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The Effect of Destination Image, Service Quality on Tourist Loyalty through Quality of Experience with Moderation of Tourism Destination Marketing in Berau Regency, East Kalimantan

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Abstract

Tourism Area in Berau Regency is one of the mainstay Tourism Destinations of East Kalimantan, even becoming Priority Tourism designated as the IKN (National Capital) Tourism Area. The mainstay tourism in Berau Regency is marine tourism which is already famous abroad. Marine tourism objects such as Derawan Island, Sangalaki Island, Kakaban Island, Maratua Island, Kaniungan Island, Biduk-biduk, Labuan Cermin, Sumbang Bay and many others that can still be developed. Tourism potential needs to be developed and promoted well massively so that it will be increasingly well-known both domestically and internationally, so that tourists decide to visit Berau Regency. The purpose of this study is to prove the influence of destination image, service quality on tourist loyalty through quality of experience with moderation of tourism destination marketing in Berau Regency, East Kalimantan.

The population in this study were all tourists who had visited and traveled in Berau Regency, East Kalimantan. This study used *accidental sampling technique* . The number of samples obtained was 182 respondents. The data collection technique in this study was by using a direct questionnaire. In this study, *Structural Equation Modeling* (SEM) with AMOS was used.

The results of the data analysis prove that the research results are as follows:

1) Destination image has a significant effect on the quality of tourist experience, 2) Destination image has no significant effect on tourist satisfaction, 3) Destination image has a significant effect on tourist loyalty, 4) Service quality has a significant effect on the quality of tourist experience, 5) Service quality has a significant effect on tourist satisfaction, 6) Service quality has a significant effect on tourist loyalty, 7) Tourist motivation has a significant effect on the quality of experience, 8) Tourist motivation has no significant effect on tourist satisfaction, 9) Tourist motivation has a significant effect on tourist loyalty, 10) Quality of experience has a significant effect on tourist loyalty, 11) Tourist satisfaction has a significant effect on tourist loyalty, 12) Destination marketing moderates the effect of quality of experience on tourist loyalty, 13) Destination marketing moderates the effect of tourist satisfaction on tourist loyalty in Berau Regency, East Kalimantan.

Keywords: Destination Image, Service Quality, Tourist Loyalty, Quality Of Experience, Tourism Destination Marketing

Introduction

In the tourism sector, Indonesia's potential is very strategic because it has 13,466 islands with a coastline of 99,093 km stretching from Sabang to Merauke (BIG Indonesia, 2023). In terms of heritage and culture, Indonesia has a variety of cultures spread across islands with different characteristics and histories. Tourism has become a

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potential element in the service industry that is currently *trending* in the national development of a nation. In recent decades, tourism has experienced continuous expansion and diversification to become one of the largest and fastest growing industries in the world (WTO, 2017) . From year to year the number of tourist visits to Berau is still fluctuating, not experiencing a significant increase. In 2018-2019 there was an increase in the number of tourists from 285,880 to 301,015, but there was a decrease in the number of tourists in 2020 due to the Covid-19 pandemic which required the government to temporarily close the tourism industry. After the Covid-19 pandemic began to subside, the number of tourists increased again in 2021 and 2022. This indicates that Berau Regency has become a popular destination for tourists looking for exciting experiences in the underwater world.

Tourism has a strategic role for the Indonesian economy. This is reflected in its contribution to the formation of GDP (Gross Domestic Product), foreign exchange earnings and employment absorption. The efforts of the Indonesian Government to improve the competitiveness of tourism and tourism development in general have been realized in the development of policies in the last few decades. Tourism potential needs to be developed and promoted well on a massive scale so that it will be increasingly well-known both domestically and internationally, so that tourists decide to visit Berau Regency. The Tourism Area in Berau Regency is one of the Priority Tourism Destinations which is also designated as the IKN (National Capital) Tourism Area. This is understandable considering that the area has great tourism potential and unique characteristics, both physical and non-physical, so that it has the potential to become *a multi-destination tourism* . The leading tourism in Berau Regency is marine tourism which is already famous internationally. Marine tourism objects such as Derawan Island, Sangalaki Island, Kakaban Island, Maratua Island, Kaniungan Island, Biduk-biduk, Labuan Cermin, Sumbang Bay and many others that can still be developed.

The purpose of this study is to prove and analyze:

1. Destination image has a significant influence on the quality of tourist experience in Berau Regency, East Kalimantan.
2. Destination image has a significant influence on tourist loyalty in Berau Regency, East Kalimantan.
3. Service quality has a significant effect on the quality of tourism experience of Berau Regency, East Kalimantan tourists.
4. Service quality has a significant influence on tourist loyalty in Berau Regency, East Kalimantan.
5. The quality of experience has a significant influence on the loyalty of tourists to Berau Regency, East Kalimantan.
6. Destination marketing moderates the influence of experience quality on tourist loyalty in Berau Regency, East Kalimantan.

