

The Influence of Travel Experience, Destination Image on Destination Loyalty Through Perceived Value and Tourist Satisfaction: Evidence from Craft Villages Tourism

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Abstract

This study analyzes the influence of tourists' experience and destination image on perceived value, tourists' satisfaction, and tourists' loyalty to the craft village tourism destination. The PLS-SEM method was applied to test the proposed hypotheses. The study surveyed 236 tourists at two famous craft villages of Hanoi. The results showed that 13/14 hypotheses were supported, specifically as follows: tourists' experience directly impact on destination image. Destination image and tourists's experience directly impact on perceived value, tourists' satisfaction, and loyalty. Perceived value directly impact on tourists' satisfaction and loyalty. Tourists satisfaction directly impact on tourists' loyalty. The research results also support the hypothesis related to the indirect relationship between destination image and loyalty through perceived value and tourist satisfaction. However, the results do not show the indirect relationship between tourists' experience and loyalty through perceived value. Conclusions about the contribution to academic and practice, and the study's limitations are also discussed in this study.

Keywords: Travel experience, Destination images, Perceived value, Tourists' satisfaction, Tourists' loyalty, Craft villages.

Introduction

Craft villages is one of essential tourism type in the development of tourism industry and introducing the customs, and habits to tourists and, at the same time, enriching the system of tourism products. Traditional craft village increasingly attracts tourists and is a trend for tourism development in many countries (Thanh et al., 2020a; Zhang et al., 2018). As an object of tourism resources for cultural exploration, tourists can directly view and participate in the production of typical craft products.

Hanoi currently has 806 craft villages with more than 300 typical traditional craft villages, which have many advantages in tourism development, attracting domestic and foreign tourists to the capital. Bat Trang and Van Phuc are two famous craft villages in Hanoi when welcoming many tourists in a day with activities to visit production sites and buy goods as souvenirs. However, craft village tourism has yet to attract visitors due to many limitations that must be overcome. The products of craft villages still need to be more varied, not fully considering the market's needs, especially the tastes of tourists, which still need to be paid attention (Trang et al., 2011). Handicraft products are not unique and lack

attractiveness in quality and tour design (Thanh et al., 2020). Compared to other destinations, the ratio of visitors to craft villages still needs to be improved. Revenue is still mainly from the sale of handmade products. Tourism spending on additional services is almost nonexistent, mainly because craft villages are production places but still need more exploitation in terms of cultural space.

Studies show that increasing a destination's attractiveness impacts visitor satisfaction and loyalty (Lee et al., 2014). The experience also affects destination image, affecting satisfaction and loyalty (Wu & Li, 2017). Although, such studies on tourist destinations are done quite commonly. However, there need to be more studies on the experience and destination image factor and intermediating of perceived value to tourist loyalty, especially for craft village tourism ((J.-H. Kim, 2018; Moon & Han, 2019). Therefore, this study aims to assess the impact of tourism experience, and destination image, on perceived value, tourists' satisfaction, and tourists' loyalty to craft villages in Hanoi. This study result contributes to tourism marketing managers in improving the destination image and increasing the rate of visitors returning to the destination.

Literature review

Destination image is tourists' beliefs, feelings, and impressions toward a particular destination. Lee et al. (2014) argue that the image of a destination is the impression that is formed in the minds of tourists about the destination, and it is shared with the community in many ways (Jenkins, 2008). Bagchi & Uddin, (2021) argue that Destination image is the impression and feeling of each attribute of the destination and the overall image of the destination. Ghose & Johann, (2018) show that destination image is expressed through some aspects: food and local specialties, natural environment, destination management, destination atmosphere, support resources support, price, and reputation. Vinh (2013) argues that history and traditional products must be considered destination attributes. The effects of the destination's image will bring visitors curiosity, interest, desire, and behavior activities to satisfy that desire of tourists (Hungenberg et al., 2018).

Murphy et al. (2011) describes experience is the total of all experience's tourists have about products during the time of using. Domínguez-Quintero et al. (2020) defined experience as all mental responses to the perceptual, including five-sensory and heart-perceiving experience. Engaging and authentic experiences create personal value for each visitor by stimulating the senses, evoking emotions, and being judged on the customer's expectations (Hungenberg et al., 2018). This study defines the tourism experience as the comprehensive psychological responses of perception and reason in tourism activities (Wu & Li, 2017). Therefore, the author investigates how the relevance of past experiences to tourism activities affects the destination image, perceived service value of customers for craft village tourism and whether it impacts on the tourist satisfaction and loyalty to the craft village tourist destination.

