

NATURAL ATTRACTIONS AND E-WOM: DRIVERS OF DESTINATION LOVE IN INDONESIAN CAMPERVAN TOURISM

Ahmad Nuh*. Department of Postgraduate, State University of Jakarta, Indonesia.
nuh@belgifoods.com

Mohamad Rizan. Department of Postgraduate, State University of Jakarta, Indonesia

Andi Muhammad Sadat. State University of Jakarta, Indonesia

**Corresponding author*

ABSTRACT

The study aims to explore the impact of natural attractions, electronic word-of-mouth (e-WOM), and satisfaction on destination love within the context of campervan tourism in Indonesia. The research utilized a sample of 483 respondents from Jakarta and other cities in Indonesia and employed structural equation modeling (SEM) using partial least squares (PLS) to test eight hypotheses. The findings indicate that natural attractions, e-WOM, and satisfaction have a significant positive effect on destination love. Specifically, natural attractions have a strong positive influence on destination love, satisfaction has a weak positive effect on destination love, and e-WOM has a strong positive effect on both destination love and satisfaction. The study conducted a multi-group analysis and found no significant difference between male and female respondents in their perspectives on the eight hypotheses. It extends previous theories by demonstrating that satisfaction alone is not sufficient to predict destination love, suggesting that other factors, such as natural attractions and e-WOM, play significant roles in influencing emotional attachment. The study's findings recommend that tourism marketers, destination operators, and researchers utilize insights on natural attractions and electronic word-of-mouth (e-WOM) to improve marketing strategies, enhance visitor experiences, and deepen the understanding of destination love and loyalty.

KEYWORDS

Natural attraction; e-WOM; Satisfaction; Destination love, Campervan tourism

RESUMEN

El objetivo del estudio es explorar el impacto de los atractivos naturales, el boca a boca electrónico (e-WOM) y la satisfacción en el amor por el destino en el contexto del turismo de autocaravana en Indonesia. La investigación utilizó una muestra de 483 encuestados de Yakarta y otras ciudades de Indonesia y empleó el modelo de ecuaciones estructurales (SEM) mediante mínimos cuadrados parciales (PLS) para poner a prueba ocho hipótesis. Los resultados indican que las atracciones naturales, el e-WOM y la satisfacción tienen un efecto positivo significativo en el amor por el destino. En concreto, los atractivos naturales tienen una fuerte influencia positiva en el amor por el destino, la satisfacción tiene un débil efecto positivo en el amor por el destino, y el e-WOM tiene un fuerte efecto positivo tanto en el amor por el destino como en la satisfacción. El estudio realizó un análisis multigrupo y no encontró diferencias significativas entre los encuestados masculinos y femeninos en sus perspectivas sobre las ocho hipótesis. El estudio amplía las teorías anteriores al demostrar que la satisfacción por sí sola no es suficiente para predecir el amor por el destino, lo que sugiere que otros factores, como los atractivos naturales y el e-WOM, desempeñan un papel significativo a la hora de influir en el apego emocional. Las conclusiones del estudio recomiendan que los profesionales del marketing turístico, los operadores de destinos y los investigadores utilicen los conocimientos sobre los atractivos naturales y el boca a boca electrónico (e-WOM) para mejorar las estrategias de marketing, mejorar las experiencias de los visitantes y profundizar en la comprensión del amor y la lealtad al destino.

PALABRAS CLAVE
Atracción natural; e-WOM; Satisfacción; Amor por el destino, Turismo en autocaravana

Received 21 July 2024; Received in revised form 30 October 2024; Accepted 22 November 2024

1. INTRODUCTION

In recent years, there has been a noticeable increase in the popularity of family camping and outdoor experiences among individuals and families, particularly in Indonesia (Lu et al., 2022; Safitri et al., 2022). Campgrounds across the country are witnessing a growing influx of campers, indicating a shift in tourism preferences and a demand for unique and immersive camping experiences. Understanding the elements that foster emotional connections between campers and camping destinations is crucial for campground operators and managers to design and deliver exceptional experiences. This research investigates the links between natural attractions, electronic word-of-mouth (e-WOM), satisfaction, and destination love within the context of camping grounds (Filiari et al., 2021; Pradhan, 2021), focusing specifically on campervan and family camping in Indonesia. Utilizing lovemark theory, which centers on the emotional bond between consumers and brands, this study offers valuable insights into the development of destination love (Falahnezhad et al., 2022).

By integrating the influence of natural attractions and e-WOM into the

framework of destination love, this research provides a novel perspective on factors beyond satisfaction that contribute to tourists' emotional attachment to destinations. Emphasizing the significant roles of these elements expands the theoretical understanding of destination branding and challenges the traditional view that satisfaction is the sole driver of destination love.

Existing literature on destination love and loyalty primarily focuses on satisfaction as the main predictor of tourists' emotional attachment to destinations. However, this approach overlooks other significant factors that may influence destination love, such as natural attractions and e-WOM. Additionally, while lovemark theory has been applied in various contexts, its application within the camping industry—particularly concerning campervans and family camping—remains underexplored. This study seeks to address these gaps by investigating how natural attractions and e-WOM shape destination love, thereby providing a more comprehensive understanding of the factors contributing to tourists' emotional attachment and loyalty.

In conclusion, this research addresses the limited understanding of how natural attractions and e-WOM contribute to destination love beyond the traditional focus on satisfaction. The objectives of this study are to investigate the influence of natural attractions and e-WOM on destination love and assess how these factors interact with satisfaction to affect tourists' loyalty. By addressing these objectives, this study aims to provide valuable insights for destination marketers and operators to enhance their strategies and offerings.

2. LITERATURE REVIEW

The theoretical framework that underpins this study is primarily based on lovemark theory, which emphasizes the emotional bond between consumers and brands, suggesting that such bonds can lead to strong and long-term relationships (Roberts, 2005). This theory has been applied to understand tourists' attachment and loyalty to destination brands, highlighting the importance of emotional connections in fostering destination loyalty and the willingness to pay a premium price. However, the application of lovemark theory within the camping industry—particularly in the context of campervans and family camping—remains

underexplored. This gap underscores the need for a framework that incorporates additional factors, such as natural attractions and electronic word-of-mouth (e-WOM), to provide a more comprehensive understanding of destination love and loyalty. Moreover, there is a notable shift in tourism trends from competitiveness to sustainability, which is increasingly relevant in the context of natural tourism (Rocio et al., 2023), with an increasing focus on mitigating climate change in sustainable tourism practices (Peeters et al., 2024). By addressing these elements, including sustainability considerations, the proposed research aims to extend the existing theoretical framework and offer valuable insights for destination marketers and operators.

2.1 Destination Love

Brand love is a key component of lovemarks theory (H. Song et al., 2019), which posits that brands, events, and experiences that evoke strong passion can foster enduring consumer-brand relationships (Giovanis & Athanasopoulou, 2018). According to Roberts (2005), CEO of Saatchi and Saatchi, lovemarks theory is founded on two essential components: love and respect. These elements strengthen

consumer-brand relationships and positively influence brand loyalty.

Research indicates that when consumers feel a sense of love for a brand, they exhibit higher levels of brand loyalty (Giovanis & Athanasopoulou, 2018). The lovemarks theory suggests that brands should prioritize building strong emotional connections with consumers to cultivate loyalty beyond reason (Song et al., 2019). In the tourism industry, lovemarks theory can be applied to understand tourists' attachment and loyalty to specific destination brands (N. Chen et al., 2020).