Literature Review

DESTINATION IMAGE (X_1)

Tourism image according to *Pitana* & Gayatri (2015) is the belief held by tourists about the products or services that tourists buy or will buy. Destination image is not always formed from the quality of experience or facts, but can be formed so that it becomes a motivating factor for tourists or a strong driver for tourists to travel to a tourist destination.

image is the belief held by tourists about the products or services that tourists buy or will buy. Tourist behavior is thought to be partly influenced by the image they have of a tourist destination. Image will influence tourists in the process of choosing a destination, evaluating subsequent trips, and their intentions in the future (Chi *and* Qu , 2008). Destination image variable indicators are measured based on items from (Çoban, 2012) , several indicators are used, including the following:

a)   Cognitive Destination Image

b)   Affective Destination Image

c)   Unique Destination Image

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SERVICE QUALITY (X $_2$)

According to Tjiptono (2017) service quality is the level of excellence expected and control over the level of excellence to meet the desires of tourists. Service quality is the level of excellence expected and control over the level of excellence to meet the desires of tourists. Kotler & Keller (2016) argue that service is any action or activity that can be offered by one party to another party, which is basically intangible and does not result in any ownership. The quality of tourist attraction service is the basis for tourism. Indicators of service quality variables measured based on items from Agyeiwaah _et al_ . (2018), several indicators were used, including the following:

a)   _Tangible_ / physical form

b)   _Reliability_

c)   _Responsiveness_ / response

d)   _Assurance_ / guarantee

e)   _Empathy_

QUALITY EXPERIENCE (Z)

Mcintosh and Siggs, (2015) explained that the quality of tourist experiences formed in the human mind is something unique and emotional with high personal value. Zhang _et al_ ., (2018) explained that the quality of unforgettable experiences is the end of the quality of tourism experiences, when the quality of experiences that are always remembered and have different values can be an impression that is difficult to forget. The Quality of Tourist Experience is called the subjective mental condition felt by tourists while consuming the services provided . The indicator of the quality of experience variable refers to the research of González-Rodríguez, _et al_ . (2020), several indicators are used, including the following:

a)   _Sense_ (Sensory Experience)

b)   _Feel_ (Affective Experience)

c)   _Think_ (Creative Cognitive Experience)

d)   _Act_ (Physical Experience And Lifestyle)

e)   _Relate_ (Social Identity Experience)

TOURISM DESTINATION MARKETING (M)

Suryadana & Octavia (2015:115) stated that destination marketing is a system that coordinates various policies for tourism industry group companies, both private and government agencies, both local, regional, national, or international to achieve tourist satisfaction. Destination marketing is the activity of tourism destinations in creating, communicating, delivering, and exchanging all offers that have value for customers and provide benefits and remain responsible to the wider community. Destination marketing variable indicators refer to Sari's research (2021), several indicators are used, including the following:

a)   Tourist Attractions

b)   Tourist Facilities / Services

c)   Ease of reaching tourist destinations

d)   Infrastructure and Facilities

e)   Price Match

LOYALTY (Y) Tourist loyalty is "a deeply held commitment to consistently revisit Derawan Island tourism in the future. Murwatiningsih (2014) defines tourist loyalty as the willingness of tourists to visit a place or recommend it to others. Cronin & Taylor discuss the willingness of tourists to visit a place and recommend it to

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others, measuring tourist loyalty according to the willingness to review, promotion, recommendation and deep understanding. According to Paliati (2017:100) there are several variables for measuring tourist loyalty, including:

a)   Repurchase

b)   Recommendation

c)   Telling positive things.

Research Model Method
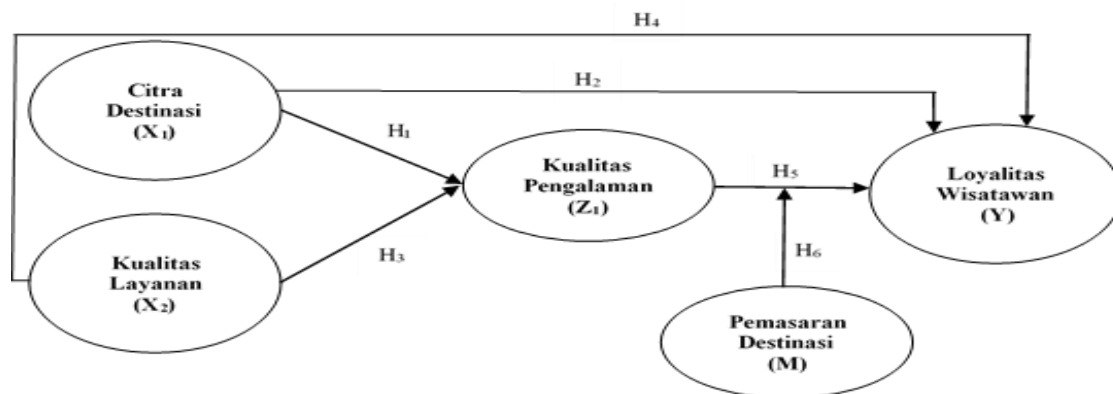
Hypothesis 1: Destination image has a significant effect on the quality of tourist experience in Berau Regency, East Kalimantan.

Hypothesis 2: Destination image has a significant influence on tourist loyalty in Berau Regency, East Kalimantan.

Hypothesis 3: Service quality has a significant effect on the quality of tourist experience in Berau Regency, East Kalimantan.

Hypothesis 4: Service quality has a significant effect on tourist loyalty in Berau Regency, East Kalimantan.

Hypothesis 5: Quality of experience has a significant effect on the loyalty of tourists to Berau Regency, East Kalimantan.

Hypothesis 6: Destination marketing moderates the influence of experience quality on tourist loyalty in Berau Regency, East Kalimantan.

Research Method

This research is an explanatory research that explains the causal relationship between exogenous variables and endogenous variables. The population in this study were all tourists who had visited and traveled in Berau Regency, East Kalimantan. The research sample was tourists who visited Berau Regency, East Kalimantan, with a sample size of 182 people.

The data collection technique in this study was by using a questionnaire directly. A questionnaire is a data collection technique that is carried out by giving a set of written questions or statements to respondents to be answered (Sugiyono, 2012:99) . The data measurement technique in this study used a *Likert scale* . To test the hypothesis, this study used *Structural Equation Modeling* (SEM) with AMOS.