Caber et al., (2020) and Kim & Park, (2017) said that perceived value is a customer overall assessment of the utility of product or service based on the perception after spending. The higher the service cost compared to the cost they spend to use the service, the higher their perceived value of the service, which leads to higher satisfaction (Hungenberg et al., 2018). In addition, according to Wu & Li, (2017), the relationship between tourists' perceived value, satisfaction, and intention to return to a destination has been extensively studied (Damanik &

Yusuf, 2022; Jeong & Kim, 2020; Khuong & Phuong, 2017; Wu & Li, 2017). The results of these studies show that perceived value is the most important indicator in measuring visitor satisfaction and is a direct antecedent of behavioral intention. In addition, research (Thanh et al., 2020) also shows that perceived value can affect the loyalty of tourists indirectly through satisfaction.

Customer satisfaction is comparing what they receive and their expectations for the destination (Saqib, 2019). When the actual experience is compared with the expectations that visitors feel satisfied, then they are satisfied, and after the end of the trip, good memories remain in the hearts of tourists (Eid et al., 2019). Studies show that when tourists feel satisfied, they tend to return to their destination next time. They will also have good propaganda about the destination with relatives, friends, and social networks. (Ghose & Johann, 2018; Kung, 2018; Suhartanto, 2018; Thanh et al., 2020b; Wafi et al., 2017)

Loyalty is an element of a customer's post-purchase behavior, and customer loyalty is expressed through the willingness to recommend the service/product to others and the willingness to continue using the service/product (Book et al., 2019; J.-H. Kim, 2018). Regarding tourism services, the phrase loyalty will be understood as the intention to perform the behavior of tourists ((Stylidis et al., 2020). Accordingly, the behaviors intention exists before the behavior occurs (Moon & Han, 2019). Thus, return intention is the tourist's ability to reuse tourism activities or visit a destination again and is willing to recommend the destination to others (Profile et al., 2020; Suhartanto et al., 2020). The return intention of tourists is an indicator to measure visitor loyalty. From the discussion of the literature, the proposed hypothesis is as follows:

- H1:** Tourist experience has a direct impact on destination image of Craft Villages in Hanoi
- H2:** Tourist experience has a direct impact on perceived value from Craft Villages in Hanoi
- H3:** Destination image has a direct impact on perceived value from Craft Villages in Hanoi
- H4:** Tourist experience has a direct impact on tourist satisfaction with Craft Villages in Hanoi
- H5:** Destination image has a direct impact on tourist satisfaction with Craft Villages in Hanoi
- H6:** Tourist experience has a direct impact on tourist loyalty with Craft Villages in Hanoi
- H7:** Destination image has a direct impact on tourist loyalty with Craft Villages in Hanoi
- H8:** Perceived value has a direct impact on tourist satisfaction with Craft Villages in Hanoi
- H9:** Perceived value has a direct impact on tourist loyalty with Craft Villages in Hanoi
- H10:** Tourist satisfaction has a direct impact on tourist loyalty with Craft Villages in Hanoi

Previous studies show the mediating role of perceived value and satisfaction, such as: Domínguez-Quintero et al (2020) W. Kim & Malek (2017); Nilplub et al. (2016); Suhartanto et al. (2020). In tourism studies, customer satisfaction is often considered as an intermediate variable in the relationship between service quality and loyalty (Suhartanto, 2018). Therefore, the proposed hypothesis is as follows.

- H11:** Tourist experience has an in direct impact on tourist loyalty through perceived value from Craft Villages in Hanoi
- H12:** Destination image has an in direct impact on tourist loyalty through perceived value from Craft Villages in Hanoi
- H13:** Tourist experience has an in direct impact on tourist loyalty through satisfaction with Craft Villages in Hanoi
- H14:** Destination image has an in direct impact on tourist loyalty satisfaction with Craft Villages in Hanoi

