

The Effect of Experience Quality, Perceived Value, and Destination Image on Tourist Loyalty with Tourist Satisfaction as a Mediation Variable on Tourists to Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi

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ARTICLE INFO

Keywords: Experience Quality, Perceived Value, Destination Image, Tourist Loyalty, Tourist Satisfaction

Received : 25, June

Revised : 22, July

Accepted: 20, August

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ABSTRACT

This study seeks to investigate the relationship between tourist satisfaction and the following variables: experience quality, perceived value, and destination image as they attract visitors to the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi. "Using a quantitative descriptive methodology, this study surveyed 260 vacationers. Analyzed with the help of SmartPLS 4.0 software, the data was subjected to the Partial Least Squares Structural Equation Modeling analysis. Tourist satisfaction is positively and significantly impacted by three factors: experience quality, perceived value, and destination image. Additionally, there is a positive and statistically significant relationship between experience quality, destination image, and tourist loyalty; however, there is no such relationship between perceived value and tourist loyalty. Furthermore, there is a favorable and statistically significant relationship between tourist satisfaction and loyalty. Experience Quality, Perceived Value, Destination Image, and Tourist Loyalty are all impacted by Tourist Satisfaction, according to the mediation study." The results have important theoretical and practical implications for how the Kinantan Wildlife and Cultural Park (TMSBK) Bukittinggi is managed and developed, especially in terms of increasing visitor happiness and loyalty.

INTRODUCTION

A major paradigm change has occurred in the tourism sector, which used to be hyper-focused on visitor numbers and is now much more concerned with providing memorable experiences that leave a lasting impression and inspire repeat visits. Delivering high-quality experiences, creating superior perceived value, and establishing a positive destination image are now more important than ever in today's competitive tourism market, where physical attractiveness and the number of attractions offered are no longer the only factors determining a destination's success. Because of this change, visitor loyalty is now seen as an important measure of destination management success. Loyalty is shown by both the likelihood that tourists will return to a location and their propensity to positively suggest it to others.

The Expectation Disconfirmation Theory (EDT) provides a theoretical framework for understanding how visitors become loyal. According to EDT, tourists' level of satisfaction is directly related to how well their actual experiences match or exceed their expectations before the trip. When a site meets or exceeds tourists' expectations, it leads to satisfaction, which in turn fosters loyalty. But when things don't live up to expectations, disappointment sets in, and visitors are less likely to return or suggest the location to others. Consequently, the development of visitor enjoyment and loyalty is thought to be heavily influenced by experience quality, perceived value, and destination image.

This phenomenon represents an important issue for Taman Marga Satwa dan Budaya Kinantan (TMSBK) Bukittinggi, one of the leading conservation and cultural tourism destinations in West Sumatra, Indonesia. Despite its unique combination of wildlife conservation, the historical Fort de Kock site, and the iconic Limpapeh Bridge, tourist arrivals during the 2021–2025 period exhibited considerable fluctuations. Although the decline in visitor numbers was partly influenced by external factors such as the COVID-19 pandemic and natural disasters, these factors alone do not fully explain the relatively low level of tourists' revisit intentions. Reviews posted by visitors on various digital platforms reveal dissatisfaction with environmental quality, the cleanliness of animal enclosures, the condition of tourism facilities, the comfort of the destination, and the overall tourism experience. These findings suggest that the challenges faced by TMSBK are not merely associated with external circumstances but are also closely related to the quality of tourists' experiences, the value they perceive during their visits, and the destination image formed through their overall evaluation of the destination.

Prior research has shown that visitors are more likely to be satisfied and loyal to a location if they have a positive impression of the place, its amenities, and the quality of their experience. Previous studies have mostly ignored or studied only one or two of these dimensions in connection to broad tourist locations, or have looked at the interactions between them independently. There is a dearth of research on animal conservation and cultural tourism in developing nations that incorporates all three of these factors into a single model with visitor enjoyment mediating the relationship. It appears that there is a lack of study on

the exact psychological process by which a tourist's experience, perceived value, and image of the location all work together to foster loyalty.

