

# The Influence of Destination Image, Emotional Experience, and Perceived Value on Tourist Loyalty Through Satisfaction as an Intervening Variable

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## ABSTRACT

This study aims to analyze the influence of destination image, emotional experience, and perceived value on tourist loyalty through tourist satisfaction as an intervening variable on Talang Siring Beach tourism, Pamekasan. The method used in this study is quantitative. The data collection technique used a questionnaire of 97 respondents based on the Cochran formula, this study involved all visitors to Talang Siring Beach, Pamekasan as the research population. The collected data were analyzed using SEM-PLS through SmartPLS. This study found that all hypotheses statistically showed a positive and significant influence between destination image, emotional experience, and perceived value on tourist loyalty. This finding emphasizes the importance of managing destination image, emotional experience, and perceived value to strengthen tourist loyalty.

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh citra destinasi, pengalaman emosional, dan nilai yang dirasakan terhadap loyalitas wisatawan melalui kepuasan wisatawan sebagai variabel intervening pada wisata Pantai Talang Siring, Pamekasan. Metode yang digunakan dalam penelitian ini adalah kuantitatif. Teknik pengumpulan data menggunakan kuesioner 97 responden berdasarkan rumus Cochran, penelitian ini melibatkan seluruh pengunjung Pantai Talang Siring, Pamekasan sebagai populasi penelitian. Data yang dikumpulkan dianalisis menggunakan SEM-PLS melalui SmartPLS. Penelitian ini menemukan bahwa semua hipotesis secara statistik menunjukkan pengaruh positif dan signifikan antara citra destinasi, pengalaman emosional, dan nilai yang dirasakan terhadap loyalitas wisatawan. Temuan ini menegaskan pentingnya pengelolaan citra destinasi, pengalaman emosional, dan nilai yang dirasakan untuk memperkuat loyalitas wisatawan.



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## INTRODUCTION

Tourism has evolved into a vital engine of the global economy, supporting national income, expanding employment opportunities, and elevating living standards. As part of the international development process, global tourism significantly influences economic performance, national competitiveness, and social prosperity. The rapid progress of digital technology and globalization has accelerated the expansion of tourism markets across countries, reinforcing tourism's role in sustainable economic growth. Recognized as one of the world's leading industries, tourism also strengthens intercultural connections. In Indonesia, tourism development is accelerating, particularly in nature-based destinations such as coastal areas. Beach tourism offers interactive activities like workshops and eco-tours that encourage cultural learning, community participation, and the preservation of Indonesia's deeply rooted philosophical values (Wismantoro et al., 2024).

Positioned northeast of Java, Madura Island offers a blend of scenic coastlines and deep-rooted cultural traditions. Its appeal extends beyond seaside landscapes to historical and

cultural assets distributed throughout Sampang, Pamekasan, Sumenep, and Bangkalan. These features play a vital role in strengthening the island's tourism industry, which continues to gain attention from local and foreign travelers. One destination that stands out is Talang Siring Beach in Montok Village, Larangan District,

Situated in Pamekasan Regency, Talang Siring Beach combines coastal beauty with recreational amenities such as a mangrove park, swimming pool, and play areas for children. The site attracts visitors who wish to unwind while admiring the sea, complemented by its distinctive feature of nearby fishermen's stilt houses (*rumah bagang*). When the tide recedes, visitors frequently collect shellfish and hold informal barbecues amidst the mangrove-lined shore. Despite its potential, the beach's development is hindered by weak coordination between tourism authorities and local management, limited community participation, and unequal infrastructure development, leading to reduced engagement from younger generations (Cahyono et al., 2024).

Destination image refers to a set of perceptions and beliefs formed by tourists based on information obtained from multiple sources (Shiheng et al., 2016). Previous studies indicate that destination image plays a significant role in shaping tourist satisfaction (Maulidiyah & AS, 2024). A favorable perception of a destination tends to enhance visitor satisfaction. Furthermore, Kartini and Utama (2023) found that satisfaction acts as a mediating variable between destination image and affective loyalty. Nevertheless, Puspita and Wardi (2022) reported contrasting findings, revealing that destination image does not have a significant direct effect on satisfaction, which is instead influenced by other dominant factors.

