

ANTECEDENT OF DESTINATION LOYALTY THROUGH TOURISTS' FASCINATION

A THESIS

**Presented as Partial Fulfilment of the Requirements
to Obtain the Bachelor Degree in Management Study Program**



Muhammad Rivaldo Hadzami

Student Number: 19311494

INTERNATIONAL UNDERGRADUATE PROGRAM IN MANAGEMENT

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2024

LEGALIZATION PAGE

LEGALIZATION PAGE

ANTECEDENT OF DESTINATION LOYALTY THROUGH TOURISTS' FASCINATION

A BACHELOR DEGREE THESIS

By:

Muhammad Rivaldo Hadzami

Student Number: 19311494

Defended before the Board of Examiners
on 30th April, 2024 and Declared Acceptable

Board of Examiners

Examiner I



Andila Nadhira Ayu Setyaning, S.E., MBA.

30th April, 2024

Examiner II

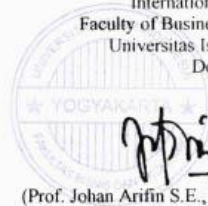


Raden Koro Ratna Roostika, S.E., MAC., Ph.D.

30th April, 2024

Yogyakarta, 30th April 2024

International Program
Faculty of Business and Economics
Universitas Islam Indonesia
Dean,



(Prof. Johan Arifin S.E., M.Si., Ph.D., CFA) 

APPROVAL PAGE
ANTECEDENT OF DESTINATION LOYALTY THROUGH
TOURISTS' FASCINATION

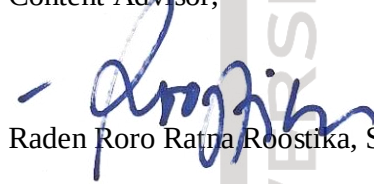
Written By:

Muhammad Rivaldo Hadzami

Student Number: 19311494

Approved by

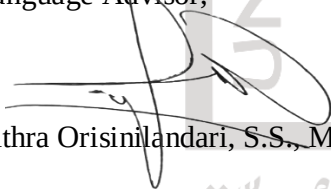
Content Advisor,



Raden Roro Ratna Roostika, S.E., MAC., Ph.D.

20 March, 2024

Language Advisor,



Cithra Orisinilandari, S.S., MA

30 March, 2024

الجامعة الإسلامية
الإندونيسية

DECLARATION OF AUTHENTICITY

DECLARATION OF AUTHENTICITY

I thus affirm the authenticity of my thesis, confirming that I have neither utilised the work of others to achieve my university degree, nor have I incorporated anyone else's words, thoughts, or expressions without proper acknowledgment. All quotations are properly referenced and included in the thesis's bibliography.

If this declaration is proven inaccurate in the future, I am prepared to bear any discipline in accordance with established regulations or its resulting consequences.

Yogyakarta, 31 March 2024



Muhammad Rivaldo Hadzami



FAKULTAS
BISNIS DAN EKONOMIKA

Gedung Prof. Dr. Ace Partadineja
Universitas Islam Indonesia
Condong Catur Depok Yogyakarta 55283
T: (0274) 881546, 885376
F: (0274) 882589
E: fbe@uii.ac.id
W: fbe.uii.ac.id

BERITA ACARA UJIAN TUGAS AKHIR/SKRIPSI

Bismillahirrahmanirrahim,

Pada Semester Genap 2023/2024, hari Selasa, tanggal 30 April 2024, Program Studi Manajemen Fakultas Bisnis dan Ekonomika UII telah menyelenggarakan Ujian Tugas Akhir yang disusun oleh:

Nama : Muhammad Rivaldo Hadzami
No. Mahasiswa : 19311494
Judul Tugas Akhir : ANTECEDENT OF DESTINATION LOYALTY THROUGH
TOURISTS' FASCINATION/19311494
Pembimbing : Raden Roro Ratna Roostika, S.E., MAC., Ph.D

Berdasarkan hasil evaluasi Tim Dosen Penguji Tugas Akhir, maka Tugas Akhir tersebut dinyatakan:

Lulus Ujian Tugas Akhir

Nilai : A
Referensi : Layak ditampilkan di Perpustakaan

Tim Penguji:

Ketua Tim : Alldila Nadhira Ayu Setyaning, S.E., MBA.
Anggota Tim : Raden Roro Ratna Roostika, S.E., MAC., Ph.D

Yogyakarta, 07 Mei 2024

Ketua Program Studi Manajemen,



Abdur Rafik, SE., M.Sc.
NIK. 133110105

ACKNOWLEDGEMENTS



Assalamualaikum Wr. Wb.

Alhamdulillah rabbil'alamin, all praises belong to Allah SWT, Who has bestowed upon us a life replete with trials, accompanied by a collection of exquisite outcomes and appreciative blessings. The writer is granted this opportunity to complete this thesis under the title —Antecedents of Destination Loyalty through Tourist's Fascination. The completion of this thesis writing is a mandatory component for the degree program in Marketing Study at the Department of Management, Faculty of Economics, Universitas Islam Indonesia.

The writer acknowledges that the completion of this thesis would not have been possible without the assistance of numerous individuals. Hence, on this occasion, the writer wishes to express gratitude for all assistance, guidance, supervision, and counsel that have significantly contributed to the accomplishment of this thesis. The writer would like to express gratitude to:

1. Allah SWT for all of His grace and guidance.
2. Prophet Muhammad P.B.U.H for being such a great role model for *Ummah*.
3. My beloved Al-Muallif's Family, My father Drs. Al-Muallif, my mother Siti Sri Riwayati Amri, my beloved brother & sister; Muhammad Rizaldi

Hadzami, S.Si., M.B.A & Kiky Nurmeiyanty, S.Pd and my cute and beloved niece Muhammad Dzaki Hamidzan Hadzami.

4. Mrs. Ratna Roostika, S.E., MAC., Ph.D., as the content advisor who has devoted time, effort, and thought to guiding me. May Allah SWT grant you his honour in return for your benevolence.
5. Mrs. Cithra Orisinilandari, S.S., MA, in her capacity as the language advisor, provided her time, effort, and willingness to rectify the thesis's linguistic structure.
6. All my friends who always support me in an absurd way, Pabrik Mobil, Penunggang Naga, Wedus Godegan, Piri Piri Lipi. Thank you for always being such a good friend.

TABLE OF CONTENTS

LEGALIZATION PAGE	i
APPROVAL PAGE	ii
DECLARATION OF AUTHENTICITY	iii
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	x
LIST OF FIGURES.....	xi
LIST OF APPENDICES.....	xii
<i>ABSTRACT</i>	xiii
ABSTRAK	xiv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1. Background.....	1
1.2. Research Problem.....	5
1.3. Limitation of Study.....	6
1.4. Research Objective	6
1.5. Research Contribution	7
1.6. Systematic of Writing.....	8
CHAPTER II.....	10
LITERATURE REVIEW	10
2.1. Introduction.....	10
2.1.1. Destination Loyalty.....	11
2.1.2. Destination Fascination	12
2.1.3 Subjective Well-Being.....	14
2.1.4. Destination Attachment	16
2.2. Conceptual Framework of Study	21
CHAPTER III	23
RESEARCH METHODOLOGY	23
3.1. Type of Study	23
3.2. Population and Sample	23

3.3.	Data Collection Method	24
3.4.	Operational Definition and Measurement Value	25
3.4.1.	Independent Variable.....	25
3.4.2.	Intervening Variable	27
3.4.3.	Dependent Variable	29
3.5.	Validity and Reliability Test	30
3.6.	Analysis Technique	33
3.6.1.	Respondent's Characteristics.....	34
3.6.2.	Descriptive Statistics	34
3.6.3.	Model Development Theory.....	34
CHAPTER IV.....		41
DATA ANALYSIS AND DISCUSSIONS		41
4.1.	Statistics Descriptive	41
4.1.1.	Respondents' Classification Based on Gender.....	42
4.1.2.	Respondents' Classification Based on Age	43
4.1.3.	Respondents' Classification Based on Educational Level	43
4.1.4.	Respondents' Classification Based on Occupation	44
4.1.5.	Respondents' Classification Based on Monthly Expenses.....	45
4.1.6.	Respondents' Classification Based on Domicile.....	46
4.2.	Descriptive Analysis	47
4.2.1.	Destination Fascination	48
4.2.2.	Subjective Well-being.....	50
4.2.3.	Destination Attachment	51
4.2.4.	Destination Loyalty.....	53
4.3.	Structural Equation Modelling (SEM) Analysis.....	54
4.3.1.	Path Diagram	54
4.3.2.	Normality Test.....	55
4.3.3.	Outlier Test	58
4.3.4.	Measurement Model of Analysis	61
4.3.5.	Model Modification and GOF Test of Full Model.....	67
4.3.6.	Direct and Indirect Influence	70
4.3.7.	Hypothesis Testing	72
4.4.	Result Discussions.....	77

4.4.1.	The Influence of Destination Fascination on Destination Loyalty.....	77
4.4.2.	The Influence of Destination Fascination on Subjective Well-Being.....	78
4.4.3.	The Influence of Subjective Well-Being on Destination Loyalty	79
4.4.4.	The Influence of Destination Fascination on Destination Attachment .	80
4.4.5.	The Influence of Destination Attachment on Destination Loyalty.....	81
4.4.6.	The Mediating Influence of Subjective Well-Being on the Relationship between Destination Fascination and Destination Loyalty.	82
4.4.7.	The Mediating Influence of Destination Attachment on the Relationship between Destination Fascination and Destination Loyalty.	84
CHAPTER V.....		86
CONCLUSIONS AND RECOMMENDATIONS		86
5.1. Conclusions		86
5.2. Limitations.....		87
5.3. Recommendations.....		87
REFERENCES.....		90
APPENDICES.....		100

LIST OF TABLES

Table 2. 1 Literature review of relationship between destination fascination and destination loyalty	13
Table 2. 2 Literature Review of Relationship Between Destination Fascination and Subjective Well-Being	15
Table 2. 3 Literature Review of Relationship Between Destination Fascination and Destination Attachment	18
Table 2. 4 Literature Review of Relationship Between Subjective Well-Being and Destination Loyalty	16
Table 2. 5 Literature Review of Subjective Well-Being Mediates Fascination and Destination Loyalty	Error! Bookmark not defined.
Table 2. 6 Literature Review of Relationship Between Destination Attachment and Destination Loyalty	18
Table 2. 7 Literature Review of Destination Attachment Mediates Fascination and Destination Loyalty	19
Table 3. 1 The Definition of Seven-Likert Scale	25
Table 3. 2 Validity and Reliability Test Result	31
Table 3. 3 Goodness of Fit Indices Summary	40
Table 4. 1 Respondents' Classification Based on Gender	42
Table 4. 2 Respondents' Classification Based on Age	43
Table 4. 3 Respondents' Classification Based on Educational Level.....	43
Table 4. 4 Respondents' Classification Based on Occupation	44
Table 4. 5 Respondents' Classification Based on Monthly Expenses	45
Table 4. 6 Respondents' Classification Based on Domicile	46
Table 4. 7 Interval Scale	47
Table 4. 8 Descriptive Analysis of Destination Fascination.....	48
Table 4. 9 Descriptive Analysis of Destination Fascination.....	50
Table 4. 10 Descriptive Analysis of Destination Attachment	51
Table 4. 11 Descriptive Analysis of Destination Loyalty	53
Table 4. 12 Normality Test Result	55
Table 4. 13 Bootstrap Test Results.....	58
Table 4. 14 Outlier Test Result.....	59
Table 4. 15 Goodness of Fit Results	61
Table 4. 16 Validity Test Results	63
Table 4. 17 Reliability Test Results	65
Table 4. 18 Goodness of Fit Index Test Results.....	67
Table 4. 19 Effect of Independent Variables	70
Table 4. 20 Research Hypothesis Test Results.....	72

LIST OF FIGURES

Figure 2. 1 Research Framework	21
Figure 4. 1 Initial Path Diagram Model	55
Figure 4. 2 CHISQ.INV.RT Analysis Results.....	59
Figure 4. 3 Research Model.....	69
Figure 4. 4 Sobel Test Hypothesis 4	76
Figure 4. 5 Sobel Test Hypothesis 5	76

LIST OF APPENDICES

APPENDIX A.....	100
APPENDIX B.....	106
APPENDIX C.....	109
APPENDIX D.....	112

ABSTRACT

This study aims at analysing the relationship between destination fascination and destination loyalty through subjective well-being and destination attachment. There are 246 respondents from tourists who already tasted healthy cuisine in Yogyakarta, the data are gathered through online surveys and analysed using SPSS and AMOS software. The results of the study reveal that destination fascination has a positive and significant effect on destination loyalty, subjective well-being, and destination attachment. On the other hand, the result indicates that both subjective well-being and destination attachment have a negative and insignificant effect on destination loyalty. In addition, both subjective well-being and destination attachment cannot be a mediator in the relationship between destination fascination and destination loyalty, in terms of tourism. This study contributes to enriching the marketing literature regarding tourist loyalty through tourist fascination. The results of this study can help managers to make more effective strategies and policies in tourism sector and more specifically in healthy culinary sector.

Keywords: *Tourism, destination fascination, subjective well-being, destination attachment, destination loyalty.*

ABSTRAK

Penelitian ini dilakukan dengan tujuan menganalisis hubungan antara daya tarik destinasi dan loyalitas destinasi melalui kesejahteraan subjektif dan keterikatan destinasi. Ada 246 responden dari wisatawan yang pernah mencicipi makanan sehat di Yogyakarta. Data dikumpulkan melalui survei daring dan dianalisis menggunakan perangkat lunak SPSS dan AMOS. Hasil penelitian menunjukkan bahwa daya tarik destinasi memiliki efek positif dan signifikan pada loyalitas destinasi, kesejahteraan subjektif, dan keterikatan tujuan. Di sisi lain, hasilnya menunjukkan bahwa kesejahteraan subjektif dan keterikatan destinasi memiliki efek negatif dan tidak signifikan pada loyalitas destinasi. Selain itu, kesejahteraan subjektif dan keterikatan destinasi tidak dapat menjadi mediator dalam hubungan antara daya tarik destinasi dan loyalitas destinasi, dalam hal pariwisata. Penelitian ini berkontribusi untuk memperkaya literatur pemasaran tentang loyalitas destinasi melalui daya tarik wisata. Hasil penelitian ini dapat membantu manajemen membuat strategi dan kebijakan yang lebih efektif di sektor pariwisata dan lebih khusus di sektor kuliner sehat.

Keywords: *Pariwisata, daya tarik destinasi, kesejahteraan subjektif, keterikatan destinasi, loyalitas destinasi.*

CHAPTER I

INTRODUCTION

1.1. Background

The local economy greatly benefits from tourism due to its significant contribution to commercial activities, revenue generation, employment opportunities, and international exchange (Allameh et al., 2015). According to Fayed et al. (2016), a nation has the potential to generate substantial annual profits from this particular industry. Consequently, numerous nations have prioritized the expansion and enhancement of their tourist sector to get advantages. To effectively attract tourists to a destination, a country must possess destination fascination that can captivate and entice prospective tourists. Conversely, without any fascination, a nation may fail to attract tourists.

Yogyakarta is one of Indonesia's most popular tourist destinations. It is centrally positioned on the island of Java. Yogyakarta is renowned for its abundant cultural history and captivating natural scenery, in addition to being a center for education. Aside from this, Yogyakarta is relatively secure and comfortable due to its people's warmth. The local populace is modest and firmly adheres to local customs. Due to the hospitality and inventiveness of the locals, Yogyakarta has always been a popular vacation destination for natives. It is not remarkable that the number of international and domestic tourists continues to rise annually. In 2022, there were 6,474,115 domestic and international visitors in Yogyakarta (Bappeda Daerah Istimewa

Yogyakarta, 2023). The value of this statistic has increased by fifty percent compared to the previous year. It indicates that the general public has a positive perception of Yogyakarta as a place to stay and visit. Due to its richness, Yogyakarta does attract tourists to explore it. This attractiveness can be called a fascination from a tourist point of view.

As a previous study stated, destination fascination is a degree in how a destination enables tourists to focus on what interests them, deeply understand the destination's details, and independently perceive the importance of the destination (Liu et al., 2017). One of the most often engaged activities by travelers is the exploration of culinary destinations. The travelers have the opportunity to try a diverse range of culinary offerings, such as traditional cuisine. According to previous research conducted by Styliadis et al. (2017), it has been demonstrated that restaurants possess the potential to serve as a compelling factor in attracting and exerting an influence on tourists toward a destination. Furthermore, it has been shown that engaging in culinary experiences can have a positive impact on the overall quality of life and foster a place of attachment to a destination (Di-Clemente et al., 2019). As it described by Diener and Lucas (2004), a person's subjective well-being is an assessment of their existence that combines cognitive and emotional factors, consisting of how people will assess them in the present and future. Subjective well-being is defined as the frequency of positive emotional changes over a period of time, thus having a positive impact on the overall

quality of life can be described as subjective well-being, in other words exploring culinary while traveling can improve tourists subjective well-being.

In addition, a definition provided by Yuksel, and Bilim (2010) about destination attachment, destination attachment may be seen as comprising two distinct dimensions: place dependency and place recognition. Place dependency refers to a form of attachment at the physical level, which is upheld by the functional significance of a particular place. On the other hand, place recognition pertains to an attachment at the social level, characterized by a mental connection that is upheld via the allocation of psychological resources. Another research from Sari, Munandar, Fatimah (2018) stated that tourist attachment to a destination can get stronger if the destination has a similarity with tourist memories. It can be seen in a *Kopi Klotok* phenomenon, where a lot of tourists queue at that place, because *Kopi Klotok* reminiscing about tourist grandma's house.

Moreover, based on the definition by Opperman (2000) about destination loyalty, it can be described as “the viewpoint that pertains to the enduring tendency of tourists to repeatedly visit a particular destination, which is influenced by their prior travel experiences at the same destination”. Another research stated that destination loyalty is commonly measured using the behavioural intentions of revisiting and positive word-of-mouth (Chi and Qu 2008; Hutchinson, Lai, and Wang 2009). Thus, based on research conducted by Kucukergin & Gürlek (2020), fascination positively impacts recommendation and tourist satisfaction. The establishment of culinary

activities has a positive impact on the overall quality of life and fosters a place of attachment to a destination. These factors have been identified as significant indicators of future loyalty toward a destination, hence yielding advantageous outcomes for the destination itself (Di-Clemente et al., 2019; Curtis et al., 2020).

Furthermore, according to a study conducted by Green and Dougherty (2008), the culinary industry has the potential to contribute to the growth and enhancement of tourism destinations. Therefore, it is recommended that stakeholders allocate additional resources towards the development of culinary activities, since this has the potential to attract and exert a significant influence on tourists (Stylidis, Shani, & Belhassen, 2017; Green & Dougherty, 2008).

