The relationship between customer experience, customer satisfaction, customer trust, and customer loyalty in tourism destination

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Abstract

This research aims to identify the relationship between customer experience, customer satisfaction, customer trust, and customer loyalty on loyalty tourism destination in Banten Province, Indonesia. This research was conducted using a quantitative approach through an online survey with 299 respondents, with SEM Amos to analyze the data. The results show that customer experience has a positive influence on consume trust, customer satisfaction a positive influence on consumer trust, customer experience has a positive effect on customer loyalty, customer satisfaction a positive effect on customer loyalty and customer trust a positive effect on customer loyalty.

INTRODUCTION

The United Nations World Tourism Organization (UNWTO) highlights tourism as a significant catalyst for socio-economic advancement, regarding it as essential for advancing development, affluence, and overall welfare. This is achieved through the generation of employment opportunities, the establishment of businesses, the generation of export earnings, and the enhancement of infrastructure. Over the past six and a half decades, the tourism industry has exhibited nearly constant expansion, underscoring its robustness and resilience. In the contemporary context, tourism stands as one of the central pillars of the global economy. The tourism industry had initially anticipated making a significant contribution of 10% to the global GDP in 2019, with expectations of a subsequent 50% growth over the following decade.

Following this, the creative tourism sector emerges as a promising and increasingly popular market. The growth of creative tourism contributes to the destination economy, positively influences destination attractiveness, and enhances the overall tourist experience in the destination. Consequently, numerous regions are concentrating their efforts on developing creative attractions to meet tourists' demands. However, these destinations are currently facing intense competition, as many have comparable attractions (Cetin, 2020). In this competitive and challenging environment, it becomes crucial for tourist attractions to foster tourist loyalty to ensure ongoing success (Almeida-Santana and Moreno-Gil, 2018).

Creative tourism is emerging as a promising and increasingly popular sector within the tourism market. Its development plays a crucial role in supporting the destination's economy, enhancing destination attractiveness, and enriching the overall tourist experience (Ali, Ryu and Hussain, 2016). Amidst intensifying competition in the business landscape, companies seem to be increasingly shifting their focus towards investing more in cultivating loyal customer relationships (Javed and Tučková, 2020). This shift is particularly noteworthy since the tourism industry primarily revolves around service delivery, making visitor loyalty a pivotal metric for its sustainability (Mamoun et al., 2016).

It is worth emphasizing that customer satisfaction, stemming from high service quality, wields a significant and positive influence on customer loyalty (Suhartanto *et al.*, 2020). Notably, customer satisfaction with

a company's services is a potent determinant of customer loyalty (Javed and Tučková, 2020). A company's ability to meet and exceed customer expectations, thereby fostering satisfaction, substantially bolsters the likelihood of customers intending to return for future visits (Bahadur, Aziz and Zulfiqar, 2018). Consequently, when tourism facilities can consistently deliver maximum satisfaction to their visitors, this solidifies a strong foundation for repeat visits and cultivates a willingness among visitors to share their positive experiences with others, essentially fostering loyalty.

In this study, we employ the theory Tourism (TCT), TCT is theoretical foundation for examining the intricate leisure system influenced by the perception of tourist value and experiences associated with travel (Woodside and Dubelaar, 2002). TCT asserts that the interrelated elements of traveler choice, opinion, motive, and behavior play a role in influencing the decision-making process (Suhartanto *et al.*, 2020). Woodside and Dubelaar (2002) argue that the planning of leisure trips constitutes a complex procedure involving various factors, including the tourist's prior experience, prior decision-making process, and background. They hold the belief that thoughts, decisions, and behavior are interdependent, resulting in direct and indirect relationships between perspectives on tourist behavior.

This positions TCT as a suitable approach for explaining the connection between the perceived value and prior experiences of tourists, providing internal motivation for destination attachment and destination equity, which shapes the behavioral response in destination loyalty. TCT suggests that tourists' previous experiences contribute to the development of destination evaluation, creating a distinct position and bond between the tourist and the destination (Suhartanto et al., 2020). In the current context, it is assumed that tourist assessment is based on experience, satisfaction, and trust, fostering the loyalty of tourists.

Previous research on the factors influencing customer loyalty has been addressed in a rather uniform manner in the literature with limited consideration for the various ways in which tourists can demonstrate their loyalty (Almeida-Santana and Moreno-Gil, 2018) tourist engagement, encompassing aspects like satisfaction and tourist loyalty Rasoolimanesh *et al.*, (2019), Juwaini *et al.*, (2022).

