

## **THE ROLE OF EMOTIONAL BONDING IN MEDIATING DESTINATION IMAGE ON TOURIST LOYALTY**

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### **Abstract**

**Purpose** - Destination image has become an interesting issue in tourism research, but empirically, the study about destination image relationship and tourist loyalty show diverse result. This study aims to analyse the effect of destination image on loyalty.

**Design/methodology/approach** - This study uses quantitative methods. Data collection was carried out using a survey method with questionnaire to tourism visitors. One hundred and ten respondents have been selected as respondent, and path analysis carried out the data analysis.

**Findings** - The results showed that the destination's image affected emotional bonding, and emotional bonding mediated the destination image impact on tourist loyalty.

**Research limitation/implications** - The study was only based on Trenggalek city, East Java Province, Indonesia, and therefore, the results cannot be generalised.

**Practical implication** – The study proves that the emotional bonding variable can replace the role of satisfaction in mediating the effect of destination image on tourist loyalty. The results of this research can be used as a basis for tourism marketers to design marketing strategy to improve consumer intention to revisit the tourism destination.

**Originality/value** – Several studies of the destination image influence on tourist intention to visit have been carried out. However, research that specifically discusses the role of tourist emotional bonding in the influence of destination image on tourist loyalty has not been widely discussed.

**Keywords:** *tourism, destination image, emotional bonding, tourist loyalty*

**Paper type:** *Research paper*

### 1. Introduction

Tourism services have developed and become a promising industry in financing the global economy. Tourism can increase economic growth rapidly in providing jobs, increasing income

living standards and stimulating other productive sectors. Tourism is a global industry that must be paid special attention to, considering that the tourism sector can generate income for a country. Several countries are competing to increase the tourism sector of their region. Likewise, developing countries are consciously managing the tourism sector to improve the country's economy.

Indonesian tourism has grown every year. This is inseparable from the government's efforts to prioritise the tourism sector in the country's development. According to World Economic Forum (WEF) data based on the 2015 Travel & Tourism Competitiveness Index, Indonesia has increased its a competitive level of tourism, from 70<sup>th</sup> to 50<sup>th</sup> world rank. In addition, in 2016, Indonesia received nine Trip Advisor Travelers Choice Awards in global and Asian scope. The awards came from four categories, namely *destinations, islands, city icons, and beaches*. The achievement of Indonesian tourism in the global scope is the government's efforts and the contribution of potential tourist destinations in several regions of Indonesia.

Developing sustainable tourist destinations is stated in more detail in the Tourism Corridor Development Plan, which consists of Corridor A, B, C, and D Development Paths. In Corridor C development path with service centres in Pacitan Regency and Malang City, Trenggalek Regency prioritises developing tourism destinations in the category of natural tourist attractions. Trenggalek Regency is located in the southern coastal area of East Java Province bordering Kab. Tulungagung, Kab. Ponorogo and Pacitan Regency, the city with a domination of the mountainous region, has a myriad of interesting tourism. Tourism businesses in Trenggalek Regency in 2018 generally increase qualitatively, but not quantitatively. Increasing the number of tourist visits requires an integrated and standardised effort to improve the quality and quantity of services in the tourism sector, which includes destinations, human resources quality, promotion, collaboration with stakeholders and investors. If the quality of tourism services did not meet tourism standards, it will automatically impact tourism visits because tourist satisfaction is not guaranteed. Satisfied tourists will tend to come back to the same destination, and they will tend to share positive stories about their experiences with friends and relatives, or the development of loyal attitudes and behaviour and loyalty from tourists is one of success indicator for tourism service marketers (Kozak and Rimmington, 2000; Chi, 2005).