Destination image encompasses the perceptions and associations that tourists hold about a place (Jean Claude et al., 2021). Destination brand love is defined as the affection tourists and visitors have for a tourism destination (Zhang et al., 2020), representing a profound emotional bond with the place (Aro et al., 2018). Destination love refers to the emotional attachment tourists and visitors develop towards a particular destination (Andriotis et al., 2021). It serves as a crucial indicator of a destination's overall success. Just as brand love is central to brand management, destination brand love is

vital for destination marketers (Amaro et al., 2020). A lack of destination love can lead to the emergence of destination hate (Bintang, 2017).

Previous studies have identified several social factors influencing destination love, including brand experience-related factors, tourist-dependent factors, brand-related factors, positive emotions, and tourists' interest in the well-being of the brand (Amaro et al., 2020; Andriotis et al., 2021; Aro et al., 2018; Morando & Platania, 2022). According to Mohammad Shafiee et al. (2021), destination love comprises three dimensions: passionate love, emotional attachment, and self-brand integration. Additionally, Albert et al. (2008) identified eleven distinct dimensions associated with destination love: passion, relationship length, self-congruity, aspirations, recollections, enjoyment, allure, trust, distinctiveness, aesthetics, and emotional expression.

The construct of destination brand love is characterized by a six-dimensional structure identified in previous research. These dimensions include self-brand integration, passion-driven behaviors, positive emotional connections, long-term relationship

building, attitude strength, and overall evaluation of attitudes toward the brand (K. Jiang, 2019). In the context of natural tourism destinations, the concept of destination love can be utilized to assess the success of a destination brand and develop strategies for enhancement. Tourists who form an emotional attachment to a destination reflect this bond in their experiences (Bruno et al., 2020). This study focuses on the campervan tourism industry in Indonesia to explore how natural attractions and electronic word-of-mouth (e-WOM) shape destination love among tourists.

2.2 Natural attraction and destination love

Natural attractions are features created by nature, such as geographic or geological formations that draw tourists (Shirazi & Shirazy, 2020). These attractions often serve as sites for activity-based pursuits including climbing, hiking, mountain biking, mountaineering, and camping. Examples of natural attractions include lakes, rivers, waterfalls, gorges, caves, mountains, and coastal features (Talam, 2022). Nature-based tourism activities are also considered non-consumptive tourism (Kota Neela Mani et al., 2021).

Natural attractions are essential dimensions of destination image in tourism and can be categorized into several aspects. They may represent one of two dimensions within a broader framework of destination image (Garay, 2019; Marine-Roig & Anton Clavé, 2015) or one of three dimensions (Harun et al., 2018). The dimensions of natural attraction can be categorized into seven aspects: natural scenery; facilities and equipment; traffic facilities; traffic planning; design and arrangement of activities; business policy and management; and consumer management and education (Horng et al., 2012).

Destination love can be influenced by various factors, including destination attractiveness and memorable experiences (Mohammad Shafiee et al., 2021). One study explored the attributes of outdoor environments that people place great personal importance on and found that people use natural microfeatures to explain their love for their favorite—and therefore most valued—natural environments (Schebella et al., 2017). A systematic review of nature-based tourism found that visitors are motivated by spiritual factors such as enriching their travel

experience, learning new things about nature, and experiencing the beauty of nature (Qiu et al., 2021).

The effect of natural attraction on destination love may differ in some ways. Natural attraction or destination attractiveness may be one of the antecedents of destination love (Aro et al., 2018; Mohammad Shafiee et al., 2021b). The concept of humanizing experiences in tourism significantly inspires destination brand love (Huang & Liu, 2021). This suggests that the effect of natural attraction on destination love may also depend on visitors' prior experiences and familiarity with the place. However, it's worth noting that tourism can also have negative effects on natural attractions and destinations. One article discusses how tourists can support unsustainable tourism practices that ultimately destroy the places they love (P. Lee et al., 2020).

Overall, while there is limited research specifically on the effect of natural attraction on destination or brand love, these studies suggest that natural environments can play an important role in fostering emotional attachment and identification with a destination. Based on this description

above, we develop the following hypothesis:

H₁. Natural attraction positively influences destination love.

2.3 Natural Attraction and Satisfaction

Tourist satisfaction is intricately linked to overall satisfaction with the tourism experience, wherein natural scenery that meets or exceeds expectations enhances tourists' contentment with their activities (Melih et al., 2022; Trinanda & Yuza Sari, 2020). The perception of a destination's natural environment fosters a sense of awe and significantly impacts satisfaction levels, particularly through evaluations of attractions such as scenic mountains, valleys, and natural soundscapes (J. Jiang et al., 2018).

Additionally, sociodemographic factors—including age, gender, and income—alongside destination image, emotional perceptions, perceived value, and service quality further influence tourist satisfaction (Miguel Ángel Solano et al., 2022; Melih et al., 2022; Sandhiya, 2021). Notably, the image of a natural soundscape directly affects tourist satisfaction and indirectly influences loyalty when mediated by

satisfaction levels (J. Jiang et al., 2018). Overall, the significance of natural attractions in enhancing tourist satisfaction is well-documented (Biswas et al., 2020; Hermawan et al., 2019). Thus, we propose the following hypothesis:

H2. Natural attraction positively influences satisfaction.

2.4 Natural Attraction and e-WOM

The role of electronic word-of-mouth (e-WOM) in the tourism sector has gained prominence as online platforms such as social media facilitate easy access to information and opinions about destinations (Kit-Yeng et al., 2020). e-WOM serves as a powerful influence on tourists' destination choices and intentions to visit, with positive e-WOM capable of attracting new tourists while enhancing information gathering (Jie-Hua et al., 2020; Suman & Krishma, 2021). Natural attractions are significant triggers for e-WOM communication among tourists, as they provide valuable insights and recommendations that enhance overall travel experiences (Jie-Hua et al., 2020; Romero Montero et al., 2023). The quality and content of e-WOM can shape tourists' attitudes toward a destination; specifically, the

argumentative quality of e-WOM positively influences tourists' intentions (Jeetesh & Sana, 2022). Factors such as the type of natural attraction and the characteristics of tourists can affect the relationship between natural attraction and e-WOM communication (Mohamad et al., 2012). Tourists are particularly inclined to share their experiences regarding unique or iconic natural attractions that are visually appealing or emotionally engaging (Carvalho et al., 2021; Dionisio & Nisi, 2021). The impact of natural attractiveness on e-WOM is notably significant in tourism contexts (Hassani, 2023), with natural attractions—including soundscapes—encouraging favorable e-WOM generation among tourists (Kankhuni & Ngwira, 2022). Therefore, we propose the following hypothesis:

H3. Natural attraction positively influences e-WOM

2.5 Satisfaction and Destination Love

Tourist satisfaction refers to level of contentment or fulfillment experienced by travelers during their travel experiences (Melih et al., 2022; Miguel Ángel Solano et al., 2022; Sandhiya, 2021). It is an abstract

concept that can be challenging to measure (S.Chenet et al., 2022) . In the tourism context, satisfaction is defined as the level experience tourists have during or after their travel (Miguel Ángel Solano et al., 2022). One study defines satisfaction as post-trip evaluative judgment and affective feeling concerning travel experience (Yun & Pyo, 2016). Tourist satisfaction can be measured through various indicators, including overall satisfaction visit, which can range from unsatisfied to fully satisfied. This is often quantified using a Likert scale to capture nuanced perceptions of travel experience (Vivina et al., 2021). Factors influencing tourist satisfaction include service quality and perceived value expectations (Saut & Bie, 2024). Achieving tourist satisfaction is crucial for various stakeholders in tourist destinations (Marinao, 2018), suggesting satisfaction is key to the success of sustainability tourism businesses.

