

Resident Support VS. Service Quality and Values: Impact on Satisfaction and Loyalty in Tidung Island Indonesia

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Abstract

Tourist satisfaction and loyalty are crucial for the success of a tourism destination. Managing and administering a destination effectively remains challenging for tourism managers due to the dynamic nature and high variability of consumer demands. The increasing destination preferences among consumers complicate retaining tourists and encouraging repeat visits. While previous studies have investigated consumer satisfaction and loyalty, significant gaps remain, especially considering the unique characteristics of destinations and the insufficient use of resident support as a critical predictor. This study aims to design a tourist satisfaction and loyalty model and test the comparative contributions of resident support, service quality, and perceived value in Indonesia. Hypotheses were tested on Indonesian tourists (N=215) using the partial least squares approach with Smart-PLS 4.0 software. The results confirmed that resident support is not a significant predictor of satisfaction but contributes to tourist loyalty. Meanwhile, perceived value and service quality were confirmed as significant predictors of satisfaction and loyalty. Insights from the mediating effect showed that satisfaction mediates the influence of perceived value and service quality on loyalty but not resident support. This study highlights the importance of focusing on the satisfaction aspects of service quality and perceived value rather than resident support, as this can reduce dissatisfaction and disloyalty behavior among tourists.

Keywords: Perceived Values, Resident Support, Satisfaction, Tourism Industry, Tourism Destination

INTRODUCTION

Indonesia is renowned for its beauty, especially its diverse tourist destinations, including cultural sites, beaches, cities, and historical places (Murti, 2020; Hawkins, 2013; Mihardja et al., 2023). Effective management of each tourist destination in Indonesia is crucial in shaping tourists' perceptions of the services offered and the destination's competitiveness (Pearce & Schänzel, 2013; Volgger & Pechlaner, 2014). This responsibility heavily falls on tourism managers. Managers are key stakeholders who play a significant role in ensuring on-site service quality (Akroush et al., 2016; Rahman et al., 2017), managing online destination marketing channels (Kotoua & Ilkan, 2017), creating value for tourists (Díaz et al., 2015) and so on. Managing tourist destinations is challenging, primarily in making tourists feel satisfied with their visit and encouraging them to return (Dabphet, 2023). When tourists are willing to recommend, influence, and invite others to visit the destinations they have been to, they become loyalists of those destinations (Vieira et al., 2021). Therefore, tourism managers must focus on achieving satisfaction and loyalty (Omo-Obas & Anning-Dorson, 2023). Meeting these objectives leads to positive behaviors that benefit the destination, such as recommendations from tourists (Vieira et al., 2021), return visits (Tang et al., 2022), and creating a sense of destination belongingness (Han et al., 2019), where tourists consider the destination a 'second home' and a must-visit during every vacation.

This study was conducted at the tourist destination of Tidung Island, a unique island destination with distinct management characteristics. Tidung Island is located in Jakarta, Indonesia, with a population of less than 7,000, away from the capital city. Despite its remote location, Tidung Island is quite popular among domestic and international tourists, with a significant increase in visits since 2020, reaching over 27% compared to 2022 (Kabupaten Administrasi Kepulauan Seribu, 2024). The role of residents, in addition to destination managers, is crucial in creating satisfaction and loyalty for tourists. Gullion et al. (2015) revealed that resident quality can

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significantly increase tourist satisfaction. Therefore, this study highlights the importance of resident support in enhancing the quality of tourist experiences on Tidung Island, contributing to increased tourist satisfaction and loyalty. This unique characteristic of Tidung Island sets it apart from other destinations, where tourism managers must rely on resident support to deliver services to tourists (Kim et al., 2020). This factor is integrated into this research's satisfaction and loyalty model.

Empirical evidence from previous studies confirms a paradox between resident support and creating satisfaction and loyalty among tourists visiting a destination. For example, Gong et al. (2023) highlight that residents and tourism activities must align. Tourism managers must ensure that the tourism industry benefits the residents so they can act as extensions of the tourism managers in serving visiting tourists. This means that these two stakeholders must work together to achieve win-win outcomes, where tourism managers benefit from visits (Kim et al., 2019) while residents gain exposure to new complementary business opportunities in serving tourists (Gong et al., 2023; Wang et al., 2020). However, when these two aspects do not align and conflict, the tourism destination may lack support from residents. This challenges tourism managers to achieve optimal satisfaction (Gong et al., 2023). For instance, if tourism managers do not consider the residents, residents may seek their own benefits, such as monetary gains, by independently providing services to tourists without coordinating with local destination managers. This misalignment makes managing island-based destinations particularly difficult, as residents and destination managers fail to work together to serve tourists. Consequently, no matter how high the service quality provided to tourists or the value delivered, it will not create optimal satisfaction or loyalty among tourists (Gong et al., 2023).

Based on the empirical importance of tourism service practices for tourism managers and the lack of theoretical development on how resident support from locals aligns with tourism managers' services, particularly in island destinations, this study aims to fill both practical and theoretical gaps (see Gong et al., 2023; Yu et al., 2018; Su & Swanson, 2020; Ghasemi, 2019; Nghiễm-Phú, 2016). It seeks to develop a model of satisfaction and loyalty based on resident support from the local community, with destination service quality and perceived value from tourists. Integrating these three elements—local community support for the tourism destination, high-quality service provided by tourism managers, and the perceived value felt by tourists—is expected to contribute to satisfaction and loyalty at the destination. This study's contribution targets destination management strategies that leverage the synergy between local community support and tourism managers' efforts to deliver high-quality service, thereby achieving tourist satisfaction and loyalty. Empirically, the findings can contribute to the development of island tourism destinations and offer theoretical contributions to the field. Based on the identified gaps, problem statement, and potential contributions, this research will address the following question: *How can resident support, combined with service quality and perceived value, contribute to tourist satisfaction and loyalty?*