The concept of customer loyalty is as a relationship between attitudes towards entities (tourist choice destinations) and repeat patronage by visiting the same tourist destinations. Yoon and Usyal (2005) explain that repeated visits from tourist destinations indicate a loyalty to tourism services. In comparison, Oppermann (2000) explains that the level of tourist loyalty is expressed in revisiting related tourism destinations in the future, saying positive things about tourism destinations, and then recommending these tourism destinations to others. Destination image has become an interesting issue among tourism researchers. However, empirically the relationship between destination image and tourist loyalty is very diverse, namely the research conducted by Coban (2012). The results show that destination image has a low effect on loyalty, but image emotional has no effect on loyalty. Zhang et al. (2014) show that overall destination image has the

most significant impact on tourist loyalty, followed by compelling destination image and cognitive destination image. Between the three levels of tourist loyalty, destination image has the most significant impact on *composite loyalty*, *attitude loyalty* and *behavioural loyalty*, and destination image has a direct and significant effect on loyalty.

Having loyal customers is one of the company's ultimate goals because customer loyalty can guarantee the company's survival in the long term. In tourism, loyalty is the tourists consistency who always visiting a destination even though competitors offer new destinations with superior quality attributes. Chi (2005:13) states that to build tourist loyalty model as a series of interrelated and starting from the image of the destination in the minds of tourists, the image of the destination will be associated with the attributes of a destination and, in total will have an impact on tourist satisfaction. Tourist satisfaction will have an impact on loyalty to the destination.

Several aspects affect customer loyalty. According to Zikmund (2003:73), aspects that affect loyalty are satisfaction, which is a comparison between expectations before making a purchase and perceived performance; emotional bonding, where consumers can be influenced by a brand that has its charm so that consumers can identify a brand and found the brand can reflect the consumer characteristics. The bond created is formed when consumers feel a strong bond with other consumers who use the same product or service. Trust is the third component that is related to emotional bonding, namely the willingness of a person to entrust a company with a brand to perform or carry out a function; the choice reduction and habit (consumers feel comfortable with a brand when their situation in making transactions provides convenience; and history with the company/experience with the company that can shape consumer behaviour. Although Zikmund argues that one aspect that affects loyalty is satisfaction, some experts say that satisfaction does not guarantee that customers will be loyal. Gaffar (2007:73) states that customer satisfaction alone does not guarantee customers will be loyal because based on the Harvard Business review, it is stated that 15-40% of customers who are initially satisfied, switch to competitors.

The emotional attachment of tourists to a destination will be built when they have experienced or interacted directly with the destination and will encourage tourists to always be close to the destination through the intention of revisit and recommend, so that this emotional attachment is a catalyst for the influence of destination image on tourist loyalty. Empirically, the relationship between destination image and tourist loyalty and satisfaction in building loyalty is very diverse. This inspired the author to examine the role of emotional bounding in mediating the effect of destination image on tourist loyalty.

## 2. Literature Review

### 2.1 Destination Image

Image is the public's perception of the company or its products. It is necessary to distinguish between identity and image; identity is the various ways that a company directs to identify itself or position its products. The company designs and identity or positioning to shape the community's

image, but other factors may affect the image that each person receives. An image cannot be implanted in people's minds overnight or disseminated in an hour. Cultivating a strong image requires creativity and hard work.

Destination image is defined as a collection of beliefs and impressions of a destination based on information processed from various sources (Chiu et al., 2016). Lawson and Bond-Bovy (1977) destination image expresses one's knowledge, prejudice, imagination and emotional thoughts about a particular object or place. Meanwhile, Echtner and Ritchie (1993) and Gartner (1993) argue that destination image is a multidimensional concept with three dimensions: cognitive, affective, and conative. Furthermore, according to Chen & Tsai (2007) and Chi & Qu (2008), the destination image is the subjective perception of tourists from the reality of the destination.

Two aspects of destination image, namely: cognitive destination image and affective destination image. The cognitive aspect refers to the individual's beliefs or knowledge about the characteristics or attributes of a tourist destination (Baloglu, 2000). On the other hand, the affective aspect shows an individual's feelings towards a tourist destination (Baloglu and Brinberg 1997; Muzaffer and Yoon 2003), and the cognitive aspect is an antecedent of affective evaluation (Baloglu 2000; Baloglu and McCleary, 1999; Gartner, 1993). Cognitive image is an image obtained by consumers from rational assessments based on the beliefs and information a person has about a destination. In contrast, a compelling image is an emotional assessment created by tourists based on their feelings about a destination (Coban, 2012). Furthermore, Zhang et al. (2014) classify destination images into cognitive images, affective images, overall images, cognitive-affective joint images, and self-congruity.

