

Conceptual Model of Tourist Loyalty: Integrating Perceived Price, Perceived Quality, and Perceived Value in Village Tourism

Salmah^{1*)}; Ngadino Surip Diposumarto²⁾; Agus Setyo Pranowo³⁾

¹⁾ salmah@unpak.ac.id, Universitas Pakuan, Indonesia

²⁾ dinosurip@gmail.com, Universitas Pakuan, Indonesia

³⁾ agussetyo@unpak.ac.id, Universitas Pakuan, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: This study aims to analyze the direct effects of perceived price, perceived quality, and perceived value on tourist loyalty.

Methodology: A quantitative approach was used, with data collected from 400 respondents using a multi-stage sampling technique with purposive sampling and proportional sampling methods and analyzed using SEM Lisrel.

Finding: Tourist loyalty to advanced tourism villages in Bogor Regency is most directly influenced by perceived value. The social and emotional value dimensions perceived by tourists are strong factors that shape their desire to return and recommend advanced tourism villages. In addition to perceived value, perceived price is also a significant factor influencing tourist loyalty. Tourists who feel the price paid is commensurate with the benefits received during their trip are more likely to recommend the tourism village to others.

Conclusion: The results show that perceived price, perceived quality, and perceived value have a positive and significant effect on tourist loyalty. The results indicate that building tourist loyalty in advanced tourism villages requires synchronization between service quality, price fairness, and perceived value.

Keywords: Advanced Tourism Village; Perceived Price; Perceived Quality; Perceived Value; Tourist Loyalty.

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INTRODUCTION

The tourism sector represents a strategic pillar that contributes significantly to Indonesia's foreign exchange earnings and overall economic stability. Revenue generated from this industry has consistently increased from 2022 to 2024, as illustrated in Figure 1. Optimism within the tourism sector is further reinforced by the rising trajectory of tourist arrivals in Indonesia, encompassing both international and domestic tourists during the 2022 to 2024 period. A substantial growth in visitations is particularly evident among domestic tourists. In 2024, the volume of domestic travelers reached 1 billion, representing a 36% increase compared to the 749 million visitors recorded in 2023.

Figure 1. Total Indonesia's Tourism Foreign Exchange Earnings 2019-2024



Source: BPS and Kemenparekraf, 2025

The surge in domestic tourist visitations reflects a high level of public interest in domestic travel. Given the substantial volume of domestic tourist journeys, the government has positioned the domestic tourism sector as a pivotal contributor to Indonesia's tourism growth (Sugiyarto et al., 2024). Various programs have been deployed to accelerate the national tourism industry's expansion. One of these initiatives involves the development of rural tourism through the promotion of tourism villages.

A tourism village is defined as a destination that integrates tourist attractions, public facilities, tourism infrastructure, and accessibility, all presented within a community life structure that aligns with local traditions and customs (Nurhayati, 2018). These villages represent a tourism activity that offers an immersive atmosphere highlighting rural authenticity, such as scenic natural landscapes, local cuisine, souvenirs, and homestays. Simply put, tourism villages involve inviting tourists to visit, observe, and learn about the village's original characteristics based on its unique potential (Adnan, 2023). Currently, the number of tourism villages in Indonesia has reached 6,163 (Kemenparekraf, 2025). The five provinces with the highest concentration of tourism villages are East Java, West Sumatra, South Sulawesi, Central Java, and West Java. The high number of tourism villages in East Java, Central Java, and West

Java is supported by the natural potential inherent in these three regions, as presented in table 1 below.

Table 1. Provinces with the Highest Number of Tourism Villages

No	Province	Tourism Village	Natural Tourist Attraction
1	East Java	621	211
2	West Sumatra	566	52
3	South Sulawesi	538	34
4	Central Java	535	245
5	West Java	447	190

Source: (Statistics Indonesia, 2024); (Ministry of Tourism and Creative Economy, 2025)

West Java, as a province in close proximity to the capital city of Jakarta, possesses significant natural potential and numerous tourism villages. These factors positioned the province as the second most visited destination by domestic tourists in 2024, reaching 167.3 million visitors. Within West Java, Bogor Regency has consistently ranked among the top five most visited cities or regencies by domestic tourists over the last two years, recording 6 million domestic visitors in 2023 and 2024. This trend is attributed to Bogor Regency's location near the Jabodetabek area and its possession of 122 natural tourist attractions, the highest number compared to other cities. Consequently, Bogor Regency serves as a primary destination for domestic tourists during weekends and national holidays.

A major focus of tourism development in Bogor Regency is the cultivation of local potential based destinations, including nature, culture, and local wisdom, which are developed into tourism villages. The number of tourism villages in Bogor Regency has increased steadily since 2019, growing from 27 to 70 villages by 2024. These are categorized into 2 advanced tourism villages; 9 developing tourism villages; and 59 emerging tourism villages. However, the expansion in the number of tourism villages has not been accompanied by an increase in domestic tourist visitations. In 2022, visitors to tourism villages accounted for only 10% of the 3 million domestic tourists in Bogor Regency. In 2023, this figure dropped to 5% out of 6 million domestic tourists. The decline continued in 2024, where only 2% of the 5.9 million domestic tourists in Bogor Regency visited tourism villages.

The decreasing number of domestic tourist visits to tourism villages in Bogor Regency represents a primary challenge for destination managers. In this context, the sustainability of tourism villages depends not only on initial visits but also on the ability to foster tourist loyalty. When tourist loyalty declines, revisit intentions and recommendation behaviors weaken. This leads to a reduction in repeat visits and fewer recommendations to prospective new tourists, which cumulatively diminishes the total number of visitors (Wang & Li, 2023).

Theoretically, tourist loyalty is associated with the evaluation of sacrifices made and benefits received during a visit. This evaluation can be understood through perceived price, perceived quality, and perceived value. Fair perceived prices reduce the perception of sacrifice; high perceived quality strengthens tourist trust in the destination; and good perceived value ensures the visit is deemed worthy of repetition. Within the perspective of post-visit behavior, the evaluation of perceived price, perceived quality, and perceived value culminates in two critical forms of loyalty, namely revisit intention and the intention to recommend the destination (Oliver, 1999).

Tourist loyalty is a vital aspect for tourism village managers in Bogor Regency because it directly impacts profitability and destination sustainability. Loyal tourists require lower handling costs compared to the expenses needed to attract new visitors. Furthermore, highly loyal tourists provide free advertising through positive word-of-mouth communication and tend to exhibit higher consumption levels. Consequently, understanding the factors that foster tourist loyalty can provide strategic insights for tourism village managers in Bogor Regency.

This study selects advanced tourism villages in Bogor Regency as the research locus. In 2025, the Bogor Regency government re-mapped tourism villages based on Bogor Regent Regulation No. 26 of 2024 concerning Tourism Villages. Under this regulation, 23 tourism villages have been registered and issued formation decrees by the Bogor Regency Tourism and Culture Office. These 23 destinations consist of 3 villages in the advanced tourism village category; 3 villages in the developing tourism village category; and 17 villages in the emerging tourism village category. The selection of advanced tourism villages as the research locus is based on the premise that they are more representative for observing the interrelationships between variables in this study. Advanced tourism villages possess more mature management systems, facilities, attractions, amenities, accessibility, and community participation compared to emerging and developing villages, thereby allowing tourists to evaluate various aspects of their travel experience more comprehensively.