LITERATURE REVIEW

Previous Studies and Gaps

The study of tourism dynamics, particularly in the context of island destinations, has gained considerable attention due to the unique interactions between residents and tourists. Prior research, such as Ghasemi (2019), focused on host-guest interactions within a hotel context, highlighting how resident engagement can influence tourist satisfaction and brand ambassadorship. However, this research did not consider the roles of service quality and perceived value, nor did it explore the specific tourism context of islands. Similarly, Su and Swanson (2020) examined the effects of personal benefits from tourism on the resident-community relationship and quality of life in Gulangyu Island. Although this study was situated within an island tourism context, it primarily focused on community satisfaction rather than tourist satisfaction. It did not integrate the comprehensive impacts of resident support, service quality, and perceived value on tourist loyalty.

The current research aims to fill these notable gaps by investigating the satisfaction and loyalty model on Tidung Island, Indonesia. Unlike previous studies (see Ghasemi, 2019; Su & Swanson, 2020), this research emphasizes the mediating role of satisfaction between resident support, service quality, perceived value, and tourist loyalty. By integrating these variables, the study offers a holistic view of the factors contributing to tourist satisfaction

and loyalty in an island tourism context. This approach underscores the importance of service quality and perceived value and highlights the nuanced interplay between resident support and tourist satisfaction.

To achieve this, the research examines how resident support enhances the tourist experience by fostering a welcoming environment, contributing to a sense of community, and providing authentic local interactions. Service quality is evaluated through the lens of the overall excellence of services provided (Laroche et al., 2004), including accommodation (Priporas et al., 2017b), transportation (Beltagui & Candi, 2018), and customer service (Laroche et al., 2004). Perceived value is assessed based on tourists' overall evaluation of the benefits received relative to the costs incurred (Sánchez et al., 2006). The study's contribution lies in its comprehensive examination of how these factors collectively influence tourist loyalty. This integrated model provides valuable insights for sustainable tourism development and policy-making in similar island destinations. By focusing on the interdependencies between resident support, service quality, perceived value, and satisfaction, the research offers practical recommendations for tourism managers to enhance tourist loyalty and ensure the sustainable development of island tourism. The details of previous studies are presented in Table 1.

Table 1. Previous Studies and Gaps Identification

Author(s)	Island Context?	Tourism	Mediating Satisfaction?	Role of	Integrate Support, Quality and Value?	Resident Service	Contribution
Ghasemi (2019)	No (Host-guest interaction in hotel context in Portugal)		No (Satisfaction as predictor for behavioral ambassadorship)		No (Resident support as predictor for satisfaction but no service quality and value)		This study examines how resident engagement influences tourist satisfaction and brand ambassadorship in Lisbon and Olbia.
Su & Swanson (2020)	Yes (Local community at Gulangyu Island)		No (Focus on community satisfaction not to tourist)		No (Focus on resident quality of life and satisfaction to predict their support for tourism)		Examines how personal benefits from tourism affect the resident-community relationship and quality of life on Gulangyu Island, using social exchange and relational quality theories.
This Study	Yes (Investigates the satisfaction and loyalty model in Tidung Island, Indonesia)		Yes (Investigate satisfaction as a mediator between resident support, service quality, perceived value, and loyalty)		Yes (Investigate resident support with service quality and value to satisfaction and loyalty)		This study emphasizes the importance of service quality and perceived value for tourist satisfaction and loyalty over resident support.

Hypothesis

Satisfaction

Satisfaction is a well-established concept in the literature of marketing and tourism, as it is crucial for the sustainability of tourist destinations (Campón-Cerro et al., 2017). The theory of customer satisfaction in tourism explains that satisfaction results from comparing tourists' expectations with their actual experiences (Oliver, 1980). Thus, higher satisfaction levels lead to positive behavioral intentions, such as revisit intention and word-of-mouth (Kim et al., 2009). According to Parasuraman et al. (1985) and Lee et al. (2000), service quality is a determinant of customer satisfaction, which in tourism includes accommodation comfort (Adnan & Omar2022), transportation efficiency (Ma et al., 2021), and friendly service to tourists (Chen, 2023). Another vital factor, according to Pandža Bajs (2015), is perceived value, which is part of tourists' overall evaluation of the benefits received compared to the costs incurred. This is similar to the definition of satisfaction, emphasizing the importance of value-added for customers in the satisfaction model (Zhao et al., 2012). This study examines these three concepts (i.e., resident support, perceived value, and service quality) as predictors of satisfaction.

Resident Support

Resident support is crucial in tourism research as it impacts local tourism development. The concept of resident support refers to the attitudes and behaviors of residents towards tourists and tourism development in their community (Ap, 1992). According to social exchange theory, residents' support for tourism is influenced by their perceptions of the benefits and costs associated with tourism development (Ap, 1992; Andereck et al., 2005). When residents perceive tourism brings more benefits than costs, they will likely support tourism

activities, enhancing the tourism experience (Gursoy et al., 2002; Ko & Stewart, 2002). This support manifests in various forms, including welcoming attitudes, participation in tourist activities, and overall hospitality towards tourists, significantly affecting overall tourist satisfaction (Nunkoo & Ramkissoon, 2011; Styliadis et al., 2014). Research has shown that resident support is vital in creating a hospitable environment that enhances the overall quality of the tourist experience (McGehee & Andereck, 2004). Furthermore, residents' active engagement in tourism can impact the preservation of cultural heritage and local traditions, adding authenticity to the tourist experience (Gu & Ryan, 2008).