This research aims to introduce new insights into the factors that influence loyalty in the context of travel, specifically focusing on aspects like customer experience, customer satisfaction, and customer trust in the context of tourism loyalty. Regrettably, there has been limited effort to bridge the gap in our understanding of the factors that shape tourism behavior in Indonesia. Drawing upon constructs related to tourism trust, this study proposes and investigates the influence of comprehensive tourism trust constructs as three factors that promote travel decisions and impact travel behaviors. While much of the existing research predominantly concentrates on traveler trust in destinations Choi, Law and Heo (2018) and Marinao Artigas *et al.*, (2017) the present study seeks to extend the concept of tourism trust by examining its impact in the context of a developing country.

Based on these arguments, this study is interested in re-evaluating the influence of customer experience, customer satisfaction, and customer trust in the context of tourism loyalty at tourism destinations, especially within the Indonesian context. Our research framework is presented in Figure 1. Research by Erwin and Sitinjak (2017) and Putri et al., (2018) indicates that trust does not have a significant impact on loyalty in one of the service companies in Indonesia. Customer experience was also found to have no significant effect on customer loyalty at one of the hotels in Indonesia, as conducted by Hariyanto (2018). The results of the study by Senjaya, Semuel and Dharmayanti (2013) showed that customer experience does not have a significant influence on customer loyalty. The discrepancies in the results of this study give rise to research gaps, which will be explored in this research.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Tourism Consumption Theory (TCT) posits that leisure is a multifaceted system influenced by various factors, including a traveler's background, prior travel experiences, decision-making processes, and their behavior while traveling (Woodside and Dubelaar, 2002). According to TCT, a traveler's opinions, choices, motivations, and behaviors pertaining to travel are interconnected, either directly or indirectly. Therefore, we believe that TCT serves as an appropriate framework to elucidate the

connection between a tourist's experience at an attraction and their motivation, satisfaction, trust, and loyalty towards a creative tourism attraction. TCT asserts that a tourist's assessment of their experience with an attraction significantly impacts their willingness to revisit the attraction in the future.

Customer experience

Creating customer loyalty can be achieved through the avenue of customer experience. Customer experience is defined as "the outcome of encountering or living through experiences that address sensory, cognitive, emotional, relational, and behavioral aspects (Şahin, Zehir and Kitapçi, 2011). It is crucial for customers to undergo time-constructed experiences throughout their interactions with companies in a more advanced and fruitful manner, thereby enhancing their distinctive relationships with these companies (Cetin, 2020).

Hence, the realm of customer experience extends beyond the domain of service quality, as it encompasses emotions and feelings that are not quantified within the parameters of service quality (Adhikari and Bhattacharya, 2016). While experience quality in the context of tourism has been extensively studied, it is noteworthy that different segments of tourists may perceive these experiences differently, primarily due to variations in their motivations for engaging with attractions (Cetin, 2020). Tourists construct a unique experience during the interaction with the tourist destination, which encompasses events, behaviors, perceptions, rumors, cognitions, emotions, words, gestures, or feelings. This constructed experience reflects their cognitive learning throughout the interaction

In the realm of tourism research, there is a prevailing consensus regarding the positive correlation between the quality of the tourist experience and their intentions to revisit. Prentice, Wang and Loureiro (2019) highlight that a tourist's experience at an attraction plays a pivotal role in influencing their post-consumption behaviors, including the intention to revisit that attraction (Mokha and Kumar, 2022).

Moreover, subsequent studies conducted by Ali, Ryu and Hussain (2016) and Berhanu and Raj (2020) strengthen the positive connection between a tourist's experience at an attraction and their subsequent behaviors,

encompassing satisfaction, behavioral intentions, and recollections related to the destination of the attractions. These linkages among experience quality, tourist satisfaction, and tourist loyalty align with the models (Suhartanto et al., 2020).

Customer satisfaction

Abror et al., (2019) argue that tourist satisfaction results from a combination of tourists' pre-travel expectations and their post-travel experiences. Satisfaction is achieved when their expectations before traveling align with the experiences they encounter during their journey. For instance, research in the realm of creative tourism concludes that satisfied tourists tend to exhibit positive behaviors towards the attraction (Ali, Ryu and Hussain, 2016).

In a broader context, customer satisfaction denotes the emotional response, whether pleasurable or disappointing, that an individual experience after comparing the actual performance of a product or service to their expected performance (Bayih and Singh, 2020). When performance falls short of expectations, customers become dissatisfied, while meeting or exceeding expectations results in a high level of satisfaction or happiness. Therefore, it is challenging to attain customer satisfaction for a product or service unless the service provider thoroughly comprehends customer expectations.