This study contributes to the tourism and service management literature in two ways. First, theoretically, it provides an integrated perspective on tourist loyalty by distinguishing the roles of perceived price, perceived quality, and perceived value as three related but conceptually different forms of tourist evaluation. Perceived price captures the evaluation of monetary sacrifice, perceived quality captures the evaluation of service-related performance, and perceived value captures the broader assessment of benefits relative to total sacrifices. This distinction provides a clearer conceptual basis for examining how different forms of destination evaluation are associated with tourist loyalty.

Second, this study provides a contextual contribution by focusing specifically on advanced tourism villages in Bogor Regency. Advanced tourism villages represent a relatively mature form of community-based tourism in which tourists can evaluate a wider combination of attractions, facilities, accessibility, services, and community participation. The study therefore extends the discussion of tourist loyalty beyond conventional tourism destinations and provides evidence from a tourism village context in which destination experiences are simultaneously shaped by service delivery, local resources, and community-based tourism characteristics.

LITERATURE REVIEW

Theory Of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) serves as the general theoretical framework for this study to analyze the influence of perceptions on loyalty. Research conducted by (Katili et al., 2024) demonstrates that the three factors of behavioral intention within the TPB which is attitude, subjective norm, and perceived behavioral control significantly influence customer loyalty. Attitude reflects a customer's assessment of a service based on their perceived or acquired experiences. Customers with a positive attitude will demonstrate a preference for a brand by establishing a long-term relationship, known as customer loyalty. Subjective norms create social pressure or motivation for consumers to choose a product or service, potentially leading to long-term purchasing behavior. The greater the influence of subjective norms on

consumers, the more likely they are to increase their loyalty to a brand. This is because individuals often prioritize choices regarding services or brands that are recommended and favored by those around them (Usman & Marsasi, 2025).

In the context of tourism, the TPB is highly relevant to tourist loyalty. This relevance stems from the fact that loyalty is formed through a process involving experience evaluation, intention formation, and behavioral realization. A tourist's positive or negative attitude toward a destination arises from their evaluation of the tourism experience they have undergone. Subjective norms such as travel recommendations from friends or family and social pressures such as trends favoring a specific destination can reinforce a tourist's intention to return and recommend that destination to others. Perceived behavioral control determines the extent to which intentions translate into repeat visits, a process potentially influenced by factors such as accessibility, cost, and time. Research by (Abbasi et al., 2021) indicates that the Theory of Planned Behavior model (comprising attitude, subjective norm, and perceived behavioral control) contributes significantly to the intention to revisit when situational variables are included. In his study, Abbasi examined tourists' revisit intentions by extending the original Theory of Planned Behavior (TPB) model to incorporate perceived service quality, perceived value, destination image, satisfaction, and perceived risk. This aligns with research by (Meng & Cui, 2020), who extended the TPB by introducing the constructs of experiencescape, perceived value, and memorability. The TPB highlights the importance of attitude, subjective norms, and perceived behavioral control as key elements shaping individual intentions. By analyzing these factors within the framework of tourists' perceptions of a destination, researchers can identify the critical variables that influence individuals to become loyal visitors. The TPB provides a robust theoretical foundation for exploring the relationship between tourist perceptions and enhanced destination loyalty.

Theory Of Consumption Value (TCV)

The Theory of Consumption Value (TCV) was first introduced by Sheth, Newman, and Gross (1991) in their article titled "Why We Buy What We Buy: A Theory of Consumption Value" published in the Journal of Business Research. This theory clarifies the motivations behind consumption behavior and predicts, describes, and explains choice behavior by focusing on consumption values. Sheth et al (1991) drew upon various disciplines such as economics, marketing, consumer behavior, sociology, and psychology to develop the theory and its associated values. Consequently, the theory of consumption value offers a multidisciplinary perspective for studying consumer choice behavior (Tanrikulu, 2021). In the context of perceived value, the theory of consumption value (TCV) is a highly relevant concept for describing consumer value perceptions. It provides insight into the fundamental factors driving individual choices through the lens of consumption values. These values represent the benefits consumers perceive in a product or service regarding performance, social group affiliation, the capacity to evoke emotions or curiosity, novelty, and compatibility across various situations (Mason et al., 2023). The theory developed by Sheth et al. (1991) provides a framework for understanding why consumers choose to buy or not buy, and to use or not use, a specific product or service. Under TCV, consumer choice is a function of five consumption values: functional value, social value, emotional value, epistemic value, and conditional value.

The Expectancy Disconfirmation Theory

Expectancy Disconfirmation Theory (EDT) characterizes consumer satisfaction and dissatisfaction as the outcome of a comparison between pre-purchase expectations and the actual experience gained after purchasing a product (Sumarwan, 2015). In the tourism industry, tourist satisfaction arises from a cognitive comparison between expectations held prior to the travel experience and perceptions of performance after experiencing a destination. When performance exceeds expectations, "positive disconfirmation" occurs, fostering satisfaction; conversely, when performance falls short of expectations, "negative disconfirmation" arises, leading to dissatisfaction. Research (Weng et al., 2023) has found that the discrepancy between expectations and performance known as disconfirmation is a primary predictor of tourist satisfaction and acts as a mediator between destination attributes and post visit behaviors, specifically revisiting and recommending the destination. (Naeem et al., 2024) state that negative disconfirmation can lower satisfaction and reduce tourists' intentions to revisit.

Tourist Loyalty

Loyalty is defined as a consumer's attitude of enjoyment toward a product and creates consistency with that product or brand over a long period of time (Sagita et al., 2023). Customer loyalty is a condition where consumers not only feel satisfied but also have a commitment to continue purchasing and recommending a product consistently (Hanafiah et al., 2025). In the world of tourism, loyalty is defined as tourists' willingness to revisit a tourist destination and their willingness to recommend tourist destinations through word of mouth (Wang & Li, 2023). According to (Rahayu et al., 2022); (Pezua et al., 2023); and (Pujiastuti et al., 2023), the dimensions used to measure tourist loyalty include recommendation intention (desire to recommend) and revisit intention (desire to revisit). Revisit intention is the desire to visit the same tourist destination a second time within a certain period (Purnama & Marlana, 2022). Meanwhile, recommendation intention shows tourists' willingness to share positive experiences, recommend destinations to family or friends, and generate word of mouth that supports the destination's reputation (Wismantoro et al., 2024).

Perceived Price

Price perception is the value associated with the price of a product or service purchased. Price perception is the subjective value given to customers when receiving a service and simultaneously provides a reasonable profit for the seller (Kotler & Armstrong, 2017). Price perception is related to how consumers view a certain price (high, low, reasonable) which has a strong influence on purchase intentions and purchasing decisions (Ashari et al., 2023). In this study, perceived price was measured using the following dimensions: (1) Price affordability, (2) Compatibility of price with quality, 3) Price competitiveness, and 4) Price compatibility with benefits (Kotler & Armstrong, 2017).