Empirical research has consistently demonstrated that resident support can significantly influence tourist satisfaction. For instance, a study by Gullion et al. (2015) found that the quality of resident-tourist interactions significantly enhances tourist satisfaction. This is due to the positive interactions between tourists and locals, which can increase the authenticity and enjoyment of the tourist experience. In the context of Tidung Island in this study, residents' welcoming nature and involvement in tourism activities contribute to tourist satisfaction. By fostering a supportive and engaging environment, residents can enhance tourists' overall experience. Thus, positive resident-tourist interactions can create memorable experiences and increase satisfaction. Therefore, the following hypothesis is proposed.

H1. Resident support significantly influences tourist satisfaction

Service Quality

Tourism is a part of the service industry, making service quality crucial for enhancing tourists' experiences and satisfaction levels. Service quality refers to assessing the excellence or superiority of the overall customer service (Parasuraman et al., 1988). It consists of various dimensions, such as tangibles, reliability, responsiveness, assurance, and empathy, collectively shaping tourists' perceptions and evaluations of the services they receive (Parasuraman et al., 1985; Zeithaml, 2000). Delivering high-quality service to tourists is essential in the tourism industry, where service encounters are a primary component for travelers (Chen et al., 2013). Research confirms that when tourists perceive service quality as satisfactory, it positively enhances overall satisfaction and loyalty to the destination (Akroush et al., 2016; Baquero, 2023). Furthermore, consistently delivering high-quality services fosters positive word-of-mouth and repeat visitation, which is crucial for building destination competitiveness (Moliner-Tena et al., 2023; Chen & Tsai, 2007).

Empirical studies have consistently shown strong evidence of the relationship between service quality and tourist satisfaction. For instance, Priporas et al. (2017b) found that high-quality service in areas such as accommodation and transportation significantly boosts tourists' satisfaction. Similarly, Beltagui and Candy (2018) demonstrated that responsiveness and reliable customer service enhance tourists' overall experience, increasing satisfaction and loyalty. In Tidung Island, Indonesia, delivering high service quality is vital to ensure tourist satisfaction and promote sustainable tourism. The local tourism industry can benefit significantly from focusing on the quality of services provided, as this can impact satisfaction and the likelihood of tourists returning. Therefore, this study positions service quality as a crucial determinant of tourist satisfaction. By prioritizing exceptional service delivery, tourism managers on Tidung Island can enhance tourist satisfaction and foster greater loyalty. Therefore, the following hypothesis is proposed.

H2: Service quality positively influences tourist satisfaction

Perceived Value

Perceived value in tourism is defined as the tourists' overall assessment of the received benefits compared to the costs incurred. This evaluation is not only financial but also considers the quality of experiences, emotional satisfaction, and the overall gains from the visit (Pandža Bajsić, 2015). Modern studies focus on the complex nature of perceived value, which can be functional, emotional, and social (Sánchez et al., 2006; Prebensen et al., 2014). Analysis of tourists' perceived value has shown that when the experience's benefits greatly outweigh the costs, their satisfaction is higher (Jin et al., 2015). This is important because perceived value has been found to positively affect destination evaluations, satisfaction, and behavioral intentions, such as revisiting the destination (Song et al., 2019).

The literature review shows that perceived value strongly influences tourist satisfaction. For example, Suttikun and Meeprom (2021) noted that tourist satisfaction and loyalty will also be high when perceived value is high. Similarly, Wu et al. (2018) established that perceived value has a positive and significant relationship with tourist satisfaction, especially concerning experience value. In the context of Tidung Island, perceived value can be improved by providing unique cultural attractions, delivering high-quality services, and setting fair prices. These efforts contribute to a positive overall evaluation by tourists. Based on these findings, this study assumes that perceived value significantly influences the level of satisfaction among tourists. Thus, by managing perceived value, tourism managers on Tidung Island can increase tourist satisfaction. Therefore, the following hypothesis is proposed.

H3: Perceived value positively influences tourist satisfaction

Loyalty

Tourism loyalty can be defined as the extent of tourists' eagerness to revisit the same destination and the likelihood of their recommending the destination to others. They include; behavioral loyalty which is basically the repeat patronage the destination, and attitudinal loyalty; a positive attitude towards the destination and a willingness to recommend it (Oppermann, 2000; Prayag & Ryan, 2012). Loyalty is very important for tourism destinations because it leads to a constant inflow of tourists and contributes to the sustainable development of tourism (Gursoy et al., 2014). Consumers through positive word of mouth recommend the particular destination to other potential consumers to visit the same destination (Kim & Brown, 2012). Hence, it is crucial for the tourism managers and policymakers to know the factors that influence tourist loyalty.

H4: Satisfaction positively influences tourist loyalty

Hospitality is one of the residents' support indicators that impact tourist loyalty through a favorable perception of the destination and overall trip experience. Perceived attachment from the residents of the visited location can make the tourists feel wanted and satisfied with their trip (Nunkoo & Ramkissoon, 2011). Such a positive interaction with the residents may make the tourists come again and refer other people to the specific destination (Stylidis et al., 2014). For instance, Gursoy et al. (2010) discovered that the support from residents significantly influences tourists' perception and loyalty. Based on this understanding, the study hypothesizes:

H5: Resident support positively influences tourist loyalty

Another critical factor that affects tourists' loyalty is the quality of service provided by the tour operators. High service quality guarantees that the tourist's needs and expectations are fulfilled because with satisfaction and loyalty comes a positive attitude towards a particular place. Thus, service quality factors like reliability, responsiveness, and empathy are essential in constructing the tourist's experience (Zeithaml et al., 2018). Literature has revealed that high service quality positively affects tourists' satisfaction and recurring patronage (Albayrak & Caber, 2015; Kim et al., 2013). For instance, Lee et al. (2000) and Lee et al. (2005) show that service quality is positively related to the tourists' intention to revisit and recommend a destination. Therefore, this study posits:

H6: Service quality positively influences tourist loyalty

According to the tourists' overall evaluation of the benefits received and foregone costs, perceived value plays a crucial role in tourist loyalty. According to Chen and Chen (2010), when tourists get a high value from their experience, they are likely to show loyal behavior, including revisiting the venue and recommending the place to others. Perceived value as a concept refers to the functional, experiential, and symbolic value added to a tourism experience, and improving it will increase tourists' satisfaction and loyalty (Sánchez et al., 2006). Research by Yang and Peterson (2004) and Ryu et al. (2008) support the viewpoint that perceived value is a crucial determinant of tourist loyalty.

