

The Role of Tourism Destination Attributes in Enhancing Tourist Loyalty Through Service Quality Experience at Tanjung Setia Beach Tourism Area, Pesisir Barat Regency, Lampung

Rangga Syatria¹, Yuniarti Fihartini², Dorothy Rouly H. Pandjaitan³

^{1,2,3} Faculty of Economics and Business, University of Lampung, Indonesia

corresponding author: syatriarangga@gmail.com

Abstract

This study examines the role of tourism destination attributes in enhancing tourist loyalty through service quality experience at Tanjung Setia Beach Tourism Area, Pesisir Barat Regency. Recognized as one of the world's top surfing destinations, Tanjung Setia Beach faces challenges in accessibility and supporting facilities. A quantitative survey was conducted with 430 respondents, including domestic (76.74%) and international (23.26%) tourists who had visited the beach at least twice. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with Smart PLS 4.0. The results show that destination attributes significantly influence both service quality experience (QSE) and tourist loyalty, with service quality experience mediating the relationship between destination attributes and loyalty. These findings indicate that effective management of attractions, accessibility, facilities, activities, and supporting services enhances tourist experience and fosters loyalty. Practically, this highlights the importance of improving infrastructure, diversifying activities, and enhancing service quality to maximize satisfaction. The study also contributes theoretically by reinforcing an integrative model linking destination attributes, service quality experience, and tourist loyalty, offering insights for sustainable tourism development at Tanjung Setia Beach.

Keywords: Tourism Destination Attributes, Quality of Service Experience, Tourist Loyalty.

INTRODUCTION

In the context of modern tourism, service quality is no longer measured solely by the availability of facilities or speed of service but by the extent to which a destination can create memorable emotional experiences for tourists. Modern consumers increasingly



seek not just products or services but unique, meaningful, and emotionally engaging experiences. This shift has prompted various industries, including tourism, to adapt and provide more immersive experiences for their customers (Pine & Gilmore, 2011).

Tourism is one of the leading sectors in implementing the experience economy. Tourist experiences play a central role in determining satisfaction and loyalty, as visitors seek authentic and memorable encounters involving local culture, traditions, and natural beauty that cannot be found in daily life (Sternberg, 1997). In Indonesia, tourism is a key economic pillar and a major contributor to national foreign exchange. According to the Organisation for Economic Co-operation and Development Tourism Trends and Policies (2024), tourism contributed approximately 5.1% to Indonesia's GDP in 2024, reflecting the sector's substantial economic impact through domestic and international visits, investment, and government support for infrastructure and promotion.

Among Indonesia's regions, Lampung Province has emerged as a significant contributor to national tourism, particularly through marine tourism. Destinations such as Teluk Kiluan, Pulau Pahawang, Pulau Sebesi, and Pantai Tanjung Setia attract domestic and international tourists, with the latter gaining global recognition as a premier surfing destination due to its high waves and annual World Surf League (WSL) Krui Pro competition. Despite its potential, challenges remain regarding accessibility and supporting facilities, which can limit tourist satisfaction and length of stay.

Tourist destinations are composed of a mix of products, services, and experiences, and their attributes such as attractions, accessibility, amenities, activities, and ancillary services significantly influence tourist perceptions, satisfaction, and loyalty (Buhalis, 1999; Chi & Qu, 2008; Moon & Han, 2018). While previous studies have examined the relationships between destination attributes, service quality experiences, and loyalty, research focusing specifically on beach tourism destinations, particularly surfing destinations like Pantai Tanjung Setia, remains limited.

Given this context, the present study aims to examine the role of destination attributes in enhancing tourist loyalty through service quality experiences at Pantai Tanjung Setia, Pesisir Barat Regency. This research is expected to provide both academic insights into the mechanisms linking destination attributes, tourist experiences, and loyalty, as well as practical recommendations for destination managers and local authorities to improve service quality, optimize facilities, and strengthen tourist retention strategies.