Even products or services of identical quality can yield varying levels of satisfaction among different customers. Consequently, a company must consistently prioritize the quality of the products and services it delivers to its customers (Cetin, 2020). Satisfaction, but they generally concur that this concept is multifaceted, encompassing cognitive, affective, physiological, and psychological elements (Surahman, Yasa and Wahyuni, 2020). This definition of satisfaction implies that, although interconnected, satisfaction differs from service quality. Tourism providers are expected to make improvements to the available service facilities to enhance visitor satisfaction.

Consumer trust

Trust can be defined as the confidence possessed by an individual or a group in the words, promises, spoken or written declarations of another individual or group. In

the context tourism, trust plays a crucial role in motivating consumers to engage in traveling post pandemic (Shin *et al.*, 2022). Consumer trust within the realm of e-commerce is undeniably one of the pivotal factors influencing online buying and selling activities. As stated by (Indriastuti and Hidayat, 2021) trust represents a positive anticipation or belief that others will not engage in opportunistic behaviors in their words, actions, and policies (Pratiwi, Rama and Sulistiyanti, 2021). The assessment of trust hinges on whether the institution consistently meets expectations through its overall performance, maintains the quality of services provided, and instills confidence in its enduring presence.

In times of uncertainty, trust plays a pivotal role in binding society together and shaping people's attitudes and actions (Muharam et al., 2021). The importance of effective transparency and public trust in navigating public health crises has been extensively explored in recent literature (Balog-Way and McComas, 2020). Public trust in health authorities hinges on clear and appropriate communication (Holroyd et al., 2020). Henderson et al. (2020) have developed a model for public trust, emphasizing the need to examine the interplay between government policies, public trust, and public behavior. Within this model, they propose ten strategies for fostering public trust, including consistency, proactivity, credibility, and transparency.

Wong and Jensen (2020) reveal the paradox of trust, indicating that high levels of public trust in authorities can lead to an underestimation perceived by the public.

Customer loyalty

Customer loyalty is an essential prerequisite for a company or service to not only survive but also effectively compete with other entities in the market (So *et al.*, 2016). To cultivate customer loyalty, concerted efforts are necessary, such as consistently delivering the highest quality across all products and services offered, thus fostering a robust perception of quality in the minds of customers. Customer loyalty can be defined as a customer's unwavering commitment to a brand, store, or service provider, rooted in a positive disposition and manifesting through repeated purchases or steadfast utilization (Almeida-Santana and Moreno-Gil, 2018).

Loyalty holds a central position within the realm of tourism marketing, leading to a wealth of studies dedicated to its examination. However, despite loyalty being extensively discussed within the service literature, there has been limited research conducted in the context of creative tourism. Furthermore, researchers have yet to reach a consensus on how to effectively measure loyalty within this domain (Ali, Ryu and Hussain, 2016).

Studies on loyalty primarily adopt two approaches: behavioral and attitudinal. In the behavioral approach, loyalty is conceptualized as a consumer's consistent purchase of a product or service within a specific timeframe. In the tourism context, behavioral loyalty is often assessed by measuring the frequency of visits to a particular attraction or destination. While the behavioral approach provides valuable insights into how the performance of an attraction compares to others, it has faced criticism for its lack of a solid theoretical foundation and its limitation in providing a comprehensive understanding of the intricate and dynamic behavior of tourists (Suharto et al., 2022).

Additionally, Mokha and Kumar (2022) argue that assessing loyalty solely through the behavioral method can result in significant instances of false loyalty. In other words, this method is unable to distinguish between a genuinely loyal tourist and one who visits an attraction solely due to cost or convenience considerations. Consequently, relying solely on behavioral loyalty is an inadequate approach for explaining tourist loyalty towards a creative tourism attraction

Customer experience and customer trust

Customer experiences encompass distinctive, innovative, and memorable occurrences and impressions encountered during the consumption process, which subsequently shape future purchasing decisions and recommendations (Mokha and Kumar, 2022). The concept of customer experience emphasizes that every encounter a customer undergoes accumulates into a diverse collection of experiences in the consumption of products or services. These accumulated experiences exert a direct influence on shifts in customer attitudes, particularly in terms of fostering trust in specific services (Cetin, 2020).