After all, combining destination fascination with other factors, such as subjective well-being and destination attachment, can build a sustainable destination marketing organization (DMO) and gain a competitive advantage in tourism (Wang et al., 2019)

This study aims to assess future behavioural intention based on tourist experiences while visiting culinary destinations in Yogyakarta that serve healthy cuisine, with destination loyalty acting as the outcome variable. Yogyakarta is, as is well-known, one of the most popular tourist destinations in Indonesia, and it also contains numerous historical and cultural sites. In terms of cafés and restaurants, Yogyakarta has a variety of establishments. The variety of cafes and restaurants extends from those with local or

traditional themes to those with Asian and Western styles. The healthy culinary diet has been chosen by the researcher as a limiter because of the increasing trends of healthy foods after the covid-19 pandemic (Portugal-Nunes et al., 2022), so the healthy culinary will be an interesting topic. Consequently, the purpose of this study is to examine Yogyakarta's culinary destinations' destination loyalty.

In addition, this research is based on the work of Wang et al. (2019). Since the previous study was performed in Taiwan in 2016, the present research is conducted in Yogyakarta, Indonesia, in 2023 consequently, the results may differ. Previous research focused on the development of national parks, forest recreation, and theme park tourism, whereas this study focuses on the development of culinary destinations within the tourism sector. Thus, many modifications must be made to previous studies for this research to be applicable.

1.2. Research Problem

Based on the preceding research background, the researcher has identified several research problems that arise in this study. The following are the research's problem formulations:

1. Does destination fascination exert positive effects on destination loyalty?
2. Does destination fascination exert positive effects on subjective well-being?
3. Does subjective well-being exert positive effects on destination loyalty?

4. Does destination fascination exert positive effects on destination attachment?
5. Does destination attachment exert positive effects on destination loyalty?
6. Does subjective well-being mediate the positive relationship between destination fascination and destination loyalty?
7. Does destination attachment mediate the positive relationship between destination fascination and destination loyalty?

1.3. Limitation of Study

Due to several considerations, this study has several limitations. The limitations of the research are as follows:

1. This study only takes Indonesian customers who visited Cafes and/or, Restaurants that served healthy foods in Yogyakarta, Indonesia.
2. This study only focuses on variables between destination fascination and destination loyalty that directly and indirectly affect customers.

1.4. Research Objective

On the basis of the formulation of the previously mentioned problem, the researcher determines the objectives of this study. The following are the research objectives:

1. To prove that destination fascination can exert positive effects on destination loyalty of customers.

2. To prove that destination fascination can exert positive effects on the subjective well-being of customers.
3. To prove that subjective well-being can exert positive effects on destination loyalty of customers.
4. To prove that destination fascination can exert positive effects on destination attachment on customers.
5. To prove that destination attachment can exert positive effects on destination loyalty on customers.
6. To prove that subjective well-being can mediate the positive relationship between destination fascination and destination loyalty in customers.
7. To prove that destination attachment can mediate the positive relationship between destination fascination and destination loyalty on customers.

1.5. Research Contribution

1.5.1. Theoretical Benefit

This study will increase knowledge of the effects of destination fascination on subjective well-being, destination attachment, and destination loyalty. In addition, this research aids future researchers by providing additional tourism marketing literature.

1.5.2. Practical Benefit

The findings of this research could assist governments and managers associated with retail businesses in a tourist destination in the creation of sustainable strategies for the development of their business destination in particular and could increase competitive advantages in terms of tourism destinations in general.

1.6. Systematic of Writing

This thesis is divided into five different chapters. The subsequent sections describe a detailed explanation of the systematics of writing in this study.

CHAPTER I INTRODUCTION

This chapter presents the background of this study, the problems that were formulated as a result of this research, the constraints that were placed on this research, the goals of this research, the advantages of research in both a theoretical and practical setting, and the systematics of this research.

CHAPTER II LITERATURE REVIEW

This chapter explains the theoretical underpinnings of each variable that was used in this research, such as destination fascination, destination loyalty, subjective well-being, and destination attachment. In addition to that, this chapter will present the study framework and provide the details of the hypotheses that were developed from each variable.

CHAPTER III RESEARCH METHODOLOGY

This chapter explains the methodologies that were applied in this research. It also includes information regarding the population, sample, sampling technique, variables of the study, and the testing methods that were applied in this research.

CHAPTER IV DATA ANALYSIS AND DISCUSSIONS

This chapter provides a comprehensive analysis of the data and a discourse on the results obtained through the implementation of theoretical concepts and statistical computations. A subsequent section of this chapter provides an analysis of the conducted research, drawing upon previously presented theoretical frameworks.

CHAPTER V CONCLUSIONS AND RECOMMENDATIONS

This chapter contains the conclusions derived from the analysis of the research outcomes conducted in the previous chapter. Furthermore, the chapter provides illustrative details regarding the limitations of the conducted research, information that will prove to be exceedingly beneficial to subsequent researchers.

CHAPTER II

LITERATURE REVIEW

2.1. Introduction

Culinary has become a part of the tourism experience. To that end, it is one of the important motivators for tourism. In a high-end restaurant or fancy restaurant like a Michelin Star restaurant, visiting the restaurant may be the main motivator for tourism, as tourists seek to extinguish food experiences (Sahin et al., 2021). In addition, the atmosphere of culinary destinations can improve tourist satisfaction and influence behavioural intention (Aprillia & Suryani, 2020). Tasting culinary while traveling is considered recreation as well as social phenomena and cultural experiences Curtis et al. (2020).

According to Sarmiento et al. (2011), food can be comforting for people, meaning food has an effect to influence people emotionally; the feelings of emotion itself can be derived from nostalgic, indulgent, convenience-based, or physical means. The prior research from Styliadis et al. (2017) demonstrated that culinary can attract and influence tourists. Additionally, there are some cuisines or restaurants that resonate with Yogyakarta. The local cake called *Bakpia* became famous as originally from Yogyakarta; traditional restaurants such as *Kopi Klotok* also became a trademark of Yogyakarta.

As stated earlier, the present study employed a modified model that was initially developed by Wang et al. (2019). Subsequent to this research, the researcher formulates the hypothesis that travelers' destination loyalty is

significantly impacted by destination fascination, subjective well-being, and destination attachment. As a result, the subsequent literature reviews endeavour to present and analyse prior research that provides support for the proposed hypotheses.

2.1.1. Destination Loyalty

According to the definition provided by Opperman (2000), destination loyalty can be described as “the viewpoint that pertains to the enduring tendency of tourists to repeatedly visit a particular destination, which is influenced by their prior travel experiences at the same destination”. Furthermore, the intention-behaviour theory, both the Theory of Planned Behaviour (TPB) and the Theory of Reasoned Action (TRA), explains that an individual's intentions may have an impact on their actions. (Fishbein & Ajzen, 1975).

In a marketing context, specifically in destination loyalty. Destination loyalty is commonly measured using the behavioural intentions of revisiting and positive word-of-mouth (Chi and Qu2008; Hutchinson, Lai, and Wang 2009). The prior research makes revisit intention has been considered a top priority in measurement; tourist consideration to visit the same destination or the same type of destination (T. Kim, Kim, and Kim 2009; Lam and Hsu 2006). In addition, the prior research by Papadimitriou et al. (2015) explained positive word-of-mouth can be achieved when tourist feel satisfied with their experiences.

2.1.2. Destination Fascination

According to the definition provided by Kaplan (1995), environment fascination can be described as "an environment where people are free to pursue their interest, explore details in the environment, and personally define meanings of the environment". Thus, according to Liu et al. (2017), destination fascination is a degree of how a destination enables tourists to focus on what interests them, deeply understand the destination's details, and independently perceive the importance of the destination.

Furthermore, Liu et al. (2017) explained destination fascination by developing a scale measurement based on Kaplan's Attention Restoration Theory (ART), which consists of fitness, friendliness, uniqueness, attractiveness, mystique, and richness. Thus, the finding from Rizky and Roostika (2023) indicated a positive influence of destination fascination on destination loyalty, the higher the fascination of a destination, the higher the loyalty to that destination. In addition, environmental fascination affects the intention of revisiting the place (Sadat & Chang, 2016)

On the other hand, the findings from Wang et al. (2019) did not indicate a relationship between destination fascination and destination loyalty, the findings show a significant effect of subjective well-being

and destination attachment as a mediating variable for destination fascination and destination loyalty. Furthermore, combining the story of destination and fascination has a positive impact on recommendation and tourist satisfaction (Kucukergin & Gürlek, 2020). Moreover, results from Wang et al. (2019) indicated that destination fascination significantly improved subjective well-being and destination attachment in tourists.

The hypothesis, therefore, would be:

H1. Destination fascination has a positive effect on tourists' loyalty to the destination.

Table 2. 1 Literature review of the relationship between destination fascination and destination loyalty

No	Researcher	Title	Finding
1	Kucukergin & Gürlek (2020)	‘What if this is my last chance?’: Developing a last-chance tourism motivation model	The combination of the story of destination and fascination has a positive impact on recommendation and tourist satisfaction.
2	Toyama & Yamada (2012)	The Relationships among Tourist Novelty, Familiarity, Satisfaction, and Destination Loyalty: Beyond the Novelty-familiarity Continuum	The results indicated that both novelty and familiarity contribute to the formation of destination loyalty.
3	Rizqy, A. M. F., & Roostika, R. (2023)	Pengaruh Daya Tarik Destinasi Wisata terhadap Loyalitas Destinasi melalui Kesejahteraan Subjektif dan Keterikatan Destinasi	The result indicates positive influence, that the higher the fascination of a destination, the higher the loyalty to that destination

		sebagai Mediator:(Studi Kasus: Destinasi Wisata di Magelang dan Yogyakarta)	
--	--	---	--

2.1.3 Subjective Well-Being

According to the definition provided by Diener and Lucas (2004), subjective well-being can be described as a person's subjective, positive evaluation of their overall life, including work life and leisure life. As defined by Carter (2004), subjective well-being refers to the frequency of pleasant emotional fluctuations experienced by an individual during a specific timeframe. Furthermore, Carter noted that subjective well-being has the potential to impact an individual's behaviour throughout both intermediate and prolonged durations.

In an earlier study, Kashdan (2004) found that high subjective well-being is made up of three parts: 1) the frequency and intensity of positive emotions, 2) the lack of depression and anxiety, and 3) overall life satisfaction. Previous research on leisure participation has shown that engaging in high-quality and enjoyable leisure activities can have a considerable positive impact on an individual's subjective well-being (Newman, Tay, & Diener, 2014).

In addition, the study by Jamaluddin et al. (2016) revealed a favourable correlation between subjective well-being and destination-loyalty intention among every group of overseas students. Moreover,

research from Kim et al. (2015) indicated that subjective well-being and motivation influenced revisit intention. Kim's study also cited by Wang et al (2019) as a base for subjective well-being become a mediator between destination fascination and destination loyalty. The prior research by Wang et al. (2019) revealed that subjective well-being improved significantly the relationship between destination fascination and destination loyalty.

The two hypotheses, therefore, would be:

H2. Destination fascination has a positive effect on tourists' subjective well-being.

H3. Subjective well-being has a positive effect on tourists' loyalty to the destination.

Table 2. 2 Literature Review of Relationship Between Destination Fascination and Subjective Well-Being

No	Researcher	Title	Finding
1	Caplan, R. D. (1987).	Person-environment fit theory and organizations: Commensurate dimensions, time perspectives, and mechanisms	The study revealed that incorporating fitness into the workplace could improve employees' well-being and reduce work-related stress.
2	Wang, Y., Liu, C., Huang, W., & Chen, S. (2019).	Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators	The results of this study prove the effect of destination fascination on improving subjective well-being.
3	Lee, Dong Jin et al. (2014)	"Validating a Customer Well-Being	Indicates that subjective well-being

		Index Related to Natural Wildlife Tourism."	is positively influenced by the attractiveness of destination
--	--	---	---

Table 2. 3 Literature Review of Relationship Between Subjective Well-Being and Destination Loyalty

No	Researcher	Title	Finding
1	Jamaludin, N., Sam, D., Sandal, G., & Adam, A. (2016)	Personal values, subjective well-being and destination-loyalty intention of international students	Subjective well-being was found to be positively related to destination-loyalty intention for all groups of international students.
2	Kim, H., Lee, S.J., Uysal, M., Kim, J., & Ahn, K. (2015).	Nature-Based Tourism: Motivation and Subjective Well-Being.	The research findings indicated that subjective well-being and motivation influenced revisit intention.
3	Vada, S., Prentice, C., & Hsiao, A. (2019).	The role of positive psychology in tourists' behavioural intentions.	The results of this study has shown that tourists who feel hedonic well-being are more likely to revisit the destination, talk about their experience and recommend the destination to others.

2.1.4. Destination Attachment

According to the definition provided by Hidalgo and Hernandez (2001), Place attachment refers to an individual's emotional bond with a particular location. It is suggested that place attachment encompasses

both social and physical aspects of attachment. Furthermore, in their study, Yuksel, Yuksel, and Bilim (2010) investigated the way in which the concept of place attachment could be applied to destination attachment. It was discovered that destination attachment can be delineated into two discrete components: place dependence and place recognition. Place dependency refers to a form of attachment at the physical level, which is upheld by the functional significance of a particular place. On the other hand, place recognition pertains to an attachment at the social level, characterized by a mental connection that is upheld via the allocation of psychological resources.

Moreover, the research conducted by Prayag and Ryan (2012) revealed that the level of tourists' involvement with a particular location has the potential to enhance their emotional connection to the place, known as destination attachment. This attachment, in turn, has been shown to influence visitors' overall pleasure with the destination positively, their intention to revisit in the future and their likelihood of spreading positive word-of-mouth recommendations about the destination.

A previous study from Davis (2016) explained that direct experience and a degree of continuity can develop destination attachment. Davis (as, cited in Wang, 2019) believed that a support for destination attachment act as the mediating role between destination fascination and destination loyalty. In addition, findings from Wang et

al (2019) showed that destination attachment significantly enhanced the relationship between destination fascination and destination loyalty.

The two hypotheses, therefore, would be:

H4. Destination fascination has a positive effect on tourists' attachment to the destination.

H5. Destination attachment has a positive effect on tourists' loyalty to the destination.

Table 2. 4 Literature Review of Relationship Between Destination Fascination and Destination Attachment

No	Researcher	Title	Finding
1	Wang, Y., Liu, C., Huang, W., & Chen, S. (2019).	Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators	The results of this study prove the effect of destination fascination on improving subjective well-being and destination attachment.
2	Debenedetti, A., Oppewal, H., & Arsel, Z. (2014)	Place Attachment in Commercial Settings: A Gift Economy Perspective	The findings reveal that place attachment develops through perceptions of familiarity, authenticity, and security and evolves into experiences of homeyness.
3	Song, Hui Min, Kyung Sik Kim, and Brian H. Yim. (2017)	The Mediating Effect of Place Attachment on the Relationship between Golf Tourism Destination Image and Revisit Intention	The findings indicate a positive relationship between destination fascination and destination attachment.

Table 2. 5 Literature Review of Relationship Between Destination Attachment and Destination Loyalty

No	Researcher	Title	Finding
1	Li, J., Dai, G., Tang, J., & Chen, Y. (2020)	Conceptualizing Festival Attractiveness and Its Impact on Festival Hosting Destination Loyalty: A Mixed Method Approach	The findings indicate that place attachment has a positive effect on place identity and destination loyalty.
2	Patwardhan, V., Ribeiro, M., Payini, V., Woosnam, K., Mallya, J., & Gopalakrishnan, P. (2020).	Visitors' Place Attachment and Destination Loyalty: Examining the Roles of Emotional Solidarity and Perceived Safety	The results indicated that place attachment directly influences loyalty.
3	Xu, Z., & Zhang, J. (2016).	Antecedents and consequences of place attachment: A comparison of Chinese and Western urban tourists in Hangzhou, China	The results indicates that place attachment is a significant antecedent of destination loyalty.

In addition, from the previously proposed hypotheses, there are two more hypotheses that involves both subjective well-being and destination attachment as a mediator.

The two hypotheses, therefore, would be:

H6. Subjective well-being mediates a positive relationship between destination fascination and destination loyalty.

H7. Destination attachment mediates a positive relationship between destination fascination and destination loyalty.

Table 2. 6 Literature Review of Subjective Well-Being Mediates Destination Fascination and Destination Loyalty

No	Researcher	Title	Finding
1	Vada, S., Prentice, C., & Hsiao, A. (2019).	The role of positive psychology in tourists' behavioural intentions.	Although eudemonic well-being does not directly influence revisit intentions and positive WOM, it <i>may also be triggered</i> through hedonic well-being
2	Kim, H., Lee, S.J., Uysal, M., Kim, J., & Ahn, K. (2015).	Nature-Based Tourism: Motivation and Subjective Well-Being.	The finding calculated that the indirect effect caused by subjective well-being is higher than the direct effect (without subjective-wellbeing)
3	Wang, Y., Liu, C., Huang, W., & Chen, S. (2019).	Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators	The results of this study prove the effect of subjective well-being and destination attachment on improving destination fascination toward destination loyalty.

Table 2. 3 Literature Review of Destination Attachment Mediates Fascination and Destination Loyalty

No	Researcher	Title	Finding
1	Wang, Y., Liu, C., Huang, W., & Chen, S. (2019).	Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators	The results of this study prove the effect of subjective well-being and destination attachment improving destination fascination toward destination loyalty.
2	Davis (2016)	Experiential places or places of experience? Place identity and place attachment as mechanisms for	Place attachment occur from first hand experienced, with a degree of continuity it becomes loyal to the festival.

		creating festival environment	
3	Song, Hui Min, Kyung Sik Kim, and Brian H. Yim. (2017)	The Mediating Effect of Place Attachment on the Relationship between Golf Tourism Destination Image and Revisit Intention	The findings indicate the existence of destination attachment mediates the relationship between golf tourism and revisit intention.

2.2. Conceptual Framework of Study

This study's conceptual framework, which can be found below in its modified form, was taken from Wang et al. (2019). The conceptual framework may be seen in Figure 2.1, based on the proposed hypotheses that were brought up in the previous section.