Emotional experiences encompass personal emotional states that develop through cognitive interpretation, internal psychological conditions, and dynamic interactions between biological, social, and environmental factors (Sari et al., 2023). According to Ratnasari et al. (2020), these experiences strongly influence customer satisfaction and loyalty, largely due to the predominance of positive emotional responses. Nevertheless, Wei et al. (2023) highlight that negative emotional reactions among consumers can diminish loyalty, suggesting that emotional experiences may also generate unfavorable effects.

Customer perceived value refers to a traveller's overall evaluation of a product's usefulness based on a comparison between the benefits received and the sacrifices made. It reflects the gap between the traveller's assessment of total benefits and the total perceived costs of the offered product and its alternatives (Wahyono et al., 2021). Umboh et al. (2024) found that perceived value has a positive and significant effect on customer satisfaction; however, its direct effect on customer loyalty is negative and insignificant. Customer satisfaction serves as an intervening variable linking perceived value to customer loyalty.

Satisfaction emerges as a psychological state shaped by the alignment or misalignment between consumer expectations and perceived performance outcomes (Hanif et al., 2016). Research by Quynh et al. (2021) highlights that the image of a destination strongly determines tourists' satisfaction levels, with positive images fostering satisfaction and negative ones generating dissatisfaction. Supporting this, Kartini and Utama (2023) demonstrated that satisfaction functions as an intermediary linking destination characteristics to affective loyalty.

Drawing from the existing background, this research focuses on exploring how destination image, emotional experiences, perceived value, satisfaction, and loyalty interact within a causal framework. Despite earlier findings suggesting favorable relationships among these factors, practical obstacles persist, especially regarding weak community engagement and infrastructural shortcomings. Hence, this study contributes novel empirical insights to reinforce

sustainable, experience-driven destination management approaches that strengthen visitor loyalty while promoting long-term local economic resilience (Afrilian & Silvandi, 2022). This research aims to analyze the effects of destination image, emotional experience, and perceived value on tourist satisfaction at Talang Siring Beach, Pamekasan. In addition, it examines the impact of destination image and perceived value on tourist loyalty at the same destination. The study further investigates the role of tourist satisfaction in shaping loyalty, thereby clarifying both direct and indirect relationships among these variables within the tourism destination context. The hypotheses proposed in this research are presented below:

- H1 : Destination image significantly improves tourist satisfaction.
- H2 : Emotional experience significantly boosts tourist satisfaction.
- H3 : Perceived value significantly enhances tourist satisfaction.
- H4 : Destination image significantly strengthens tourist loyalty.
- H5 : Perceived value significantly drives tourist loyalty.
- H6 : Tourist satisfaction significantly increases loyalty.