In more ways than one, this research adds to the growing body of literature on the topic of tourist marketing management. To start with, it takes a look at how tourist satisfaction mediates the linkages between experience quality, perceived value, destination image, and tourist loyalty, expanding the application of Expectation Disconfirmation Theory. Additionally, this study offers insights that differ from previous research in more general tourism settings by providing empirical evidence from the specific context of visitors to Bukittinggi's Kinantan Wildlife and Culture Park (TMSBK). This destination offers a unique integration of wildlife conservation, education, history, and culture. Finally, this study adds to the existing literature on tourist behavior in conservation-based tourism sites by proposing a thorough structural model that explains how visitor satisfaction mediates the process of developing tourist loyalty.

Not only will this study add to the growing body of literature on tourist loyalty, but it will also help destination managers improve the quality of their guests' experiences, boost their perceptions of the value they receive, and boost the destination's image all of which are long-term goals for increasing satisfaction and loyalty. In light of the above, the purpose of this research is to analyze the relationship between tourist satisfaction and the following variables: experience quality, perceived value, and destination image as they refer to the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi.

LITERATURE REVIEW

Expectation Disconfirmation Theory (EDT)

A major paradigm change has occurred in the tourism sector, which used to be hyper-focused on visitor numbers and is now much more concerned with providing memorable experiences that leave a lasting impression and inspire repeat visits. Delivering high-quality experiences, creating superior perceived value, and establishing a positive destination image are now more important than ever in today's competitive tourism market, where physical attractiveness and the number of attractions offered are no longer the only factors determining a destination's success. Because of this change, visitor loyalty is now seen as an important measure of destination management success. Loyalty is shown by both the likelihood that tourists will return to a location and their propensity to positively suggest it to others.

The Expectation Disconfirmation Theory (EDT) provides a theoretical framework for understanding how visitors become loyal. According to EDT, tourists' level of satisfaction is directly related to how well their actual experiences match or exceed their expectations before the trip. When a site meets or exceeds tourists' expectations, it leads to satisfaction, which in turn fosters loyalty. But when things don't live up to expectations, disappointment sets in, and visitors are less likely to return or suggest the location to others. Consequently, the development of visitor enjoyment and loyalty is thought to be heavily influenced by experience quality, perceived value, and destination image.

This phenomenon represents an important issue for Taman Marga Satwa dan Budaya Kinantan (TMSBK) Bukittinggi, one of the leading conservation and cultural tourism destinations in West Sumatra, Indonesia. Despite its unique combination of wildlife conservation, the historical Fort de Kock site, and the iconic Limpapeh Bridge, tourist arrivals during the 2021–2025 period exhibited considerable fluctuations. Although the decline in visitor numbers was partly influenced by external factors such as the COVID-19 pandemic and natural disasters, these factors alone do not fully explain the relatively low level of tourists' revisit intentions. Reviews posted by visitors on various digital platforms reveal dissatisfaction with environmental quality, the cleanliness of animal enclosures, the condition of tourism facilities, the comfort of the destination, and the overall tourism experience. These findings suggest that the challenges faced by TMSBK are not merely associated with external circumstances but are also closely related to the quality of tourists' experiences, the value they perceive during their visits, and the destination image formed through their overall evaluation of the destination.

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In more ways than one, this research adds to the growing body of literature on the topic of tourist marketing management. To start with, it takes a look at how tourist satisfaction mediates the linkages between experience quality, perceived value, destination image, and tourist loyalty, expanding the application of Expectation Disconfirmation Theory. Additionally, this study offers insights that differ from previous research in more general tourism settings by providing empirical evidence from the specific context of visitors to Bukittinggi's Kinantan Wildlife and Culture Park (TMSBK). This destination offers a unique integration of wildlife conservation, education, history, and culture. Finally, this study adds to the existing literature on tourist behavior in conservation-based tourism sites by proposing a thorough structural model that explains how visitor satisfaction mediates the process of developing tourist loyalty.

Not only will this study add to the growing body of literature on tourist loyalty, but it will also help destination managers improve the quality of their guests' experiences, boost their perceptions of the value they receive, and boost the destination's image all of which are long-term goals for increasing satisfaction and loyalty. In light of the above, the purpose of this research is to analyze the relationship between tourist satisfaction and the following variables: experience

quality, perceived value, and destination image as they refer to the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi.