According Pizam et al. (1978) tourist satisfaction encompasses seven dimensions enjoyment opportunities, cost, hospitality, dining facilities, accommodation facilities, environment, and extent of commercialization. Another framework identifies various

factors influencing tourist satisfaction, such as attributes of accommodation quality and transportation options. food beverage services facilities overall satisfaction (Chand et al., 2016). Given the variety dimensions associated with tourist satisfaction, the complex concept is difficult to measure. However expressive performance dimension most tourism products often considered more important instrumental aspects (Pizam et al., 1978). Kozak Rimmington (2000) simplifies this concept, highlighting several key factors that appeal to attractions and amenities. Accessibility information quality facilities services available at destination.

Tourist satisfaction is influenced by various factors, including motivations, participation activities, cognitive-emotional engagement, and demographic characteristics such as age, education level, family income, nationality, and length of stay (Vivina et al., 2021). Emotions like joy and love significantly impact tourist satisfaction intention to recommend destination (Prayag et al., 2017). Tourist emotional responses—including love—can affect levels of behavioral intentions, attitude judgments, and choices. (Filep Matteucci, 2020). Furthermore,

satisfaction plays a critical role in fostering loyalty, underscoring the importance of developing destination love loyalty (Papadopoulou et al., 2022). Gumparthy Patra (2020) finds satisfaction, hedonic symbolic benefits, and high-quality perceptions positively influence destination love. Satisfaction experience also positively influences destination brand love (Amaro et al., 2020). Based on this discussion, we propose the following hypothesis:

H4. Satisfaction positively influences destination love.

2.6 e-WOM and Destination Love

Word-of-mouth (WOM) communication in the tourism context refers to informal exchanges between individuals about their travel experiences (Jie-Hua et al., 2020; Mohammad Shafiee et al., 2021a). WOM can significantly influence tourists' destination choices and intentions to visit (Gosal et al., 2020). Positive WOM can attract new tourists and enhance a destination's image, while negative WOM can deter visitors and damage the destination's reputation. Online WOM, commonly referred to as e-WOM, is becoming increasingly important in the tourism sector (Akbari et al., 2022).

Online platforms such as social media, review websites, and blogs provide tourists with easy access to information and opinions about destinations, tourism products, and services (Litvin et al., 2008). The intention to engage in e-WOM can be powerful in generating visitors, particularly when responding to negative feedback (Jeetesh & Sana, 2022). Tourists evaluate their satisfaction based on several key factors, including comfort, friendliness, security, cleanliness, accommodation, transportation, and infrastructure (Cherapanukorn & Sugunnasil, 2022).

WOM can be influenced by various factors categorized into four main groups: personal conditions, social conditions, perceptual conditions, and consumption-based conditions. These factors include opinion seeking, information usefulness, trust in e-WOM sources, economic incentives, customer satisfaction, loyalty, brand attitude, altruism, affective commitment, normative commitment, opinion leadership, self-enhancement, information influence, tie strength, homophily, and community identity (Ismagilova et al., 2021).

In the conceptual article by Huete-Alcocer (2017), it is argued that there are emerging dimensional differences between traditional WOM and e-WOM. While traditional WOM is effective within limited social contact boundaries, e-WOM transcends these limitations by leveraging information technology and online social networks. It plays a significant role in consumer purchase decisions and has the potential to influence consumer behavior (Albarq & Aldoghan, 2020). By comparing WOM and e-WOM and considering the reach and convenience of reaching a wider audience—particularly among tech-savvy travelers—we focus on e-WOM for this study. However, it is important to note that both WOM and e-WOM can complement each other (RV & Varshney, 2022).

The construct of e-WOM consists of four dimensions: WOM intensity, positive valence WOM, negative valence WOM, and WOM content (Goyette et al., 2010). Another study divides the dimensions of e-WOM into seven categories: perceived source credibility, source expertise, source trustworthiness, tie strength of relationships, source similarity, source quality, and source quantity (Ahmad et

al., 2020). According to Hennig-Thurau et al. (2004), e-WOM has eight dimensions: platform support; venting unfavorable emotions; empathy for others; demonstrating positive feelings; benefits to society; economic motives; promoting the firm; and guidance seeking. Notably, one article includes only the first five of these eight dimensions (Yudhistira, 2018).

The relationship between e-WOM and brand love is complex and can vary depending on the study. Some research suggests that brand love can influence e-WOM, while others indicate that e-WOM can influence brand love within the tourism context (Bilal et al., 2022; Kiuru, 2014; Pillay, 2021). Furthermore, e-WOM can impact destination love in tourism by influencing tourists' emotional and cognitive responses to a destination (Amaro et al., 2020). eWOM has been found to influence attitudes toward a destination (Akdim, 2021). This emotional engagement can contribute to destination love and loyalty (Loureiro et al., 2017). Based on this discussion, we propose the following hypothesis:

H5. e-WOM positively influences destination love.

2.7 e-WOM and Satisfaction

Numerous studies discuss the effect of satisfaction on e-WOM (Febrian & Fadly, 2021; Serra-Cantalops et al., 2018), while others present opposing views (Hakim & Mulia, 2019; Kit-Yeng et al., 2020; Suman & Krishma, 2021). Some research indicates a positive relationship between satisfaction and e-WOM—suggesting that satisfied customers are more likely to contribute to e-WOM compared to dissatisfied customers (Das, 2013; T. H. Lee & Jaafar, 2011). Additionally, positive emotional experiences positively affect both satisfaction and e-WOM (Serra-Cantalops et al., 2018).

Conversely, some studies suggest a negative or inconclusive relationship between satisfaction and e-WOM. They indicate that customer satisfaction does not necessarily lead to e-WOM or may become a weaker variable influencing satisfaction (Harris & Khatami, 2017; Isa & Riyadi, 2018). The valence of e-WOM also plays a crucial role; exposure to positive e-WOM prior to purchase increases consumer satisfaction while exposure to negative e-WOM decreases it (Kuo & Nakhata, 2019). Findings indicate that electronic word-of-mouth (eWOM) positively influences brand image and satisfaction

(Nurhidayati & Abror, 2020), and eWOM has a positive impact on tourist satisfaction (Hakim & Mulia, 2019). Based on this discussion above, we propose the following hypothesis:

H6. e-WOM positively influences satisfaction.

Mediating between variables

Based on the literature review throughout Sections 2.2–2.7 above, we develop indirect hypotheses regarding the relationships between variables in the context of natural tourism.

H7. The influence of natural attraction on destination love is mediated by satisfaction.

H8. The influence of e-WOM on destination love is mediated by satisfaction.

Multigroup analysis by gender

Research indicates that there are notable differences by gender in the tourism context, particularly in natural tourism. Women may have different needs and preferences than men regarding nature-based resort destinations; female tourists often perceive the importance of destination attributes and travel values differently than their male counterparts (Godtman

Kling et al., 2020; Rinaldi & Salerno, 2020). This study emphasizes that women's preferences for tourism experiences differ from men's, especially concerning safety, security, and comfort.