According to several experts, the destination image indicators are presented in table 1.

**Table 1. Destination Image Indicators**

No.	Destination Image Indicators	Chi & Hailin Qu (2008)	Qu <i>et al.</i> (2011)	Coban, Susan (2012)	Yang <i>et al.</i> (2015)
1.	Travel Environment	√		√	√
2.	Natural Attractions	√	√		
3.	Infrastructure	√	√		
4.	Accessibility	√			
5.	Price and Value	√			
6.	Outdoor Activities	√	√		
7.	Experience quality		√		
8.	Tourism attraction			√	
9.	Tourism place			√	
10.	Basic facilities			√	
11.	Cultural attraction				√
12.	Social connection				√
13.	Tourism resources				√

In this study, the destination image variable was assessed with indicators taken from previous research, namely 1) *Environment* (Geng-Qing Chi, Hailin Qu: 2008; Coban, 2012; Yang et al., 2015); 2) *Hospitality* (Coban: 201; Yang et al., 2015); 3) *Accessibility* (Geng-Qing Chi, Hailin Qu: 2008; Coban: 2012; Yang et al., 2015); 4) *Price* (Chi & Qu: 2008) ,and 5) *Infrastructure* (Geng-Chi & Qu: 2008; Qu et al., 2011)

## 2.2 Emotional Bonding

Satisfaction is not enough to build consumer loyalty. The consumer must build commitment. Matilla (2006) states that commitment includes affective commitment and cognitive (calculative) commitment, where affective commitment reflects consumer's emotional bonding to service providers, while cognitive commitment reflects consumer brand beliefs. In this study, researchers used affective commitment, namely emotional bonding, the emotional attachment of tourists to natural tourist destinations. The motivation to repurchase comes from the high level of certain positive feelings directed towards a product. Feelings are the basis that in many ways influence all behaviour because feelings are related to emotions, emotions greatly influence one's thinking, emotions shape and influence judgments, and emotions shape behaviour. Consumers' feelings (emotional bonds) on the product are more personal and not easily influenced by the company. This consumer feeling (emotional bond) usually occurs in high-involvement products that symbolise important values related to consumer needs and self-concept. According to several previous studies, statement items from the emotional bonding variable are presented in table 2.

**Table 2. Emotional Bonding Variable Items**

No.	ITEM	Sukoco Badri Munir (2011)	Indriya & Hening (2015)	Imene <i>et al.</i> (2017)	Nil Engizek (2017)
1.	Love brand X and will always use	√			
2.	Brand X is such a “friend” who always accompanies	√			
3.	Brand X is inseparable.	√			
4.	Brand X gives a sense of peace.	√			
5.	Brand X gives passion to life.	√			
6.	Brand X brings joy	√			
7.	Brand X is impressive.	√			
8.	Love for Brand X		√		
9.	Proud to use Brand X		√		

10.	Trust to Brand X		√		
11.	Being part of the Brand X family			√	√
12.	Feeling emotionally attached to Brand X.			√	√
13.	Brand X is personal			√	√
14.	Feel a strong identity with Brand X			√	√

In this study, the emotional bonding variable was assessed with items taken from previous research (Becheur, Bayarassou & Ghrib, 2017; Yaşın, 2017) as follows: 1) *I like travelling to destination X*; 2) *I am proud to be able to visit tourist destination X*; 3) *I feel emotionally attached to tourist destination X*; 4) *I feel very suitable to visit tourist destination X*; 5) *Vacations at tourist destination Beach X mean a lot to me* and 6) *No other place can provide the same experience as tourist destination X*.

### 2.3 Tourist Loyalty

Customer loyalty comes from brand loyalty which reflects customer loyalty to a particular brand. Having loyal customers is one of the company's ultimate goals because customer loyalty can ensure the company's survival in the long term. Loyalty is a psychological condition that can be studied with an attitudinal approach as a psychological commitment and a behavioural approach reflected in actual behaviour (Basu: 1999).