Effect of Experience Quality on Tourist Satisfaction

The results of this study show that tourists who visit the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi are more satisfied with their stay if they have a good experience. Tourists report higher levels of satisfaction with a destination's attractions, services, facilities, and general environment if they perceive a high-quality experience overall. These results are in line with what is known as the Expectation Disconfirmation Theory, which states that visitors feel satisfied when their actual experience is better than what they had anticipated. Tourists are more likely to be satisfied with their trip when they have enjoyable and instructive experiences while interacting with nature and the destination's distinctive features (TMSBK). These results are in line with those of other research showing that high-quality experiences boost visitor happiness (Ghorbanzade et al., 2019; Jeong and Kim, 2020). Consequently, in order to keep tourists happy, TMSBK management should work to improve the quality of their stay by adding new attractions, services, and amenities.

H1: Experience Quality has a positive effect on Tourist Satisfaction

Effect of Perceived Value on Tourist Satisfaction

A tourist's perceived value is their total assessment of the return on investment (ROI) from their stay in relation to the time, money, and energy they put into it. Assuming the advantages outweigh the sacrifices, visitors will feel satisfied, according to the Expectation Disconfirmation Theory (EDT). Tourist pleasure is directly proportional to the perceived value. Perceived value significantly and positively affects visitor satisfaction, according to empirical research by Hasan et al. (2020), Jeong and Kim (2020), and Shih et al. (2024). Travelers are more likely to be satisfied with their experiences if they believe that the advantages of their trip exceed the expenses and work involved. Theoretically and empirically, it stands to reason that tourists would be more satisfied with their experience at Taman Marga Satwa dan Budaya Kinantan (TMSBK) Bukittinggi if they sense a high level of value throughout their stay.

H2: Perceived Value has a positive effect on Tourist Satisfaction

Effect of Destination Image on Tourist Satisfaction

Visitor satisfaction at Bukittinggi's Kinantan Wildlife and Cultural Park (TMSBK) is positively and significantly impacted by the destination's image, according to this study's empirical findings. According to the findings, travelers report higher levels of satisfaction after visiting destinations with more positive perceptions of those locations. These results line up with what is known as the Expectation Disconfirmation Theory, which states that visitors are satisfied when their experiences live up to or beyond their expectations. Within the framework of TMSBK, the destination's tourism attractions, animal collections, amenities, and unique Minangkabau cultural milieu contribute to a favorable image of the destination, which in turn increases tourists' enjoyment with their experience. Wang (2025) and Zulfiqar et al. (2024) found that a favorable destination image

affects tourist satisfaction, and our findings are in line with that. As a result, TMSBK administration should keep up the good name of the destination and even improve it by making the attractions, amenities, atmosphere, and professional services better. This would make tourists even happier.

H3: Destination Image has a positive effect on Tourist Satisfaction

Effect of Experience Quality on Tourist Loyalty

This study's empirical results show that tourists' loyalty to Bukittinggi's Kinantan Wildlife and Cultural Park (TMSBK) is positively and significantly impacted by the quality of their experiences there. The findings indicate that tourism loyalty is positively correlated with the quality of the experiences tourists have at a destination's attractions, services, facilities, and general environment. Consistent with the Expectation Disconfirmation Theory, which states that visitors are more likely to return to a place and spread the word about it when their expectations are met or exceeded, these results show that the location is living up to its billing. Within the framework of TMSBK, the destination's recreational, educational, and cultural offerings deepen visitors' emotional connection and cultivate their loyalty. The results are in line with those of other research showing that high-quality experiences increase customer loyalty, such as those of Anggraini and Ridho (2025) and Abror et al. (2023). In order to keep tourists coming back, TMSBK's administration needs to keep making the place better. This includes the attractions, services, and amenities.

H4: Experience Quality has a positive effect on Tourist Loyalty

Effect of Perceived Value on Tourist Loyalty

The term "perceived value" describes how visitors weigh the advantages of a destination against the hardships they endure while there. When visitors have a positive impression of a place, they are more likely to return and even tell their friends about it. Hasan et al. (2020), Dairobi and Anisah (2025), and Shih et al. (2024) are only a few of the empirical research that have shown that perceived value significantly affects tourist loyalty. When tourists feel that their visit is worth more than what they paid for, they are more inclined to stay devoted to the place. Visitors' levels of loyalty toward Kinantan Wildlife and Cultural Park (TMSBK), Bukittinggi, are predicted to be positively correlated with the perceived value they experience throughout their visit, according to the theoretical framework and prior empirical findings.

