



Unveiling the Drivers of Tourist Loyalty: The Impact of Service Quality, Social Media Marketing, and Destination Image on Revisit Intention at Borobudur Temple, Indonesia

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ABSTRACT: This research explores the service quality, social media marketing, and destination image to assess how each significantly influences the tourists' intention to revisit the Borobudur Temple, a cultural heritage site in Southeast Asia. This study is based on the theory of relationship marketing and destination branding and uses quantitative approach in the design of the research which employed SEM on survey data collected from 250 domestic and international visitors. The findings show that the social media marketing, as well as the service quality of the site, have both significant and positive influences on the intent to revisit and the image of the destination, while the destination image positively affects revisit intention. From this study, it can be concluded that it is critical to improve the service provided and the positive perception of the place using social media, especially in marketing and online brand promotion. In terms of theory, this study merges practice and digital marketing within the heritage tourism loyalty framework. Actionable strategies are provided to tourism policy makers and those responsible for marketing the region, stating that there should be a blend of excellent services on site and active online interaction to achieve tourist loyalty. The study recommends branding tailored to the expectation of the modern traveler, which is sensitive to culture but digitally connected. This research provides an empirical model aimed at reinforcing the intention to revisit cultural heritage sites which contributes to sustainable development of the destination.

KEYWORDS: Borobudur Temple, Destination Image, Service Quality, Social Media Marketing, Tourist Revisit Intention.

INTRODUCTION

The importance of understanding the factors of loyalty and revisit intention in the tourism industry is crucial because of its economic impact and growth potential (Park et al., 2019; Rasoolimanesh et al., 2022). In that sense, heritage tourism emerged as a new niche to captivate travelers looking for genuine cultures and histories (Juraturgunov et al., 2023). In the context of cultural tourism, Borobudur Temple as a UNESCO World Heritage Site of Indonesia is an interesting example for studying the loyalty intricacies and the loyalty drivers of travel to heritage sites (Mehmood et al., 2018; Tasci et al., 2021). Borobudur's historical, architectural, and spiritual importance drew and continues to draw millions of visitors, both domestic and international, every year (Latifah, 2024). However, as tourism destinations around the world vie for tourists' attention, understanding what motivates travelers to return has become essential to ensuring repeat visitation (Chiba & Setiawati, 2024). Additionally, Saddhono et al. (2025) pointed out that rising concern about the need to protect cultural landscapes has strengthened the integration of cultural landscape preservation into tourism management of Borobudur.

In a globalized world, intertwined by technology and considerable advances, the behavior of tourists tends to be shaped by travel motivations and the quest for genuine experiences (M. Li et al., 2010; Saddhono et al., 2025; Zhou et al., 2023). Within the context of this evolving framework, revisit intention has proven to be a vital success metric of a tourism destination because it not only indicates satisfaction but also showcases emotional involvement, value perception, and behavioral commitment (Jin et al., 2020; H. Li et al., 2021; Yamagishi et al., 2024). Service quality remains an essential construct for revisit intention especially in the context of satisfaction. Service quality also aids in the routing of satisfaction tourism and enhances the psychological bond tourists develop with the destination (Y.-S. Cheng et al., 2019). The emotional bonds resulting from memorable tourism experiences (MTE) strongly aid the formation of place attachment which significantly influences tourists' return intentions (Prayag, 2009; Soonsan &

Somkai, 2022). Satisfaction acts as a mediator of these associations showing how high service quality can be translated into loyalty through emotions and experiences (Yamagishi et al., 2024).

At the same time, the treatments of a destination's image shaped through its cognitive evaluations (infrastructure, attractions, safety) and emotional impressions (atmosphere, cultural similarity) are essential for cultivating intention to revisit (Liu, 2025; Nguyen Viet et al., 2020; Zhu et al., 2024). Evidence of prior research has indicated that a favorable destination and city image have a profound impact on the level of desire tourists have to revisit (Nam et al., 2022), and that the perception derived from event-based experiences and social interaction serve to reinforce those images (Li et al., 2010). In this regard, the role of social media marketing in image advertising has become crucial in shaping expectation before the visit and creating experiences in absence, virtually. Through user generated content and social media, a compelling destination narrative is shaped and consequently affects the perception people form toward the destination as well as their behavioral intentions (Li et al., 2010; Singh & Singh, 2019). Still, it is critical to point out that intention to revisit is not driven by the same factors for everyone. It can be hypothesized that some tourists who lean toward personal motivations would be driven by the novelty of the place, culture, and interaction at the destination rather than an image or service-based reasoning; this variability suggests that loyalty cannot be captured in a single model. Therefore, it is more useful to rely on a multidimensional framework of interrelationships among service quality, social media marketing, destination image, personal values of tourists to develop appropriate strategies that would guide competent.