Destination trust pertains to the degree to which travelers place confidence in the destinations' ability to deliver the functions they promote (Abubakar and Ilkan, 2016). Previous studies have uncovered a notable influence of trust in destinations on travelers' behaviors Abubakar and Ilkan, (2016), Balog-Way and McComas, (2020), Shin *et al.*, (2020). After the pandemic, the significance of destination trust will be amplified in deciding whether travelers engage in travel, given that potential travelers are less inclined to embark on a journey if they lack faith in a destination's safety management. Many tourist attractions have restructured their facilities and services with the aim of providing optimal services. When the existing experience in the minds of consumers goes well, this has the potential to increase visitor trust. The hypothesis proposed is as follows:

H1: Customer experience has a positive effect on consumer trust tourism destination

Customer satisfaction and customer trust

Customer satisfaction exhibits a close association with trust tourism destination (Pratiwi, Rama and Sulistiyanti, 2021) .Trust is the foundation in building and maintaining long-term relationships involving customers when satisfaction includes one's feelings in making a destination. If someone is satisfied with a purchase that has been made, then it is likely to make a repurchase at the same place (Muharam et al., 2021). Satisfaction is believed to influence attitudes and consumers after making a purchase to repurchase a product or reuse a service. Customer satisfaction is the accumulation of attitude and experience based will give rise trust on destination.

Trust is an important factor that can overcome the crisis and difficulties between business partners, but it is also an important asset in developing long-term relationships between organizations (Henderson et al., 2020). Tourist manager that are able to recognize and control the factors forming trust, can create and streamline the level of relationships with customers. Increasing customer satisfaction on trust can be build including the quality of tourism or services, the price of entry destination or services, the convenience of procedures, and consumer support such as availability of entertainment,

complete facilities, canteen, toilets and prayer room, when this is fulfilled, it will increase consumer trust in tourist destination (Lie et al., 2019). The hypothesis proposed is as follows:

H2: Customer satisfaction a positive effect on consumer trust tourism destination

## Customer experience and customer loyalty

A brand delivers a combination of practical and emotional benefits, often stemming from the interactions consumers have with it (Prentice, Wang and Loureiro, 2019). This concept, known as brand experience, encompasses consumers' encounters while buying and using a brand's products or services, as well as the brand's impact on those who haven't yet made a purchase C Nowadays, customers are not merely interested in the tangible advantages offered by the brand itself; they also value the overall experience associated with it (Muharam et al., 2021).

The experiences encountered by customers during their consumption of a product or service emerge as a pivotal determinant significantly shaping customer loyalty (Almeida-Santana and Moreno-Gil, 2018). Based on the findings derived from this data, it becomes evident that customer loyalty represents one of the dependent variables influenced considerably by customer experience. As asserted in the study by Suhartanto et al., (2020), the spectrum of customer experience encompasses tangible, emotional, and cognitive elements. Positive relationship between tourists' experience with the attraction with their subsequent behaviors such as satisfaction, behavioral intention, and memories with the destination of the attractions. The hypothesis proposed is as follows:

H3: Customer experience a positive effect on customer loyalty tourism destination

Customer satisfaction and customer loyalty

Various perspectives exist regarding the concept of satisfaction, but there is a general consensus that it is a multifaceted notion. It encompasses not only cognitive and emotional dimensions but also involves
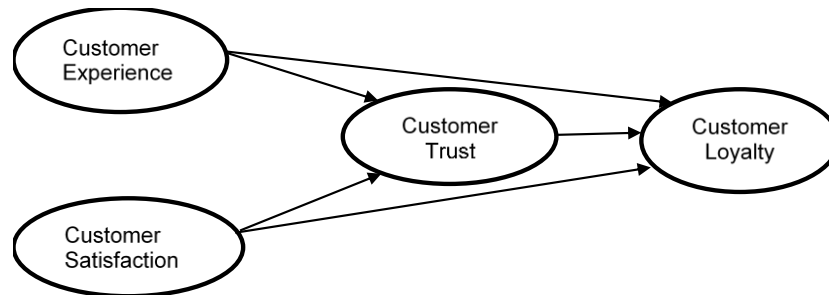
Figure 1.
Conceptual framework

physiological and psychological factors in its complexity (Suhartanto et al., 2020). The definition of satisfaction underscores its distinction from service quality. Satisfaction relates to a customer's assessment of a product or service concerning their expectations, while service quality pertains to the overall evaluation of a company's excellence (Almeida-Santana and Moreno-Gil, 2018).