Objectives

This study aims to achieve several objectives. First, it seeks to examine the effect of destination attributes on Service Quality Experience in the Tanjung Setia Beach Tourism Area, Pesisir Barat Regency. Second, the study aims to investigate the influence



of destination attributes on tourist loyalty within the same tourism area. Third, it intends to assess the impact of Service Quality Experience on tourist loyalty at Tanjung Setia Beach. Finally, the research explores the mediating role of Service Quality Experience in the relationship between destination attributes and tourist loyalty. By addressing these objectives, the study aspires to provide a comprehensive understanding of how various elements of a tourism destination contribute to enhancing the overall experience and loyalty of tourists, offering both theoretical insights and practical implications for destination management.

Literature Review

Tourism refers to traveling outside one's usual environment for leisure, business, or other purposes (WTO, 2019; Yoeti, 2008). Tourists are temporary visitors staying at least 24 hours in a destination, while shorter visits classify as excursionists (Suwantoro, 2001; Theobald, 2005). Tourism marketing involves strategies to attract and retain visitors by providing experiences that meet their expectations (Kotler et al., 2022; Soekadijo, 1997). The Marketing Mix, initially 4Ps (Product, Price, Place, Promotion) and now expanded to 7Ps with People, Process, and Physical Evidence, is widely applied in tourism management (Morrison, 2023).

Consumer behavior examines how individuals or groups choose, purchase, use, and dispose of goods, services, or experiences to satisfy needs (Hawkins, 2016; Kotler et al., 2019). It involves exchanges where perceived satisfaction influences future purchase intentions (Olson, 2012). Consumers decide what, when, where, how, and from whom to acquire products, reflecting both psychological and behavioral processes (Walters, 1974 in Shakarova, 2020).

A tourist destination is a place offering integrated experiences through its natural, cultural, and service components (Buhalis, 1999; Jani, Jang, & Hwang, 2009). Key attributes include attractions, accessibility, amenities, activities, and ancillary services, which influence visitor satisfaction and loyalty (Crouch, 2007; Buhalis, 1999). Attractions include natural and cultural resources, events, and heritage; accessibility involves transport and connectivity; amenities cover accommodation, dining, and supporting facilities; activities refer to recreational and cultural experiences; and ancillary services include health, banking, and security. Positive attributes enhance the destination's image and encourage repeat visits (Chahal & Devi, 2015).

QSE reflects tourists' perceptions of the overall experience, including emotional, psychological, and service dimensions (Schlesinger et al., 2020). It includes hedonics (enjoyment and memorable experiences), peace of mind (comfort, safety, and privacy), involvement (active participation and control), and recognition (feeling valued by service



providers and locals). High QSE positively affects satisfaction and loyalty by enhancing enjoyment, engagement, and emotional connection.

Destination loyalty refers to tourists' willingness to revisit a destination and recommend it to others (Song et al., 2013; Schlesinger et al., 2020). It can be measured behaviorally (actual repeat visits) and attitudinally (intentions to revisit or recommend), or using a composite approach combining both. Loyalty is influenced by satisfaction, perceived value, and destination image, with revisit intention and word-of-mouth recommendation as key indicators.