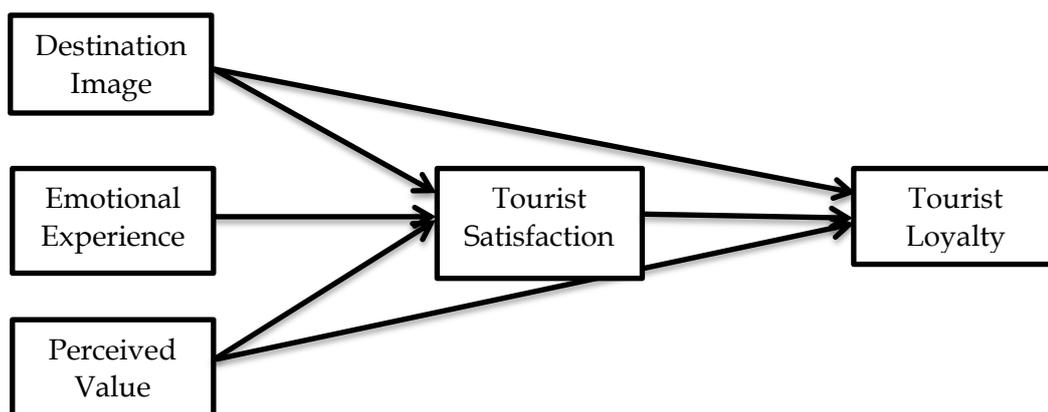


Figure 1. Conceptual Framework

## RESEARCH METHOD

This study utilized a quantitative methodology targeting an unlimited population of visitors to Talang Siring Beach in Pamekasan. Using Cochran’s (1977) formula, 97 participants were chosen through purposive non-probability sampling, focusing on tourists aged 17–60 who were actively visiting the site and agreed to participate in the survey (Sugiyono, 2019). Data collection involved face-to-face engagement to capture key variables, including destination image (X1), emotional experience (X2), perceived value (X3), tourist satisfaction (Z), and loyalty (Y). Supporting secondary data were gathered from academic literature, official documents, and relevant publications to enrich the contextual understanding of the study (Sugiyono, 2019).

Data collection was carried out through a Likert-based survey designed to capture respondents’ perceptions and attitudes, alongside observational methods to record actual behaviors. Data processing utilized the SEM-PLS technique with SmartPLS, focusing on validating and ensuring the reliability of measurement indicators and analyzing structural relationships among latent constructs to verify the research hypotheses (Ghozali & Kusumadewi, 2023). The explanation about the operational definition is listed in Table 1 below:

**Table 1. Operational Definition of Variables**

Variables	Operational Definition	Indicators	Measurement Tools	Measuring Scale
Destination Image (X1)	Destination image is the belief/knowledge about a destination and what tourists feel while traveling.	- Cognitive Destination Image - Unique Destination Image - Affective Destination Image	Questionnaire	Likert Scale (1-5)
Emotional Experiences (X2)	Emotional experience refers to the emotional response that consumers feel when interacting with a product or service.	- Pleasure - Affection - Positive surprise - Enthusiasm - Psychological comfort	Questionnaire	Likert Scale (1-5)
Perceived Value (X3)	Perceived value is the trade-off between the tourist's perception of the quality of the product's benefits and the sacrifice made through the costs paid.	- Social values - Emotional values - Functional values - Conditional values	Questionnaire	Likert Scale (1-5)
Tourist Satisfaction (Z)	Tourist satisfaction is a positive feeling that arises when a tourist experience exceeds or meets their expectations during a visit to a destination.	- Product quality - Service quality - Emotional	Questionnaire	Likert Scale (1-5)
Tourist Loyalty (Y)	Tourist loyalty is a visitor's commitment to consistently choose a tourist destination again in the future.	- Intention to return - Inviting friends/family - Recommendations to others	Questionnaire	Likert Scale (1-5)

Source: Data Result 2026

## RESULTS AND DISCUSSION

### Outer Model Analysis

In PLS-SEM, outer model analysis functions as a critical evaluation of the measurement framework by examining how well indicators capture their underlying latent variables. This evaluation verifies convergent validity through loading and AVE thresholds, discriminant validity through cross-loading comparisons, and reliability using composite reliability and Cronbach's alpha criteria (Ghozali & Kusumadewi, 2023).

### Convergent Validity Test

**Table 2. Test Results Loading Factor**

	X1	X2	X3	Z	Y	Information
X1.1	0.928					Valid
X1.2	0.931					Valid
X1.3	0.949					Valid

	X1	X2	X3	Z	Y	Information
X1.4	0.932					Valid
X1.5	0.904					Valid
X1.6	0.945					Valid
X1.7	0.915					Valid
X1.8	0.929					Valid
X1.9	0.912					Valid
X2.1		0.953				Valid
X2.2		0.956				Valid
X2.3		0.969				Valid
X2.4		0.952				Valid
X2.5		0.976				Valid
X2.6		0.972				Valid
X2.7		0.927				Valid
X2.8		0.950				Valid
X2.9		0.938				Valid
X2.10		0.959				Valid
X3.1			0.944			Valid
X3.2			0.956			Valid
X3.3			0.904			Valid
X3.4			0.949			Valid
X3.5			0.956			Valid
X3.6			0.958			Valid
X3.7			0.947			Valid
X3.8			0.926			Valid
Z.1				0.939		Valid
Z.2				0.907		Valid
Z.3				0.894		Valid
Z.4				0.933		Valid
Z.5				0.928		Valid
Z.6				0.916		Valid
Y.1					0.907	Valid
Y.2					0.943	Valid
Y.3					0.950	Valid
Y.4					0.943	Valid
Y.5					0.941	Valid
Y.6					0.960	Valid

