

Glamping Tourist Loyalty: The Importance of Gender and Perceived Value

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Abstract

This study aims to test the relationship among perceived value, visitor satisfaction and visitor loyalty in the context of glamping tourism in Indonesia. In addition, this study tests the moderating role of gender in the relationship between perceived value and visitor loyalty. One hundred and five respondents participated in this study. Partial Least Squares were used to analyze the data. The statistical estimation indicated that perceived value has positive significant effects on both visitor satisfaction and loyalty. Besides having a significant direct effect on visitor loyalty, visitor satisfaction mediates the effect of perceived value on loyalty. Although predicting the moderating role of gender, this study did not find the moderating effect of gender in the relationship between perceived value on visitor loyalty. After completing the research objectives, this study contributes to both theoretical and practical standpoints. For theoretical contribution, this study showed that value is an essential determinant of satisfaction and loyalty in the context of glamping tourism. In addition, this study suggests that in affecting loyalty, perceived value has both direct and indirect effects. For practical contribution, this study specifies a strategy to enhance the loyalty of glamping site visitors

Keywords: Perceived Value, Visitor Satisfaction, Visitor Loyalty, Gender, Glamping Tourism

Introduction

Glamping tourism is one of the modern forms of tourism that Indonesia has developed. Glamping tourism has the potential to be an alternative destination in an emerging tourism sector. To maintain its business, glamping tourism management must attract repeat visitors. Loyal customers bring numerous advantages to the organization.

Consumer lifetime value explains that perceived value is essential in forming a long-term relationship with consumers (Hapsari et al., 2017). Scholars Kotler & Keller (2012) suggested that perceived value is a gap between the benefits received and the cost sacrificed by the consumers. Previous studies noted that the higher perceived value is the long relationship between consumers and businesses (Clemes et al., 2014). While marketing literature found the importance of perceived value in creating customer loyalty, there is still an inconsistency in the tourism marketing literature regarding the relationship between these constructs, as

some studies did not find a significant direct effect of perceived value on customers (Hussein & Hapsari, 2020; Jin et al., 2015; Moon & Han, 2019).

To address a gap in the literature, this study uses visitor satisfaction to mediate the influence of perceived value on loyalty. Research in tourism marketing has demonstrated that visitor pleasure is a significant factor in customer loyalty (Hussein et al., 2018; Suhartanto et al., 2013). These studies showed that the higher satisfaction, the higher loyalty will be. Moreover, previous research indicates that satisfaction results from perceived value (Hapsari et al., 2017). Visitors who perceive higher value will be more satisfied with the products or services offered. Apart from adding satisfaction as a mediator, this study integrates gender as the moderating variable. Gender is expected to interact with perceived value in affecting loyalty. Previous studies explained that male and female tourist has a different angle in making a decision (Hapsari et al., 2017).

Based on the research issues, this study aims to test the relationship between perceived value, visitor satisfaction, and visitor loyalty in the context of glamping tourism. In addition, this study aims to test the moderating role of gender in the relationship between perceived value and visitor loyalty. Upon completing the research objectives, this study provides theoretical and practical contributions.

Literature Review

Tourist Loyalty

Islam and Rahman (2016) define loyalty as a repeat purchase, a function of the psychological process that results from commitment. Suhartanto et al. (2020) consider consumer loyalty as a consequence of customer value, referring to the likelihood that buyers will repeatedly buy products from a particular supplier and maintain a deep, long-term commitment to that supplier. Andreassen and Lindestad (1998) define customer loyalty as a continuous repurchase or continuous support behaviour for services or products.

According to Jung et al (2021), customer loyalty is the willingness and intention of customers to visit a store in the future and recommend the store to others. Lai (2019) states that customer loyalty is a series of behaviours that systematically support one entity. This can be evaluated behaviourally by understanding repeat purchases and purchase orders. In addition, loyal customers want to make referrals, offer referrals, and provide information by word of mouth. Meanwhile, Hussein et al (2018) define loyalty as a non-random purchase that several decision-making units express from time to time. So, it can be concluded that customer loyalty is a behavioural impulse to make purchases repeatedly.

Perceived Value

Customer Perceived value is significant in determining consumer loyalty's intensity. Andreassen and Lindestad (1998) define perceived value as a measurement made by consumers of the utility of a product based on feelings about what is obtained and the sacrifices made by consumers. Meanwhile, Petrick (2002) states that perceived value describes the relationship between products and customers, namely the customer's understanding of what they want with the products or services offered to meet their needs, compared to the costs incurred.

