# Analysing the **influence of Generation Z** on **destination loyalty**: Tourist satisfaction as a key factor

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Abstract | This study aims to examine the influence of Generation Z on tourist destination loyalty with tourist satisfaction as a mediator variable. The two exogenous variables added are Digital experience and Environmental awareness, both of which are considered to have a significant influence on the behaviour of Generation Z travellers. Using the path analysis method, this study examines how these two variables, along with tourist satisfaction, influence destination loyalty. Data was collected through an online survey completed by respondents from Generation Z, who had travelled in the past 12 months. A total of 387 responses were analysed to evaluate the conceptual model using Structural Equation Modeling (SEM) techniques. Results show that Digital experience has a positive effect on tourist satisfaction, confirming that engaging and easy digital interactions play an important role in Generation Z's travel experience. The correlation between environmental awareness and contentment is substantial, suggesting that environmental awareness is a key determinant of satisfaction for Generation Z. Empirical evidence has demonstrated that tourist satisfaction plays a significant role in

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mediating the relationship between the two external factors and the loyalty towards a place. This suggests that while digital experiences and environmental awareness directly influence satisfaction, their effects on destination loyalty are mediated through perceived satisfaction levels. This research provides new insights into the behaviour of Generation Z travellers and suggests that destination marketing strategies should emphasise providing satisfying digital experiences and eco-friendly practices to increase destination loyalty.

## 1. Introduction

Generation Z, born between the mid-1990s and early 2000s, is now a major focus in many fields, including the tourism industry (Dimitriou, 2019). This age group is known for their high reliance on technology, values of sustainability, and tendency to seek unique experiences in travelling (Szymkowiak et al., 2021). Those who belong to Generation Z have entered the productive age and have great potential as a growing traveller market (Szromek et al., 2019). Therefore, a deep understanding of their characteristics and preferences is crucial for stakeholders in the tourism sector.

In the context of tourism destination marketing, Generation Z provides both new challenges and opportunities (Matušíková et al., 2021; Mujiatun et al., 2023). This group is not only looking for destinations that offer authentic experiences, but also destinations that can engage with them through digital platforms (Ozdemir-Guzel & Bas, 2021). They are also more aware of environmental and social issues, finding sustainable and responsible destinations more attractive (Ozdemir-Guzel & Bas, 2021; Wisnujati et al., 2024). With these characteristics, Generation Z is changing the traditional paradigm of tourism marketing and forcing the industry to innovate to stay relevant to the needs and expectations of this new generation (Matušíková et al., 2021).

Changes in traveller behaviour have become an important topic in tourism research, especially with the emergence of Generation Z as a significant consumer group (Siregar & Saadillah, 2020). This generation brings different preferences and behaviours compared to previous generations, including the way they choose and experience tourism destinations (Szymkowiak

et al., 2021; Alam et al., 2023). This dynamic drives the need for a deeper understanding of how tourism destinations can fulfil the unique needs and expectations of this group (Matušíková et al., 2021). This is key in determining the success of destination marketing and maintaining its appeal in the eyes of the younger generation (Han et al., 2018).

In particular, Generation Z shows a higher propensity to seek authentic, sustainable and technology-integrated experiences in their travels (Ozdemir-Guzel & Bas, 2021). These factors play an important role in determining their satisfaction during the trip. Correspondingly, the satisfaction felt by Generation Z travellers is often a strong predictor of their loyalty towards the destination(Altun et al., 2022; Hajar et al., 2022; Anna et al., 2023). Therefore, research that examines how this satisfaction is formed and how it influences loyalty is very important, especially to ensure destinations can effectively attract and retain this important market group.

The main objective of this study is to examine and analyse the influence of Generation Z on destination loyalty, with a focus on the role of tourist satisfaction as a mediator variable. This research aims to address a gap in the existing literature by offering a more detailed understanding of how factors such as digital experiences and environmental awareness affect satisfaction and, in turn, shape destination loyalty among Generation Z. Previous studies have largely overlooked the specific influence of digital engagement and environmental consciousness on Generation Z's loyalty to tourist destinations. This study addresses this gap by providing empirical evidence of how these factors contribute to shaping satisfaction, which subsequently affects the loyalty of this distinctive consumer segment. By taking this approach, the research offers fresh insights into the drivers of destination loyalty, particularly within this growing demographic group.

In addition, this study makes significant contributions in both theoretical and practical aspects. From a theoretical perspective, it contributes to the tourism marketing literature by integrating the concepts of Tourist satisfaction, destination loyalty, and the unique characteristics of Generation Z. While previous studies have largely focused on traditional factors influencing destination loyalty, such as service quality and perceived value, this research distinguishes itself by integrating the concepts of Digital experiences and Environmental awareness as key drivers of Generation Z's satisfaction and loyalty. These modern factors, which reflect the technological and sustainability concerns of younger travellers, have not been extensively explored in prior research, thus offering a fresh perspective on destination loyalty in the digital age. This research not only advances the understanding of Generation Z's travel behaviour but also provides a

more comprehensive theoretical framework for tourism marketing strategies, incorporating digital transformation and sustainability as critical drivers of loyalty in contemporary tourism. Practically, the results of this study can be utilised by marketers and tourist destination managers to design more effective marketing strategies and target tailored initiatives to attract and retain Generation Z travellers. By understanding the factors that influence their decision to choose a destination, practitioners in the tourism industry can develop a more focused approach to increase satisfaction and, ultimately, destination loyalty.

## 2. Theoretical Background

In this research framework, two exogenous variables were selected to explore their influence on tourist destination loyalty among Generation Z. The first variable is Digital experience (Wisnawa et al., 2022; Suharto et al., 2022), which reflects the digital interactions that travellers encounter during their trip (Ozdemir-Guzel & Bas, 2021). This aspect is particularly relevant given that Generation Z is known for its intensive engagement in the digital world (Altun et al., 2022; Nurhidayah & Widarti, 2019), as well as the increasing importance of digital marketing and social media platforms in influencing consumer behaviour, even if purchases are often still completed through traditional methods (Oliveira & Remondes, 2017). The second variable, Environmental awareness, refers to the level of awareness and concern of travellers towards environmental issues (Han et al., 2018). This variable was chosen based on current trends that show increasing attention to sustainability in travel choices (Harirah et al., 2021; Ingkadijaya et al., 2021; Srirahayu et al., 2021). Additionally, media play an increasingly significant role in shaping tourist perceptions, as portrayals of environmental degradation in films can influence travellers' destination preferences, particularly in relation to sustainability considerations (Sakellari, 2018)

Tourist satisfaction is placed as a mediator variable in this study. The role of this mediator variable is to reveal how and in what capacity 'Digital experience' and 'Environmental awareness' influence destination loyalty. In other words, this study aims to show whether tourists' satisfaction with a destination, which is influenced by their digital experience and environmental awareness, will lead to destination loyalty. As such, this research attempts to delve deeper into how these factors interact and contribute to the formation of destination loyalty. Bhuiyan and Darda (2021) argue that multiple dimensions, including environmental sustainability and emotional experiences, significantly shape tourist satisfaction. These findings

reinforce the importance of digital and environmental factors in influencing Generation Z's travel decisions and destination loyalty.

Altun et al. (2022) revealed that Generation Z, who are familiar with technology, are more open to different cultures through social media, which influences their food preferences in gastronomy tourism. In a similar context, Matušíková et al. (2021) examined the influence of the COVID-19 pandemic on Generation Z's holiday preferences, showing major changes in travel interests and behaviour among Slovak youth. Ozdemir-Guzel and Bas (2021) discussed the role of technology in Generation Z's tourism experience, especially the use of smart devices and applications. The study by Szromek et al. (2019) highlights cross-generational awareness of the issue of overtourism, with Generation Z showing higher levels of indifference to this phenomenon. These studies overall provide important insights into Generation Z's behaviour and preferences in the context of tourism, although there are still shortcomings in some methodological aspects and practical applications.

Research by Chen and Rahman (2018) revealed the relationship between traveller engagement, cultural contact, memorable travel experiences, and destination loyalty in cultural tourism. The study by Antón et al. (2017) highlighted the non-linear effects of satisfaction and visit intensity on tourists' return intentions, as well as the influence of tourists' motivations. Al-Ansi and Han (2019) explored halal-friendly destination performance, perceived value, satisfaction, and trust in shaping destination image and loyalty, particularly among Muslim travellers. Lv et al. (2020) emphasised the role of sensory impressions on destination loyalty, demonstrating its significant influence. Finally, Vada et al. (2019) analysed how memorable travel experiences and well-being influence place attachment, focusing on hedonic and eudaimonic well-being. Collectively, these studies provide valuable insights into the various factors that influence destination loyalty, from cultural engagement to sensory influences and individual well-being.