Perceived Quality

Perceived quality refers to tourists' subjective evaluation of the overall superiority or excellence of the services and experiences received at a tourism destination (Zeithaml, 1988). Unlike objective quality, perceived quality is formed through tourists' direct experiences and subjective evaluations of service performance. In tourism, this evaluation encompasses not only the physical attributes of a destination but also the quality of interactions, assistance, and services experienced by tourists during their visit.

This study adopts the SERVQUAL framework developed by (Parasuraman et al., 1985) as the theoretical basis for operationalizing the service related aspects of perceived quality. SERVQUAL was developed to conceptualize and evaluate service quality from the consumer's perspective, emphasizing that service quality is assessed through consumers' perceptions of service delivery. Therefore, SERVQUAL is appropriate for this study because perceived quality is conceptualized as a subjective evaluation of service related attributes experienced by tourists rather than as an objective assessment of destination facilities alone.

The use of SERVQUAL is particularly relevant in tourism villages because the tourism experience involves direct interaction between tourists, tourism village managers, local communities, and supporting facilities. Tourists evaluate not only the attractions offered by the destination but also whether services are delivered reliably, whether their needs are responded to promptly, whether they feel secure and confident, whether they receive appropriate attention, and whether the physical facilities support their tourism experience. Consequently, service quality constitutes an important service-related component of tourists' perceived quality of the destination.

The applicability of SERVQUAL in tourism village contexts is also supported by empirical research. (Kurniawan et al., 2023) applied SERVQUAL to examine service quality at Brakseng Tourism Village in Batu, East Java, Indonesia, demonstrating the relevance of the framework for evaluating visitors' perceptions of service quality in a tourism village setting. In addition, previous tourism research has used service quality dimensions to explain tourists' evaluations and behavioral intentions in rural tourism contexts (Chi et al., 2020). These studies provide contextual support for applying the SERVQUAL framework to advanced tourism villages in Bogor Regency.

In this study, perceived quality is therefore operationalized through five SERVQUAL dimensions: reliability, responsiveness, assurance, empathy, and tangibles. Reliability refers to the ability of tourism village managers and service providers to deliver promised services accurately and consistently. Responsiveness refers to the willingness and promptness of service providers in assisting tourists and responding to their needs. Assurance concerns the knowledge, courtesy, competence, and ability of service providers to create tourists' confidence and sense of security. Empathy represents the individualized attention and care provided to tourists. Tangibles refer to physical facilities, equipment, cleanliness, appearance of service personnel, and other visible elements supporting the tourism experience (Tjiptono & Chandra, 2019). Accordingly, these five dimensions represent the service related attributes through which tourists evaluate the quality of their experience in advanced tourism villages.

Perceived Value

Perceived value is the difference in consumer evaluation of all benefits and costs of an offering and perceived alternatives. Benefits perceived by consumers can be interpreted as the perceived monetary value of the collection of economic, functional, and psychological benefits that consumers expect from a particular market offering due to the product, service, people, and image. Meanwhile, costs perceived by consumers are a collection of perceived costs that customers expect to incur in evaluating, obtaining, and using the offering provided by the market, including monetary, time, energy, and psychological costs (Kotler & Keller, 2016). The theory of consumption of value developed by (Sheth et al., 1991) provides a framework for understanding why consumers choose to buy or not buy, use or not use a particular product or service. This study uses the dimensions of perceived value developed by Sweeney & Soutar

(2001), namely (1) Emotional value, (2) Social value, (3) Quality/Performance Value, and (4) Price/Value For Money (Tjiptono, 2019).

Perceived price and perceived value are conceptually related but represent different evaluations. Perceived price refers primarily to tourists' evaluation of the monetary sacrifice required to obtain a tourism product or experience, including whether the price is affordable, competitive, and appropriate relative to the quality and benefits offered. In contrast, perceived value represents a broader overall evaluation of the trade off between the benefits received and the sacrifices made by tourists, including monetary, functional, emotional, social, time, and effort related considerations. Thus, price represents one component of the sacrifice perceived by tourists, whereas value reflects the tourists' overall judgment regarding whether the total benefits of the tourism experience justify the total sacrifices incurred.

Perceived quality and perceived value are also conceptually related but remain distinct constructs. Higher perceived quality may contribute to tourists' assessment of value because high-quality services and experiences increase the benefits obtained from a tourism visit. However, perceived value encompasses a broader evaluation than quality because it incorporates multiple forms of benefits and sacrifices, including functional, emotional, social, monetary, time, and effort-related considerations. Therefore, a tourism destination may provide high-quality services without necessarily generating high perceived value if the benefits are considered disproportionate to the sacrifices incurred. In this study, perceived quality and perceived value are consequently treated as distinct but complementary determinants of tourist loyalty: perceived quality captures tourists' evaluation of service-related excellence, whereas perceived value captures their broader assessment of the worth of the tourism experience.

Tourism Village

A tourism village is an area associated with a region or various local wisdom (customs, culture, potential) that is managed as a tourist attraction according to its capabilities, aimed at the social and economic interests of the community (Hermawan, 2016). According to (Sudibya, 2018), a tourist village has the following criteria: (1) Good accessibility, making it easy for tourists to visit using various modes of transportation, (2) Has interesting objects such as nature, arts and culture, legends, local food, and so on, which can be developed as tourist attractions, (3) The community and village officials accept and provide high levels of support for the tourist village and the tourists who visit the village, (4) Security in the village is guaranteed, (5) Adequate accommodation, telecommunications, and workforce are available, (6) Has a cool or cold climate, and (7) Connected to other tourist attractions that are already well-known to the wider community.

HYPOTHESIS AND RESEARCH FRAMEWORK

The Influence of Perceived Price on Tourist Loyalty

Perceived price represents a tourist's evaluation regarding the fairness of the costs incurred during a visit. It is a value established by the seller for the buyer based on product quality and brand, which subsequently determines the overall product value. Research findings indicate that perceived price exerts a significant positive effect on customer loyalty. The analysis reveals that the most influential indicator within perceived price is the alignment between price and product benefits. This condition suggests that customers will remain loyal if the price paid is commensurate with the benefits received (Agung & Pudjoprastyono, 2023). In their study, (Diana & Azizah, 2024) assert that consumers are more inclined to use a product if the price is affordable and corresponds to the benefits obtained, thereby fostering greater brand

loyalty compared to competitors. Their results show that perceived price positively and significantly influences customer loyalty. Furthermore, research by (Simatupang & Pasaribu, 2025) found that perceived price directly and significantly affects customer loyalty. The initial sample value reinforces a strong positive correlation, confirming that customers who perceive product pricing as fair will demonstrate loyalty to the company.

In the context of a tourism village, perceived price encompasses entry fees, food, accommodation, transportation, and other activity costs. The perception of price is viewed not merely as a nominal figure but as a judgment of how tourists evaluate the consistency between the cost and the benefits or experiences received. When tourists feel that the price paid is proportional to the benefits, quality of experience, and value received, satisfaction is generated, which ultimately fosters tourist loyalty. Research by (Rehman et al., 2023) found that tourists who are already loyal to a destination tend to evaluate the price paid as fair and report greater levels of satisfaction.