According to Oliver (1997: 392), customer loyalty is a commitment to persist deeply to repurchase or re-subscribe to a selected product or service consistently in the future despite situational influences and marketing efforts having the potential to cause behaviour change. At the same time, Bothe (1996:31) states that it has become evident that customer satisfaction is no longer the main key to a company's success, but customer loyalty is the dominant key to the success of a business.

Behaviour after purchasing a product is determined by satisfaction or dissatisfaction with a product at the end of the sales process. Another concept regarding customer loyalty states that loyalty is more directed to behaviour than attitude, and a loyal customer will show good buying behaviour. It can be interpreted as a pattern of regular purchases and, over a long time, carried out by units of making or decision-makers (Griffin; 2002:5). Furthermore, loyalty is the consistency of tourists always visiting a destination even though competitors offer new destinations with superior quality attributes (Utama, 2017: 209).

In the 21<sup>st</sup> century, the competitive conditions of the tourism industry are getting tougher; destination marketers are required to attract new tourists, create and maintain tourist loyalty to destination brands. Therefore, measuring and analysing the determinants of loyalty (re-visitors) and the destination's image is integral to destination marketing. The factors that influence

destination loyalty are explained by the strength of the attraction of the destination in attracting the number of previous visits, familiarity with the destination, overall satisfaction, image of the destination, perception of quality and service, perception of value and tourist experience of a particular destination, which are considered as predictors in choosing the same destination in the future (Hasan, 2015: 365).

According to several previous researchers, statement items from the tourist loyalty variable are presented in table 3.

**Table 3. Tourist Loyalty Variable Items**

No.	ITEM	Christina & Qu (2008)	Ching & Odonchimeg (2010)	Sun <i>et al.</i> (2013)	Weisheng <i>et al.</i> (2016)
1.	Intention to visit again	√	√	√	√
2.	Intention to recommend	√	√	√	√
3.	Maybe visit again in the next two years.			√	
4.	Will encourage others to visit.			√	
5.	Will tell good experiences to others.				√

In this study, the tourist loyalty variable was assessed with items taken from previous research (Christin & Qu, 2008; Chen & Myagmarsuren, 2010; Sun *et al.*, 2013 and Weisheng, 2016) as follows: 1) *I would say positive things about tourist destinations*; 2) *I will recommend tourist destinations to other people*, and 3) *I will revisit tourist destinations*.

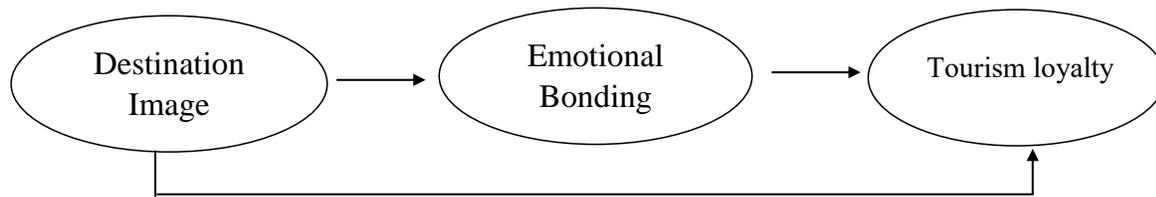
#### 2.4 Hypothesis

Below is the research hypothesis. The hypothesis is also described in a research model, as shown in Figure 1.

H1: Destination Image has a positive effect on Emotional Bonding.

H2: Emotional Bonding has a positive effect on Tourist Loyalty

H3: Destination Image has a positive effect on Tourist Loyalty



### 3. Research methodology

#### 3.2 Study area

This research is explanatory research that aims to analyse the relationship between one variable or explain how one variable affects other variables (Ferdinand, 2014). The research subjects are tourists who come to tourist destinations in Trenggalek Regency. The object of the research is a beach tourism destination in Trenggalek Regency, specifically at Karanggongso Beach that managed by Trenggalek Regional Government.