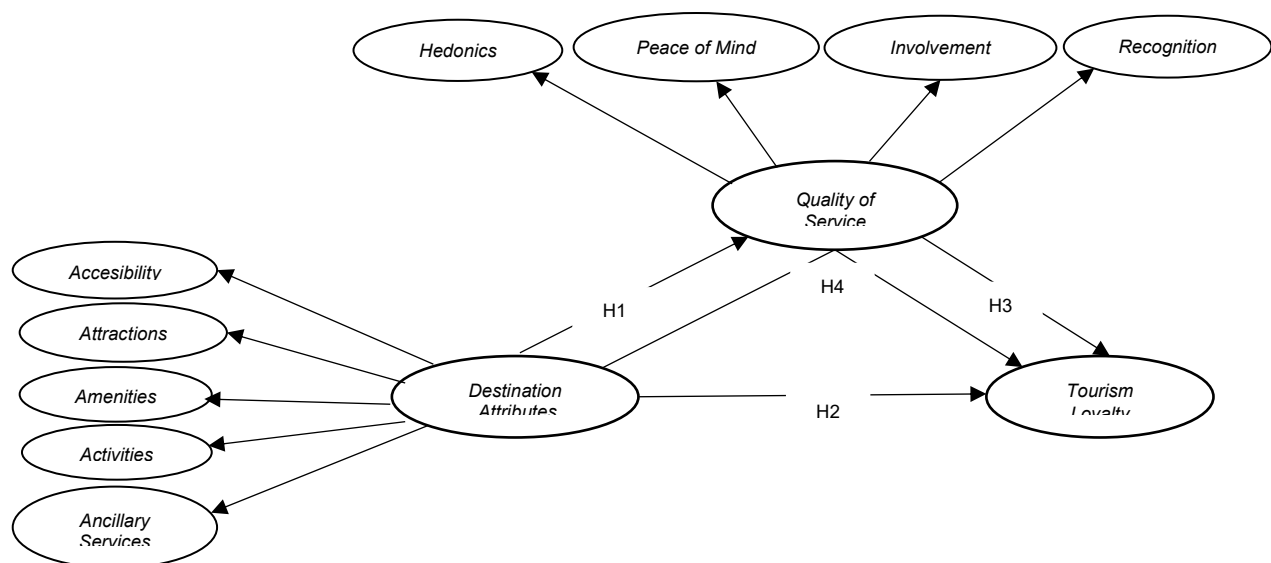


Figure 1. Research Framework Model (Source: Schlesinger et al., 2020)

RESEARCH METHODOLOGY

This study used a quantitative, causal, and cross-sectional design to examine cause-and-effect relationships among variables (Hair et al., 2022). Primary data were collected from domestic and international tourists who had visited Tanjung Setia Beach at least twice using structured questionnaires, while secondary data came from journals, websites, and prior studies (Malhotra, 2010). The population consisted of 148,552 tourists in Pesisir Barat Regency in 2024, with a purposive sample of 430 respondents (330 domestic, 100 international) aged 17 and above. Data were gathered via online surveys (Google Forms, social media) and offline surveys (tourism groups, guesthouses, information centers).

Descriptive statistics summarized respondent characteristics, and Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for main analysis. The measurement model was evaluated using outer loadings, AVE, composite reliability, and

Cronbach's alpha, while the structural model was assessed via path coefficients (β), t-values, R^2 , predictive relevance (Q^2), effect size (f^2), and SRMR for model fit. Hypotheses were tested at a 5% significance level, with t-values ≥ 1.96 indicating support for the alternative hypothesis (Ghozali, 2016).

RESULTS

Convergent validity measures the extent to which indicators represent their latent constructs. Indicators are considered valid if their outer loading ≥ 0.70 and Average Variance Extracted (AVE) ≥ 0.50 (Hair et al., 2021).