Results & Discussion

TOURISM IN BERAU REGION, EAST KALIMANTAN

Berau Regency is located in the northern part of East Kalimantan Province and directly borders North Kalimantan Province. Berau Regency is one of the gateways for development in the northern part of East Kalimantan Province with a large potential for non-renewable natural resources in the form of coal. In addition, there is a promising tourism potential as one of the attractions for both foreign and domestic tourists. Eight sub-districts in Berau

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Regency have coastal areas, namely Sambaliung, Tabalar, Biatan, Talisayan, Batu Putih, Biduk-Biduk, Derawan Island and Maratua Sub-districts, which geographically directly border the open sea.

One of the famous and world-famous tourist attractions is Derawan Island, the beauty of its underwater scenery makes this island one of the destinations for divers from all over the world. In addition to Derawan Island, another tourist destination is Maratua Island which is surrounded by small islands that hold various natural charms that are different for each island. One of them is Kakaban Island which is famous for its lake filled with non-venomous jellyfish.

The tourism potential of Berau Regency is formed from the geographical, historical and cultural conditions of Berau Regency. The tourism potential that comes from geographical conditions includes marine/marine objects. The tourism potential that comes from history includes historical heritage tourism objects. The tourism potential that comes from culture includes the uniqueness of the Berau Regency community with all its cultures.

1.   **Respondents' Profile**

The research sample is tourists visiting Berau Regency, East Kalimantan, with a sample size of 182 people. Furthermore, from the sample, it will be described according to country of origin, gender, age, education, type of work, and frequency of traveling in Berau Regency. The results of the description of the characteristics of the respondents are presented in the table below:

Table 1 Description of Respondent Characteristics

Respondent profile	Description	Frequency	Percentage
Country of origin	Indonesia	161	88.5
	Overseas	21	11.5
	Total	182	100.0
Gender	Man	79	43.4
	Woman	103	56.6
	Total	182	100.0
Age	17-25 years	18	9.9
	26-35 years	57	31.3
	36-45 years	63	34.6
	More than 45 years	44	24.2
	Total	182	100.0
Education	High School/Vocational School	28	15.4
	Diploma	29	15.9
	Bachelor degree)	101	55.5
	Postgraduate (S2/S3)	24	13.2
	Total	182	100.0
Type of work	Civil Servant (PNS)	30	16.5
	State-owned/Regional-Owned Enterprises Employees	31	17.0

Respondent profile	Description	Frequency	Percentage
	Private sector employee	61	33.5
	Businessman/Trader/Entrepreneur	39	21.4
	Students	21	11.5
	Other	0	0.0
	Total	182	100.0
Frequency of tourism in Berau Regency	< 2 times	25	13.7
	3 times	52	28.6
	4 times	65	35.7
	5 times or more	40	22.0
	Total	182	100.0
When was the last time you visited a tourist spot in Berau Regency?	< last 1 year	77	42.3
	Last 2-4 years	63	34.6
	Last 5-7 years	42	23.1
	>last 8 years	0	0.0
	Total	182	100.0

Source: Processed Data (2023)

Table 5.13 shows a sample of tourists visiting Berau Regency, East Kalimantan, the sample in this study were mostly domestic tourists as many as 161 people or 88.5 percent, women as many as 103 people or 56.6 percent, aged 36-45 years as many as 63 people or 34.6 percent, have a Bachelor's degree (S1) as many as 101 people or 55.5 percent, work is a private employee as many as 61 people or 33.5 percent, the frequency of traveling in Berau Regency as many as 4 times as many as 65 people or 35.7 percent, and finally traveling to tourist attractions in Berau Regency is in the last 1 year, namely as many as 77 people or 42.3 percent.

2.   Preliminary Analysis
a.   Validity Test
Validity testing is conducted to determine the accuracy of statement items in measuring each variable. Validity testing through validity criteria tests the strength of the relationship between items and the variables being measured. The results of the validity test are presented in the table below:

Table 2 Validity Test

Variables	Indicators	Item number	Corrected Item-Total Correlation		Factor Loadings	Decision
			Stage 1	Stage 2		
Destination Image (X1)	Cognitive Destination Image (X1.1)	1	0.577	0.610	0.744	Valid
		2	0.527	0.558	0.689	Valid
		3	0.445	0.403	0.527	Valid
		4	0.684	0.724	0.839	Valid
		5	0.617	0.653	0.772	Valid

