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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
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**Factors Affecting Destination Loyalty of Tourist Site:
In The Case of Addis Ababa**

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**Factors Affecting Destination Loyalty of Tourist Site:
In The Case of Addis Ababa**

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DECLARATION

I, Jibril Negash, Registration Number GSR/1840/12 do here by declare to the School of Graduate Studies of Addis Ababa University that, this thesis entitled “Factors Affecting Destination Loyalty of Tourist Site: In The Case of Addis Ababa” is a product of my original research work. To the best of my knowledge, I have fully acknowledged the materials and pieces of information in the study.

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Statement of Certification

This is to certify that this thesis entitled “**Factors Affecting Destination Loyalty of Tourist Site: In The Case of Addis Ababa**” submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management in Addis Ababa University is done by Jibril Negash is an authentic work carried out by her under my guidance.

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ABSTRACT

Tourist destination loyalty is one of the most important factors for destination marketers since retaining existing tourists is more desirable and less expensive than attracting new ones. Tourist loyalty is critical in the service industry, which includes the tourism industry. If the factors that influence destination loyalty identify and solving, increase the number of tourist in the museum. The main objective of this research was to assess the factors that influence destination loyalty in Addis Ababa Museum and the National Museum. It assesses some of the main elements that could influence loyalty in the museum visitors.

In order to study to assess the factors that influence destination loyalty, 300 tourists in the museum were included in the sample. Primary data was collected from both foreign and domestic visitors in the study area starting from July 15/2021 to August15, 2021. Five factors that influence destination loyalty components were accessed to measure museums loyalty, namely service quality, perceive value, destination image, tourist satisfaction, and place attachment. Pearson's Product Correlation and multiple regressions were used to evaluate the inter-correlation hypothesis. The SPSS V23 program was used to evaluate and test the hypotheses. The findings of this study showed that perceptions of service quality, perceive value, destination image, place attachment and satisfaction are influence museum loyalty.

Key Words- service quality, perceive value, destination image, tourist satisfaction, and place attachment

Table of content

Contents	page
Acknowledgment.....	i
Abstracts	ii
List of tables.....	v
List of figures.....	vi
Abbreviations.....	vii
Appendix	viii
Chapter One: Introduction	1
1.1. Background of the Study	1
1.2 Statement of the Problems.....	2
1.3. Research Questions	3
1.4 Objectives of the Study.....	3
1.5 Significance of the Study.....	4
1.6 Scope of the Study	4
1.7 Limitations of the Study.....	4
1.8 Definitions of terms.....	4
1.9 Organization of the study.....	5
Chapter Two: Review of Related Literature	6
2.1 Theoretical reviews.....	6
2.1.1 The concept Loyalty.....	6
2.1.1 Loyalty definitions	6
2.1.2 Determinants of loyalty	8
2.1.3 Tourist Loyalty’s precursors	9
2.1.4 Destination loyalty	10
2.1.4.1 Tourist Destination.....	13
2.1.4.2 Tourist loyalty.....	13
2.1.5 Museum satisfaction and loyalty	14
2.1.5.1 Tourist satisfaction.....	15
2.1.5.2 Destination satisfaction	16
2.1.5.3 Tourist satisfaction and tourist loyalty	19

2.1.6 Service Quality	19
2.1.6.1 Perceived quality of service	20
2.1.7 Perceived Value	22
2.1.8 Destination Image.....	23
2.1.8.1 Destination image and tourist loyalty	29
2.1.9 Place Attachment.....	31
2.2. Empirical review	34
2.2.1 The tourist’s loyalty toward the destination.....	34
2.3 Conceptual framework.....	36
Chapter Three: Study Area and Research Methodology	37
3.1 Description of the study area.....	37
3.1.1 National Museum	38
3.1.2 Addis Ababa Museum.....	39
3.2 Research Approach.....	40
3.3 Research design.....	40
3.4 Population and sampling.....	40
3.5 Data sources and types	41
3.6 Data collection procedures	41
3.7 Ethical considerations	42
3.8 Data analysis.....	42
Chapter 4: Data Analysis and Presentation.....	43
4.1 Descriptive Statistics	43
4.1.1 Demographic Profiles for tourist	43
4.1.2 Descriptive Statistics collect information from respondents about level of agreement and grand mean	44
4.2 The Measuring Instrument's Validity and Reliability.....	51
4.2.1 Validity of Content.....	51
4.2.2 Reliability	51
4.3 Multiple Regression Analysis	52
4.3 Discussion of the findings	54
Chapter Five: Conclusion and Recommendation	56
5.1 Conclusions	56
5.2 Recommendation	57
Reference.....	58

List of Table

Table's	<u>Page</u>
Table 4.1 Summary of Demographic Characteristics tourist	43
Table 4.2 Destination image to a museum has an impact on museum loyalty	44
Table 4.3 Perceived service quality of a museum has an impact on visitors' museum.....	45
Table 4.4 Perceived Value of a museum has an impact on museum loyalty	47
Table 4.5 Place attachment of a museum has an impact on museum loyalty	48
Table 4.6 Tourist Satisfaction to a museum has an effect on their museum loyalty	49
Table 4.7 Destination Loyalty in the museum.....	50
Table 4.8 Cronbach's Alpha Test.....	52
Table 4.9 Summary of the Overall Outcomes of research hypotheses for tourist.....	52

List of Figures

Page

Figure 2.1 - Conceptual Framework of the Study..... 36

Figure 3.1: View of the National Museum (Picture) 38

Figure 3.2: View of the Addis Ababa Museum (Picture) 39

Abbreviations

SSPSS = Statistical Package Software for Social Science

WoS = Web of Science

PCA = principal component analysis

NME = National Museum Establishment

UNWTO = United Nations World Tourism Organization

Appendix

Tourist Survey Questionnaires

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In tourism studies, destination loyalty has been identified as one of the most essential topics. The bulk of works, discusses destination loyalty in terms of a want to return and a desire to recommend it to others (Chen & Gursoy, 2001; Chi & Qu, 2008; Chi, 2011; Oppermann, 2000; Pike, 2010; Prayag & Ryan, 2012; Yoon & Uysal, 2005). The behavioral and attitudinal dimensions of loyalty receive the most acceptances. Recurring purchases reflect loyalty in the first scenario, whereas recommendations to friends and family reflect loyalty on the second. When all variables are taken into account, the construct is better anticipated (Dimitriadis, 2006) and a more accurate depiction of the tourist's allegiance is produced (Chen & Gursoy, 2001). When considering a tourist's behavior-based just on frequent visits to a region, it's possible that this does not accurately show loyalty in the place in question. Tourists that travel for the purpose is a new experience are unlikely to return to the same location; hence destination loyalty may not include repeat visits (ISO-Ahola, 1982). Because it is the best predictor of post-visitor behavior, destination loyalty is an important component of marketing strategy (Chen & Chen, 2010). Exceeding tourists' expectations, providing unique experiences, and assuming a commitment with these visitors are all ways to earn their loyalty. They must be treated as unique consumers while also respecting their ideas and lowering the work required resolving difficulties that develop during the relationship (McGarry, 1995). The good intention of these visitors to return to the site and to make positive recommendations about it in their immediate area demonstrates their response (Mohamad, Ali, & Ghani, 2011). For managers of tourist companies and destinations, understanding what drives tourist loyalty and how it is generated has become a mantra. Loyalty is regarded as the strongest predictor of future behavior as well as a source of commercial success and competitive advantage (Gursoy, Chen, & Chi, 2014; Sun, Chi, & Xu, 2013).

As a result, just like any other business, a tourist attraction must attract and retain its target market (Gursoy et al., 2014). Understanding the variables that determine loyalty toward a location, as well as how they interrelate to establish loyalty, has become a critical issue from this perspective. Several studies have addressed this question and proposed elaborate structural relations models (Forgas-Coll, Palau-Saumell, Sánchez-Garca, & Callarisa-Fiol, 2012; Prayag & Ryan, 2012; Zhang,

Fu, CAI, & Lu, 2014) that demonstrate the role of expectations, image, and perceived value (Faullant, Matzler, & Fuller, 2008; Um, Chon, & Ro, 2006), satisfaction ((Bigné, Sánchez, & Sánchez, 2001; Chen & Tsai, 2007; Poria, Reichel, & Cohen, 2011; Wang, Wu, & Yuan, 2010; yokels, Yokels, & Bilim, 2010) and perceived quality (Olorunniwo, Hsu, & Udo, 2006) play in the development of destination loyalty. Loyalty to the destination is important since it helps the destination achieve profitability (Yoo & Bai, 2013), as well as its subsequent growth and development. This trait, which applies to both enterprises and destinations, is considerably more important in the latter situation. This is due to the impact of tourism on economic growth, employment, and citizen welfare, particularly in economies that are heavily reliant on tourism.

1.2 Statement of the Problem

Loyalty is regarded as the most accurate predictor of future conduct as well as a source of market success and competitive advantage (Gursoy, Chen, & Chi, 2014; Sun, Chi, & Xu, 2013). Several studies have addressed this question and proposed elaborate structural relations models (Forgas-Coll, Palau-Saumell, Sánchez-Garca, & Callarisa-Fiol, 2012; Prayag & Ryan, 2012; Zhang, Fu, CAI, & Lu, 2014), which demonstrate the role that expectations, image and perceived value (Faullant, Matzler, & Fuller, 2008; Um, Chon, & Ro, 2006), satisfaction (Bigné, & Sánchez, 2001; Chen & Tsai, 2007; Poria, Reichel, & Cohen, 2011; Wang, Wu, & Yuan, 2010; Yuksel, Yuksel, & Bilim, 2010), and satisfaction (Bigné, & Sánchez, 2010). (Olorunniwo, Hsu, & Udo, 2006).

Loyalty toward the previous research, particularly on the links between service quality, perceived value, and destination image, have produced varieties and occasionally contradictory results. These findings contrast with those of Allameh et al. (2015), who claims that, in addition to the destination image, perceived service quality and perceived value have a substantial impact on tourist behavior intention. Thus, this study aims at assessing factors affecting destination loyalty of tourist sites: in the case of Addis Ababa

1.3 Research question

The study's goal was to answer the following research questions.

1. How does destination image affect destination loyalty?
2. How does service quality affect destination loyalty?
3. How does perceived value affect destination loyalty?
4. How does tourists' place attachment affect destination loyalty?
5. How does tourist satisfaction affect destination loyalty?

The following major hypotheses were created based on the research purpose and idea framework.

H1; Destination image has a positive significant effect on destination loyalty.

H2: Service quality has a positive significant effect on destination loyalty.

H3: Perceived value has a positive significant effect on destination loyalty.

H4: Tourists' place attachment to a destination has a positive significant effect on their destination loyalty

H5; Tourist satisfaction has a positive significant effect on destination loyalty

1.4 Objectives of the Study

General Objective

The study's overall goal is to identify the factors that influence tourist site loyalty in Addis Ababa.

Specific Objectives

The following are the precise goals of this research project:

1. To investigate the factor of Addis Abba's tourism destination loyalty.
2. To evaluate Addis Abba as a tourist destination in terms of destination loyalty.
3. To assess Addis Abba as a tourist destination in terms of destination loyalty.

1.5 Significance of the study

This study has the following significance since it examines the factors that influence tourist site loyalty in Addis Ababa.

1. Explain the factors that influence a tourist site's destination loyalty,
2. Suggest alternative solutions to existing difficulties in the area of tourist site destination loyalty, which could have an impact on other interested researchers in the area of tourist site destination loyalty.
3. Educate workers in the destination area on the importance of a tourism site's destination loyalty.

1.6 Scope of the study

The study examined characteristics that influence destination loyalty at tourist sites in Addis Ababa using a descriptive research method and a questionnaire, taking into account time, energy, and financial considerations. The study focused geographically on the Arada sub city at the National museum and Kirkos sub city at the Addis Ababa museum

1.7 Limitation of the study

The study is constrained by geography in Addis Ababa due to time and funding restrictions. There are many museums and historic sites throughout our country that are not included in this study. Another constraint was the museum's difficulties in providing numerical figures on the overall population. As a result, the study's researcher recommends that more research in the study's field be conducted.

1.8 Definitions of terms

Tourist

According to Sharpley (2006), tourism and travel begin with tourist travel, and tourism would not be a significant phenomenon if individuals did not want to seek out tourism experiences. A tourist is someone who visits a place for the purpose of leisure (vacation, sport, study, recreation, business,

family, visiting friends and relatives), or meetings and conferences, and stays for at least 24 hours but not more than one year (Reisinger, 2003).

Tourists' loyalty

A deeply held commitment to rebuy or re-patronizes a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchases, despite situational influences and marketing efforts having the potential to cause switching behavior," according to Oliver [41].

Destination loyalty According to Yoon and Uysal (2005), destination loyalty refers to a high frequency of repeat visits or a strong desire to return to the same location.

Destinations: Tourists regard destinations as determinants of their itineraries since they are competitive units defined spatially, seen as items or bundles of items or services (Pechlaner, 2000, pp. 127 128).

Satisfaction is defined as the perceived disparities between early consumption expectations and post-consumption performance (Altunel & Erkurth, 2015)

Quality of service refers to the gap between what a client expects from a service and what the service provider actually delivers (Grönroos, 1984; Parasuraman et al., 1985).

1.9 Organization of the study

The proposal for the research project is organized into five chapters, each with its own subdivisions. The first chapter covers the introductory section, which includes the study's history, a statement of the problem, the study's aims, and the study's relevance, the scope of the investigation, the study's limitations, and the study's organization.

The second chapter contains a review of relevant literature and conceptual frameworks for the given research. The third chapter discusses the research topic and technique. Such as a research topic, methodology, sample size and sampling techniques, data source, data gathering devices, and data analysis. The findings and discussion of the research will be covered in Chapter 4, and the study's summary, conclusion, and recommendations will be covered in Chapter 5.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

2.1 Theoretical Review

2.1.1 The concept of loyalty

Loyalty is a multifaceted and complex perception that needs to be discussed in order to gain a better understanding of it. Different definitions and models of the concept of loyalty are discussed in this subsection.