H7: Perceived value positively influences tourist loyalty

Mediating Role of Satisfaction

Satisfaction is a significant moderator linking the different service factors and tourist loyalty. In tourism, satisfaction can be viewed as a mediator linking tourists' perception of the service attributes with their behavioral intentions, including revisits and positive word of mouth (Prayag et al., 2013). On one hand, satisfaction is a direct result of the quality of services produced, and on the other hand, it is a prerequisite for creating loyalty. To Tidung Island, identifying how satisfaction plays a role in mediating these relationships will assist tourism managers in improving the tourists' experience and fostering loyalty. Based on this study, satisfaction partially mediates the relationships between resident support, service quality, perceived value, and tourist loyalty.

This study established that residents' support positively affects tourist satisfaction and, therefore, loyalty. Interactions with locals improve tourists' impression of a destination, resulting in increased satisfaction (Nunkoo et al., 2013). When tourists perceive their experiences as being supported, they are more likely to make returns and recommend the destination, hence the impact of host support. Therefore, resident support impacts loyalty indirectly through satisfaction. This leads to the hypothesis:

H8: Satisfaction mediates the relationship between resident support and tourist loyalty

Another influential aspect that affects tourist satisfaction and loyalty is service quality. High service quality in accommodation, transportation, and customer service positively impact tourist satisfaction (Parasuraman et al., 1988). In this case, satisfaction is a critical mediator between service quality and loyalty since satisfied tourists will likely become loyal to the destination. Thus, improving service quality is a critical factor in increasing tourist satisfaction, which leads to loyalty. This relationship is encapsulated in the following hypothesis:

H9: Satisfaction mediates the relationship between service quality and tourist loyalty

Tourists' perceived value regarding the received benefits compared to the costs they bear is a significant predictor of satisfaction and loyalty (Sánchez et al., 2006). Tourist satisfaction occurs when tourists consider the services they receive valuable, raising their loyalty towards the destination. Therefore, while perceived value does affect loyalty, this effect is not direct but is mediated by satisfaction. This underlines the necessity of increasing perceived value to increase tourists' satisfaction and loyalty. Therefore, this study posits the following hypothesis:

H10: Satisfaction mediates the relationship between perceived value and tourist loyalty

The Study's Conceptual Framework

The theoretical model of this research, presented in the figure 1, postulates that support from residents, service quality, and perceived tourist value have a significant impact on tourist satisfaction, which in turn affects tourist loyalty. According to the model, resident support impacts the satisfaction of tourists by making them feel wanted and welcome, thereby transforming their travel experience into something positive (Gursoy et al., 2002).