Variables	Indicators	Item number	Corrected Item-Total Correlation		Factor Loadings	Decision
			Stage 1	Stage 2		
	Affective Destination Image (X1.2)	6	0.164	-	-	Invalid
	Unique Destination Image (X1.3)	7	0.662	0.659	0.763	Valid
		8	0.369	0.370	0.495	Valid
		9	0.466	0.432	0.546	Valid
Service Quality (X2)	Tangible (X2.1)	10	0.766	0.768	0.817	Valid
		11	0.658	0.669	0.728	Valid
		12	0.435	0.425	0.488	Valid
	Reliability (X2.2)	13	0.747	0.769	0.817	Valid
		14	0.600	0.609	0.664	Valid
		15	-0.031	-	-	Invalid
	Responsiveness (X2.3)	16	0.599	0.602	0.671	Valid
		17	0.772	0.792	0.838	Valid
		18	0.652	0.662	0.722	Valid
	Assurance (X2.4)	19	0.721	0.726	0.785	Valid
		20	0.684	0.685	0.748	Valid
		21	0.557	0.519	0.568	Valid
	Empathy (X2.5)	22	0.542	0.548	0.617	Valid
		23	0.595	0.595	0.657	Valid
		24	0.428	0.449	0.510	Valid
Experience Quality (Z)	Sense (Z.1)	25	0.667	0.732	0.823	Valid
		26	0.349	0.376	0.447	Valid
		27	0.494	0.433	0.502	Valid
	Feel (Z.2)	28	0.443	0.457	0.547	Valid
		29	0.584	0.672	0.746	Valid
		30	-0.166	-	-	Invalid
	Think (Z.3)	31	0.634	0.724	0.793	Valid
		32	0.628	0.633	0.745	Valid
	Act (Z.4)	33	0.519	0.515	0.613	Valid
		34	0.536	0.517	0.614	Valid
		35	0.212	-	-	Invalid
	Related (Z.5)	36	0.504	0.472	0.550	Valid
		37	0.603	0.611	0.725	Valid
Tourism Destination Marketing (M)	Tourism Attractions (M.1)	38	0.733	0.744	0.788	Valid
		39	0.773	0.759	0.816	Valid
	Tourism Facilities (M.2)	40	0.795	0.807	0.847	Valid
		41	0.494	0.515	0.558	Valid
	Tourism Accessibility (M.3)	42	0.556	0.571	0.619	Valid
		43	0.720	0.726	0.781	Valid

Variables	Indicators	Item number	Corrected Item-Total Correlation		Factor Loadings	Decision
			Stage 1	Stage 2		
		44	0.138	-	-	Invalid
	Tourism Infrastructure (M.4)	45	0.806	0.813	0.844	Valid
	Tourism Price Suitability (M.5)	46	0.836	0.844	0.870	Valid
		47	0.755	0.744	0.807	Valid
	Tourism Advertising (M.6)	48	0.832	0.837	0.864	Valid
	Tourism Promotion (M.7)	49	0.837	0.845	0.870	Valid
		50	0.762	0.750	0.812	Valid
Tourist Loyalty (Y)	Loyalty to Visit (Y.1)	51	0.463	0.501	0.696	Valid
		52	0.411	0.508	0.721	Valid
		53	-0.008	-	-	Invalid
	Loyalty to Destination (Y.2)	54	0.516	0.547	0.719	Valid
		55	0.477	0.411	0.616	Valid
		56	0.484	0.527	0.740	Valid

Source: Processed Data (2023)

The results of the first stage validity test showed that there were six items that had a correlation value of less than 0.30, namely items number 6, 15, 30, 35, 44, and 53, so that the six items were declared not to meet the validity criteria. Furthermore, the results of the second stage validity test showed that the correlation value of each item in all variables had a range between 0.370-0.845 (all greater than the minimum limit of 0.30), thus it can be concluded that the fifty statement items met the validity criteria and were declared valid to measure the variables destination image, service quality, experience quality, tourism destination marketing, and tourist loyalty. The results of the validity test also showed that the factor loading value of each item had a range between 0.447-0.870 (all greater than the minimum limit of 0.40), which indicates that the statement items also met convergent validity.

b.   Reliability Test

Next, reliability is a measure that shows the extent to which a measuring instrument can be trusted or relied upon. The reliability analysis used is internal consistency reliability. The results of the reliability test are in the table below:

Table 3 Reliability Test

Variables	Number of Valid Items	Cronbach's Alpha	Decision
Destination Image (X1)	8	0.821	Reliable
Service Quality (X2)	14	0.915	Reliable
Experience Quality (Z)	11	0.864	Reliable
Tourism Destination Marketing (M)	12	0.945	Reliable
Tourist Loyalty (Y)	6	0.733	Reliable
Rule of Thumbs		≥ 0.70	

Source: Processed Data (2023)

Meanwhile, the results of the reliability test show that *the Cronbach's alpha values* for the variables destination image, service quality, experience quality, tourism destination marketing, and tourist loyalty are 0.821, 0.915,

0.864, 0.945, and 0.733, respectively. These five values are greater than 0.70, so it is concluded that the preparation of statement items used to measure these variables is reliable and can be trusted as a measuring instrument with a good level of reliability (good reliability).

3. Analysis of the Measurement Model

Measurement model analysis was conducted with three objectives, namely testing measurement model fit , construct validity , and construct reliability . The results of the evaluation of the suitability of the measurement model have produced absolute fit indices and incremental fit indices that are good fit (probability chi-sq 0.226, cmin/df 1.074, GFI 0.907, RMSEA 0.020, SRMR 0.043, CFI 0.994, TLI 0.993, NFI 0.920, RFI 0.906, and AGFI 0.881) , so that the measurement model can be accepted and can be carried out for further analysis.

Table 4 Construct validity and construct reliabilityConstruction	Indicators	Standardized regression weights	Construct Reliability	AVE
Destination Image (X1)	Cognitive Destination Image (X1.1)	0.925	0.854	0.664
	Affective Destination Image (X1.2)	0.682		
	Unique Destination Image (X1.3)	0.820		
Service Quality (X2)	Tangible (X2.1)	0.786	0.899	0.642
	Reliability (X2.2)	0.758		
	Responsiveness (X2.3)	0.888		
	Assurance (X2.4)	0.800		
	Empathy (X2.5)	0.767		
Experience Quality (Z)	Sense (Z.1)	0.851	0.909	0.668
	Feel (Z.2)	0.821		
	Think (Z.3)	0.822		
	Act (Z.4)	0.745		
	Related (Z.5)	0.842		
Tourism Destination Marketing (M)	Tourism Attractions (M.1)	0.839	0.904	0.575
	Tourism Facilities (M.2)	0.792		
	Tourism Accessibility (M.3)	0.753		
	Tourism Infrastructure (M.4)	0.634		
	Tourism Price Suitability (M.5)	0.796		
	Tourism Advertising (M.6)	0.700		
	Tourism Promotion (M.7)	0.774		
Tourist Loyalty (Y)	Loyalty to Visit (Y.1)	0.900	0.874	0.776
	Loyalty to Destination (Y.2)	0.861		
	Rule of thumb	≥0.50	≥0.70	≥0.50