2.1.1.1 Loyalty definitions

The phrase "loyalty" refers to the devotion that customers have for a certain brand, product, service, or activity (Balbanis et al., 2006). Dick and Basu (1994) provide another definition of loyalty, stating that it refers to "the link between relative attitude and repeat patronage" (p.102). Loyalty can also be defined as a notion made up of various elements (Balbanis et al., 2006). Behavioral, attitudinal, and situational loyalty are three of these components. Behavioral loyalty refers to a customer's willingness to buy from a firm as long as they feel a benefit from doing so (Zeithaml, 2000).

This means that the customers who care about the brand will have ongoing contact with the brand to suggest improvements and constantly talk to others about the benefits of that particular brand (Zeithaml, 2000). According to Mascarenhas et al. (2006), family and friends have a major influence on attitudinal loyalty.

This could mean that if a significant other have had a bad experience with a brand and communicates that to someone else, there is a huge risk that the brand can lose a potential loyal customer. Further, Clotey et al. (2008) state that the stronger the attitudinal loyalty is, is more likely it that a customer remains loyal to the company.

The second component of loyalty is attitudinal loyalty, which can be defined as a customer's sense of belonging to a product or brand (Zeithaml, 2000). It can also be defined as a customer's continuing relationship with a brand (Mascarenhas et al., 2006). Commitment, trust, and/or emotional attachment are all characteristics that go into this form of loyalty (Clotey et al., 2008).

Customers who feel like they belong to a brand can become brand ambassadors. This means that people who care about a brand will keep in touch with it on a regular basis to suggest improvements and to constantly tell others about the benefits of that brand (Zeithaml, 2000). According to Mascarenhas et al. (2006), family and friends have a major influence on attitudinal loyalty. This might suggest that if a significant other has a negative experience with a brand and tells someone else about it, the brand risks losing a prospective devoted consumer. Furthermore, according to Clotey et al. (2008), the stronger the attitudinal loyalty, the more likely a consumer will remain loyal to the organization. This shows that behavioral loyalty is a component of attitudinal loyalty, as a loyal customer will continue to buy from the organization (Ibid).

Mascarenhas et al. (2006) mention situational loyalty as the third component of loyalty. It is frequently expressed as a brand loyalist who is dependent on the brand's relationship; for example, a customer will only buy a product if it is available or on sale. This form of loyalty is established by the customer's purchase and shopping scenario. All three types of loyalty are significant, but behavioral and attitudinal loyalty is the most significant when it comes to gaining market share and building long-term partnerships.

Previous studies (Chen, Gursoy, 2001; Oppermann, 2000; Yoon, Uysal, 2005) defined loyalty as tourists' desire to return to the same place and promote it to others. Some authors define it as a desire to revisit or return to a previously visited location (Quintal, Polczynski, 2010). Many elements have been identified in previous studies as having the potential to influence destination loyalty, including the degree of visitor experience (Chi, Qu, 2008; Neal, Gursoy, 2008),

Services that are considered as destination services (Chen, Tsai, 2007; Chi, 2012; Chi, Qu, 2008; Cole, Illum, 2006) Destination value (Sun, Chi, Xu, 2013), destination image (Castro, Armario, Ruiz, 2007; Chen, Gursoy, 2001; Chen, Tsai, 2007; Chi, 2011; Chi, Qu, 2008), travel motivation (Yoon, Uysal, 2005), destination knowledge (Gursoy, McCleary, 2004a, 2004b; Konecnik, Gartner, 2007), information search behavior (Chen, Gursoy (Gursoy, McCleary, 2004a, 2004b).

The above-mentioned research on tourist loyalty are in the context of general tourism. There isn't much discussion on the concept of ecotourism. Even in the context of ecotourism, however, as Ezebilo (2014) discovered, a revisiting decision is closely linked to satisfaction on the initial visit. To put it another way, building loyalty is contingent on a positive and satisfying first visit. The

author's claim is supported by Plessis, Merwe, and Saayman's (2012) empirical findings, which reveal a correlation between tourist satisfaction and loyalty.

According to the authors' research on visitors to South African National Parks, there are five aspects that can affect visitor satisfaction in a national park setting: tourism product offer, pollution, parking violation, and tourist impact.

2.1.2 Determinants of Loyalty

For more than four decades, client loyalty has been a focus of business research, yielding significant insights into the process of establishing client loyalty (Martina Donnelly, 2009). Customer satisfaction, experience, value, service quality or performance, product superiority, personal fortitude, social bonding and synergy, customer involvement, price, risk, brand name, demographics, habits, and history of brand usage, (Petrick and Norman, 2001; Baker & Crompton, 2001; Oliver, 1999; Pritchard & Howard, 1997; Fick & Ritchie, 1991; Keller, 1998; Solomon et al, 1999; Schiffman et al, 1997).

Efficiency, service quality, social value, play, aesthetics, perceived monetary cost, perceived danger, time and effort spent, and perceived worth are all factors that influence tourist loyalty (Gallarza et al., 2006). Tourist loyalty was influenced by cognitive images of natural resources, cognitive images of service quality, cognitive images of amusement, and affective images (Lucio Hernandez et al., 2006). Tourist loyalty is influenced by factors such as comfort facilities, safety & infrastructure, cultural attractions & shopping, tourist attractions & ambiance, and variety & accessibility (Girish Prayag, 2008).

Visitor loyalty is based on tourist satisfaction (attractions, accommodations, accessibility, facilities, and activities) and expectations being satisfied (Chi, C. G. et al., 2008). The antecedents of visitor loyalty are influenced by the whole destination image (i.e. Attractions, accommodations, accessibility, amenities, activities, local community, and shopping) (Girish Prayag, 2009). Tourist loyalty is influenced by basic services, attractions, and accessibility (Celeste Eusébio et al., 2011). Tourist antecedents are influenced by the image of the destination, personal involvement, place attachment, and overall enjoyment (Prayag et al 2011 & Girish Prayag 2012).

2.1.3 Tourist Loyalty's precursors

Because of its enormous impact on location selection, activity and service selection, future visitation intentions, and the decision to suggest to others, satisfaction is regarded as one of the most crucial predictors of loyalty (Ozdemir et al., 2012). Despite the fact that a tourism experience is complicated and hybrid, the majority of previous studies used comparable satisfaction models and looked at how they were used in various settings.

Customers' happiness is frequently measured using only one aspect of a multi-faceted and hybrid experience at a single point in time. Studies on tourist satisfaction with hotels (e.g., Foodservice (Grobelna and Marciszewska, 2013). (e.g., Alonso et al., 2013), restaurant management (e.g., Jin et al., 2012), and tourism (e.g., Jin et al., 2012) have all been conducted (e.g., Campo Martinez et al., 2010). According to the current concept paper, assessing simply one part of a multi-faceted and hybrid experience may not adequately reflect a tourist's pleasure with the trip because pleasure with each component leads to overall contentment with the place (e.g. Neal and Gursoy, 2008; Chi and Qu, 2009).

Furthermore, depending on the importance of a component to the tourist, the size of its impact on overall satisfaction is likely to differ. If a component is significant to a tourist, its remarkable performance can have a higher impact on overall pleasure than if the component is less significant. As a result, in order to determine overall happiness, tourists' contentment with each component and the relevance of each component should be examined. A number of tourism studies have looked into the relationship between satisfaction and loyalty (Bowen and Chen, 2001; Chi, 2012; Prentice, 2013).

Tourist pleasure, according to these researchers, can lead to positive tourist behavior such as repeat visits and favorable word of mouth (Neal and Gursoy, 2008). Tourist satisfaction is a significant driver of a destination's success (or failure), according to Oppermann (2000) and Alegre and Magdalena (2006), because pleasant experiences lead to revisiting intentions and/or good recommendations to friends and relatives about the place (Lee et al., 2011; Prayag and Ryan, 2012; Velazquez et al., 2011). Several tourist studies have investigated the relationship between satisfaction and loyalty (Bowen and Chen, 2001; Chi, 2012; Prentice, 2013).

Satisfied visitors are also less likely to be price-sensitive (Chi, 2011; Sun et al., 2013). Satisfaction has been found to have substantial links with passengers' perceptions of quality and image of a location, in addition to having an important part in destination loyalty creation and destination choice behavior (Alegre and Cladera, 2009; Chi, 2012; Song et al., 2012).

2.1.4 Destination loyalty

Customers who repurchase a brand are considered loyal, according to Newman and Werbel (1973). In behavioral terms, Tellis (1988) defines loyalty as a purchasing frequency that is repeated. Although prior research has looked into the topic of recurrent visits (Bowen & Shoemaker, 1998; Fakeye & Crompton, 1991; Gyte & Phelps, 1989) and identified some early tourist loyalty (Bowen & Shoemaker, 1998; Fakeye & Crompton, 1991; Gyte & Phelps, 1989), (Backman & Crompton, 1991; Oppermann, 2000; Pritchard & Howard, 1997; Sirakaya-Turk, Ekinici, & Martine, 2015), There are limitations to the study of the notion of loyalty and its applications to destination in the country brand. When it comes to determining how to assess loyalty to a tourist site, there has been a lot of discussion among academics (Baker & Crompton, 2000; Ekinici et al., 2013; Oppermann, 2000; Yoon & Uysal, 2005). Another challenge with behavioral loyalty measurements in tourism is determining an appropriate time frame for clients to return or not return to a site (Ekinici et al., 2013; Sirakaya-Turk et al., 2015).

However, because many consumers only vacation once a year, the loyalty behavior method may not be an effective assessment of recurring visits for tourism sites. The conceptual foundation of these techniques is unclear, and they are unable to explain the elements that drive customer loyalty (Bastida & Huan, 2014; Yoon & Uysal, 2005)

Loyalty is a concept that has been around for a long time. Historically, loyalty was utilized to increase control and authority. Loyalty was utilized by powerful generals in the Ancient Roman Empire to achieve political power for their army or to depose rulers (Kumar & Shah, 2004).

In the twenty-first century, loyalty is regarded as a strategy used by businesses to protect market share gained through client loyalty. In competitive markets, customer loyalty is regarded as a considerable advantage (Srivastava, Sherwani, & Fahey, 2000). Customer loyalty is defined as "a consumer's true commitment to acquire a favored product/service in the future" (Oliver, 1999). Customer loyalty, according to Lee and Cunningham (2001), is the tendency of customers to return

to the same suppliers based on previous experiences and expectations for the future. In other words, it is a reflection of client attitudes toward product categories, brands, stores and services (Uncles, Grahame, & Hammond, 2003)..

According to the literature, there are numerous definitions of customer loyalty and no complete agreement. A review of the many definitions offered by various authors reveals that there may be another term for customer loyalty. “Repeated purchases, good attitudes, long-term commitment, intention of sustaining the connection, positive word-of-mouth advertising” are all examples of customer loyalty (Sramek, Mentzer, & Stank, 2008). Customer loyalty is usually divided into three aspects in marketing literature. The behavioral dimension (loyalty), the attitudinal dimension (loyalty), and the combined dimension (loyalty) are the three.

These parameters are also used to assess consumer loyalty. It is recommended that businesses who want to build and retain true, long-term client loyalty evaluate both dimensions and use a strategy that incorporates both. Customer loyalty has traditionally been measured on a behavioral scale. The quantity of the purchase, the likelihood of a repeat purchase of the product, recurrent buy behavior, and frequency of purchase make up this scale. All of these scales aid marketers in determining behavioral loyalty (Kumar & Shah, 2004).

When a customer makes a repeat purchase and recommends it to others, this is referred to as attitudinal loyalty (Kandampully & Suhartanto, 2000). Attitudinal loyalty is a method that makes use of attitudinal data, such as psychological and affective commitment, which are intrinsic to the character of loyalty (Deermen, 2006, p. 78). Attitudinal loyalty, according to Ganesh, Arnold, and Reynolds (2000), is described as a customer's propensity toward a brand, which involves commitment and word-of-mouth advertising. Customer loyalty cannot be measured solely on the basis of behavioral or attitudinal aspects, according to the research. As a result, the authors suggest using a hybrid approach that combines behavioral and attitudinal loyalty.

The importance of this strategy in determining true loyalty is underlined (Selvi, 2007, p. 39). Customers must exhibit the following behavioral patterns (Deermen, 2006, p. 79) in order to be able to speak about true customer loyalty:

- Purchase not only a single product or service from the company, but also other goods and services over time (cross-selling)

- Recommend the company to others
- Remain unaffected by the efforts of competitors

Tourists' level of devotion to a certain destination is demonstrated by their desire to return again and to promote it to others (Oppermann, 2000). As a result, the components of intent to return and recommendations to others are employed to measure destination loyalty. Tourists' great experiences at a tourism location will not only increase their desire to return to the area, but will also encourage them to tell their friends and/or relatives about it. Similarly, for potential tourists, word-of-mouth advertising is a valuable source of information. Chi and Qu (2008).

Many academics believe that destination loyalty is an important factor in a company's and a tourism location's future stability and success (Kim et al., 2013; Shoval & Birenboim, 2019; Vinh & Long, 2013). Several factors can help the location succeed, including environmental analyses, tourist motivations, and consumer happiness and loyalty (McKercher & Prideaux, 2011; Yoon & Uysal, 2005). The determinants of customer loyalty are dependent on customer happiness, which has been identified as the most important factor in determining loyalty in terms of destination image availability (Gartner, 1994; Tran et al., 2015b).

The tourism sector's definition was recently refined, and a market basket was utilized to show how travelers select local goods and services at a tourist location (Carvalho et al., 2018; Jafari, 1974). However, one must wonder how satisfied tourists are with their experience and ready to pay for the services supplied (Jafari, 1974). A demand-supply matrix was used to support this notion, in which enterprises compared segment needs and available resources to assist destination leaders in selecting market segments (Dommermuth, 1965).