Source: Processed Data, 2026

Table 2 shows that all indicators associated with latent variables X1, X2, X3, Z, and Y exhibit outer loading values exceeding 0.9. This result confirms that each indicator accurately represents its respective construct. The consistently high outer loadings demonstrate a strong association between indicators and their latent variables. Consequently, the model satisfies the criteria for convergent validity, and all indicators from X1 through Y are deemed valid. The measurement scale yielded outer loadings > 0.9 for all X1–Y indicators, indicating very high reliability and meeting convergent validity. However, this perfect value potentially indicates item redundancy and common method bias, where respondents tend to answer in a uniform pattern rather than differentiate content. Future research is recommended to reduce similar items or incorporate mixed methods for greater credibility.

### Average Variance Extracted (AVE)

**Table 3. Test Results AVE**

<i>Average Variance Extracted (AVE)</i>		
Destination Image (X1)	0.860	Valid
Emotional Experience (X2)	0.913	Valid
Perceived Value (X3)	0.888	Valid
Tourist Satisfaction (Z)	0.845	Valid
Tourist Loyalty(Y)	0.885	Valid

Source: Processed Data, 2026

Table 3 shows that all demonstrating a strong relationships between latent variables is essential to guarantee that structural analysis results offer precise and reliable insights in the research setting. The factor loading outcomes are summarized in Table 1. The analysis indicates that the AVE values for all five constructs fall between 0.845 and 0.913, surpassing the recommended threshold of 0.50.

### Discriminant Validity Test

**Table 4. Test Results Cross Loading**

	X1	X2	X3	Z	Y
X1.1	0.928	0.062	0.010	0.367	0.367
X1.2	0.931	0.036	0.066	0.401	0.371
X1.3	0.949	0.034	0.098	0.397	0.384
X1.4	0.932	0.055	0.133	0.412	0.430
X1.5	0.904	-0.045	0.034	0.302	0.271
X1.6	0.945	0.016	0.078	0.374	0.356
X1.7	0.915	-0.014	0.083	0.338	0.286
X1.8	0.929	0.061	0.112	0.364	0.391
X1.9	0.912	-0.053	0.139	0.376	0.288
X2.1	0.008	0.953	-0.109	0.379	0.449
X2.2	0.026	0.956	-0.117	0.382	0.530
X2.3	0.026	0.969	-0.079	0.406	0.529
X2.4	0.035	0.952	-0.143	0.359	0.461
X2.5	-0.006	0.976	-0.168	0.352	0.478
X2.6	0.055	0.972	-0.154	0.362	0.464
X2.7	-0.026	0.927	-0.165	0.301	0.417
X2.8	0.060	0.950	-0.088	0.390	0.508
X2.9	0.047	0.938	-0.080	0.462	0.515
X2.10	-0.024	0.959	-0.081	0.379	0.482
X3.1	0.080	-0.108	0.944	0.441	0.469
X3.2	0.094	-0.165	0.956	0.355	0.401
X3.3	0.042	-0.160	0.904	0.335	0.396
X3.4	0.055	-0.079	0.949	0.437	0.450
X3.5	0.059	-0.081	0.956	0.449	0.500
X3.6	0.125	-0.097	0.958	0.438	0.478
X3.7	0.135	-0.136	0.947	0.419	0.439
X3.8	0.099	-0.113	0.926	0.399	0.429
Z.1	0.410	0.373	0.369	0.939	0.630
Z.2	0.357	0.393	0.316	0.907	0.644