Tourist Satisfaction

Oliver (2010) defined customer satisfaction as an assessment that the features of a product or service, or the product or service itself, provide (or provide) a level of satisfaction related

to pleasant consumption, including a group of less or more fulfilments. Customer satisfaction or dissatisfaction requires experience when interacting with products or services and is influenced by the product or service's performance. Customers always feel delighted when interacting with products from companies that can provide a level of satisfaction to customers through the products and services produced by the business (Ha & Perks, 2005). When the customer is satisfied, the customer has the potential to build high commitment and loyalty to a brand or company (Anderson & Sullivan, 1993).

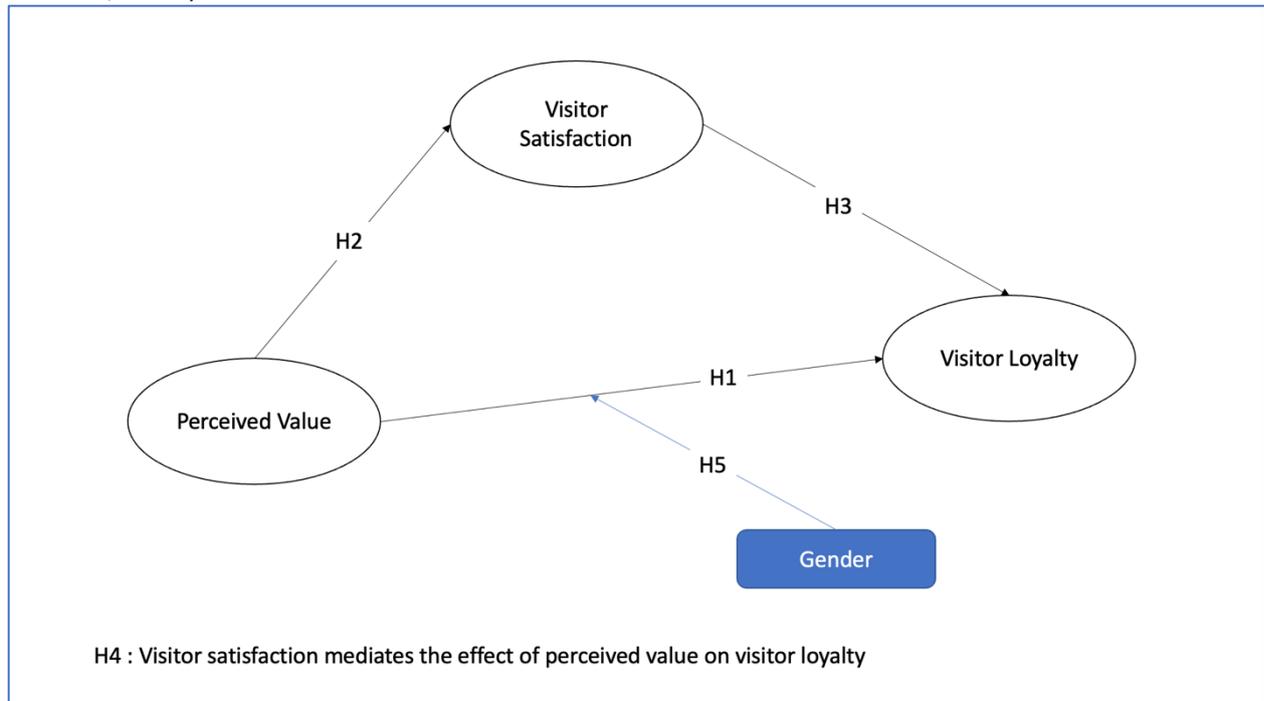


Figure 1: Conceptual Model

Based on the conceptual model, five hypotheses are proposed

H1: Perceived value has a significant direct effect on tourist loyalty

H2: Perceived value has a significant direct effect on visitor satisfaction

H3: Visitor satisfaction has a significant direct effect on visitor loyalty

H4: Visitor satisfaction mediates the impact of perceived value on visitor loyalty

H5: Gender moderates the effect of perceived value on visitor loyalty

Method

Sampling and Data Collection

One hundred and five participants participated in this study. The participants were recruited from several glamping tourism destinations in East Java Province, Indonesia using a convenience sampling method. Based on the demography profiles: 51% are male; 86% are aged between 18 and 40, around 75% have tertiary education, and 65% have an income between IDR 5.000.000 and IDR 10.000.000 per month. The summary of demography profiles might be seen in Table 1.

