as impression preferences that can support collective efforts for sustainability, which can increase satisfaction and loyalty.

Satisfaction as an effective response to some value attributes, a sign of meaning about sustainable tourism villages is more complete with attributes that explain the meaning of spirituality as a religious practice in a community setting. Spirituality as a picture of orientation to beliefs originating from religious values is an important dimension attached to a sustainable tourism village. Satisfaction is the key to building loyalty. However, on the other hand, satisfaction can lead tourists to new orientations. These orientations are like values that show the responsibility of tourist destinations for sustainability

Based on the research findings, the development of brand image in tourist destinations is based on the point of view of the tourists. Even sustainability in tourist destinations is based on the premise that tourists are important actors who need to be involved in the management and promotion of sustainable tourist destinations. The process of developing a tourist destination brand begins with the aim of forming the identity of a destination based on sustainable goals. Sustainable destination branding is defined as a process used for identity and personality development based on sustainable principles such as the principles of moral integrity, ecological ethics, harmony with nature, concern for the environment as well as the principles and moral responsibilities of companies, tourists, communities expressed in the form of the act of caring for, protecting, preserving, and conserving nature. Therefore, ensuring the sustainability of tourist destinations cannot be separated from the role of tourists and an understanding of the loyal behavior of tourists.

VI. Research limitations

The research is limited to local tourists visiting villages in West Java which are known as sustainable tourism destination. Next Research can compare between sustainable tourist destinations and those that do not have qualify as sustainable tourism destinations in order to identify the tourists' goals whether they focus on consumption or show ethical awareness on sustainability. Data collection uses cross sectional data. Further research can use data collection using a mix method

VII. Conclusion

Sustainable destination image influences loyalty either directly or through the satisfaction of tourists. Tourist satisfaction partially mediates the influence of Sustainable destination image on tourist loyalty. Cognitive and experiential evaluation determine the response of tourists on which loyalty grows.

Theoretical Implications: the need for an understanding of loyalty behavior based on the impressions captured by tourists and the evaluation results of tourists based on their experiences interacting with tourist objects in Sustainable destination image. The formation of satisfaction and loyalty is a cognitive psychological process resulting from the interaction between tourists and tourist objects. The evaluation is comprehensive from various

aspects, including the religious dimension of the tourists. This evaluation becomes the basis for assessing whether the tourists' needs are met. The evaluation is subjective and continues to grow, especially with the emergence of awareness among tourists regarding sustainability. This study provides an idea about the importance of building an image of a tourist destination that provides satisfaction not only in the recreational element. An educational process to encourage tourists' awareness is very important. However, more in-depth exploration is needed. Explanations regarding the construction of satisfaction are still wide open.

Practical implications: the need to develop tourist destinations that encapsulate all dimensions following the orientation and value needs of tourists. Building a sustainable tourist destination is a long process. Therefore, tourist destinations need to encourage tourists not only for recreation. Tourists need educational facilities about sustainability through their interaction and evaluation of tourist destinations in Sustainable destination image. The design of tourist destinations that educate tourists about sustainable values is very important, for example, presenting tourism with environmentally friendly/recycled food packaging materials, encouraging the involvement of local communities both for economic purposes and to protect the environment including building tolerance. Involving tourists in cultural attractions (interactive) and following up with personal information through social media about the culture of tourist destinations.

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