Furthermore, research has validated a new notion relating to word of mouth as one of the most important manifestations of loyalty, as it might attract new consumers based on existing customers' recommendations (Ranaweera & Jayawardhena, 2014). A destination image that evokes emotions is more likely to result in a positive consumer experience, purchase implications, and, if his expectations are met, destination brand loyalty (Go & Govers, 2000). Many academics concur with the conclusion that destination distinctiveness and authenticity are important factors in creating destination brand loyalty.

Statistics show that the number of tourist arrivals each year is increasing in over 200 sites throughout the world (World Tourism Organization (UNWTO), 2011). As a result, the destination brand's service quality should be examined, as hotels and destination loyalty are intended to be the most important aspects of destination marketing on both a national and worldwide scale.

2.1.4.1 Tourist Destination

Tourist destination loyalty is one of the most important factors for destination marketers since retaining existing tourists is more desirable and less expensive than attracting new ones (Chiu et al., 2016). It is linked to recurring purchases or referrals to friends and family by customers (Iordanova, 2016). “A firmly held commitment to re-buy or re-patronize a favored product/service regularly in the future, generating repetitive same-brand or same-brand set purchasing, despite situational factors and marketing efforts having the ability to promote switching behavior,” according to Oliver (1999). Customer loyalty has been quantified in three different methods in marketing literature (Yoon & Uysal, Zhang et al., 2014; Moore et al., 2013; Almeida-Santana & Moreno-Gil, 2018): behavioral, attitudinal, and composite approaches. The frequency of recurring brand purchases is referred to as behavioral loyalty. The intention to buy is referred to as attitudinal loyalty. The composite or combination method combines behavioral and attitudinal techniques into one (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016).

2.1.4.2 Tourist loyalty

Customer loyalty is critical in the service industry, which includes the tourism industry and lodgings such as homestays (Teong-Jin et al., 2009). Customer loyalty, according to Oliver (1997), is a deeply held commitment to repurchase or repatronize preferred goods or services in the future, resulting in repeated sales of the same brand or same brand set buying, despite situational influences and marketing efforts that may cause customers to change their behavior. According to Kandampully and Suhartanto (2000), a loyal client is one that repurchases the same goods or services from a supplier whenever possible and continues to suggest or maintain a relationship with the provider.

In short, consumer loyalty is most commonly referred to in marketing literature as repeat purchases or referrals to others (Yoon & Uysal, 2005). The behavioral approach (Backman & Crompton, 1991; Chaudhuri & Holbrook, 2001; Yoon & Uysal, 2005; Kabiraj & Shanmugan, 2011; Iordanova,

2016), the attitudinal approach (Backman và Crompton, 1991; Chaudhuri & Holbrook, 2001; Yoon & Uysal, 2005; Kabiraj & Shanmugan, 2011; Iordanova (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016).

Finally, the composite or combination strategy combines behavioral and attitude-based techniques (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016). Customers that purchase and are loyal to specific brands are said to have to have a positive attitude toward those brands (Yoon & Uysal, 2005). However, because many consumers only vacation once a year, the loyalty behavior method may not be an effective assessment recurring visits for tourism sites. Furthermore, these techniques remain ambiguous in terms of their conceptual framework and inability to explain the factors that influence customer loyalty (Yoon & Uysal, 2005; Wu, 2016).

Because tourism destination experiences differ from other consumer products, the attitudinal method is best suited for analyzing tourist loyalty (Ekinici et al., 2013). As a result, this study took an attitudinal approach.

2.1.5 Museum satisfaction and loyalty

To preserve and support the long-term growth of museums, it is critical to provide a high-quality experience that will increase visitor happiness. Satisfaction, according to Oliver (1981), is an emotional reaction that occurs after a confirming experience. In the museum setting, satisfaction might be measured throughout the full service consuming process, rather than just afterward (Gabbott and Hogg, 1998; Kang et al., 2017). Importantly, consumer happiness is a major determinant of consumer decision-making and is linked to product or service, loyalty (Halilovic and Cicic, 2013; Hwang and Zhao, 2010; Le Gall-Ely, 2009).

Laroche et al. (2004) and Danaher and Sweeney (2007) argue in the tourism literature that high-quality tourism services increase loyalty and have a direct impact on profitability. Furthermore, empirical research has revealed that museums are viewed as cultural experience commodities; as a result, tourist satisfaction and loyalty are crucial characteristics that museum management must understand in order to provide appealing tour services to tourists (Kim et al., 2017; Kim and Thapa, 2018).

2.1.5.1 Tourist satisfaction

Customer satisfaction is described as a link between the expenses of what the customer spends and the incentives (benefits) he or she anticipates (Oliver, 1997). (Yoon & Uysal, 2005). In the context of tourism, satisfaction is defined as the perceived disparities between early consumption expectations and post-consumption performance (Altunel & Erkurth, 2015); as a function of pre-travel expectations and post-travel experiences (Bang & Hai, 2019). This means that tourists who enjoy traveling are satisfied when their prior expectations are met and their post-travel experience is pleasant (Chen & Chen, 2010; Akhoondnejad, 2016; Le & Ding, 2016).

Tourist happiness is critical to effective destination marketing because it influences destination selection, product and service consumption, and the decision to return (Yoon & Uysal, 2005). Yoon and Uysal (2005), Le et al. (2011), Wu (2016), Chiu et al. (2016), Bang and Hai (2019), and others have discovered that visitor happiness has a positive impact on tourist destination loyalty.

Satisfaction has always been a factor in the development of commercial tourism products and services (Uysal & Yoon, 2005). Customer satisfaction is defined as the consumer's fulfillment response (Oliver, 1997); as the result of evaluating various positive and negative experiences (Kozak & Rimmington, 2000); as an emotional reaction to the difference between what customers expect and what they receive (Zineldin, 2000); as an overall customer attitude toward a service provider, or as an emotional reaction to the difference between what customers expect and what they receive (Zineldin, 2000); as an emotional reaction to the difference between what customers expect and what they receive (Hansemark & Albinsson, 2004).

Tourist satisfaction is defined as an experiential quality (a tourist's emotional state) attained after the tour experience (Baker & Crompton, 2000); as a desired outcome of service encounters, linking consumption with post-purchase occurrences such as attitude change (Orel & Kara, 2014); and as the tourist's feeling of gratification when in the post-travel ref (Altunela & Erkurth, 2015).

Giese and Cote (2000) define consumer satisfaction as an emotional, cognitive response, second, the response as pertaining to a certain aspect (expectation about the product, prior consumption experience), and third, the response as occurring at a specific time (after consumption, after choice, based on accumulated experience). Tourist happiness is critical to effective destination marketing

because it influences destination selection, product and service consumption while on vacation, and the decision to return (Kozak & Rimmington, 2000).

Consumer satisfaction has a considerable effect on customer loyalty, according to Yoon and Uysal (2005), Lee et al. (2011), Orel and Kara (2014), Wu (2016), and Akhoondnejad (2016). This suggests that a high degree of tourist satisfaction increases tourist loyalty.

Tourists' emotional experiences (measured through the three categories of joy, positive surprise, and love) influence the perception of destination image, and the evaluation of that image effect their happiness, according to a study conducted by Prayag et al. (2017). Emotional responses are strong determinants of attitude and conduct, according to the study. The third dimension, positive surprise, on the other hand, has no bearing. Prayag et al. (2017) employed the three dimensions in other tourism studies in the context of festivals (e.g., Lee & Kyle, 2013; Lee et al., 2014) and heritage tourism (e.g., Lee & Kyle, 2013). (e.g., Prayag, Hosany, & Odeh, 2013). Prayag et al. (2013) investigated whether tourists' emotions – both positive (joy, love, and pleasant surprise) and negative (regret, disappointment, and disgust) – have a direct impact on satisfaction, and thus on behavioral intentions, at a historical site with unique archaeological and cultural properties.

Indeed, the authors show that emotions are predictors of satisfaction and that there is a relationship between the latter and behavioral intentions, citing a number of previous research (e.g., Yuksel and Yuksel, 2007; San Martn & del Bosque, 2008; Faullant et al., 2011). This outcome is consistent with findings from past historic tourism research studies (e.g., Chen & Chen, 2010)

2.1.5.2 Destination satisfaction

A judgment that a product or service characteristic delivers a pleasurable level of consumption is defined as satisfactory by Oliver (1997). Many tourism researchers study various aspects of customer satisfaction in the hospitality and tourism industries, such as satisfaction with specific destinations (Danaher & Arweiler, 1996; Kozak & Rimmington, 2000; Hultman et al., 2015; Pizam & Milman, 1993; Qu & Li, 1997), time share (Lawton, Weaver, & Faulkner, 1998), group tours (Whipple & Thach, 1988), and restaurants (Dube, Renaghan, & Miller, 1994; Oh, Fiore, & Jeung, 2007).

Previous studies in the tourism and leisure literatures look at visitor satisfaction in a variety of settings, including wildlife refuges (Tian-Cole, Crompton, & Willson, 2002), travel agency services

(Millan & Esteban, 2004), shopping experiences (Yuksel & Yuksel, 2007), vacation destinations (Tribe & Snaith, 1998), and tourists' overall satisfaction (Kozak, 2001; Severt, Wang, Chen, & Breiter, 2007; Yu & Goulden, 2006). According to research, contentment is closely linked to the destination chosen and the decision to return (Bigne, Andreu, & Gnoth, 2005; Hultman et al., 2015; Kozak & Rimmington, 2000).

Through favorable revisiting intentions and recommendations to others, satisfaction has a beneficial impact on loyalty (Bigne et al., 2001; Chen & Tsai, 2007; Hosany & Prayag, 2013; Prayag, 2008). A lot of studies have looked into the factors that influence customer loyalty (Backman & Crompton, 1991; Cronin, Brady, & Hult, 2000), and the findings reveal that customer pleasure is an excellent predictor of loyalty (Cronin et al., 2000; Petrick & Norman, 2001). A number of research show that customer satisfaction and loyalty have a considerable positive link (Anderson & Sullivan, 1993; Cronin et al., 2000; Hosany & Prayag, 2013).

In the tourism sector, some empirical research suggests that tourist satisfaction is a strong predictor of returning to the place and promoting it to others (Kozak & Rimmington, 2000; Hultman et al., 2015). However, it is critical to show that the impact of customer satisfaction on loyalty is not the same for many destinations around the world (Kozak & Rimmington, 2000). In the case of foreign tourism, contentment, on the other hand, may not have a direct impact on destination loyalty.

Because of the significant travel time, economic limits, and the diversity of available alternative destinations, repeated visits to tourist destinations are comparatively unusual when compared to repurchases of consumer goods (Michels & Bowen, 2005). Repeat purchases and favorable word-of-mouth (WOM) recommendations result of customer satisfaction.

Customer pleasure is a critical component of customer loyalty. A comparison between the customer's expectations and post-sales perceptions is used to determine customer satisfaction (Kotler & Keller, 2012). Meanwhile, customer satisfaction is the expression of happiness or dissatisfaction that results from a comparison of delivering and expectations of value. The outcome demonstrates that the evaluation of the customer's expectations being met is subjective and can be good or negative (satisfaction / displeasure). It covers objective and subjective characteristics of value that are both tangible and intangible. It might be motivated by both emotional and rational factors. According to Kundu and Datta (2015), satisfaction is an affirmative, emotional state that is the consequence of the process of all parts of the couples' connection. On the other hand, the impact

of satisfaction on corporate performance can be evaluated from two perspectives: behavioral and psychological.

The first aspect is based on the understanding that customer satisfaction influences subsequent behavior, such as repurchase (Trasorras et al., 2009), customer loyalty (Bowen & Chen, 2015), giving recommendations to others (Ulaga & Eggert, 2006), but also purchases cessation, complaints, and negative verbal advertising in the case of lower satisfaction levels of complete dissatisfaction. The second, psychological part of customer satisfaction emphasizes a factor of satisfaction that does not have to be tied to the customer's future behavior, but to his inner experience, in words of "by consuming, the consumer meets some need, want, goal, etc., which offers satisfaction."

This means that satisfaction must be seen as a predictor of coordination and continuity in the relationship-building process (Ulaga & Eggert, 2006). As a result, both parties must create a desire for growth as a result of the relationship's happiness and continuity. The presence of both aspects determines total satisfaction, which is a necessary but insufficient prerequisite for customer loyalty. The study of company customer happiness is difficult.

. The complexity derives from the number of persons participating in the consumer decision-making process, the number of seller-buyer interactions, and factors that influence satisfaction or discontent and their transformation into measurable attributes. As a result, studying satisfaction in the workplace is inherently complicated, requiring consideration of a wide range of factors and circumstances that influence satisfaction as a managerial phenomenon. The buyer-seller dyad interaction must be examined in the context of a larger set of inter organizational relationships that make up the complex backdrop of business purchasing.

Various forms of corporate cooperation and partnerships emphasize a more thorough assessment of satisfaction and the shared character of the persons involved. The level of satisfaction achieved is viewed as a tying factor or a source of strength in the establishment of new and deeper relationships. The re-purchase position is the same as the pre-purchase situation in long-term relationships, and the buyer will not repeat his purchase if his expectations are not realized. Customer satisfaction is generally associated with increased customer loyalty and relationship longevity since it fosters trust and commitment between the parties involved in the transaction.

2.1.5.3 Tourist satisfaction and tourist loyalty

A positive association between customer satisfaction and retaining loyalty has been confirmed in a number of prior research in the marketing literature (Anderson and Sullivan, 1993; LaBarbera and Mazursky, 1983). Customers who are satisfied with a supplier's product or service are more inclined to repurchase and spread the word about the high quality of the product or service. Several empirical research in the tourism industry have found that visitor satisfaction is one of the predictors of their intentions to return and promote the place to their family and friends (Backman and Crompton, 1991; Chi and Qu, 2008; Petrick et al., 2001).