Gender can also influence tourist behavior and involvement in specific settings, as observed in analyses of tourist behavior at cultural sites (Miguel Ángel Solano et al., 2022). However, some studies have found no significant effects of gender on island tourism (Rasoolimanesh et al., 2017) or tourist satisfaction (Alananzeh et al., 2018). These findings highlight the importance of considering a gender perspective in tourism research, design, and marketing strategies.

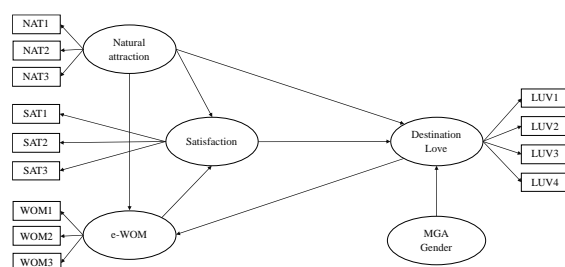


Figure 1 Framework research

3. METHODOLOGY

3.1 Survey instruments and measures

An online survey was conducted between May and June 2024, targeting respondents in Jakarta, the capital city

of Indonesia, as well as the adjacent cities of Bekasi, Bogor, and Tangerang. The survey included items for electronic word-of-mouth (e-WOM) based on Goyette et al. (2010) and three items measuring destination love adapted from Wallace et al. (2014). Additionally, four items for satisfaction were taken from Kozak and Rimmington (2000), and three items for natural attraction were derived from Chi and Qu (2008). A six-point rating scale was employed for all questionnaire items, ranging from strongly disagree (1) to strongly agree (6). The selection of a 6-point Likert scale aims to understand respondents' biases in their perceptions of the instruments used in this study, as discussed by Taherdoost (2019), who reviews various response scales, including rating scales, attitude scales, and different lengths of Likert scales in survey measurement and questionnaire design. A total of 483 responses were collected through an online survey distributed via social media platforms such as WhatsApp, Facebook, and Instagram, targeting residents of Jakarta and nearby cities. Before administering the questionnaire, a preliminary study was conducted to ensure the validity and reliability of the

survey instruments. To analyze the data, the researchers applied structural equation modeling (SEM) with partial least squares (PLS), a multivariate analysis technique commonly used in social sciences and various other fields. This method is chosen for its robustness in handling complex models with multiple constructs and its effectiveness in working with smaller sample sizes compared to other SEM techniques, such as covariance-based SEM (Hair et al., 2011).

3.2 Descriptive statistics for demographics

The respondents represented a diverse range of genders, generations, educational backgrounds, and employment statuses. This diversity within the sample ensures a comprehensive representation of the population being studied. Among the 483 respondents were nearly evenly split by gender, with 46.7% identifying as male and 53.1% as female. The generational breakdown included 49.3% Gen Z, 32.3% millennials, and 11.8% Gen X, while the remaining respondents were from older generations or born in 2010 and later.

In terms of education level, 49.7% of respondents were undergraduates, 29% were high school graduates, and 13.3% held diplomas. Employment status revealed that 46.8% were unemployed, 40.6% were employed, and 11.4% owned their own businesses; the remainder were retirees.

4. RESULT

4.1 Reliability and validity of the measures

Table 1 presents the reliability and validity of four variables: destination love, natural attraction, satisfaction, and electronic word-of-mouth (e-WOM). The Cronbach's alpha (α) values indicate high internal consistency and reliability for all variables. The rho_A values suggest a strong correlation among items measuring the same concept. The composite reliability (CR) values demonstrate strong internal consistency, while the average variance extracted (AVE) values indicate high convergent validity for destination love and natural attraction; satisfaction shows moderate convergent validity.

Overall, these results suggest that the variables are reliable and valid measures of their respective concepts. Among the constructs, natural attraction

has the highest ratings for internal consistency and reliability, with an α value of 0.907, a rho_A score of 0.908, and a CR of 0.942. This suggests that the elements within this construct are very consistent and effectively measure the same underlying notion. Conversely, satisfaction has the lowest values, with an α value of 0.866, a rho_A value of 0.869, and a CR of 0.909. The AVE score for natural attraction is 0.844, indicating that the items in this construct share a high degree of common variance. In contrast, satisfaction has an AVE score of 0.713, reflecting a modest level of convergent validity.

In summary, natural attraction consistently demonstrates the highest values across all measures, indicating strong internal consistency reliability, latent construct reliability, and convergent validity, while satisfaction regularly shows the lowest scores.

	(α)	rho_A	CR	(AVE)
Destinati on love	0.90 4	0.90 5	0.94 0	0.83 9
Natural attraction	0.90 7	0.90 8	0.94 2	0.84 4
Satisfacti on	0.86 6	0.86 9	0.90 9	0.71 3

e-WOM	0.86 7	0.86 7	0.91 8	0.79 0
--------------	-----------	-----------	-----------	-----------

Table 1 Construct Reliability and Validity

Discriminant validity measures how distinct the constructs being assessed are from each other (Rönkkö & Cho, 2022). The results from the discriminant validity analysis show that all diagonal values are greater than the correlation coefficients between each pair of constructs, indicating that these constructs are distinct from one another (Chetwynd, 2022). This finding confirms that the measures used to assess these constructs are valid and reliable (see Table 2).

	Destin ation love	Natur al attra ction	Satisf action	e- W O M
Destin ation love	0.916			
Natura l attract ion	0.847	0.918		
Satisf action	0.724	0.727	0.845	

	Destin ation love	Natur al attra ction	Satisf action	e- W O M
e- WOM	0.792	0.834	0.786	0.889

Table 2 Discriminant Validity

Table 3 presents the outer loadings for the four variables: destination love, natural attraction, satisfaction, and e-WOM. The outer loading measures the strength of the relationship between the items and their respective constructs. In this table, indicators for each variable are listed along with their corresponding outer loadings; all indicators exceed a loading of 0.8, indicating a strong relationship between the items and their respective constructs. This suggests that the items effectively capture and measure the underlying concepts they are intended to represent, thereby supporting the validity of the constructs for destination love, natural attraction, satisfaction, and e-WOM. The results indicate that all constructs demonstrate strong reliability and validity in measuring their respective concepts within this study's context.

Variable s	Indicator s	Outer loadin gs	Resul ts
Destinat ion love	This is a wonderful camping ground (LUV1)	0.922	Valid
	This camping ground makes me feel good (LUV2)	0.931	Valid
	I love this camping ground (LUV3)	0.894	Valid
Natural attractio n	The beauty of the camping ground panorama is very attractive (NAT1)	0.911	Valid
	The temperature of the camping ground is	0.923	Valid

Variable s	Indicator s	Outer loadin gs	Resul ts
	convenient for sightseeing (NAT2)		
	The forest on the camping ground is still natural (NAT3)	0.921	Valid
Satisfaction	The quality standard of the camping ground is excellent (SAT1)	0.829	Valid
	The facilities on this camping ground are varied (SAT4)	0.873	Valid
	The availability of	0.855	Valid

Variable s	Indicator s	Outer loadin gs	Resul ts
	camping ground information is easy to obtain (SAT3)		
	Overall, the cleanliness of the camping grounds is satisfactory (SAT4)	0.821	Valid
e-WOM	I spoke of this camping ground much more frequently than about any other destination (e-WOM1)	0.881	Valid
	I recommended this	0.898	Valid

Variable s	Indicator s	Outer loadin gs	Resul ts
	camping ground (e- WOM2)		
	I discuss the variety of experien ces offered (e-WOM3)	0.886	Valid

Table 3 Outer Loadings

4.2 Results of the hypothesis testing

Table 4 displays the path coefficients for the eight hypotheses (H1 to H8), which are standardized regression coefficients indicating the strength and direction of relationships between two variables (Mitchell, 2020). The table includes path coefficients, standard deviations, t-statistics, and p-values. These coefficients reflect the strength and direction of relationships between independent and dependent variables, while standard deviations measure variability, t-statistics assess significance, and p-values indicate the likelihood of obtaining observed results by chance.