While an expanding corpus of literature investigating these factors individually exists, only a handful of studies look into the relationships between service quality, social media marketing, and the overall image of the destination within one framework, especially regarding cultural heritage tourism. Additionally, there is a lack of empirical data from Southeast Asian heritage sites, including Borobudur Temple, analyzing the interaction of these elements concerning tourist behaviour. Considering Borobudur's unique position as both a spiritual pilgrimage location and an international tourism icon, it is crucial to master the dynamics of service provision, online interaction, and stakeholder imagery for improving tourist satisfaction and maintaining long-term competitive advantage as a destination. This study focuses on understanding how service quality, social media marketing, and destination image influence whether tourists return to Borobudur Temple. It looks at both direct and indirect effects, with destination image serving as a crucial link in this relationship. By combining insights from relationship marketing and destination branding, the research aims to shed light on tourist behavior. It also seeks to provide practical advice for tourism professionals and policymakers on creating strategies that improve visitors' experiences and shape positive perceptions of the destination, fostering long-term loyalty. In the end, the findings should help guide the sustainable development of Borobudur and similar heritage sites in today's digital world. Here are some key research questions driving this study:

1. To what extent does service quality influence tourists' revisit intention to Borobudur Temple?
2. How does social media marketing affect tourists' intention to revisit Borobudur Temple?
3. What is the impact of service quality on the perceived destination image of Borobudur Temple?
4. How does social media marketing contribute to shaping the destination image of Borobudur Temple?

THEORITICAL FRAMEWORK

Service Quality and Revisit Intention

Service quality has been acknowledged as having a key impact on tourist loyalty, and indeed on the development of revisit intention, one of the central behavioral outcomes in destination marketing. Drawing on the SERVQUAL model (Valarie & Leonard, 1988), service quality is defined as divergence between a tourist's level of expectations and his perception of the level of performance of the services offered in multiple dimensions (tangibility, reliability, responsiveness, assurance, and empathy) (Eren et al., 2023). In the tourism context, especially within cultural and heritage tourism, these dimensions take on heightened significance due to the experiential and symbolic nature of visits (Manyangara et al., 2023). High service quality contributes not only to functional satisfaction but also fosters emotional engagement, trust, and place attachment, which collectively form the psychological foundation for repeat visitation (Cheng et al., 2019; Lai et al., 2020). As Eren et al. (2023) and Günaydın (2022) highlight, service quality enhances perceived value while lowering psychological switching costs, making a destination more attractive for future visits. Moreover, tourist satisfaction often acts as a mediating variable, through which service quality influences revisit intention, suggesting that tourists' post-consumption evaluations translate initial service experiences into loyalty behavior (Gholipour Soleimani & Einolahzadeh, 2018; Sirimongkol, 2022). This dynamic is particularly salient in the context of Borobudur Temple, a

UNESCO World Heritage site, where visitors seek both spiritual enrichment and cultural authenticity. In such settings, consistent, respectful, and culturally informed service delivery not only reinforces the sacred atmosphere but also strengthens the destination image, making tourists more likely to develop enduring emotional bonds and behavioral commitments. Thus, service quality operates through both direct and indirect pathways to sustain long-term destination competitiveness in the heritage tourism sector.

Hypothesis 1. Service quality has a positive effect on revisit intention.