Tourists that are more satisfying will return to the destination and will disseminate positive suggestions (Yoon and Uysal, 2005). Understanding tourist loyalty behavior is extremely essential in tourism marketing for tourists are key economic generators.

2.1.6 Service Quality

Since the outset, research attempting to understand consumer behavior, such as choosing behavior and loyalty, has paid special attention to service quality and satisfaction (Baker and Crompton, 2000). It is widely assumed that service quality and customer satisfaction have a positive relationship (Chi, 2011; Mason and Nassivera, 2013). Furthermore, studies show that customer happiness and exceptional service can lead to loyalty. Customers who are loyal are more likely to give favorable word-of-mouth recommendations, referrals, and return visits. According to studies, in addition to having a direct impact on loyalty, service quality is likely to be mediated through customer satisfaction. . According to Cole and Illum (2006) and Chen and Tsai (2007), customer satisfaction fully mediates the relationship between service quality and behavioral intentions. Baker and Crompton (2000) and Chi and Qu (2000) both observed a partial mediating effect (2008). These findings imply that customer satisfaction and perception of quality are both key drivers of consumer loyalty, but that there is also a direct and indirect effect of quality on loyalty through satisfaction (Baker and Crompton, 2000; abkar et al., 2010)

2.1.6.1 Perceived quality of service

Numerous studies have demonstrated that customer satisfaction and loyalty are influenced by perceived service quality (Lovelock & Wirtz, 2011; Wilson et al., 2012; Moreira & Silva, 2015). Because the concepts of customer satisfaction and service quality are linked and typically traceable, this influence can be achieved through a degree of satisfaction. From there, one can speak of a linear relationship between service quality and customer satisfaction, implying that higher levels of service quality lead to higher levels of customer satisfaction.

There is also a belief that service quality is not the main indicator of customer satisfaction, despite the fact that it is frequently critical (Veljkovi, 2009). Customer satisfaction, according to this viewpoint, is determined by a variety of criteria in addition to service quality (quality of the accompanying product, prices, situation factors and personal factors). According to research based on this insight, there isn't a strong link between users' perceptions of service quality and their satisfaction, especially when it comes to specific aspects of service quality.

The challenge of measuring service quality stems from the concept of service quality's complexity and multidimensionality (Jain & Gupta, 2004). One of the main causes for this is the service's intangibility. As a result, there is no consensus among the author's in terms of defining service quality. The prevalent viewpoint is that service quality stems from adherence to client expectations, i.e., it is the consequence of customers' comparisons of expectations and perceptions of services to be supplied (Caruna et al., 2000).

The fact that the entire quality of a service is determined by evaluating the benefits it provides as well as the procedure by which it is delivered emphasizes the concept's complexity and multidimensionality. In comparison, the authors' agreement corresponds to Pollack's (2008) belief that there are three basic elements of service quality: quality of results (the actual result of service contact), quality of interaction (estimation of the overall customer relationship with service staff), and quality of service environment (physical environment where interaction occurs).

The term "quality of service" refers to the gap between what a client expects from a service and what the service provider actually delivers (Grönroos, 1984; Parasuraman et al., 1985). Scholars (Cronin and Taylor, 1992, 1994; Dabholkar et al, 2000) suggested that perception is the most accurate indicator of service quality. They argue that using both perceptions and expectations in

determining service quality is redundant because perceptions involve an assessment of expectations. Quality of service evaluation encompasses both perceptions and expectations from a theoretical approach.

According to some academics (Fisk et al., 1993; Brown et al., 1994), the single most investigated area in service marketing is quality of service. Despite the importance of service quality, a number of studies have noted that they have yet to reach an agreement on how to quantify it (Blut et al., 2014; Brown & Peterson, 1994; Eisingerich & Bell, 2007; Fisk et al., 1993; Liang & Wang, 2006; Ren & Zhou, 2008). Parasuraman et al. (1988) define service quality as the difference between customers' expectations of a service and their views of the actual service provided by an organization.

Because quality is such an abstract term, it cannot be measured objectively in the service industry. Various people will have different definitions of what constitutes quality service (Akbaba, 2006; Khan & Shaikh, 2011; Zeithaml et al., 1990). Because of their intrinsic heterogeneity (e.g. live concerts), inseparability of production and consumption (e.g. taxi service), perishability (e.g. cartoon networks), and intangibility (e.g. Mobile network providers), assessing quality performance of services is more difficult than for items (Frochot & Hughes, 2000).

They created the SERVQUAL scale, a survey instrument that uses five aspects to assess service quality in any type of service organization: reliability, tangibles, assurance, responsiveness, and empathy (Parasuraman et al. 1988). This would provide the tourism industry a competitive advantage (Lin & Su, 2003).

Several writers (Basti & Goji, 2012; Filiz, 2010; Han & Hyun, 2015a; Qin et al., 2010) used the service quality (SERVQUAL) scale in its original (as created by Parasuraman et al., 1988) or modified form to measure quality in service sectors. The scale was created to reflect some of the specific aspects of the study's environment or to avoid some of the original SERVQUAL scale's inherent flaws (Augustyn and Seakhwa-King, 2005).

SERVQUAL has been utilized as an efficient framework to measure tourist quality of service in a variety of studies (Han & Hyun, 2015b; Juwaheer & Ross, 2003b; Kvist & Klefsjö, 2006). Long-term marketing challenges for enterprises, destinations, or states in terms of service and positioning in the market can obstruct their ability to give high-quality service. Destination loyalty is based on a

set of organizations that produce services such as a hotel's destination quality, environment, pricing, personnel, decoration, public and private amenities, cuisine presentation, lighting, and music, among others (Kim et al., 2013; Nunkoo et al., 2020; Xiao & Smith, 2006).

Local and international tourists assess service quality by evaluating the actual perceived service quality from a service provider (i.e. Three, four, or five star hotels in a destination) to ensure that the promised service criteria are met, which corresponds to their understanding of destination loyalty. Nonetheless, there has been little research into the relationship between tourism quality of service and destination loyalty, particularly the role of destination image as a mediating element. With international tourist samples, only a mediating relationship between service quality, destination loyalty, and destination image has been investigated (Akroush et al., 2016).

2.1.7 Perceived Value

Perceived worth is an important factor in the decision-making process of consumers (Mechinda et al., 2009; Velazquez et al., 2011; Zhang and Mao, 2012). The customer's total judgment of the net worth of the service, based on the customer's assessment of what is received (benefits supplied by the service) and what is given (costs or sacrifice in acquiring and using the service) is referred to as perceived value (Hellier et al., 2003, p. 1765). Because of its influence on customer behavior, perceived value is one of the most researched topics.

Many researchers have found that it is impossible to truly research and comprehend customer behavior, including satisfaction, quality perception, and Without taking value into consideration, loyalty behavior (Mechinda et al., 2009; Velazquez et al., 2011; Zhang and Mao, 2012).

Consumers' perceptions of product and service quality, content, and brand loyalty are all influenced by perceived value (Chen and Chen, 2010). Despite the fact that researchers used various approaches to examine the value, such as Hunt's (1976) transaction value approach or the Kotlerian perspective that emphasized the exchange process in which individuals give up something of value in order to gain something else of value, the origins of consumer value can be traced back to studies that examined value as the economic (perk) value. (Osman et al., 2009; Gallarza and Saura, 2006).

In recent years, tourism researchers have focused on the concept of value, which is supposed to influence perceived quality, satisfaction, and a sense of allegiance (Mechinda et al., 2009; Sun et al., 2013; Velazquez et al., 2011; Zhang and Mao, 2012)

.According to the findings of empirical studies that looked at the interrelationships between perceived quality, satisfaction, and perceived value, perceived value is a key determinant of contentment, perception of quality, and loyalty behavior (Chen and Chen, 2010; Chi, 2011; Gallarza and Saura, 2006; Sun et al., 2013).

Individuals' perceived value is defined as the utility they obtain from tangible things or intangible services; it includes the benefits they receive and the fees they pay (Zeithaml, 1988; Holbrook, 1999; McDougall & Levesque, 2000). One-dimensional and multi-dimensional views are used by researchers to interpret perceived worth. The former demonstrates that value is defined as a consumer's overall assessment of a product or service (Yi, Day & CAI, 2014). The latter underlines that numerous dimensions might be used to analyze the entire evaluation (Sheth, Newman & Gross, 1991; Williams & Soutar, 2009). According to Lancaster (1966), consumers make judgments by weighing the pros and drawbacks of various products.

Many academics have embraced his method, and the multi-dimensional perspective of value, which is based on it, has been widely used in past research. This study employed the keywords "perceived value," "tourism," and "travel" to search publications from the University of Guelph library database to gain a better understanding of the various elements of perceived value.

2.1.8 Destination Image

According to research, there is a substantial link between the image of a destination and tourist behavior intentions (Chen and Tsai, 2007; Chi 2011; Kim et al., 2012). Mahasuweerachai and Qu (2011), for example, found a strong link between the picture and tourists' desire to return to the same location in the future. Furthermore, Andreassen and Lindestad (1998) found that in the evaluation of services, the image has a considerable impact on the perception of service quality, satisfaction, and customer loyalty. Castro et al. (2007), on the other hand, found that both service quality perception and/or tourist satisfaction are likely to modulate the association between image and destination loyalty. According to Chen and Tsai (2007), the perceived image of a destination is the most important factor of people's action intentions (i.e., reconsider your aims and the positive value of your word of mouth behavior).

Because passengers' perceptions of a place can have a significant impact on their decision-making and destination selection behavior, image management is one of the most important tasks of every destination marketer (Chi, 2012; Nunkoo et al., 2013). As a result, image, its origins, and outcomes have been the subject of several kinds of research (Sun et al., 2013). Researchers in the hospitality and tourism industries began paying attention to the image in the early 1970s, and it became a prominent focus of research in the 1990s. It has become one of the most researched topics in the field of hospitality and tourism in recent decades.

Academics and business practitioners have been paying greater attention to destination image and its antecedents because of the vital role of customers' perceptions of image for destination marketing. Tourists' subjective evaluations of places, subsequent behavior, and destination choice can all be influenced by image (e.g., Chi, 2011; Castro et al., 2007; Chen and Gursoy, 2001; Castro et al., 2007). Image and satisfaction, as well as image and quality, have been linked in studies. Travelers prefer vacation destinations with positive images because positive destination images lead travelers to believe that the products and services offered at that destination will be of high quality and that they will be satisfied with those products and services, and thus with the destination (Chi and Qu, 2008). However, studies show that the relationship is reciprocal; visitors' experiences with a location, as well as their Subjective post-trip evaluations are likely to have an impact on their impressions of the location (Chi, 2012; Nicoletta and Servidio, 2012).

According to studies, there may be a link between a traveler's perceived appearance and their perception of worth (Mahasuweerachai and Qu, 2011). Previous research that looked into this association, however, came up with conflicting conclusions. Andreassen and Lindestad (1998), for example, found substantial connections between image and several outcome variables, such as customer happiness and quality judgments, but not between image and value. The impact of image on value is mitigated by perceived quality, according to their research.

The mental picture of a destination is given as a critical and influential aspect in several conceptual frameworks clarifying the tourist's decision-making process, as it is assumed that tourists make purchasing decisions based on mental images of locations (Iordanova, 2016). As a result, one of the most prominent themes in tourism study is destination image, which has been characterized in a variety of ways (Chaulagain et al., 2019).

Destination image is defined as an individual's overall perception or total set of impressions of a place (Chen & Tsai, 2007); as an individual's mental representation of knowledge, feelings, and overall perception of a specific destination (Chi & Qu, 2008); as a tourist's general impression of a destination and the combination of tourists' and visitors' beliefs, knowledge, and fee (Chi & Qu, 2008); as a tourist's general impression of a destination and the (Chaulagain et al., 2019).

An overall impression accompanied by an emotional state is referred to as an image (Oxenfeldt, 1974). According to Dobni and Zinkhan (1990), the image is a perceptual phenomenon that is shaped by the emotional interpretation of consumers, which comprises cognitive and affective characteristics. The destination image shapes individual or societal perceptions of a location (Crompton, 1979; Jenkins, 1999; Min, Martin, & Jung, 2013; Zeugner-Roth & abkar, 2015). (Tasci & Gartner, 2007; Költringer & Dickinger, 2015) An interactive system of ideas, beliefs, feelings, visions, and intentions oriented at a certain area are referred to as a destination picture.

Interactions between various consumer choice attitudes produce an overall or a composite result (Gartner, 1989; Lin, Morais, Kerstetter, & Hou, 2007; Pike & Ryan, 2004). The measuring of the destination image construct is complicated by aspects of tourist products or services such as multidimensionality (Gartner, 1989; Zeugner-Roth & abkar, 2015) and intangibility (Fakeye & Crompton, 1991). The association between destination image and conduct, intentions, on the other hand, is still up for debate. A positive image can affect repeat business (Dick & Basu, 1985).

According to Kandampully and Suhartanto (2000), the hotel image, which includes housekeeping, reception, and food and beverage, has a beneficial impact on customer loyalty. Tourist behavior and location choice are influenced by hotel image (Baloglu & McCleary, 1999; Költringer & Dickinger, 2015; Milman & Pizam, 1995; Woodside & Lysonski, 1989). Tourists' perceptions of a destination influence their decision to visit and return to that location (Hosany & Prayag, 2013; Zeugner-Roth & abkar, 2015).

For years, the topic of image has been explored in fields such as marketing and customer behavior (Stepchenkova & Morrison, 2008). Image definitions can be found in a variety of places in the literature. Image, according to Del Bosque, Martin, and Collado (2006), is the product of customers' perceptions of a company. In other words, a company's image is made up of a person's impressions, thoughts, and sentiments about that company. According to Nguyen and Leblanc (2001), image refers to the totality of the impressions that a company has left on its customers.