The results suggest significant relationships between independent and dependent variables for all eight hypotheses, except for H7. Specifically, the study found a strong positive effect of natural attraction on destination love (path coefficient = 0.576, $p < 0.001$), which aligns with previous research emphasizing the importance of natural beauty in fostering emotional connections to destinations, as noted in studies by Aro et al (2018), and Mohammad Shafiee et al. (2021). Additionally, there is a significant positive relationship between natural attraction and satisfaction (path coefficient = 0.237, $p = 0.002$) supports findings from Biswas et al.(2021) and Jiang et al. (2018)

The study also identified a positive path coefficient for the relationship between natural attraction and e-WOM (0.158, $p = 0.008$). This finding is consistent with research by Carvalho et al. (2021), Dionisio and Nisi (2021), Kankhuni and Ngwira (2022) which indicated that satisfied tourists are more likely to engage in positive e-WOM about their experiences. Furthermore, there is a positive effect of satisfaction on destination love (path coefficient =

0.187, $p = 0.026$) aligning with earlier studies by Aro et al. (2018).

The strong positive relationship between e-WOM and destination love was also confirmed (path coefficient = 0.588, $p < 0.001$), corroborating findings from Bilal et al. (2022) and Pillay, (2021), highlighting the role of positive word-of-mouth in enhancing brand loyalty and emotional connections with destinations.

Moreover, the significant impact of e-WOM on satisfaction (path coefficient = 0.576, $p < 0.001$) supporting research by Nilashi et al. (2022), which found that positive e-WOM can enhance tourist satisfaction through shared experiences. However, the mediation effect of e-WOM on satisfaction leading to destination love (H8) was modest (path coefficient = 0.093, $p = 0.010$), indicating that while e-WOM influences both variables, direct relationships may have a more substantial impact than mediated pathways. Overall, these findings reflect and build upon existing literature, emphasizing the complex interplay between satisfaction, e-WOM, and destination love in tourism contexts.

		(O)	(M)	(ST DEV)	T Stati stics	P Val ues
	Natur	0.5	0.5	0.06	8.62	0.0
H	al	76	78	7	0	00
1	attrac tion → destin ation love					
	Natur	0.2	0.2	0.07	3.13	0.0
H	al	37	27	6	4	02
2	attrac tion → satisf action					
	Natur	0.1	0.1	0.05	2.66	0.0
H	al	58	53	9	9	08
3	attrac tion → e- WOM					
	Satisf	0.1	0.1	0.08	2.24	0.0
H	action	87	89	4	0	26
4	→ destin ation love					

		(O)	(M)	(ST DEV)	T Stati stics	P Val ues
e-		0.5	0.5	0.06	8.74	0.0
H 5	WOM →	88	94	7	5	00
	destin ation love					
e-		0.5	0.5	0.06	8.62	0.0
H 6	WOM →	76	78	7	0	00
	satisf action					
Natur		0.0	0.0	0.02	1.89	0.0
H 7	al attrac tion → satisf action → destin ation love	37	36	0	9	58
e-		0.0	0.0	0.03	2.58	0.0
H 8	WOM →	93	90	6	3	10
	satisf action → destin					

	(O)	(M)	(ST DEV)	T Stati stics	P Val ues
ation					
love					

Table 4 Path Coefficients

4.3 Multi group analysis

The multi-group analysis results, as shown in Table 5, provide insights into the relationships between the hypotheses across three groups: the overall sample, male respondents, and female respondents (Henseler et al., 2016). The results indicate that there are no significant differences between male and female respondents for most hypotheses, which aligns with several studies (Ceylan et al., 2021; Quynh et al., 2021; Su et al., 2022). However, two notable exceptions were found.

In H2 (Natural Attraction → Satisfaction), the p-values were 0.001 for males and 0.610 for females. This relationship is significant for both the overall sample and male respondents but not for female respondents. This suggests that while natural attractions significantly enhance satisfaction for males, females may not experience the same level of impact, potentially due to safety factors. This finding aligns with the research by Su et al. (2022).

Meanwhile, in H4 (Satisfaction → Destination Love), the p-values were 0.320 for males and 0.010 for females. This hypothesis is significant for females but not for males, indicating that female respondents place greater importance on satisfaction when forming emotional attachments to destinations. This finding supports earlier studies by Tosun et al. (2024). These results highlight important gender-related differences in how natural attraction and satisfaction influence emotional connections to destinations.

Hypothesis		Outer Loading			P Value		
		M		Fe	M		Fe
		All	al	ma	All	al	ma
		e	le		e	le	
H1	Natural attraction → destination love	0.00	0.00	0.00	0.00	0.00	0.00
	attraction	0	0		0	0	
H2	Natural attraction	0.00	0.00	0.00	0.00	0.00	0.10
	attraction	0	0		2	1	

Hypothesis		Outer Loading			P Value		
		M		Fe	M		Fe
		All	al	ma	All	al	ma
		e	le		e	le	
	ction → satisfaction						
H3	Natural attraction → e- WO M	0.00	0.00	0.00	0.00	0.20	0.18
	attraction	0	0		8	1	
H4	Satisfaction → e- WO M	0.00	0.00	0.00	0.02	0.32	0.10
	n → destination love	0	0		6	0	
H5	e- WO M → destination love	0.00	0.00	0.00	0.00	0.00	0.00
	M → destination love	0	0		0	0	

Hypothesis		Outer Loading			P Value		
		M	Fe		M	Fe	
		All	al	ma	All	al	ma
		e	le		e	le	
H 6	e- WO M → satisf action n	0.00	0.00	0.00	0.00	0.00	0.00
		0	0		0	0	
H 7	Natural attraction → satisf action n → destination love	0.00	0.00	0.00	0.05	0.31	0.02
		0	0		8	2	
H 8	e- WO M → satisf action n → destination natio	0.00	0.00	0.00	0.01	0.17	0.85
		0	0		0	5	

Hypothesis		Outer Loading			P Value		
		M	Fe		M	Fe	
		All	al	ma	All	al	ma
		e	le		e	le	
n							
love							

Table 5 Multi group analysis

5. DISCUSSION AND CONCLUSIONS

Natural tourism is a vital component of the tourism industry, and understanding the factors that influence tourists' destination love is crucial for tourism marketers. This study aimed to investigate the effects of natural attraction, electronic word-of-mouth (e-WOM), and satisfaction on destination love from the perspective of lovemarks theory. Using a sample of tourists, we tested eight hypotheses through statistical analysis. The results indicated that all four variables—destination love, natural attraction, satisfaction, and e-WOM—exhibited high internal consistency and convergent validity.