4. **Analysis of The Structural Model**
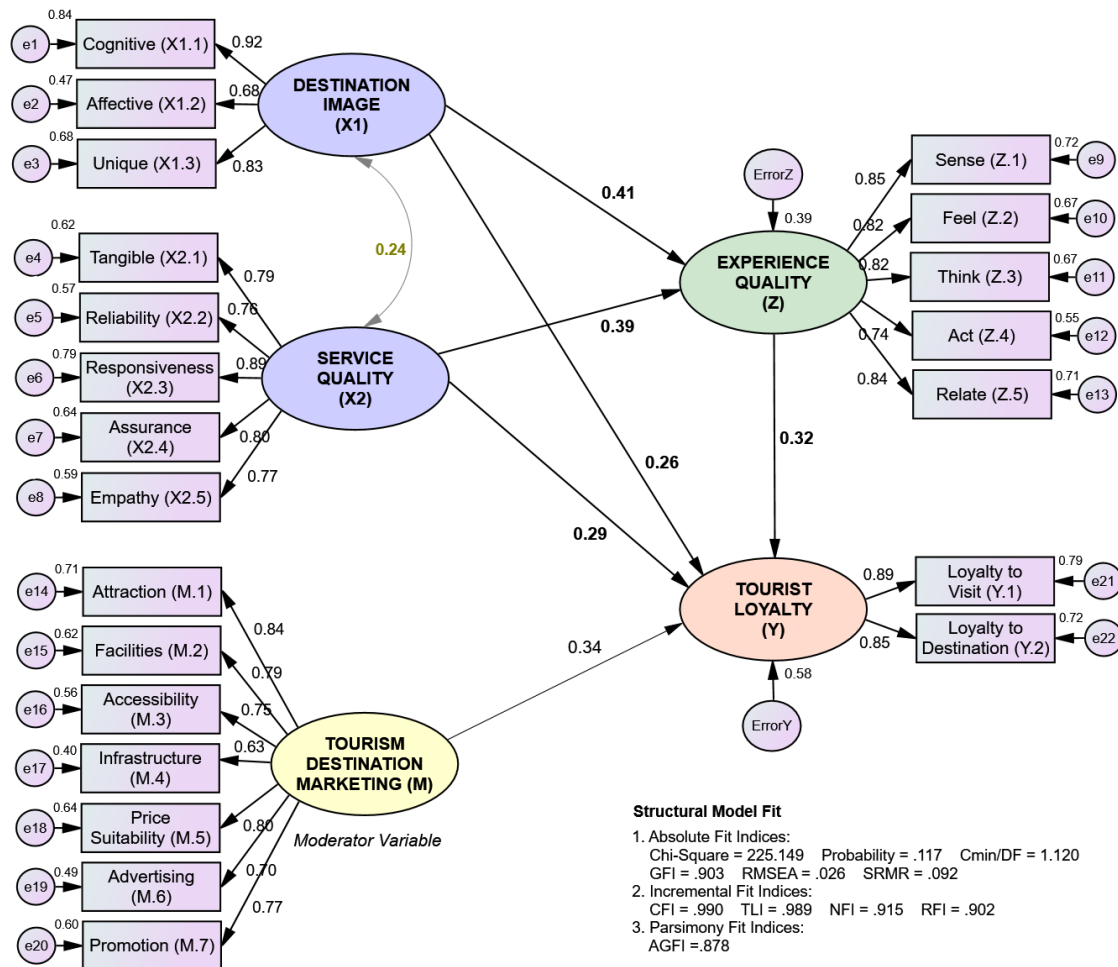
Figure **1**

Assessing The Structural Model

The calculation result of coefficient of determination shows that RZ2 value ^{is} $_{0.395}$, which means that the percentage of influence of destination image and service quality on experience quality of tourists visiting tourist destinations in Berau Regency is 39.5 percent , then the $_{RY}$ value is 0.582 , which means that the percentage of influence of destination image, service quality, and experience quality on tourist loyalty of tourists visiting tourist destinations in Berau Regency is 58.2 percent .

5. **Hypothesis Testing**

a. **Analysis of the Direct Effect**

The following are the results of testing structural relationships in order to test each research hypothesis based on SEM output :

Table 5 Testing For The Direct Effect

Direct effect			Std. Estimate	CR	P value	Hypothesis
Destination Image (X1)	→	Experience Quality (Z)	0.407 *	5.339	0.000	H 1 accepted
Destination Image (X1)	→	Tourist Loyalty (Y)	0.261 *	3.414	0.000	H 2 accepted
Service Quality (X2)	→	Experience Quality (Z)	0.392 *	5.225	0.000	H 3 accepted
Service Quality (X2)	→	Tourist Loyalty (Y)	0.293 *	3.953	0.000	H 4 accepted
Experience Quality (Z)	→	Tourist Loyalty (Y)	0.320 *	3,739	0.000	H 5 accepted
*. Significant at the 0.05 level		ns Not significant				

Based on the table above, it can be explained as follows:

a.   The results of the estimation of the coefficient of the influence of destination image on the quality of experience show a significant influence with a CR value of 5.365 (greater than 1.96) and a significance value (p-value) of 0.000 (smaller than the real level of 5%). The resulting coefficient of influence is 0.383 (positive), meaning that the stronger the destination image, the higher the quality of the tourist experience at the tourist destination. Thus, the first hypothesis stating that destination image has a significant effect on the quality of experience at tourist destinations in Berau Regency, East Kalimantan, can be accepted (H1 is accepted). Destination image will create positive expectations and perceptions of tourists before they visit the destination. If the destination image is positive, tourists tend to have high expectations of their experience. When the experience meets or exceeds expectations, the quality of the tourist experience will tend to increase.