Research by Guo et al. (2017) used Latent Dirichlet Allocation (LDA) to identify customer service dimensions in online hotel reviews, revealing that certain factors can be regulated to improve interactions with visitors. Meanwhile, Prayag et al. (2017) examined the relationship between tourists' emotional experiences and their satisfaction, finding that emotions play an important role in shaping destination image and intention to recommend a destination. Kim (2018) developed a theoretical model showing the influence of memorable tourism experiences on behavioural intentions through destination image and tourist satisfaction, challenging the view that visitor satisfaction is the most important destination performance indicator. In another

context, Chiu et al. (2016) explored how cognitive and affective images influence Chinese tourists' satisfaction and loyalty in South Korea, showing that both aspects of image contribute to loyalty formation. Finally, Kim and Park (2017) examined community-based ecotourism in South Korea, finding that functional, social, and emotional values play an important role in influencing overall value, satisfaction, and destination loyalty, highlighting the importance of offering diverse experiences. Liberato et al. (2021) argue that overall satisfaction with a destination's infrastructure, services, and sustainability practices significantly influences loyalty, highlighting the role of experience in shaping tourists' revisit intentions and destination advocacy.

Kim and Park (2017) explored the influence of scent on virtual reality (VR) experiences, finding that pleasant, content-appropriate scents increase sensory stimulation and influence affective reactions and behaviour. More recently, Huang and Liu (2021) revealed that augmented reality (AR) with humanising features can enhance emotional attachment to green destination brands. Zollo et al. (2022), Suarthana et al. (2024), and Wisnawa et al. (2023) highlighted how digital experiences and social media activities can increase the loyalty of visitors to technologically advanced museums. Norum and Polson (2021) explored digital place-making strategies by Airbnb hosts during the COVID-19 pandemic, highlighting the importance of interactive digital multimedia experiences. Finally, Bengtsson et al. (2022) used participatory-action research to develop geomedia technologies, emphasising the importance of integrating local perspectives in the development of location-based technologies. Together, these studies provide valuable insights into how digital technologies and social media influence experiences and behaviours in the context of tourism and culture.

In the context of environmental awareness, Panwanitdumrong and Chen (2021) investigated the environmentally responsible behaviour of tourists in Thailand, finding that environmental awareness and background play an important role. Yucedag et al. (2018) uncovered the level of environmental awareness of hotel and restaurant employees in Turkey, highlighting the importance of environmental education. Kiessling et al. (2017) evaluated Chileans' attitudes towards beach litter, showing differences in engagement based on economic and cultural factors. Han et al. (2018) highlighted factors influencing young tourists' waste reduction behaviour, while Wan et al. (2017) explored environmental awareness in the Macau hotel industry. These studies share a common emphasis on environmental awareness as a key factor in behaviour change, while their differences stem from diverse contexts and demographics. The

research to be conducted can extend this understanding by exploring environmental awareness in new contexts or through different methodological approaches.
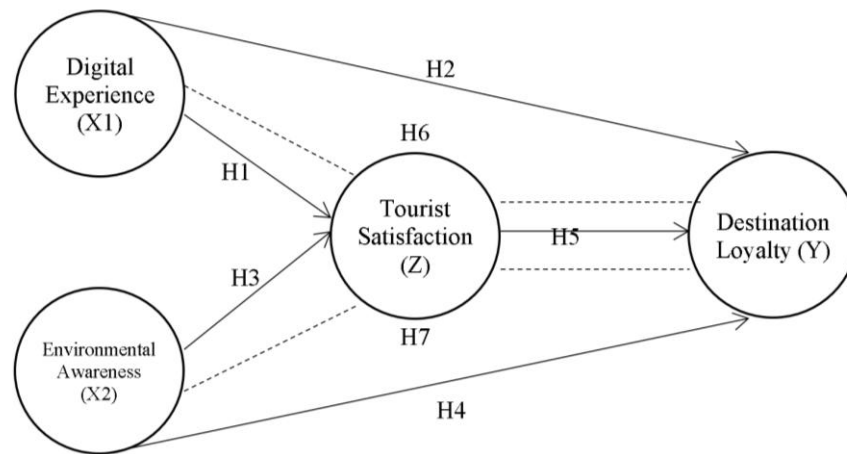


Figure 1. Conceptual Model
Source: Authors' Elaboration

Based on theoretical and empirical studies, the relationships between variables and the hypotheses in this study are illustrated in figure 1, as follows::

H1 : Digital experience has a positive and significant effect on tourist satisfaction.

Digital experience plays a crucial role in shaping tourist satisfaction, especially among Generation Z, who actively engage with digital platforms and interactive technologies during their travel experiences (Ozdemir-Guzel & Bas, 2021). Previous studies indicate that immersive digital interactions, such as social media engagement, AR, and user-generated content, significantly enhance tourists' emotional connections with destinations, leading to higher satisfaction levels (Flavián et al., 2021; Huang & Liu, 2021). Moreover, research by Zollo et al. (2022), Suarthana et al. (2024), and Wisnawa et al. (2023) confirms that interactive digital experiences improve visitor engagement and loyalty, reinforcing the positive link between digital experience and tourist satisfaction.

H2 : Digital experience has a positive and significant effect on destination loyalty.

Digital experience plays a crucial role in shaping destination loyalty, particularly among Generation Z, who rely heavily on technology for travel decision-making and engagement (Ozdemir-Guzel & Bas, 2021). Research has shown that immersive digital interactions, such as social media engagement, VR, and AR, enhance tourists' emotional attachment to destinations, ultimately strengthening their loyalty (Huang & Liu, 2021; Zollo et al., 2022). Furthermore, Liberato et al. (2021) confirmed that satisfaction with a destination's digital infrastructure and services significantly influences tourists' intentions to revisit and recommend the destination, reinforcing the positive link between digital experience and destination loyalty.

H3 : Environmental awareness has a positive and significant effect on tourist satisfaction.

Environmental awareness significantly influences tourist satisfaction, as travellers increasingly prioritise sustainability and eco-friendly practices in their destination choices (Han et al., 2018). Research indicates that tourists who perceive a destination as environmentally responsible tend to have higher satisfaction levels due to their alignment with personal values and expectations for sustainable tourism experiences (Panwanitdumrong & Chen, 2021; Yucedag et al., 2018). Moreover, Bhuiyan and Darda (2021) argue that environmental sustainability and responsible tourism initiatives enhance the overall travel experience, reinforcing the positive link between environmental awareness and tourist satisfaction.

H4 : Environmental awareness has a positive and significant effect on destination loyalty.

Environmental awareness plays a crucial role in fostering destination loyalty, as modern travellers, particularly Generation Z, increasingly favour destinations that prioritise sustainability and eco-friendly initiatives (Han et al., 2018). Studies have shown that tourists who recognise and appreciate a destination's environmental responsibility are more likely to develop a sense of attachment and commitment, leading to repeat visits and positive word-of-mouth recommendations (Panwanitdumrong & Chen, 2021; Yucedag et al., 2018). Furthermore, Kiessling et al. (2017) highlight that environmentally conscious travellers demonstrate stronger loyalty toward destinations that align with their pro-environmental values, reinforcing the significant link between environmental awareness and destination loyalty.

H5    :   Tourist satisfaction has a positive and significant effect on destination loyalty,

Tourist satisfaction is a key determinant of destination loyalty, as satisfied travellers are more likely to revisit and recommend a destination to others (Prayag et al., 2017). Research has shown that various dimensions of satisfaction, such as service quality, destination experience, and perceived value, directly influence tourists' intentions to return and advocate for the destination (Kim, 2018; Liberato et al., 2021). Additionally, Vada et al. (2019) emphasise that memorable and fulfilling travel experiences strengthen emotional attachment to a place, reinforcing the positive and significant effect of tourist satisfaction on destination loyalty.

H6    :   Tourist satisfaction mediates the effect of digital experience on destination loyalty.