The findings revealed that natural attraction has a strong positive effect on destination love, supporting hypothesis H1. Additionally, natural attraction significantly impacts both satisfaction and e-WOM, thereby supporting hypotheses H2 and H3, respectively.

Satisfaction was found to have a weak positive effect on destination love, which supports hypothesis H4. Furthermore, e-WOM demonstrated a strong positive effect on both destination love and satisfaction, supporting hypotheses H5 and H6.

The multi-group analysis indicated no significant differences between male and female respondents regarding their views on the eight hypotheses, as all p-values exceeded the threshold of 0.05. However, while most hypotheses showed significant relationships across all groups, variations in p-values between males and females were observed for certain hypotheses. Specifically, the relationships between natural attraction and satisfaction, as well as between satisfaction and destination love, exhibited differing levels of significance based on gender. In this study, the hypotheses that were rejected included those with p-values exceeding the conventional threshold of 0.05, indicating a lack of statistical significance. Specifically, hypothesis H7, which posited a mediating effect of satisfaction between natural attraction and destination love, was not supported across all groups, with p-values of 0.058, 0.312, and 0.702 for the overall

sample, male respondents, and female respondents, respectively. Additionally, hypothesis H3, which examined the relationship between natural attraction and e-WOM, was not significant for both male and female respondents, with p-values of 0.178 and 0.201.

From the perspective of lovemarks theory, our findings enhance the understanding of factors influencing destination love in natural tourism contexts. The inherent beauty and allure of camping sites were found to significantly affect destination love. This suggests that when individuals perceive a camping ground as visually appealing and captivating, they are more likely to develop a strong emotional connection to it.

e-WOM emerged as another significant predictor of destination love. Positive word-of-mouth communication among campers regarding their experiences can foster trust, credibility, and desirability for the destination. Consequently, this enhances the emotional bond and attachment to the location. Additionally, satisfaction was identified as a key driver of destination love; when campers have positive experiences that meet their expectations during their stay at the

camping ground, they are more likely to develop a deep affection for the destination.

However, it is important to note that the convergent validity of satisfaction was slightly lower compared to other variables. This suggests that while satisfaction plays an important role in predicting destination love, additional factors may influence emotional attachment beyond just satisfaction levels alone.

In conclusion, this study explored the influence of natural attractions and electronic word-of-mouth (e-WOM) on destination love within the campervan tourism industry in Indonesia. The primary objectives were to assess how these factors contribute to tourists' emotional attachment and loyalty to destinations.

The findings revealed that both natural attractions and e-WOM significantly impact destination love, underscoring their importance beyond traditional satisfaction metrics. This research enriches the existing literature by applying lovemark theory to the camping industry and providing a deeper understanding of the elements that influence destination love.

Implications for the theory

The findings from this study have several implications for lovemarks theory as applied to natural tourism destinations. This theory can be utilized to understand tourists' attachment and loyalty to specific destination brands. Our study indicates that tourists' love for destination brands leads to favorable behaviors such as switching resistance, loyalty, forgiveness, and intentions to revisit (Swanson, 2017). **Lovemarks theory explains why consumers remain attached and loyal to specific brands beyond rational considerations (N. Chen et al., 2020), as well as its relevance to green consumption (Javed et al., 2024), digitalization (Cho et al., 2024), and other contexts.**

Additionally, lovemarks theory can enhance tourists' satisfaction with a destination's image by fostering strong emotional attachments that lead to loyalty and a willingness to pay premium prices (Rahman et al., 2021). The implications for theory from this study are significant, particularly in extending the application of lovemarks theory within the context of the camping industry. By demonstrating the influence of natural attractions and electronic word-of-mouth (e-WOM) on destination love, the study broadens the

understanding of factors contributing to emotional attachment beyond traditional satisfaction metrics.

These findings highlight the importance of considering a wider array of elements, such as the inherent beauty of natural attractions and the impact of e-WOM, in shaping tourists' emotional connections to destinations. Consequently, this study provides a valuable contribution to the theoretical framework by integrating these additional dimensions, thereby enhancing the predictive power and applicability of lovemarks theory in tourism research.

However, the application of lovemarks theory in expanding the destination loyalty model or brand love in tourism faces several challenges. One significant challenge is the need to integrate emotional connections with practical aspects of tourism, such as service quality and destination attributes, which can complicate the measurement of destination love and loyalty. This underscores the necessity for a more comprehensive framework that incorporates various factors influencing destination love, including sustainability considerations. Addressing these challenges will require

further exploration into how emotional attachments can coexist with practical elements in tourism settings, ultimately enriching our understanding of brand love and loyalty in this dynamic field.

Implications for practice

Tourism marketers should prioritize developing and maintaining positive images of their destinations to attract tourists effectively. This can be achieved by emphasizing the natural attractions of the area and promoting positive e-WOM from satisfied visitors. Marketers should create effective strategies focusing on natural attraction, e-WOM, and satisfaction to enhance tourists' love for their destinations.

Additionally, targeting the right potential visitors can help increase traffic to these destinations. Operators should leverage visitor analytics and adapt marketing strategies according to current trends in tourism marketing to strengthen their competitive edge. By gaining insights into past visitors' experiences while enhancing efforts to attract new visitors, marketers can refine their strategies effectively.

Camping ground operators should maintain and showcase the site's natural beauty through regular upkeep, landscaping efforts, and nature-based

activities that attract campers while fostering destination love. Creating memorable experiences through unique activities, amenities, and services—such as guided nature walks or themed events—can further enhance campers' experiences and generate positive word-of-mouth.

Limitation and future recommendations

This study utilized a sample of tourists that may not fully represent the entire population visiting these destinations. Future research should aim for larger and more diverse samples to enhance the generalizability of results. Additionally, the study's focus on the campervan tourism industry in Indonesia may limit the applicability of the results to other types of tourism or geographical contexts. Future studies could explore similar constructs in different tourism sectors or regions to assess the generalizability of the findings. Furthermore, future research should investigate other factors influencing emotional attachment—such as culture, history, and infrastructure. By addressing these limitations and expanding upon the current findings, future studies can contribute even more significantly to

understanding emotional attachment in tourism contexts.

REFERENCES

- Ahmad, A. M. K., Abuhashesh, M., Obeidat, Z., & AlKhatib, M. J. (2020). E-WOM and airline e-ticket purchasing intention: Mediating effect of online passenger trust. *Management Science Letters*, 10(12), 2729–2740. <https://doi.org/10.5267/j.msl.2020.4.037>
- Akdim, K. (2021). The influence of eWOM. Analyzing its characteristics and consequences, and future research. In *Spanish Journal of Marketing - ESIC* (Vol. 25, Issue 2, pp. 239–259). Emerald Group Holdings Ltd. <https://doi.org/10.1108/SJME-10-2020-0186>
- Alananzeh, O. A., Jawabreh, O., Al Mahmoud, A., & Hamada, R. (2018). The impact of customer relationship management on tourist satisfaction: The case of Radisson Blue Resort in Aqaba city. *Journal of Environmental Management & Tourism*, 9(2 (26)), 227–240.
- Albarq, A., & Aldoghan, M. (2020). Electronic Word-Of-Mouth versus Word-Of-Mouth in the Field Of Consumer Behavior: A Literature Review. *Journal of Critical Reviews*, 7, 646–654. <https://doi.org/10.31838/jcr.07.14.187>
- Albert, N., Merunka, D., & Valette-Florence, P. (2008). When consumers love their brands: Exploring the concept and its dimensions. *Journal of Business*