Figure 1 shows the framework of this study

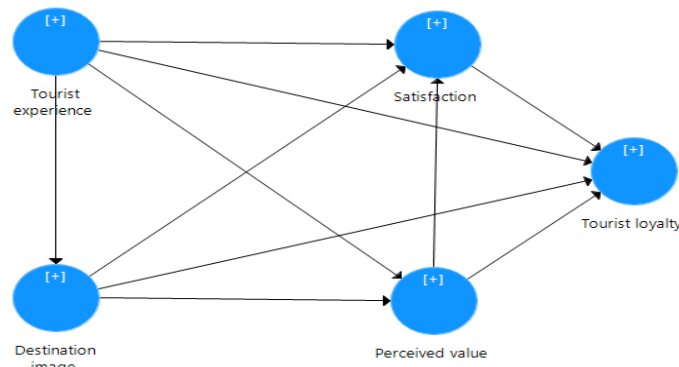


Figure 1. Research framework

Methodology

The study was carried out through 4 steps: Step 1: Initial qualitative research, Step 2: Preliminary quantitative research with a survey sample conducted with 40 visitors at Van Phuc village to clarify the items (Cronbach alpha is: Visitors' experience: 8.3; Destination image: 8.2; Perceived value: 8.5; Satisfaction: 8.8 and loyalty: 7.8, Step 3: Formal quantitative research, Step 4: Additional qualitative research. Table 1 describes the observed variables and their source.

Table 1. Variables and source

Variable	Observation variables	Code	Sources
Experience	Experience with cultural events	EX1*	Developed by author
	Experience related to craft village tourism	EX2	
	Experience related to manufacturing handicraft products in craft villages	EX3	
	Experience with natural landscapes in rural villages	EXP4	
	Experience with local specialties	EX5	
Destination image	The reputation of craft villages	DI1	Developed by author
	History of craft villages	DI2	
	Traditional of craft villages' product	DI3	
Perceived value	Receive values that exceed expectations. The experience at the craft village is great compared to the costs	PER2	(Wu & Li, 2017)
	This craft village experience is more valuable than my previous trips to other locations	PER3	
Tourist satisfaction	This is one of the best craft village I have visited	SAT1	Domínguez-Quintero et al., (2020)
	Overall, I am pleased with my decision to visit the craft village	SAT2	
	My overall satisfaction towards visiting this craft village	SAT3	
Tourist loyalty	I will choose this travel destination again in the future	LOY1	Suhartanto et al. (2020)
	I will recommend the destination to friends and family	LOY2	
	I will recommend the destination through social media	LOY3	

* Removed item

The Partial least square structure equation modelling is applied to test the hypothesis. Henseler et al., (2012) address that the PLS-SEM model is evaluated through measurement and structural models. Firstly, the indexes of loading factors, cronbach's alpha, CR and AVE are used to indicate the measurement. Secondly, this study evaluates the structure with confirmation of VIF values, influence (f^2), out-of-sample predictive power rating coefficient (Q^2) and explanatory coefficient of independent variables on a dependent variable (R^2).

Result analysis

4.1 Demographic survey results of tourists

Table 2 shows that by gender, 152 tourists are male, accounting for 64.4%, and female, accounting for 35.6%. The number of tourists under the age of 25 accounts for 15.3%, from 26-45 accounts for 42.8%, from 46-60 accounts for 32.2%, and the number of tourists over 60 years old accounts for 9.7%. Meanwhile, for the occupation of tourists, only 6.4% are businessmen, students account for 17.8%, the number of visitors is office workers, and workers account for 43.6%. The remaining occupations, such as teacher, doctor, or pensioner, account for only 32.2%. As for the educational level of tourists, the number of tourists with a high school degree or below accounted for 15.7%, and university accounted for 72.0%, while graduate degrees accounted for 12.3%. Regarding the number of visits to craft village tourist sites, the survey results show that the number of visitors visiting for the second time or more only accounted for 35.6%.

Table 2. *Tourist demographics*

Characteristics		Frequency	Percentage
Gender	Male	152	64.4
	Female	84	35.6
Age	<25-year-old	36	15.3
	26 - 45 -year-old	101	42.8
	45 - 60 -year-old	76	32.2
	> 60 -year-old	23	9.7
Career	Business	15	6.4
	student	42	17.8
	Staff offices	103	43.6
	Other	76	32.2
Education	High school	37	15.7
	Bachelor	170	72.0
	Master or doctor	29	12.3
Visiting frequency	First - timers	84	35.6
	Repeat victors	152	64.4
Total		236	100.0

4.2 Evaluation of measurement model

The measurement model of five factors with 17 items was tested. In the first loading, the result indicates that item EX1, "Experience with cultural events," has a loading result smaller than .7 and removed from the construct. Table 3 shows the second running result.