H1 : Perceived Price has a positive influence on Tourist Loyalty

The Influence of Perceived Quality on Tourist Loyalty

Perceived quality refers to a tourist's subjective assessment regarding the reliability, comfort, and excellence of the services and facilities experienced during a visit. (Wang & Li, 2023) conducted a meta-analysis of five factors influencing tourist loyalty and its sub-dimensions, comprising satisfaction, motivation, perceived value, perceived quality, and experience quality. The analysis reveals that all five factors maintain varying levels of positive and significant relationships with tourist loyalty and its sub-dimensions. Satisfaction, experience quality, perceived value, and pull motivation exert the most significant effects on loyalty, while perceived quality and push motivation demonstrate a more moderate, yet still positive, impact.

A study by (Chi et al., 2020b) identified four primary dimensions of perceived quality within rural tourism in China, namely tourism infrastructure and transportation; hospitality and learning; handicrafts and culture; and the rural environment. Their findings indicate that perceived quality, perceived value, and satisfaction significantly influence behavioral intentions, such as revisit intentions, willingness to pay for rural products, and positive word-of-mouth promotion. These results align with the research by (Diana & Azizah, 2024), which suggests that perceived quality positively and significantly affects customer loyalty and repurchase intentions. These findings illustrate that customers maintain loyalty toward companies providing high-quality products or services. Enhancing service quality can strengthen user commitment to continue using a product or service and recommending it to others. In the context of a tourism village, quality encompasses local hospitality, cultural authenticity, environmental cleanliness, infrastructure quality, and service efficiency. The perception of quality is established through the tourist's direct experience while at the destination.

H2 : Perceived Quality has a positive influence on Tourist Loyalty

The Influence of Perceived Value on Tourist Loyalty

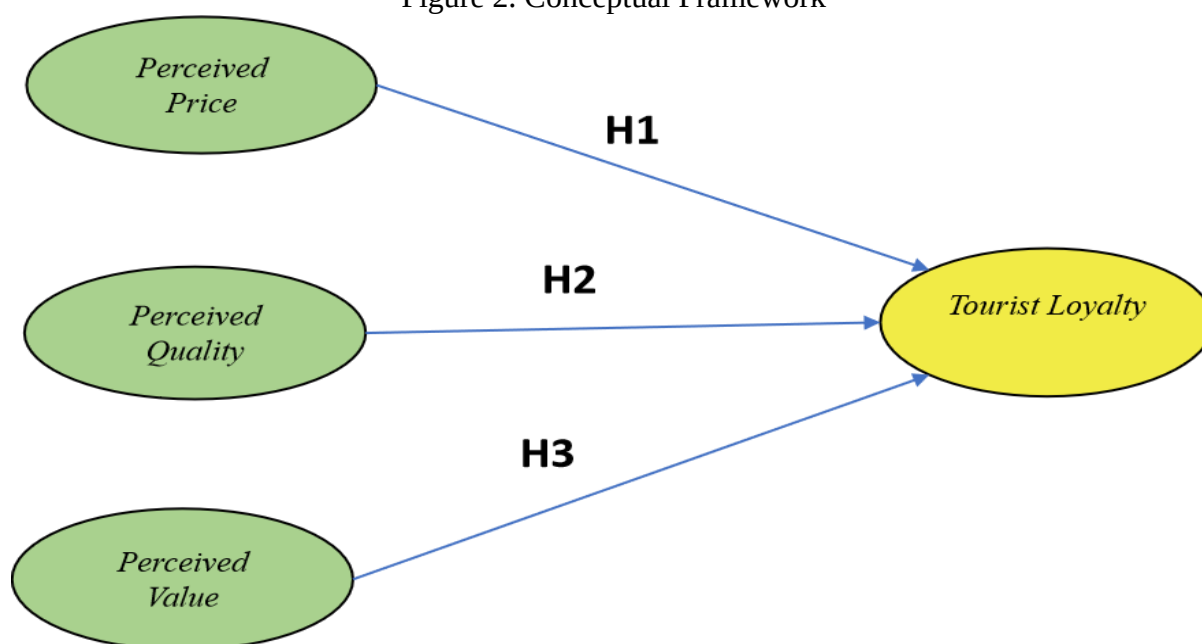
Perceived value refers to the outcome of a tourist's evaluation regarding the comparison between the benefits obtained and the sacrifices made during a visit. In the context of a tourism village, these benefits may include authentic cultural experiences; quality service; environmental comfort; and an enjoyable atmosphere. Conversely, sacrifice encompasses the

money, time, and effort expended by the tourist. Research by (Sinatrya et al., 2022) states that building customer loyalty requires the delivery of value to the customer. Customers will remain loyal to a service if they perceive beneficial value from the services experienced. Their findings demonstrate that perceived value has a direct, positive, and significant impact on loyalty in halal-friendly destinations.

(Tandipayuk & Aelen, 2022) found that perceived value exerts a strong positive influence on customer loyalty, particularly concerning attitudinal loyalty, such as the willingness to recommend, rather than behavioral loyalty, such as revisit intention. This is consistent with research by (Franco et al., 2021), which identified two dimensions of perceived value: the economic-functional dimension and the emotional-social dimension. Both dimensions serve as predictors of tourist satisfaction and loyalty. The economic-functional dimension acts as the most critical predictor of satisfaction, while the emotional-social dimension serves as a vital predictor of loyalty, including the intention to return, recommend, and communicate positive things about the destination.

H3 : Perceived Value has a positive influence on Tourist Loyalty.

Figure 2. Conceptual Framework



This study focuses on the direct relationships of perceived price, perceived quality, and perceived value with tourist loyalty. The three constructs represent distinct but complementary evaluations of the tourism experience: monetary sacrifice, service-related performance, and overall benefits relative to sacrifices. Examining their direct relationships provides a focused assessment of the extent to which each evaluation contributes to tourist loyalty and enables comparison of their relative explanatory contributions within a single structural model. The model is deliberately limited to these direct relationships and does not seek to test a comprehensive behavioral framework or the intervening mechanisms through which the three perceptions may influence loyalty. Although tourist satisfaction and other variables may provide relevant explanations, their inclusion would require additional hypotheses and a broader conceptual scope. Accordingly, the present study establishes a focused baseline model that may be extended in future research through mediation, moderation, or longitudinal analysis.

METHOD

The study focused on domestic tourists visiting Tugu Utara, Batulayang, and Malasari tourism villages in Bogor Regency. The available secondary data recorded a total of 94,670 tourist visits across the three destinations in 2023. This figure represents visit occurrences rather than the number of unique tourists; therefore, it was used as an operational reference for estimating the sample size and allocating respondents across the research sites, rather than as a verified count of individual tourists.

Respondents were selected using purposive sampling based on a predefined eligibility criterion: they must have visited the respective tourism village more than once. This criterion was established because the study investigated tourist loyalty, operationalized through revisit intention and recommendation intention, among tourists with prior experience of the destination. Tourists who did not meet this requirement were excluded from the survey. Eligible respondents were invited to complete a structured questionnaire at the research sites.