Tourist satisfaction serves as a crucial mediator in the relationship between digital experience and destination loyalty, as engaging digital interactions enhance tourists' overall experience, leading to higher satisfaction and stronger loyalty (Flavián et al., 2021). Studies indicate that immersive technologies such as AR, VR, and interactive social media content significantly improve tourists' perceptions of a destination, ultimately increasing their satisfaction and likelihood of revisiting (Huang & Liu, 2021; Zollo et al., 2022). Furthermore, Liberato et al. (2021) highlight that satisfaction derived from a well-developed digital infrastructure fosters destination loyalty, reinforcing the mediating role of tourist satisfaction in the link between digital experience and loyalty.

H7    :   Tourist satisfaction mediates the effect of environmental awareness on destination loyalty.

Tourist satisfaction acts as a key mediator in the relationship between environmental awareness and destination loyalty, as environmentally responsible destinations enhance tourists' overall experiences, leading to greater satisfaction and long-term commitment (Han et al., 2018). Research has shown that travellers who perceive a destination as sustainable and eco-friendly tend to have higher satisfaction levels, which in turn strengthens their emotional attachment and intention to revisit (Panwanitdumrong & Chen, 2021; Yucedag et al., 2018). Furthermore, Liberato et al. (2021) confirm that satisfaction derived from a destination's environmental sustainability significantly influences tourists' loyalty, reinforcing the mediating role of tourist satisfaction in this relationship.

### 3. Method

*Data Collection*

This study utilised a quantitative methodology by gathering data through a survey. The study was conducted by disseminating custom-designed questionnaires to assess the research variables, including Digital experience, Environmental awareness, Tourist Satisfaction, and Destination Loyalty. The survey was disseminated through both online platforms and in-person interactions at multiple tourist locations in Bali. The participants of this poll comprised both local and foreign tourists who have travelled to Bali. The questionnaire utilised a Likert scale ranging from 1 to 5, where 1 denoted "Strongly Disagree" and 5 denoted "Strongly Agree". The data collection occurred throughout four weeks in November 2023, with a sample size of 387 individuals. The minimal needed sample size for Structural Equation Modeling-Partial Least Squares (SEM-PLS) was considered. The calculation of the sample size was performed with G*Power, relying on the statistical power value. The sample size was carefully determined using G*Power, ensuring statistical power of 0.978, which exceeds the recommended threshold of 0.8. This rigorous approach ensures the robustness of the data analysis, particularly when applying SEM-PLS, as proposed by (Hair et al., 2019)and (Carranza et al., 2020).

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Exact – Correlation: Bivariate normal model
Options:      exact distribution
Analysis:     A priori: Compute required sample size
Input:        Tail(s)                        =  Two
              Correlation ρ H1               =  0.2
              α err prob                     =  0.05
              Power (1−β err prob)           =  0.978
              Correlation ρ H0               =  0
Output:       Lower critical r               =  −0.0997047
              Upper critical r               =  0.0997047
              Total sample size              =  387
              Actual power                   =  0.9781572
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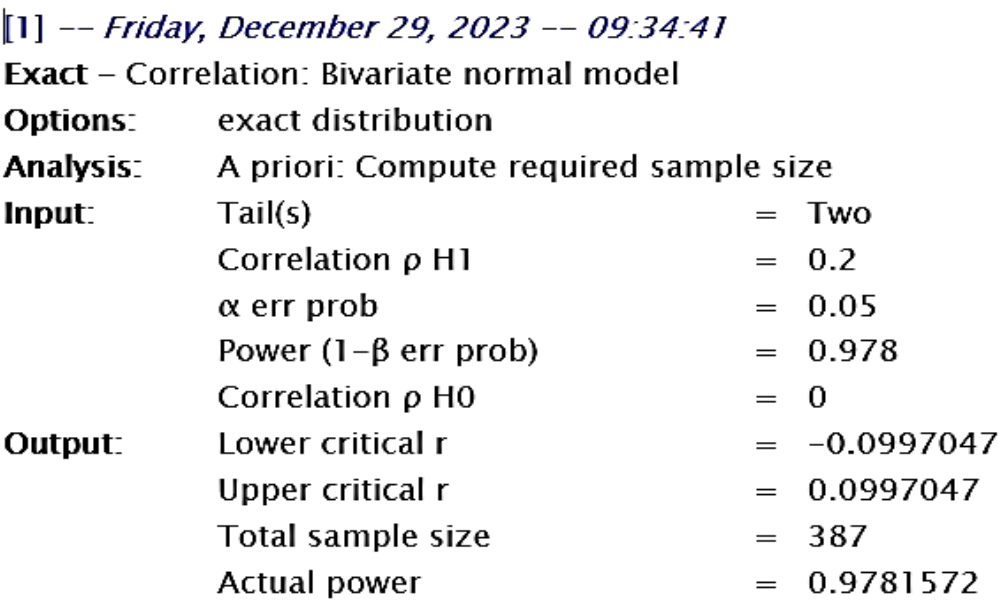
Figure 2. Determination of sample size

Source: Authors' Elaboration

The poll mostly includes male participants (62.53%) who predominantly belong to Generation Z, with ages ranging from 21 to 25 years. Approximately 43.67% of the individuals are students, which indicates a higher representation of younger people. The majority of them have monthly earnings ranging from US$300 to US$600, accounting for 75.97%. The majority of individuals in this dataset come from Indonesia (49.87%), followed by a significant number from Australia (16.54%). The rest are from various countries, including Malaysia, Singapore, China, Japan, France, Russia, and the Netherlands. This provides insight into the economic and cultural diversity of the young people included in this dataset. Figure 2 illustrates the substantial demographic diversity among tourists who travel to Bali. This research offers a novel approach by integrating the concepts of Digital experience and Environmental awareness with the traditional models of Tourist Satisfaction and Destination Loyalty, providing new insights into the factors that influence Generation Z's loyalty to tourist destinations.

*Research Instruments and Measurements*

In tourism research, indicators of digital experience include sensory experience, affective experience, behavioural experience, intellectual experience, and digital propensity (Bengtsson et al., 2022; Zollo et al., 2022). Environmental awareness is measured through factors such as recognition of the impact of waste on tourism, support for a sustainable local economy, appreciation of nature and the environment as the roots of culture, a sense of responsibility towards environmental conservation, and consideration of the environment in the decision-making process (Kiessling et al., 2017; Panwanitdumrong & Chen, 2021). Tourist satisfaction is evaluated based on overall satisfaction, destination service quality, value of travelling, destination cleanliness, and value of money (Guo et al., 2017; Kim, 2018; Kim & Park, 2017). Destination loyalty is assessed by the likelihood of revisiting, recommending the destination, positive experience, emotional attachment, and advocacy (Chen & Rahman, 2018; Lv et al., 2020) (Appendix 1).

*Data Analysis*

The study employed the Partial Least Squares Structural Equation Modelling (PLS-SEM) method as a data analysis technique due to its capacity to evaluate all relationships between variables in the conceptualised model, encompassing measurement and model structure aspects

(Hair et al., 2019). PLS-SEM is particularly suitable for this study as it allows for the simultaneous evaluation of multiple relationships between the research variables, a methodological innovation that addresses the complexities of understanding Generation Z's behaviour towards destination loyalty.

SmartPLS 3.2.7 software facilitates the analysis procedure. which was conducted in two primary phases, as outlined in the PLS-SEM literature guide. The research process is summarised in Figure 3, which presents a clear flowchart of each step, from defining the research objectives to drawing conclusions, thereby enhancing the transparency of the research design.