#### 3.3 Research design

The questionnaire was measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The validity test was carried out on 30 respondents. In the first test, 7 assessment items from the destination image variable were not valid. At the same time, the items from the emotional bonding and tourist loyalty variables are all valid. The researcher decided that the item was excluded from the questionnaire. Moreover, based on the reliability test results, all variables have a Cronbach's Alpha of more than 0.70, so it can be concluded that the statements in the research instrument are reliable.

### 4. Study Result

#### 4.1 Respondent Characteristics

Research respondents have the following characteristics, 56% are female, and 65% are domiciled outside Kab. Trenggalek. 54% of respondents are between 18 and 30 years old, and 25% are between 31 and 43 years old. About 36% of respondents are students, 25% of private employees and 37% have monthly expenses between 3 – 4 million, and 25% of respondents have expenses of more than 4 million.

#### 4.2 Response Description

The majority of respondents' statements show “agree” except for the following two (2) statements: 43.6% of respondents answered “strongly agree” to the statement “Road access to Karanggongso Beach tourist destinations is easy to pass,” and 50.9% answered agree, and 26.4% answered “strongly agree” to the statement “The price of souvenirs at the Karanggongso Beach tourist destination is affordable”.

#### *4.3 Normality Test*

The normality test in this study has a normal value for each variable (between -2.58 to 2.58). The multivariate normality test is 1.050 and between -2.58 to 2.58. This research has fulfilled the assumption of multivariate normality so that the data can be used in the following estimation.

#### *4.4 Linearity Test*

The probability value of destination image for emotional bonding is 0.000, the number is  $<0.05$ , and the probability value of emotional bonding to tourist loyalty is 0.000, which means the value is  $<0.05$ . While the probability value of destination image on tourist loyalty is 0.000, which means the number is  $<0.05$ . This explains that the results of the linearity test on all variable relationships in this study have a linear relationship.

#### *4.5 Outlier Test*

The outlier test results show that the distance of Mahalanobis is  $<15,086$  or does not have a Mahalanobis d-square, which is  $>15,086$  and seen from  $p_2$  indicates the presence of outlier data because it has a value  $>0.05$ . Therefore, it can be said that the data meets the outlier test, and the data can be used in subsequent estimates.

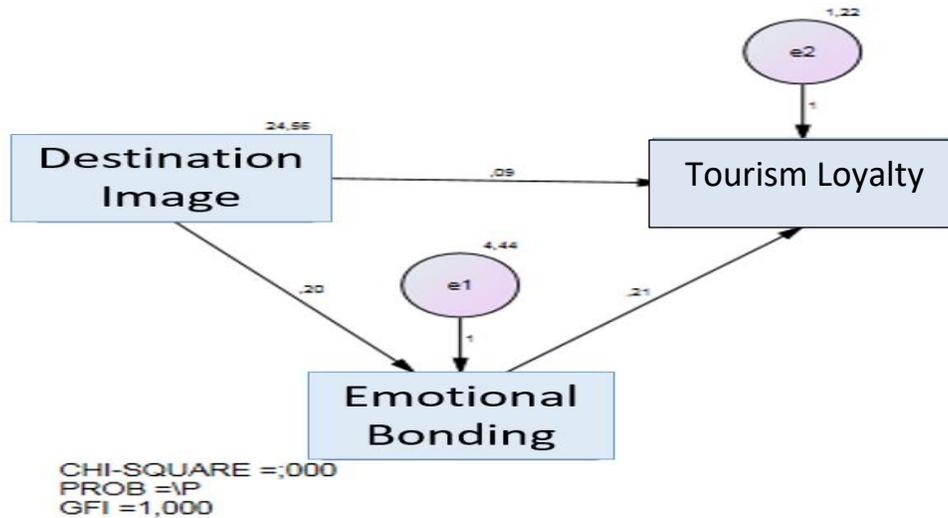
#### *4.6 Model Accuracy Test*

The calculation of the determination of the model is 46%. It means that the model has a structural relationship between the three research variables by 46%, and the rest is explained by other variables not involved in this model.

#### *4.7 Test Analysis Model*

Furthermore, the researchers conducted a model analysis test. The model analysis technique used in this study was path analysis operated with the AMOS version 26 program.