A multi-stage sampling procedure was applied. First, the research sites were determined based on the advanced tourism village classification. Second, purposive screening was conducted in the field to identify tourists who met the respondent eligibility criterion, namely having visited the respective tourism village more than once. Tourists who did not meet this criterion were excluded from the survey. Tourists who met the criterion were then directed to complete the questionnaire. Thus, the repeat-visit requirement functioned as an eligibility criterion to ensure that respondents had sufficient prior experience with the destination to evaluate its price, quality, value, and their loyalty intentions. The sample size was determined using the Slovin formula with a 5% margin of error:

$$\begin{aligned}n &= \frac{N}{1 + Ne^2} \\n &= \frac{94.670}{1 + (94.670 \times 0,05^2)} \\n &= \frac{94.670}{1 + (237)} \\n &= \frac{94.670}{238} \\n &= 398 \approx 400\end{aligned}$$

The research involved 400 respondents, with the sample allocated proportionally according to the recorded visit volume at each site: 346 respondents from Tugu Utara, 38 from Batulayang, and 16 from Malasari. The eligibility screening was conducted purposively. The procedure used to select eligible respondents within each site is described separately to distinguish eligibility-based selection from proportional sample allocation.

The sample size was estimated using the Slovin formula with a 5% margin of error, using the recorded visit total as the operational value of N. Because the available population figure represents visits rather than unique tourists, and because respondents were selected based on a repeat-visit eligibility criterion, the resulting sample should be interpreted in light of these sampling-frame limitations. The findings are therefore most directly applicable to eligible domestic tourists with previous experience of the selected tourism villages.

Table 2. Proportional Sample Allocation Based On Recorded Tourist Visits

o	Tourism Village	Category	Number of Tourists	Sample Size
	Tugu Utara	Advanced	81.907	346
	Batulayang	Advanced	9.040	38
	Malasari	Advanced	3.723	16
	Total		94.670	400

Source: Processed Secondary Data (2025)

This study used primary and secondary data. Primary data were collected directly from tourists through a structured questionnaire administered at the three research sites. Secondary data were obtained from Statistics Indonesia, the Ministry of Tourism and Creative Economy, and the Bogor Regency Tourism and Culture Office. The questionnaire consisted of three sections. The first section contained screening questions to identify tourists who met the repeat-visit eligibility criterion. The second section collected respondent profile information, including regional origin, gender, age, education, occupation, income, expenditure, information sources, and transportation mode. The third section contained measurement items for perceived price, perceived quality, perceived value, and tourist loyalty. The study comprised four latent variables, 15 dimensions, and 37 indicators. Perceived price, perceived quality, and perceived value were specified as independent variables, while tourist loyalty was specified as the dependent variable. All measurement items were assessed using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The measurement instrument was developed by adapting established concepts and measurement dimensions from previous literature and contextualizing them to the advanced tourism village setting. The following is the operationalization of the variables in this research:

Table 3. Operationalization Variables

Variable	Dimension	Indicator	Source
Perceived Price (PP)	Price Affordability	The price of tourism services can be afforded by tourists	Kotler & Armstrong (2017)
	Compatibility of price with quality	The price is consistent with tourists' financial capabilities	
		The price is consistent with the quality of facilities	
	Price Competitiveness	The price is consistent with the quality of services	
		Price comparison with similar destinations	
Perceived Quality (PQ)	Price compatibility with benefits	Strategic value of prices in the tourism market	Parasuraman et al. (1985)
		The benefits are commensurate with the price	
	Reliability	The price provides optimal value for the benefits received	
		Service delivery is accurate and consistent with promises	
	Responsiveness	Staff have adequate knowledge	

Variable	Dimension	Indicator	Source
Perceived Value (PV)	Assurance	Willingness to assist tourists	Sweeney & Soutar (2001)
		Trust in service providers	
		Sense of security	
	Empathy	Courtesy and friendliness	
		Attention to tourists	
		Understanding tourists' needs	
	Tangibles	Care and concern for tourists	
		Cleanliness of facilities and surroundings	
		Facilities and infrastructure	
	Emotional Value	Staff appearance	
		Enjoyment during the visit	
		Feelings of satisfaction after the visit	
	Social Value	Feelings of relaxation and comfort	
		Enhances self-image	
		Social recognition	
Tourist Loyalty (TL)	Quality Value	Quality of facilities	Rahayu et al. (2022)
		Quality of services	
		Quality of natural and cultural resources	
	Value for Money	The experience is worth the price paid	
		The benefits received exceed the costs incurred	
		Intention to revisit the destination	
Tourist Loyalty (TL)	Revisit Intention	Plans to visit the destination in the future	Rahayu et al. (2022)
	Recommendation Intention	Willingness to recommend the destination	
		Word-of-mouth intention	

Confirmatory Factor Analysis (CFA) was conducted to evaluate the measurement model before testing the structural relationships. Indicator validity was assessed using standardized loading factors (SLF). Construct reliability and convergent validity were evaluated using Composite Reliability (CR) and Average Variance Extracted (AVE). A standardized loading factor of 0.50 or higher was considered acceptable for an indicator, with higher values indicating a stronger representation of the underlying construct. Construct reliability was evaluated using a CR criterion of greater than 0.70, while convergent validity was assessed using an AVE criterion greater than 0.50. These criteria were applied to ensure that the indicators adequately represented their respective latent constructs. Discriminant validity was also considered to establish that the constructs were empirically distinguishable from one another, particularly because perceived price and perceived value are conceptually related. The assessment was intended to ensure that the constructs captured different aspects of tourists' evaluations rather than measuring the same underlying concept.

Structural Equation Modeling using Linear Structural Relations (SEM-LISREL) was employed to test the proposed relationships among the latent constructs. SEM-LISREL was selected because the research model contains latent variables measured by multiple indicators and simultaneously examines the structural relationships between perceived price, perceived quality, perceived value, and tourist loyalty. The analysis consisted of two main stages. First,

the measurement model was evaluated using CFA to establish indicator validity, construct reliability, and convergent and discriminant validity. Second, the structural model was evaluated to test the hypothesized effects of perceived price, perceived quality, and perceived value on tourist loyalty. The overall model fit was evaluated using several goodness-of-fit indices, including Chi-square (χ^2), Chi-square/degrees of freedom (CMIN/DF), p-value, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), and Comparative Fit Index (CFI). The model was considered to demonstrate an acceptable fit when the reported indices met their respective recommended criteria. The structural hypotheses were evaluated using standardized path coefficients and t-values. At a 5% significance level, a t-value of 1.96 or greater was considered statistically significant.

RESULTS AND DISCUSSION

Results

Respondent characteristics are described through several aspects, including regional origin, gender, age, education level, occupation, income level, expenditure level, information sources regarding the tourism villages, and the modes of transportation used to reach the destinations. A summary of the respondent characteristics in this study is presented in Table 3 below:

Table 4. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Visit Frequency	2 visits	264	66%
Regional Origin	Outside Bogor Regency	251	63%
Gender	Female	209	52%
Age	22 – 26 years old	141	35%
Education Level	High School / Vocational School	252	63%
Occupation	Private Employee	196	49%
Monthly Income	Rp 1.000.000 – Rp 3.000.000	165	41%
Monthly Expenditure	< Rp 2.100.000	172	43%
Information Source	Social Media	278	70%
Transportation	Motorcycle	325	81%

Source: Processed Data (2026)

Measurement Model Analysis (Confirmatory Factor Analysis)

The measurement model was evaluated using Confirmatory Factor Analysis (CFA) to assess the validity and reliability of the latent constructs. Indicator validity was assessed based on standardized loading factors (SLF), while construct reliability and convergent validity were evaluated using Composite Reliability (CR) and Average Variance Extracted (AVE), respectively. An SLF value of 0.70 or higher indicates an acceptable contribution of an indicator to its construct, while CR values above 0.70 and AVE values above 0.50 indicate satisfactory construct reliability and convergent validity.