Firstly, the measurement model was assessed by examining the reliability and validity of the reflective constructs. Secondly, the structural model was evaluated by considering the values of $R^2$, $f^2$, $Q^2$, and path coefficients (Hair et al., 2019). In order to evaluate the mediation effect, the approach suggested by (Baron & Kenny, 1986) and (MacKinon et al., 2012) is employed.
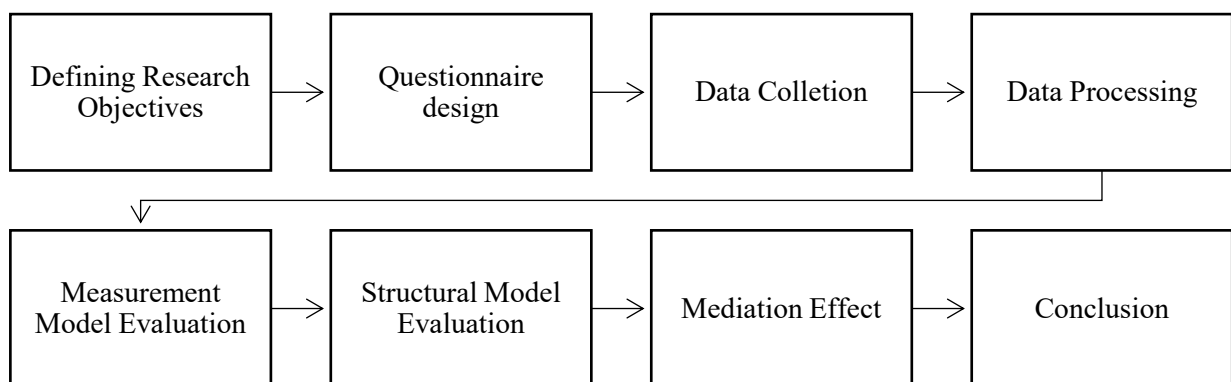


Figure 3. Flow of The Research Methodology
Source: Authors' Elaboration

The flowchart begins with defining the research objectives, then moves on to designing the questionnaire. Afterwards, data is collected through a mix of online surveys and in-person interactions. Once the data is gathered, it goes through a processing stage where the appropriate statistical methods are applied. Next, the measurement model is evaluated to ensure its reliability and validity, followed by an assessment of the structural model to understand the relationships between variables. The mediation effect is then analysed to see how certain variables influence others indirectly. Finally, conclusions are drawn based on the insights gained from the analysis.

## 4. Result and Discussion

*Measurement Model*

The evaluation of the measurement model in this study commences by assessing the reliability of the scale for each construct. This is accomplished by quantifying the loading value of each indicator item on the construct under consideration. In order to demonstrate sufficient reliability, each indicator's loading value must exceed 0.708, as per the established criteria (Hair et al., 2014). Figure 4 in the study demonstrates that all indicator loading values have successfully fulfilled the specified criteria. In addition, the reliability of each construct is assessed using two measures: Composite reliability (CR) and Dijkstra-Henseler's rho (ρA). Both of these values should exceed 0.7, as per the established criteria (Nunnally & Bernstein, 1994) and (Hair et al., 2019). All constructs in this investigation had values that adhered to the prescribed limits, thus demonstrating the trustworthiness of the measurements.
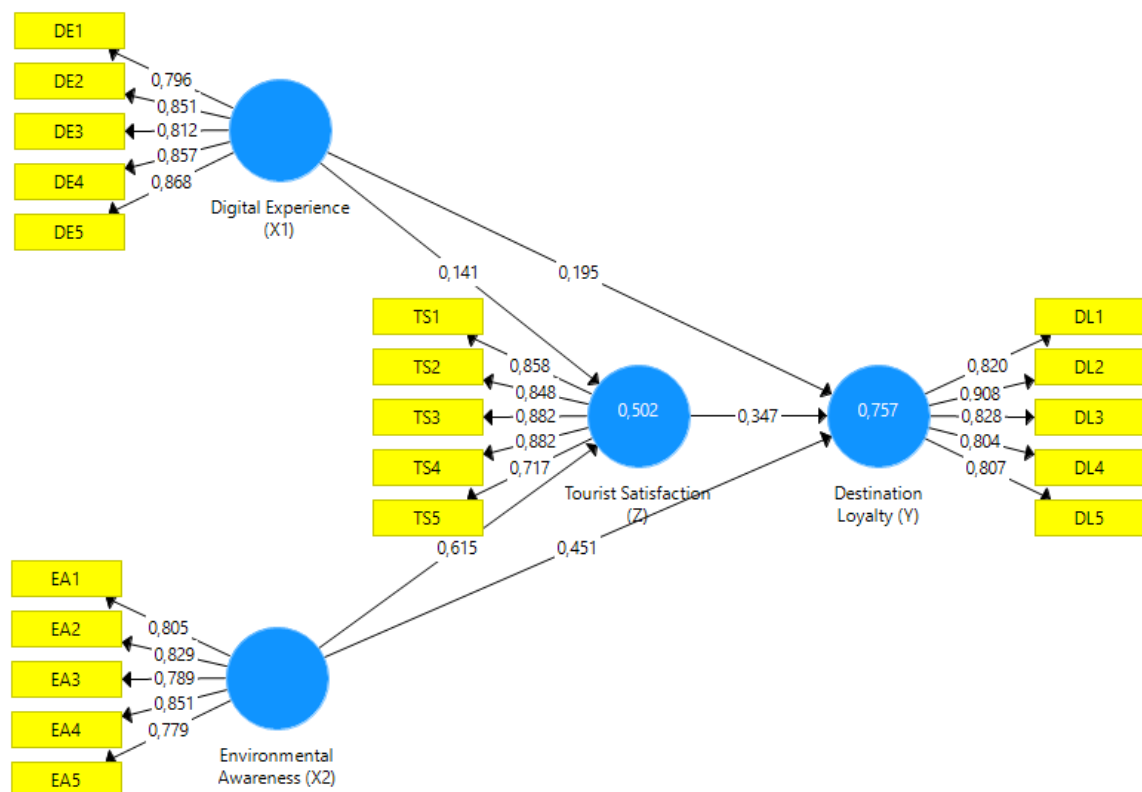


Figure 4. Structural Equation Model

Source: Authors' Elaboration

After conducting a reliability evaluation, this study proceeded to assess convergent validity using the Average Variance Extracted (AVE) measure. A value greater than 0.5 is considered necessary to establish satisfactory validity (Fornell & Larcker, 1981). The results of this study showed that the AVE for each construct ranged from 0.658 to 0.705, all of which surpassed the necessary threshold. In addition, a bootstrap resampling approach was employed to ascertain the importance of each indicator loading. This involved drawing 5,000 subsamples from the entire sample size and generating statistical t values (Hair et al., 2019). The data presented in table 1 unequivocally demonstrate that all indicator loadings are statistically significant at a confidence level of 99.9%.

Furthermore, as part of the measurement model evaluation (Figure 1 and Table 4), this study reports the path coefficients (β) between latent constructs, which represent the beta values obtained from the structural model estimation. These beta values indicate the strength and direction of the relationships among constructs and are central to hypothesis testing within PLS-SEM. As illustrated in figure 4 and detailed in table 1, the following path coefficients were observed: Digital experience (X1) to Tourist Satisfaction (Z) (β = 0.141), Digital experience (X1) to Destination Loyalty (Y) (β = 0.195), Environmental awareness (X2) to Tourist Satisfaction (Z) (β = 0.615), Environmental awareness (X2) to Destination Loyalty (Y) (β = 0.451), and Tourist Satisfaction (Z) to Destination Loyalty (Y) (β = 0.347). These values serve as the basis for interpreting the predictive relevance of each exogenous variable on the endogenous constructs.

Table 1. Model Measurement Test Results

| Construct/item | Loading | Cronbach'alpha | Djikstra-Hensler's rho (ρA) | CR | AVE |
|---|---|---|---|---|---|
| *Digital experience* (X1) | | 0,893 | 0,898 | 0,921 | 0,701 |
| Sensoric experience (DE1) | 0,796 | | | | |
| Affective experience (DE2) | 0,851 | | | | |
| Behavioural experience (DE3) | 0,812 | | | | |
| Intelectual experience (DE4) | 0,857 | | | | |
| Digital propency (DE5) | 0,868 | | | | |
| *Environmental awareness* (X2) | | 0,870 | 0,872 | 0,906 | 0,658 |

| | | | | |
|---|---|---|---|---|
| Awareness of waste impact to tourism (EA1) | 0,805 | | | |
| Sustainable local economy (EA2) | 0,829 | | | |
| Nature and environment (EA3) | 0,789 | | | |
| Sense of belonging (EA4) | 0,851 | | | |
| Role in decision making process (EA5) | 0,779 | | | |
| **Tourist Satisfaction (Z)** | | **0,895** | **0,912** | **0,922 0,705** |
| Overall satisfaction (TS1) | 0,858 | | | |
| Destination service quality (TS2) | 0,848 | | | |
| Value of travelling (TS3) | 0,882 | | | |
| Destination cleanliness (TS4) | 0,882 | | | |
| Value of money (TS5) | 0,717 | | | |
| **Destination Loyalty (Y)** | | **0,890** | **0,894** | **0,920 0,696** |
| Likelihood of revisiting (DL1) | 0,820 | | | |
| Recommending the destination (DL2) | 0,908 | | | |
| Positive experience (DL3) | 0,828 | | | |
| Emotional attachment (DL4) | 0,804 | | | |
| Advocacy (DL5) | 0,807 | | | |

| **Path Coefficients** | **β** |
|---|---|
| **Digital experience (X1) -> Tourist Satisfaction (Z)** | **0,141** |
| **Digital experience (X1) -> Destination Loyalty (Y)** | **0,195** |
| **Environmental awareness (X2) -> Tourist Satisfaction (Z)** | **0,615** |
| **Environmental awareness (X2) -> Destination Loyalty (Y)** | **0,451** |
| **Tourist Satisfaction (Z) -> Destination Loyalty (Y)** | **0,347** |