Table 3. *Measurement model indexes*

Variables	Indicators	Loading	Cronbach's Alpha	CR.	AVE
Tourist experience	EX2	0.852	0.886	0.921	0.746
	EX3	0.907			
	EX4	0.891			
	EX5	0.802			
Destination image	DI1	0.913	0.876	0.923	0.801
	DI2	0.889			
	DI3	0.883			
Perceived value	PE1	0.884	0.882	0.927	0.809
	PE2	0.925			
	PE3	0.889			
Satisfaction	SAT1	0.878	0.852	0.910	0.771
	SAT2	0.882			
	SAT3	0.875			
Loyalty	LOY1	0.703	0.783	0.873	0.699
	LOY2	0.901			
	LOY3	0.890			

Table 3 shows that all scales' load coefficients are > 0.7 , Cronbach's alpha > 0.7 , and CR values are > 0.7 , indicating reliability and consistency of structure. In addition, the AVE value of the element is > 0.5 , indicating the measure's validity of five, as Henseler et al. (2012) suggested.

Table 4 shows the Fornell – Larcker analysis results; accordingly, the square root of AVE was higher than its correlation values with another factor.

Table 4. *Fornell – Larcker discriminant validity*

	Destination image	Perceived value	Satisfaction	Tourist experience	Tourist loyalty
Destination image	0.895				
Perceived value	0.581	0.899			
Satisfaction	0.572	0.600	0.878		
Tourist experience	0.536	0.607	0.621	0.864	
Tourist loyalty	0.541	0.558	0.607	0.576	0.836

4.3 Structural model evaluation

This study firstly examines the collinearity issues. Table 5 shows that all VIF value are less than 3, indicating non - autocorrelation problems (Hair Jr et al., 2021).

Table 5. Collinearity and predictive capability

	R ² Adjusted	Q ²	Destination image		Perceived value		Satisfaction		Loyalty	
			f ²	VIF	f ²	VIF	f ²	VIF	f ²	VIF
			Tourist experience			0.40	1.00	0.22	1.40	0.13
Destination image	0.285	0.218			0.17	1.40	0.07	1.64	0.03	1.76
Perceived value	0.455	0.368				1.62	0.07	1.85	0.02	1.98
Satisfaction	0.494	0.370							0.07	2.00
Loyalty	0.466	0.319								

Table 5 show that the explanation model with 28.5% of the variance in Destination image, 45.5% in Perceived value, 49.4% in tourists' Satisfaction and 46.6% in tourists' Loyalty towards a craft village destination, indicating a moderate predictive accuracy (Hair Jr et al., 2021). The second one was evaluated based on the structural model influenced (f^2); the results show that all links have a relative degree of influence with $f^2 > 0.02$, indicating a reasonable effect size. The last one was the predictive relevance testing of Q^2 , the results show that all relationship have $Q^2 > 0$, showing the predictive model (Chin et al., 2020).

Evaluation of direct effect

Table 6. The results of direct effect

	Hypothesis	Path coefficient	T Statistics (O/STDEV)	P Values
H1	Tourist experience -> Destination image	0.536	8.971	0.000
H2	Tourist experience -> Perceived value	0.414	5.648	0.000
H3	Destination image -> Perceived value	0.359	5.452	0.000
H4	Tourist experience -> Satisfaction	0.335	4.389	0.000
H5	Destination image -> Satisfaction	0.245	2.892	0.004
H6	Tourist experience -> Tourist loyalty	0.213	2.555	0.011
H7	Destination image -> Tourist loyalty	0.175	2.563	0.010
H8	Perceived value -> Satisfaction	0.254	2.894	0.004
H9	Perceived value -> Tourist loyalty	0.160	2.034	0.042
H10	Satisfaction -> Tourist loyalty	0.279	3.537	0.000