Table 5. Confirmatory Factor Analysis (CFA) Results

Variable	Indicator	SLF	SE	t-value	CR	VE
<i>Perceived Price (PP)</i>	Price affordability (KHG)	0.77	0.41	35.03	0.9433	0.8073
	Compatibility price with quality (KHK)	0.91	0.17	39.51		

Variable	Indicator	SLF	SE	t-value	CR	VE
<i>Perceived Quality (PQ)</i>	Price competitiveness (DSH)	0.95	0.10	40.22	0.9532	0.8032
	Price compatibility with benefits (KHM)	0.95	0.09	40.80		
	Reliability (KND)	0.93	0.14	42.54		
	Responsiveness (DTP)	0.89	0.21	41.02		
	Assurance (JMN)	0.92	0.16	41.86		
	Emphaty (EPT)	0.93	0.14	42.22		
	Tangibles (BUF)	0.82	0.34	38.21		
<i>Perceived Value (PV)</i>	Emotional value (EMV)	0.96	0.08	73.51	0.9815	0.9298
	Social value (SCV)	0.98	0.03	38.06		
	Quality value (QLV)	0.95	0.09	46.41		
	Value for money (VFM)	0.96	0.08	37.61		
<i>Tourist Loyalty (TL)</i>	Revisit intention (RVI)	0.87	0.25	7.81	0.8645	0.7613
	Recommendation intention (RMI)	0.88	0.23	7.79		

Source: Processed Data (2026)

The CFA results indicate that all indicators have standardized loading factors above 0.70. For perceived price, the standardized loadings range from 0.77 to 0.95, with a CR of 0.9433 and an AVE of 0.8073. Perceived quality has standardized loadings ranging from 0.82 to 0.93, with a CR of 0.9532 and an AVE of 0.8032. Perceived value has standardized loadings ranging from 0.95 to 0.98, with a CR of 0.9815 and an AVE of 0.9298. Tourist loyalty has standardized loadings of 0.87 and 0.88, with a CR of 0.8645 and an AVE of 0.7613. These results demonstrate that the indicators provide adequate measurement of their respective latent constructs and that all constructs achieve satisfactory reliability and convergent validity.

Discriminant Validity Assessment

Discriminant validity was assessed to determine whether perceived price, perceived quality, perceived value, and tourist loyalty represent empirically distinct constructs. The Fornell–Larcker criterion was considered by comparing the square root of the average variance extracted (AVE) for each construct with its correlations with the other constructs. Discriminant validity is supported when the square root of a construct's AVE exceeds its absolute correlations with the other constructs. The assessment is particularly important in this study because perceived price and perceived value are conceptually related, although they represent different evaluations of the tourism experience. The empirical results of this assessment are reported in table 6 and table 7 below:

Table 6. Fornell-Larcker Criterion

	PP	PQ	PV	TL
PP	0.636			
PQ	0.483	0.689		
PV	0.499	0.540	0.716	
TL	0.268	0.381	0.390	0.784

Source : Processed Data (2026)

Table 7. Cross Loadings

	PP	PQ	PV	TL
KHG	0.732	0.214	0.259	0.145
KHK	0.755	0.276	0.196	0.068
DSH	0.763	0.401	0.403	0.194
KHM	0.740	0.328	0.364	0.230
KND	0.381	0.701	0.337	0.231
DTP	0.289	0.709	0.309	0.260
JMN	0.378	0.716	0.416	0.268
EPT	0.308	0.669	0.323	0.329
BUF	0.314	0.648	0.476	0.216
EMV	0.298	0.359	0.725	0.294
SCV	0.401	0.409	0.728	0.262
QLV	0.387	0.429	0.747	0.290
VFM	0.346	0.348	0.659	0.271
RVI	0.175	0.250	0.225	0.709
RMI	0.239	0.340	0.371	0.852

Source : Processed Data (2026)

Discriminant validity was assessed using the Fornell–Larcker criterion and cross-loading analysis. The Fornell–Larcker criterion evaluates whether the square root of the average variance extracted (AVE) for each construct exceeds its correlations with the other constructs. Cross-loading analysis examines whether each indicator loads more strongly on its associated construct than on the other constructs (Sekaran & Bougie, 2016). The cross-loading results indicate that all indicators have higher loadings on their respective constructs than on the other constructs. Specifically, the indicators KHG, KHK, DSH, and KHM load most strongly on perceived price (PP); KND, DTP, JMN, EPT, and BUF load most strongly on perceived quality (PQ); EMV, SCV, QLV, and VFM load most strongly on perceived value (PV); and RVI and RMI load most strongly on tourist loyalty (TL). These results provide empirical support for discriminant validity based on the cross-loading criterion.

Goodness Of Fit Model Results

Table 8. Structural Model Results and Hypothesis Testing

<i>Goodness-of-Fit Index</i>	<i>Cut-off-Value</i>	<i>Result</i>	<i>Description</i>
<i>Degree of freedom (DF)</i>	<i>Positive</i>	87	<i>Good Fit</i>
<i>Chi-Square (χ^2)</i>	<i>Lower values preferred</i>	150.54	<i>Good Fit</i>
<i>Chi-Square (χ^2) / Degree of freedom (DF)</i>	≤ 2	1.73	<i>Good Fit</i>
<i>P-Value</i>	≥ 0.05	0.00002819	<i>Not Fit</i>
<i>RMSEA (Root Mean Square Error of Approximation)</i>	≤ 0.08	0.043	<i>Good Fit</i>
<i>GFI (Goodness of Fit)</i>	≥ 0.90	0.99	<i>Good Fit</i>
<i>AGFI (Adjusted Goodness of Fit Index)</i>	≥ 0.90	0.98	<i>Good Fit</i>
<i>CFI (Comparative Fit Index)</i>	≥ 0.90	0.99	<i>Good Fit</i>

Source: Processed Data (2026)

Based on the data above, the overall model fit was evaluated using several goodness of fit indices, including chi-square, chi-square/degrees of freedom (χ^2/df), p-value, RMSEA, GFI, AGFI, and CFI. The structural model produced a chi-square value of 150.54 with 87 degrees of freedom and a χ^2/df ratio of 1.73. The p-value was 0.00002819, which is under the 0.05 significance level. The RMSEA value was 0.043, while the GFI, AGFI, and CFI values were

0.99, 0.98, and 0.99, respectively. These values meet the model fit criteria applied in this study and indicate that the proposed structural model provides an adequate representation of the observed data. The combination of these indices provides stronger evidence of model adequacy than reliance on a single goodness-of-fit statistic.