H5: Perceived Value has a positive effect on Tourist Loyalty

Effect of Destination Image on Tourist Loyalty

Visitor loyalty to Bukittinggi's Kinantan Wildlife and Cultural Park (TMSBK) is positively and significantly impacted by the destination's image, according to this study's findings. These findings indicate that visitors' loyalty, as shown by their intention to return and their willingness to make favorable recommendations, is positively correlated with the destination image they perceive. This research backs up the Expectation Disconfirmation Theory, which states that first impressions matter when planning a vacation, and that visitors are more likely to return to a place if their expectations are met or exceeded.

Travelers will have a stronger connection to TMSBK if they have a favorable impression of the place based on its tourism attractions, amenities, and unique educational and Minangkabau cultural ambiance. Previous research by Wang (2025) and Zulfiqar et al. (2024) confirmed that a pleasant impression of a place influences the loyalty of tourists, and our results are in line with that. As a result, TMSBK administration should keep up the good name of the destination and even improve it by making the attractions, amenities, atmosphere, and professional services better. This would encourage more loyal tourists.

H6: Destination Image has a positive effect on Tourist Loyalty

Effect of Tourist Satisfaction on Tourist Loyalty

This study found that tourists' happiness at Kinantan Wildlife and Culture Park (TMSBK) in Bukittinggi significantly affects their loyalty to the attraction. Based on the fact that visitors are more likely to return and propose the location to others, it may be concluded that a higher level of tourist satisfaction leads to stronger loyalty. The Expectation Disconfirmation Theory, which proposes that visitors develop brand loyalty when their experiences live up to or beyond their expectations, is congruent with these results. Guests are more likely to return to TMSBK for future visits if they have positive experiences there in terms of attractions, amenities, services, leisure, and education. Previous research by Asmelash and Kumar (2020), Iqbal et al. (2023), and Zulfiqar et al. (2024) has also shown that tourist satisfaction increases tourist loyalty, therefore our findings are in line with that. To increase customer happiness and retention, TMSBK administration should work to enhance the park's attractions, services, and amenities.

H7: Tourist Satisfaction has a positive effect on Tourist Loyalty

The Mediating Role of Tourist Satisfaction in the Relationship between Experience Quality and Tourist Loyalty

Study participants were tourists visiting Bukittinggi's Kinantan Wildlife and Cultural Park (TMSBK), and the results showed that satisfaction mediated the connection between experience quality and satisfaction. These results provide more evidence that tourists are more loyal to destinations that provide them with memorable, enjoyable experiences, which in turn encourage them to return and spread the word about how great the place is. This research backs with the Expectation Disconfirmation Theory (Oliver, 1980), which states that visitors are more devoted to a destination if their experiences there are satisfying and live up to their expectations. To promote tourist loyalty within the framework of TMSBK, it is more beneficial to provide high-quality visitor experiences that first create tourist satisfaction. Consistent with other research showing that visitor happiness mediates the connection between experience quality and visitor loyalty, this study's results corroborate those of Ghorbanzade et al. (2019) and Zulfiqar et al. (2024). Hence, in order to increase customer happiness and loyalty, TMSBK management should keep upgrading the quality of its attractions, services, and facilities.

H8: Tourist Satisfaction mediates the relationship between Experience Quality and Tourist Loyalty

The Mediating Role of Tourist Satisfaction in the Relationship between Perceived Value and Tourist Loyalty

Based on the results of this study, tourists' expectations are influenced by their positive impressions of Kinantan Wildlife and Cultural Park (TMSBK) in Bukittinggi. The study found that tourist satisfaction moderates the relationship between perceived value and tourist loyalty. Perceived value does not immediately increase tourist loyalty, according to these results. Rather, it increases pleasure, which in turn builds loyalty via revisit intentions and good word of mouth. According to the Expectation Disconfirmation Theory, which our results corroborate, visitors are more likely to be satisfied and loyal once their expectations are met or exceeded. Perceived value and visitor loyalty are mediated by tourist satisfaction, according to the data. These results are in line with those of earlier research showing that visitor happiness mediates the connection between perceived value and loyalty, as shown in studies by Shih et al. (2024) and Dairobi and Anisah (2025). Hence, in order to increase visitor happiness and loyalty, TMSBK management should work to improve the perceived value of its services, facilities, attractions, and ticket rates.