Source: Research Results, 2023

The next step in this study is to analyse discriminant validity using the Fornell-Larcker criteria. The square root of the AVE value for each construct must be greater than the construct's correlation with other latent variables (Fornell & Larcker, 1981). The analysis results show that the AVE value for each construct is higher. Discriminant validity was also checked through the evaluation of the heterotrait-monotrait ratio (HTMT). This measure determines the ratio between heterotrait and monotrait correlations; discriminant validity is achieved when the ratio value is below 0.90 (Henseler et al., 2015). A stricter threshold specifies this value should be

below 0.85 (Hair et al., 2019). In this study, all values obtained were below the set limit, indicating good evidence of reliability and validity (Table 2).

Table 2. Discriminant Validity

| Fornel-Lackerr Criterion | | | | |
|---|---|---|---|---|
| | Destination Loyalty (Y) | Digital experience (X1) | Environmental awareness (X2) | Tourist Satisfaction (Z) |
| Destination Loyalty (Y) | 0,834 | | | |
| Digital experience (X1) | 0,646 | 0,837 | | |
| Environmental awareness (X2) | 0,812 | 0,605 | 0,811 | |
| Tourist Satisfaction (Z) | 0,763 | 0,513 | 0,700 | 0,840 |
| Heterotrait-Monotrait Ratio (HTMT) | | | | |
| | Destination Loyalty (Y) | Digital experience (X1) | Environmental awareness (X2) | Tourist Satisfaction (Z) |
| Destination Loyalty (Y) | | | | |
| Digital experience (X1) | 0,723 | | | |
| Environmental awareness (X2) | 0,895 | 0,686 | | |
| Tourist Satisfaction (Z) | 0,833 | 0,565 | 0,776 | |

Source: Research Result, 2023

The mediation test in this study was conducted following three steps in accordance with the method developed by MacKinon et al. (2012) and Baron and Kenny (1986), namely: i) Develop a regression equation from (X) to (Y), which results in a coefficient c. It is expected that this path has significance ($p < 0.05$). ii) Develop a regression equation from (X) to (Z), which results in a coefficient a. This path is also expected to have significance ($p < 0.05$). iii) Construct a regression equation that combines (X) and (Z) on (Y), which results in two estimated values: coefficient b from predicting Z on Y, and coefficient c' from predicting X on Y. It is expected that path b is significant ($p < 0.05$), while path c' is not significant ($p > 0.05$).

*Structural Model*

Before evaluating the inter-structural relationships in the model, it is important to check for collinearity to ensure that the regression results are free from bias. The ideal Variance Inflation Factor (VIF) value should be less than 3 (Hair et al., 2019). This study shows no collinearity issues, with VIF values all being below the recommended threshold (Table 4).

Furthermore, in testing the structural model, a bootstrap procedure with 5,000 iterations was used to determine the significance of the indicators and path coefficients (Chin et al., 2008). The quality of the outer model was checked before hypothesis testing took place, using criteria such as the coefficient of determination ($R^2$), effect size ($f^2$), redundancy cross-validation ($Q^2$), and path coefficients (Chin et al., 2008). $R^2$ values of 0.75, 0.50, and 0.25 indicate a substantial, moderate, and weak level of explanation of the endogenous structure. The results show that $R^2$ for tourist satisfaction is 0.502, indicating that digital experience and environmental awareness are able to explain as much as 50,02 % of the variability of customer satisfaction. For Destination loyalty, $R^2$ was 0.757, indicating that tourist satisfaction explained 75.70% of the variability of destination, which indicates a substantial explanation of exogenous variables to endogenous variables.

Regarding the effect size ($f^2$), the criteria used were 0.02 for a small effect, 0.15 for a moderate effect, and 0.35 for a large effect (Hair et al., 2019). The largest effect was recorded in the relationship between environmental awareness and tourist satisfaction with an $f^2$ of 0,482. Meanwhile, the effect of exogenous variables on tourist satisfaction on destination loyalty varies at a small to large level with $f^2$ values 0.025 to 0,482. To conclude the structural model evaluation, this study examined the predictive ability of the model using Stone-Geisser's $Q^2$ (Hair et al., 2019). All $Q^2$ values greater than zero (Table 3) indicate that the model has acceptable predictive ability.

Table 3. Structural Model Evaluation

| Relationships | β | t value | Variance Explained ($R^2$) | $R^2$ Adjusted | Predictive Relevance $Q^2$ | Effect Size ($f^2$) | p values | VIF |
|---|---|---|---|---|---|---|---|---|
| Digital experience (X1) -> Destination Loyalty (Y) | 0,248 | 5,349 | 0,757 | 0,755 | 0,300 | 0,097 | 0,000 | 1,617 |
| Digital experience (X1) -> Tourist Satisfaction (Z) | 0,140 | 2,437 | 0,502 | 0,500 | 0,500 | 0,025 | 0,015 | 1,577 |
| Environmental awareness (X2) -> Destination Loyalty (Y) | 0,662 | 16,153 | | | | 0,358 | 0,000 | 2,337 |
| Environmental awareness (X2) -> Tourist Satisfaction (Z) | 0,616 | 12,818 | | | | 0,482 | 0,000 | 1,577 |
| Tourist Satisfaction (Z) -> Destination Loyalty (Y) | 0,345 | 8,172 | | | | 0,246 | 0,000 | 2,010 |

Source : Research Result, 2023

The results of hypothesis testing performed by the one-sided testing method are described in figure 5 and table 4. This one-sided testing method is recommended when the coefficient is hypothesised to have a specific direction (positive or negative) (Kock, 2014). It was found that digital experience had a positive impact on customer satisfaction ($\beta = 0.248$, t = 5.349) and also had a positive and significant effect on destination loyalty ($\beta = 0.140$, t = 2.437); thus, H1 and H2 are acceptable. Environmental awareness had a positive influence on tourist satisfaction ($\beta$=0.662, t = 16.153) and on destination loyalty ($\beta = 0.616$, t = 12.818); thus, H3 and H4 are acceptable. Tourist satisfaction has a positive influence on destination loyalty ($\beta = 0.345$, t = 8.172), which supports the H5 hypothesis. Furthermore, tourist satisfaction acts as a partial mediator of the influence of digital experience and environmental awareness on destination loyalty. This is concluded because the effect of digital experience and environmental awareness on destination loyalty remains significant when tourist satisfaction is tested as a mediation variable. Therefore, H6 and H7 are accepted.
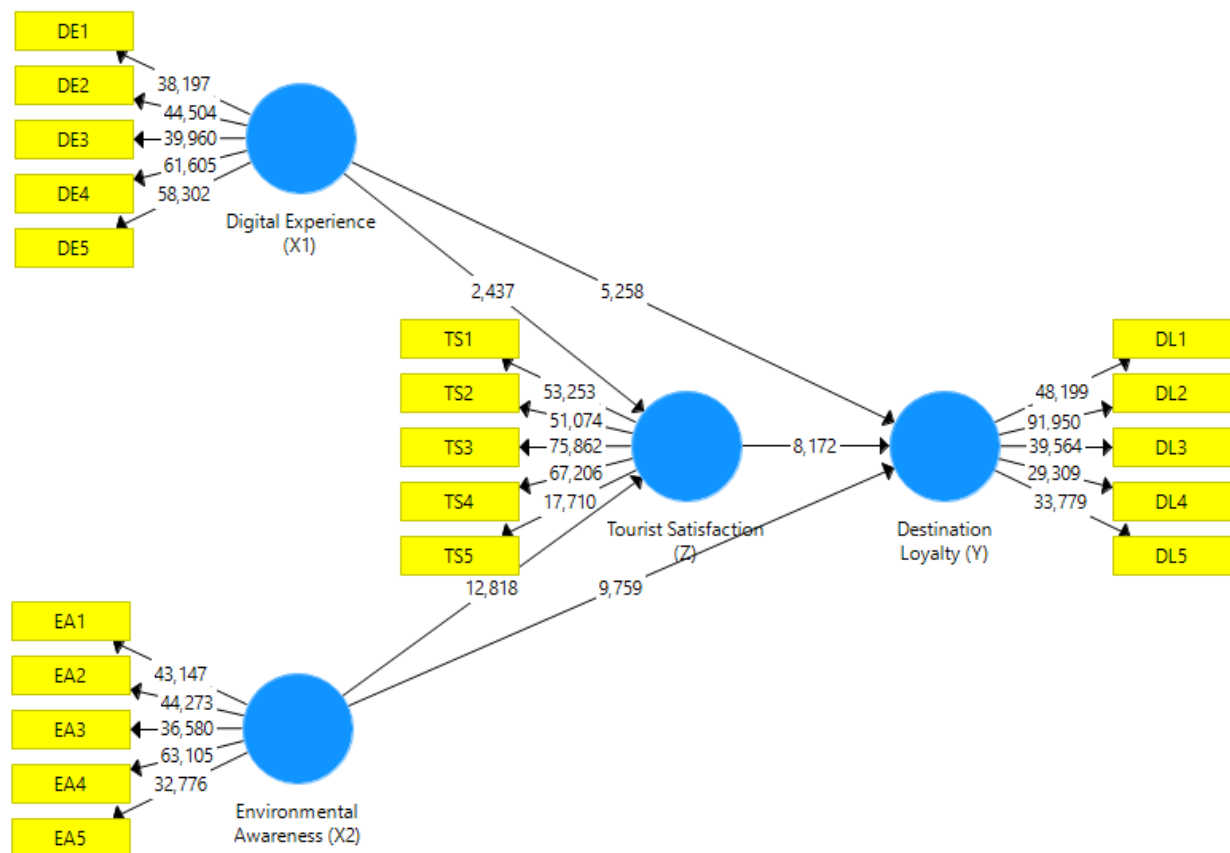