Table 6 shows that ten hypotheses are supported at t-value > 1.96 and $P < 0.05$. Tourist experience have a significant impact on the constructs proposed in the model, including Destination image ($\beta = 0.536$, $t = 8.971$, $P < 0.05$), Perceived value ($\beta = 0.414$, $t = 5.648$, $P < 0.05$), Satisfaction ($\beta = 0.335$, $t = 4.389$, $P < 0.05$) and loyalty ($\beta = 0.213$, $t = 2.555$, $P < 0.05$). The Destination image also have a significant impact on the constructs proposed in the model, including Perceived value ($\beta = 0.359$, $t = 5.452$, $P < 0.05$), Satisfaction ($\beta = 0.245$, $t = 2.892$, $P < 0.05$) and Tourist loyalty ($\beta = 0.175$, $t = 2.563$, $p < 0.05$). Besides, a direct impact of Perceived value on tourist's satisfaction ($\beta = 0.254$, $t = 2.894$, $P < 0.05$) and tourist's loyalty ($\beta = 0.160$, $t = 2.034$, $P < 0.05$) with a craft village destination was supported. The result also indicated the impact of tourists' satisfaction on loyalty that ($\beta = 0.279$, $t = 3.537$, $P < 0.05$).

Evaluation of indirect effect

The study also tests the intermediate of tourists's satisfaction and perceived value, Zhao et al. (2010) proposed method was applied.

Table 7. The results indirect effect

Hypothesis	Path coefficient	t-value	p-values	97.5% Confidence Intervals	
				Lower	Upper
H1 1 Tourist experience -> Perceived value -> Tourist loyalty	0.066	1.838	0.066	0.003	0.142
H1 2 Destination image -> Perceived value -> Tourist loyalty	0.057	1.981	0.048	0.002	0.113
H1 3 Tourist experience -> Satisfaction -> Tourist loyalty	0.093	2.808	0.005	0.035	0.164
H1 4 Destination image -> Satisfaction -> Tourist loyalty	0.068	2.142	0.032	0.015	0.140

Table 7 shows four indirect paths of Tourists' experience and Destination image to tourists' loyalty. The result indicated that the indirect path of tourist experience and loyalty through the perceived value is not supported with $P > 0.05$. However, the result shows perceived value's mediated the impact of tourists experience and tourists loyalty at $P < 0.05$. With the $P < 0.05$, the findings also indicate that tourists' satisfaction fully mediated the causal paths between tourist experience, destination image, and tourist loyalty in this study.

Figure 2 show the PLS-SEM result of this study.