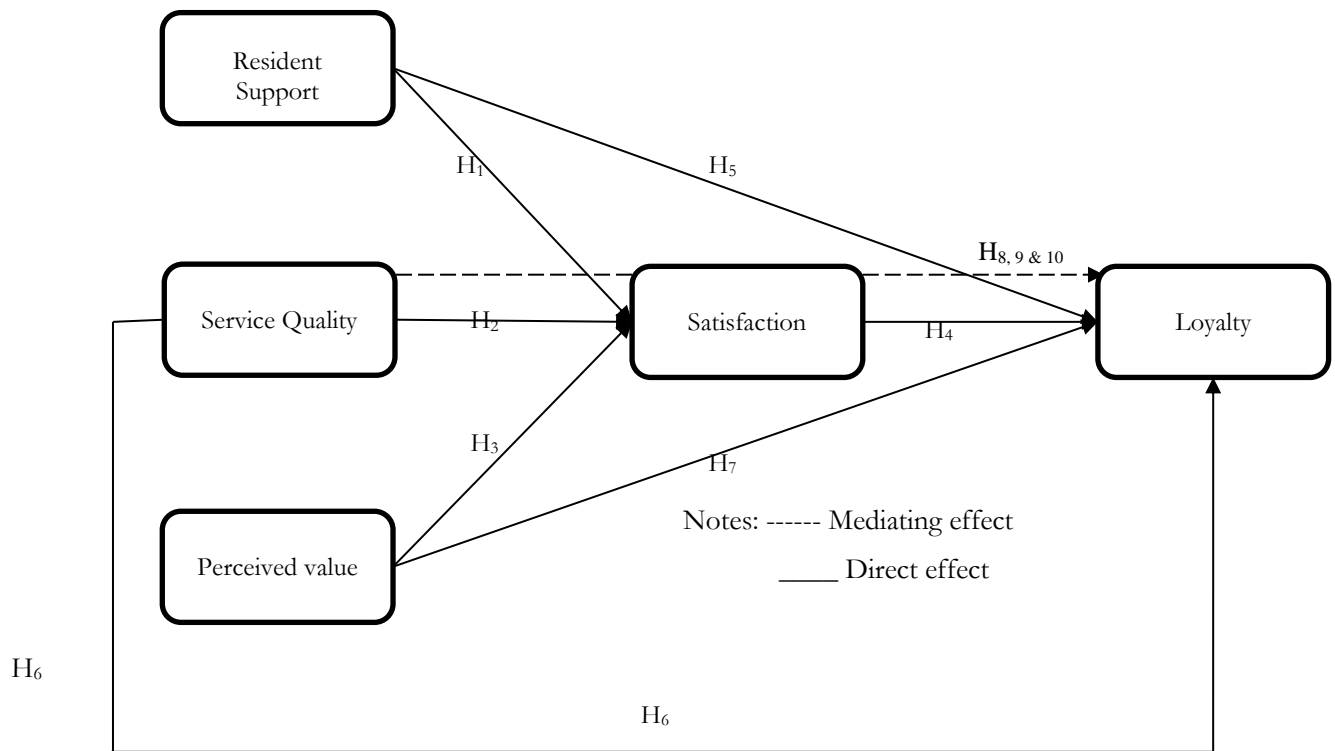


Figure 1. The Study's Theoretical Framework

Hospitality concepts like reliability, responsiveness, and empathy, which constitute service quality, are believed to have a direct influence on tourist satisfaction, leading to loyalty (Parasuraman et al., 1988). Another determinant predicted to have a direct impact on satisfaction, and hence on loyalty, is perceived value; this is the value that tourists place on the benefits they derive from tourism resources in relation to the costs incurred (Sánchez et al., 2006). The framework indicates that satisfaction plays a mediating role between the three independent variables (resident support, service quality, and perceived value) and the dependent variable (tourist loyalty), playing a central role in encouraging repeat visitation and positive word-of-mouth among tourists. Overall, this integrated model highlights the significance of increasing satisfaction to promote loyalty within the setting of Tidung Island's tourism industry.

METHODS

Measures

This study investigates and develops a model of satisfaction and loyalty based on resident support, service quality, and perceived value in the context of Tidung Island, Indonesia. The research adopts a quantitative approach, utilizing surveys to collect empirical data, making the development of measurement instruments crucial. This study employs previous research to operationalize observed constructs: loyalty is developed from Chi et al. (2020) with 9 items; satisfaction is measured using 3 items adapted from Chi et al. (2020); service quality is developed from Chi et al. (2020) with 20 items; resident support is developed from Ghasemi (2019) with 7 items; and perceived value is developed from Chi et al. (2020) with 3 items. Thus, the total research instrument comprises 42 items. All the constructed items were measures through 5-Likert scale (5=strongly agree to 1=strongly disagree).

Sampling Technique and Data Collection Procedure

This study uses a survey method for data collection with purposive sampling. Respondents were eligible if they met two criteria: 1) they have visited Tidung Island more than once, and 2) they have recommended the destination to others. These criteria ensure that the element of loyalty observed in this study is met. The questionnaire items were converted into Google Forms to create an online survey, which consists of three sections. The first section is consent to participate, explaining the data collection method based on convenience and purposive sampling, and informing respondents that they can withdraw at any point if they have privacy concerns. The second section collects demographic information, such as gender, marital status, and age. The third section contains experience-based questions with the 42 items developed for the questionnaire, which respondents answer based on their experiences visiting Tidung Island. Data collection was conducted over four months, resulting in a total of 275 responses, with details provided in Table 2 below.

Analysis Technique

This study employs a structural equation modeling (SEM) approach to validate and evaluate the hypotheses and research model, using Smart-PLS 4.0 software. The SEM method involves several procedures, starting from model validation to structural model testing (Hair et al., 2017). First, it evaluates convergent validity (Hair et al., 2017), calculates internal consistency (Hair et al., 2017), and tests discriminant validity (Fornell & Larcker, 1981; Henseler et al., 2015). Additionally, the study evaluates the R-square to measure the model's power (Falk & Miller, 1992). Once all these validation processes are completed, the research hypothesis evaluation process.

Table 2. Sample Demographics

Measures	Criteria	Frequency	Percentage (%)
Gender	Male	128	47
	Female	147	53
Age (years old)	20 – 30	218	79
	31 – 40	47	17
	41 – 50	8	3
	> 51	2	1
Educational Level	Senior High School	132	48
	Bachelors	137	50
	Masters	6	2
Occupation	Private Employee	103	37
	Government Employee	83	30
	Entrepreneurs	9	3
	Students	55	20
	Others	25	9
Marital Status	Single	162	59
	Married	113	41

4. RESULTS

The Sample

Table 2 presents the demographic characteristics of the respondents. Among the participants, 53% are female (147) and 47% are male (128). The majority of respondents are between 20-30 years old (79%, 218), followed by those aged 31-40 (17%, 47), 41-50 (3%, 8), and those over 51 years old (1%, 2). In terms of educational level, 50% hold a bachelor's degree (137), 48% have completed senior high school (132), and 2% have attained a master's degree (6). Regarding occupation, 37% are private employees (103), 30% are government employees (83), 20% are students (55), 9% are categorized as "others" (25), and 3% are entrepreneurs (9). Marital status shows that 59% of the respondents are single (162), while 41% are married (113).

Validity and Reliability Assessment

Table 3 presents the assessment of convergent validity, reliability, and internal consistency. There are four categories of validity and reliability evaluation: outer loadings (OL), Cronbach's alpha (CA), composite reliability (CR), and average variance extracted (AVE). Based on the evaluation, with $OL > 0.70$, $CA > 0.70$, $CR > 0.70$,

and AVE > 0.50, as shown in Table 3, all criteria meet the recommended thresholds suggested by Hair et al. (2017). Therefore, it can be concluded that convergent validity and reliability are not a concern in this study.