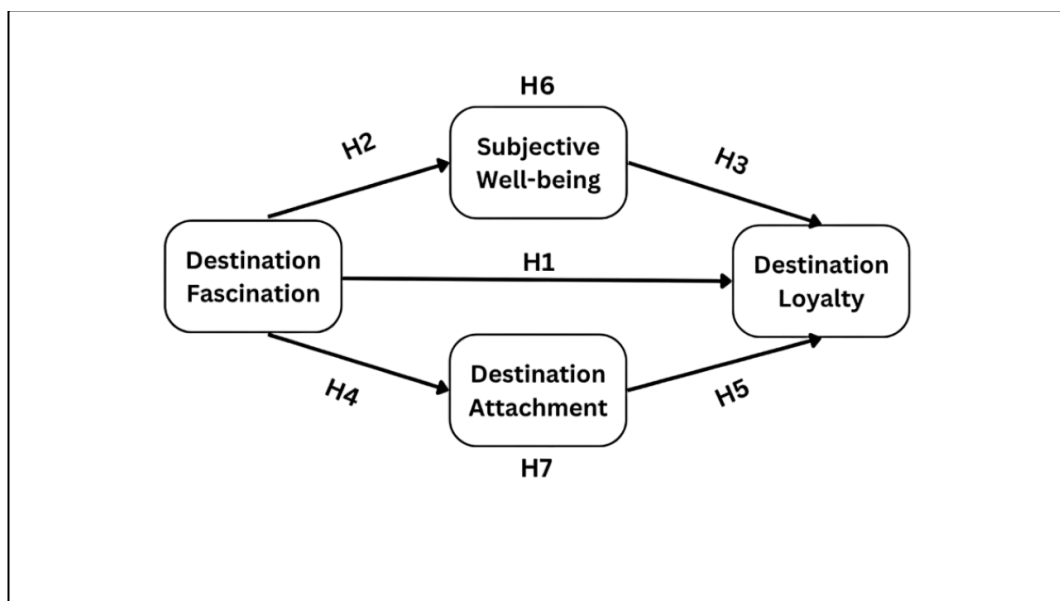


Figure 2. 1 Research Framework

CHAPTER III

RESEARCH METHODOLOGY

3.1. Type of Study

The purpose of this correlational quantitative study is to examine the relationships between the aforementioned constructs. The objective of this research endeavour was to quantify predetermined variables, including attitudes and behaviours, and extrapolate results to a broader population. The correlation between destination fascination, destination loyalty, subjective well-being, and destination attachment was examined by the researcher. It was anticipated that the results of this study would be able to both analyse the variables used and demonstrate their relationship. In addition, it was anticipated that the results of this research would provide a deeper understanding of destination fascination concerning destination loyalty. The primary data was collected through surveys and questionnaires. As the itemised rating scale, this study utilised the Seven-Point Likert Scale to assess responses from participants who had dined at a restaurant or café in Yogyakarta, Indonesia.

3.2. Population and Sample

A population is a group of individuals who share at least one characteristic that has been determined to be similar. In the meantime, a sample is the number of a population's characteristics used to estimate an unknown population characteristic (Zikmund et al., 2009). As previously

discussed, the focus of this investigation was on domestic tourists. Therefore, the sampling method selected was purposive sampling. According to Zikmund et al. (2009), purposive sampling is a sampling technique in which samples are selected based on a subjective evaluation of several relevant characteristics of the sample members.

This study's populations are tourists with previous visiting experience of cafes or restaurants that serve healthy foods in Yogyakarta, Indonesia. This study utilised convenience sampling and non-probability sampling as its sampling methods. The sample quantity was ascertained in accordance with the protocols of Structural Equation Modelling (SEM). As stated by Ferdinand (2006), for each estimated parameter or indicator, SEM necessitated a sample size that was five to ten times the number of observations. This research has 42 indicators, as a result, the minimum sample size for this research is 210 samples.

3.3. Data Collection Method

This research utilised primary data, as the information was collected directly from individuals with direct experience. Zikmund et al. (2009) state that primary data consists of information gathered directly from the subject of the research. In this research, data were collected through the distribution of questionnaires. Using Google forms, the questionnaires were disseminated directly to respondents via online questionnaires. In contrast, the questionnaire contains only closed inquiries. This study employed the

purposive data collection method because it required respondents who have visited café or restaurants in Yogyakarta that serve healthy foods.

In this research, the independent variable is destination fascination, the intervening variables are subjective well-being and destination attachment, and the dependent variable is destination loyalty. This study utilised a Seven-Point Likert Scale ranging from (1) strongly disagree to (7) strongly agree to measure these variables. The definition can be seen as follows:

Table 3. 1 The Definition of Seven-Likert Scale

Symbol	Category	Weight
SA	Strongly Agree	7
A	Agree	6
PA	Partially Agree	5
N	Neutral	4
PD	Partially Disagree	3
D	Disagree	2
SD	Strongly Disagree	1

3.4. Operational Definition and Measurement Value

3.4.1.Independent Variable

a. Destination Fascination

According to the definition provided by Liu et al. (2017), destination fascination can be described as "the extent to which a

destination gives tourists the freedom to pay attention to their interests, to freely explore details in the destination, and to freely and personally define meanings of the destination." The following indicators, taken from Liu et al.'s (2017) study, explain the variables in the following ways:

1) Fitness

- a) This place could be associated with my life experiences.
- b) The atmosphere in this place is the kind I like.
- c) This place truly reflects my personal style.
- d) This place reflects the real me.
- e) Visiting this place could represent how I want to be.

2) Friendliness

- a) This place has hospitable and friendly local residents.
- b) This place has warm service employees.
- c) Service facilities in this place can satisfy my needs.
- d) This place provides thoughtful tourism services.

3) Uniqueness

- a) This place has a unique style.
- b) This place looks visually different from others.
- c) I feel this place is different from others.
- d) This place has local features.
- e) This place has special themed areas

4) Attractiveness

- a) This place can transform my mood.
- b) Sensory experiences offered by this place appeal to me.
- c) This place helps me perceive good feelings.
- d) I would like to stay longer in this place.

5) Mystique

- a) My curiosity toward the place is aroused while visiting the place.
- b) This place has people, items, and things worth exploring.
- c) This place has mystery.

6) Richness

- a) While visiting this place, I can experience different feelings.
- b) This place provides various leisure activities.
- c) This place provides me with diverse sensory experiences.

3.4.2. Intervening Variable

a. Subjective Well-Being

According to Carter (2004), Diener (2004), and Kashdan (2004), subjective well-being is a person's subjective and positive judgment of their total life, which includes both their work and their leisure activities. According to Carter (2004), subjective well-being is defined as the frequency of fluctuations between pleasant feelings that occur over the course of a specific time period. It is also said that a person's subjective well-being may

influence their behaviour in the medium and long term. The following indicators, taken from Grzeskowiak and Sirgy's (2007) study, explained the variables in the following ways:

- 1) This place met my overall well-being needs.
- 2) This place played a very important role in my social well-being.
- 3) This place played an important role in my travel well-being.
- 4) This place played an important role in enhancing my quality of life.

b. Destination Attachment

According to Hidalgo and Hernandez (2001), place attachment encompasses both physical and social-level attachment and is defined as an individual's affective connection to a specific location. Place attachment may be seen as a combination of the two types of attachment. In addition, Yuksel, Yuksel, and Bilim (2010) indicate that there are two components that make up destination attachment that applied from place attachment. These components are place reliance and place recognition. The following indicators, taken from Prayag and Ryan's (2012) study, explain the variables in the following ways:

- 1) This place is a very special destination to me.
- 2) I identify strongly with this destination.

- 3) No other place can provide the same holiday experience as this destination.
- 4) Holidaying in this destination means a lot to me.
- 5) I am very attached to this holiday destination.
- 6) This destination is the best place for what I like to do on holidays.
- 7) Holidaying here is more important to me than holidaying in other destinations.
- 8) I would not substitute any other destination for the types of things that I did during my holidays in this place.

3.4.3. Dependent Variable

a. Destination Loyalty

Destination loyalty is a concept in the field of tourism to understand the factors that influence tourists' preferences and behaviours (Oppermann, 2000). This concept refers to the likelihood of a tourist revisiting a destination, recommending it to others, or exhibiting positive attitudes toward the place (Oppermann, 2000). The following indicators, taken from T. Kim, Kim, and Kim's (2009) study, explained the variables in the following ways:

- 1) Compared to other similar destinations, I will choose this place as the top one choice.

- 2) I want to revisit this place.
- 3) I will recommend this place to other people.
- 4) I will share positive experiences of the place to others.

3.5. Validity and Reliability Test

A validity test is employed to assess the precision of the variables utilized in this research. Data can be classified as valid if the value-corrected item of the total correlation exceeds 0.3 (≥ 0.30). At the same time, a reliability test checks how consistent the testing tools used in this study are. The reliability of the instrument was established by assessing Cronbach's Alpha coefficients, which demonstrated acceptable values. The reliability of the data can be ascertained when the Cronbach Alpha coefficient exceeds a threshold of 0.6 (≥ 0.6).

The researcher evaluated the validity and reliability of the variables and indicators used in this study by conducting a preliminary test prior to distributing the questionnaire for data gathering. A pilot test was conducted where a questionnaire was provided to a sample of 40 people. Given the limits described earlier, the data collected from the participants was then analysed to determine its validity and reliability. The assessment of the quantity of statements in the questionnaire was carried out in the following manner:

- a. Destination Fascination has twenty-four indicators.
- b. Subjective Well-Being has four indicators.
- c. Destination Attachment has eight indicators.
- d. Destination Loyalty has four indicators.

Table 3. 2 Validity and Reliability Test Result

Construct/ Indicator	Corrected Item-Total Correlation	Cronbach Alpha	Minimal Score	Status
Destination Fascination		0.992	0.6	Reliable
DF.FT1	0.922		0.3	Valid
DF.FT2	0.929		0.3	Valid
DF.FT3	0.910		0.3	Valid
DF.FT4	0.896		0.3	Valid
DF.FT5	0.898		0.3	Valid
DF.FL1	0.932		0.3	Valid
DF.FL2	0.915		0.3	Valid
DF.FL3	0.939		0.3	Valid
DF.FL4	0.937		0.3	Valid
DF.U1	0.925		0.3	Valid
DF.U2	0.923		0.3	Valid
DF.U3	0.924		0.3	Valid
DF.U4	0.909		0.3	Valid
DF.U5	0.880		0.3	Valid

DF.A1	0.940		0.3	Valid
DF.A2	0.917		0.3	Valid
DF.A3	0.941		0.3	Valid
DF.A4	0.923		0.3	Valid
DF.M1	0.897		0.3	Valid
DF.M2	0.906		0.3	Valid
DF.M3	0.900		0.3	Valid
DF.R1	0.891		0.3	Valid
DF.R2	0.901		0.3	Valid
DF.R3	0.905		0.3	Valid
Subjective Well Being		0.960	0.6	Reliable
SW1	0.930		0.3	Valid
SW2	0.855		0.3	Valid
SW3	0.897		0.3	Valid
SW4	0.923		0.3	Valid
Destination Attachment		0.981	0.6	Reliable
DA1	0.931		0.3	Valid
DA2	0.930		0.3	Valid
DA3	0.922		0.3	Valid

DA4	0.927		0.3	Valid
DA5	0.899		0.3	Valid
DA6	0.922		0.3	Valid
DA7	0.926		0.3	Valid
DA8	0.923		0.3	Valid
Destination Loyalty		0.952	0.6	Reliable
DL1	0.890		0.3	Valid
DL2	0.830		0.3	Valid
DL3	0.905		0.3	Valid
DL4	0.903		0.3	Valid

3.6. Analysis Technique

This research employed Structural Equation Modelling (SEM) as the analytical technique, given that the conceptual framework of this investigation comprises a single independent variable, two intervening variables, and one dependent variable. Ghazali and Fuad (2008) asserted that structural equation modelling (SEM) is a methodological approach that enables researchers to assess the impact of several factors on other variables. Therefore, this technique was employed to examine the correlation between Destination Fascination, Subjective Well-Being, Destination Attachment, and Destination Loyalty.

Moreover, the analysis was executed in two distinct processes. The initial phase involves conducting a pilot test. As previously stated, the pilot test is administered to assess the validity and reliability of the variables and measurements included in the questionnaire. Forty data points were collected during the pilot test, and then analysed using SPSS. The next phase involves hypothesis testing, assessing the normality of data distribution, identifying and addressing outliers, and evaluating the adequacy of the model's fit. In this particular instance, the researcher employed structural equation modelling (SEM) analysis utilising the AMOS software

3.6.1. Respondent's Characteristics

This section explains the demographic features of the respondents. The demographic features encompass several factors such as gender, educational attainment, age, employment status, monthly expenditures, and domicile.

3.6.2. Descriptive Statistics

A descriptive analysis is a brief explanation that offers an outline of a dataset, which may pertain to an entire population or a representative sample thereof. The purpose of the analysis is to ascertain and describe the average responses to each item and indication in the questionnaire.

3.6.3. Model Development Theory

The first step in using an SEM model is developing a model with a strong theoretical basis. The model was subsequently empirically

validated using computational SEM programmes. SEM cannot be utilised in the absence of a solid theoretical foundation, as its purpose is not to generate a model but to validate the theoretical model by means of empirical data.

3.6.3.1. Normality Test

For the data to be processed further using SEM, the distribution of the data needs to be evaluated so that it can be determined whether or not the normalcy assumption is met. Therefore, a test of normalcy ought to be carried out. The statistical procedure known as a normality test is used to examine whether or not the data from a study's sample are consistent with a normal distribution. As stated by Ghazali (2008), to carry out testing of other variables while assuming that residual values follow a normal distribution, a normality test is required. This test assumes that the distribution of residual values is normal. If this assumption is not taken into account, the statistical test will be rendered meaningless, and parametric statistics will be impossible to apply.

3.6.3.2. Outlier Test

In parametric statistics, the outlier test is a crucial examination. An outlier is a piece of data that is significantly different from the rest of the data in a set. Outlier data are data that have the potential to disrupt research or data that are extreme,

both of which have the potential to generate abnormalities in data distribution, which in turn will result in disrupted research. In other words, the presence of outlier data will cause an analysis to be biased or to not accurately reflect the topic being studied. In most cases, the Z value is utilized for outlier tests.

3.6.3.3. Goodness of Fit Criteria

To evaluate the appropriateness of the model utilized in this study, the goodness-of-fit test is crucial. There are several appropriateness indices and cut-off values that can be used to determine whether or not a model is acceptable for use. The criterion for appropriateness of fit comes in a variety of forms. The criteria are as follows:

a. Chis Square (χ^2)

When it comes to testing the entire model, the chi-square statistic is the measurement instrument that holds the most weight. Alternatively stated, the chi-square statistic can be deemed a suitable instrument for hypothesis testing with the aim of ascertaining the significance of structural equation modelling. The chi-square value can be employed to detect discrepancies between the covariance matrix of the sample and the covariance matrix that is fitted to the model. Nevertheless, the dependability of the chi-square value is contingent upon the data fulfilling the conditions of normality and comprising

a significant number of instances. Furthermore, the chi-square test is employed to ascertain the acceptability of the model. A low chi-square value indicates that the model is considered to be accurate. In other words, since χ^2 equals zero, the model's superiority is directly proportional to the reduction in its value.

b. CMIN/DF

Divided by its degree of freedom, CMIN/DF represents the minimum sample discrepancy function. This index is a parsimonious conformity index that assesses the relationship between the goodness of fit model and the number of estimated coefficients that are predicted to reach a level of conformity. It can be done by counting the number of estimated coefficients that are expected to conform. If the value of CMIN/DF is less than 2.00, then the acceptable fit of the model to the data has been reached. This enables us to say that the fit is good.

c. Goodness of Fit Index (GFI)

The GFI is a method that determines how accurate a model is in terms of its ability to generate the observed covariance matrix. This index's value can range anywhere from 0 to 1, with bigger sample sizes leading to higher values. For the GFI, the suggested cut-off value has historically been set at 0.90. In contrast, other simulation experiments, as reported by Miles and Shevlin (quoted in Hooper, Coughlan,

& Mullen, 2008), demonstrated that a higher cut-off of 0.95 is more acceptable when factor loadings and sample sizes are small.

d. Root Mean Square Error of Approximation (RMSEA)

The RMSEA is among the most insightful match indicators. According to Byrne, whose findings were mentioned in Hooper et al.'s (2008) study, the RMSEA provides information regarding how well the model fits the population's covariance matrix if the parameter estimates were unknown but ideally chosen. The standard value of RMSEA can be broken down into numerous different categories, which are as follows:

- 1) If $RMSEA \leq 0.05$ is considered a close fit.
- 2) If $0.05 < RMSEA \leq 0.08$ is considered a good fit.
- 3) If $0.08 < RMSEA \leq 0.10$ is considered a mediocre fit.
- 4) If $RMSEA \geq 0.10$ is considered as a poor fit.

e. Normed Fit Index (NFI)

The Normed Fit Index, often known as Delta 1 (Bollen, 1998b), is a scale that ranges from the null fitting independence model to the proposed fitting saturated model. A perfect fit is indicated by a value of 1, and models with an

equal or more than 0.9 can typically be significantly improved (Bentler & Bonett, 1980).

f. Expected Cross Validation Index (ECVI)

The Expected Cross Validation Index (Browne & Cudeck, 1993) uses a straightforward chi-square transformation to quantify how well a model predicts the future. A lesser model value from the saturated value, as predicted by ECVI, indicates a superior model.

g. Comparative Fit Index (CFI)

The CFI analyses the degree to which one model fits the data and then compares that fit to the degree to which another model fits the same data. Consequently, the relative goodness-of-fit can be captured with this form of statistical measure. The CFI can range anywhere from 0.0 to 1.0, with higher numbers representing improved performance. In contrast to the other indices, the CFI makes an effort to compensate for the complexity of the model by explicitly factoring into the computation the degrees of freedom that are incorporated into the model (Iacobucci, 2010). The following are some categories that the standard value of CFI can be classified as fitting into:

- 1) A model is considered a good fit if the value of CFI is ≥ 0.90 .

2) A model is considered a marginal fit if the value of CFI is between $0.80 \leq \text{CFI} \leq 0.90$.

Table 3. 3 Goodness of Fit Indices Summary

Goodness of Fit Indices	Cut off Value
Chi Square (χ^2)	Small Value
Significance Probability	≥ 0.05
CMIN/DF	≤ 2.00
Root Mean Square Error of Approximation (RMSEA)	≥ 0.90
Goodness of Fit Index (GFI)	≥ 0.90
Normed Fit Index (NFI)	≥ 0.90
Expected Cross Validation Index (ECVI)	≥ 0.90
Comparative Fit Index (CFI)	≤ 0.90

CHAPTER IV

DATA ANALYSIS AND DISCUSSIONS

This chapter provides a comprehensive explanation of the data analysis conducted in this study. The examination was carried out using online surveys. A total of 250 participants took part in this study. However, only a total of 246 responds can be used. Therefore, this study evaluated the 246 valid data points that were collected.

The findings of this study are provided through descriptive analysis of respondents' characteristics, descriptive analysis of responses, elaboration of validity and reliability tests, normalcy test, outlier, goodness of fit assessment, and hypothesis testing for the model. The study used Structural Equation Modelling (SEM) as a data analysis tool. To be more specific, the data collected was analysed using AMOS software version 24.0.

As previously stated, a total of 246 questionnaires have been gathered. The specifics of the questionnaires are available for look over in the appendix. The participants in this study comprised either domestic tourists or Indonesian citizens between the ages of 15 and 55 who attended restaurants or cafés in Yogyakarta that served healthy cuisine. The research employed a non-probability random sampling method using a convenient mechanism.

4.1. Statistics Descriptive

This section presents the demographic information of the survey respondents. The study presents descriptive data to examine the

characteristics of the research data and its correlation with the variables utilised in this investigation.