Figure 5. Test Results of Structural Equation Models

Source: Research Results, 2023

Table 4. Hypothesis Test Results

| Hypothesis | β | T Value | P Values | Supporting |
|---|---|---|---|---|
| 1 *Digital experience* (X1) →*Tourist Satisfaction* (Z) | 0,248 | 5,349 | 0,000 | Yes |
| 2 *Digital experience* (X1) → *Destination Loyalty* (Y) | 0,140 | 2,437 | 0,015 | Yes |
| 3 *Environmental awareness* (X2) → *Tourist Satisfaction* (Z) | 0,662 | 16,153 | 0,000 | Yes |
| 4 *Environmental awareness* (X2) → *Destination Loyalty* (Y) | 0,616 | 12,818 | 0,000 | Yes |
| 5 *Tourist Satisfaction (Z)* → *Destination Loyalty (Y)* | 0,345 | 8,172 | 0,000 | Yes |
| 6 *Tourist Satisfaction* (Z) mediating influence *Digital experience* (X1) towards *Destination loyalty* (Y) | | | | Yes, Partial Mediation |
|   a. *Digital experience* (X1) -> *Destination loyalty* (Y) (c) | 0,647 | 17,339 | 0,000 | |
|   b. *Digital experience* (X1) -> *Tourist Satisfaction* (Z) (a) | 0,515 | 10,445 | 0,000 | |
|   c. *Digital experience (X1) ->* Tourist Satisfaction *(Z) -> Destination loyalty (Y)* | | | | |
|     *Tourist Satisfaction (Z) -> Destination loyalty (Y)* (b) | 0,583 | 14,102 | 0,000 | |
|     *Digital experience* (X1) -> *Destination loyalty* (Y) (c') | 0,347 | 7,640 | 0,000 | |
| 7 *Tourist Satisfaction* (Z) mediating *Environmental awareness* (X2) towards *Destination loyalty* (Y) | | | | Yes, Partial Mediation |
|   a. *Environmental awareness* (X2) -> *Destination loyalty* (Y) (c) | 0,812 | 41,885 | 0,000 | |
|   b. *Environmental awareness* (X2) -> *Tourist Satisfaction* (Z) (a) | 0,702 | 21,302 | 0,000 | |
|   c. *Environmental awareness (X2) -> Tourist Satisfaction* (Z) *-> Destination loyalty (Y)* | | | | |
|     *Tourist Satisfaction* (Z) -> Destination *loyalty (Y)* (b) | 0,382 | 8,112 | 0,000 | |
|     *Environmental awareness* (X2) -> *Destination loyalty* (Y) (c') | 0,545 | 12,069 | 0,000 | |

Source: Research Results, 2023

## 5. Discussion

*Digital experience has a positive and significant effect on tourist satisfaction*

In this study, analysis using SmartPLS showed a significant and positive relationship between digital experience and tourist satisfaction (Table 4), with a regression coefficient of 0.248 and a high level of significance (p<0.001). This indicates that digital experience elements such as sensory, affective, behavioural, and intellectual experiences, measured through instruments with high loading values, contribute substantially to tourist satisfaction. These findings resonate with Flavián et al. (2021), who explored the influence of scent in virtual reality on user experience, as well as Huang and Liu's (2021) study in the same year that found that humanistic augmented reality can increase emotional closeness to destination brands.

The importance of digital experiences in creating customer satisfaction is also supported by Zollo et al. (2022), Suarthana et al. (2024), and Wisnawa et al. (2023), who highlighted how social media activities and digital experiences influence customer loyalty in museums that utilise technology. Meanwhile, Norum and Polson (2021) discussed digital place-making strategies by Airbnb hosts during the pandemic, demonstrating the importance of interactivity in digital multimedia experiences. This research, along with Bengtsson et al. (2022), which used participatory-action research in the development of geomedia technologies, further confirmed that the integration of innovative digital technologies can play an important role in enhancing the traveller experience.

From a theoretical perspective, this study adds evidence to the existing literature on the positive impact of digital experiences on customer satisfaction, strengthening the argument that rich and meaningful digital interactions can enrich the traveller journey. From a practical standpoint, the findings offer insights for tourism industry stakeholders, emphasising the importance of adopting digital technologies as a means to strengthen service quality and improve tourist satisfaction. Looking at the demographic profile of the respondents, which is dominated by Generation Z from Indonesia, reflecting the younger generation's inclination and preference towards technology in formulating their tourism experience, provides a clear direction for industry players in designing effective digital marketing strategies.

*Digital experience has a positive and significant effect on Destination loyalty*

This study shows in table 4 that digital experience (X1) has a positive and significant influence on destination loyalty (Y) with a regression coefficient value of 0.140 and a t value of 2.437, which shows statistical significance at p=0.015. This finding reaffirms the importance of digital experiences proposed by Flavián et al. (2021), who showed how pleasant scents in VR can enhance sensory experiences that influence affective and behavioural reactions. Similarly, Huang and Liu (2021) identified AR with humanising features as an amplifier of emotional bonds with green destination brands. Zollo et al. (2022) and Norum and Polson (2021) provide further evidence that digital experiences and social media interactivity can enhance customer loyalty, particularly within cultural institutions such as museums and within sharing economy platforms such as Airbnb, as also noted by Oliveira and Remondes (2017). However, while the use of social media continues to grow, traditional communication methods still play an important role in consumer decision-making in the travel sector, highlighting the need for a balanced approach between digital and traditional marketing strategies.

From both theoretical and practical standpoints, these findings offer meaningful contributions. In a theoretical context, this study supports the hypothesis that digital experience is an important factor in shaping destination loyalty, in line with Chen and Rahman's (2018) study which revealed the relationship between memorable experiences and destination loyalty. Practically, it suggests that tourism industry players should pay attention to building and managing digital experiences to attract and retain the tech-savvy Generation Z, as discussed by Altun et al. (2022) and Ozdemir-Guzel and Bas (2021). This research informs that by integrating elements such as VR and AR that provide immersive and personalised experiences, the tourism industry can strengthen customer loyalty and generate sustainable competitive advantage.