Structural Model Analysis

The standardized loading factor values for the SEM model are presented in Figure 3 and Figure 4. Structural model testing aims to verify that the relationships in the hypotheses developed from the theory are supported by the empirical data obtained in this study. The structural model is assessed based on the significance of the path coefficients. In this study, a significance level of 5% was utilized, with a 95% confidence level. Consequently, the t-statistic significance must be above 1.96. The structural model evaluation was performed on the influence of perceived price, perceived quality, and perceived value on tourist loyalty. The t-values for each path from H1 to H3 are 4.19, 3.57, and 6.80, respectively. These results indicate that the relationships between the latent variables are significant.

Figure 3. Full Structural Model (Standardized Solution)

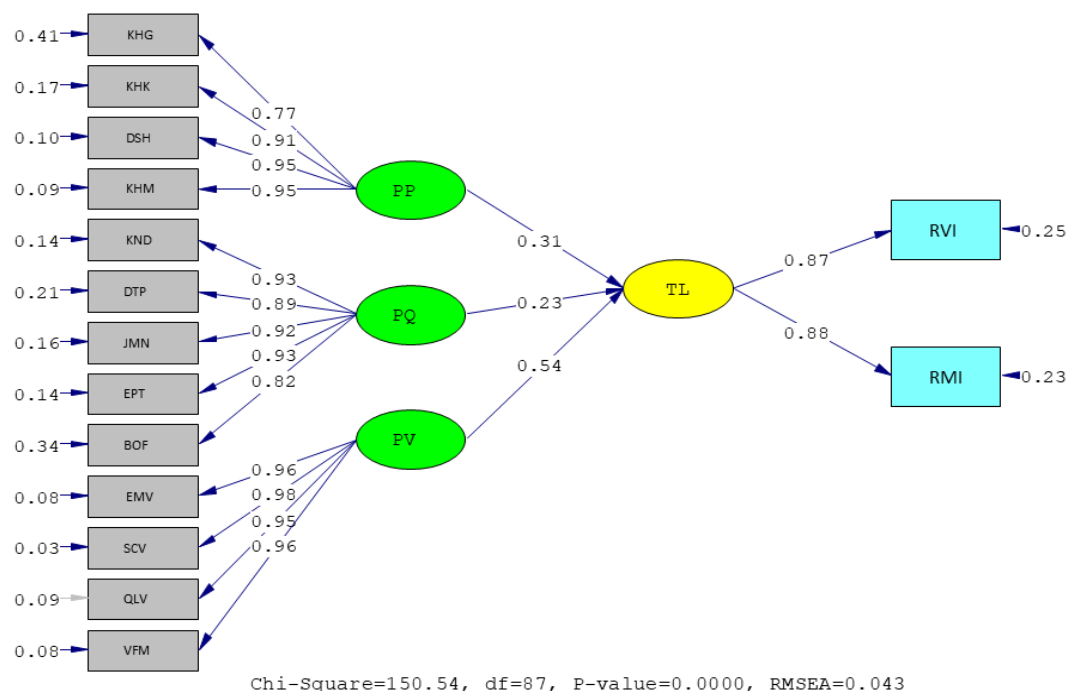
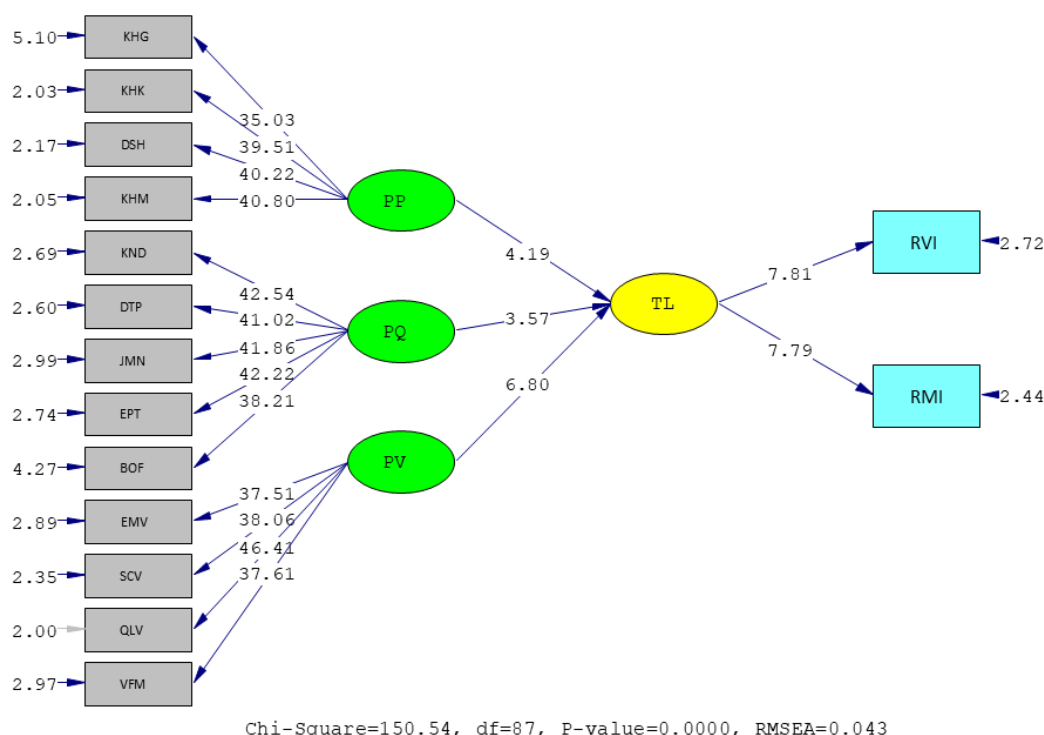


Figure 4. Full Structural Model (T-Values)



Relationships Between Variables

The research hypotheses were tested by analyzing the path coefficients and t-values derived from the structural model. The influence of a variable is considered significant if the t-value is ≥ 1.96 . The hypothesis testing results, presented in Table 6, indicate that all three independent variables exert a significant influence on tourist loyalty. Among these, perceived value demonstrates the most substantial impact on tourist loyalty. The coefficient of determination (R^2) of 0.72 suggests that 72% of the variance in tourist loyalty is explained by perceived price, perceived quality, and perceived value. This implies that 28% of the variation is attributed to other factors influencing tourist loyalty that were not captured within the current model.

Table 9. Results of Hypothesis Testing (Direct Effects)

No	Hypothesis	Path Coefficient	t-value	Conclusion	R^2
H1	PP → TL	0.31	4.19	Perceived Price (PP) has a significant positive influence on Tourist Loyalty (TL)	0.72
H2	PQ → TL	0.23	3.57	Perceived Quality (PQ) has a significant positive influence on Tourist Loyalty (TL)	
H3	PV → TL	0.54	6.80	Perceived Value (PV) has a significant positive influence on Tourist Loyalty (TL)	

Source: Processed Data (2026)

Discussion

The findings demonstrate that perceived price, perceived quality, and perceived value are significant determinants of tourist loyalty in advanced tourism villages in Bogor Regency. However, the magnitude of their effects differs substantially, indicating that tourists do not evaluate all destination attributes in the same way. Perceived value has the strongest influence, followed by perceived price and perceived quality. This pattern suggests that tourist loyalty in advanced tourism villages is formed through a broader evaluation of the worth of the destination experience rather than through service quality or monetary considerations alone.