The causal relationship between variables is shown in Figure 2.



From the picture above, it can be seen that:

1. There is a positive change in the destination image variable towards emotional bonding with a path coefficient value of 0.20. This shows that the better the destination image in the tourist minds, the stronger emotional bonding will be built
2. There is a positive change between emotional bonding variables on tourist loyalty with a path coefficient value of 0.21. This shows that the stronger the attachment of tourists to the destination, the more loyal tourists will be.
3. There is a positive change in the destination image variable on tourist loyalty with a path coefficient of 0.09. This shows that the better the destination image in the minds of tourists, the more loyal tourists will be.

#### 4.8 Hypothesis Testing

A summary of the acceptance of the hypothesis in this study is presented in Table 4

**Table 4. Hypothesis Test Results**

Variable	Estimate	SE.	CR Count	P	Result
Destination Image → Emotional Bonding	0.204	0.041	5.017	0.000	Accepted
Emotional Bonding → Tourist loyalty	0.209	0.050	4.158	0.000	Accepted
Destination Image → Tourist loyalty	0.087	0.024	3.655	0.000	Accepted

The first hypothesis in this study has a calculated CR value between the destination image variable on tourist loyalty, which is 5.017, where this number exceeds the number 2. The significance probability value is 0.000 ( $p < 0.05$ ). The standard regression weight (SE) value is 0.41. So that the destination image variable has a significant effect on the emotional bonding variable, meaning that hypothesis 1 is accepted.

The second hypothesis in this study has a calculated CR value between emotional bonding variables and tourist loyalty, which is 4.158, where this number exceeds the number 2. The significance probability value is the standard regression weight (SE) of 0.50. So that the emotional bonding variable has a significant influence on tourist loyalty, meaning that hypothesis 2 is accepted.

The third hypothesis has a calculated CR value between the destination image variable and tourist loyalty, which is 3,655, where this number exceeds the number 2. The significance probability value is 0.000 ( $p < 0.05$ ). The standard regression weight (SE) value is 0.24. So that the destination image variable has a significant effect on the tourist loyalty variable, meaning that hypothesis 3 is accepted.

#### 4.9 Mediation Test and Sobel Test

The results of the mediation test indicate that the P-value of the destination image for emotional bonding is 0.000 or below 0.05. This is also the same as the P-value of emotional bonding to tourist loyalty which has a value below 0.05, which is 0.000 and the P-value of destination image to tourist loyalty also has 0.000, which means the value is below 0.05.

The results of the Sobel test show that the p-value of the destination image is 0.0013, which is less than 0.05. This explains that the variable quality of destination image significantly influences the emotional bonding and loyalty variables of tourists, so the Sobel test of this study was accepted.

## 5. Discussion

### 5.1 *The Effect of Destination Image on Emotional Bonding*

Destination image positively affects emotional bonding, supported by research data. Thus, the hypothesis is accepted. This means that if a good image of a destination has been built up from the experiences felt when travelling, tourists will feel happy, excited, happy, and happy and seem to be one with the destination. Tourism products are included in the pure service category in the high contact system group, where tourists must be part of the system to receive services. Thus, tourists are directly involved in the service delivery process, and specific positive feelings will arise towards the destination. Feelings are the basis that in many ways influence all behaviour because feelings are related to emotions, emotions greatly influence one's thinking, emotions shape and influence judgments, and emotions shape behaviour. Consumers' feelings (emotional bonds) on the product are more personal and not easily influenced by the company. This consumer feeling

(emotional bond) usually occurs in high-involvement products that symbolise important values related to consumer needs and self-concept. The emotional attachment of tourists to a destination will be developed when they have experienced or interacted directly with the destination, and tourists feel the extraordinary experience they have experienced.

The respondents' answers show that the respondents themselves build a good impression about the Karanggongso beach tourist destination. The highest answer was in the statement "*Road access to Karanggongso Beach tourist destinations is easy to pass*" and the statement "*There is a souvenir shop on Karanggongso Beach*". The reality is that the road to this destination is in good condition (hot mix asphalt). Even though the road is winding up and down the mountains and around the destination, the Trenggalek Government provides shops and lots of stalls set up personally by traders on the beach that provide typical souvenirs. Local areas, for example, smoked fish, various processed seafood; durian, mangosteen and snake fruit seasons.