Social Media Marketing and Revisit Intention

In the rapidly evolving landscape of digital tourism, social media marketing (SMM) has emerged as a transformative mechanism for shaping tourists' pre-visit expectations, on-site experiences, and post-visit reflections, thereby influencing revisit intention (Ibrahim & Aljarah, 2018). Rooted in Media Richness Theory and the Technology Acceptance Model (TAM), social media platforms offer high-interactivity environments that accommodate both cognitive processing and emotional engagement through rich multimedia content, real-time interaction, and participatory narratives (Jatyananda, 2022). One of the defining features of SMM is its ability to harness user-generated content (UGC) and electronic word-of-mouth (eWOM), which research shows are perceived as more trustworthy and authentic than institutional (Ahmad et al., 2024; Ibrahim et al., 2021; Leung & Bai, 2013; Wilopo & Nuralam, 2025). These forms of peer communication foster para social relationships, virtual familiarity, and emotional anticipation, which can simulate connection before physical visitation occurs (Azhar et al., 2022; Mittal et al., 2022). In this way, SMM functions as a pre-experiential trigger, shaping the affective and cognitive dimensions of destination image, a variable widely linked to revisit behavior (Wilopo & Nuralam, 2025). Moreover, emerging research suggests that the influence of social media on revisit intention is often indirect, mediated through constructs such as perceived authenticity, destination image, or tourist satisfaction (Baber & Baber, 2023; Chin et al., 2022; Kim et al., 2016). In the context of Borobudur Temple, a site rich in visual symbolism, spiritual significance, and cultural heritage, social media can play an especially pivotal role. When digital representations such as travel vlogs, Instagram posts, and experiential narratives align with on-site authenticity, they not only enhance the perceived image of the destination but also reinforce emotional connections that translate into behavioral loyalty. Therefore, social media marketing acts not merely as a promotional tool but as a strategic lever in cultivating long-term tourist loyalty through digitally mediated experiences that precede, complement, and extend the physical visit.

Hypothesis 2. Social media marketing has a positive effect on revisit intention.

Destination Image and Revisit Intention

Destination image is a multidimensional construct that encompasses the beliefs, impressions, and emotional responses individuals associate with a tourism destination (Baloglu & McCleary, 1999). It is widely conceptualized as comprising both cognitive and affective components (Chew & Jahari, 2014). The cognitive dimension relates to tourists' rational assessments of tangible attributes such as safety, accessibility, infrastructure, and attractions, while the affective dimension reflects emotional responses, including atmosphere, cultural resonance, and aesthetic appeal (Afshardoost & Eshaghi, 2020; Hallmann et al., 2013; Loi et al., 2017). A robust body of literature underscores the positive and significant influence of destination image on revisit intention, with studies consistently highlighting how a favorable image fosters trust, satisfaction, and place attachment, which are central to cultivating tourist loyalty (Ćulić et al., 2021; Liang & Xue, 2021; Song et al., 2017). In the context of cultural heritage tourism, the affective dimension assumes even greater salience. Sites like Borobudur Temple, which offer a fusion of spiritual depth, aesthetic grandeur, and cultural authenticity, rely heavily on the emotional resonance evoked in visitors. Empirical findings by Chen and Funk (2010) and Kim et al. (2012) further emphasize that event-based experiences, social interactions, and local engagement play a pivotal role in enriching both the cognitive and affective images of a destination. Such immersive and context-specific encounters help shape experiential authenticity, which not only differentiates a destination in a competitive tourism landscape but also strengthens tourists' emotional attachment and intentions to return (Junaedi & Harjanto, 2020; Phi et al., 2022; Tosun et al., 2015). At Borobudur, the interplay between physical environment, cultural narrative, and perceived symbolism collectively constructs a powerful and enduring destination image. Maintaining and reinforcing this image is therefore not only a strategic imperative for tourism marketers and policymakers but also a critical component of sustainable tourism development and long-term competitiveness.

Hypothesis 3. Destination image has a positive effect on revisit intention.



Service Quality and Destination Image

The relationship between service quality and destination image has been consistently substantiated in tourism scholarship, underscoring the notion that the quality of services encountered by tourists acts as a critical lens through which they interpret and evaluate the destination as a whole (Davras & Özperçin, 2023; Hernández-Lobato et al., 2006; Jeong & Kim, 2020; Manyangara et al., 2023; Rahman et al., 2017; Saut & song, 2022). According to expectation-disconfirmation theory, tourists form judgments not only about individual service interactions such as staff courtesy, responsiveness, or infrastructure cleanliness but also about the destination's overall identity and trustworthiness based on these encounters (Cham et al., 2022; Sung Moon et al., 2011). These evaluations feed into both the cognitive dimension (e.g., efficiency, accessibility, safety) and the affective dimension (e.g., atmosphere, emotional resonance, cultural authenticity) of destination image (Dedeoğlu, 2019; Özdemir & Şimşek, 2015; Veasna et al., 2013). In cultural heritage tourism, where emotional connection and authenticity are especially salient, service quality becomes even more integral (Davras & Özperçin, 2023; Kayat & Abdul Hai, 2014; Moon et al., 2013). Visitors to sites like Borobudur Temple do not merely seek efficient service; they expect interactions and environments that are congruent with the destination's spiritual and cultural narrative. For instance, well-informed guides, respectful visitor protocols, and serene, well-maintained temple grounds reinforce the temple's sacred aura and historical significance, thereby enriching both the perceived authenticity and emotional impact of the visit (Sharafuddin et al., 2022). These service-related impressions enhance the destination image, which in turn influences satisfaction, place attachment, and revisit intention. Therefore, service quality functions not only as a direct antecedent to satisfaction but also as a strategic lever that shapes and reinforces a holistic, favorable image of the destination an image that is essential for sustaining competitive advantage in the global heritage tourism landscape.