Mokha and Kumar, (2022) propose that tourist satisfaction results from a combination of pre-travel expectations and post-travel experiences, and it is deemed achieved when the travel experience aligns with the initial expectations. The influence of customer satisfaction on fostering customer loyalty is a widely acknowledged phenomenon, customer satisfaction and its consequential impact on customer loyalty (Muharam et al., 2021). Visitors' intentions post-visit are of critical importance in nature-based tourism and hence to managers of protected areas. Intending to revisit or recommend the area to others can provide additional revenue through the receipt of entrance fees and income from attending tours. Therefore, tourism service providers must continuously improve their service quality focuses on perceived quality of performance based on evaluating services, facilities to enhance customer satisfaction and thus increase loyalty. The hypothesis proposed is as follows:

H4: Customer satisfaction a positive effect on customer loyalty tourism destination

Customer trust and customer loyalty

Many studies investigating behavior typically define trust as an individual's mental state, wherein they are open to vulnerability due to their confidence and positive expectations about another person's actions (Oppermann, 2000). Concerning its structural components, trust encompasses various elements, such as cognitive trust and affective trust. Cognitive trust emerges when individuals trust others based on their competence, knowledge, and reliability, whereas affective trust is founded on a belief in the kindness of others (Pratiwi, Rama and Sulistiyanti, 2021).While cognitive trust hinges on others' credibility in transactions, affective trust is established through an emotional assessment of others' goodwill.

Trust plays a significant role in relational interactions because relationships marked by trust are greatly esteemed. Trust has been suggested as a key factor influencing commitment in relationships.

Establishing trust in the minds of customers influences their commitment. To enhance trust levels, organizations should prioritize keeping their promises to customers and consistently demonstrating a genuine concern for their best interests (Javed and Tučková, 2020). Establishing ongoing business relationships requires the presence of trust as a crucial component. Considering the abstract character of services and the immediate consumption that occurs at the point of purchase one could make the case that a substantial degree of trust in the product or services.

Customer loyalty is a pattern of recurring purchase or usage behavior, strong emotional bonds, and a preference for specific choices, accompanied by efforts to seek external information and evaluate alternatives. Many professionals assert that one fundamental aspect of marketing involves the continuous cultivation of strong and trust to customer relationships (Mokha and Kumar, 2022). The objective of customer relationship management is to enhance and solidify customer loyalty toward the company,

Table 1.
Measurements

Variables	Indicators	Reference
Customer experience	CE1: Peace of mind CE2: Moments of truth CE3: Outcome focus CE4: Product experience	Mokha and Kumar (2022)
Customer satisfaction	CS1: Satisfaction on amenities CS2: Satisfaction on attractions CS3: Satisfaction on accessibilities CS4: Willingness to recommend	Bayih and Singh, (2020).
Customer trust	CT1: Interactional trust CT2: Destination trust CT3: Service trust	Huddin (2019), Shin et al., 2022
Customer loyalty	CL1: Behavioral loyalty CL2: Attitudinal loyalty CL3: Cognitive loyalty	Mokha and Kumar (2022)

which is built when service providers increase trust in consumers. The hypothesis proposed is as follows:

H5: Customer trust a positive effect on customer loyalty tourism destination.

METHODS

This research was conducted using a quantitative approach aimed at investigating the roles of customer experience, customer loyalty, and customer satisfaction in relation to customer trust, selected tourist destinations in Banten Province as a case study because these destinations are considered close to the center of the capital city of Indonesia, which features creative tourism attractions. The study employed primary data collected through a survey method, where respondents were selected using purposive sampling technique. This technique required respondents to meet criteria established by the researcher, which included individuals who had visited at least two tourist destinations in Banten Province, such as Ujung Kulon National Park, Anyer Beach, Sawarna Beach, Carita Beach, Tourism Religion Banten Lama, and Baduy Village with creative tourism activities are tourism endeavors that prioritize authentic experiences for tourists, active engagement in tourism, and participatory learning in consuming their tourism activities, and these can be enjoyed in tourist destinations, on at least one occasion.

The research was conducted from January to March 2023. The data analysis method used in this research was the Structural Equation Model (SEM) with the assistance of AMOS software.

This research is a quantitative study as it solely measures and predicts human behavior using a survey method with questionnaires distributed to respondents. The sampling technique used is purposive sampling, which is a sampling method where the selected samples or respondents must meet the criteria set for the research objectives (Cooper and Schindler, 2014). The criteria include individuals who have visited visited tourist attractions in Banten Province at least twice. The population in this study are who have visited tourist attractions in Banten Province, Indonesia.

The researcher employed purposive sampling, specifying certain criteria (Cooper and Schindler, 2014) with respondents who are individuals that have visited tourist attractions in Banten Province at least twice. Respondents for this study were determined based on the assumption of a minimum of 5 times the number of statement items. This research consists of 14 statements; therefore, a minimum of 70 respondents were sampled. The study encompasses four research variables measured using a 5 point Likert scale. The measures for each variable is summarized in Table 1. The data in this research were analyzed using the Structural Equation Model (SEM) method with AMOS 23 software.