*Environmental awareness has a positive and significant effect on tourist satisfaction*

This study revealed a significant influence of environmental awareness on tourist satisfaction (Table 4), with a substantial regression coefficient of 0.662 and an impressive t value of 16.153, showing a strong significance at p=0.000. These results confirm that when tourists are aware of the environmental impact of tourism activities, their satisfaction with the tourist experience tends to increase. This is consistent with the findings of Panwanitdumrong and Chen (2021) that show that environmental awareness contributes to responsible behaviour in the tourist environment in Thailand. Furthermore, Yucedag et al. (2018) highlighted environmental

awareness among hotel and restaurant employees, and Kiessling et al. (2017), which evaluated attitudes towards coastal garbage in Chile, indicated that environmental awareness affects individual attitudes and behaviour towards the environment in general. Similarly, Sakellari (2018) found that tourists who are aware of sustainability issues may alter their travel decisions based on environmental concerns, reinforcing the idea that awareness plays a crucial role in shaping tourist satisfaction. Theoretically, the findings provide additional evidence to support the theory that associates environmental awareness with tourist satisfaction. From a practical perspective, these results suggest that players in the tourism industry must integrate sustainable practices and environmental education into the tourist experience to increase their satisfaction. This is consistent with Han et al.'s (2018) research exploring waste reduction behaviour among young travellers and Wan et al.'s (2017) research on environmental awareness in the hotel industry. The implementation of these sustainable practices not only satisfies tourists, who are increasingly environmentally aware, but also fulfils corporate social responsibilities and helps preserve the natural resources that are the basis of the tourism industry itself.

*Environmental awareness has a positive and significant influence on tourist satisfaction*

This study shows that environmental awareness (X2) has a very significant influence on destination loyalty (Y) (Table 4), with a path coefficient (b) of 0.616 and a very high t value of 12,818, indicating strong statistical significance (p=0,000). This correlation indicates that variables such as awareness of the impact of waste on tourism, sustainable local economies, the value of nature and the environment, the sense of ownership, and the role in decision-making— all indicators of environmental consciousness—are powerful predictors of destination loyalty. This study reflects the results obtained by Panwanitdumrong & Chen (2021) as well as Yucedag et al. (2018), which show the importance of environmental awareness in shaping responsible tourist behaviour. Environmental awareness, therefore, is not only a reflection of personal values but also of key factors that influence travel decisions and destination loyalty.

Strong reliability and validity parameters, like Cronbach's alpha, Djikstra-Hensler's rho, CR, and AVE, show that these results are in line with theory and empirical studies. They also confirm that the construction of environmental consciousness is honest in research. Studies by Kiessling et al. (2017) and Han et al. (2018) also highlighted environmental awareness as an important factor in reducing the negative impact of tourism, supporting the link between pro-environmental attitudes and responsible consumer behaviour. It affirms that environmental

awareness not only plays a central role in improving the quality of destinations but also in shaping sustainable tourist perceptions and decisions. In line with this, Bhuiyan and Darda (2021) found that tourists' satisfaction is significantly influenced by environmental factors such as pollution-free surroundings, biodiversity conservation, and sustainable practices, reinforcing the role of environmental awareness in destination loyalty. In a theoretical context, the findings reinforce the theory of consumer behaviour and green marketing, which states that environmental awareness can affect brand loyalty and advocacy or purpose.

Generation Z, known for their familiarity with technology and values that encompass sustainability and social responsibility, seems to embody these findings in their travel practices. Generation Z characteristics described in the research by Altun et al. (2022), as well as Ozdemir-Guzel and Bas (2021), indicate their preference for destinations that show sustainable practices and environmental responsibility. This research, therefore, is not only theoretically relevant but also has significant practical implications, suggesting that the tourism industry needs to adjust its marketing and branding strategies to attract and retain Generation Z tourists. It also emphasises the need for the tourism industry to promote and communicate its sustainability efforts more effectively to build and maintain long-term loyalty.

*Tourist satisfaction has a positive and significant influence on destination loyalty*

This study revealed a significant influence of tourist satisfaction on destination loyalty (Table 4), with a regression coefficient value of 0.345 and a very high t value of 8.172, showing strong significance at p=0.000. It indicates that tourist satisfaction, measured through dimensions such as overall satisfaction, quality of destination service, value of travel, destination cleanliness, and value of money, is a strong predictor of their likelihood of returning and recommending the destination. Studies by Lv et al. (2020) have emphasised the importance of sensory effects on destination loyalty, while Vada et al. (2019) linked effective travel experiences with a person's attachment to places. These findings are theoretically relevant to existing literature and reaffirm the importance of understanding the various aspects of the tourist experience that contribute to the formation of destination loyalty.

From a theoretical perspective, the findings suggest that tourist satisfaction is the key to developing sustainable destination loyalty. This is in line with the findings of Prayag et al. (2017), which highlight the role of emotion in shaping the image of a destination and the intensity of behaviour. In practice, this result demands that stakeholders in the tourism industry

design and implement strategies that enhance tourist satisfaction, ensuring that every aspect of the tourist experience, from the quality of services to the perception of the value of money, is managed effectively. Research by Kim (2018) also reinforces this view, showing that effective travel experiences affect behavioural intentions through destination image and tourist satisfaction.

The characteristics of Generation Z, which represented the majority of respondents in this study, provide additional context to this finding. As a generation familiar with technology and social media, as expressed by Altun et al. (2022), they tend to find authentic experiences and share those moments online, which further affects their loyalty to a destination. These findings suggest that the satisfaction of tourists in Generation Z is influenced not only by traditional factors such as hygiene and value of money but also by rich digital experiences as described in the study by Flavián et al. (2021) and deep emotional experiences that can be reinforced through AR technologies, such as in the research by Huang and Liu (2021). Similarly, Liberato et al. (2021) found that overall satisfaction with a destination, particularly in wellness tourism, significantly enhances tourists' intention to revisit and recommend the destination, reinforcing the strong link between satisfaction and long-term loyalty. Therefore, it is important for tourist destinations to understand and meet the unique expectations of Generation Z to develop long-term loyalty.

*Tourist satisfaction partially mediates the influence of digital experience on destination loyalty*

The study revealed that tourist satisfaction serves as a partial mediator in the relationship between the digital experience and destination loyalty (Table 4). Analysis using SmartPLS showed that the direct influence of the digital experience on destination loyalty is significant (c' = 0.347, p = 0.000), but when mediated by the tourist tension, this path remains significant (b = 0.583, p = 0.000), indicating partial intermediation. It shows that tourist satisfaction strengthens the relationship between the digital experience and destination loyalty, but the digital experiences also have a strong direct influence on the destination's loyalty. Measurements of the validity and reliability of the structures used in this study, such as Cronbach's alpha and Djikstra-Hensler's rho, showed a high degree of consistency, supporting the credibility of the results.

The consistency of these results with previous theory and empirical studies is very real. Studies by Flavián et al. (2021) on VR experiences and Huang and Liu (2021) on AR show that elements

of digital experience, such as sensory and affective experiences, influence affective reactions and behaviours that can increase loyalty to a brand or destination. Additionally, Zollo et al. (2022) supported these findings by demonstrating how social media interactions and digital experiences can increase museum visitors' loyalty. Moreover, research by Norum and Polson (2021) on Airbnb during the COVID-19 pandemic, as well as Bengtsson et al. (2022) on geomedia technology, underscores the importance of interactive digital multimedia experiences in retaining customers.

Theoretically, the study provides new insights into the dynamics of the influence of digital experiences on building destination loyalty, mainly through the lens of tourist satisfaction. In practice, these findings suggest that tourism service providers should focus on creating a satisfactory digital experience to maintain and enhance customer loyalty. Altun et al. (2022), as well as Matušíková et al. (2021), describe the traits of Generation Z as being very tech-savvy and having a propensity to interact with brands on social media. Variable indicators such as overall satisfaction, destination service quality, value of travel, and destination cleanliness related to tourist satisfaction, as well as sensory, affective, behavioural, and intellectual experiences related to the digital experience, must be carefully integrated to meet this dynamic demographic expectation.

*Tourist satisfaction partially mediates the influence of environmental awareness on destination loyalty*

This research reveals in table 4 that tourist satisfaction partially mediates the relationship between environmental awareness and destination loyalty, a valuable insight in an era where sustainability issues are becoming increasingly important. SmartPLS analysis yields significant results: environmental awareness (X2) directly affects destination loyalty (Y) with a coefficient of 0.812 (t = 41,885, p <0,000), as well as influences tourist satisfaction (Z) with a factor of 0.702 (t = 21,302, p <0,000). Furthermore, when Tourist satisfaction (Z) is mediated, the relationship between environmental awareness (X2) and destination loyalty (Y) remains significant, even though its strength is reduced to 0.545 (t =12,069, p< 0.000), indicating partial mediation.