### *5.2 The Effect of Emotional Bonding on Tourist Loyalty*

The consumer. Emotional bonding positively affects tourist loyalty, supported by research data; thus, the hypothesis is accepted. This study proves the theory of Zikmund (2003:72) that one of the drivers of loyalty is emotional bonding, where consumers can be influenced by a brand that has its charm so that consumers can be identified in a brand because a brand can reflect the characteristics of a brand. It also proves the statement from Hasan (2015: 365) that one of the factors that influence tourist loyalty is familiarity/attachment with the destination, namely when tourists feel happy/happy when they are in a place, they want to come back because they believe they will get it. Tourist who likes travelling usually want to visit as many parts of the world as they can. However, some places are so unique that they make them want to return.

The results of this study are consistent with the opinion of Drigotas and Rusbult (1992) and Van Lange et al. (1997), which state that emotionally bound consumers will have a high commitment which is manifested by loyalty to a brand (in Thomson et al., 2005). Furthermore, the results of the study also support research from Ratna & Oetomo (2015) that emotional bonds have a significant influence on customer loyalty. Positive emotional bonds lead to long-term relationships and maintain customer loyalty (Hino (2016)) ).

Based on the respondent's answers, it shows that the respondents have felt familiar/bound with the destination, respondents: 1) *I like to travel at Karanggongso beach destinations*; 2) *I am proud to be able to visit Karanggongso Beach tourist destinations*; 3) *I feel emotionally attached to the tourist destination of Karanggongso Beach*; 4) *I feel very comfortable to visit Karanggongso Beach tourist destinations*; 5) *I feel that a vacation at the Karanggongso Beach tourist destination is important to me*, and 6) *I feel that there is no other place that can provide the same experience as the Karanggongso Beach tourist destination*.

### *5.3 The Effect of Destination Image on Tourist Loyalty*

Destination image affects tourist loyalty can be proven in this study. The results of the study support Hasan (2015: 365) that one of the driving factors of loyalty to tourist destinations is the destination image. It follows the loyalty model of Chi (2015:13) to build a tourist loyalty model as a series of related and starting from the destination's image in the minds of tourists.

The results of this study support the research of Kim et al. (2012); Mahdzar et al. (2015); Paludi (2017), and Qomariah (2018) that destination image has a positive and significant effect on tourist loyalty. However, it does not support research from Chi and Hailin Qu (2008); Chen, Fu and (2011); Lamidi and Rahadhini (2013) that destination image does not affect loyalty. So this still provides opportunities for further researchers with the same variable. The results of the mediation test can be seen that it is partially mediated, meaning that the emotional bonding variable can mediate the effect of destination image on tourist loyalty. The limitation of this research is that there are *no open questions*, so the researcher cannot dig deeper into the data obtained. In addition, researchers measured the variable of tourist loyalty through only one indicator, namely *attitude*.

## 6. Conclusion

Destination image affects tourist loyalty can be proven in this study. The factor driving loyalty to tourist destinations is the image of the destination. This means that if a good image of a destination has been built up from the experiences felt when travelling, tourists will feel happy, excited, happy, and happy and seem to be one with the destination. Meanwhile, emotional bonding has a positive effect on tourist loyalty. Consumers can be influenced by a brand with its charm to identify consumers in a brand because it can reflect its characteristics.

The practical contribution of this study is proving that the emotional bonding can replace the role of satisfaction in mediating the effect of destination image on tourist loyalty. Furthermore, in destination marketing, it is scarce to find research that raises the emotional bonding variable as a mediating variable in the relationship between destination image and tourist loyalty. While the practical contribution is that the results of this research can be used as a basis for marketers of tourist destinations to design marketing strategies to encourage tourists to revisit the tourism destination along with destination quality improvement. Marketes also could increased promotions both offline and online to build the destination image and provide an extraordinary experience for tourists so that emotional bonds will be built in them and influence their intention to revisit the tourism destination.

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