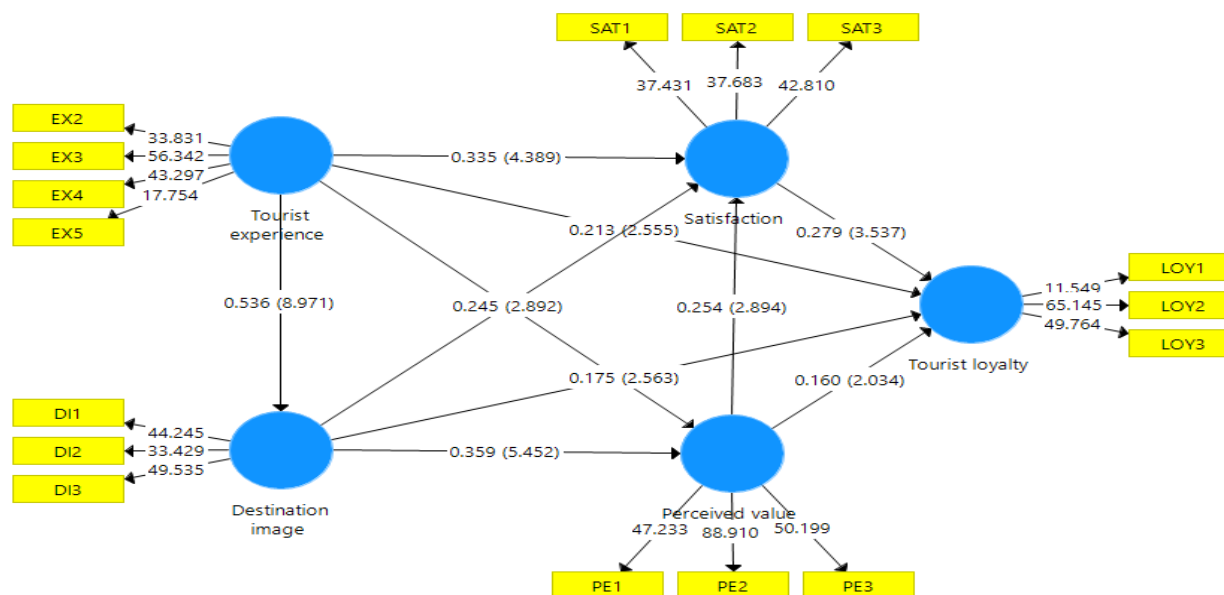


Figure 2. PLS-SEM result

Discussion

These results are similar to previous studies that show a link between visitor experience and destination image (Chen et al., 2021; J.-H. Kim, 2018; Moon & Han, 2019). However, in the study of Moon and Han (2019), the destination image is considered intermediate variable.

The study also shows a direct impact of experience on tourists' perceived value, satisfaction, and loyalty. This result indicates the studies of Caber et al. (2020); Hungenberg et al. (2018); K.-H. Kim & Park (2017); Wu & Li (2017). This study shows a strong association between destination image and perceived value, satisfaction, experience, and loyalty. These results are important for tourism marketers in promoting the destination's image. The studies of Su et al., (2020), and Jeong & Kim, (2020) also show the influence of destination image on tourists' loyalty to the destination. The link between tourist satisfaction and loyalty to craft village destinations in Hanoi is also supported. This result shows similarities with many previous studies, especially research on heritage and cultural destinations (Suhartanto, 2018). Besides, the fact that the experience and image of the destination indirectly influence the loyalty of tourists through the mediating variable satisfaction is also considered an interesting finding in this study. Although there is no indirect relationship between experience - perceived value - loyalty, this study also shows perceived value as the intermediate variable of the link destination image and tourists' loyalty.

Conclusion

The objective of this study is to investigate the impact of tourists' experience, destination image, on tourists' satisfaction and loyalty toward craft village tourism. A survey was conducted with 236 tourist at Bat Trang Ceramic Village and Van Phuc Silk Village in Ha Noi. By applying the PLS-SEM method, the analysis results indicated that 13/14 supported hypotheses include: The direct impact of tourist experience and destination image on perceived value, tourist satisfaction, and tourist loyalty; the direct relationship between destination image and perceived value, satisfaction, and tourist loyalty; the direct impact of perceived value on tourist satisfaction and tourist loyalty; the direct impact of tourist's satisfaction on tourist loyalty. The research result also indicated the indirect relationships between tourist experience and destination image with loyalty through satisfaction; the indirect relationship between destination image and loyalty through perceived value. However, the result did not show the indirect impact of tourist experience on tourist loyalty through perceived value.

Although research on loyalty and the relationship between factors leading to tourist loyalty has been done a lot in the research, these studies in cultural tourism, especially craft village tourism, still need to be completed. This study has demonstrated the positive relationship between tourism experience, destination image, value perception, satisfaction, and loyalty towards the craft village tourism destination. Besides, by affirming the mediating role of tourists' satisfaction and perceived value in tourism marketing research, it is also considered a discovery and contribution to the theoretical aspect of this study.

From the managers' perspective, tourism marketing managers, especially traditional craft village tourism, enhance the destination's image through the mass media, significantly impacting the perceived value acceptance and customer satisfaction. Besides, perceived value shows its intermediary role with customer loyalty, which requires craft villages to pay more attention to service quality. Professional human resources for tourism in craft villages still need to be improved and more vital, almost unnoticed from all levels; the craft villages themselves need the skills to exploit tourism and craft village products. , rich but low competitiveness, and few products with national and international brands. The past craft village tourism was primarily spontaneous so that the efficiency could be higher, and it has yet to spread far and wide. Products could be more varied and suitable for the market's needs. The association and synergy between businesses, producers, and managers have yet to become a unified block to

promote the craft village's great potential and the strength of tourism. Hanoi needs appropriate guidelines, mechanisms, and policies to develop craft village tourism.

Although the study has made certain contributions in terms of academic and practical management to craft village tourism, some research limitations need to be overcome so that future research can be done. Further studies can overcome these limitations and find new research variables to test or use other research methods to clarify the results of this study. More complete include: The study only surveyed two craft villages in Hanoi while other craft villages should also be surveyed; attributes of tourism experience have yet to be specifically focused on tourism activities of a craft village.

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