Hypothesis 4. Service quality has a positive effect on destination image.

METHODS

Research design

This research is a quantitative explanatory study that aims to describe the causal relationship between the variables studied. The survey method was used to collect the data needed for the SEM analysis. Data collection was carried out through a questionnaire designed with questions relevant to the research variables. Respondents in this study were domestic and international tourists who had visited the Borobudur Temple tourist attraction. The research focuses on the variables of service quality, social media marketing, destination image, and revisit intention, while the research subjects were tourists who had visited the Borobudur Temple tourist attraction in Magelang Regency.

Population and Sampling Design

The population in this study includes all tourists who have visited the Borobudur Temple tourist attraction located in Magelang Regency, both domestic and international. This population includes individuals from various demographic backgrounds, such as age, gender, education level, and employment status, who have direct experience visiting the tourist destination. The existence of this population is important to provide a broad and comprehensive picture of tourists' perceptions and experiences regarding the variables studied, such as service quality, social media marketing, destination image, and intention to revisit.

This research sample is a subset of the population selected to represent all tourists who have visited the Borobudur Temple tourist attraction, both domestic and international. The sample was selected using appropriate sampling methods, such as purposive sampling or convenience sampling. Selecting a representative sample is crucial to ensure the research results have a high level of reliability and can be accurately generalized to the wider population. Based on recommendations (Hair et al., 2024), 10 times the largest number of indicators in a single construct is recommended. Therefore, the number of samples in these study = 25 indicators x 10 = 250 respondents.

Data Collection Techniques

The measurement framework in this study is grounded in key variables influencing tourist revisit intention, namely service quality, social media marketing, and destination image. Primary data were collected using structured questionnaires administered to selected respondents. To capture these constructs effectively, the questionnaire items were developed based on the operational definitions of each variable and presented using a six-point Likert scale. Prior to distribution, the instrument underwent rigorous



validity and reliability testing to ensure it accurately reflected the intended constructs and yielded consistent responses. This validation process was essential in enhancing the overall quality and credibility of the data for subsequent statistical analysis.

RESULT

Measurement Model

To assess the reflective measurement model, we conducted a comprehensive evaluation of reliability, internal consistency, convergent validity, and discriminant validity, in accordance with established guidelines (Roldán et al., 2012). As presented in Table 1, all standardized factor loadings exceeded the recommended threshold of 0.824, indicating strong item reliability. Internal consistency was assessed using both Cronbach’s alpha and composite reliability, with all constructs demonstrating values above 0.80 and below 0.94, thereby satisfying the criteria for acceptable and reliable measurement. Additionally, composite reliability values for each indicator were greater than 0.80, further supporting the internal consistency of the constructs. Convergent validity was confirmed through Average Variance Extracted (AVE) values, all of which exceeded the 0.50 benchmark, suggesting that a substantial proportion of variance in the observed indicators is explained by their respective latent constructs (Hair et al., 2014). These results collectively confirm the adequacy and robustness of the measurement model, ensuring the validity and reliability of the constructs for subsequent structural model analysis.

Table 1. Evaluation of the Measurement Model

Construct/Indicators	Loading	Cronbach’s α	CR	AVE
Service Quality (SQ)		0.921	0.870	0.572
SQ05	0.867			
SQ04	0.845			
SQ03	0.830			
SQ02	0.837			
SQ01	0.850			
Social Media Marketing (SMM)		0.902	0.845	0.522
SMM05	0.819			
SMM04	0.852			
SMM03	0.854			
SMM02	0.841			
SMM01	0.832			
Destination Image (DI)		0.901	0.858	0.547
DI05	0.842			
DI04	0.839			
DI03	0.859			
DI02	0.813			
DI01	0.824			
Revisit Intention (RI)		0.900	0.841	0.515
RI05	0.842			
RI04	0.853			
RI03	0.782			
RI02	0.790			
RI01	0.844			

Uji Goodness of Fit

Goodness of Fit (GOF) test results evaluate the extent to which the proposed model fits the existing data. Several indicators, such as Chi-Square (X^2), RMSEA, GFI, NFI, TLI, and CFI, are used to assess model fit. These test results are important to ensure that the model is acceptable and provides a good representation of the existing data.