H9: Tourist Satisfaction mediates the relationship between Perceived Value and Tourist Loyalty

The Mediating Role of Tourist Satisfaction in the Relationship between Destination Image and Tourist Loyalty

This study found that among visitors to the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi, tourist satisfaction moderates the link between destination image and tourist loyalty. This research lends credence to the idea that a favorable perception of a place has a multiplicative effect on visitor loyalty: first, by making visitors happier, which in turn increases their likelihood of returning and spreading the word about their great experience. The results are in line with what is known as the Expectation Disconfirmation Theory. This theory states that when visitors' experiences match or exceed their expectations, it makes them happy and makes them more devoted to the location. Within the framework of TMSBK, visitor happiness acts as a moderating variable, amplifying the impact of the destination's image on visitors' loyalty. These results are in line with those of earlier research showing that visitor happiness mediates the connection between positive perceptions of a place and repeat visits (2024; Wang, 2025). Consequently, in order to increase tourist enjoyment and loyalty, TMSBK management should keep working to improve the destination's image through the enhancement of its attractions, facilities, cleanliness, security, and services.

H10: Tourist Satisfaction mediates the relationship between Destination Image and Tourist Loyalty

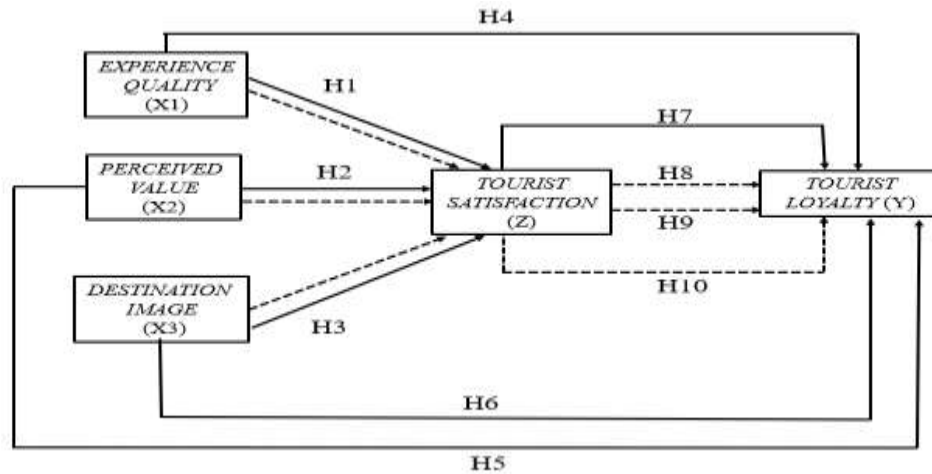


Figure 1. Framework Conceptual

METHODOLOGY

Using a causal research design and a quantitative methodology, this study looks at how tourism pleasure mediated the relationship between experience quality, perceived value, and destination image and customer loyalty. Participating in the research were guests of Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi who had been there during the past six months. All visitors who had been to the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi within the previous six months were considered part of the target demographic. This study's sample was chosen using a purposive sampling technique. It was based on the following criteria: (1) tourists who spent at least 24 hours in Bukittinggi for recreational purposes; (2) tourists who visited the Limpapeh Bridge, Kinantan Zoo, and Fort de Kock, the three main attractions within TMSBK; and (3) tourists who have visited the destination within the last six months. The research had 260 participants in total. The advice of Hair et al. (2020) was used to estimate the sample size. "They recommended a minimum of 10 times the number of study indicators. A minimum of 260 respondents was needed for this study because it included 26 indicators. The study relied on original data gathered from offline surveys that were handed out directly. All measuring items were adopted from relevant prior studies, and the research instrument used a five-point Likert scale. The study instrument's validity and reliability were evaluated in a pilot test with 30 respondents before the main data collecting began." Structural Equation Modeling Partial Least Squares (SEM-PLS), made possible by SmartPLS 4, was used to analyze the data.