- Research, 61(10), 1062–1075.
<https://doi.org/10.1016/j.jbusres.2007.09.014>
- Amaro, S., Barroco, C., & Antunes, J. (2020). Exploring the antecedents and outcomes of destination brand love. *Journal of Product & Brand Management*, 30(3), 433–448.
<https://doi.org/10.1108/JPBM-08-2019-2487>
- Andriotis, K., Foroudi, P., & Marvi, R. (2021). Heritage destination love. *Qualitative Market Research: An International Journal*, 24(2), 240–259. <https://doi.org/10.1108/QMR-03-2020-0038>
- Aro, K., Suomi, K., & Saraniemi, S. (2018). Antecedents and consequences of destination brand love—A case study from Finnish Lapland. *Tourism Management*, 67, 71–81.
- Bilal, M., Akram, U., Zhang, Y., Cai, S., & Wang, Z. (2022). Love Is Blind! Exploring the Impact of Brand Love on eWOM in Chinese Hospitality Industry. *Frontiers in Psychology*, 13, 2938.
- Bintang, H. (2017). Book review, *Brand Hate: Navigating Consumer Negativity in the Digital World* by S. Umit Kucuk. *Enlightening Tourism. A Pathmaking Journal*, Vol 12, No 2 (2022), ISSN 2174-548X, 436–469.
<https://doi.org/10.1007/978-3-319-41519-2>
- Biswas, C., Deb, S. K., Hasan, A. A.-T., & Khandakar, M. S. A. (2021). Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), 490–510.
- Biswas, C., Omar, H., & Rashid-Radha, J. Z. R. R. (2020). The impact of tourist attractions and accesibility on tourist's satisfaction: The moderating role of tourist's age. *AGE. GeoJournal of Tourism and Geosites*, 32(4), 1202–1208.
<https://doi.org/10.30892/gtg.3>
- Bruno, S., Rossana, S., & Diana, A. (2020). The role of attachment in emigrants tourism destination choice: A perspective on ethnic tourism. *Enlightening Tourism. A Pathmaking Journal*, Vol. 10, No 1 (2020), ISSN 2174-548X, 1–27.
- Carvalho, M., Kastenholtz, E., & Carneiro, M. J. (2021). Interaction as a central element of co-creative wine tourism experiences—Evidence from Bairrada, a Portuguese wine-producing region. *Sustainability*, 13(16), 9374.
- Ceylan, D., Cizel, B., & Karakaş, H. (2021). The symmetric and asymmetric impacts of cognitive attitude components on overall mass tourism destination image: gender comparison.
- Chand, M., Kumar, A., & Kaule, H. (2016). Association between tourist satisfaction dimensions and nationality: An empirical investigation. *International Journal of Hospitality & Tourism Systems*, 9(2), 74–82.
- Chen, N., Wang, Y., Li, J., Wei, Y., & Yuan, Q. (2020). Examining Structural Relationships among Night Tourism Experience, Lovemarks, Brand Satisfaction, and Brand Loyalty on “Cultural Heritage Night” in South Korea. *Sustainability*, 12, 6723.
<https://doi.org/10.3390/su12176723>
- Chen, S., Liu, J., Ma, F., & Huang, H. (2022). Customer-satisfaction-aware and deadline-constrained profit maximization problem in cloud computing. *Journal of*

- Parallel and Distributed Computing, 163, 198–213. <https://doi.org/https://doi.org/10.1016/j.jpdc.2022.02.003>
- Cherapanukorn, V., & Sugunnasil, P. (2022). Tourist attraction satisfaction factors from online reviews. A case study of tourist attractions in Thailand. *Journal of Environmental Management & Tourism*, 13(2), 379–390.
- Chetwynd, E. (2022). Critical analysis of reliability and validity in literature reviews. *Journal of Human Lactation*, 38(3), 392–396.
- Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636. <https://doi.org/10.1016/j.tourman.2007.06.007>
- Cho, M., Ko, E., & Taylor, C. R. (2024). The use of non-fungible tokens (NFTs) as promotional devices to build brands: An application of lovemark theory. *Journal of Global Fashion Marketing*, 1-17.
- Das, G. (2013). The effect of pleasure and arousal on satisfaction and word-of-mouth: an empirical study of the Indian banking sector. *Vikalpa*, 38(2), 95–104.
- Dionisio, M., & Nisi, V. (2021). Leveraging Transmedia storytelling to engage tourists in the understanding of the destination's local heritage. *Multimedia Tools and Applications*, 80(26–27), 34813–34841.
- Falahnezhad, A., Abdolvand, M., Heidarzadeh Hanzadeh, K., & Khounsivash, M. (2022). The Phenomenon of Destination Love: A systematic literature review and future research directions. *Journal of Tourism and Development*, 11(3), 165–188.
- Febrian, A., & Fadly, M. (2021). The Impact of Customer Satisfaction with EWOM and Brand Equity on E-Commerce Purchase Intention in Indonesia Moderated by Culture. *Binus Business Review*, 12(1), 41–51. <https://doi.org/10.21512/bbr.v12i1.6419>
- Filep, S., & Matteucci, X. (2020). Love in Tourist Motivation and Satisfaction. In *Journal of Hospitality & Tourism Research*. <https://doi.org/10.1177/1096348020927072>
- Filieri, R., Yen, D. A., & Yu, Q. (2021). #ILoveLondon: An exploration of the declaration of love towards a destination on Instagram. *Tourism Management*, 85, 104291.
- Garay, L. (2019). #Visitspain. Breaking down affective and cognitive attributes in the social media construction of the tourist destination image. *Tourism Management Perspectives*, 32. <https://doi.org/10.1016/j.tmp.2019.100560>
- Giovanis, A., & Athanasopoulou, P. (2018). Understanding lovemark brands: Dimensions and effect on Brand loyalty in high-technology products. *Spanish Journal of Marketing-ESIC*, 22(3), 272–294.
- Godtman Kling, K., Margaryan, L., & Fuchs, M. (2020). (In) equality in the outdoors: gender perspective on recreation and tourism media in the Swedish mountains. *Current Issues in Tourism*, 23(2), 233–247. <https://doi.org/10.1080/13683500.2018.1495698>
- Gosal, J., Andajani, E., & Rahayu, S. (2020). The effect of e-WOM on