Table 1
Demography Profiles

Variable	Dimensions	Frequencies	%
Gender	Male	54	51
	Female	51	49
Age	< 20	5	4
	18 – 30	70	67
	31 - 40	20	19
	41 - 50	5	5
	51 - 60	3	3
	>60	2	2
Education	High school	26	25
	Undergraduate	71	68
	Postgraduate	5	5
	doctoral	3	2
Income	< 1.000.000	4	4
	1.000.000 - 5.000.000	24	23
	5.000.000 - 10.000.000	68	65
	10.000.000		
	> 10.000.000	9	13

Questionnaire Development

For this study, the questionnaire was divided into two sections. The first section asked about the demography profiles of the respondent, while the second section asked about the variables investigated. Seven points Likert scale anchored between strongly disagree (1) and strongly agree (7) was used to measure the variables. The indicators used in this study were adapted from several studies. Perceived value was adapted from Hapsari et al. (2017), visitor satisfaction was adapted from Wu and Cheng (2019), and tourist loyalty was adapted from (Suhartanto et al., 2020).

Data Analysis

The Partial Least Squares (PLS) technique with SmartPLS 3,2 was employed in this study. Before testing the proposed hypotheses, both inner model and outer model evaluations were performed to ensure the robustness of the model. This study evaluated convergent validity, discriminant validity and reliability for outer model evaluation. A construct is considered free from convergent validity problems if the outer loading score is above 0.7 and the score of Average Variance Variance Extracted (AVE) is more than 0.5. The fornell-larcker criterion was employed to determine the discriminant validity problem. According to Hair et al. (2014), to be free from discriminant validity problems, the score of the square root of AVE for each construct must be higher than its correlation with other variables. Reliability is determined from the score of composite reliability. For this study, a construct must have composite reliability above 0.7.

For inner model evaluation, this study refers to the score of coefficients of determination (R^2) and the Goodness of Fit (GoF) Index. Esposito Vinzi et al (2010) suggested no cut-off value of

R^2 . It is suggested that the higher the score of R^2 is, the better the model will be. Daryanto et al. (2009) suggest that $GoF = 0.1$ is small, $GoF = 0.25$ is medium, and $GoF = 0.36$ is large.

In testing the hypothesis, this study set alpha at 5% ($t = 1.96$). Kenny and Baron's (1986) mediation approach was used to evaluate the indirect effects. Multi Group Analysis (MGA) was employed to test the moderating effect of gender.

Results

Before testing the proposed hypotheses, both outer model and inner model evaluations were performed. The following sections explained the results of the data analysis.

Outer Model Evaluation

Convergent validity was evaluated through the score of outer loading and AVE. For this study, the score of outer loading varies between 0.725 and 0.894. In addition, the AVE score is between 0.683 and 0.741. Based on these scores, it can be concluded that there are no convergent validity problems detected. There is no model modification needed.

Discriminant validity was tested by Fornell-Larcker's criterion (1981). Based on the estimation, the square root of AVE for each construct is larger than its correlation with other constructs. Thus, there is no discriminant validity problems were found.

For this study, the score of composite reliability fluctuates between 0.873 and 0.934. These scores are above the cut-off value ($CR > 0.7$). Hence, it is believed that all proposed constructs are reliable.

Table 2 summarizes the results of outer model evaluations.

Table 2

Outer Model Evaluation

Construct	Code	Outer Loading	AVE	Composite Reliability	Constructs		
					PV	VS	TL
Perceived Value	PV1	0.776	0.741	0.934	0.861		
	PV2	0.868					
	PV3	0.889					
	PV4	0.869					
	PV5	0.894					
Tourist Satisfaction	TS1	0.866	0.696	0.873	0.793	0.826	
	TS2	0.827					
	TS3	0.810					
Tourist Loyalty	TL1	0.866	0.683	0.895	0.807	0.802	0.834
	TL2	0.725					
	TL3	0.881					
	TL4	0.823					

Inner Model Evaluation

Coefficient determination and GoF Index were employed to test the vigorous structural model. The statistical estimation indicated that the score of R^2 are 0.655 and 0.720. In addition, the GoF Index score is 0.696. Based on this estimation, it can be concluded that the model is robust.