The impact of an image on a consumer's mind is created by a combination of advertising, public relations, word-of-mouth advertising, and consumer interactions with goods and services. An organization's image is a crucial variable that can have a good or negative impact on its marketing activities (Kandampully & Suhartanto, 2000). The image of a company is important for selling its products and services, for being accepted by target groups, for being a well-known name in the relevant market, for having a long marketing life, and for increasing market share (Bayuk & Küçük, 2008).

Hunt (1971), Mayo (1973), and Gunn (1972) conducted the first studies on the notion of image in tourism in the early 1970s (Stepchenkova & Morrison, 2008). Understanding tourist behavior necessitates the analysis and evaluation of the destination image. Many studies have shown that image has a significant effect in destination choosing (Beerli & Martin, 2004). Different authors in literature have defined destination picture in various ways.

To build a positive destination image among actual and potential guests, any tourism industry demands a strategic mindset (Rather, 2020). According to recent studies, brand destination images are defined as an individual's overall perception or impression of a specific region (Chen & Tsai, 2007; Rather, 2020). Although the image of a destination is a perception, it is also a memory of a certain location (Stylidis, 2016). Anyone, even those who do not intend to visit to the destination, can recognize a destination image (Kislali et al., 2019). Individuals who have a destination image and have gotten tourism information ranging from magazine articles to vacation brochures will, nevertheless, have a different experience of the location than those who have no prior information (Chon, 1991; Rather, 2020). This shows that the image of a destination is largely determined by intellectual (e.g., knowledge of the planned tourism pick-up site) and emotional (e.g., behavior toward the target destination) aspects, as well as starting variables (e.g., the individual's final destination choice) (Qu et al., 2011; Rather, 2020).

These characteristics show that providers need to focus more on measuring hotel service destinations (Beerli & Martin, 2004; Dolnicar & Grün, 2013). This indicates that the quality of service may be judged at the destination level by looking at the tourism companies that provide various services. Based on the literature reviewed above, this study examines the relationship between service quality and destination loyalty through tourist services supplied by providers in a tourism region in Saudi Arabia (Albaha). Because what distinguishes one location from another is

critical to its success, image is a critical component in the promotion of tourism destinations (Carballo et al., 2015). The significance of this notion has resulted in an increase in tourism destination research (Gallarza, Saura, & Garca, 2002), most of which builds on Hunt's (1971) work (Gartner & Hunt, 1987; Embacher & Buttle, 1989; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991). The importance of image in driving the success of a specific tourism location has been investigated in a huge body of literature over the last four decades, with a variety of research treating the topic from various angles (Deng & Li, 2010).

Gunn (1972) conducted one of the earliest investigations on image creation, focusing on only two dimensions of the development process: the organic picture and the induced image. The organic image is defined as information derived from non-commercial or uncontrolled sources, such as friends' comments, magazines, newspapers, news, reports, and so on. The induced image, on the other hand, is that provided by commercial information sources, i.e., various commercial agents' marketing attempts to publicize a place (Tasci & Gartner, 2007). According to Bigne et al., 2001; Gallarza, Saura, & Garca, 2002; San Martn & Del Bosque, 2008, the image a visitor has of a destination can be highly personal, as it is based on each tourist's particular view of the place. Tourists' assessments are very subjective, as individuals, can acquire quite different impressions of the same site based on very diverse antecedents, which in turn are influenced by their own ideas and feelings. As a result, numerous authors have looked into the components of a tourism destination image, with a focus on the cognitive and emotive aspects.

While the cognitive image represents a tourist's knowledge and beliefs about a location, the affective image represents their feelings or emotional responses to it (Garther, 1993; Beerli & Martn, 2004; Pike & Ryan, 2004; Royo-Vela, 2009; San Martn & Del Bosque, 2008; San Martn Gutierrez, & Rodriguez del Bosque, 2011; Smith, Li, Pan, Witte, & Doherty, When the emotive and cognitive faculties are combined, When images are integrated, they form an overall image (Baloglu & McCleary, 1999), which comprises both tangible and intangible aspects and encompasses the destination's individual features. The majority of the key research on the topic has focused on the two main components, namely cognitive and affective images (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999; Kim & Richardson, 2003; Beerli & Martn, 2004; Pike & Ryan, 2004; San Martn & Del Bosque, 2008; San Martn Gutierrez, & Rodriguez del Bosque, 2011; Smith et al.

Some, though (Echtner & Ritchie, 1991; Echtner & Ritchie, 2003; Beerli & Martn, 2004; Chi & Qu, 2008; Sun et al., 2013) have focused solely on the cognitive component of the image. Only six of the 142 publications published between 1973 and 2000, according to Pike (2002), featured an emotional or psychological component. According to certain studies (Baloglu & McCleary, 1999; Beerli & Martn, 2004; Llodra, 2013), the cognitive component influences the affective one.

However, in terms of their overall importance, the appraisal of the destination's affective attributes may become more essential than the evaluation of its objective properties (Kim & Richardson, 2003). Other research (e.g., Marine-Roig & Clave, 2016) has discovered that cognitive elements make up a larger portion of the overall image than affective parts. The literature reveals that the measurement of the cognitive picture, which refers to knowledge or beliefs about the features of the destination (Baloglu & McCleary, 1999), is made up of other components.

The image of a location generated before a trip affects visit intention and destination choice (Baloglu & McCleary, 1999), and the image created during a journey influences the positive way in which the experiences are recreated in situ (Baloglu & McCleary, 1999). (Bigne et al., 2001). The majority of related study, on the other hand, focuses on tourists' perceptions of the picture they obtain from the visit and their subsequent comments on it.(Prayag, Hosany, Muskat, & Del Chiappa, 2017), with many studies focusing. Based on factors like their degree of happiness (e.g., Chen & Phou, 2013; Lee, Lee, & Lee, 2014). Some of them have looked into the link between the image of a destination and tourist pleasure around the world (Bigne et al., 2001; Chen & Tsai, 2007). In fact, the concept of contentment in the realm of tourism has received a lot of attention in academic circles. Chen and Tsai (2007) provide a clear definition, referring to the enjoyment that the visitor experiences as a result of the travel's potential. To ensure that his or her wishes, expectations, and requirements are met in relation to the event. According to De Rojas and Camarero (2008), satisfaction is made up of emotional and cognitive components and is mostly determined during the visit. Other scholars (e.g., Ozdemir et al., 2012) argue that subjective comparisons between perceptions and client expectations shape pleasure. San Martn (2005, p. 334) gives one of the clearest definitions, referring to satisfaction as "the individual's response to a cognitive process where the experience of consuming is contrasted to his expectations."

As a result, in tourism research, the image of a destination is seen as a direct antecedent of satisfaction (Bigne et al., 2001; Chen & Tsai, 2007; Chi & Qu, 2008; Qu et al., 2011; Chen & Phou, 2013; Lee et al., 2014).

2.1.8.1 Destination image and tourist loyalty

Loyalty is defined as a person's readiness to devote himself completely and practically to something (Royce, 1995). It is a crucial approach for practically every industry, since it aids in the achievement of business success. Loyal customers, according to Reichheld and Sasser (1990), can provide economic benefits to the company and increase earnings.

A lot of existing research has shown that the image of a place is vital in promoting the creation of loyal visitors as well as their chances of returning (Baloglu and McCleary, 1999; Chen and Tsai, 2007; Chi and Qu, 2008; Chon, 1990). Tourists are more likely to return to a destination with a positive image in the future if it has a positive image. As a result, the image of a destination is seen as one of the factors that tourists consider when deciding whether or not to return. The idea of destination image gap can also be used to highlight the causal relationship between destination image and tourist loyalty. Based on Mart's research (2017), the difference in image before and after tourists visit a site is referred to as the destination image gap. A favorable destination image gap indicates that visitors are highly satisfied and loyal to the destination. As a result, the image of a location plays a role in determining whether or not a place can maintain tourist loyalty. The greater the likelihood of tourists returning to the same destination in the future, the more positive the destination's image is.

The image of a destination is one of the most studied issues in tourism research (Sun, Chi, Xu, 2013). In the early 1970s, it became a subject of tourism study, and interest grew in the 1990s. This momentum parallels academics and industry practitioners' recognition of the relevance of a destination's image in its promotion. For more than 30 years, it has been a rather well-studied line of research in the field of hospitality and tourism. The image of a destination is crucial for a positive image can attract more people (Hsu, 2004). Crompton (1979) defined destination image as the total of a tourist's belief, thoughts, and impressions about a location. The literature has split these into two dimensions: cognitive and emotional. The cognitive component is made up of beliefs and information about a destination's physical attributes, while the affective component is made up

of feelings about the features and the environment (Baloglu, McCleary, 1999; Hosany, Ekinci, Uysal, 2007). The image of a location influences destination selection, decision-making, and the selection of on-site activities such as lodging, attractions, and activities to participate in. Tourists are more likely to visit a destination with a favorable image (O'Leary, Deegan, 2005).

If a tourist has a pleasant and favorable mental image of a destination, they are more likely to want to visit it (Beerli, Martin, 2004; Laws, Scott, Parfitt, 2002) The image of a destination is also likely to have a substantial impact on post-trip evaluations such as perceived value, contentment, and future behavioral intentions (return visits and referrals to others) (Chen, Tsai, 2007; Lee, Lee, Lee, 2005). It is simpler to be successful in the tourism business if a tourism authority can build a favorable image in the minds of tourists (Hankinson, 2004). According to Hall and O'Sullivan (1996), there are three fundamental aspects that contribute to establish a destination: word of mouth, a good location, and a good location.

Tourists are more likely to communicate a nice word or story to their family, relatives, and friends if their experience was satisfactory in terms of word of mouth recommendations. Furthermore, the destination's positive image, which is cultivated through positive media relations in particular, might affect potential tourists' decision-making. Finally, good policies and their implementation will ensure that the location lives up to its reputation and that tourists have a positive experience throughout their visit. Without a question, destination image management is one of the most significant components of marketing because travelers' perceptions are likely to influence their decision-making and selection behavior (Chi, 2012). Tourists' subjective evaluations of a place, as well as their choice and subsequent behavior, are influenced by the image of the destination (e.g., Castro, Armario I Ruiz, 2007; Chi, 2011; Chi, Qu, 2008). Positive impressions lead tourists to believe that the destination's products and services will be of high value as well (Chen, Tsai, 2007; Chi, Qu, 2008), and this will contribute to their overall pleasure. This shows that image and satisfaction, as well as image and quality, have favorable correlations. However, it is also suggested that the relationship between image and pleasure is reciprocal, and that tourists' actual experiences influence both their subjective evaluations and their image of the location after their stay (Chi, 2012). There may possibly be a direct link, according to studies.

Previous research into this relationship, however, yielded conflicting results. According to Andreassen & Lindestad (1998), while the image is likely to have a major impact on other outcome

variables such as perceived quality and pleasure, no significant association between image and value has been documented. The impact of image on value was tempered by perceived quality, according to their findings. There is widespread agreement that the image of a destination influences tourist behavior (Castro, Amario, Riuz, 2007; Chen, Gursoy, 2001; Chen, Tsai, 2007). According to Mahasuweerachai & Qu (2011), the image has a beneficial impact on visitors' intentions to return in the future. Furthermore, Andreassen & Lindestad (1998) claim that in a service setting, the image has a considerable impact on client happiness, quality, and loyalty. Castro et al. (2007) discovered that the impact of a destination's image of loyalty is likely to be tempered by service quality and/or tourist satisfaction. Chen & Tsai (2007) also agree that the destination picture is the most critical factor in determining behavioral intentions (i.e. Intention to revisit and willingness to recommend).

2.1.9 Place Attachment

Individuals that travel to a tourist destination are enticed by the cultural, natural, and historical fabric of the destination. Their perceptions of the rewards of the trip may change, influencing future visit intent (Kil et al., 2012). Place attachment is introduced as a conceptual framework underpinning people and place relationships to conceptualize an individual's feeling of a place. Researchers (e.g., Williams and Roggenbuck, 1989) have described the place attachment idea as having two components: (1) place reliance and (2) place identification. The degree to which a person is reliant on the utilization of a location's resource is referred to as place dependency. Place identity develops over time as a result of an individual's value evaluation of the location expressed through emotional and symbolic patterns. Bricker and Kerstetter (2000) introduced lifestyle as the third component of place attachment in their study of whitewater recreationists.

A rising number of studies have looked into the factors that influence place attachment and its effects on behavior (Morgan, 2010; Wynveen et al., 2012). Morgan (2010), speaking about the growth of place attachment within an individual's awareness, stated that pleasant experiences in a location might lead to a positive affective relationship with the location, which is similar to place attachment. Using nature and the environment as the setting, Wynveen et al. (2012) discovered that an individual's opinion of the meaningfulness of nature examined reflects the personal attachment to the environment. Specific characteristics can predict the level of place connection. Brown and

Raymond (2007), for example, used a regressive method to identify crucial traits (such as spiritual and wilderness values) as predictors of place attachment in the instance of the landscape.

Place attachment has been found to influence an individual's attitudes and actions (Budruk et al., 2009; Cheng et al., 2012; Yuksel et al., 2012), as well as be a role in tourist experiences (Orth et al., 2012) and destination loyalty (Budruk et al., 2012). (Alexandris et al., 2006; Prayag & Ryan, 2012). Place attachment is also thought to influence the destination image creation (Martin, 2004) an incentive to visit a destination, according to research (Budruk and Stanis, 2013).

In the tourism environment, a substantial literature has recently developed up around the issue of place attachment. More specifically, there has been a noticeable increase in the focus on people-place relationships (Lewicka 2010). This trend is thought to be a reaction to the effects of globalization, increased cultural homogenization, migration, rising mobility, encroaching environmental difficulties, growing tourism development, the richness of western societies, and other significant societal changes and environmental issues (Scannell & Gifford, 2010).