4.1.1. Respondents' Classification Based on Gender

This categorization distinguishes participants according to their gender. The percentage and quantity of each gender are detailed in the subsequent table.

Table 4. 1 Respondents' Classification Based on Gender

No	Gender	Number of Respondents	Percentage
1	Male	104	42.3
2	Female	142	57.7
Total		246	100

Source: Primary Data (Computed), 2024.

The data presented in Table 4.1 indicates that females comprised the majority of the participants in this research examination. According to the data, 57.7% of the participants identified as female. In contrast, male respondents comprised approximately 42.3% of the total. The disparity of approximately 15.4% between male and female respondents can be concluded, with the majority of respondents being female.

4.1.2. Respondents' Classification Based on Age

This categorization distinguishes participants according to their age. The percentages and quantities of each age group are detailed in Table 4.2 below:

Table 4. 2 Respondents' Classification Based on Age

No	Age	Number of Respondents	Percentage
1	< 20	18	7.3
2	20-29	184	74.8
3	30-39	35	14.2
4	≥ 40	9	3.7
Total		246	100

Source: Primary Data (Computed), 2024.

As shown in Table 4.2, approximately 74.8% of the participants in this study are between the ages of 20 and 29. In contrast, 14.2% of the respondents fell within the age range of 30-39 years, while 7.3% were under the age of 20. 3.7% is the smallest proportion of respondents who were 40 years of age or older.

4.1.3. Respondents' Classification Based on Educational Level

This categorization distinguishes participants according to their level of education. The percentage and quantity of each educational level are detailed in Table 4.3:

Table 4. 3 Respondents' Classification Based on Educational Level

No	Educational Level	Number of Respondents	Percentage
1	< High School	0	0
2	High School	131	53.3
3	Bachelor / Diploma	100	40.7
4	Post Graduate	15	6
Total		246	100

Source: Primary Data (Computed), 2024.

Table 4.3 reveals that the majority of participants in this research are high school graduates, comprising 131 individuals or 53.3% of the total. Those with bachelor's degrees or higher occupied the second-highest position, comprising 100 respondents or 40.7% of the total. Postgraduate respondents comprised 15 individuals or 6%. In conclusion, none of the respondents possess an educational background lower than a high school diploma.

4.1.4. Respondents' Classification Based on Occupation

This categorization distinguishes participants according to their field of work. The quantities and proportions of each occupation are detailed in Table 4.4 provided below:

Table 4. 4 Respondents' Classification Based on Occupation

No	Occupation	Number of Respondents	Percentage
1	Civil Servant	29	11.8
2	Entrepreneur	36	14.6

3	Student	114	46.3
4	Private Employee	51	20.7
5	Housewife	14	5.7
6	Unemployed/Retired	2	0.8
Total		246	100

Source: Primary Data (Computed), 2024.

Based on the data presented in Table 4.4, it can be concluded that the largest proportion of respondents, a total of 114 individuals or 46.3%, are employed as students. This is followed by 51 individuals or 20.7% who have positions as private employees. Entrepreneurs comprise 36 individuals, or 14.6%, of the respondents; civil servants comprise 29 individuals or 11.8%; housewives comprise 14 individuals or 5.7%, and the unemployed or retired comprise 2 individuals or 0.8%. These are the two lowest occupations, respectively.

4.1.5. Respondents' Classification Based on Monthly Expenses

This categorization distinguishes participants according to their monthly expenditures. The Table 4.5 below displays the numerical and proportional breakdown of monthly expenses.

Table 4. 5 Respondents' Classification Based on Monthly Expenses

No	Monthly Expenses	Number of Respondents	Percentage
1	< 2.000.000	43	17.5
2	2.000.00 - 5.000.000	140	56.9

3	5.000.00 - 10.000.000	55	22.4
4	> 10.000.000	8	3.3
Total		246	100

Source: Primary Data (Computed), 2024.

According to Table 4.5, a significant proportion of the participants in this research, comprising 140 individuals or 56.9%, reported monthly expenses ranging from 2 million to 5 million rupiah. Specifically, 55 individuals or 22.4% reported monthly expenses between 5 million and 10 million rupiah. There are 43 respondents (17.5%) whose monthly expenses are below 2 million rupiah, while only 8 respondents (3.3%) have monthly expenses in excess of 10 million rupiah.

4.1.6. Respondents' Classification Based on Domicile

This categorization distinguishes participants according to their place of residence. The percentage and quantity of each domicile are detailed in Table 4.6 provided below:

Table 4. 6 Respondents' Classification Based on Domicile

No	Domicile	Number of Respondents	Percentage
1	Yogyakarta	103	41.9
2	Outside Yogyakarta	143	58.1
Total		246	100

Source: Primary Data (Computed), 2024.

The data presented in Table 4.6 indicates that the majority of respondents, including 143 individuals or 58.90%, are not residents of Yogyakarta. This is followed by 103 respondents, accounting for 41.9%, who are domiciled in Yogyakarta.

4.2. Descriptive Analysis

To understand the respondents' impressions of the statements relating to each variable, the research variables were evaluated by the respondents based on their perceptions. In this study, all 246 respondents met the researcher's criteria. The mean value of each variable is determined by the minimum and maximum values that is shown in the description of the research variables. The following formula can be used to calculate the respondents' intervals on the variables:

Lowest perception score = 1

Highest perception score = 7

$$\text{Interval} = \frac{7-1}{6} = 0.86$$

It is possible to group the assessment limits of each variable into the following categories using the results of the above calculations:

Table 4. 7 Interval Scale

Interval	Category
1,00 – 1,86	Strongly Disagree
1,87 – 2,72	Disagree

2,73 – 3,58	Partially Disagree
3,59 – 4,44	Neutral (Fair)
4,45 – 5,30	Partially Agree
5,31 – 6,16	Agree
6,17 – 7,02	Strongly Agree

4.2.1. Destination Fascination

The destination fascination variable in this study covers six dimensions, namely fitness, friendliness, uniqueness, attractiveness, mysticism, and richness which are assessed by 24 indicators. The following is the conclusion reached by respondents about the destination fascination variable:

Table 4. 8 Descriptive Analysis of Destination Fascination

Code	Indicator	Mean	Criteria
Fitness			
DF.FT 1	This place could be associated with my life experiences.	4.39	Fair
DF. FT 2	The atmosphere in this place is the kind I like.	4.39	Fair
DF.FT 3	This place truly reflects my personal style.	4.35	Fair
DF.FT 4	This place reflects the real me.	4.44	Fair
DF.FT 5	Visiting this place could represent how I want to.	4.35	Fair
Friendliness			
DF.FL 1	This place has hospitable and	4.50	Partially

	friendly local residents.		Agree
DF.FL 2	This place has warm service employees.	4.51	Partially Agree
DF.FL 3	Service facilities in this place can satisfy my needs.	4.49	Partially Agree
DF.FL 4	This place provides thoughtful tourism services.	4.48	Partially Agree
Uniqueness			
DF.U 1	This place has a unique style.	4.50	Partially Agree
DF.U 2	This place looks visually different from others	4.41	Fair
DF.U 3	I feel this place is different from others.	4.43	Fair
DF.U 4	This place has local features.	4.49	Partially Agree
DF.U 5	This place has special themed areas.	4.41	Fair
Attractiveness			
DF.A 1	This place can transform my mood.	4.51	Partially Agree
DF.A 2	Sensory experiences offered by this place appeal to me.	4.39	Fair
DF.A 3	This place helps me perceive good feelings.	4.44	Fair
DF.A 4	I would like to stay longer in this place.	4.48	Partially Agree
Mystic			
DF.M 1	My curiosity about the place is aroused while visiting the place.	4.45	Partially Agree
DF.M 2	This place has people, items, and things worth exploring.	4.39	Fair

DF.M 3	This place has mystery.	4.30	Fair
Richness			
DF.R 1	While visiting this place, I can experience different feelings.	4.47	Partially Agree
DF.R 2	This place provides various leisure activities.	4.33	Fair
DF.R 3	This place provides me diverse sensory experiences	4.33	Fair
Mean		4.426	Fair

Source: Primary Data (Computed), 2024.

Based on Table 4.8 above, it can be concluded that 246 respondents in this study gave an average assessment or score of 4.426 on the destination fascination variable, which shows 'fair' criteria. In this variable, the highest value given by respondents is DF.FL 2 & DF.A 1 indicators, which stated "This place has warm service employees" and "This place can transform my mood" with an average score of 4.51. The lowest score is on indicator DF.M 3, namely "This place has a mystery." has an average of 4.30.

4.2.2. Subjective Well-being

Four indicators were used in this study to measure the subjective well-being variable. The following are the findings of respondents' evaluation of the subjective well-being variable:

Table 4. 9 Descriptive Analysis of Destination Fascination

Code	Indicator	Mean	Criteria
------	-----------	------	----------

SW1	This place met my overall well-being needs.	4.44	Fair
SW2	This place played a very important role in my social well-being.	4.40	Fair
SW3	This place played an important role in my travel well-being.	4.38	Fair
SW4	This place played an important role in enhancing my quality of life.	4.42	Fair
Mean		4.41	Fair

Source: Primary Data (Computed), 2024.

Based on Table 4.9, it can be concluded that the respondents of this study gave an average score of 4.4 on the subjective well-being variable. It can also be concluded that this variable has 'fair' criteria based on the scores obtained from respondents. The indicator with the highest score is SW1 "this placement met my overall well-being needs" with an average score of 4.41. While the indicator with the lowest average score of 4.38 on this variable is SW3 "this place played an important role in my travel well-being".

4.2.3. Destination Attachment

In this study, there are 8 indicators used to measure the destination attachment variable. The following is the conclusion obtained by respondents after evaluating the destination attachment variable:

Table 4. 10 Descriptive Analysis of Destination Attachment

Code	Indicator	Mean	Criteria
------	-----------	------	----------

DA1	This place is a very special destination to me.	4.41	Fair
DA2	I really recognise this destination	4.42	Fair
DA3	No other place can provide the same holiday experience as this destination.	4.27	Fair
DA4	Holidaying in this destination means a lot to me.	4.45	Partially Agree
DA5	I am very attached to this holiday destination.	4.36	Fair
DA6	This destination is the best place for what I like to do on holidays.	4.31	Fair
DA7	Holidaying here is more important to me than holidaying in other destinations.	4.37	Fair
DA8	I would not substitute any other destination for the types of things that I did during my holidays in this place.	4.31	Fair
Mean		4.36	Fair

Source: Primary Data (Computed), 2024.

Based on table 4.10, it can be seen that the average assessment score for the destination attachment variable is 4.36 which is included in the 'fair' criteria. The highest indicator value in this variable is DA4: "Holidaying in this destination means a lot to me." with the average value is 4.45. The lowest value is in indicator DA3: "No other

place can provide the same holiday experience as this destination." has an average value of 4.27.

4.2.4. Destination Loyalty

The destination loyalty variable in this study is measured using 4 indicators. The following is the conclusion obtained by respondents after evaluating the destination loyalty variable:

Table 4. 11 Descriptive Analysis of Destination Loyalty

Code	Indicator	Mean	Criteria
DL1	Compared to other similar destinations, I will choose this place as the top one choice.	4.40	Fair
DL2	I want to revisit this place.	4.36	Fair
DL3	I will recommend this place to other people.	4.36	Fair
DL4	I will share positive experiences of the place with others.	4.43	Fair
Mean		4.38	Fair

Source: Primary Data (Computed), 2024.

Table 4.11 which contains the respondents' assessment of this study on the destination loyalty variable has an average score of 4.38 and is included in the 'fair' criteria. The highest value in indicator DL4: "I will share positive experiences of the place with others" which has an average score of 4.43. The lowest assessment is given to indicators

DL2 & DL3 "I want to revisit this place" and "I will recommend this place to other people" which has an average score of 4.36.

4.3. Structural Equation Modelling (SEM) Analysis

In this study, SEM analysis aims to analyse simultaneously from data quality tests, confirmatory latent variable attributes and structural models. The results of the *Structural Equation Model* (SEM) test analysis of this study will be described in the following sub-chapters:

4.3.1. Path Diagram

The first step is to develop a causal relationship with a path diagram and develop a structural equation. Two things need to be done, namely compiling a structural model by connecting latent constructs both endogenous and exogenous, and determining the model, namely connecting endogenous and exogenous latent constructs with indicator or manifest variables, as in Figure 4.1:

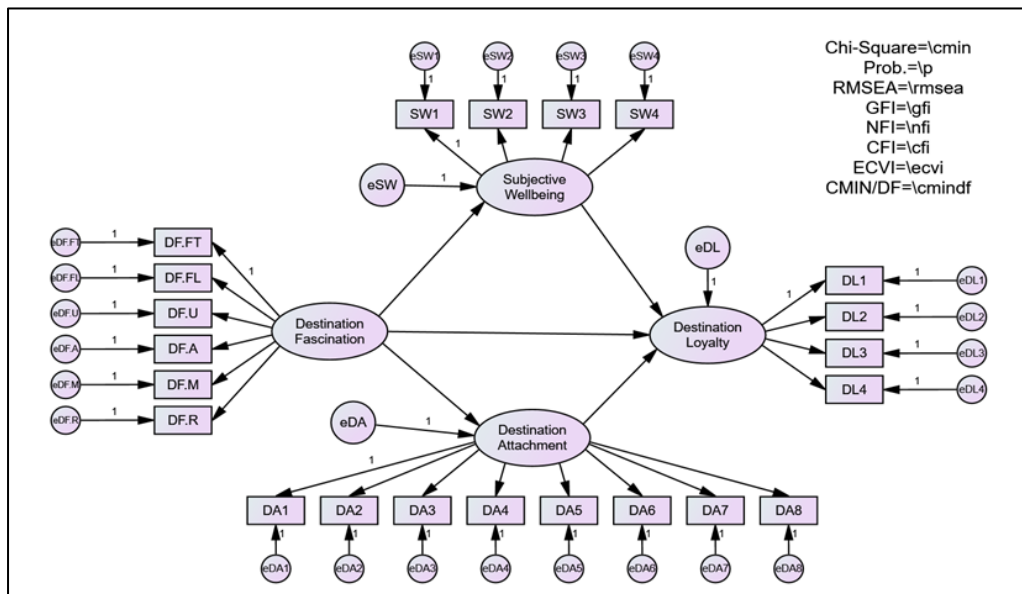


Figure 4.1 Initial Path Diagram Model

4.3.2. Normality Test

In AMOS output, the *normality* test is carried out by comparing the C.R (*critical ratio*) value on the *assessment of normality* with a critical ± 2.58 at the 0.01 level. The following are the results of data analysis presented in tabular form as follows:

Table 4.12 Normality Test Result

Variable	min	max	skew	c.r.	kurtosis	c.r.
DL4	2,000	7,000	,366	2,347	-,039	-,125
DL3	2,000	7,000	,433	2,773	-,068	-,216
DL2	3,000	7,000	,393	2,518	-,376	-1,203

DL1	3,000	7,000	,356	2,276	-,375	-1,200
DA8	3,000	7,000	,553	3,544	-,091	-,291
DA7	3,000	7,000	,422	2,704	-,169	-,541
DA6	3,000	7,000	,409	2,617	-,299	-,958
DA5	3,000	7,000	,520	3,330	-,118	-,378
DA1	2,000	7,000	,446	2,854	,057	,183
DA2	3,000	7,000	,526	3,367	-,013	-,040
DA3	3,000	7,000	,459	2,938	-,374	-1,196
DA4	3,000	7,000	,439	2,813	-,137	-,438
SW4	3,000	7,000	,268	1,718	-,454	-1,453
SW3	3,000	7,000	,497	3,183	-,215	-,689
SW2	3,000	7,000	,392	2,507	-,331	-1,061
SW1	3,000	7,000	,332	2,124	-,395	-1,263
DF.FT	3,000	7,000	,539	3,454	-,041	-,133
DF.FL	3,000	7,000	,343	2,197	-,125	-,401
DF.U	3,000	7,000	,433	2,772	-,321	-1,028

DF.A	3,000	7,000	,372	2,384	-,227	-,728
DF.M	3,000	7,000	,371	2,373	-,333	-1,066
DF.R	3,000	7,000	,503	3,222	-,170	-,543
Multivariate					159,345	38,454

Based on the Table 4.2 above, the *univariate* normality test for the **majority of items is not normally distributed** because the *critical ratio* value is not within the range of ± 2.58 . (Ghozali, 2014). Meanwhile, ***multivariate* data does not meet normal assumptions** because the *multivariate* value obtained is 38.454.

This can happen because the data used in this study is primary data so there may be various responses given by each research respondent, therefore researchers try to estimate with the *Bootstrap* technique. The *Bootstrap* technique was carried out because in the study there were data abnormalities, so then this step was taken to produce additional samples. *Bootstrapping* has the assumption that the (original) sample will produce the next multiple additions, so *bootstrapping* is a *resampling* procedure in which the sample is assumed to be a population, then a random portion is taken to become a sample. If after the *bootstrapping* technique is carried out and the

results are not significantly different from the original data, it can be stated that the data are feasible (Collier, 2020)

Table 4. 13 Bootstrap Test Results

The model fits better in 235 bootstrap samples.
 It fits about equally well in 0 bootstrap samples.
 It fit worse or failed to fit in 4765 bootstrap samples.
 Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap p = ,953

Source: Primary Data (Computed), 2024.

Based on Table 4.13, the output results with the bootstrapping technique with a bootstrap sample of 4765 show the Bollen-Stine Bootstrap value of $p = 1.000$. The Bollen-Stine Bootstrap value > 0.050 indicates that there is no significant difference between the original data and the bootstrapping data, so it can be stated that the **data is normally distributed** and the next test can be carried out. (Collier, 2020).

4.3.3.Outlier Test

Evaluation of *multivariate outliers* can be seen through the AMOS *Mahalanobis Distance output*. The criterion used at the $p < 0.001$ level. The distance is evaluated using X^2 at a degree of freedom equal to the number of measured variables used in the study. (Haryono, 2016). In this case, the number of indicators is 22, so the CHISQ.INV.RT value is 48.2679.