	X1	X2	X3	Z	Y
Z.3	0.343	0.413	0.410	0.894	0.667
Z.4	0.413	0.339	0.410	0.933	0.675
Z.5	0.337	0.325	0.440	0.928	0.628
Z.6	0.355	0.350	0.418	0.916	0.615
Y.1	0.263	0.514	0.399	0.612	0.907
Y.2	0.375	0.445	0.509	0.656	0.943
Y.3	0.364	0.455	0.482	0.655	0.950
Y.4	0.359	0.524	0.404	0.669	0.943
Y.5	0.381	0.481	0.403	0.648	0.941
Y.6	0.409	0.455	0.479	0.709	0.960

Source: Processed Data, 2026

Table 4 shows that all indicators exhibit very strong outer loading values on their respective constructs, exceeding the minimum threshold of 0.70, with most values surpassing 0.90. Furthermore, these loadings are substantially higher than the corresponding cross-loading values on other constructs. This confirms that all questionnaire items demonstrate excellent convergent validity and satisfy discriminant validity requirements at the indicator level.

### Reliability Test

**Table 5. Results Cronbach's Alpha and Composite Reliability**

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Information
Destination Image (X1)	0.980	0.984	0.982	Reliabel
Emotional Experience (X2)	0.989	0.991	0.991	Reliabel
Perceived Value (X3)	0.982	0.985	0.985	Reliabel
Tourist Satisfaction (Z)	0.963	0.964	0.970	Reliabel
Tourist Loyalty(Y)	0.974	0.975	0.979	Reliabel

Source: Processed Data, 2026

Table 5 shows that all the reliability assessment shows that Cronbach's alpha values range from 0.963 to 0.989, while composite reliability values range from 0.970 to 0.991, all well above the recommended cutoff of 0.70. These findings indicate a very high degree of internal consistency across all constructs, confirming their suitability for subsequent structural model analysis.

### Inner Model Analysis

The inner model evaluation comprises several key statistical tests. The coefficient of determination ( $R^2$ ) assesses the extent to which independent variables explain the dependent variable, with benchmark values of 0.75 (strong), 0.50 (moderate), and 0.25 (weak). The F-test is applied to examine the simultaneous effect of independent variables on the dependent variable, where a p-value below 0.05 indicates statistical significance. Predictive relevance is evaluated using the  $Q^2$  test, in which values greater than zero signify predictive capability, while thresholds of 0.02, 0.15, and 0.35 represent weak, moderate, and strong predictive power, respectively. Lastly, the path coefficient test measures direct relationships between variables and

is considered significant when  $p < 0.05$  and the t-statistic exceeds 1.96 (Ghozali & Kusumadewi, 2023).

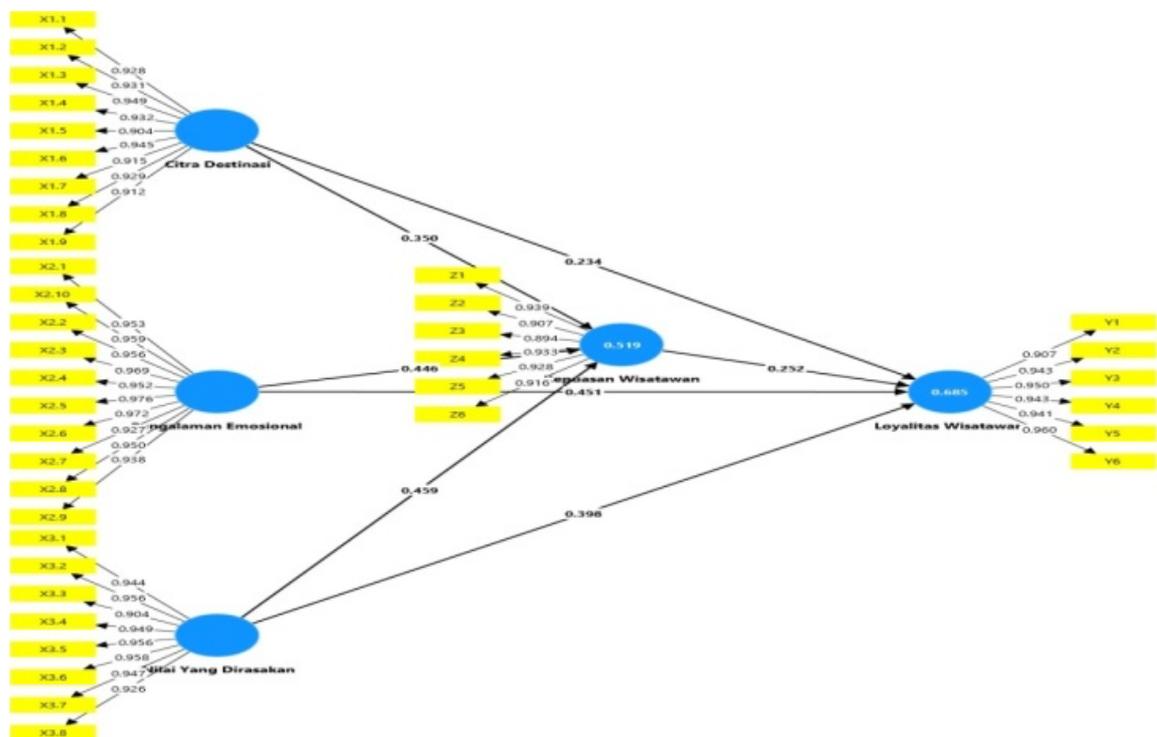
### R-Square Test ( $R^2$ )