According to Macbeth (2000), there is an underlying utopian ideal that pushes travelers to get as close to nature as possible in order to re-connect with some idealized notion of the primordial. Due to the fact that people project their lives in a certain area, Relph (1976) claims that when a landscape is modified, place attachment can be drastically affected. Steele (1981) claims that locals have shaped human history and that one's surroundings have an impact on one's understanding of the world. According to Low and Altman (1992), location refers to space that has been associated with meaning as a result of personal, communal, or cultural activities.

People engage in an interaction process with places, according to Giuliani (2003), and develop a variety of attachment strength levels towards these places as a result of this interaction. They are often unaware of their emotional attachments to places until the attachment is endangered. Despite the fact that certain research in the existing literature (Lewicka, 2011) interpret place attachment as a one-dimensional construct, a multitude of studies have treated place attachment as two dimensions, including place identity and place reliance (Williams & Roggenbuck, 1989; Jorgensen & Stedman, 2001; Williams & Vaske 2003; Hwang, Lee, & Chen, 2005).

According to Jorgensen and Stedman (2001), place dependence refers to a person's functional connection to a location and how effectively it supports specific goals or activities. Lewicka (2011),

on the other hand, claims that place identification is important for emotional connection and affective ties to a location. Attachment to a natural place has been shown to represent both an individual's internalized notions of the natural area (i.e. identification) and the extent to which one believes visiting the natural area will fulfill motivational goals (i.e. reliance) (Line & Costen, 2011). It's worth noting that when visiting a cultural destination, a tourist with the same cultural background as the host community develops place identification, but a tourist from a different cultural background is more likely to display place reliance (Hou et al., 2005). According to Lin and Lockwood (2014), while numerous measures of place attachment are used across a number of fields, many of them share a distinction between an emotion and a functional dimension.

Given everything that has been said so far, one may assume that data on various tourist experiences in the desert and their place attachment to such an environment is extremely scarce.

In the 1970s, human geographers began seriously debating the concepts of "space and place" (Tuan, 1972; 1975). The terms "space" and "place" are used interchangeably to describe how people interact with the natural world. "A dimension within which matter is located or a grid within which substantive entities are enclosed (Agnew, 2011, p.1)" is how space is defined. To put it another way, space is a place where human meaning has yet to be embedded. Places take on meaning as a result of human interactions.

Researchers in a variety of fields were interested in place as these human meanings became recognized as a significant component of people's lives. Three basic constructs are used to define place: location, locality, and sense of place (Agnew, 1987). Sense of place is the most useful of these categories to social science research. Sense of place refers to people's emotional attachment to a specific location (Williams, 2008). However, in the tourist industry, "place attachment" is more typically employed because it demonstrates the strength of one's relationship rather than a holistic connectedness. Affective relationship or link between people and certain places is termed as "place attachment" (Hidalgo and Hernandez, 2001, p.274). We now know from previous study that people can build strong attachments to specific locations. People create "feelings of possession for the resource," as Williams (2008, p. 8) puts it. Place attachment can be thought of in two ways: as place identity and as place reliance (Williams and Vaske, 2003). Place identification refers to a person's emotional attachment to a location, whereas place reliance refers to the degree to which another location can provide the same experience.

In tourism research, place attachment helps to understand a traveler's relationship with a destination. People who become attached to locations report higher levels of satisfaction and are more likely to return to the location (George and George, 2004). Lewicka (2011) looked at a lot of research on place attachment, covering a lot of causes and outcomes. The author discusses a number of factors that have been demonstrated to predict place attachment, including sociodemographics, engagement, and physical qualities. There is no indication, however, of how the experience drives attached.

Tuan (1975) stresses that direct experiences are required to feed place formation in his influential study on experience and place. As a result, it is reasonable to believe that assessing the quality or importance of a visitor's experience could contribute to place attachment. A second precursor of place attachment could be autobiographical memory. It could also be a link to a better understanding of how places form.

2. Empirical reviews

2.2.1 The tourist's loyalty toward the destination

In academic studies, customer loyalty is a reoccurring theme. According to Web of Science findings, more than three thousand publications on "client loyalty" have been published in journals with an impact factor in the social sciences since 1956. (WoS). However, there are just 95 publications on "destination loyalty," the first of which was published in 2001. The majority of these research (Bigné et al., 2001; Chen & Tsai, 2007; Faullant et al., 2008; Olorunniwo et al., 2006; Poria et al., 2011; Um, Chon, & Ro, 2006; Wang et al., 2010; Yuksel et al., 2010) attempt to identify the characteristics that precede or explain the tourist loyalty toward a place. The benefits of loyalty, according to the research, are related to the current and future worth of the benefits, as well as the organization's continuity (Moliner, Gil, & Ruz, 2009). In this line, visitor loyalty entails a steady stream of revenue as well as an improvement in the destination's benefits, as client retention requires lower costs than attracting new clients.

The majority of works describe destination loyalty in terms of the want to return and the desire to suggest (Chen & Gursoy, 2001; Chi & Qu, 2008; Chi, 2011; Oppermann, 2000; Pike, 2010; Prayag & Ryan, 2012; Yoon & Uysal, 2005). Loyalty is multifaceted, with the behavioral and attitudinal aspects receiving the most acceptance. In the first case, loyalty is demonstrated by recurring

purchases, whereas attitudinal loyalty is demonstrated by referrals to friends and family. When all variables are taken into account, the construct is better anticipated (Dimitriadis, 2006), and a more accurate depiction of the tourist's allegiance is produced (Chen & Gursoy, 2001). When considering a tourist's behavior-based just on frequent trips to a destination, this may not accurately show loyalty to the place in question. Tourists that travel for the purpose is a new experience unlikely to return to the same location; hence destination loyalty may not include repeat visits (ISO-Ahola, 1982).

Insofar as it is the best predictor of post-visitor behavior, destination loyalty is an important component of marketing strategy (Chen & Chen, 2010). This loyalty is earned by exceeding tourists' expectations, giving unique experiences, and establishing a relationship with them. They must be treated as unique consumers while also recognizing their thoughts and lowering the work required resolving difficulties that develop during the relationship (McGarry, 1995). The good intention of these visitors to return to the site and to make positive recommendations about it in their immediate area demonstrates their response (Mohamad, Ali, & Ghani, 2011).

The desire to return to a place is considered a vital component of loyalty, and many authors have studied this idea in depth, attempting to identify the characteristics that enable high probabilities of repetition (Backman & Crompton, 1991; Cronin, Brady, & Hult, 2000; Petrick, Morais, & Norman, 2001). In the sphere of tourism, this indicator has been utilized as a measure of loyalty in several studies (Kim, Eves, & Scarles, 2009; Petrick, 2004; Qu, Kim, & I'm, 2011).

These days, the chance of recommending the destination to others is regarded as a strong measure of loyalty. The phrase "informal person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service" is used to describe "the informal person-to-person communication between a perceived non-commercial communicator and a receiver regarding a brand, a product, an organization, or a service" (Harrison-Walker, 2001, p. 63). This desire to suggest the place is critical to its success, as the significant perceived risk associated with picking a tourist location necessitates a high level of qualified information and tourist trust. As a result, the recommendations received from third parties will influence the destination selection (Kivela & Crotts, 2006; Nam, Kim, & Hwang, 2016; Qu et al., 2011; Tussyadiah, Park, & Fesenmaier, 2011).

2.3 conceptual frameworks

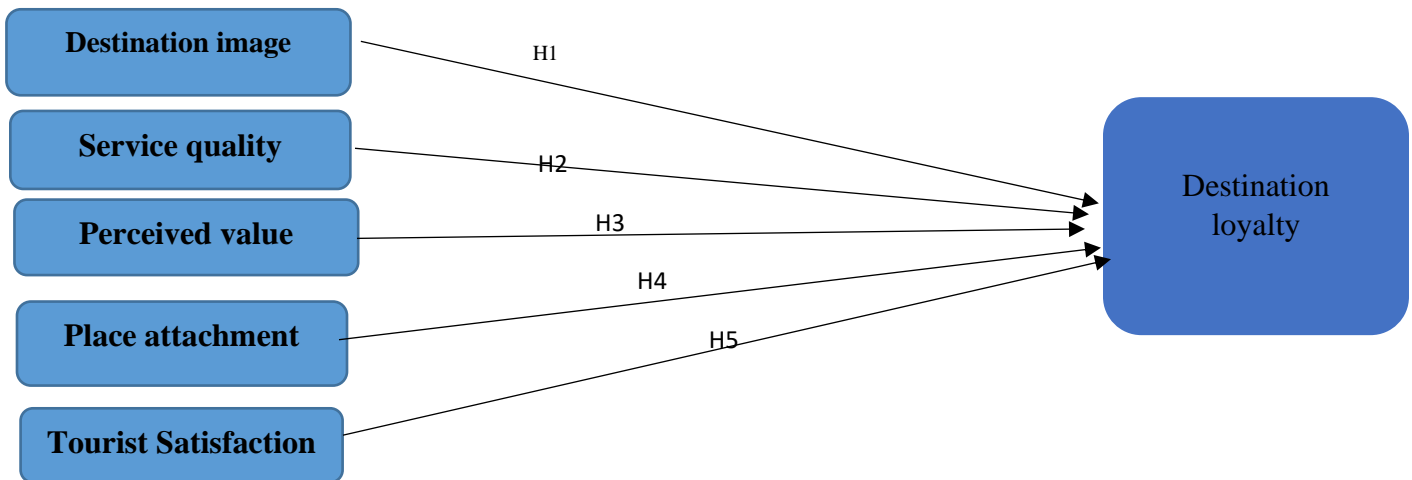


Figure 1. Destination Loyalty Conceptual Frame Work (Source Own Formulation 2021)

CHAPTER THREE

STUDY AREA AND RESEARCH METHODOLOGY

3.1 The research area's description

Ethiopia is one of the most popular tourist destinations in the world. It is rich in historical artifacts, cultural and natural landscapes; however, the country's modern tourism sector began to thrive after Addis Ababa was established as the capital city. (For more information, go to www.addisculturetourism.gov.et.) Ethiopia's tourist attractions are fantastic and varied. They're unlike anything else you'll find anywhere else on the planet. And Addis Ababa, Ethiopia, is a picturesque city surrounded on three sides by gorgeous mountains, including Mount Entoto on the north side. Historic churches can also be found on this peak. There is a lot to see on our Addis Ababa city tours, including museums that have housed the nation's historical and cultural heritages, archaeological collections dating from Lucy to the Axumite and Gonderine periods to the present day, and ethnographic items from a variety of ethnic groups, all of which are excellent places to learn about Ethiopia and its rich history. Ethiopia's patriotic boys and daughters are honored with monuments and statues. One of our practical city tour options on this website, which includes some of the city's most attractive sights, will show you the best of Addis Ababa.

In terms of the African experience, Addis Ababa and Ethiopia as a whole, with their long history of freedom, are unique. Addis Ababa has a large number of foreign residents from all over the world, large open markets where many goods are transported manually, an amazing collection of traditional clothes and musical instruments, a day and vibrant nightlife that includes everything from modern state-of-the-art discos and clubs to small and traditional music houses, cultural restaurants where you can sample Ethiopian cuisine and watch live dances from all over the country, and a day and vibrant nightlife that includes everything from modern state-of-the-art discos and (For more information, go to www.addisculturetourism.gov.et.) The famed museums, located in the heart of the modern city center, house the world's largest collection of Ethiopian antiquities. The market is a vibrant location with a vast selection of herbs and spices that is nearly impossible to ignore. Addis Ababa is also home to some of the country's best shopping. It's difficult to make a decision when there are so many options. (For more information, go to www.addisculturetourism.gov.et.)

3.1.1 National Museum



Figure 3.1: View of the National Museum (Picture) (Source: internet).

Ethiopia's art treasures are housed in the museum. It houses a number of important local archaeological artifacts, including early hominid fossils, the most renowned of which is "Lucy," a fragmentary skeleton of *Australopithecus Afarensis*. An exhibition of Selam, discovered between 2000 and 2004, has recently been added to the basement gallery. The age of this ancient fossil is estimated to be 3.3 million years.

When an exhibition showing ceremonial clothes presented by the Solomonic dynasty and its close friends opened in Ethiopia in 1936, it was the first time the concept of a museum was established. The present NME arose from the Institute of Archaeology, which was founded in 1958. The organization was founded to help and facilitate the archaeological study mission of French archaeologists in Ethiopia's northern area.

A stone statue from Addi-Galamo, Tigray Region, is in the National Museum's collection (dating from the 6th to 5th century BCE). "For God Grants, a Child to Yamanat," reads the inscription on the monument in South Arabian. The museum begins by showing objects discovered during the excavations. With the founding of the Ethiopian Cultural Heritage Administration in 1976, the government-backed the notion of establishing a National Museum. The Nationality Act, which allows for the protection and preservation of antiquities, gave birth to the NME, which has the legal power over all sites and monuments across Ethiopia.

3.1.2 Addis Ababa Museum



Figure 3.2: View of the Addis Ababa Museum (Picture) (Source: internet).

Despite the fact that it was just established in 1986 to commemorate Addis Ababa's centennial, the Addis Ababa Museum is the city's most run-down museum. Even so, an hour or so spent looking through candid shots of the redoubtable Empress Taitu, rakish Lij Iyasu, and the very attractive Empress Zewditu, as well as photographs of the capital in its infancy, is well worth it. It's hard to believe that just over a century ago, the boisterous metropolis outside were nothing more than tents on a hill.

There's also a chamber dedicated to Ethiopia's firsts, featuring photographs of Menelik II with Bede Bentley in Addis Ababa's first motor car (1907) and Ethiopia's first telephone. Ras Makonnen imported it from Italy in 1890, and it's reported that when the local priests first heard the disembodied voices, they mistook telephones for demons. (For more information, go to www.addisculturetourism.gov.et.)

3.2 Research approach

A research methodology is a set of circumstances for collecting and analyzing data with the goal of combining relevance and research purpose. The researcher uses a descriptive research design to define and examine the factors. The study is structured as described and the research approach followed is quantitative and qualitative methods. In the instance of quantitative research using a sample of the population. The researcher is also using a qualitative technique to describe the factors that influence tourist site destination loyalty.