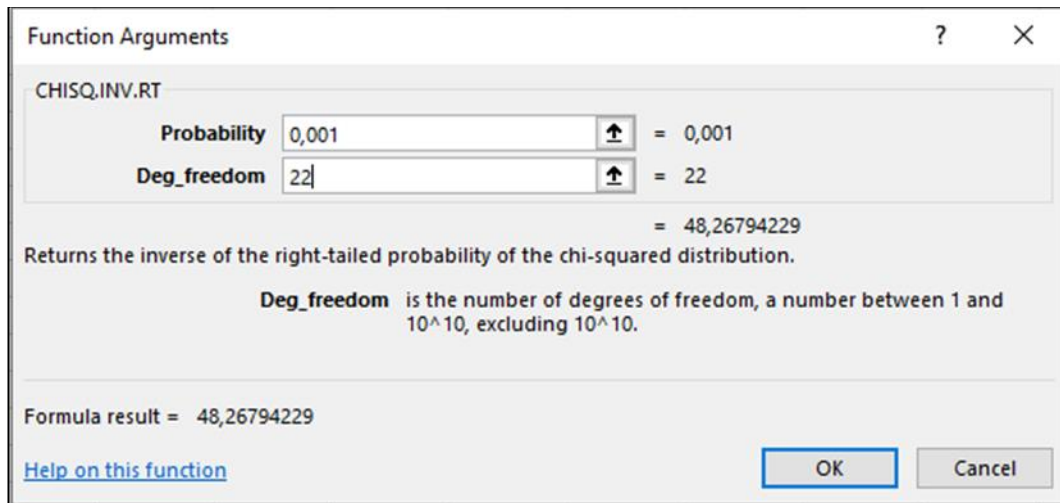


Figure 4. 2 CHISQ.INV.RT Analysis Results

Source: Primary Data (Computed), 2024

This means that all data/cases greater than **48.2679** are *multivariate outliers*. The *mahalanobis distance* output of the data in this study can be presented in Table 4.14 below:

Table 4. 14 Outlier Test Result

Observation number	Mahalanobis d-squared	p1	p2
246	111,887	,000	,000
162	67,671	,000	,000
164	67,067	,000	,000
166	52,730	,000	,000
36	45,799	,002	,000

93	44,471	,003	,000
120	43,783	,004	,000
26	41,817	,007	,000
153	40,421	,010	,001
186	40,370	,010	,000
95	39,494	,012	,000
147	38,786	,015	,000
150	38,309	,017	,000
21	37,715	,020	,000
80	37,453	,021	,000

Source: Primary Data (Computed), 2024.

Table 4.14 is a table of observations farthest from the centroid (Mahalanobis distance), but the researcher did not distribute them as a whole and only included the top 15 rows out of a total of 100 rows. The results of the Mahalanobis Distance test of the processed data detected that the value is greater than the value of 48.2679. Thus, it can be seen that **there are data outliers. However, this is not a problem because it has been resolved by the previous bootstrapping procedure.**

4.3.4. Measurement Model of Analysis

At this stage, the feasibility of variables from various criteria is carried out, Table 4.25 in the following shows the criteria for assessing *Goodness of Fit* and *Cut-off value* used by variables:

Table 4. 15 Goodness of Fit Results

Variables	<i>Chi-Square</i>	<i>Prob.</i>	<i>CMIN/DF</i>	RMSEA	GFI	NFI	CFI
<i>Destination Fascination</i>	1,271	0,866	0,318	0,000	0,998	0,999	1,000
<i>Subjective Wellbeing</i>	0,685	0,710	0,342	0,000	0,999	0,999	1,000
<i>Destination Attachment</i>	9,061	0,432	1,007	0,005	0,991	0,996	1,000
<i>Destination Loyalty</i>	1,941	0,379	0,971	0,000	0,996	0,997	1,000

Source: Primary Data (Computed), 2024.

The analysis of the **Destination Fascination** variables shows a good fit model with a *Chi-Square* value of 1.271 (indicating a *good fit*), a *Prob.* value of 0.866 (indicating a *good fit*), a *CMIN / DF* value of 0.318 (indicating a *good fit*), a RMSEA value of 0.000 (indicating a *good fit*), a GFI value of 0.998 (indicating a *good fit*), an NFI value of 0.999 (indicating a *good fit*), and a CFI value of 1.000 (indicating a *good fit*).

The analysis of the of **Subjective Wellbeing** variables shows a good fit model with a *Chi-Square* value of 0.685 (indicating a *good fit*), a *Prob.* value of 0.710 (indicating a *good fit*), a *CMIN/DF* value of 0.342 (indicating a *good fit*), a RMSEA value of 0.000 (indicating a *good fit*), a GFI value of 0.999 (indicating a *good fit*), a NFI value of 0, 999 (indicating a *good fit*), and a CFI value of 1.000 (indicating a *good fit*).

The analysis of the **Destination Attachment** variables shows a good fit model with a *Chi-Square* value of 9.061 (indicating a *good fit*), a *Prob.* value of 0.432 (indicating a *good fit*), a *CMIN/DF* value of 1.007 (indicating a *good fit*), a RMSEA value of 0.005 (indicating a *good fit*), a GFI of 0.991 (indicating a *good fit*), a NFI value of 0.996 (indicating a *good fit*), and a CFI value of 1.000 (indicating a *good fit*).

The analysis of the **Destination Loyalty** variables shows a good fit model with a *Chi-Square* value of 1.941 (indicating a *good fit*), a *Prob.* value of 0.379 (indicating a *good fit*), a *CMIN/DF* value of 0.971 (indicating a *good fit*), a RMSEA value of 0.000 (indicating a *good fit*), a GFI value of 0.996 (indicating a *good fit*), a NFI value of 0.997 (indicating a *good fit*), and a CFI value of 1.000 (indicating a *good fit*).

In the measurement model analysis, there are validity and reliability tests. The validity test is carried out to find out the level of ability of the research instrument to reveal the problem. The reliability

test is an index that shows the extent to which a measurement tool can be trusted or reliable and the extent to which the measurement results remain constant when measuring two or more times on the same issue.

The results of the validity test and reliability test of each variable are shown in the following table:

Table 4. 16 Validity Test Results

Variables	Indicator	Loading Factor	Cut Off	Description
Destination Fascination	DF.FT	0,858	0,5	Valid
	DF.FL	0,913	0,5	Valid
	DF.U	0,891	0,5	Valid
	DF.A	0,891	0,5	Valid
	DF.M	0,868	0,5	Valid
	DF.R	0,861	0,5	Valid
Subjective Well-being	SW1	0,857	0,5	Valid
	SW2	0,872	0,5	Valid
	SW3	0,850	0,5	Valid

	SW4	0,846	0,5	Valid
Destination Attachment	DA1	0,870	0,5	Valid
	DA2	0,875	0,5	Valid
	DA3	0,898	0,5	Valid
	DA4	0,897	0,5	Valid
	DA5	0,863	0,5	Valid
	DA6	0,880	0,5	Valid
	DA7	0,886	0,5	Valid
	DA8	0,884	0,5	Valid
<i>Destination Loyalty</i>	DL1	0,847	0,5	Valid
	DL2	0,834	0,5	Valid
	DL3	0,816	0,5	Valid
	DL4	0,800	0,5	Valid

Source: Primary Data (Computed), 2024.

Table 4. 17 Reliability Test Results

Variables	Indicator	Loading Factor	CR	Description
Destination Fascination	DF.FT	0,858	0,953918456	Reliable
	DF.FL	0,913		
	DF.U	0,891		
	DF.A	0,891		
	DF.M	0,868		
	DF.R	0,861		
Subjective Well-being	SW1	0,857	0,916628665	Reliable
	SW2	0,872		
	SW3	0,850		
	SW4	0,846		
Destination Attachment	DA1	0,870		Reliable
	DA2	0,875		

	DA3	0,898	0,965437777	
	DA4	0,897		
	DA5	0,863		
	DA6	0,880		
	DA7	0,886		
	DA8	0,884		
Destination Loyalty	DL1	0,847	0,894565213	Reliable
	DL2	0,834		
	DL3	0,816		
	DL4	0,800		

Source: Primary Data (Computed), 2024.

The CFA validity test results indicate that the construct reliability value for each variable is greater than 0.7 and the factor loading value for all variable items is greater than 0.5, as shown in Table 4.16 and Table 4.17. According to Ghazali and Latan (2015), the analysis has

been deemed valid and reliable, allowing for the application of the results in further testing.

4.3.5. Model Modification and GOF Test of Full Model

At the next stage, the model feasibility test is used to determine the criteria for a good model (*Goodness of Fit*). The main objective in SEM is to assess the *goodness of fit* to determine how far the hypothesized model *fits* or is following the data sample. The *goodness of fit* results are shown in the following data:

Table 4. 18 Goodness of Fit Index Test Results

<i>Goodness of fit index</i>	<i>Cut-off value</i>	Research Model	Model
<i>Chi-Square</i>	Expectedly small	164,266	<i>Good Fit</i>
<i>Prob.</i>	≥ 0.05	0,350	<i>Good Fit</i>
RMSEA	≤ 0.08	0,013	<i>Good Fit</i>
GFI	≥ 0.09	0,945	<i>Good Fit</i>
NFI	≥ 0.09	0,977	<i>Good Fit</i>
CFI	≥ 0.09	0,999	<i>Good Fit</i>
ECVI	< ECVI Saturated	1,446	<i>Good Fit</i>
CMIN/DF	< 2	1,040	<i>Good Fit</i>

Source: Primary Data (Computed), 2024.

The test results above show that the **Chi-Square value** is as **expected by the author**, namely 164.266 with a *Prob* value. *Chi-Square value of 0.350* > 0.05 . Additional criteria in *Goodness of Fit* that the author should consider are RMSEA, GFI, NFI, CFI, ECVI, and CMIN/DF. As an index, **RMSEA** is implemented to offset the *chi-square* value. The predicted RMSEA value is ≤ 0.80 , and the test result of 0.013 indicates that the model is a *good fit* with the research data.

The Goodness of Fit Index shows the level of fit between models as a whole. The GFI value in this model is 0.945. the value is close to the recommendation level of ≥ 0.90 which indicates a **good fit** research model. **NFI** is a measure of the comparison between the *proposed model* and the *null model* tested against a *baseline*. The expected NFI value is close to the recommended level of ≥ 0.90 , and the test results of this study are 0.977. It this indicates a **good fit** research model.

CFI is an index that is relatively insensitive to sample size and model complexity. The CFI value in this study is 0.999 with the recommended value of ≥ 0.90 , indicating that the research model is a **good fit**. As an indicator of model fit, **ECVI** is computed when the estimated model is re-evaluated using an equivalent-sized sample but a distinct one. The findings indicated that the default ECVI value was 1.446, whereas the suggested value of < 2.065 indicated saturation of the ECVI, which indicates that the research model is **good fit**.

CMIN/DF is to measure the *goodness of fit* model with the expected number of estimated coefficients to achieve suitability. The CMIN/DF result in this study is 1.040, indicating that the research model is **good fit**. The above-mentioned *Goodness of Fit Index* values—*Chi-Square*, RMSEA, GFI, CFI, and CMIN/DF—indicate that the aforementioned requirements for Goodness of Fit have been achieved. Thus, it can be deduced that this research model meets a **good** standard. The following Figure 4.3 is a research model used for Structural Equation Modelling (SEM) test in this study.

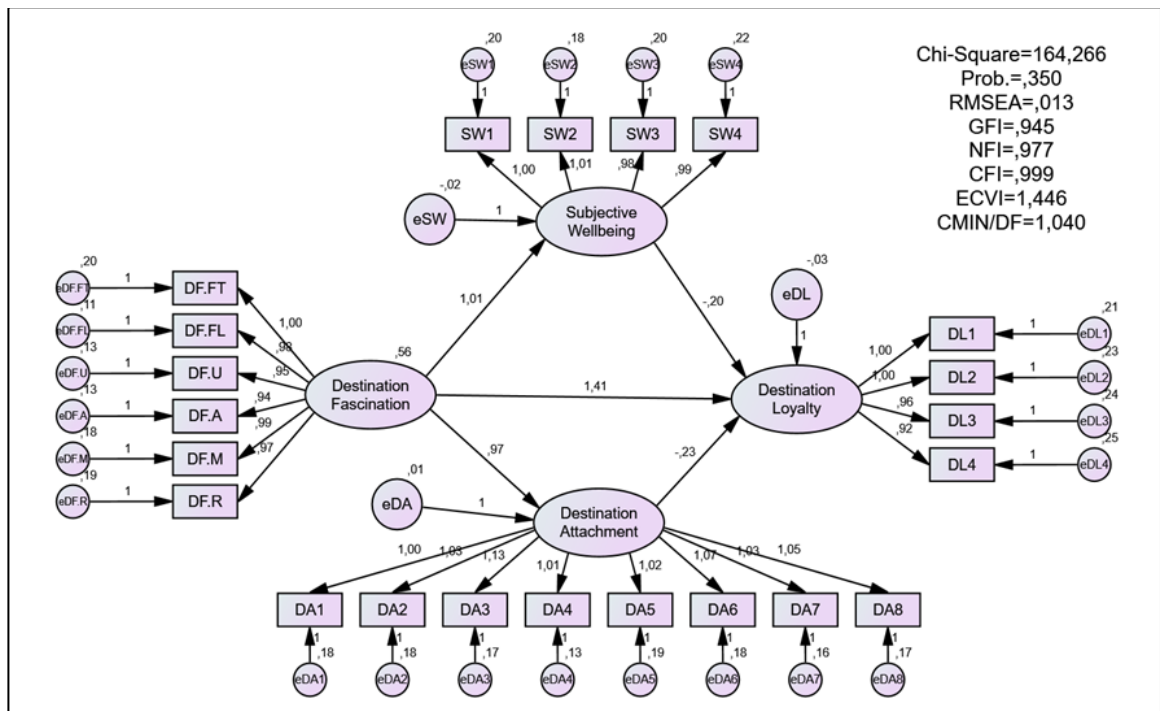


Figure 4. 3 Research Model

Source: Primary Data (Computed), 2024.

4.3.6. Direct and Indirect Influence

Table 4.19 in the following shows the results of the analysis of the six variables used to determine the total effect, direct effect, and indirect effect as shown below:

Table 4. 19 Effect of Independent Variables

Standardized Direct Effects (Group number 1 - Default model)				
	Destination Fascination	Destination Attachment	Subjective Wellbeing	Destination Loyalty
Destination Attachment	0,988	0	0	0
Subjective Wellbeing	1,019	0	0	0
Destination Loyalty	1,46	-0,234	-0,201	0
Standardized Indirect Effects (Group number 1 - Default model)				
	Destination Fascination	Destination Attachment	Subjective Wellbeing	Destination Loyalty
Destination Attachment	0	0	0	0
Subjective	0	0	0	0

Wellbeing				
Destination	-0,436	0	0	0
Loyalty				
Standardized Total Effects (Group number 1 - Default model)				
	Destination Fascination	Destination Attachment	Subjective Wellbeing	Destination Loyalty
Destination Attachment	0,988	0	0	0
Subjective Wellbeing	1,019	0	0	0
Destination Loyalty	1,024	-0,234	-0,201	0

Source: Primary Data (Computed), 2024.

Based on Table 4.19, it is proven that the largest direct effect in this study is the direct effect of *Destination Fascination* on *Destination Loyalty*, namely 1.46. Furthermore, the smallest indirect effect in this study is the effect of *Destination Fascination* on *Destination Loyalty*, which is -0.436. The largest total effect in this study is the effect of *Destination Fascination* on *Destination Loyalty*, which is 1.024.

4.3.7. Hypothesis Testing

Table 4. 20 Hypothesis Results

No	Relationship	Result
H1	Destination fascination has a positive effect on tourists' loyalty to the destination.	Supported
H2	Destination fascination has a positive effect on tourists' subjective well-being.	Supported
H3	Subjective well-being has a positive effect on tourists' loyalty to the destination.	Not Supported
H4	Destination fascination has a positive effect on tourists' attachment to the destination.	Supported
H5	Destination attachment has a positive effect on tourists' loyalty to the destination.	Not Supported
H6	Subjective well-being mediates a positive relationship between destination fascination and destination loyalty.	Not Supported
H7	Destination attachment mediates a positive relationship between destination fascination and destination loyalty.	Not Supported

Based on statistical analysis using the AMOS 24 program, the hypothesis test results indicate a positive relationship between variables if the C.R shows a value above 1.96 and below 0.05 for the p-value (Ghozali, 2014). The results of this research will be presented in Table 4.21 below:

Table 4. 21 Research Hypothesis Test Results

No				Estimate	S.E	C.R.	P	Label
H1	Destination_Loyalty	<---	Destination_Fascination	1,406	0,314	4,475	***	par_19
H2	Subjective_Wellbeing	<---	Destination_Fascination	1,011	0,053	18,911	***	par_20
H3	Destination_Loyalty	<---	Subjective_Wellbeing	-0,195	0,222	-0,879	0,379	par_21
H4	Destination_Attachment	<---	Destination_Fascination	0,97	0,053	18,359	***	par_22
H5	Destination_Loyalty	<---	Destination_Attachment	-0,23	0,313	-0,733	0,464	par_23

Source: Primary Data (Computed), 2024.

Based on the data from Table 4.21, the result of the hypothesis testing will be discussed in the following:

Hypothesis 1

Based on the statistical test results, the standard regression coefficient obtained is 1.406, this indicates that the effect of *Destination Fascination* on *Destination Loyalty* is positive. This means that the higher *Destination Fascination* will increase *Destination Loyalty*. **The value of 1.406 occurs due to the heterogeneity of the respondents' questionnaire answers and the model stabilization process.** This increases the *probability of* model fit and GOF combined with *bootstrap*, so the data has normal results in the *estimated* value of *unstandardized regression weights* exceeding 1 or less than -1. The test of the influence of the two variables shows a probability value of 0.000 ($p < 0.05$), so the hypothesis that stated “*Destination Fascination has a positive and significant effect on Destination Loyalty*” is **supported** and it can be stated that there is a positive and significant influence between *Destination Fascination* on *Destination Loyalty*.

Hypothesis 2

Based on the statistical test results, the standard regression coefficient obtained is 1.011, this indicates that the effect of *Destination Fascination* on *Subjective Wellbeing* is positive. This means that the higher *Destination Fascination* will increase *Subjective Wellbeing*. **This value of 1.011 occurs due to the heterogeneity of the respondents' questionnaire answers and the model stabilization process.** This increases the *probability of* model fit

and GOF combined with *bootlen stine bootstrapping*, so that the data has normal result in the *estimated* value of *unstandardized regression weights* exceeding 1 or less than -1. Testing the influence of the two variables shows a probability value of 0.000 ($p > 0.05$), so the hypothesis that stated “*Destination Fascination has a positive and significant effect on Subjective Wellbeing*” is **supported** and it can be stated that there is a positive and significant influence between *Destination Fascination* on *Subjective Wellbeing*.

Hypothesis 3

Based on the statistical test results, the standard regression coefficient obtained is -0.195, this indicates that the effect of *Subjective Wellbeing* on *Destination Loyalty* is negative. This means that the higher the *Subjective Wellbeing*, the lower the *Destination Loyalty*. The test on the effect of the two variables shows a probability value of 0.379 ($p > 0.05$), so the hypothesis that stated, “*Subjective Well-being has a positive and significant effect on Destination Loyalty*” is **not supported** and it can be stated that there is no positive and significant influence between *Subjective Wellbeing* on *Destination Loyalty*.

Hypothesis 4

Based on the statistical test results, the standard regression coefficient obtained is 0.97, this indicates that the effect of *Destination Fascination* on *Destination Attachment* is positive. This means that the higher *Destination*

Fascination will increase *Destination Attachment*. Testing the influence of the two variables shows a probability value of 0.000 ($p < 0.05$), so the hypothesis that stated, “*Destination Fascination has a positive and significant effect on Destination Attachment*” **is supported** and it can be stated that there is a positive and significant influence between *Destination Fascination* on *Destination Attachment*.