This reflects the findings by Matušíková et al. (2021), which emphasised the importance of understanding the factors that affect customer satisfaction and loyalty. Theory and empirical studies support this discovery, with research such as that conducted by Chen and Rahman

(2018) showing a close relationship between effective travel experiences and destination loyalty. This research is also consistent with the findings of Prayag et al. (2017), which identified emotions as a major contributor to tourist satisfaction. Tourist satisfaction in the study was measured through indicators such as overall satisfaction, destination service quality, value of travel, destination cleanliness, and value of money, all indicating high loading and robust construction validity. In terms of environmental consciousness, indicators such as awareness of the impact of waste on tourism and sustainable local economies are recognised as key elements that support responsible tourism behaviour.

In practice, these findings have important implications for the tourism industry, especially in targeting Generation Z, whose characteristics reflect a high level of environmental awareness and preference for authentic and sustainable experiences. According to Altun et al. (2022), this generation tends to be more receptive to various cultural experiences and favours places that practice sustainable tourism. It reaffirms the importance of incorporating good environmental practices into destination marketing strategies, a factor that is increasingly becoming an important consideration for young tourists. Therefore, a tourist destination must integrate environmental awareness into the elements that define customer satisfaction to build strong loyalty. Thus, a positive cycle will be created in which sustainable destinations not only attract attention but also retain satisfied tourists of Generation Z, whose values and behaviour are heavily influenced by environmental issues, as demonstrated by Wan et al. (2017) and Kiessling et al. (2017).

This study contributes to the literature on destination loyalty by incorporating digital experience and environmental awareness into the established framework of tourist satisfaction and loyalty. While prior research has mainly focused on emotional attachment and service quality, our findings suggest that for Generation Z, these two factors — digital engagement and environmental consciousness — are increasingly central to their loyalty toward tourist destinations. This represents a shift from traditional models and reflects the evolving preferences of younger travellers, providing a more holistic understanding of destination loyalty in the modern context.

## 6. Conclusion and Recommendation

The findings from this study show that digital experiences and environmental awareness individually make a significant contribution to increased tourist satisfaction and destination

loyalty. The existence of tourist satisfaction as a partial mediator reveals that while rich digital experiences and environmental awareness have a direct impact on the loyalty of destinations, the satisfaction perceived by tourists plays an important role in strengthening these relationships. It marks the importance of understanding the complexity of the relationship between variables and the role of tourist satisfaction in mediating such dynamics. The tourism industry, in the face of the needs and desires of Generation Z, must emphasise the creation of innovative digital experiences as well as the promotion of authentic, sustainable practices to build long-term loyalty. This practice is in line with the current trend where tourists not only seek instant satisfaction but also consider the long-term impact of their experiences on the environment.

Recommendations that can be given to the tourism industry stakeholders include increased investment in digital technologies that enhance customer interaction and provide sensorially and emotionally satisfying experiences. Furthermore, the importance of environmental awareness in increasing tourist satisfaction demands the development of strategies that integrate sustainability into every aspect of the service. The tourism industry must recognise that tourist satisfaction as a partial mediator marks an opportunity to optimise the tourist experience through the implementation of environmentally responsive practices. Thus, these efforts will not only increase satisfaction and loyalty but will also position the company as a leader in social responsibility and sustainability, in line with the values and expectations of contemporary tourists, Generation Z.

## 7. Limitations and future research

Although this study provides valuable practical insights into the factors influencing destination loyalty, particularly among Generation Z, one of its limitations is the lack of a deep theoretical exploration of the underlying psychological or sociocultural factors that influence travel behaviour. The research is largely grounded in practical aspects such as digital experience and environmental awareness, with limited engagement with the broader theoretical frameworks in tourism loyalty studies. This focus on practical aspects might limit the theoretical contribution of the study and its ability to offer new conceptual insights into the complex dynamics of destination loyalty. Moreover, the sample predominantly consisted of Generation Z respondents from Indonesia, which restricts the generalisability of the findings to other regions or cultural contexts. Future research could address these gaps by incorporating more theoretical

perspectives, exploring different factors that influence destination loyalty, and using more diverse samples from various countries and cultural backgrounds to better understand the global applicability of these findings.

Future studies should aim to develop a more robust theoretical framework by exploring psychological, cultural, and emotional aspects of Generation Z's destination loyalty. This could involve integrating established tourism loyalty theories with emerging factors like sustainability, digital engagement, and cultural identity. Additionally, future research could extend beyond practical recommendations by delving into the underlying mechanisms of how digital experiences and environmental awareness influence long-term loyalty, possibly by incorporating cognitive and affective models of consumer behaviour. Researchers could also explore how digital platforms and social media affect travellers' perceptions of destinations, with particular emphasis on the role of influencers and user-generated content. Furthermore, a comparative study across various generational cohorts could provide valuable insights into how Generation Z's loyalty behaviours differ from those of previous generations. By focusing more on theoretical exploration, future research could contribute to the development of a comprehensive model of destination loyalty that integrates both practical and theoretical dimensions.

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# Appendices

**Appendix 1. Questionnaire**

**Respondents' Profile**

Please answer this question    :

1.  Gender/ Sex          :……………………………………………………………….

2.  Age               :………………………………………………………………

3.  Occupation/Job       :………………………………………………………………

4.  Origin             :………………………………………………………………

5.  Income             :………………………………………………………………

**Statement related to research variables**

Answer the following questions, paying attention to the answer options below:
a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

**1.  Digital experience**

   1.1.**Sensoric experience,**

   The visual display on the digital platform of the tourist destinations I visited was very interesting and increased my interest in visiting.

      a. Strongly disagree.

      b. Disagree.

      c. Neutral.

      d. Agree.

      e. Strongly agree

1.2.**Affective experience,**

I feel emotionally connected to tourist destinations through engaging digital content.

    a. Strongly disagree.

    b. Disagree.

    c. Neutral.

    d. Agree.

    e. Strongly agree

1.3.**Behavioural experience,**

I often look for information about tourist destinations through digital platforms before traveling.

    a. Strongly disagree.

    b. Disagree.

    c. Neutral.

    d. Agree.

    e. Strongly agree

1.4.**Intelectual experience**

I feel that I have gained new insights into tourist destinations through the available digital information.

    a. Strongly disagree.

    b. Disagree.

    c. Neutral.

    d. Agree.

    e. Strongly agree

1.5.**Digital propency**

I prefer to use digital platforms to find information about tourist destinations rather than offline sources.

    a. Strongly disagree.

    b. Disagree.

    c. Neutral.

    d. Agree.

    e. Strongly agree

## 2. Environmental awareness

2.1. **Awareness of waste impact to tourism,**

I realized that waste that is not properly managed can ruin the beauty of tourist destinations.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

2.2. **Sustainable local economy,**

I realized that supporting local businesses can help the economy of the community in tourist destinations.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

2.3. **Nature and environment as culture's root,**

I believe that a well-preserved natural environment is an important part of a region's cultural identity.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

2.4. **Sense of belonging to environmental conservation**

I feel that I have a personal responsibility to preserve the environment in the tourist attractions I visit.

a. Strongly disagree.
b. Disagree.
c. Neutral.
d. Agree.
e. Strongly agree

2.5. **Role in decision making process to environment**

I appreciate tourist destinations that provide opportunities for tourists to contribute to environmental policies.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

3. **Tourist satisfaction**

3.1. **Evaluated based on overall satisfaction**,

My visit to this destination met my expectations

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

3.2. **Destination service quality**,

The quality of service I received while in this destination was very satisfactory

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

3.3. **Value of travelling**,

I felt that this trip provided a valuable experience.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

3.4. **Destination cleanliness**,

I really appreciate the cleanliness in this destination.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

3.5. **Value of money**

I feel that the cost is worth the experience I got in this destination

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

4. **Destination loyalty**

4.1. **Likelihood of revisiting**,

I will definitely choose this destination again for my next vacation.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

4.2. **Recommending the destination**,

I feel confident to recommend this destination to others.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

4.3. **Positive experience**,

My positive experience in this destination makes me want to come back again in the future.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

4.4. **Emotional attachment**,

I feel like I have a strong emotional connection with this destination.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree

4.5. **Advocacy**

I will always support this destination by sharing positive testimonials with others.

a. Strongly disagree.

b. Disagree.

c. Neutral.

d. Agree.

e. Strongly agree