**Table 6. R Square Results**

	<i>R Square</i>	<i>R Square Adjusted</i>
<b>Tourist Satisfaction (Z)</b>	0.519	0.504
<b>Tourist Loyalty(Y)</b>	0.685	0.671

Source: Processed Data, 2026

Table 6 shows that all an R-square of 0.519 for tourist satisfaction (Z), along with an adjusted R-square of 0.504, reveals that over half of the variability in satisfaction levels is accounted for by the model's predictors. The adjusted statistic refines this estimation by considering predictor quantity. In contrast, tourist loyalty (Y) records higher explanatory strength, with R-square and adjusted R-square values of 0.685 and 0.671, respectively, indicating substantial variance explanation. These findings confirm that the model demonstrates a solid explanatory capacity, aligning with scholarly standards that regard R-square values above 0.50 as moderately to strongly predictive.



**Figure 2. PLS-SEM Algorithm Output**

### F-Square Test ( $F^2$ )

**Table 7. F Square The Results**

	(X1)	(X2)	(X3)	(Z)	(Y)
<b>Destination Image (X1)</b>				0.252	0.138
<b>Perceived Value (X3)</b>				0.429	0.344
<b>Tourist Satisfaction (Z)</b>					0.097
<b>Tourist Loyalty(Y)</b>					

Source: Processed Data, 2026

Table 7 shows that Emotional Experience (X2) emerges as the most influential factor, strongly enhancing Tourist Satisfaction (0.407) and Tourist Loyalty (0.453), highlighting its dominant role in driving tourists' attitudes. Perceived Value (X3) likewise demonstrates a positive contribution to both Tourist Satisfaction (0.429) and Tourist Loyalty (0.344), reflecting the importance of perceived benefits in tourist evaluations. Conversely, Tourist Satisfaction (Z) contributes only marginally to Tourist Loyalty (Y), with an effect size of 0.097.

### Predictive Relevance Test (Q Square (Q<sup>2</sup>))

**Table 8. Q Square Results**

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
<b>Tourist Satisfaction (Z)</b>	582	331.219	0.431
<b>Tourist Loyalty (Y)</b>	582	235.646	0.595

Source: Processed Data, 2026

Table 8 shows that Q<sup>2</sup> value serves as an indicator of the predictive strength of the inner structural model. Tourist satisfaction (Z) achieves a Q<sup>2</sup> score of 0.431, suggesting a reasonably strong predictive performance. Meanwhile, tourist loyalty (Y) attains a higher Q<sup>2</sup> score of 0.595, reflecting superior predictive strength. The presence of positive Q<sup>2</sup> values for both constructs confirms that the model performs effectively in predicting outcomes within this research context.