Hypothesis 5

Based on the statistical test results, the standard regression coefficient obtained is -0.23, this indicates that the effect of *Destination Attachment* on *Destination Loyalty* is negative. This means that the higher the *Destination Attachment*, the lower the *Destination Loyalty*. The test on the effect of the two variables shows a probability value of 0.464 ($p > 0.05$), so the hypothesis that *Destination Attachment has a positive and significant effect on Destination Loyalty* is **not supported** and it can be stated that there is no positive and significant influence between *Destination Attachment* on *Destination Loyalty*.

Mediation Testing

Parameter estimation for mediation testing can be done with the Sobel Test, as follows:

Hypothesis 6

Input:		Test statistic:	Std. Error:	p-value:
a	1.011	Sobel test: -0.87744861	0.22467982	0.38024302
b	-0.195	Aroian test: -0.87624793	0.22498769	0.38089527
s _a	0.053	Goodman test: -0.87865425	0.22437153	0.37958877
s _b	0.222	Reset all	Calculate	

Figure 4. 4 Sobel Test Hypothesis 6

Source: <https://quantpsy.org/sobel/sobel.htm>

The results of the Sobel test calculation in Figure 4.4 show that a t-count value of -0.877 with a p-value of $0.38 > 0.05$, proving that Subjective Wellbeing **cannot mediate the** relationship between Destination Fascination and Destination Loyalty.

Hypothesis 7

Input:		Test statistic:	Std. Error:	p-value:
a	0.97	Sobel test: -0.73423271	0.30385462	0.46280692
b	-0.23	Aroian test: -0.73314091	0.30430712	0.46347249
s _a	0.053	Goodman test: -0.73532941	0.30340144	0.4621389
s _b	0.313	Reset all	Calculate	

Figure 4. 5 Sobel Test Hypothesis 7

Source: <https://quantpsy.org/sobel/sobel.htm>

Based on the results of the Sobel test calculation as shown in Figure 4.5, a t-count value of -0.734 with a p-value of $0.462 > 0.05$, proving that Destination Attachment **cannot mediate the** relationship between Destination Fascination and Destination Loyalty.

4.4. Result Discussions

4.4.1. The Influence of Destination Fascination on Destination Loyalty

In hypothesis testing, it is known that the destination fascination construct has a positive influence on the destination loyalty construct as evidenced by the standard regression coefficient obtained is 1.406. In addition, the relationship between the destination fascination construct and destination loyalty is significant because it has a *p-value* of 0.000 which is smaller than 0.05. So H1 which states that “Destination fascination has a positive and significant effect on destination loyalty” is accepted. The existence of a positive influence indicates that the higher the fascination of a destination, the higher the loyalty to that destination.

This research is in accordance with the results of previous research conducted by Liu *et al.*, (2017), Rizky and Roostika (2023) which shows that destination fascination increases the value of the destination, and tourist loyalty to the destination. The results of this study also support the results of previous research conducted by Phillips *et al.*, (2013), Chi and Qu (2008), which showed that attractive destinations increase tourist loyalty. Previous research by Akroush *et al.* (2016) also has the same results that there is a significant impact on the relationship between attractiveness and destination loyalty. The findings of this study and several previous studies strengthen the theory

that *destination fascination* has a positive and significant effect on *destination loyalty*.

In this study, destination fascination has 6 (six) dimensions, namely fitness, friendliness, uniqueness, attractiveness, mysticism, and richness. Based on the data that has been obtained from the respondents' assessment of the *destination fascination* variable in the results above, the average respondent thinks well that destination fascination affects tourist loyalty to a destination. The indicators that have the highest value given by respondents are "This place has warm service employees" and "This place can transform my mood" which represent friendliness and attractiveness.

4.4.2. The Influence of Destination Fascination on Subjective Well-Being

Testing the hypothesis of this study shows that the destination fascination construct has a positive influence on the subjective well-being as proven by the standard regression coefficient that obtained 1.011. In addition, the relationship between the Destination fascination with subjective well-being is significant because it has a *p-value* of 0.000 is smaller than 0.05. So that H2 which states that destination fascination has a positive and significant effect on subjective well-being is accepted. The existence of a positive influence indicates that the higher the fascination of a destination, the higher the subjective well-being felt by tourists of a destination.

These results are in accordance with previous research conducted by Ramkissoon *et al.*, (2018) which has results showing that there is a significant relationship between the attractiveness of a place and the well-being of a person's quality of life. The results of this study also support previous research by Lee *et al.*, (2014) which resulted in the discovery that the subjective well-being of customers is influenced by the attractiveness of a destination. This research is also in line and supports the results of Liu *et al.*'s (2017) research which has been conducted previously and shows the results of a significant relationship between destination fascination and the subjective well-being of tourists.

4.4.3. The Influence of Subjective Well-Being on Destination Loyalty

Based on the hypothesis test, this study shows that the subjective well-being construct has a negative and insignificant effect on destination loyalty. This is proven by the standard regression coefficient that obtained is - 0.195 and a *p-value* of 0.379 which is greater than 0.05. Therefore, H3 which states that subjective well-being has a positive and significant effect on destination loyalty is rejected. Based on the test results, it can be stated that the higher the subjective well-being of a tourist, the lower the loyalty of the tourist to a destination.

This research contradicts with previous research conducted by H. Kim *et al.*, (2015) and Wang *et al.*, (2019) that showed subjective well-being is positively and significantly related to destination loyalty. In

addition, this study also does not support the results of similar research in the context of tourism conducted by Al-Okaily *et al.*, (2022) which shows positive results from the relationship between subjective well-being and visitor loyalty to a destination.

The two lowest indicators in destination loyalty are DL2 which stated “I want to revisit this place” and DL 3 which stated, “I will recommend this place to other people”. Based on the result, the respondents might think that “Even though a café is very suitable for my taste, it is not enough to be able to prevent me from trying and changing to visit other cafes because other cafes also offer something different and I only suggest cafes to people who have similar tastes.”

4.4.4. The Influence of Destination Fascination on Destination Attachment

The fourth hypothesis testing in this study shows that the destination fascination construct has a positive influence on the destination attachment construct as evidenced by the standard regression coefficient obtained is 0,97. In addition, the relationship between the destination fascination construct and destination attachment is significant because it has a *p-value* of 0.000 which is smaller than 0.05. So H4 which states that destination fascination has a positive and significant effect on destination attachment is accepted. The positive effect indicates that the higher the attractiveness of a destination, the higher the attachment to a tourist destination.

The results of this study support previous research conducted by Song *et al.*, (2017) which showed that there is a positive relationship between destination fascination and destination attachment. Furthermore, the results of this study also support the results of previous research conducted by Zhang *et al.*, (2016) which found that perceived attractiveness contributes positively to destination attachment and satisfaction. The results of this study also confirm and support the research of Nasir *et al.*, (2020) which was conducted previously and found the results that destination fascination has a significant effect on destination attachment. So the findings of this study and several previous studies strengthen the theory which suggests that *destination fascination has a positive and significant effect on destination attachment.*

4.4.5. The Influence of Destination Attachment on Destination Loyalty

Based on the fifth hypothesis test in this study, it shows that the destination attachment construct has a negative and insignificant effect on destination loyalty. This is evidenced by the standard regression coefficient obtained is -0,23 and also the *p-value* of 0.186 which is greater than 0.05. Therefore, H5 which states that destination attachment has a positive effect on destination loyalty is rejected. Based on the test results, it can be stated that the higher the attachment to a destination, does not affect loyalty to a tourist destination.

The results of this study are not in line with the results of previous research conducted by Prayag and Ryan (2012) and Alexandris *et al.*, (2006) that showed a significant relationship between destination attachment and visitor loyalty to a destination. This study also does not support previous research conducted by Zhang *et al.* (2016) which found that destination attachment is a significant antecedent of destination loyalty.

Even if one is already attached to a place, when it comes to culinary matters, there is always a sense of boredom and enjoying different dishes provided by other places. Even though one may go back to the same restaurant once in a while because one has grown attached to it, it does not mean that once one has a strong attachment, one will not want to visit other places. Suggesting a place to eat to others is of course also based on the consideration of what kind of food the other person is looking for.

4.4.6. The Mediating Influence of Subjective Well-Being on the Relationship between Destination Fascination and Destination Loyalty.

Based on the testing of the sixth hypothesis in this study which shows that the subjective well-being construct does not have a mediating effect on the relationship between destination fascination variables and destination loyalty. This is evidenced by the *t-value* of -0.877 and the *p-value* of 0.38 which is greater than 0.05. Therefore, H6

which states that subjective well-being mediates the positive relationship between destination fascination variables and destination loyalty is rejected. Based on the test results, it can be stated that subjective well-being does not have a mediating influence on the relationship between destination fascination and loyalty to a destination.

Empirically, the results of this study are not in line with previous research conducted by H. Kim *et al.*, (2015), S. Kaplan and Kaplan (2009), and Wang *et al.* research, (2019) which shows that subjective well-being mediates a positive and significant relationship between destination fascination and loyalty destination. Based on the respondents' assessment of the subjective well-being variable, the average respondent of this study has subjective well-being that is included in the fair criteria, with an average of 4.41.

If we look at the other hypotheses that correspond to hypothesis 6, which are hypotheses 1,2 and 3. Although, Hypotheses 1 & 2 reveal the positive influence of destination fascination on destination loyalty and subjective well-being, hypothesis 3 reveals a negative influence of subjective well-being on destination loyalty. In other words, based on the statistical results from sobel test in Figure 4.4, the positive influence we can infer from hypotheses 1 & 2 is weaker than the negative influence of hypothesis 3. Thus, preventing the mediating effect of

subjective well-being on the relationship between destination fascination and destination loyalty.

After all, it turns out that subjective well-being does not have a mediating impact on destination fascination and destination loyalty. So, in its application, a tourist's subjective well-being does not mediate the relationship between destination fascination and destination loyalty.

4.4.7. The Mediating Influence of Destination Attachment on the Relationship between Destination Fascination and Destination Loyalty.

Based on the testing of the last hypothesis in this study, namely H7, it is shown that the destination attachment construct has a positive but insignificant mediating effect on the relationship between destination fascination variables and destination loyalty. This is evidenced by the t-value of - 0,734 and the p-value of 0.462 which is greater than 0.05. Therefore, H7 which states that destination attachment mediates the positive relationship between destination fascination and destination loyalty is rejected. Based on the test results, it can be stated that destination attachment does not have a mediating influence on the relationship between destination fascination and destination loyalty.

The results of this study do not support several previous studies conducted by Wang et al., (2019), and Nasir et al., (2020) which show a positive and significant mediating effect of destination attachment to

the relationship between destination fascination and tourist destination loyalty. Based on the respondents' assessment of the destination attachment variable, the average respondent of this study has a destination attachment that includes fair criteria, with an average of 4.36.

Considering the other hypotheses associated with hypothesis 7, namely hypotheses 1, 4, and 5. Hypotheses 1 and 4 demonstrate that destination fascination has a positive impact on both destination loyalty and destination attachment. However, hypothesis 5 shows that destination attachment has a negative impact on destination loyalty. According to the statistical results obtained from the Sobel test in Figure 4.5, we can conclude that the positive impact suggested by hypotheses 1 and 4 is insignificant compared to the negative impact of hypothesis 3. Therefore, inhibiting the influence of subjective well-being on the relationship between destination fascination and destination loyalty.

After all, it turns out that the destination attachment variable does not have a mediating impact on the relationship between destination fascination and destination loyalty. This means that visitor attachment to a destination does not influence the indirect relationship between tourist fascination with destination and tourist loyalty toward the destination.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion of this research on the influence of tourist destination fascination on loyalty through subjective well-being and destination attachment, Chapter V will present conclusions, limitations, and recommendations for relevant implementation related to the results of the research that has been carried out.

5.1. Conclusions

Based on the analysis and discussion carried out, the conclusions of this research can be summarized as follows:

- a. Destination fascination has a positive and significant effect on destination loyalty, which means that the higher the tourist fascination with a destination, the higher the loyalty of tourists to a destination.
- b. Destination fascination has a positive and significant effect on subjective well-being, which means that the higher the fascination with a destination, the higher the tourists' subjective well-being.
- c. Subjective well-being has a negative and insignificant effect on destination loyalty, this means that the higher the tourists' subjective well-being, the lower the tourists' loyalty toward a destination.
- d. Destination fascination has a positive and significant effect on destination attachment, the higher the destination fascination, the higher the tourists' attachment toward a destination.

- e. Destination attachment has a negative and insignificant effect on destination loyalty, this means that the destination attachment variable does have a negative influence on loyalty to a destination.
- f. Subjective well-being does not mediate a relationship between destination fascination and destination loyalty, which means that the subjective well-being variable does not have an indirect between tourists' fascination with a destination and tourists' loyalty toward a destination
- g. The relationship between destination fascination and destination loyalty is not mediated by destination attachment; that is, there is no indirect relationship between tourists' fascination with a destination and their loyalty to that destination through the destination attachment variable.

5.2. Limitations

Certainly, this research is not flawless. Concerning limitations, the following factors warrant particular attention:

- a. The sample utilised in this study may not be representative of all tourists who dine at Yogyakarta restaurants serving healthy cuisine.
- b. The study does not promise that the same results will be found if the model is examined in a different restaurant that serves different types of food, as it might have different characteristics.

5.3. Recommendations

Regarding additional empirical studies, the researcher proposes the following suggestions:

- a. Proposing further investigation into each aspect of destination fascination, as well as the two mediating variables. These dimensions will specify which aspects of subjective well-being and destination attachment, in addition to elements of destination fascination, that could give a more precise account for destination loyalty.
- b. Future studies may also adopt different research models. Better models that elucidate the contributions of destination attachment, subjective well-being, and destination fascination to the tourism industry may be established by modifying the research framework.
- c. The researcher proposes further studies to investigate various target respondents, such as those in the accommodation industry, nature industry, or other amusement industry.

The findings may provide managerial implications with the capacity to inform the development of more efficacious policies and strategies within the tourism industry, with a particular emphasis on the healthy culinary industry. People's motivations for tasting cuisine vary depending on whether they are tourists or if it is a daily necessity. It is believed that food sampling in tourism has less price elasticity. Both tourism agencies and the government should take into account the intricate aspects that contribute to the allure of tourists.

As a result, it is the responsibility of all tourism stakeholders to ensure that the destination's facilities, atmosphere, and services are all of the highest quality, and to establish a favourable reputation among visitors. Ultimately,

programme activities and tourism investment should be managed in accordance with the ever-evolving tourism market demand and tourism objectives.

REFERENCES

- Akroush, Mamoun N. et al. (2016). "Tourism Service Quality and Destination Loyalty - the Mediating Role of Destination Image from International Tourists' Perspectives." *Tourism Review* 71(1), 18-44.
- Al-okaily, Nour Salah, Nidal Alzboun, Ziad Alrawadieh, and Muna Slehat. (2022). "The Impact of Eudaimonic Well-Being on Experience and Loyalty: A Tourism Context." *Journal of Services Marketing* 37(2), 216-31.
- Alexandris, K., C. Kouthouris, and Andreas Meligdis. (2006). "Increasing Customers' Loyalty in a Skiing Resort: The Contribution of Place Attachment and Service Quality." *International Journal of Contemporary Hospitality Management* 18(5), 414-25.
- Allameh, Sayyed Mohsen et al. (2015). "Factors Influencing Sport Tourists' Revisit Intentions: The Role and Effect of Destination Image, Perceived Quality, Perceived Value and Satisfaction." *Asia Pacific Journal of Marketing and Logistics* 27(2), 191-207.
- Aprilia, C., & Suryani, A. I. (2020). Coffee shop atmospheric effect on customer satisfaction and behavioural intention. *BISMA (Bisnis Dan Manajemen)*, 13(1), 1-13.
- Bappeda Daerah Istimewa Yogyakarta. (2023). Statistik pariwisata DIY 2022. Yogyakarta.

- Beerli, Asunción, Gonzalo Díaz Meneses, and Sergio Moreno Gil. (2007). "Self-Congruity and Destination Choice." *Annals of Tourism Research* 34(3), 571-87.
- Bentler, P. M., & Bonett, D. G. (1980). Significance tests and goodness of fit in the analysis of covariance structures. *Psychological bulletin*, 88(3), 588.
- Berto, Rita. (2005). "Exposure to Restorative Environments Helps Restore Attentional Capacity." *Journal of Environmental Psychology* 25(3), 249-59.
- Browne, M. W. and Cudeck, R. (1993). "Alternative ways of assessing model fit". In *Testing structural equation models*, Edited by: Bollen, K. A. and Long, J. S. 136 – 62. Newbury Park, CA: Sage.
- Caplan, R. D. (1987). Person-environment fit theory and organizations: Commensurate dimensions, time perspectives, and mechanisms. *Journal of Vocational behavior*, 31(3), 248-267.
- Carter, S. D. (2004). "Reexamining the Temporal Aspects of Affect: Relationships between Repeatedly Measured Affective State, Subjective Well-Being, and Affective Disposition." *Personality and Individual Differences* 36 (2), 381–91.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624-636.

- Collier, J.E. (2020). *Applied Structural Equation Modeling Using AMOS: Basic to Advanced Techniques*. New York: Routledge Taylor & Francis Group.
- Curtis, K. R., Bradshaw, M., & Slocum, S. L. (2020). The importance of culinary experiences in destination loyalty. *Journal of Gastronomy and Tourism*, 4(2), 67-79.
- Davis, A. (2016). “Experiential Places or Places of Experience? Place Identity and Place Attachment as Mechanisms for Creating Festival Environment.” *Tourism Management* 55, 49–61.
- Debenedetti, A., Oppewal, H., & Arsel, Z. (2014). Place attachment in commercial settings: A gift economy perspective. *Journal of Consumer Research*, 40(5), 904-923.
- Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2019). Food-based experiences as antecedents of destination loyalty. *British Food Journal*, 121(7), 1495-1507.
- Diener, E., and R. E. Lucas. (2004). “Subjective Emotional Well-Being.” In *Handbook of Emotions*, 2nd ed., edited by M. Lewis and J. M. Haviland-Jones, 325–37. New York: Guilford.
- Fayed, H. A. K., Wafik, G. M., & Gerges, N. W. (2016). The Impact of Motivations, Perceptions and Satisfaction on Tourists' Loyalty. *International Journal of Hospitality & Tourism Systems*, 9(2).