Table 2. Goodness of Fit Results

GOF Indicator	Cut of Value	Test Results	Model Evaluation
X ² – Chi Square	P > 0.05	0.00	Not Fit
RMSEA	≥ 0.08 (Good), ≥ 0.05 (Very Good)	0.046	Good Fit
GFI	≥ 0.90 (Good)	0.902	Good Fit
NFI	≥ 0.90 (Good)	0.946	Good Fit
TLI	≥ 0.90 (Good)	0.974	Good Fit

Based on the results of the Goodness of Fit test, most indicators show values that meet the Good Fit criteria. The RMSEA (0.046), GFI (0.902), NFI (0.946), TLI (0.974), and CFI (0.977) indicators are all within the appropriate range for the Good Fit category. However, the Chi-Square (X²) indicator shows results that do not meet the criteria because the p-value < 0.05, which means Not Fit. According to Hair et al. (2019), for a model to be considered good, at least 3 to 4 indicators must show Good Fit results. Based on this, even though the Chi-Square does not meet the criteria, the other indicators that show Good Fit conclude that this model is generally acceptable.

Hypothesis Testing

The following table presents the results of the hypothesis testing that examines the relationships between constructs in the model. This table provides information on the significance and direction of the relationships between the tested variables. Table 3 Hypothesis Testing Results.

Table 3. Hypothesis Test Results

Hypothesis	Estimate	S.E.	C.R.	P	Label
SMM -> DI	0.144	0.263	0.547	0.585	Rejected
SQ -> DI	0.411	0.130	3.175	0.001	Accepted
SQ -> RI	0.404	0.184	2.196	0.028	Accepted
DI -> RI	0.673	0.271	2.484	0.013	Accepted
SMM -> RI	-0.124	0.234	-0.529	0.596	Rejected

The results of the hypothesis test in the table show the relationship between variables in the research model. There are several significant relationships, such as Service Quality (SQ) to Destination Image (DI) (p = 0.001), SQ to Revisit Intention (RI) (p = 0.028), and DI to RI with (p = 0.013), both of which show a significant influence on Destination Image. However, Social Media Marketing (SMM) does not show a significant influence on DI (p = 0.585) and RI (p = 0.596), which means these two relationships cannot be considered significant in the model.

DISCUSSION

The findings of this study provide robust empirical support for several hypothesized relationships within the proposed structural model and offer meaningful insights into the mechanisms driving revisit intention among tourists at Borobudur Temple. The measurement model assessment confirms that all constructs exhibit satisfactory reliability, internal consistency, and validity. High standardized loadings (all > 0.824), along with Cronbach’s alpha and composite reliability values exceeding 0.80, demonstrate that the observed indicators are reliable reflections of their respective latent constructs. The AVE values above the 0.50 threshold further affirm convergent validity (Sarstedt et al., 2021), indicating that the constructs effectively capture the underlying theoretical dimensions. These psychometric properties justify the use of the constructs in the structural model and ensure the robustness of the subsequent path analysis.

The Goodness of Fit (GOF) results indicate that the model provides an overall acceptable fit to the data. Despite the Chi-square statistic indicating a poor fit an issue frequently observed in large-sample models—the remaining fit indices (RMSEA = 0.046, GFI = 0.902, NFI = 0.946, TLI = 0.974, CFI = 0.977) meet or exceed recommended cutoffs (Hair et al., 2019), thereby validating the structural integrity of the model and supporting its predictive power.

In the hypothesis testing, several significant pathways emerged, revealing nuanced relationships between the core variables. Most notably, service quality (SQ) demonstrates a direct and significant effect on both destination image (DI) ($\beta = 0.411, p = 0.001$) and revisit intention (RI) ($\beta = 0.404, p = 0.028$). This finding aligns with prior literature asserting that high-quality service experiences not only enhance immediate tourist satisfaction but also contribute to the development of favorable cognitive and affective perceptions of a destination (Cheng et al., 2019). The ability of service quality to influence both destination image and revisit intention highlights its foundational role in loyalty formation. This reinforces the importance of consistent and culturally sensitive service delivery in heritage tourism settings like Borobudur Temple.