This study confirms the theory of Destination Image by Pitana and Diarta, (2009), Lopes (2011), Kotler & Keller (2016), Chi and Qu (2008). In addition, this study also confirms the theory of Experience Quality by Otto and Ritchie, (1996), Addis and Holbrook (2001), Chan and Baum (2007). Rodríguez, et al. (2020). The results of this study are the same as the results of the study conducted by Noerhanifati et al., (2020) which proves that destination image has a significant effect on experience quality.

b.   The results of the estimation of the influence coefficient of destination image on tourist loyalty show a significant influence with a CR value of 3.916 (greater than 1.96) and a significance value (p-value) of 0.000 (smaller than the real level of 5%). The resulting influence coefficient is 0.282 (positive), meaning that the stronger the destination image, the higher the tourist loyalty to the tourist destination. Thus, the third hypothesis stating that destination image has a significant effect on tourist loyalty to tourist destinations in Berau Regency, East Kalimantan, can be accepted (H2 is accepted). A positive destination image will create a deep impression in the minds of tourists. A satisfying experience can increase their loyalty to the destination. Tourists who are satisfied with the image of a tourist destination tend to recommend the destination to others. Therefore, a strong destination image can be a trigger to increase tourist loyalty.

This study confirms the theory of Destination Image by Pitana and Diarta, (2009), Lopes (2011), Kotler & Keller (2016), Chi and Qu (2008). In addition, this study confirms the theory of tourist loyalty by Chopdar et all, (2018) and Lovelock et al, (2017), Paliati (2017), Murwatiningsih (2014).

The results of this study are the same as the results of studies conducted by Prayag, (2013), Javier & Bign (2001), Hassan et al., (2010) which prove that destination image has a significant effect on tourist loyalty. However, the

results of this study are different from the results of research conducted by Boo et al. (2009) which stated that destination image has no significant effect on tourist loyalty.

c.   The estimated coefficient of influence of service quality on experience quality shows a significant influence with a CR value of 4.629 (greater than 1.96) and a significance value (p-value) of 0.000 (smaller than the 5% level of significance). The resulting influence coefficient is 0.328 (positive), meaning that the better the quality of tourist destination service, the higher the quality of tourist experience at the tourist destination. Thus, the second hypothesis stating that service quality has a significant effect on the quality of experience at tourist destinations in Berau Regency, East Kalimantan, can be accepted (H3 is accepted). Service quality covers many aspects, including physical aspects, responsiveness, reliability, assurance, and staff empathy. If the services provided at tourist destinations in Berau Regency are at a high level, tourists will experience a more positive experience. Good service can create better engagement, and a positive contribution to the overall quality of experience experienced by tourists.

This study confirms the theory of service quality by Tjiptono, (2017). Agyeiwaah *et al* . (2018), Kotler & Keller (2016), Agyeiwaah *et al* . (2018). In addition, this study also confirms the theory of Experience Quality by Otto and Ritchie, (1996), Addis and Holbrook (2001), Chan and Baum (2007). Rodríguez, et al. (2020). The results of this study are the same as the results of research conducted by Tran, (2020), Venetis (2002), Ryu and Han (2010) which prove that service quality has a significant effect on experience quality.

d.   The estimated coefficient of the influence of service quality on tourist loyalty also shows a significant influence with a CR value of 3.133 (greater than 1.96) and a significance value (p-value) of 0.002 (smaller than the 5% level of significance). The resulting coefficient of influence is 0.219 (positive), meaning that the better the quality of the tourist destination service, the higher the tourist loyalty to the tourist destination. Thus, the fourth hypothesis stating that service quality has a significant effect on tourist loyalty to tourist destinations in Berau Regency, East Kalimantan, can also be accepted (H4 is accepted). Quality service has the potential to build a positive relationship between destinations and tourists. Tourists who are satisfied with the services provided tend to have a desire to return to the destination. Positive experiences can also trigger a positive word-of-mouth effect, where tourists recommend the destination to others.

This study confirms the theory of service quality by Tjiptono, (2017). Agyeiwaah et al. (2018), Kotler & Keller (2016), Agyeiwaah et al. (2018). In addition, this study confirms the theory of tourist loyalty by Chopdar et all, (2018) and Lovelock et al, (2017), Paliati (2017), Murwatiningsih (2014).

The results of this study are the same as the results of research conducted by Hallak, Assaker & El-Haddad, (2018), Kaura, Prasad & Sharma (2015), Akroush et al (2016), Priporas, Stylos, Vedanthachari, & Santiwatana (2017) which prove that service quality has a significant effect on tourist loyalty.

e.   The estimated coefficient of the influence of experience quality on tourist loyalty shows a significant influence with a CR value of 2.208 (greater than 1.96) and a significance value (p-value) of 0.027 (smaller than the real level of 5%). The resulting influence coefficient is 0.188 (positive), meaning that the higher the quality of experience, the higher the loyalty of tourists to tourist destinations. Thus, the fifth hypothesis stating that the quality of experience has a significant effect on tourist loyalty to tourist destinations in Berau Regency, East Kalimantan, can be accepted (H5 is accepted). A positive experience during a visit can create deep and satisfying memories. If tourists have an unforgettable experience, they tend to feel emotionally connected to the destination. Good quality of experience can trigger a sense of attachment and positive affiliation to the destination. Thus, tourists who have positive experiences are more likely to become loyal tourists.