Table 3. Convergent Validity and Reliability

Constructs	OL	CA	CR	AVE
Loyalty	0.775 - 0.946	0.965	0.968	0.782
Perceived Value	0.901 - 0.923	0.895	0.897	0.827
Resident Support	0.841 - 0.921	0.957	0.958	0.797
Service Quality	0.712 - 0.973	0.978	0.981	0.711
Satisfaction	0.892 - 0.937	0.916	0.917	0.856

Table 4. Discriminant Validity

	1	2	3	4	5
Loyalty (1)	0.884				
Perceived Value (2)	0.539	0.909			
Resident Support (3)	0.379	0.377	0.892		
Service Quality (4)	0.578	0.416	0.361	0.843	
Satisfaction (5)	0.426	0.374	0.761	0.424	0.925

Discriminant validity was evaluated using two approaches: the Fornell-Larcker Criterion and the Cross-loading matrix, as shown in Tables 4 and 5. First, the Fornell-Larcker Criterion indicates that all values of the square root of AVE (diagonal values) are greater than the correlation values between respective variables, indicating that discriminant validity, according to the Fornell-Larcker Criterion, is not a concern in this study (Fornell & Larcker, 1981). Furthermore, the assessment of the cross-loading matrix reveals that the outer loadings values are greater than the loadings obtained outside their respective constructs (Hair et al., 2017). Thus, it is concluded that discriminant validity is not a concern in this study.

Table 5. Cross-Loadings

	Loyalitas	Perceived Value	Resident Support	Service Quality	Satisfaction
RS.1	0.878	0.901	0.919	0.831	0.814
RS.2	0.901	0.814	0.883	0.796	0.806
RS.3	0.889	0.778	0.855	0.778	0.782
RS.4	0.815	0.903	0.841	0.793	0.892
RS.5	0.869	0.923	0.906	0.873	0.946
RS.6	0.887	0.878	0.921	0.897	0.937
RS.7	0.878	0.901	0.919	0.831	0.814
SRQ.1	0.948	0.861	0.918	0.959	0.881
SRQ.2	0.683	0.610	0.657	0.763	0.645
SRQ.3	0.679	0.595	0.639	0.737	0.605
SRQ.4	0.834	0.749	0.806	0.866	0.763
SRQ.5	0.822	0.734	0.79	0.858	0.748
SRQ.6	0.818	0.820	0.812	0.817	0.807
SRQ.7	0.693	0.665	0.705	0.712	0.685
SRQ.8	0.882	0.794	0.85	0.917	0.822
SRQ.9	0.811	0.799	0.807	0.831	0.792
SRQ.10	0.873	0.891	0.91	0.843	0.824
SRQ.11	0.881	0.800	0.867	0.875	0.783
SRQ.12	0.683	0.610	0.657	0.763	0.645
SRQ.13	0.954	0.872	0.928	0.970	0.893

SRQ.14	0.964	0.875	0.933	0.973	0.896
SRQ.15	0.901	0.814	0.883	0.896	0.806
SRQ.16	0.889	0.778	0.855	0.878	0.782
SRQ.17	0.815	0.903	0.841	0.793	0.892
SRQ.18	0.869	0.923	0.906	0.873	0.946
SRQ.19	0.679	0.605	0.658	0.744	0.621
SRQ.20	0.679	0.57	0.621	0.716	0.581
STS.1	0.815	0.703	0.841	0.793	0.892
STS.2	0.869	0.623	0.906	0.873	0.946
STS.3	0.887	0.778	0.921	0.897	0.937
LY.1	0.878	0.601	0.619	0.831	0.814
LY.2	0.901	0.814	0.883	0.896	0.806
LY.3	0.889	0.778	0.855	0.778	0.782
LY.4	0.946	0.863	0.814	0.746	0.869
LY.5	0.958	0.868	0.728	0.857	0.879
LY.6	0.775	0.626	0.631	0.619	0.697
LY.7	0.837	0.806	0.821	0.805	0.785
LY.8	0.926	0.811	0.874	0.823	0.832
LY.9	0.834	0.508	0.852	0.805	0.602
PV.1	0.815	0.903	0.841	0.793	0.892
PV.2	0.878	0.901	0.719	0.831	0.814
PV.3	0.869	0.923	0.906	0.873	0.746

Model Robustness Test

The model robustness test was conducted using the r-square and goodness of fit (GoF) approaches. First, the r-square method was evaluated to test the model power constructed in the research model. If the r-square value is greater than 0.1, it can be concluded that the model is robust (Falk & Miller, 1992). The r-square value for satisfaction was 0.955, formed by resident support, service quality, and perceived value. The r-square value for loyalty was 0.980, formed by satisfaction, resident support, service quality, and perceived value. Therefore, it is concluded that the research model constructed in this study is robust (Falk & Miller, 1992). Second, the GoF (Goodness of Fit) method was used by calculating the value of AVE and r-square, which were squared as shown in equation (1). This study adopts the criteria from previous studies by Huang et al. (2024) and Fu et al. (2024), which include the following GoF evaluation criteria: no-fit (<0.1), small-fit (0.10 – 0.25), moderate-fit (0.25 – 0.36), and high-fit (>0.36), as recommended by Tenenhaus et al. (2005) and Wetzels et al. (2009). The GoF calculation resulted in a GoF value of 0.876, indicating that the model fit falls within the high-fit criteria. Therefore, the research model developed in this study is deemed suitable for hypothesis testing.

$$\begin{aligned}
 \text{GoF} &= \sqrt{R^2 \times \text{AVE}} \\
 &= \sqrt{0.876 \times 0.794} \\
 &= 0.876
 \end{aligned}
 \tag{1}$$

Hypothesis Testing

A summary of the direct hypothesis results is presented in Table 6 and Figure 2. The hypothesis results indicate that resident support does not have a significant influence on satisfaction ($\beta = 0.177$, $t = 1.226$) but has a significant influence on loyalty ($\beta = 0.687$, $t = 7.314$). Thus, this rejects hypothesis H1 and accepts H5, confirming that resident support is a significant predictor of loyalty but not satisfaction. In terms of service

quality, it significantly contributes to both satisfaction ($\beta = 0.270$, $t = 2.434$) and loyalty ($\beta = 0.493$, $t = 8.188$), thus accepting H2 and H6. This indicates that service quality is a significant predictor of both satisfaction and loyalty. Furthermore, perceived value is shown to have a significant influence on satisfaction ($\beta = 0.899$, $t = 11.473$) but not on loyalty ($\beta = 0.018$, $t = 0.221$), confirming H3 and rejecting H7. Lastly, the results confirm that satisfaction is a significant predictor of loyalty ($\beta = 0.208$, $t = 3.200$), thus accepting H4.