- Ferdinand, A. (2006). *Metode penelitian manajemen*. Semarang, Indonesia: Badan Penerbit Universitas Diponegoro.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude. Intention and behavior: An introduction to theory and research*, 1-52.
- Ghozali, I., & Fuad. (2008). *Structural equation modeling: teori, konsep, dan aplikasi dengan Program Lisrel 8.80*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2014) *Structural Equation Modeling. Concepts and Applications with the AMOS 22 Update Bayesian SEM Program*. Semarang: Diponegoro University Publishing Agency.
- Ghozali, I. and Latan, H. (2015) *Partial Least Squares: Concepts, Techniques, Applications Using Smart PLS 3.0 for Empirical Research*. 2nd ed. Semarang: Diponegoro University Publishing Agency.
- Green, G. P., & Dougherty, M. L. (2014). *Localizing linkages for food and tourism: Culinary tourism as a community development strategy*. In *Local Food and Community Development* (pp. 53-63). Routledge.
- Grzeskowiak, S., and J. Sirgy. (2007). “Consumer Well-Being (CWB): The Effects of Self-Image Congruence, Brand Community Belongingness, Brand Loyalty, and Consumption Recency.” *Applied Research in Quality of Life* 2 (4), 289–304.

- Haryono, S. (2016). SEM Methods for Management Research with AMOS LISREL PLS. Bekasi: PT Intermedia Personalia Utama.
- Hidalgo, M. C., and B. Hernandez. (2001). "Place Attachment: Conceptual and Empirical Questions." *Journal of Environmental Psychology* 21 (3), 273–81.
- Hooper, D., Coughlan, J., & Mullen, M. (2008). Structural equation modelling: Guidelines for determining model fit. *Electronic Journal of Business Research Methods*, 6(1), 53-60.
- Hutchinson, J., F. Lai, and Y. Wang. 2009. "Understanding the Relationships of Quality, Value, Equity, Satisfaction, and Behavioral Intentions among Golf Travelers." *Tourism Management* 30 (2), 298–308.
- Iacobucci, D. (2010). Structural equations modeling: Fit indices, sample size, and advanced topics. *Journal of consumer psychology*, 20(1), 90-98.
- Jamaludin, N. L., Sam, D. L., Sandal, G. M., & Adam, A. A. (2016). Personal values, subjective well-being and destination-loyalty intention of international students. *Springerplus*, 5, 1-11.
- Kaplan, S. (1995). "The Restorative Benefits of Nature: Toward an Integrative Framework." *Journal of Environmental Psychology* 15 (3), 169–82.
- Kaplan, S., and R. Kaplan. (2009). "Creating a Larger Role for Environmental Psychology: The Reasonable Person Model as an Integrative Framework." *Journal of Environmental Psychology* 29 (3), 329–39.

- Kashdan, T. B. (2004). "The Assessment of Subjective Well-Being (Issues Raised by the Oxford Happiness Questionnaire)." *Personality and Individual Differences* 36 (5), 1225–32.
- Kim, H., S. Lee, M. Uysal, J. Kim, and K. Ahn. (2015). "Nature-Based Tourism: Motivation and Subjective Well-Being." *Journal of Travel & Tourism Marketing* 32, 76–96.
- Kim, T., W. G. Kim, and H.-B. Kim. (2009). "The Effects of Perceived Justice on Recovery Satisfaction, Trust, Word-of- Mouth, and Revisit Intention in Upscale Hotels." *Tourism Management* 30 (1), 51–62.
- Kucukergin, K. G., & Gürlek, M. (2020). 'What if this is my last chance?': Developing a last-chance tourism motivation model. *Journal of Destination Marketing & Management*, 18, 100491.
- Lam, T., and C. H. Hsu. (2006). "Predicting Behavioral Intention of Choosing a Travel Destination." *Tourism Management* 27 (4), 589–99.
- Lee, D. J., Kruger, S., Whang, M. J., Uysal, M., & Sirgy, M. J. (2014). Validating a customer well-being index related to natural wildlife tourism. *Tourism Management*, 45, 171-180.
- Li, J., Dai, G., Tang, J., & Chen, Y. (2020). Conceptualizing festival attractiveness and its impact on festival hosting destination loyalty: A mixed method approach. *Sustainability*, 12(8), 3082.

- Liu, C. R., Y. C. Wang, W. S. Huang, and S. P. Chen. (2017). "Destination Fascination: Conceptualization and Scale Development." *Tourism Management* 63, 255–67.
- Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters*, 10(2), 443-454.
- Newman, D. B., L. Tay, and E. Diener. (2014). "Leisure and Subjective Well-Being: A Model of Psychological Mechanisms as Mediating Factors." *Journal of Happiness Studies* 15 (3), 555–78.
- Oppermann, M. (2000). "Tourism destination loyalty." *Journal of Travel Research* 39 (1), 78–84.
- Papadimitriou, D., Apostolopoulou, A., & Kaplanidou, K. (2015). Destination personality, affective image, and behavioral intentions in domestic urban tourism. *Journal of travel research*, 54(3), 302-315.
- Patwardhan, V., Ribeiro, M. A., Payini, V., Woosnam, K. M., Mallya, J., & Gopalakrishnan, P. (2020). Visitors' place attachment and destination loyalty: Examining the roles of emotional solidarity and perceived safety. *Journal of travel research*, 59(1), 3-21.
- Phillips, W. J., K. Wolfe, N. Hodur, and F. L. Leistritz. (2013). "Tourist Word of Mouth and Revisit Intentions to Rural Tourism Destinations: A Case of North Dakota, USA." *International Journal of Tourism Research* 15 (1), 93–104.

Portugal-Nunes, C., Cheng, L., Briote, M., Saraiva, C., Nunes, F. M., & Gonçalves, C. (2022). COVID-19 changes public awareness about food sustainability and dietary patterns: a google trends analysis. *Nutrients*, 14(22), 4898.

Prayag, G., and C. Ryan. (2012). “Antecedents of Tourists’ Loyalty to Mauritius: The Role and Influence of Destination Image, Place Attachment, Personal Involvement, and Satisfaction.” *Journal of Travel Research* 51 (3), 342–56.

Ramkissoon, H., F. Mavondo, and M. Uysal. (2018). “Social Involvement and Park Citizenship as Moderators for Quality of Life in a National Park.” *Journal of Sustainable Tourism* 26 (3), 341–61.

Rizqy, A. M. F., & roostika, R. (2023). Pengaruh Daya Tarik Destinasi Wisata terhadap Loyalitas Destinasi melalui Kesejahteraan Subjektif dan Keterikatan Destinasi sebagai Mediator (Studi Kasus: Destinasi Wisata di Magelang dan Yogyakarta). *Selekta Manajemen*, 02(02), 77–94.

Sadat, M. M., & Chang, L. H. (2016). The impact of environmental quality of revisiting intention. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 209-223.

Şahin, A., Çolakoğlu, Ü., & Özdoğan, O. N. (2021). A research on customer experiences and perceptions for Michelin starred restaurants. *Journal of multidisciplinary academic tourism*, 6(1), 61-72.

Sari, P., Munandar, A., & Fatimah, I. S. (2018). Perception of place attachment between cultural heritage in Yogyakarta City. In *IOP Conference Series*:

Earth and Environmental Science (Vol. 179, No. 1, p. 012012). IOP Publishing.

Sarmiento, R., Marcelino, J., & Fagan, J. M. (2011). Comfort Foods: The Roles Food Plays in Our Lives.

Song, H. M., Kim, K. S., & Yim, B. H. (2017). The mediating effect of place attachment on the relationship between golf tourism destination image and revisit intention. *Asia Pacific Journal of Tourism Research*, 22(11), 1182-1193.

Stylidis, D., Sit, J., & Biran, A. (2016). An exploratory study of residents' perception of place image: The case of Kavala. *Journal of Destination Marketing & Management*, 5, 76-81.

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism management*, 58, 184-195.

Toyama, M., & Yamada, Y. (2012). The relationships among tourist novelty, familiarity, satisfaction, and destination loyalty: Beyond the novelty-familiarity continuum. *International journal of marketing studies*, 4(6), 10.

Vada, S., Prentice, C., & Hsiao, A. (2019). The role of positive psychology in tourists' behavioural intentions. *Journal of Retailing and Consumer Services*, 51, 293-303.

- Wang, Yao Chin, Chyong Ru Liu, Wen Shiung Huang, and Shan Pei Chen. (2019). "Destination Fascination and Destination Loyalty: Subjective Well-Being and Destination Attachment as Mediators."
- Xu, Z., & Zhang, J. (2016). Antecedents and consequences of place attachment: A comparison of Chinese and Western urban tourists in Hangzhou, China. *Journal of Destination Marketing & Management*, 5(2), 86-96.
- Yuksel, A., F. Yuksel, and Y. Bilim. (2010). "Destination Attachment: Effects on Customer Satisfaction and Cognitive, Affective and Conative Loyalty." *Tourism Management* 31 (2), 274–84.
- Zhang, H., Xu, F., Leung, H. H., & Cai, L. A. (2016). The influence of destination-country image on prospective tourists' visit intention: Testing three competing models. *Asia Pacific Journal of Tourism Research*, 21(7), 811-835.
- Zikmund, W, G., Babin, B, J., Carr, J, C., & Griffin, M. (2009). *Business Research Method*. Cengage Learning.

APPENDICES

APPENDIX A

Kuesioner Penelitian

ANTECEDENT OF DESTINATION LOYALTY THROUGH TOURISTS' FASCINATION

Assalamu'alaikum Warahmatullahi Wabarakatuh

Saya M Rivaldo Hadzami mahasiswa Manajemen Fakultas Bisnis dan Ekonomika
Universitas Islam Indonesia.

Saat ini sedang melakukan penelitian dengan judul "Antecedent of Destination
Loyalty Through Tourist's Fascination"

Saya memohon kesediaan saudara/i untuk memberikan pendapat atau persepsi
saudara/i terkait keikutsertaan saudara/i dalam Daya tarik tujuan dan Tujuan
loyalitas. Atas waktu dan kesediaannya saya ucapkan terima kasih.

Wassalamu'alaikum Warahmatullahi Wabarakatuh.

Tersedia hadiah saldo uang digital sebesar Rp.500.000 untuk 10 orang yang
beruntung.

Section A: Pertanyaan Prasyarat

Pernah berkunjung ke cafe atau restoran di Yogyakarta yang menyediakan makanan
sehat. (contoh: Pengilon, Sabin by Seken Living, Saorsa, dll.).

☐ Pernah ☐ Belum pernah

Section B: Pertanyaan Demografis

1. Jenis Kelamin: ☐ Laki - laki ☐ Perempuan
2. Umur (tahun): ☐ <20 ☐ 20-29 ☐ 30-39 ☐ > 39
3. Pendidikan Terakhir: ☐ SD-SMP ☐ SMA ☐ Diploma/Sarjana ☐ Magister
4. Pekerjaan: ☐ PNS/TNI/Polri ☐ Wiraswasta ☐ Pelajar/Mahasiswa ☐ Pegawai Swasta ☐ Ibu rumah tangga ☐ Tidak bekerja/Pensiun
5. Pengeluaran per bulan: ☐ <2.000.000 ☐ 2.000.000 – 5.000.000 ☐ 5.000.000 – 10.000.000 ☐ >10.000.000
6. Domisili: ☐ Di Jogja ☐ Di Luar Jogja

Tata Cara Menjawab Pertanyaan:

Pertanyaan - pertanyaan dibawah ini adalah pertanyaan terkait dengan Daya Tarik Tujuan. Pertanyaan - pertanyaan berikut memiliki 7 alternatif jawaban, silahkan tandai salah satu dari ketujuh pilihan jawaban tersebut:

- 1 = Sangat Tidak Setuju (STS)
- 2 = Tidak Setuju (TS)
- 3 = Agak Tidak Setuju (ATS)
- 4 = Netral (N)
- 5 = Agak Setuju (AS)
- 6 = Setuju (S)
- 7 = Sangat Setuju (SS)

Section C: Destination Fascination

Kode	Indikator	Sangat Tidak Setuju							Sangat Setuju
DF.FT1	Tempat ini bisa dikaitkan dengan pengalaman hidup saya.	1	2	3	4	5	6	7	
DF.FT2	Suasana di tempat ini sesuai selera saya.	1	2	3	4	5	6	7	
DF.FT3	Suasana di tempat ini sesuai selera saya.	1	2	3	4	5	6	7	
DF.FT4	Suasana di tempat ini sesuai selera saya.	1	2	3	4	5	6	7	
DF.FT5	Suasana di tempat ini sesuai selera saya.	1	2	3	4	5	6	7	
DF.FL1	Tempat ini memiliki pelayan yang ramah dan bersahabat.	1	2	3	4	5	6	7	
DF.FL2	Tempat ini memiliki karyawan yang melayani dengan hangat	1	2	3	4	5	6	7	
DF.FL3	Fasilitas pelayanan di tempat ini mampu memenuhi keinginan saya.	1	2	3	4	5	6	7	
DF.FL4	Tempat ini menyediakan layanan yang penuh perhatian.	1	2	3	4	5	6	7	
DF.U1	Tempat ini memiliki gaya yang unik.	1	2	3	4	5	6	7	
DF.U2	Tempat ini terlihat berbeda dari tempat lainnya.	1	2	3	4	5	6	7	
DF.U3	Saya merasa tempat ini berbeda dari yang lainnya.	1	2	3	4	5	6	7	
DF.U4	Tempat ini memiliki kearifan lokal.	1	2	3	4	5	6	7	
DF.U5	Tempat ini memiliki area bertema khusus.	1	2	3	4	5	6	7	
DF.A1	Tempat ini mampu merubah suasana hati saya.	1	2	3	4	5	6	7	
DF.A2	Pengalaman yang ditawarkan tempat ini menarik bagi saya.	1	2	3	4	5	6	7	

DF.A3	Tempat ini membantu saya merasakan perasaan yang baik.	1	2	3	4	5	6	7
DF.A4	Saya suka berlama-lama di tempat ini.	1	2	3	4	5	6	7
DF.M1	Rasa keingintahuan saya tentang tempat ini meningkat ketika mengunjunginya.	1	2	3	4	5	6	7
DF.M2	Tempat ini memiliki orang, barang, dan hal-hal yang perlu dijelajahi.	1	2	3	4	5	6	7
DF.M3	Tempat ini menyimpan rahasia.	1	2	3	4	5	6	7
DF.R1	Ketika mengunjungi tempat ini, saya dapat merasakan perasaan yang berbeda.	1	2	3	4	5	6	7
DF.R2	Tempat ini menyediakan berbagai kegiatan rekreasi.	1	2	3	4	5	6	7
DF.R3	Tempat ini menyediakan berbagai pengalaman indrawi.	1	2	3	4	5	6	7

Section D: Subjective Well-Being

Kode	Pernyataan	Sangat Tidak Setuju						Sangat Setuju
SW1	Tempat ini memenuhi kebutuhan saya akan kesejahteraan secara keseluruhan.	1	2	3	4	5	6	7
SW2	Tempat ini memiliki peran yang penting dalam kesejahteraan sosial saya.	1	2	3	4	5	6	7
SW3	Tempat ini memiliki peran penting dalam kesejahteraan perjalanan saya.	1	2	3	4	5	6	7
SW4	Tempat ini memiliki peran penting dalam meningkatkan kualitas hidup saya.	1	2	3	4	5	6	7

Section E: Destination Attachment

Kode	Pernyataan	Sangat Tidak Setuju						Sangat Setuju
DA1	Tempat ini merupakan destinasi yang spesial bagi saya.	1	2	3	4	5	6	7
DA2	Saya mengenali destinasi ini.	1	2	3	4	5	6	7
DA3	Tidak ada tempat lain yang dapat memberikan pengalaman liburan yang sama seperti destinasi ini	1	2	3	4	5	6	7
DA4	Berlibur di destinasi ini sangat berarti bagi saya.	1	2	3	4	5	6	7
DA5	Saya sangat terikat dengan tujuan liburan ini.	1	2	3	4	5	6	7
DA6	Destinasi ini adalah tempat terbaik untuk apa yang saya suka lakukan pada hari libur	1	2	3	4	5	6	7
DA7	Berlibur di sini lebih penting bagi saya daripada berlibur di destinasi lain.	1	2	3	4	5	6	7
DA8	Saya tidak akan mengganti tujuan lain untuk jenis hal yang saya lakukan selama liburan saya di tempat ini.	1	2	3	4	5	6	7

Section F: Destination Loyalty

Kode	Pernyataan	Sangat Tidak Setuju						Sangat Setuju
DL1	Dibandingkan dengan tujuan serupa lainnya, saya akan memilih tempat ini sebagai pilihan teratas	1	2	3	4	5	6	7
DL2	Saya ingin mengunjungi tempat ini lagi.	1	2	3	4	5	6	7

DL3	Saya akan merekomendasikan tempat ini ke orang lain	1	2	3	4	5	6	7
DL4	Saya akan membagikan pengalaman baik tentang tempat ini ke orang lain.	1	2	3	4	5	6	7

APPENDIX B

VALIDITY AND RELIABILITY TEST OF RESEARCH INSTRUMENTS

RESULTS

A. Destination Fascination

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded ^a	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.984	24

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DF.FT1	101.86	318.686	.788	.983
DF.FT2	101.86	315.951	.846	.983
DF.FT3	101.90	313.692	.864	.983
DF.FT4	101.81	316.757	.830	.983
DF.FT5	101.90	314.635	.847	.983
DF.FL1	101.75	315.120	.813	.983
DF.FL2	101.74	316.348	.811	.983
DF.FL3	101.76	315.848	.835	.983
DF.FL4	101.77	314.742	.829	.983
DF.U1	101.76	317.173	.851	.983
DF.U2	101.84	315.361	.863	.983
DF.U3	101.82	315.032	.872	.983
DF.U4	101.76	317.316	.837	.983
DF.U5	101.84	318.129	.828	.983
DF.A1	101.74	315.320	.870	.983
DF.A2	101.86	314.261	.874	.983
DF.A3	101.81	314.928	.880	.983
DF.A4	101.78	315.595	.852	.983
DF.M1	101.80	316.631	.838	.983
DF.M2	101.86	316.960	.832	.983
DF.M3	101.95	317.132	.810	.983
DF.R1	101.78	317.323	.847	.983
DF.R2	101.93	317.603	.782	.983
DF.R3	101.93	317.382	.838	.983

B. Subjective Well-Being

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded ^a	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.928	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SW.1	13.20	5.760	.847	.902
SW.2	13.24	5.840	.809	.915
SW.3	13.26	5.850	.822	.910
SW.4	13.22	5.688	.852	.900

C. Destination Attachment

Case Processing Summary

		N	%
Cases	Valid	246	100.0
	Excluded ^a	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.969	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DA.1	30.50	35.100	.877	.965
DA.2	30.49	35.386	.856	.966
DA.3	30.64	34.361	.884	.964
DA.4	30.46	35.188	.890	.964
DA.5	30.55	34.885	.877	.965
DA.6	30.60	34.699	.872	.965
DA.7	30.54	34.968	.871	.965
DA.8	30.60	34.748	.886	.964

D. Destination Loyalty**Case Processing Summary**

		N	%
Cases	Valid	246	100.0
	Excluded ^a	0	.0
	Total	246	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.880	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DL.1	13.15	5.916	.715	.857
DL.2	13.19	5.940	.729	.851
DL.3	13.19	5.777	.749	.843
DL.4	13.12	5.716	.769	.835