$$\text{GoF} = \sqrt{\text{AVE} \times \overline{R^2}} = 0.696$$

Hypothesis Test

Hypothesis 1 suggested that perceived value has a positive significant effect on tourist loyalty. The estimation indicated that perceived value significantly affected tourist loyalty as suggested by hypothesis 1. Thus, hypothesis 1 is supported. Similar to its effect on tourist loyalty, perceived value was found to have a positive significant effect on tourist satisfaction as suggested by Hypothesis 2. Hypothesis 3 predicted the effect of tourist satisfaction on tourist loyalty. The statistical estimation showed that tourist satisfaction has a positive significant effect on loyalty. Thus Hypothesis 3 is supported. The indirect effect of perceived value on tourist loyalty through tourist satisfaction is suggested by Hypothesis 4. Hence, Hypothesis 4 is supported.

The moderating roles of gender were proposed by Hypothesis 5. Multi-group analysis (MGA) was employed to analyze the data. MGA indicated that the effect of perceived value on tourist loyalty is not different between male and female respondents. Thus Hypothesis 5 is not supported. Table 3 summarizes the results of the data analysis.

Table 3

Summary of Data Analysis

Hypothesis	Path	Coefficient	Remarks
H1	PV → TL	0.418	Supported
H2	PV → TS	0.813	Supported
H3	TS → TL	0.469	Supported
H4	PV → TS → TL	0.381	Supported
H5	PV*G → TL	-0.071	NS

Discussion

Two research objectives were tested in this study. The first objective aims to determine the relationship between perceived value, tourist satisfaction, and tourist loyalty, and the second objective aims to test the moderating effects of gender. The following sections will discuss the results of the data analysis.

This study found that perceived value has a positive significant effect on tourist loyalty. This significant effect means the tourist's perception of the value of visiting a glamping tourist site will affect the intention to revisit and recommend the site to the potential tourist. This significant effect strengthens previous studies that suggested the importance of perceived value in the formation of tourist loyalty (Hapsari, 2018). Apart from its role in affecting loyalty, this study showed that perceived value positively affects tourist satisfaction. The higher the value perceived is, the higher tourist satisfaction will be. This finding implies the body of tourism marketing literature by strengthening the position of perceived value as the determinant of satisfaction (Hussein & Hapsari, 2020).

As the result of perceived value, this study suggested the importance of tourist satisfaction in affecting tourist satisfaction. This study suggested that the higher tourist satisfaction is, the higher tourist loyalty will be. This finding is in line with the study of Pahlevi and Suhartant (2020); Martíne (2015) suggesting the positive significant effect of tourist satisfaction on loyalty. Given that tourist satisfaction is found as the determinant of tourist loyalty and the result of perceived value, this study explained that tourist satisfaction plays an important role in mediating the effect of perceived value on tourist loyalty. This mediating role implies that

perceived value has two significant routes affecting loyalty. The first route is the direct route between perceived value and loyalty, and the second is the indirect route through tourist satisfaction. Thus, the effect of perceived value on tourist loyalty is a combination of direct and indirect effects.

Some tourism studies (Tan & Ooi, 2018) suggested that gender plays an important role in shaping tourism behaviour. This study predicted that perceived value and gender interaction would affect tourist loyalty. However, this study did not find the interaction effect between perceived value and gender in the formation of glamping tourist loyalty. This finding means the impact of perceived value on loyalty is no difference between male and female respondents.

Upon completing these two research objectives, this study contributes to the body of marketing tourism literature. First, this study showed that perceived value is essential in forming glamping tourism satisfaction and loyalty. This finding brings notions that glamping tourist management should be able to create a destination providing more benefits than the cost sacrificed. The higher value perceived by tourists will bring satisfaction, leading to loyalty. The second theoretical contribution about the mediating role of tourist satisfaction in the relationship between perceived value and tourist loyalty. This mediating role suggested that satisfaction does not only provide an effect on loyalty. It also bridges the effect of perceived value on loyalty. From a practical standpoint, this study provided a guideline for glamping tourism destination management to enhance tourist loyalty.

Conclusions

After completing the research objectives, three points can be concluded based on this study. First, this study concludes that perceived value impacts tourist satisfaction and loyalty. Second, this study found that tourist satisfaction mediates the effect of perceived value on tourist loyalty. The last conclusion suggested that the effect of perceived value on tourist loyalty is not different between male and female respondents.

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