Table 6. Hypothesis Testing

Hypothesis	β	T-Value	Bootstrapping		Decision
			Min	Max	
H1, Resident Support \rightarrow Satisfaction	0.177	1.226	0.040	0.128	Not Supported
H2, Service Quality \rightarrow Satisfaction	0.27**	2.434	0.043	0.473	Supported
H3, Perceived Value \rightarrow Satisfaction	0.899***	11.473	0.729	1.040	Supported
H4, Satisfaction \rightarrow Loyalty	0.208**	3.200	0.320	0.650	Supported
H5, Resident Support \rightarrow Loyalty	0.687***	7.314	0.511	0.881	Supported
H6, Service Quality \rightarrow Loyalty	0.493***	8.188	0.363	0.601	Supported
H7, Perceived Value \rightarrow Loyalty	0.018	0.221	0.154	0.169	Not Supported

Notes:

a. Significance levels of ** $P < 0.05$; *** $P < 0.001$.

b. Confidence interval for bootstrapping 97.5%

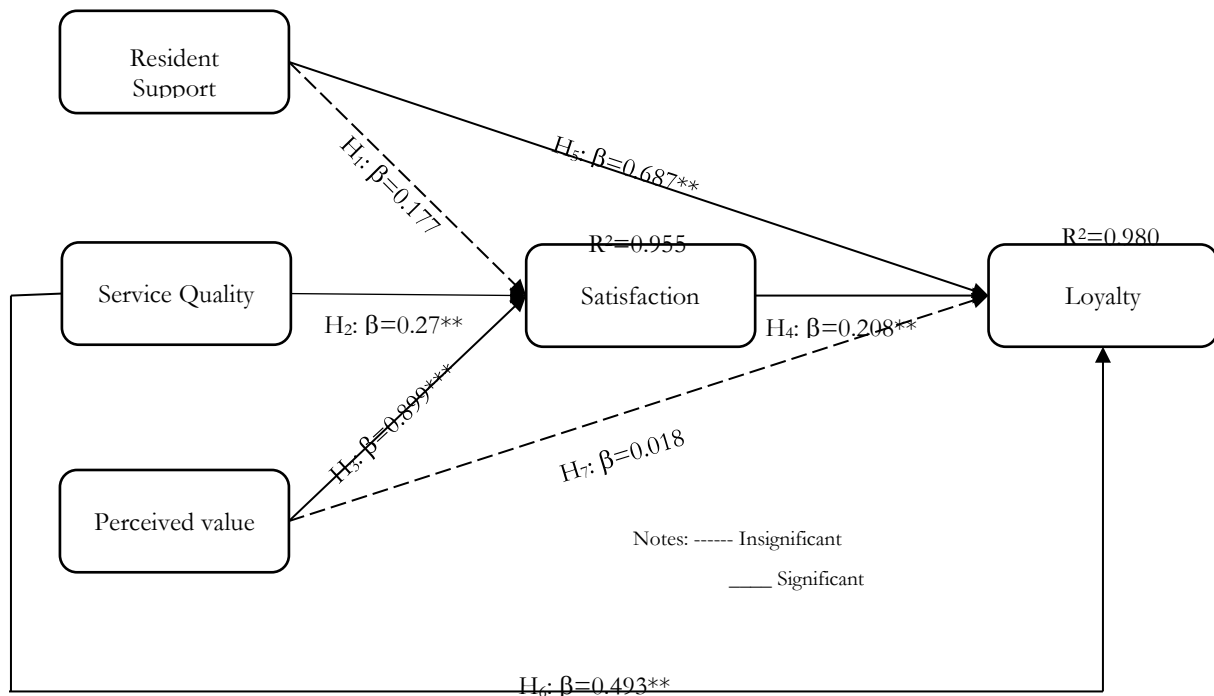


Figure 2. Summary of Hypothesis Testing

Table 7 presents the results of the mediating effect of satisfaction in the research model. The results confirm that satisfaction is a significant mediator between resident support ($\beta = 0.187$, $t = 0.183$) and perceived value ($\beta = 0.056$, $t = 0.052$) on loyalty. However, satisfaction provides a partial mediation effect between resident support and loyalty, while it fully mediates the relationship between perceived value and loyalty. This confirms hypotheses H8 and H10. On the other hand, satisfaction does not mediate the relationship between service quality and loyalty ($\beta = 0.037$, $t = 0.033$), thus rejecting hypothesis H9.

Table 7. Mediating Effect

Hypothesis	Coefficient	T-Value	Bootstaping		Decision
			Min	Max	
H ₈ , RS → STS → LY	0.187**	0.183	0.301	0.56	Partial Mediation
H ₉ , SQL → STS → LY	0.037	0.033	0.028	0.097	Not Mediated
H ₁₀ , PV → STS → LY	0.056**	0.052	0.107	0.505	Full-Mediation
Notes:					
a.	Significance levels of **P < 0.05; ***P < 0.001.				
b.	Confidence interval for bootstrapping 97.5%				

DISCUSSION

This research assessed how resident support, service quality, and perceived value affect satisfaction and tourists' loyalty to Tidung Island. The research question was addressed by validating hypotheses through empirical research. The findings support the hypotheses that there is a positive correlation between perceived value, service quality, and satisfaction and between perceived value, service quality, and loyalty. However, resident support positively influences loyalty but does not impact satisfaction. This distinction highlights the unique aspects of island tourism, where the quality of services offered and tourists' perceived values are the main determinants of high satisfaction and customer loyalty.