APPENDIX C

THE TABLES OF RESPONDENTS' CHARACTERISTICS AND CLASSIFICATION

A. Respondents' Classification Based on Gender

No	Gender	Number of Person	Percentage
1	Male	104	42.3
2	Female	142	57.7
Total		246	100

B. Respondents' Classification Based on Age

No	Age	Number of Person	Percentage
1	< 20	18	7.3
2	20-29	184	74.8
3	30-39	35	14.2
4	≥ 40	9	3.7
Total		246	100

C. Respondents' Classification Based on Educational Level

No	Educational Level	Number of Person	Percentage
1	< High School	0	0
2	High School	131	53.3
3	Bachelor / Diploma	100	40.7
4	Post Graduate	15	6.1
Total		246	100

D. Respondents' Classification Based on Occupation

No	Occupation	Number of Person	Percentage
1	Civil Servant	29	11.8
2	Entrepreneur	36	14.6
3	Student	114	46.3
4	Private Employee	51	20.7
5	Housewife	14	5.7
6	Unemployed/Retired	2	0.8
Total		246	100

E. Respondents' Classification Based on Monthly Expenses

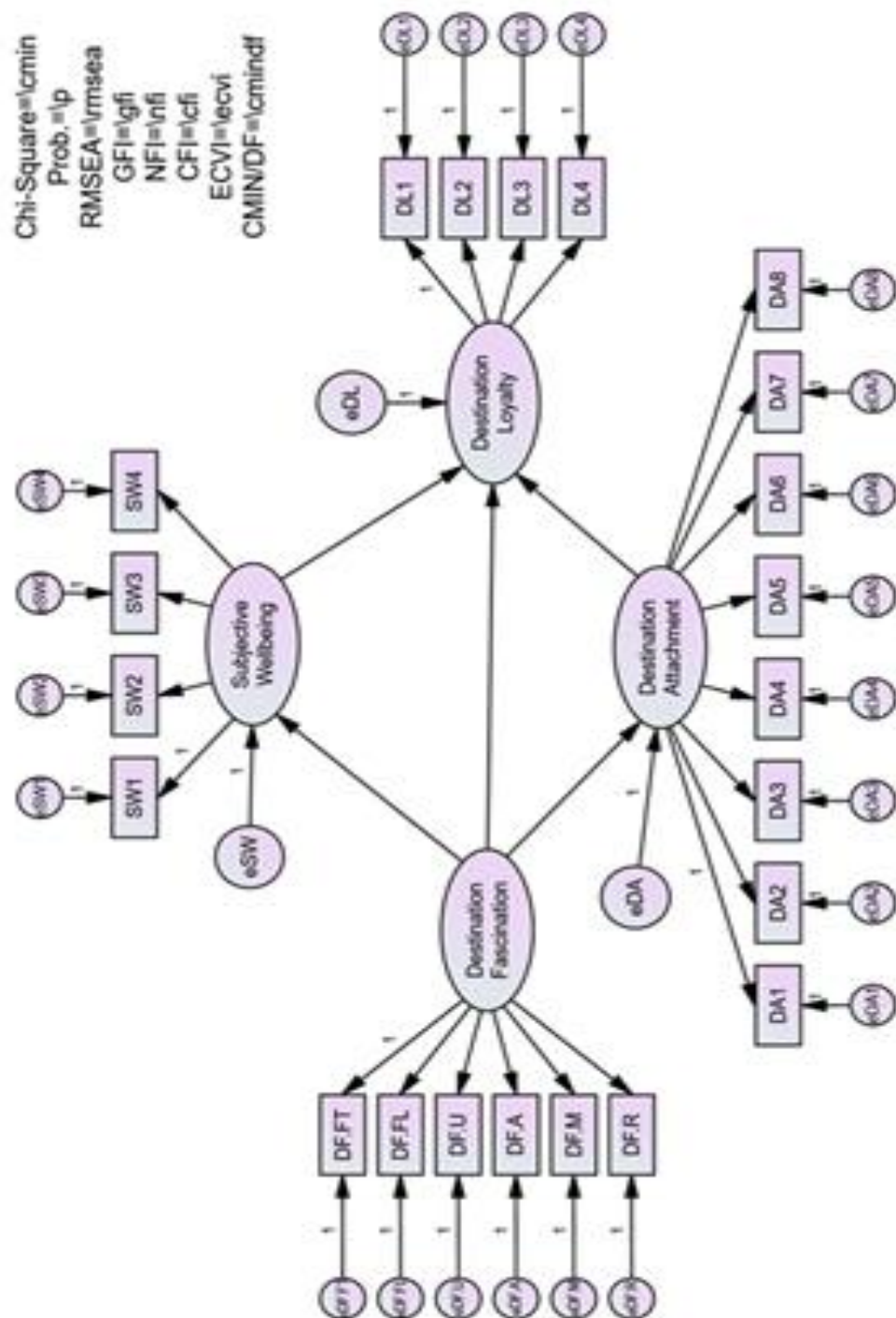
No	Monthly Expenses	Number of Person	Percentage
1	< 2.000.000	43	17.5
2	2.000.00 - 5.000.000	140	56.9
3	5.000.00 - 10.000.000	55	22.4
4	> 10.000.000	8	3.3
Total		246	100

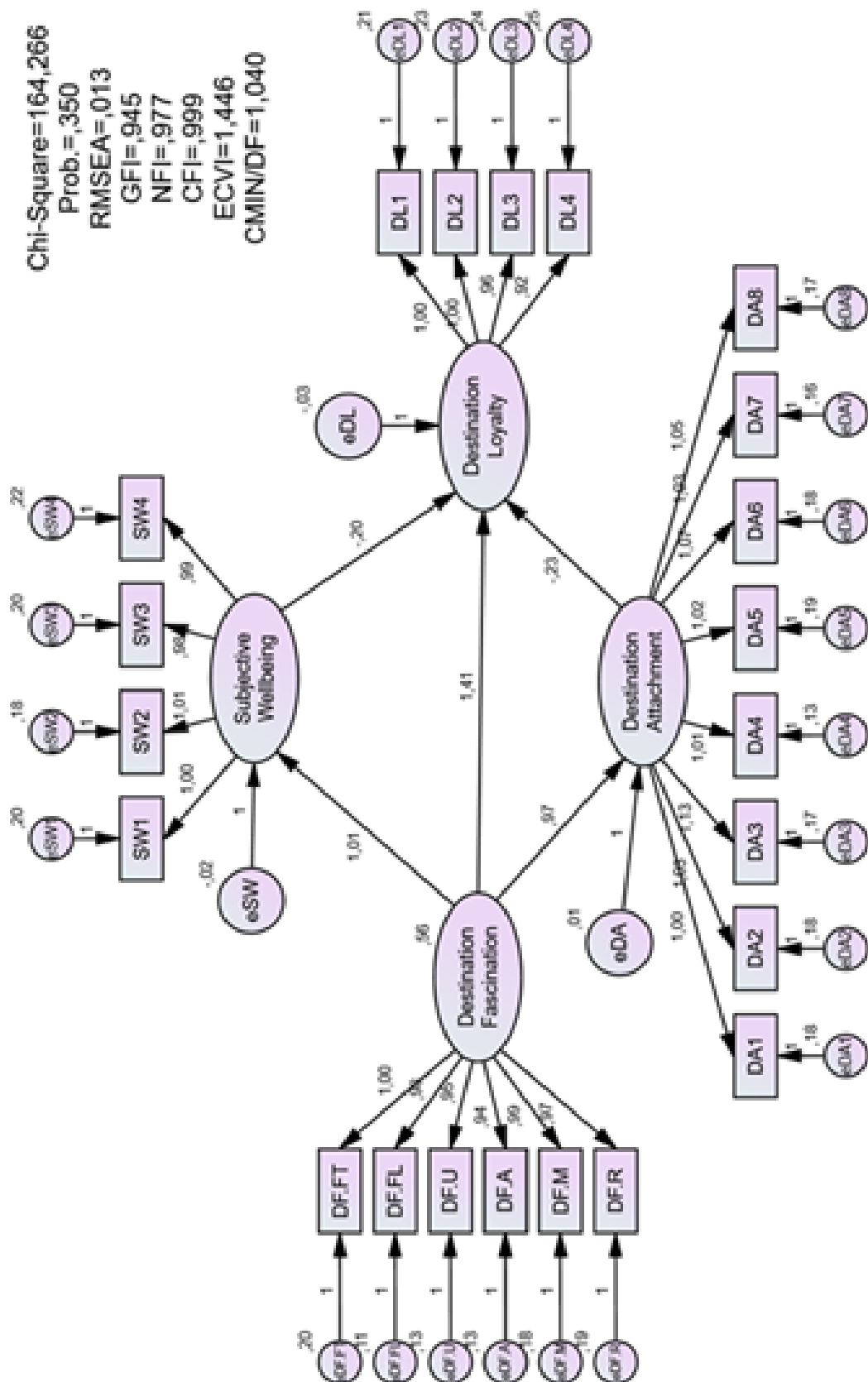
F. Respondents' Classification Based on Domicile

No	Domicile	Number of Person	Percentage
1	Yogyakarta	103	41.9
2	Outside Yogyakarta	143	58.1
Total		246	100

APPENDIX D

RESULT OF THE FULL MODEL





DEGREE OF FREEDOM**Notes for Model (Default model)****Computation of degrees of freedom (Default model)**

Number of distinct sample moments: 253

Number of distinct parameters to be estimated: 95

Degrees of freedom (253 - 95): 158

VALIDITY TEST

Standardized Regression Weights: (Group number 1 - Default model)

		Estimate
Subjective_Wellbeing	<--- Destination_Fascination	1,019
Destination_Attachment	<--- Destination_Fascination	,988
Destination_Loyalty	<--- Destination_Fascination	1,460
Destination_Loyalty	<--- Subjective_Wellbeing	-,201
Destination_Loyalty	<--- Destination_Attachment	-,234
DF.R	<--- Destination_Fascination	,861
DF.M	<--- Destination_Fascination	,868
DF.A	<--- Destination_Fascination	,891
DF.U	<--- Destination_Fascination	,891
DF.FL	<--- Destination_Fascination	,913
DF.FT	<--- Destination_Fascination	,858
SW1	<--- Subjective_Wellbeing	,857
SW2	<--- Subjective_Wellbeing	,872
SW3	<--- Subjective_Wellbeing	,850
SW4	<--- Subjective_Wellbeing	,846
DA4	<--- Destination_Attachment	,897
DA3	<--- Destination_Attachment	,898
DA2	<--- Destination_Attachment	,875
DA1	<--- Destination_Attachment	,870
DA5	<--- Destination_Attachment	,863
DA6	<--- Destination_Attachment	,880
DA7	<--- Destination_Attachment	,886
DA8	<--- Destination_Attachment	,884
DL1	<--- Destination_Loyalty	,847
DL2	<--- Destination_Loyalty	,834
DL3	<--- Destination_Loyalty	,816
DL4	<--- Destination_Loyalty	,800

NORMALITY TEST

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
DL4	2,000	7,000	,366	2,347	-,039	-,125
DL3	2,000	7,000	,433	2,773	-,068	-,216
DL2	3,000	7,000	,393	2,518	-,376	-1,203
DL1	3,000	7,000	,356	2,276	-,375	-1,200
DA8	3,000	7,000	,553	3,544	-,091	-,291
DA7	3,000	7,000	,422	2,704	-,169	-,541
DA6	3,000	7,000	,409	2,617	-,299	-,958
DA5	3,000	7,000	,520	3,330	-,118	-,378
DA1	2,000	7,000	,446	2,854	,057	,183
DA2	3,000	7,000	,526	3,367	-,013	-,040
DA3	3,000	7,000	,459	2,938	-,374	-1,196
DA4	3,000	7,000	,439	2,813	-,137	-,438
SW4	3,000	7,000	,268	1,718	-,454	-1,453
SW3	3,000	7,000	,497	3,183	-,215	-,689
SW2	3,000	7,000	,392	2,507	-,331	-1,061
SW1	3,000	7,000	,332	2,124	-,395	-1,263
DF.FT	3,000	7,000	,539	3,454	-,041	-,133
DF.FL	3,000	7,000	,343	2,197	-,125	-,401
DF.U	3,000	7,000	,433	2,772	-,321	-1,028
DF.A	3,000	7,000	,372	2,384	-,227	-,728
DF.M	3,000	7,000	,371	2,373	-,333	-1,066
DF.R	3,000	7,000	,503	3,222	-,170	-,543
Multivariate					159,345	38,454

BOOTSTRAPPING RESULT

Bollen-Stine Bootstrap (Default model)

The model fit better in 235 bootstrap samples.

It fit about equally well in 0 bootstrap samples.

It fit worse or failed to fit in 4765 bootstrap samples.

Testing the null hypothesis that the model is correct, Bollen-Stine bootstrap $p = ,953$

OUTLIER TEST

Function Arguments

CHISQ.INV.RT

Probability

0,001

↑

= 0,001

Deg_freedom

22

↑

= 22

= 48,26794229

Returns the inverse of the right-tailed probability of the chi-squared distribution.

Deg_freedom

is the number of degrees of freedom, a number between 1 and 10^10, excluding 10^10.

Formula result = 48,26794229

[Help on this function](#)

OK

Cancel

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
246	111,887,000,000		
162	67,671,000,000		
164	67,067,000,000		
166	52,730,000,000		
36	45,799,002,000		
93	44,471,003,000		
120	43,783,004,000		
26	41,817,007,000		
153	40,421,010,001		
186	40,370,010,000		
95	39,494,012,000		
147	38,786,015,000		
150	38,309,017,000		
21	37,715,020,000		
80	37,453,021,000		
156	36,601,026,001		
77	36,210,029,001		
70	36,128,029,000		
90	36,122,029,000		
83	35,993,030,000		
119	35,149,037,000		
126	35,005,039,000		
163	34,884,040,000		
178	34,869,040,000		
66	34,598,043,000		
105	34,404,045,000		
130	34,358,045,000		
158	34,129,048,000		
25	34,079,048,000		
165	34,011,049,000		
73	33,758,052,000		
103	33,758,052,000		
32	33,644,053,000		
67	33,590,054,000		
14	33,576,054,000		
132	33,183,059,000		

35	33,133,060,000
157	32,985,062,000
71	32,852,064,000
45	32,816,065,000
68	32,732,066,000
18	32,598,068,000
96	32,457,070,000
140	32,407,071,000
149	32,148,075,000
151	32,073,076,000
46	32,060,076,000
229	32,060,076,000
6	31,936,078,000
13	31,682,083,000
142	31,653,084,000
12	31,593,085,000
116	31,530,086,000
64	31,425,088,000
85	31,391,088,000
160	31,379,089,000
154	31,365,089,000
118	31,352,089,000
4	31,238,091,000
41	30,654,103,000
39	30,293,112,000
15	30,201,114,000
11	30,096,116,000
74	30,022,118,000
128	29,828,123,000
20	29,751,125,000
127	29,633,128,000
42	29,406,134,000
92	29,320,136,000

76	29,159 ,140 ,000
53	29,082 ,143 ,000
236	29,082 ,143 ,000
37	29,044 ,144 ,000
19	28,997 ,145 ,000
27	28,919 ,147 ,000
113	28,914 ,147 ,000
63	28,862 ,149 ,000
138	28,859 ,149 ,000
40	28,777 ,151 ,000
133	28,613 ,156 ,000
75	28,560 ,158 ,000
24	28,544 ,158 ,000
114	28,544 ,158 ,000
137	28,377 ,164 ,000
144	28,301 ,166 ,000
94	28,268 ,167 ,000
88	28,214 ,169 ,000
47	28,209 ,169 ,000
230	28,209 ,169 ,000
82	28,126 ,172 ,000
104	28,053 ,174 ,000
84	27,872 ,180 ,000
146	27,684 ,186 ,000
111	27,663 ,187 ,000
102	27,609 ,189 ,000
79	27,253 ,202 ,000
145	27,205 ,204 ,000
136	27,173 ,205 ,000
22	27,061 ,209 ,000
30	27,001 ,211 ,000

MODEL FIT**CMIN**

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	95	164,266	158	,350	1,040
Saturated model	253	,000	0		
Independence model	22	7258,944	231	,000	31,424

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	,010	,945	,912	,590
Saturated model	,000	1,000		
Independence model	,531	,077	-,011	,070

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	,977	,967	,999	,999	,999
Saturated model	1,000		1,000		1,000
Independence model	,000	,000	,000	,000	,000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	,684	,669	,683
Saturated model	,000	,000	,000
Independence model	1,000	,000	,000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	,013	,000	,033	1,000
Independence model	,352	,345	,359	,000

HYPOTHESIS TESTING

Regression Weights: (Group number 1 - Default model)

		Estimate	S.E.	C.R.	P Label
Subjective_Wellbeing	<-- Destination_Fascination	1,011	,053	18,911	*** par_20
Destination_Attachment	<-- Destination_Fascination	,970	,053	18,359	*** par_22
Destination_Loyalty	<-- Destination_Fascination	1,406	,314	4,475	*** par_19
Destination_Loyalty	<-- Subjective_Wellbeing	-,195	,222	-,879	,379 par_21
Destination_Loyalty	<-- Destination_Attachment	-,230	,313	-,733	,464 par_23
DF R	<-- Destination_Fascination	,973	,053	18,448	*** par_1
DF M	<-- Destination_Fascination	,989	,053	18,669	*** par_2
DF A	<-- Destination_Fascination	,937	,044	21,333	*** par_3
DF U	<-- Destination_Fascination	,954	,048	19,684	*** par_4
DF FL	<-- Destination_Fascination	,979	,052	18,960	*** par_5
DF FT	<-- Destination_Fascination	1,000			
SW1	<-- Subjective_Wellbeing	1,000			
SW2	<-- Subjective_Wellbeing	1,009	,052	19,244	*** par_6
SW3	<-- Subjective_Wellbeing	,978	,053	18,311	*** par_7
SW4	<-- Subjective_Wellbeing	,994	,047	21,338	*** par_8
DA4	<-- Destination_Attachment	1,009	,042	24,245	*** par_9
DA3	<-- Destination_Attachment	1,135	,055	20,507	*** par_10
DA2	<-- Destination_Attachment	1,028	,053	19,373	*** par_11
DA1	<-- Destination_Attachment	1,000			
DA5	<-- Destination_Attachment	1,016	,054	18,920	*** par_12
DA6	<-- Destination_Attachment	1,072	,058	18,560	*** par_13
DA7	<-- Destination_Attachment	1,030	,048	21,296	*** par_14
DA8	<-- Destination_Attachment	1,047	,053	19,872	*** par_15
DL1	<-- Destination_Loyalty	1,000			
DL2	<-- Destination_Loyalty	1,002	,057	17,462	*** par_16
DL3	<-- Destination_Loyalty	,965	,057	16,809	*** par_17
DL4	<-- Destination_Loyalty	,916	,049	18,774	*** par_18