The researcher distributed questionnaires in the form of a questionnaire link through various social media platforms, and a total of 299 respondents with varying characteristics participated in the study. Among the 299 respondents, the majority were female, totaling 170, while male respondents numbered 129. Looking at the age of the respondents, the 21-35 age group dominated with 120 individuals, followed by those aged
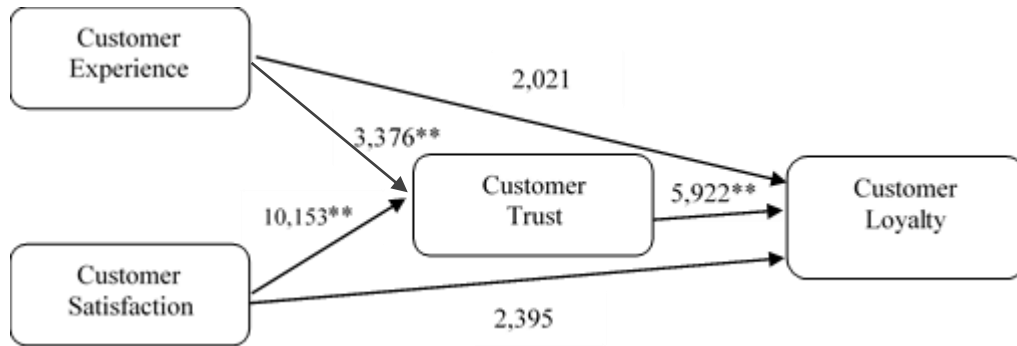
Figure 2.
Path model

≥ 35, with 102 participants, and those below 20 years old, with 77 participants.

In terms of educational level, the research respondents were predominantly graduates with a Bachelor's degree (S1), followed by respondents with Master's (S2) and Doctoral (S3) degrees, with a smaller number having completed education up to high school.

Validity and reliability testing

According to Cooper and Schindler (2014). validity testing is crucial to ensure that the measurement instrument truly measures what it is intended to measure. Prior to this, the researcher conducted content validity by presenting statements that had been translated and discussed with marketing experts. The next step in validating the instrument involved using convergent validity and discriminant validity. The level of validity of a questionnaire instrument can be determined with the assistance of the AMOS 23 computer program. Following Hair et al., (2009), a factor loading greater than or equal to 0.30 is considered to meet the minimal level, and it is strongly recommended that the factor loading be greater than or equal to 0.40. If the factor loading for a questionnaire item reaches or exceeds ±0.50, then that item is considered crucial in interpreting the measured construct all item t factor loading value is ≥0.40.

Reliability testing indicates that an instrument is unbiased and the extent to which it is dependable across different times, places, and people (Hair *et al.*, 2009). Reliability serves as a measure of internal consistency and the variance extracted from each construct. High reliability results provide confidence that the indicators used are all consistent with their measurements, with a

recommended threshold level of 0.7. reaches or exceeds ±0.50, then that item is considered crucial in interpreting the measured construct Following these guidelines, the researcher established that a significant factor loading value is ≥0.40. In this study, all research variables, namely customer experience with CR 0,82, customer satisfaction with CR 73, customer trust with CR 76 and customer loyalty with CR 78, were deemed reliable with a CR (Construct Reliability) value equal to or greater than 0.7, thus confirming their reliability.

RESULTS

It is evident that all variables have shown significant effects as they have p-values < 0.05. Therefore, it can be concluded that all hypotheses are accepted. Based on the results of the structural model analysis as shown in Figure 2 and as summarized in Table 2 that examined the influence of customer experience on customer trust, it can be observed that the standardized regression weight is 0.098, with a critical ratio value greater than ±1.96, specifically 3.376. This significant influence of customer experience on customer trust.

In the analysis of the structural model testing the influence of customer satisfaction on customer trust, the standardized regression weight is 0.102, with a critical ratio value greater than ±1.96, specifically 10.153. This indicates a significant influence of customer satisfaction on customer trust. Meanwhile, the influence of customer trust on customer loyalty is evident with a standardized regression weight of 0.194 and a critical ratio value greater than ±1.96, specifically 5.922, significant influence of customer trust on customer loyalty.

Table 2.
Summary of hypotheses testing

Regression weight			Estimate	S.E.	C.R.	*p*-value	Note
Customer trust	<---	Customer experience	0,332	0,098	3,376	***	Supported
Customer trust	<---	Customer satisfaction	1,035	0,102	10,153	***	Supported
Customer loyalty	<---	Customer trust	1,146	0,194	5,922	***	Supported
Customer loyalty	<---	Customer experience	0,225	0,111	2,021	**	Supported
Customer loyalty	<---	Customer satisfaction	0,506	0,211	2,395	**	Supported

Notes:
*** p<.01, ** p<.05

The analysis of the structural model testing the influence of customer experience on customer loyalty shows a standardized regression weight of 0.111, with a critical ratio value greater than ±1.96, specifically 2.021. This implies a significant influence of customer experience on customer loyalty. Lastly, in the analysis of the structural model testing the influence of payment satisfaction on payment trust, a standardized regression weight of 0.211 is observed, with a critical ratio value greater than ±1.96, specifically 2.395, indicating a significant influence of payment satisfaction on payment trust.