By comparing these results with previous literature, it becomes clear that the significance of residents' support varies depending on specific tourism environments. For example, Ghasemi (2019) noted that resident engagement significantly impacted tourist satisfaction in urban hotels. In contrast, this study discovered that tourists were more sensitive to support from residents in terms of loyalty rather than satisfaction. Similarly, Su and Swanson (2020) focused on community satisfaction in an island setting but did not include tourist satisfaction. The results of this study align with the research of Priporas et al. (2017) and Beltagui and Candi (2018), which established service quality as the most significant determinant of tourist satisfaction and loyalty. This further emphasizes the importance of providing high-quality services to enhance the tourist experience.

In addition, the proposed mediation of satisfaction between perceived value and loyalty was supported, aligning with the theoretical frameworks presented by Sánchez et al. (2006) and Prayag et al. (2017). The study expands the body of knowledge by demonstrating that while resident support significantly influences loyalty, satisfaction is primarily driven by perceived value and service quality. This finding suggests that tourism managers should focus on maintaining high service quality and enhancing perceived value to improve tourist satisfaction and loyalty. Consequently, the research results indicate the potential for sustainable island development through improvements in these areas.

IMPLICATION

Implication for Theory

This study contributes to the theoretical understanding of tourist satisfaction and loyalty by integrating resident support, service quality, and perceived value as antecedents. The findings align with social exchange theory, which posits that positive interactions and support from residents can enhance tourists' overall experience and loyalty (Nunkoo & Ramkissoon, 2011). However, the study uniquely identifies that while resident support significantly influences loyalty, it does not directly impact satisfaction, suggesting a more complex relationship within the context of island tourism. This highlights the need for theoretical models to consider the specific characteristics of different tourism settings, which can influence the dynamics between resident support, satisfaction, and loyalty.

Moreover, the present research contributes to advancing knowledge by establishing the mediating role of satisfaction in the relationship between service quality, perceived value, and loyalty. Earlier studies have ascertained that service quality and customers' perceived value are significant determinants of tourist satisfaction and repeat patronage (Chen & Tsai, 2007; Sánchez et al., 2006). This study confirms these relationships in the

context of Island destinations, explicitly emphasizing that improving service quality and perceived value is crucial as they lead to tourist satisfaction, which, in turn, mediates loyalty. This theoretical framework can be applied to other island destinations and provides a solid foundation for enhancing tourist experiences and loyalty.

Implication for Practice

From a practical perspective, this study provides valuable insights for tourism managers on Tidung Island and similar destinations. The findings suggest that while resident support is crucial for fostering loyalty, efforts should be primarily directed toward enhancing service quality and perceived value to improve tourist satisfaction. For instance, ensuring that accommodations, transportation, and customer services meet high standards can significantly boost satisfaction, which is a critical mediator of loyalty. Tourism managers can implement training programs for service providers to maintain and improve service quality, enhancing the overall tourist experience (Parasuraman, Zeithaml, & Berry, 1988). Such training programs include customer service workshops, regular quality assessments, and continuous feedback mechanisms to improve service delivery.

Furthermore, the proposed model underscores the role of perceived value in enhancing tourist satisfaction and loyalty. Tourism managers should aim to deliver quality services that meet the expectations of tourists. For instance, aspects such as cultural opportunities, lower prices, and additional services and attractions can increase the perceived worth of a visit. By creating value-in-experience, destinations can make tourists feel that their efforts to visit a specific location are worthwhile, thereby increasing satisfaction and repeat visits (Sánchez et al., 2006). For example, island destinations could establish cultural tourism services or attractions, such as cultural tours or a cultural village. These unique and appealing experiences would significantly enhance the value of tourists' visits to the island.

Furthermore, while the support of residents does not directly impact satisfaction, it plays a critical role in fostering loyalty. Local stakeholders should embrace tourists, and the community should support them by being friendly and welcoming. This may include community involvement, resident-tourist contact, and cooperative marketing efforts. For instance, special events such as carnivals or cultural exchanges involving tourists and residents can make tourists feel appreciated by the host community. Aligning the benefits for both residents and tourists contributes to the overall positive impacts of tourism on destinations and their development. This approach ensures that the advantages of tourism are distributed across all sectors of the destination, enhancing its success and sustainability.

CONCLUSION, LIMITATION AND SUGGESTION

This study aimed to determine the influence of resident support, service quality, and perceived value on tourist satisfaction and loyalty in Tidung Island. The research objectives indicated that perceived value and service quality are significant predictors of satisfaction and loyalty, while residents' support primarily affects loyalty. These results support prior literature emphasizing service quality and perceived value as critical factors influencing tourist experiences and loyalty (Parasuraman et al., 1988; Sánchez et al., 2006). However, the present study's innovation lies in the weak direct relationship between resident support and satisfaction, suggesting that this factor's role is more complex and context-related.

However, the study has the following limitations that can be useful for further research: The limitation of the research context to Tidung Island may restrict the transferability of the findings to other destinations. Future research should replicate this study in different geographical and cultural contexts to increase the generalizability of the findings. Due to the cross-sectional design, it is challenging to establish relationship changes over time. Therefore, it is suggested that longitudinal studies be used to examine the development of these relationships. Additionally, using self-reported data, which various biases, including social desirability bias, can influence, implies the need for more diverse research approaches in the future. In general, future studies should extend this research by exploring the changes in the relationships between resident support, service quality, perceived value, satisfaction, and loyalty in various settings and over time.

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