3.3 Research design

The study sites are chosen using a non-probability sampling methodology called purposive sampling. To obtain the necessary information, the researcher chooses two museums: the National Museum and the Addis Ababa Museum (tourist). The researcher chose these places because these museums have a higher attentiveness of tourists than other museums.

3.4 Population and sampling

The total number of responders is 300. The population of this study included visitors to two museums (National Museum and Addis Ababa Museum) during the course of one month during the research period. The survey had a sample size of 300 voluntary respondents who visited the site between July 15- August15, 2021. To choose tourist respondents, the researcher used a probability sampling methodology, i.e. A simple random selection methodology. Simple random sampling is a probability sampling strategy in which each individual in a population is selected at random. Each person has the same chance of being chosen to participate in a sample. As a consequence, the researcher discovered that simple random selection is a better and preferable methodology for this study, and it is used to select tourist respondents. Steps in computing the size of a sample

Determine the size of the target population

Assumptions a 95% confidence level, and 5% error margin

Use the formula
$$n = \frac{N}{1+N(e)^2}$$

Where,

n=the sample size

N=the size of the population

e=the acceptable sampling the margin of error

Population is 1201

Margin of error is 0.5%

$$n = \frac{1201}{1 + 1201 (0.5\%)^2}$$

$$n = \frac{1201}{4.0025}$$

$$n = 300.06$$

$$n = 300$$

3.5 Source and type of data

Both primary and secondary data sources will be used by the researcher. Data on the subject to be evaluated, gathered, and analyzed. Questionnaires were used to obtain primary data from tourists who visited two museums (the National Museum and the Addis Ababa Museum). The researcher used for articles, and internet secondary data sources.

3.6 Procedure for gathering data

The data collection tool was an English-language questionnaire that included close-ended items. The questionnaire was chosen for this study because it is convenient, has less bias, and is more anonymous. A total of 300 surveys were delivered to respondents who were tourists who visited two museums (the National Museum and the Addis Ababa Museum). Structured questionnaires were utilized because they were effective in obtaining pertinent data, facts, opinions, and attitudes in a short amount of time.

A choice and rating scale was used in the questionnaires. To obtain detailed information, closed-ended questions were used. A preliminary trial (test) was done to assess the validity, reliability, and appropriateness of the questions as well as get comments; the questions were then updated based on the results of the pilot test. Finally, the samples were given the questionnaire, and the results were gathered for analysis.

3.7 Ethical considerations

Some ethical problems were examined during the research. The identities of the participants are not written in this publication to protect them. Instead, we've given them an alias that doesn't reveal anything about who they are. This also means that any company mentioned by the responders is included in the quotation.

3.8 Data analysis

All of the data collected from subjects were compared to questions about how accurate and matched they are, and then the data were analyzed using regression analysis: to better understand the strong relationship between two variables and to determine the impact of paired variables on the paired variable, as well as hypothesis tests in simple linear regression. Tables were employed to visually portray the outcomes of the analysis. SPSS software is used to code, calculate, and analyze the raw data.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

This chapter examines and provides the data gathered in order to investigate factors affecting tourist site destination loyalty. This chapter covered descriptive analysis, which focuses on describing the sample population. Computer statistical software was used to do the data analysis (SPSS version 23).

4.1 Descriptive Statistics

Part-I of the questionnaire was created to collect some basic demographic information from the participants in the study. Part-II was created to collect information on the factors affecting tourist sites destination loyalty, such as perceived service quality, perceived value, destination image, tourists 'satisfaction, and tourists' place attachment.

4.1.1 Demographic Profiles for tourist

The descriptive statistics give details about the sample under investigation. Table 4.1 shows that male respondents made up 224 (74.7.0 %) of the total 300 respondents, while female respondents made up 76 (25.3%). The number of males is bigger than the number of females in the proportions of male and female participants. In terms of age, the bulk of the respondents 143 (47.7 percent) was found to be between the ages of 21 and 30. In the same way, 101 (33.7 percent) of respondents were between the ages of 31 and 40. The remaining 56 (18.7%) people are classified as being between the ages of 41 and 50. The number of Domestic tourist respondents 237 (79%) and Foreign tourist respondents 63 (21%).

Table 4.1 Summary of Demographic Characteristics tourist

Characte ristics	Category	Frequency	Percent (%)
Gender	Male	224	74.7
	Female	76	25.3
	Total	300	100.0
Age	21-30	143	47.7
	31-40	101	33.7
	41-50	56	18.7
	Total	300	100.0

Kind of tourist	Domestic tourist	237	79.0
	Foreign tourist	63	21.0
Total		300	100.0

Source: Computed by the researcher (Survey, August 2021).

4.1.2 Descriptive Statistics collect information from respondents about level of agreement, and grand mean.

Table 4.2 Destination image to a museum has an impact on museum loyalty.

Descriptive Statistics			
Destination Image Items	Level of agreement	Frequency	Percent
The museum destination environment is attractive	neutral	4	1.3
	agree	228	76.0
	strong agree	68	22.7
It is easy to access historical and touristic places in the museum destination	agree	274	91.3
	strong agree	26	8.7
	Total	300	100.0
Enjoyed the style of buildings in the museum destination	neutral	15	5.0
	agree	230	76.7
	strong agree	55	18.3
There is a good transportation in the museum destination	neutral	4	1.3
	agree	259	86.3
	strong agree	37	12.3
	Total	300	100.0
The residents of the museum destination are friendly	neutral	4	1.3
	agree	236	78.7
	strong agree	60	20.0
	Total	300	100.0

Grand mean: 4.146

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.2, the museum destination environment is attractive, the majority of visitor respondent's response, with 76.0 percent agree, 22.7 percent strongly agree and 1.3percent neutral. With easy to access historical and touristic places in the museum destination respondent's response 91.3 percent agree and 8.7 percent strongly agree. On the enjoyed the style of buildings in the museum destination 76.7% of respondents agree, 18.3percent strongly agree and 5.0 percent neutral. On the other hand, respondent's response a good transportation in the museum destination 86.5% agree, 12.3 % strongly agree and 1.3 %neutral and the residents of the museum destination are friendly respondents respond 78.7 % agree, 20% strongly agree and 1.3% neutral. The result of grand mean all destination image items is 4.146, this is clothing to agree. Finally, destination image to a museum has an impact on the museum loyalty

Table 4.3 Perceived service quality of a museum has an impact on visitors' museum.

Descriptive Statistics			
Perceived Service Quality Items	Level of agreement	Frequency	Percent
Staff is willing to assist in museum	neutral	2	.7
	agree	182	60.7
	strong agree	116	38.7
	Total	300	100.0
Staff have knowledge to answer may question in museum	neutral	4	1.3
	agree	184	61.3
	strong agree	112	37.3
	Total	300	100.0
Comfortable level of lighting and temperature in museum	neutral	6	2.0
	agree	133	44.3
	strong agree	161	53.7
	Total	300	100.0
Clear sign posting in museum	neutral	6	2.0
	agree	235	78.3

	strong agree	59	19.7
	Total	300	100.0
Easy to understand exhibition in museum	neutral	4	1.3
	agree	212	70.7
	strong agree	84	28.0
	Total	300	100.0
Free maps or brochures in museum	agree	260	86.7
	strong agree	40	13.3
	Total	300	100.0
Comfortable resting area	agree	232	77.3
	strong agree	68	22.7
	Total	300	100.0

Grand mean: 4.2943

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.3, the Staff is willing to assist in museum, the majority of visitor respondents respond, with 60.7 percent agree, 38.7 percent strongly agree and 0.7 percent neutral. Staff have the knowledge to answer may question in museum respondents respond 61.3 percent agree , 37.3 percent strongly agree and 1.3 percent neutral. On the Comfortable level of lighting and temperature in museum 44.3% of respondents agree, 53.7 percent strongly agree and 2.0 percent neutral. On the other hand, respondent's response a Clear signposting in museum 78.3% agree, 19.7 % strongly agree and 2.0 percent neutral and easy to understand exhibition in museum respondents respond 70.7 % agree, 28% strongly agree and 1.3 percent neutral. Free maps or brochures in museum respondents respond 86.7 % agree, and 13.3% strongly agree. Comfortable resting area respondents respond 77.3 % agree, and 22.7% strongly agree. The result of grand mean all destination image items are 4.2943, this is clothe to agree. Finally, perceived service quality of a museum has an impact on the museum loyalty.

Table 4.4 Perceived Value of a museum has an impact on museum loyalty.

Descriptive Statistics			
Perceived Value Items	Level of agreement	Frequency	Percent
The value of seeing this museum exceeds your expectations.	neutral	9	3.0
	agree	163	54.3
	strong agree	128	42.7
	Total	300	100.0
You felt better after visiting this museum.	agree	236	78.7
	strong agree	64	21.3
	Total	300	100.0
It was an enjoyment for you to visit this museum.	neutral	8	2.7
	agree	253	84.3
	strong agree	39	13.0
	Total	300	100.0
This museum provided great visitor service.	neutral	6	2.0
	agree	234	78.0
	strong agree	60	20.0
	Total	300	100.0

Grand mean: 4.223

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.5, the value of seeing this museum exceeds your expectations, the majority of visitor respondents respond, with 54.3 percent agree, 42.7 percent strongly agree and 3 percent neutral. In felt better after visiting this museum a respondent's respond 78.7 percent agree, and 21.3 percent strongly agree. It was an enjoyment for you to visit this museum 84.3% of respondents agree, 13.0 percent strongly agree and 2.7 percent neutral. On the other hand, respondent's response museum provided great visitor service 78.0% agree, 20.0 % strongly agree and 2.0 % neutral. The result of grand mean all tourist experiences items are 4.223, these is close to agree. Finally, perceived value of a museum has an impact on museum loyalty.

Table 4.5 Place attachment of a museum has an impact on museum loyalty.

Descriptive Statistics			
Place Attachment Items	Level of agreement	Frequency	Percent
You have the impression that the museum is a part of you.	neutral	6	2.0
	agree	231	77.0
	strong agree	63	21.0
	Total	300	100.0
Museum holds a special place in your heart since you identify so passionately with it.	neutral	10	3.3
	agree	249	83.0
	strong agree	41	13.7
	Total	300	100.0
You have a strong attachment to the museum.	agree	300	100.0
	Total	300	100.0
The finest venue to do what you enjoy is a museum.	agree	259	86.3
	strong agree	41	13.7
	Total	300	100.0
Place attachment of a museum has an impact on museum loyalty	neutral	5	1.7
	agree	119	39.7
	strong agree	176	58.7
	Total	300	100.0

Grand mean: 4. 2

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.6, the impression that the museum is a part of you, the majority of visitor respondents respond, with 77.0percent agree, 21.0 percent strongly agree and 2.0percent neutral. In museum holds a special place in your heart since you identify so passionately with it respondents respond 83.0percent agree, 13.7 percent strongly agree and 3.3 percent neutral. In a strong

attachment to the museum 100 % of respondents agree. On the other hand, respondents respond a finer venue to do what you enjoy is a museum 86.3% agree, and 13.7 % strongly agree and place attachment of a museum has an impact on museum loyalty respondents respond 39.7 % agree, 58.7% strongly agree and 1.7% neutral. The result of grand mean all place attachment items is 4.2, these is clothe to agree. Finally Place attachment of a museum has an impact on museum loyalty

Table 4.6 Tourist Satisfaction to a museum has an effect on their museum loyalty.

Descriptive Statistics			
Tourist Satisfaction Items	Level of agreement	Frequency	Percent
		I really enjoyed the visit museum	Agree
	strong agree	42	14.0
	Total	300	100.0
I am satisfied with my decision to visit museum	neutral	4	1.3
	Agree	247	82.3
	strong agree	49	16.3
	Total	300	100.0
This experience is exactly what I need	Agree	187	62.3
	strong agree	113	37.7
	Total	300	100.0
This was a pleasant visit	Neutral	4	1.3
	Agree	219	73.0
	strong agree	77	25.7
	Total	300	100.0

Grand mean: 4.2275

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.7, I really enjoyed the visit museum, the majority of visitor respondents respond, with 86.0 percent agrees, and 14.0 percent strongly agree. I am satisfied with my decision to visit museum respondents respond 82.3 percent agree, 16.3 percent strongly agree and 1.3 % neutral. This

experience is exactly what I need 62.3% of respondents agree, and 37.7 percent strongly agree. On the other hand, respondents respond, this was a pleasant visit 73.0% agree, 25.7 % strongly agree and 1.3% neutral. The result of grand mean all tourist Satisfaction items is 4.2275, these are close to agree. Finally tourist satisfaction to a museum has an effect on their museum loyalty.

Table 4.7 Destination Loyalty in the museum.

Descriptive Statistics			
Destination Loyalty Items	Level of agreement	Frequency	Percent
To return to museum in the future	agree	128	42.7
	strong agree	172	57.3
	Total	300	100.0
To recommend friends and family the museum as a tourist destination.	agree	169	56.3
	strong agree	131	43.7
	Total	300	100.0
A wonderful idea about museum as a tourist destination.	neutral	4	1.3
	agree	251	83.7
	strong agree	45	15.0
	Total	300	100.0
Willing to invest both time and money in a return visit to the museum	agree	248	82.7
	strong agree	52	17.3
	Total	300	100.0

Grand mean: 4.33

Source: Computed by the researcher (Survey, August 2021).

As shown in Table 4.8, to return to the museum in the future, the majority of visitor respondents respond, with 42.7 percent agree, and 57.3 percent strongly agree. To recommend friends and family the museum as a tourist destination respondents response 56.3 percent agree, and 43.7 percent strongly agree. A wonderful idea about the museum as a tourist destination 83.7% of respondents agrees, and 15.0 percent strongly agree and 1.3 % neutral. On the other hand, respondents respond to return to the museum as a tourist destination 82.7% agree, and 17.3 % strongly agree. The result of grand mean all destination loyalty items are 4.33, these is close to agree.