Table 1. Convergent Validity Results

Indicator	Outer Loading	Average Variance Extracted (AVE)
Atc1 $\leftarrow$ Attractions	0.809	0.681
Atc2 $\leftarrow$ Attractions	0.831	
Atc3 $\leftarrow$ Attractions	0.817	
Atc4 $\leftarrow$ Attractions	0.845	
Acc1 $\leftarrow$ Accessibility	0.822	0.666
Acc2 $\leftarrow$ Accessibility	0.824	
Acc3 $\leftarrow$ Accessibility	0.809	
Acc4 $\leftarrow$ Accessibility	0.808	
Am1 $\leftarrow$ Amenities	0.789	0.652
Am2 $\leftarrow$ Amenities	0.802	
Am3 $\leftarrow$ Amenities	0.811	
Am4 $\leftarrow$ Amenities	0.829	
Am5 $\leftarrow$ Amenities	0.816	
Am6 $\leftarrow$ Amenities	0.798	
Act1 $\leftarrow$ Activities	0.817	0.670
Act2 $\leftarrow$ Activities	0.810	
Act3 $\leftarrow$ Activities	0.812	
Act4 $\leftarrow$ Activities	0.836	
As1 $\leftarrow$ Ancillary Service	0.814	0.661
As2 $\leftarrow$ Ancillary Service	0.812	
As3 $\leftarrow$ Ancillary Service	0.825	
As4 $\leftarrow$ Ancillary Service	0.800	
H1 $\leftarrow$ Hedonic	0.783	0.634
H2 $\leftarrow$ Hedonic	0.790	
H3 $\leftarrow$ Hedonic	0.817	
H4 $\leftarrow$ Hedonic	0.787	
H5 $\leftarrow$ Hedonic	0.789	
H6 $\leftarrow$ Hedonic	0.809	
H7 $\leftarrow$ Hedonic	0.801	
PM1 $\leftarrow$ Peace of Mind	0.811	0.666

Indicator	Outer Loading	Average Variance Extracted (AVE)
PM2 ← <i>Peace of Mind</i>	0.803	
PM3 ← <i>Peace of Mind</i>	0.810	
PM4 ← <i>Peace of Mind</i>	0.841	
In1 ← <i>Involvement</i>	0.815	0.667
In2 ← <i>Involvement</i>	0.809	
In3 ← <i>Involvement</i>	0.813	
In4 ← <i>Involvement</i>	0.830	
Rec1 ← <i>Recognition</i>	0.892	0.788
Rec2 ← <i>Recognition</i>	0.883	
Ly1 ← <i>Loyalty</i>	0.848	0.692
Ly2 ← <i>Loyalty</i>	0.824	
Ly3 ← <i>Loyalty</i>	0.830	
Ly4 ← <i>Loyalty</i>	0.824	

Source: SmartPLS 4.0.9.9 Output Processed (2025)

All indicators have outer loadings above 0.70, and AVE values are above 0.50, indicating that each indicator is valid for measuring its latent variable.

Table 2. Reliability Results

Construct	Cronbach's Alpha	Composite Reliability	Dec
Destination Attributes	0.966	0.967	Reliable
QSE	0.957	0.957	Reliable
Tourist Loyalty	0.851	0.852	Reliable

Source: SmartPLS 4.0.9.9 Output Processed (2025)

Reliability was assessed using Cronbach's alpha and composite reliability (CR). Table 2 shows all constructs exceed the threshold of 0.70, confirming reliability.

Table 3. Results of the Coefficient of Determination (R^2) Test

Dependent Variable	R-square	R-square adjusted
QSE	0.608	0.608
Tourist Loyalty	0.591	0.589

Source: SmartPLS 4.0.9.9 Output Processed (2025)

R^2 values indicate moderate explanatory power: QSE = 0.608, Tourist Loyalty = 0.591.

Table 4. Predictive relevance (Q^2) Results

Construct	SSO	SSE	$Q^2 (= 1 - SSE/SSO)$
Destination Attributes	2150.000	2150.000	0.000
QSE	1720.000	1029.877	0.401

Tourist Loyalty	1720.000	822.604	0.522
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Source: SmartPLS 4.0.9.9 Output Processed (2025)

Predictive relevance (Q^2) shows good model prediction: QSE = 0.401, Tourist Loyalty = 0.522.

Table 5. Effect sizes (f^2) Results

Relationship	f-square
Destination Attributes -> QSE	1.554
Destination Attributes -> Tourist Loyalty	0.151
QSE -> Tourist Loyalty	0.167

Source: SmartPLS 4.0.9.9 Output Processed (2025)

The f-square value shows a large effect of Destination Attributes on QSE (1.554) and medium effects on Tourist Loyalty from Destination Attributes (0.151) and QSE (0.167).