DISCUSSION

The relationship between customer experience andconsumer trust on tourism destination

Customer experiences encompass distinctive, innovative, and memorable occurrences and impressions encountered during the consumption process, which subsequently shape future purchasing decisions and recommendations (Mokha and Kumar, 2022). The concept of customer experience emphasizes that every encounter a customer undergoes accumulates into a diverse collection of experiences in the consumption of products or services. These accumulated experiences exert a direct influence on shifts in customer attitudes, particularly in terms of fostering trust in specific services (Cetin, 2020).

Destination trust pertains to the degree to which travelers place confidence in the destinations' ability to deliver the functions they promote (Abubakar and Ilkan, 2016). Previous studies have uncovered a notable influence of trust in destinations on travelers' behaviors Abubakar and Ilkan, (2016), Balog-Way and McComas, (2020), Shin et al., (2020). After the pandemic, the significance of destination trust will be amplified in deciding whether travelers engage in travel, given that potential travelers are less inclined to embark on a journey if they lack faith in a destination's safety management. Many tourist attractions have restructured their facilities and services with the aim of providing optimal services. When the existing experience in the minds of consumers goes well, this has the potential to increase visitor trust.

The relationship between customer satisfaction and consumer trust on tourism destination

Customer satisfaction exhibits a close association with trust tourism destination (Pratiwi, Rama and Sulistiyanti, 2021). Trust is the foundation in building and maintaining long-term relationships involving customers when satisfaction includes one's feelings in making a destination. If someone is satisfied with a purchase that has been made, then it is likely to make a repurchase at the same place (Muharam et al., 2021).

Satisfaction is believed to influence attitudes and consumers after making a purchase to repurchase a product or reuse a service. Customer satisfaction is the accumulation of attitude and experience based will give rise trust on destination. Trust is an important factor that can overcome the crisis and difficulties between business partners, but it is also an important asset in developing long-term relationships between organizations (Henderson et al., 2020).

Tourist manager that are able to recognize and control the factors forming trust, can

create and streamline the level of relationships with customers. Increasing customer satisfaction on trust can be build including the quality of tourism or services, the price of entry destination or services, the convenience of procedures, and consumer support such as availability of entertainment, complete facilities, canteen, toilets and prayer room, when this is fulfilled, it will increase consumer trust in tourist destination (Lie et al., 2019).

The relationship between customer experience and customer loyalty on tourism destination

A brand delivers a combination of practical and emotional benefits, often stemming from the interactions consumers have with it (Prentice, Wang and Loureiro, 2019). This concept, known as brand experience, encompasses consumers' encounters while buying and using a brand's products or services, as well as the brand's impact on those who haven't yet made a purchase (Mokha and Kumar, 2022). Nowadays, customers are not merely interested in the tangible advantages offered by the brand itself; they also value the overall experience associated with it (Muharam et al., 2021).

The experiences encountered by customers during their consumption of a product or service emerge as a pivotal determinant significantly shaping customer loyalty (Almeida-Santana and Moreno-Gil, 2018). Based on the findings derived from this data, it becomes evident that customer loyalty represents one of the dependent variables influenced considerably by customer experience. As asserted in the study by Suhartanto et al., (2020), the spectrum of customer experience encompasses tangible, emotional, and cognitive elements. Positive relationship between tourists' experience with the attraction with their subsequent behaviors such as satisfaction, behavioral intention, and memories with the destination of the attractions.

The relationship between customer satisfaction and customer loyalty on tourism destination

Various perspectives exist regarding the concept of satisfaction, but there is a general consensus that it is a multifaceted notion. It encompasses not only cognitive and emotional dimensions but also involves physiological and psychological factors in its complexity (Suhartanto et al., 2020). The definition of satisfaction underscores its distinction from service quality. Satisfaction relates to a customer's assessment of a product or service concerning their expectations, while service quality pertains to the overall evaluation of a company's excellence (Almeida-Santana and Moreno-Gil, 2018). Mokha and Kumar, (2022) propose that tourist satisfaction results from a combination of pre-travel expectations and post-travel experiences, and it is deemed achieved when the travel experience aligns with the initial expectations.