RESEARCH RESULT

Table 1. Respondent Profile

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Male	73	28.1
	Female	187	71.9
Age	10-20 years	33	12.7
	21-30 years	53	20.4
	31-40 years	78	30.0

Characteristics	Category	Frequency (n)	Percentage (%)
Education Level	>40 years	96	36.9
	Senior High School (SMA/SMK/MA or equivalent)	77	29.6
	Diploma (D1/D2/D3)	35	13.5
	Bachelor's Degree (S1)/Diploma IV (D4)	105	40.4
	Master's Degree (S2)	43	16.5
	Doctoral Degree (S3)	0	0.0
	Student	41	15.8
Occupation	Civil Servant	65	25.0
	Private-Sector Employee	70	26.9
	Entrepreneur/Business Owner	40	15.4
	Others	44	16.9
	Unemployed/No Income	42	16.2
	< Rp2,000,000	50	19.2
Monthly Income	Rp2,000,000–Rp5,000,000	83	31.9
	Rp5,000,000–Rp8,000,000	58	22.3
	> Rp8,000,000	27	10.4
	Within West Sumatra (excluding Bukittinggi and Agam Regency)	119	45.8
Place of Residence	Outside West Sumatra	141	54.2

Source: Primary data 2026 (Processed)

The demographic data shows that women made up the vast majority of the visitors who took part in this survey (71.9%). Respondents aged 40 and over made up the biggest age group, with 36.9% of the total. Respondents aged 31–40 years old accounted for 30%. A majority of the participants were working in the private sector, and 40.4% had a Bachelor's degree (S1) or Diploma IV (D4). The highest percentage of respondents (31.9%) had a monthly income of between Rp. 2,000,000 and Rp. 5,000,000. Respondents' places of residence revealed that 54.2% were from outside West Sumatra and 45.8% were from inside the region, excluding Bukittinggi and Agam Regency. In order to examine tourists' perceptions of Kinantan Wildlife and Cultural Park (TMSBK), Bukittinggi, this study relies on demographic data. The sample consists mainly of adult tourists with relatively high levels of education, stable employment, and a diverse range of geographical backgrounds.

Convergent Validity

Convergent validity is one of the key criteria used in data analysis with SmartPLS. At the indicator level, this assessment is referred to as indicator reliability or outer loading, which evaluates the extent to which each indicator explains the variance of its corresponding latent construct. By looking at the outer loading values of each indicator on its own concept, we may evaluate convergent

validity. According to Hair et al. (2020), sufficient convergent validity is indicated by an outside loading value of 0.70 or above.

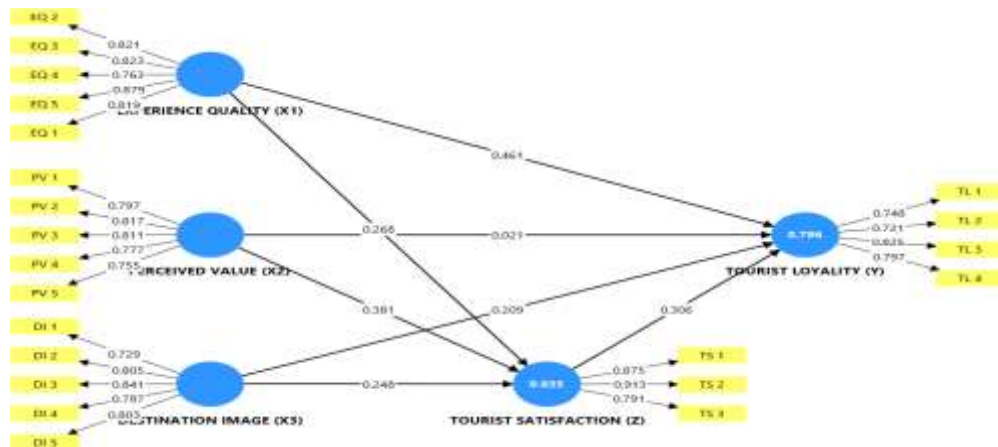


Figure 2. Outer Loading

The convergent validity of all indicators is considered valid or has satisfied the criterion when all variable indicators are equal to or greater than 0.70, as shown in Figure 2 above, which is an outer loading test. Each grain's statement can consistently represent the measured latent constructs, as seen by a high outer loading value; this allows for more accurate instrument study. More model testing can be justified by this.