Table 6. Model Fit (SRMR) Results

	Saturated Model	Estimated model
SRMR	0.056	0.056

Source: SmartPLS 4.0.9.9 Output Processed (2025)

The resulting model demonstrates a good fit with the empirical data, as indicated by an SRMR value of $0.056 < 0.10$.

Table 7. Hypothesis Results

Hypothesis	Path Coefficient	T statistics (O/STDEV)	P values	Dec
Destination Attributes → Service Quality Experience (H1)	0.780	35.466	0.000	Accepted
Destination Attributes → Tourist Loyalty (H2)	0.397	7.083	0.000	Accepted
Service Quality Experience → Tourist Loyalty (H3)	0.418	7.440	0.000	Accepted
Destination Attributes → Service Quality Experience → Tourist Loyalty (H4)	0.326	7.009	0.000	Accepted

Source: SmartPLS 4.0.9.9 Output Processed (2025)

The analysis results indicate that all the paths between constructs have positive and significant coefficients ($p\text{-value} < 0.05$; $t\text{-statistics} > 1.96$), meaning that all proposed hypotheses are supported.

The bootstrapping analysis results illustrating the relationships between variables in the research model.

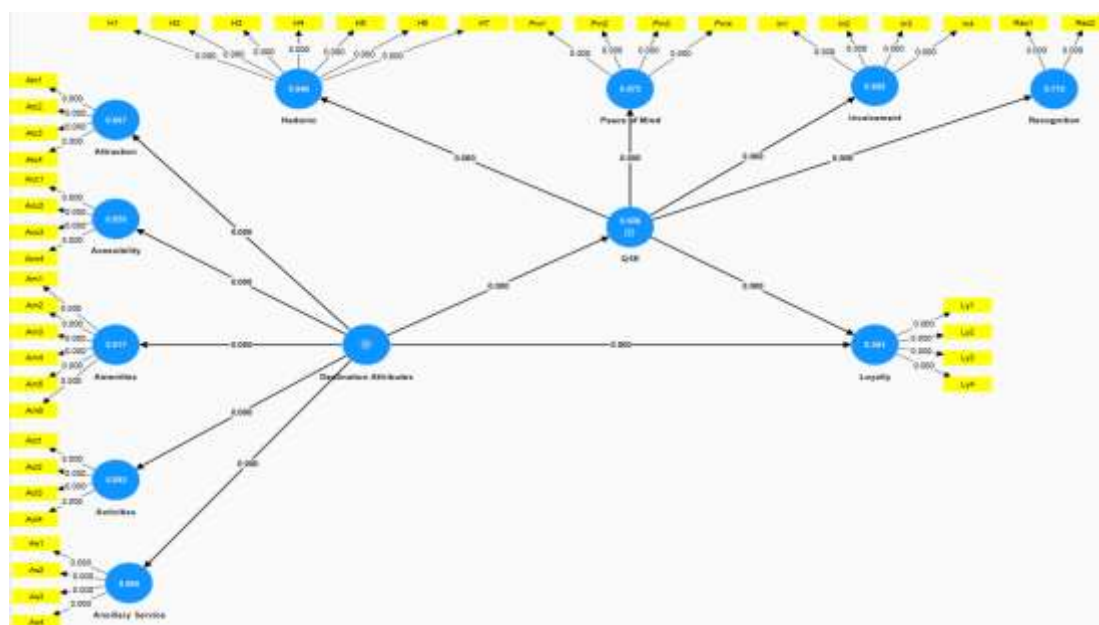


Figure 4.2 Bootstrapping Test Results

DISCUSSION

Effect of Destination Attributes on Service Quality Experience

Hypothesis testing shows that Destination Attributes have a positive and significant effect on Service Quality Experience, as evidenced by t-statistic (35.024) > t-table (1.96) and p-value 0.000 < 0.05. This indicates that better destination attributes such as attractions, facilities, accessibility, and uniqueness lead to higher perceived service quality. According to Crompton (1979) and Buhalis (2000), destination attributes are crucial in shaping tourists' perceptions and experiences. Strong destination attributes provide both functional and emotional value, impacting assessments of service quality dimensions like reliability, responsiveness, empathy, and tangibles. At Tanjung Setia Beach, the unique waves for surfing, natural coastal scenery, and local atmosphere contribute significantly to visitor experience. However, service quality also depends on supporting facilities, accessibility, environmental cleanliness, and the effective management of local uniqueness. Enhancing these elements strengthens tourists' perceptions of service quality, while deficiencies may limit the effectiveness of service improvements. These findings align with Schlesinger et al. (2020), who found that well-managed destinations with strong attributes create better perceived service experiences.

Effect of Destination Attributes on Tourist Loyalty

The results indicate that Destination Attributes have a positive and significant effect on Tourist Loyalty ($t = 7.516 > 1.96$, $p = 0.000$). This suggests that superior destination attributes enhance tourists' loyalty, including intentions to revisit and recommend the destination. Attributes such as main attractions, supporting facilities, accessibility, comfort, and local cultural uniqueness play a key role in forming positive experiences. For Tanjung Setia Beach, loyalty is shaped not only by consistent waves but also by supporting facilities, cleanliness, accessibility, and the natural beach atmosphere. When these elements meet expectations, tourists develop emotional connections with the destination. This aligns with destination loyalty models (Yoon & Uysal, 2005; Chen & Tsai, 2007), which suggest that destination attributes form the foundation for satisfaction and loyalty. Positive perceptions of environmental cleanliness, safety, surfing conditions, and local hospitality encourage repeat visits. Similarly, Schlesinger et al. (2020) demonstrated that quality destination attributes significantly drive loyalty through enhanced tourist experiences.