This study confirms the theory of Experience Quality by Otto and Ritchie, (1996), Addis and Holbrook (2001), Chan and Baum (2007). Rodríguez, et al. (2020). In addition, this study confirms the theory of tourist loyalty by Chopdar et al, (2018) and Lovelock et al, (2017), Paliati (2017), Murwatiningsih (2014).

The results of this study are the same as the results of studies conducted by Björk & Kauppinen-Räisänen (2016), Chi et al. (2013), Prayag et al., (2017), Prayag, Hosany, & Odeh (2013) which prove that the quality of experience

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has a significant effect on tourist loyalty. However, the results of this study are different from the results of research conducted by Cole & Scott (2004).

b.　　　Analysis of the Mediation Effect

The following are the results *of testing structural relationships* in order to test each hypothesis of indirect influence research based on SEM output :

Table　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　　6
Testing For The Indirect Effects

Indirect effect	Std. Estimate	SE	CR	P - value	Type of mediation
Destination Image →Experience Quality→ Tourist Loyalty (X1 →Z →Y)	0.130 *	0.066	2,697	0.014	Partial mediation
Service Quality →Experience Quality→ Tourist Loyalty (X2 →Z →Y)	0.125 *	0.065	2,677	0.015	Partial mediation
*. Significant at the 0.05 level　　　　　　　　ns Not significant　　(a) SE, CR, & p-value based on bootstrapping bias-corrected percentile method					

The quality of experience significantly mediates the influence of destination image on tourist loyalty at tourist destinations in Berau Regency. The nature of the mediator is partially mediation because its influence can be direct and also indirect, this implies that a strong destination image will be able to encourage increased tourist loyalty, but if the quality of tourist experience is also improved, tourist loyalty will be even better.

The quality of experience also significantly mediates the influence of service quality on tourist loyalty at tourist destinations in Berau Regency. The nature of the mediator is partially mediation because its influence can be direct and indirect, this implies that good service quality will be able to encourage increased tourist loyalty, but if the quality of tourist experience is also improved, tourist loyalty will be even better.

The results of the analysis provide the conclusion that the quality of experience significantly mediates the influence of destination image and service quality on tourist loyalty at tourist destinations in Berau Regency. Specifically, a strong destination image will increase tourist loyalty, but this influence can be further enhanced by improving the quality of tourist experience. The same applies to service quality; good service quality will increase tourist loyalty, but improving the quality of tourist experience will also increase its positive effect.

Therefore, tourist destinations in Berau Regency need to pay attention not only to the destination image and service quality, but also to the overall tourist experience. Efforts to improve the tourist experience through improving facilities, services, and interaction with local communities can help increase tourist loyalty.

c.　　　Analysis of the moderating effect

this study , the moderating effect test will use a two-stage approach, because the purpose of the analysis is to test the significance of the moderation effect. Furthermore, it is strengthened by multigroup analysis to determine the differences in the strength of the influence of experiential quality on tourist loyalty, at different levels of destination marketing.

Table 7 Testing for the Moderating Effect

Hyp.	Moderating relationships	Estimate	CR	P value	Results
H_6	Tourism destination marketing moderates the influence of experiential quality on tourist loyalty	0.473 *	5.438	0.000	H_6 accepted
*. Significant at the 0.05 level		ns Not significant			

Table 12 shows the results of the moderation of tourism destination marketing on the influence of quality of experience on tourist loyalty showing a significant influence with a CR value of 5.438 (> 1.96) and a p-value of 0.000 (<5%). The coefficient of moderation influence is 0.473 (positive), so it is concluded that destination marketing strengthens the influence of quality of experience on tourist loyalty (H8 is accepted), meaning that in destinations with better marketing strategies, the role of quality of experience will be stronger in encouraging increased tourist loyalty. These results also provide implications for the importance of marketing in a tourist destination. The quality of experience that has a significant influence on loyalty, with good destination marketing, will encourage the strengthening of both influences.
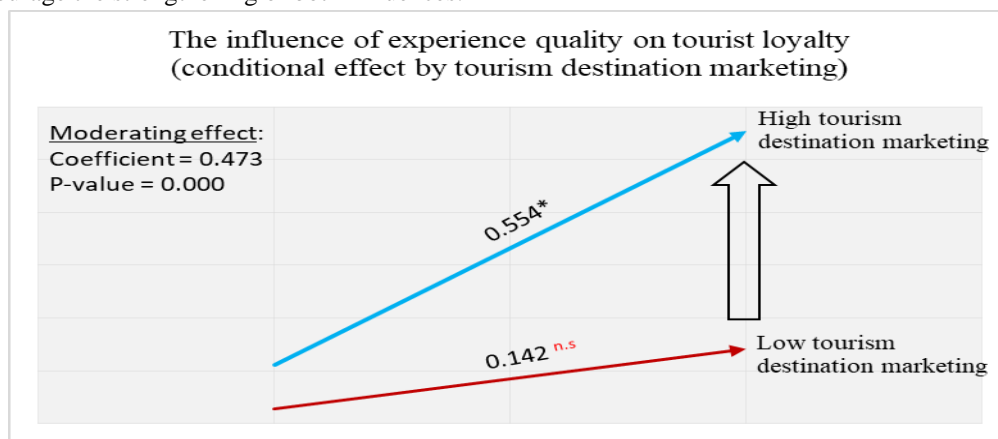

Figure 2 SEM Multigroup Analysis

Figure 2 provides information that the higher the level of tourism destination marketing, the stronger the influence of experience quality in increasing tourist loyalty, it can be seen that the slope has increased from 0.142 at a low destination marketing level to 0.554 at a high destination marketing level, this means that destination marketing will be able to provide a real impact on strengthening the influence of experience quality in increasing tourist loyalty.