### Path Coefficient Test

**Table 9. Path Coefficient Results**

	(X1)	(X2)	(X3)	(Z)	(Y)
<b>Destination Image (X1)</b>				0.350	0.234
<b>Perceived Value (X3)</b>				0.459	0.398
<b>Tourist Satisfaction (Z)</b>					0.252
<b>Tourist Loyalty (Y)</b>					

Source: Processed Data, 2026

Table 9 shows that Destination Image (X1) contributes positively to Tourist Satisfaction (Z) at 0.350 and Tourist Loyalty (Y) at 0.234, confirming that a strong destination image promotes both outcomes. Emotional Experience (X2) exhibits a notable positive effect on Tourist Satisfaction (0.446) and Tourist Loyalty (0.451), emphasizing its significance in building tourists' satisfaction and loyalty. In addition, Perceived Value (X3) positively influences Tourist Satisfaction (0.459) and Tourist Loyalty (0.398), demonstrating that tourists' value perceptions play an essential role in strengthening satisfaction and loyalty. Tourist Satisfaction (Z) also positively affects Tourist Loyalty (Y) with a coefficient of 0.252, indicating that satisfied tourists are more likely to remain loyal.

### Hypothesis Test (Bootstrapping Direct Effect)

**Table 10. Hypothesis Results**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
<b>X1 -&gt; Z</b>	0.350	0.350	0.070	5.014	0.000	Proven
<b>X1 -&gt; Y</b>	0.234	0.239	0.064	3.647	0.000	Proven

X2 -> Z	0.446	0.448	0.066	6.773	0.000	Proven
X3 -> Z	0.459	0.460	0.067	6.827	0.000	Proven
X3 -> Y	0.398	0.398	0.077	6.773	0.000	Proven
Z -> Y	0.252	0.251	0.093	2.709	0.000	Proven

Source: Processed Data, 2026

Table 10 shows that the hypothesis testing results confirm that all three exogenous factors (X1, X2, X3) significantly and positively affect both tourist satisfaction and loyalty, as follows:

- A strong destination image meaningfully enhances tourist satisfaction, evidenced by a coefficient of 0.350 and robust statistical support ( $t = 5.014$  dan  $p < 0.001$ )
- Tourist satisfaction increases substantially as emotional experiences intensify, supported by a high coefficient (0.446) and strong empirical evidence
- The results indicate that perceived value (X3) is a strong predictor of tourist satisfaction (Z), as evidenced by a coefficient of 0.459 and high statistical significance
- The analysis shows that destination image (X1) significantly contributes to tourist loyalty (Y), reflected by a coefficient of 0.234 and strong statistical evidence.
- Tourist loyalty grows markedly when perceived value is high, as confirmed by a strong coefficient (0.398) and compelling statistical results).
- The findings confirm that tourist satisfaction (Z) plays a significant role in enhancing tourist loyalty (Y), as indicated by a coefficient of 0.252.

### Mediation Test (Bootstrapping Indirect Effect)

Table 11. Mediation Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ( O/STDEV )	P values	Information
X1 -> Z -> Y	0.088	0.087	0.036	2.475	0.013	Proven
X2 -> Z -> Y	0.113	0.112	0.044	2.542	0.011	Proven
X3 -> Z -> Y	0.116	0.117	0.049	2.347	0.019	Proven

Source: Processed Data, 2026

Table 11 shows that all indirect relationships are significant, as indicated by T-statistics above 1.96 and p-values lower than 0.05. The results suggest that tourist satisfaction plays a crucial mediating role in transmitting the positive effects of Destination Image, Emotional Experience, and Perceived Value on tourist loyalty. In essence, stronger perceptions of these factors lead to higher satisfaction levels, which subsequently foster greater tourist loyalty.