Effect of Service Quality Experience on Tourist Loyalty

Service Quality Experience positively and significantly influences Tourist Loyalty ($t = 7.224 > 1.96$, $p = 0.000$). This means that better service experiences such as staff friendliness, reliable information, responsiveness, and facility comfort encourage higher satisfaction and loyalty, including repeat visits and recommendations. At Tanjung Setia Beach, service quality differentiates the destination, especially for surfers or visitors seeking a calm beach atmosphere. Elements such as wave information, surfing safety, staff readiness, clean facilities, and local hospitality enhance the tourist experience. Positive and consistent service experiences build emotional attachment, fostering long-term loyalty. The findings support the Service Quality–Loyalty relationship (Parasuraman et al., 1988; Zeithaml et al., 1996) and experiential marketing concepts (Schmitt, 1999), emphasizing that service quality generates meaningful experiences. Schlesinger et al. (2020) also found similar effects, highlighting the importance of professionalism, responsiveness, and tourist-oriented service.

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CONCLUSION

Based on the research and analysis conducted, this study concludes that destination attributes significantly influence both service quality experience and tourist loyalty at Tanjung Setia Beach. Effective management of destination attributes including attractions, accessibility, amenities, activities, and ancillary services enhances visitors' overall experience, leading to greater satisfaction, trust, and a higher likelihood of revisiting or recommending the destination. Service quality experience also plays a key role in shaping tourist loyalty, acting as a mediator that strengthens the effect of destination attributes on repeat visits and positive recommendations. Therefore, improving and developing destination attributes in a holistic manner, alongside enhancing service quality through professional, responsive, and friendly staff, is essential to sustain and increase tourist loyalty.

Active involvement of local communities in tourism management further enriches visitor experiences, supports destination sustainability, preserves local culture, and fosters a sense of ownership among residents. For future research, it is recommended to expand the variables examined such as tourist satisfaction or destination image adopt longitudinal approaches to track changes in visitor perceptions over time, and consider differences between domestic and international tourists. Incorporating qualitative methods and comparative studies across destinations can also provide deeper insights into the factors influencing tourist loyalty, enabling more effective strategies for destination development and competitiveness.

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