4.2 The Measuring Instrument's Validity and Reliability

4.2.1 Validity of Content

Tests to produce an empirical summary of the data set, principal component analysis (PCA) were performed to condense the vast variety of variables or scale items down to a smaller and more manageable number of dimensions or components. In this study, factor analysis entails a variety of processes, including data analysis, factor extraction, and factor rotation. The first step is to do a factor analysis to see whether the data is suitable for factor analysis. The Kaiser-Meyer-Olkin Measure of Sampling is calculated after evaluating the correlation matrix of coefficients of 0.3 and higher.

The factorability of the items is proven by the Kaiser-Meyer-Olkin (KMO) findings, which are above the acceptable 0.6 values (Hair et al 2010) and Bartlett's Test of Sphericity $p < 0.001$. To make understanding and reporting easier, the items were extracted using principal component analysis with Eigenvalues larger than 1.0 (using the Varimax rotation approach).

Since the data on destination loyalty at tourist sites were collected from visitors at two museums, a scale validation was undertaken using Exploratory Factor Analyses with SPSS version 23. A convergent validity test was performed on a total of 29 items divided into six categories. Seven items of perceived service quality, four pieces of perceived value, five pieces of destination image, four items of tourist satisfaction, the five items of tourist site attachment and four items of destination loyalty were tested for validity.

4.2.2 Reliability

The coherence between the statements in the various aspects is referred to as internal consistency, or reliability. Cronbach's alpha can be used to determine reliability. Reliability is a measure of construct that the outcomes can be assessed with relatively minimal measurement error (Bell, 2011). Cronbach's Alpha is a statistic that assesses the consistency and reliability of the statements in a questionnaire survey. It's critical to assess the internal reliability when utilizing several indicator measurements, such as Likert scales. A multiple item measure is made up of various statements that add up to a total score that reflects a certain aspect of a topic.

4.8 Table Cronbach's Alpha Test

Reliability Statistics

Variables	No of items	Cronbach's Alpha
Destination image items	5	.700
Perceived service quality items	7	.706
Perceived value items	4	.725
Place attachment items	5	.700
Tourist satisfaction items	4	.725
Destination loyalty items	4	.725

[Source: Own Survey, 2021]

When doing a Cronbach's alpha test, the minimum acceptable level is 0.5 (Bosque, 2013). The results of all dimensions were found within 0.700 – 0.725. The destination loyalty items, statements had a value of Alpha 0.725 indicates.

4.3 Multiple Regression Analysis

Table 4.9 Summary of the Overall Outcomes of research hypotheses for tourist

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.411	.379	.68548

a. Predictors: (Constant), satisfy, image, value, attach, service quality

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	30.791	5	6.158	13.106	.000 ^b
	Residual	44.169	94	.470		
	Total	74.960	99			

a. Dependent Variable: loyalty

b. Predictors: (Constant), satisfy, image, value, attach, serv

Source: Computed by the researcher (Survey, August 2021)

A study was undertaken to see what characteristics influence tourist site (museum) loyalty, which was defined as an active and predictive response to museum loyalty in the study. The hypothesis is that the six stated characteristics, namely perceived service quality, perceived value, destination image, tourist Satisfaction and Place attachment, can predict destination loyalty. Multiple regression analysis is performed to evaluate this hypothesis. The results demonstrate a significant effect on museum loyalty ($F(5, 94) = 13.106, p = .000^b$), with R Square = .411, implying that the mentioned factors account for 41.1% of the variation.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.576	2.593		2.536	.013
	Destination image	.158	.072	.169	2.176	.031
	Perceived service quality	.112	.049	.175	2.316	.022
	Perceived Value	.185	.054	.306	3.441	.001
	Place attachment	.227	.074	.319	3.075	.003
	Tourist Satisfaction	.114	.046	.214	2.471	.015

a. Dependent Variable: loyalty

Source: Computed by the researcher (Survey, August 2021).

The museum loyalty score is predicted to be 6.576, with .158 (the destination image) + .112 (perceived service quality) + .185 (perceived value) + .227 (tourists' place attachment) + .114 (Tourist Satisfaction).

Destination image ($P = .031$) perceived service quality ($P = .022$), perceive value ($P = .001$), place attachment ($P = .003$), and tourist Satisfaction ($P = .015$). All p values have a meaningful impact on the museums in loyalty, without. Destination image (Beta = .169, $t = 2.176, p = .031$), perceived service quality (Beta = .175, $t = 2.316, p = .022$), perceived value (Beta = .306, $t = 3.441, p = .001$), place attachment (Beta = .319, $t = 3.075, p = .003$), and tourist Satisfaction (Beta = .214, $t = 2.471, p = .015$),. This shows that perceived service quality, destination image, perceived value, tourists' place attachment and tourist Satisfaction all play a role in preserving museum loyalty.

4.4 Discussion of the findings

In the previous study perceived service quality, tourist satisfaction, perceived value, place attachment and, destination image are having a significant impact on destination loyalty. According to Uysal and Yoon (2005), Lee et al. (2011), Orel and Kara (2014), Wu (2016), and Akhoondnejad (2017), customer satisfaction has a significant impact on customer loyalty (2016). This shows that high levels of visitor satisfaction lead to higher levels of customer loyalty. According to Yoon and Uysal, (2005) tourists that are more satisfying will return to the location and will recommend it to others.

According to numerous research (Lovelock & Wirtz, 2011; Wilson et al., 2012; Moreira & Silva, 2015) perceived service quality has a significant impact on customer happiness and loyalty are influenced. According to Hosany & Prayag, 2013; Zeugner-Roth & abkar, (2015) tourist's impressions of a destination have an impact on their decision to come and return.

Many studies have demonstrated that a location's image is critical in encouragement visitor loyalty and increasing the likelihood of them returning (Baloglu and McCleary, 1999; Chen and Tsai, 2007; Chi and Qu, 2008; Chon, 1990). Tourists are more likely to return to a destination with a favorable reputation in the future if it has a favorable reputation. As a result, tourists consider a destination's image as one of the factors in deciding whether or not to return.

Previous tourist encounters, according to studies, are likely to have a significant impact on tourist's impressions of the location and future behavior (Baloglu and Mangalolu, 2001; Chen and Gursoy, 2001; Chi, 2012; Beerli and Martin, 2004).

Place attachment has been shown to impact people's attitudes and behaviors (Budruk et al., 2009; Cheng et al., 2012; Yuksel et al., 2012), as well as play a role in tourist experiences (Orth et al., 2012) and destination loyalty (Budruk et al., 2012). (Budruk et al., 2012). (Alexandris et al., 2006; Prayag & Ryan, 2012; Prayag & Ryan, 2012).

According to Baker and Crompton (2000; abkar et al., 2010), customer satisfaction and quality perception are both important determinants of consumer loyalty, but quality also has a direct and indirect effect on loyalty via satisfaction (Baker and Crompton, 2000; abkar et al., 2010), and Andreassen and Lindestad (1998) discovered that image has a significant impact on the perception of service.

The results of descriptive statistics collect information from respondents about the grand means are shown; perceived service quality (4.14), tourist satisfaction (4.29), perceived value (4.22), destination image (4.2), and tourists' place attachment (4.2) are agreed.

The result of the multiple regression analysis performed to evaluate R 0.641 the correlation between independent variable and dependent variable are strong relationship and R Square.41.1% affect each independent variable in to dependent variable.

The result of the multiple regression analysis performed to evaluate Standardized Coefficients Beta and t-value for independent variable are; destination image (Beta = .169, t = 2.176), perceived service quality (Beta = .175t = 2.316), perceived value (Beta = .306, t = 3.441), place attachment (Beta = .141, t = 1.659), and tourist Satisfaction (Beta = .214, t = 2.471),.are positive beta and t-value, when to see beta positive for every the independent variable(Destination image ,perceived service quality perceived value, place attachment and tourist Satisfaction) direct affect dependent variable(destination loyalty). The t-value of destination image perceived service quality, perceived value, place attachment and tourist Satisfaction is positive, this means the similar in the directionality of the effect on the destination loyalty.

The result of the multiple regression analysis performed to evaluate p-value (sig.). The result of four p-value (sig.) as shows that perceived service quality (0.022), tourist satisfaction (0.015), perceived value (0.001), tourists' place attachment (0.003) and, destination image (0.031) has a significant impact on the museum's loyalty.

The result of the multiple regression analysis performed to evaluate five hypotheses

H1.Destination image has a significant impact on destination loyalty (accepted)

H2.Perceived service quality has a significant impact on destination loyalty (accepted)

H3.Perceived value has a significant impact on destination loyalty (accepted)

H4.Tourists' place attachment has a significant impact on destination loyalty (accepted)

H5.Tourist satisfaction has a significant impact on destination loyalty (accepted)

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

This is the research's final chapter. The research findings, overall conclusion, and recommendations are given in this chapter. The goal of this study was to assess the characteristics that influence tourist site loyalty in Addis Ababa, and it was conducted in two museums (Addis Ababa and National museum)

5.1 conclusions

This study to assessing the factor that affects loyalty in two museums namely the National Museum and the Addis Ababa Museum. Those factors influence the loyalty of museums or not and how to solve this factor. The result of this study shows that the factors affect destination loyalty in a tourist site. The collective outcome of the conclusion identifies the cause of affect loyalty in a tourist site.

Conclusions entail the generated on the five interrelated key destination loyalty components of the study: Perceived service quality, perceived value, destination image, tourist satisfaction, and tourists' place attachment.

Information from close questionnaires with key informants. Supports the result of the grand means and assesses the significance of each factor affects destination loyalty in the museum. In general, the result obtained from the close questionnaire agrees with the result of the means of all factors.

Based on the means, destination loyalty factors with mean differences include perceived service quality, perceived value, destination image, tourist satisfaction, and tourists' place attachment.

The findings of this study of the multiple regression analysis are performed to evaluate the hypothesis in tourist respondents have shown that perceived service quality, perceived value, destination image, tourists' place attachment and tourist satisfaction, play a role in preserving museum loyalty. On general perceived service quality, destination image, tourists' place attachment and tourist satisfaction, affect the loyalty of the museum. It also shows that previously hypothesized to contribute to an active and construct respondent to loyalty in the museum.

5.2 Recommendations

The conclusions of this study should be of interest to the tourist business, as it involves dealing with customers for extended periods of time at museums. The survey yielded a number of recommendations. The following primary recommendations can be made based on the findings of this study for resolving the source of factor affect loyalty in museums.

1. Propose that perceived service quality, destination image, tourist satisfaction, and previous experiences work together to actively discover a solution to save museum loyalty.
2. The researcher advises the concerned to preserve museum loyalty in order to increase visitors.
3. “Recommend that other researchers working in the area of factor influences museum loyalty, which is one of the most intriguing aspects of marketing management.

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APPENDEX

APPENDEX A

**Addis Ababa University
College of business and economics
School of commerce**

Department: - Marketing Management

Program: - MA Regular

Questionnaires for Tourists

Madam/sir, currently I am carrying out a survey on the title “factors affecting destination loyalty of tourist site in Addis Ababa ”. The data gathered through this survey will only be used for a study to be conducted for the partial fulfillment of the Master's Degree in art of marketing management at the Addis Ababa University College of business and economics school of commerce

Dear Respondents,

This questionnaire seeks to obtain information about the destination loyalty, in the museum. Your responses are completely private and anonymous. Please do not write your name on the questionnaire. Most questions are answered by marking the box that corresponds to your satisfaction with a particular aspect of your experience. Thank you in advance.

Part One: - Personal Information

1. Age

Under 20	<input type="checkbox"/>	21-30	<input type="checkbox"/>
31- 40	<input type="checkbox"/>	41-50	<input type="checkbox"/>
51-60	<input type="checkbox"/>	61 and above	<input type="checkbox"/>

2. Sex

Male	<input type="checkbox"/>	Female	<input type="checkbox"/>
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3. What kind of tourist are you?

Domestic Tourist	<input type="checkbox"/>
Foreign Tourist	<input type="checkbox"/>

Part two: general direction

➤ Below are listed some statements which refer to the general image of these museum loyalties. For each statement, please indicate your degree of agreement/disagreement with the following statements by putting a checkmark (√) on the point that best suits your agreement level from the adjacent choices.. Strongly agree (5), Agree (4), Neutral (3), Disagree (2) strongly disagree (1).

statement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	1	2	3	4	5
I. Destination Image Items					
1. The museum destination environment is attractive					
2. It is easy to access historical and touristic places in the museum destination					
3. Enjoyed the style of buildings in the museum destination					
4. There is a good transportation in the museum destination					
5. The residents of the museum destination are friendly					
II. Perceived Service Quality					
1. Staff are willing to assist in museum					
2. Staff have knowledge to answer may question in museum					
3. Comfortable level of lighting and temperature in museum					
4. Clear sign posting in museum					
5. Easy to understand exhibition in museum					

6. Free maps or brochures in museum					
7. Comfortable resting area in museum					
III. Tourist Satisfaction					
1. Really enjoyed the visit museum					
2. Satisfied with your decision to visit museum					
3. This experience is exactly what your need museum					
4. This was a pleasant visit museum					
IV. Perceived Value					
1. The value of visiting this museum is more than what your expected					
2. Visiting this museum made your feel better					
3. Visiting this museum gave your pleasure					
4. Received excellent tourist service in this museum.					
V. Place Attachment					
1. You have the impression that the museum is a part of you.					
2. Museum holds a special place in your heart since you identify so passionately with it.					
3. You have a strong attachment to the museum.					
4. The finest venue to do what you enjoy is a museum.					
5. Place attachment of a museum has an impact on museum loyalty					

VI. Destination Loyalty					
1. To return to museum in the future					
2. To recommend friends and family the museum as a tourist destination.					
3. A wonderful idea about museum as a tourist destination.					
4. Willing to invest both time and money in a return visit to the museum.					