Reliability Test (Composite Reability)

Table 2. Reliability Test Results

	<i>Cronbach's alpha</i>	<i>Composite reliability (rho_a)</i>	<i>Composite reliability (rho_c)</i>	<i>Average Variance Extracted (AVE)</i>	<i>Description</i>
<i>Experience Quality (X1)</i>	0,880	0,884	0,912	0,675	<i>Reliable</i>
<i>Perceived Value (X2)</i>	0,852	0,862	0,893	0,627	<i>Reliable</i>
<i>Destination Image (X3)</i>	0,855	0,867	0,895	0,630	<i>Reliable</i>
<i>Tourist Loyalty (Y)</i>	0,775	0,778	0,856	0,599	<i>Reliable</i>
<i>Tourist Satisfaction (Z)</i>	0,824	0,827	0,896	0,742	<i>Reliable</i>

Source: Primary data 2026 (Processed)

All constructions have Cronbach's α values according to the test findings. Alpha between 0.775 and 0.880, Composite Reliability between 0.856 and 0.912, and AVE between 0.599 and 0.742. With Cronbach's Alpha and Composite Reliability both greater than 0.70 and AVE both greater than 0.50, all of the marks

meet the specified standards. These findings demonstrate that the measurement model is suitable for use in assessing structural models (inner models) due to its high degree of reliability and validity across all constructs.

R-Square

Table 3. R-squared values

	R-square	R-square adjusted
<i>Tourist Loyalty (Y)</i>	0,796	0,793
<i>Tourist Satisfaction (Z)</i>	0,635	0,631

Source: Primary data 2026 (Processed)

Table 3 displays the assessment findings. The Tourist variable Loyalty has an R^2 of 0.796 and an Adjusted R^2 of 0.793, which means that the model is strong and can explain about 79.6% of the variation in the variable. The model's contribution to explaining the variation is 63.5%, placing it in the moderate category. The tourist variable, satisfaction, has an R^2 value of 0.636 (adjusted R^2 = 0.631).

Hypothesis Testing

Table 4. Hypothesis

Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Remarks
<i>Experience Quality (X1) -> Tourist Satisfaction (Z)</i>	0,239	0,061	3,926	0,000	Accepted
<i>Perceived Value (X2) -> Tourist Satisfaction (Z)</i>	0,387	0,068	5,703	0,000	Accepted
<i>Destination Image (X3) -> Tourist Satisfaction (Z)</i>	0,263	0,065	4,040	0,000	Accepted
<i>Experience Quality (X1) -> Tourist Loyalty (Y)</i>	0,454	0,051	8,975	0,000	Accepted
<i>Perceived Value (X2) -> Tourist Loyalty (Y)</i>	0,012	0,048	0,255	0,799	Rejected
<i>Destination Image (X3) -> Tourist Loyalty (Y)</i>	0,207	0,049	4,197	0,000	Accepted
<i>Tourist Satisfaction (Z) -> Tourist Loyalty (Y)</i>	0,324	0,050	6,529	0,000	Accepted

<i>Experience Quality (X1) -> Tourist Satisfaction (Z) -> Tourist Loyalty (Y)</i>	0,077	0,023	3,384	0,001	Accepted
<i>Perceived Value (X2) -> Tourist Satisfaction (Z) -> Tourist Loyalty (Y)</i>	0,125	0,029	4,326	0,000	Accepted
<i>Destination Image (X3) -> Tourist Satisfaction (Z) -> Tourist Loyalty (Y)</i>	0,085	0,026	3,322	0,001	Accepted

Source: Primary data 2026 (Processed)

The findings of the hypothesis testing showed that there were mostly positive and statistically significant correlations among the variables in the suggested study model. Value Perception, Quality of Experience, and Final Location A positive destination image, high-quality tourist experiences, and the perceived value of a location all have a positive and statistically significant impact on visitor satisfaction. There was also a favorable and statistically significant relationship between tourist loyalty and experience quality, destination image, and tourist satisfaction. Based on these results, it seems that the Kinantan Wildlife and Culture Park (TMSBK) Bukittinggi can increase its visitor loyalty by enhancing the quality of its tourist experiences, its reputation as a destination, and the happiness of its visitors. Nevertheless, there was no discernible correlation between Perceived Value and Tourist Loyalty, suggesting that other psychological mechanisms are necessary for the promotion of loyalty among visitors. But when we looked at the connections between Experience Quality, Perceived Value, Destination Image, and Tourist Loyalty via the lens of Tourist Satisfaction, we saw that it was a strong mediator. These results demonstrate that tourist happiness is the most important factor in determining the degree to which experience quality, perceived value, and destination image impact the formation of tourist loyalty. In general, the results indicate that raising visitors' happiness, rather than their perceived worth, is the most efficient way to increase their loyalty. Thus, in order to cultivate long-term tourist loyalty, destination managers should focus on techniques that increase visitor happiness via providing high-quality tourism experiences, delivering superior value, and building a good image of the location.