The results show that perceived price has a positive and significant influence on tourist loyalty, with a path coefficient of 0.31 and a t-value of 4.19. This finding indicates that tourists who perceive the costs of visiting an advanced tourism village as reasonable are more likely to intend to revisit and recommend the destination. The finding supports the exchange perspective underlying price perception, in which tourists assess whether the monetary sacrifice required to obtain the destination experience is reasonable relative to what they receive. In tourism villages, this evaluation may include entrance fees, activity packages, food, accommodation, transportation, and other supporting expenditures. The result is also consistent with previous tourism research indicating that favorable price perceptions can encourage loyalty. However, the coefficient for perceived price is lower than that for perceived value. This difference is theoretically meaningful. It suggests that although cost fairness matters, tourists do not determine loyalty solely from the amount they pay. A destination can retain tourists when its overall experience provides sufficient benefits even when the cost is not perceived as the primary determinant of the decision. Thus, price management remains important, but it should be considered together with the broader value delivered by the destination.

Perceived quality also has a positive and significant influence on tourist loyalty, with a path coefficient of 0.23 and a t-value of 3.57. The result indicates that tourists who perceive better service performance are more likely to revisit and recommend the tourism village. This finding supports the argument that service performance is an important component of destination evaluation. In advanced tourism villages, tourists interact with service providers, local communities, facilities, attractions, and supporting infrastructure. Reliability, responsiveness, assurance, empathy, and tangibles therefore provide important cues through which tourists evaluate the quality of the destination experience. Nevertheless, perceived quality has a smaller effect than perceived price and, particularly, perceived value. This result suggests that good service quality may be necessary for creating a favorable destination experience but may not be sufficient by itself to generate strong loyalty. In advanced tourism villages, tourists encounter a combination of functional and experiential attributes. Consequently, their loyalty may depend on whether the total experience is considered worthwhile rather than solely on whether individual services perform well. This finding reinforces the importance of distinguishing perceived quality from perceived value. Quality concerns the performance and excellence of services and destination attributes, whereas value represents a broader assessment of what tourists obtain relative to what they sacrifice. A high-quality service can contribute to perceived value, but the two constructs remain conceptually distinct.

Perceived value has the strongest positive and significant influence on tourist loyalty, with a path coefficient of 0.54 and a t-value of 6.80. This result indicates that tourists' overall assessment of the benefits obtained relative to the sacrifices incurred is the most influential factor in explaining loyalty in the advanced tourism villages examined. The stronger role of

perceived value can be explained by the multidimensional nature of advanced tourism village experiences. Tourists do not consume a single service but experience an integrated combination of natural attractions, cultural activities, local interaction, facilities, environmental conditions, and tourism services. The benefits obtained from such experiences may therefore extend beyond functional quality and include emotional enjoyment, social recognition, experiential benefits, and perceived value for money. The importance of perceived value is particularly relevant in advanced tourism villages because these destinations provide relatively mature tourism products and supporting facilities. As tourists encounter more diverse destination attributes, their evaluation can become increasingly holistic. Rather than asking only whether the price is acceptable or whether the service is of good quality, tourists may consider whether the entire experience is worth their money, time, and effort. This broader evaluation provides a stronger basis for explaining revisit and recommendation intentions.

The result also contributes to the understanding of tourist loyalty by demonstrating that perceived value can integrate multiple dimensions of the destination experience. In particular, the multidimensional character of perceived value allows tourists to derive value from emotional and social experiences in addition to functional benefits and value for money. Therefore, strengthening tourist loyalty in advanced tourism villages requires managers not only to control prices and maintain service quality but also to create experiences that tourists perceive as meaningful, worthwhile, and socially valuable. Overall, the coefficient of determination (R^2) of 0.72 indicates that perceived price, perceived quality, and perceived value jointly explain 72% of the variance in tourist loyalty. The remaining 28% may be associated with other factors not incorporated into the present model. This result indicates that the three constructs provide substantial explanatory power while also suggesting opportunities for future research to examine additional determinants of tourist loyalty.

The findings offer three practical implications for tourism village managers. First, because perceived value exhibits the strongest relationship with tourist loyalty, destination managers should prioritize the development of integrated tourism experiences that combine natural attractions, cultural activities, local products, and meaningful interactions with local communities. Each tourism package should communicate the benefits tourists can expect to receive in relation to the money, time, and effort required. Second, the positive relationship between perceived price and tourist loyalty highlights the importance of transparent and consistent pricing. Managers should clearly communicate entrance fees, activity costs, accommodation rates, and package inclusions. Periodic comparisons with similar destinations can help managers evaluate price competitiveness without relying solely on price reductions. Third, the positive relationship between perceived quality and tourist loyalty indicates the importance of maintaining reliable service delivery. Practical measures include establishing service standards, maintaining clean and functional facilities, providing clear visitor information, and implementing a structured complaint-handling procedure. Managers should periodically collect visitor feedback to identify service deficiencies and monitor improvements. These actions should be evaluated through repeat-visit records, visitor recommendations, satisfaction surveys, and feedback on the perceived benefits and costs of the tourism experience. Such monitoring would help destination managers determine whether operational improvements are accompanied by stronger tourist loyalty.

CONCLUSION

This study demonstrates that perceived price, perceived quality, and perceived value significantly influence tourist loyalty in advanced tourism villages in Bogor Regency. Among the three constructs, perceived value has the strongest influence, followed by perceived price and perceived quality. The findings indicate that tourist loyalty is shaped not only by whether the costs are considered reasonable or whether services are perceived as high quality, but more broadly by whether the overall destination experience is considered worthwhile relative to the benefits obtained and sacrifices incurred.

The stronger influence of perceived value highlights the distinctive nature of advanced tourism villages as experiential destinations. Tourists encounter an integrated combination of natural and cultural attractions, local community interactions, tourism services, facilities, and environmental experiences. Consequently, loyalty may be strengthened when tourists perceive that these combined benefits provide meaningful emotional, social, functional, and economic value. For tourism village managers, this finding suggests that loyalty strategies should move beyond price management and service-quality improvement toward the creation of holistic experiences that provide distinctive and meaningful value to tourists.

The study contributes theoretically by distinguishing three complementary forms of tourist evaluation: perceived price as a cost evaluation, perceived quality as a service-performance evaluation, and perceived value as a broader benefit-sacrifice evaluation. It also contributes contextually by examining these relationships in advanced tourism villages, where tourism management, facilities, attractions, accessibility, and community participation are relatively mature. Several limitations should be acknowledged. First, the cross-sectional design captures tourists' perceptions at a single point in time and therefore does not allow changes in loyalty over time to be examined. Second, the study relies on self-reported questionnaire data, which may be subject to response and common-method biases. Third, the sample is restricted to domestic tourists, limiting the transferability of the findings to international tourists or other tourist segments. Fourth, the use of purposive screening combined with proportional sampling may introduce sampling bias because the study specifically targeted tourists who had previously visited the destinations. Fifth, the distribution of respondents across the three tourism villages was highly uneven because the allocation followed the reported distribution of tourist visits, with the majority of respondents originating from Tugu Utara. Consequently, the findings should be generalized cautiously across tourism villages with substantially different visitor profiles and scales. Future research should consider longitudinal designs, broader tourist populations, more balanced comparative sampling, and additional variables that may explain tourist loyalty beyond the three constructs examined in this study.

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