## DISCUSSION

### The Influence of Destination Image (X1) on Tourist Satisfaction (Z)

Hypothesis H1 is empirically supported, confirming that destination image (X1) significantly influences tourist satisfaction (Z) among visitors to Talang Siring Beach in Pamekasan. The statistical analysis reveals that the t-statistic surpasses the t-table value, indicating a robust association between the two variables, while the p-value below 0.05 strengthens the validity of this relationship. These findings suggest that tourists who hold more positive impressions of the destination tend to experience higher satisfaction levels. This

conclusion aligns with the study conducted by Maulidiyah and AS (2024), which highlights the crucial role of destination image in shaping tourist satisfaction.

#### **The Influence of Emotional Experience (X2) on Tourist Satisfaction (Z)**

The acceptance of H2 indicates that Emotional Experience (X2) plays a crucial role in influencing Tourist Satisfaction (Z) among tourists at Talang Siring Beach, Pamekasan. The results reveal that emotionally enriching experiences positively and significantly enhance satisfaction levels. Tourists who experience stronger positive emotions, including enjoyment, contentment, lasting impressions, and emotional bonding, tend to report higher satisfaction. This outcome supports the conclusions of Lailin and Alnahuna (2023), who found emotional experience to be a key determinant of tourist satisfaction.

#### **The Influence of Perceived Value (X3) on Tourist Satisfaction (Z)**

The acceptance of hypothesis H3 indicates that Perceived Value (X3) plays a meaningful role in shaping Tourist Satisfaction (Z) among tourists at Talang Siring Beach, Pamekasan. This outcome suggests that tourists who perceive greater value—reflected in service excellence, adequate facilities, and rewarding experiences—tend to report higher satisfaction. When perceived benefits outweigh the sacrifices made, satisfaction increases significantly. This conclusion aligns with Umboh et al. (2024), who identified perceived value as a strong predictor of tourist satisfaction, evidenced by robust statistical significance.

#### **The Influence of Destination Image (X1) on Tourist Loyalty (Y)**

The empirical analysis supports the acceptance of H4, indicating that destination image significantly affects tourist loyalty among tourists visiting Talang Siring Beach, Pamekasan. The statistical evidence, reflected by a t-value surpassing the critical limit and a minimal p-value, confirms that positive perceptions of the destination strengthen tourists' loyalty. This outcome reinforces earlier findings by Fahmi et al. (2022), who similarly identified destination image as a key determinant of tourist loyalty.

#### **The Influence of Perceived Value (X3) on Tourist Loyalty (Y)**

The acceptance of hypothesis H5 indicates that tourists' perceived value plays a decisive role in shaping loyalty toward Talang Siring Beach, Pamekasan. The results reveal that when visitors perceive greater overall value from their travel experience, their likelihood of remaining loyal to the destination increases significantly. This perceived value arises from a balance between the benefits received and the costs incurred, encompassing elements such as service excellence, price fairness, destination quality, and memorable experiences. These conclusions reinforce previous findings by Setiawan et al. (2023), who similarly reported a positive relationship between perceived value and tourist loyalty.

#### **The Influence of Tourist Satisfaction (Z) on Tourist Loyalty (Y)**

The acceptance of hypothesis H6 confirms that Tourist Satisfaction (Z) plays a decisive role in shaping Tourist Loyalty (Y) among visitors to Talang Siring Beach in Pamekasan. The results reveal that satisfaction significantly and positively contributes to loyalty, indicating that tourists who enjoy higher satisfaction levels are more inclined to maintain long-term attachment to the destination. This loyalty is typically expressed through repeat visits and positive word-of-mouth recommendations. The present findings support previous research by Listyawati and Wulandari (2022), who reported a strong association between satisfaction and loyalty in tourism contexts.

## **CONCLUSION**

The research conducted at Talang Siring Beach, Pamekasan demonstrates that destination image, emotional experience, and perceived value significantly and positively affect tourist satisfaction, which in turn strengthens tourist loyalty. These variables collectively shape how tourists perceive the destination. A strong destination image builds satisfaction by highlighting appealing attractions, supportive facilities, and a comfortable atmosphere. Positive emotional experiences create emotional connections that encourage repeat visits, while perceived value – derived from the alignment between rewards and sacrifices reinforces satisfaction and favorable destination impressions.

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