DISCUSSION

Tourist satisfaction is positively and significantly impacted by experience quality, perceived value, and destination image, according to this study's findings. "Additionally, it was discovered that Tourist Loyalty was positively and significantly affected by Experience Quality, Destination Image, and Tourist Satisfaction. The results indicate that when visitors have positive impressions of the place, have a good time while they're there, and are satisfied after their stay,

they are more likely to become regular customers. The findings provide credence to the Expectation Disconfirmation Theory (EDT), which states that visitors' assessments of how well their experiences match or surpass their expectations constitute the basis of their happiness." However, there was no substantial direct influence of Perceived Value on Tourist Loyalty. This research shows that fulfilling tourism experiences are necessary for visitors' perceived value to increase, but that value alone is not enough to encourage loyalty. Whether a tourist decides to return to a place or suggest it to others is often based on how satisfied they are there.

In addition, the study shows that the correlations between tourist loyalty, destination image, perceived value, and experience quality are all moderated by tourist satisfaction. All of these results point to the importance of tourists' happiness as the driving force behind their loyalty. Therefore, TMSBK's administration. In order to increase visitor satisfaction and, by extension, sustained loyalty, Bukittinggi should prioritize measures that work to improve the quality of the tourist experience, boost the destination's image, and make tourists feel like they get more for their money.

CONCLUSIONS AND RECOMMENDATIONS

Service quality, destination attachment, e-WOM, confidence in the destination, perceived authenticity, and memorable tourism experiences are other significant factors that may be included in the suggested model of visitor loyalty in future studies. Because this study found that perceived value did not significantly affect tourist loyalty directly, adding these variables should help researchers understand the factors that affect tourists' satisfaction and loyalty more thoroughly. In order to build a more complete model for understanding the establishment of tourist loyalty, future research may look at tourist satisfaction as a mediating variable and compare it with other potential mediators such as destination trust or destination attachment.

It is also suggested that future research expands the scope to include more types of tourist attractions, such as those focused on the environment, culture, the sea, and halal cuisine. To test the reliability and applicability of the suggested study methodology in other contexts and with different types of tourists, comparative studies across regions or locations are welcome. To further understand how visitors' perspectives, happiness, and loyalty evolve throughout the course of their travels, researchers might use mixed-methods and longitudinal techniques. Taking these steps should make the results more applicable to a broader context and help advance ideas on visitor behavior and place loyalty.

ADVANCED RESEARCH

Service quality, destination attachment, e-WOM, destination trust, perceived authenticity, and memorable tourism experiences are some of the important characteristics that should be included in future studies to build a model of visitor loyalty. Due to the fact that this study demonstrates that perceived value cannot directly impact tourists' loyalty, the inclusion of these variables is anticipated to offer a more thorough understanding of the elements

that impact satisfaction and loyalty. To get a more complete picture of how tourist loyalty is formed, it is possible to build tourist pleasure as a mediating variable and then compare it with other mediating factors such as destination trust or destination attachment.

It is also recommended that future research use more diverse research objects, such as natural, cultural, marine, and halal tourism destinations, and conduct comparisons between destinations or regions to test the consistency of the research model across different tourist characteristics. Both longitudinal and mixed approaches are recommended. These methods can also be applied to observe changes in tourist perceptions, satisfaction, and loyalty over time and to gain a deeper understanding of tourist experiences during their visits. Thus, research results are expected to have a higher level of generalizability and enrich the development of theories on tourist behavior and destination loyalty.

ACKNOWLEDGMENT

In closing, the author would like to convey his deepest gratitude to everyone who has helped make this research project a reality, from people to organizations. This research would not have been possible without the academic supervisor's invaluable direction, insightful criticism, and unwavering encouragement. In addition, the author would like to express their gratitude to the administration of Kinantan Wildlife and Cultural Park (TMSBK) Bukittinggi, who both authorized and made it easier to gather data for this study. All respondents who selflessly spent time filling out the research questionnaire also deserve our deepest gratitude. Thanks to the help and funding from these organizations, this study could not have been finished without them. Knowledge in the domains of tourist marketing and destination management stands to benefit greatly from this study's results.

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