Furthermore, destination image (DI) exerts the strongest direct influence on revisit intention ($\beta = 0.673, p = 0.013$), supporting the premise that tourists' emotional and perceptual evaluations of a destination are central to their intention to return. This is consistent with Yamagishi et al. (2024), who found that place attachment and memorable tourism experiences shape future travel behavior, with satisfaction and image acting as key mediators. In this study, DI appears to play such a mediating role, serving as a conduit through which service quality enhances revisit intention.

In contrast, the hypothesized effects of social media marketing (SMM) on both destination image ($\beta = 0.144, p = 0.585$) and revisit intention ($\beta = -0.124, p = 0.596$) were statistically insignificant. These results suggest that while social media is widely recognized for its role in destination promotion and awareness-building, its direct impact on loyalty-related outcomes may be context-dependent. In the case of Borobudur, traditional drivers such as on-site service experience and the perceived cultural-historical richness may hold greater weight in influencing tourist behavior than digital marketing exposure alone. This finding adds to the growing body of literature cautioning against overestimating the role of social media in driving post-visit behavioral intentions without considering the depth of the actual travel experience.

Taken together, these results underscore the centrality of service quality and destination image in cultivating tourist loyalty within cultural heritage tourism. While digital engagement remains important in shaping pre-visit expectations, it is the quality of the on-site experience and the resulting emotional and cognitive impressions that ultimately determine whether tourists intend to return. This has practical implications for tourism stakeholders, particularly in heritage destinations, who must prioritize investments in service excellence, interpretive storytelling, and cultural authenticity over purely digital promotion strategies.

Future research should explore the moderating roles of tourist demographics, travel motivations, and cultural familiarity in shaping the relative influence of service quality and social media. Additionally, incorporating longitudinal or experimental designs could help disentangle causal pathways and assess the long-term effectiveness of marketing interventions.

CONCLUSION

This study contributes to the growing body of literature on tourist behavior by empirically validating a structural model that integrates service quality, social media marketing, and destination image as key determinants of revisit intention in the context of heritage tourism. Drawing upon quantitative data from visitors to Borobudur Temple, the findings reveal that service quality plays a pivotal role, exerting both direct and indirect influences on revisit intention. The significant effect of service quality on destination image underscores the critical link between tourists' on-site experiences and their cognitive and emotional perceptions of a destination. This relationship confirms that high-quality service delivery not only enhances satisfaction but also strengthens destination image, which in turn increases the likelihood of return visits.

The study also highlights the central role of destination image as the most influential predictor of revisit intention. Tourists' perceptions shaped by cultural, emotional, and aesthetic evaluations act as a powerful cognitive-emotional filter through which their loyalty is constructed. The positive and significant pathway from destination image to revisit intention validates its mediating function and reinforces its strategic importance in destination branding.

Conversely, social media marketing did not yield a significant direct effect on either destination image or revisit intention. This suggests that while social media remains effective for awareness-building and pre-visit engagement, it does not independently drive tourists' long-term loyalty unless reinforced by meaningful on-site experiences and consistent service quality. These findings encourage destination managers to view social media as a complementary rather than primary strategy in cultivating tourist loyalty.

Overall, the study affirms that a synergistic approach integrating high-quality service delivery with effective brand image management is essential for sustaining tourist loyalty in heritage destinations. The insights derived from this research offer practical value for tourism practitioners, particularly in cultural heritage contexts where emotional connection, authenticity, and service



excellence are paramount. For Borobudur Temple and similar sites, strategic emphasis should be placed on enhancing visitor experience quality and reinforcing destination image through interpretive storytelling and culturally resonant service practices.

Future research may extend this model by incorporating variables such as memorable tourism experiences (MTE), place attachment, or tourist motivations, and exploring these dynamics across different heritage sites or cultural contexts. Longitudinal or mixed-method approaches could also enrich understanding of how tourist loyalty evolves over time. Ultimately, this study provides a robust analytical foundation for advancing loyalty-driven strategies in heritage tourism management.

CONFLICT OF INTEREST

There is no conflict of interest in our research

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