Logically, effective destination marketing can increase tourists' awareness and interest in tourist destinations in Berau Regency. When tourists have better knowledge about the destination through effective promotion, they will have higher expectations of the experience they will have. In this context, as the level of destination marketing increases, the influence of experience quality on tourist loyalty will be stronger. This means that the satisfying experience offered by the destination will have a greater impact on tourist loyalty when destination marketing is more active and effective.

d.   Analysis of the Total Effect

The analysis of the total effect of each variable on tourist loyalty is the sum of its direct and indirect effects. The total effect value does not need to be calculated manually, but has been calculated automatically by the Amos v.28 software, the results of which are presented in the table below.

Table 8
Testing For The Total Effects

Total effect on tourist loyalty (Y)	Std. Estimate	SE	CR	P - value	Rank
Destination Image (X1)	0.391 *	0.092	5,685	0.006	2
Service Quality (X2)	0.418 *	0.087	6,839	0.009	1
Experiential Quality (Z)	0.320 *	0.129	3.434	0.034	3
*. Significant at the 0.05 level ⠀⠀⠀⠀⠀⠀⠀ns Not significant					
(a) p-value based on bootstrapping bias-corrected percentile method					

The results of the total effect analysis in an effort to increase tourist loyalty to tourist destinations in Berau Regency, East Kalimantan, service quality is prioritized because it can provide a more dominant influence on tourist loyalty. The next priority is experience quality because although it has a slightly lower total effect than destination image, based on the mean variable it is much lower, which indicates that its current condition is important to improve. Furthermore, the last priority is to strengthen the destination image.

Conclusion

Based on the discussion above, the conclusion of this study is:

1. Destination image has a significant effect on the quality of tourist experience in Berau Regency, East Kalimantan. Destination image will create positive expectations and perceptions of tourists before they visit the destination. If the destination image is positive, tourists tend to have high expectations of their experience. When the experience meets or exceeds expectations, the quality of the tourist experience will tend to increase.

2. Destination image has a significant effect on tourist loyalty in Berau Regency, East Kalimantan. A positive destination image will create a deep impression in the minds of tourists. A satisfying experience can increase their loyalty to the destination. Tourists who are satisfied with the image of a tourist destination tend to recommend the destination to others. Therefore, a strong destination image can be a trigger to increase tourist loyalty.

3. Service quality has a significant effect on the quality of tourist experience in Berau Regency, East Kalimantan. Service quality includes many aspects, including physical aspects, responsiveness, reliability, assurance, and empathy of staff. If the services provided at tourist destinations in Berau Regency are at a high level, then tourists will experience a more positive experience. Good service can create better engagement, and a positive contribution to the overall quality of the experience experienced by tourists.

4. Service quality has a significant effect on tourist loyalty in Berau Regency, East Kalimantan. Quality service has the potential to build a positive relationship between destinations and tourists. Tourists who are satisfied with the services provided tend to have a desire to return to the destination. Positive experiences can also trigger a positive *word-of-mouth effect* , where tourists recommend the destination to others.

5. Quality of experience has a significant effect on tourist loyalty in Berau Regency, East Kalimantan. A positive experience during a visit can create deep and satisfying memories. If tourists have an unforgettable experience, they tend to feel emotionally connected to the destination. Good quality of experience can trigger a sense of attachment and positive affiliation to the destination. Thus, tourists who have a positive experience are more likely to become loyal tourists.

6. Destination marketing moderates the influence of experience quality on tourist loyalty in Berau Regency, East Kalimantan.

The results of this study provide profound implications that emphasize the important role of destination image and service quality in improving experiential quality, which can then encourage increased tourist loyalty.

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On the moderation path, it is necessary to note from tourist destinations in Berau Regency that good destination marketing will strengthen the influence of quality of experience on tourist loyalty. These results provide in-depth information that destination marketing must prioritize aspects of quality of experience in its marketing campaign. In the marketing strategy, destinations can highlight elements such as natural beauty, cultural uniqueness, and quality services that can provide tourists with a deeper understanding of what they will get during their visit. If marketing focuses on quality of experience, tourists will be more likely to associate the destination with positive experiences and, as a result, will encourage higher loyalty to the destination. In addition, marketing strategies can also involve the use of positive reviews and recommendations from previous travelers. Testimonials and positive experiences shared through marketing campaigns can build trust and confirm the quality of the experience offered. Tourists who are attracted by these positive stories tend to have more expectations that are in line with expectations, this can encourage loyalty.

The implication for tourist destinations in Berau Regency is the importance of developing a strong and effective destination marketing strategy. Efforts to increase the visibility and image of the destination through various marketing channels such as social media, websites, promotions, and collaboration with local and international tourism partners will be key. With increased destination marketing, tourist destinations in Berau Regency can strengthen the influence of quality experience in increasing tourist loyalty, which in turn will contribute to the growth and sustainability of tourism in the area.

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