The influence of customer satisfaction on fostering customer loyalty is a widely acknowledged phenomenon, customer satisfaction and its consequential impact on customer loyalty (Muharam et al., 2021). Visitors' intentions post-visit are of critical importance in nature-based tourism and hence to managers of protected areas. Intending to revisit or recommend the area to others can provide additional revenue through the receipt of entrance fees and income from attending tours. Therefore, tourism service providers must continuously improve their service quality focuses on perceived quality of performance based on evaluating services, facilities to enhance customer satisfaction and thus increase loyalty.

The relationship between customer trust and customer loyalty on tourism destination

Many studies investigating behavior typically define trust as an individual's mental state, wherein they are open to vulnerability due to their confidence and positive expectations about another person's actions (Oppermann, 2000). Concerning its structural components, trust encompasses various elements, such as cognitive trust and affective trust. Cognitive trust emerges when individuals trust others based on their competence, knowledge, and reliability, whereas affective trust is founded on a belief in the kindness of others (Pratiwi, Rama and Sulistiyanti, 2021). While cognitive trust hinges on others' credibility in transactions, affective trust is established through an emotional assessment of others' goodwill.

Trust plays a significant role in relational interactions because relationships marked by

trust are greatly esteemed. Trust has been suggested as a key factor influencing commitment in relationships. Establishing trust in the minds of customers influences their commitment. To enhance trust levels, organizations should prioritize keeping their promises to customers and consistently demonstrating a genuine concern for their best interests (Javed and Tučková, 2020). Establishing ongoing business relationships requires the presence of trust as a crucial component. Considering the abstract character of services and the immediate consumption that occurs at the point of purchase one could make the case that a substantial degree of trust in the product or services.

Customer loyalty is a pattern of recurring purchase or usage behavior, strong emotional bonds, and a preference for specific choices, accompanied by efforts to seek external information and evaluate alternatives. Many professionals assert that one fundamental aspect of marketing involves the continuous cultivation of strong and trust to customer relationships (Mokha and Kumar, 2022). The objective of customer relationship management is to enhance and solidify customer loyalty toward the company, which is built when service providers increase trust in consumers.

CONCLUSION

The findings of this study show how customer experience, customer satisfaction, and customer trust in the context of tourism loyalty tourism destination.

The results of this study are as follows: Firstly, it is Customer experience positively influences consumer trust tourism destination post pandemic, evident that customer experience plays a pivotal role in shaping customer trust. Positive experiences, characterized by professionalism in service, efficient facilities, and enjoyable visits, foster higher levels of trust in tourism service providers. This aligns with previous research highlighting the link between perceived service experiences and trust in those services.

Secondly, customer satisfaction positively influences consumer trust, emerges as a critical factor influencing customer trust. When tourists are satisfied with the services provided, including improvements to facilities, they are more likely to trust and revisit the destination. This finding corroborates prior

studies that emphasize the impact of service quality on customer satisfaction and trust.

Moreover, the study underscores the relationship between customer experience positively influences customer loyalty. Positive experiences not only encourage repeat visits but also lead to increased customer loyalty as tourists are more inclined to return to destinations that consistently provide enjoyable experiences. This observation resonates with previous research emphasizing the concept of Total Customer Experience and its influence on customer loyalty.

Furthermore, customer satisfaction positively influences on customer loyalty. When tourists are satisfied with the services and facilities, they are more likely to become loyal customers, returning for future visits and recommending the destination to others. This aligns with studies across various sectors, including banking, emphasizing the connection between customer satisfaction and loyalty.

Lastly, the study establishes that customer trust positively influences customer loyalty. Tourists who trust in the quality and enjoyment provided by the tourism attractions are more inclined to revisit and recommend them, leading to increased loyalty. This finding aligns with research in various service sectors, highlighting the role of trust in maintaining customer loyalty.

The results of this study contribute to academics and practitioners. From an academic perspective, it is expected to provide additional empirical evidence regarding the influence of customer experience, customer satisfaction, and customer trust in the context of tourism loyalty, especially in the Indonesian public context. Additionally, it can serve as a reference for practitioners in enhancing customer-based trust and satisfaction for loyalty, whi ch can be achieved through the avenue of customer experience.

For the future studies, there are several suggestions that could be implemented for further research. First, it is recommended that further research employs a mixed-method approach involving qualitative and quantitative methods. Qualitative methods can be utilized to gather more detailed and in-depth information about tourism, while a quantitative survey on tourism destinations with a broader survey distribution representing all regions in Indonesia is essential to obtain a more comprehensive

understanding of research results. Second, additional research can introduce variables that impact loyalty to tourism destinations and investigate other factors influencing a person's satisfaction with the creativity of the destination.

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