- travel intention, travel decision, city image, and attitude to visit a tourism city. 17th International Symposium on Management (INSYMA 2020), 261–265.
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010a). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
<https://doi.org/10.1002/cjas.129>
- Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010b). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23.
<https://doi.org/10.1002/cjas.129>
- Gumparathi, V. P., & Patra, S. (2020). The Phenomenon of Brand Love: A Systematic Literature Review. *Journal of Relationship Marketing*, 19(2), 93–132.
<https://doi.org/10.1080/15332667.2019.1664871>
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152.
<https://doi.org/10.2753/MTP1069-6679190202>
- Hakim, D. H., & Mulia, D. (2019). The effect of tourism attractive-ness, travel motivation, e-WOM on visit decision and satisfaction. *International Journal of Business and Management Invention (IJBMI)*, 8(09), 23–29.
- Harris, P., & Khatami, N. A. (2017). Antecedents of word of mouth behaviour among female grocery shoppers in Iran. *Journal of Islamic Marketing*.
- Harun, A., Obong, A., Wahid Mohd Kassim, A., Lily, J., Tun Hussein Onn Malaysia, U., Pahat, B., Wahid Mohd Kassim Senior Lecturer, A., & Lily Senior Lecturer, J. (2018). The Effects of Destination Image and Perceived Risk on Revisit Intention: A Study in the South Eastern Coast of Sabah, Malaysia (Vol. 15, Issue 6). <http://ertr.tamu.edu>
<http://ertr.tamu.edu>
- Hassani, A. (2023). The Effect of Destination Attractiveness on the Intention to Visit Rural Tourist Destinations Mediated by electronic word of mouth. *Industrial Economics Review*.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.
<https://doi.org/10.1002/dir.10073>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2016). Testing measurement invariance of composites using partial least squares. *International Marketing Review*, 33(3), 405–431. <https://doi.org/10.1108/IMR-09-2014-0304>
- Hermawan, H., Anita, W., & Dhimas Setyo, N. (2019). Loyalty on Ecotourism analysed using the factors of tourist attraction, safety, and amenities, with satisfaction as an intervening variable. <https://doi.org/10.31227/osf.io/sbdmu>
- Horng, J. S., Hu, M. L., Teng, C. C., & Lin, L. (2012). Energy saving and carbon reduction management indicators for natural attractions: a case study in Taiwan. *Journal of Sustainable Tourism*, 20(8), 1125–1149.

- <https://doi.org/10.1080/09669582.2012.663380>
- Huang, T. L., & Liu, B. S. C. (2021). Augmented reality is human-like: How the humanizing experience inspires destination brand love. *Technological Forecasting and Social Change*, 170. <https://doi.org/10.1016/j.techfore.2021.120853>
- Huete-Alcocer, N. (2017). A literature review of word of mouth and electronic word of mouth: Implications for consumer behavior. *Frontiers in Psychology*, 8, 1256.
- Isa, J., & Riyadi, S. (2018). E-Wom And Price Perception On Image, Satisfaction, And Loyalty For Consumers Of Toyota Family Cars. In *International Journal of Business and Management Invention (IJBMI)* ISSN (Vol. 7). www.ijbmi.org
- Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors affecting eWOM providing behaviour. *European Journal of Marketing*, 55(4), 1067–1102. <https://doi.org/10.1108/EJM-07-2018-0472>
- Javed, N., Khalil, S. H., Ishaque, A., & Sultan, F. (2024). From Green Lovemarks to Brand Loyalty: Examining the Underlining Role of Customer Engagement Behaviour and Altruism. *Journal of the Knowledge Economy*, 1-25.
- Jean Claude, M., Lucília, C., Alexandra Matos, P., & Noelia Araújo, V. (2021). Tourism ambassadors as special destination image inducers. *Enlightening Tourism. A Pathmaking Journal*, Vol 11, No 1 (2021), ISSN 2174-548X, 194–230.
- Jeetesh, K., & Sana, M. (2022). The impact of hotel responses to online negative reviews on consumers' purchase intention. *Enlightening Tourism. A Pathmaking Journal*, Vol 12, No 1 (2022), ISSN 2174-548X, 213–242.
- Jiang, J., Zhang, J., Zhang, H., & Yan, B. (2018). Natural soundscapes and tourist loyalty to nature-based tourism destinations: the mediating effect of tourist satisfaction. *Journal of Travel & Tourism Marketing*, 35(2), 218–230. <https://doi.org/10.1080/10548408.2017.1351415>
- Jiang, K. (2019). An Exploration of Destination Brand Love among Theme-Park Based Tourists and Excursionists.
- Jie-Hua, S., Wen-Goang, Y., & Li-Wei, L. (2020). Impact of WOM and online WOM on tourist destinations in Indonesia. *Utopía y Praxis Latinoamericana: Revista Internacional de Filosofía Iberoamericana y Teoría Social*, 10, 305–318.
- Kankhuni, Z., & Ngwira, C. (2022). Overland tourists' natural soundscape perceptions: influences on experience, satisfaction, and electronic word-of-mouth. *Tourism Recreation Research*, 47(5–6), 591–607. <https://doi.org/10.1080/02508281.2021.1878653>
- Kit-Yeng, S., Abang Azlan, M., & May-Chiun, L. (2020). A critical review of literature in the rising tide of social media towards promoting tourism. *Enlightening Tourism. A Pathmaking Journal*, Vol. 10, No 2 (2020) ISSN 2174-548X, 270–305.

- Kiuru, K. (2014). The relationship between brand love and positive word of mouth.
- Kota Neela Mani, K., Rahul Pratap Singh, K., Uday Sankar, A., & P, S. (2021). Wildlife tourism: A synthesis of past, present, and future research agenda. *Enlightening Tourism. A Pathmaking Journal*, Vol 11, No 2 (2021), ISSN 2174-548X, 390–427.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260–269. <https://doi.org/10.1177/004728750003800308>
- Kuo, H.-C., & Nakhata, C. (2019). The impact of electronic word-of-mouth on customer satisfaction. *Journal of Marketing Theory and Practice*, 27(3), 331–348.
- Lee, P., Hunter, W. C., & Chung, N. (2020). Smart tourism city: Developments and transformations. *Sustainability*, 12(10), 3958.
- Lee, T. H., & Jaafar, N. I. (2011). Investigating customer satisfaction, loyalty and web usability concerning the use of word-of-mouth as a means of referral among internet banking users in Malaysia. *International Journal of Electronic Finance*, 5(4), 357–373.
- Litvin, S., Goldsmith, R., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29, 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985–1005.
- Lu, C. Y., Suhartanto, D., & Chen, B. T. (2022). Exploration of new outdoor leisure activities (glamping) during the post-pandemic era. *Tourism Recreation Research*, 1–19.
- Marinao, E. (2018). Determinants of satisfaction with the tourist destination. *Contexts and Boundaries*, Leszek Butowski, IntechOpen, 35–55.
- Marine-Roig, E., & Anton Clavé, S. (2015). Tourism analytics with massive user-generated content: A case study of Barcelona. *Journal of Destination Marketing & Management*, 4(3), 162–172. <https://doi.org/https://doi.org/10.1016/j.jdmm.2015.06.004>
- Melih, A., Hatice Sari, G., & Simge, Ş. (2022). Does gastronomy brand image affect the perceived emotional value and tour satisfaction? *Enlightening Tourism. A Pathmaking Journal*, Vol 12, No 1 (2022), ISSN 2174-548X, 366–397.
- Miguel Ángel Solano, S., Rocío Arteaga, S., Lucía Castaño, P., & Tomás, L.-G. (2022). Does the tourist's profile matter? Destination attributes, experiences, satisfaction and behavioural intentions on the 'Fiesta De Los Patios' in Cordoba, Spain. *Enlightening Tourism. A Pathmaking Journal*, Vol 12, No 2 (2022), ISSN 2174-548X, 12(2), 436–469.
- Mitchell, R. J. (2020). Path analysis: pollination. In *Design and analysis of ecological experiments* (pp. 211–231). Chapman and Hall/CRC.

- Mohamad, M., Abdullah, A. R., & Mokhlis, S. (2012). Tourists' evaluations of destination image and future behavioral intention: the case of Malaysia. *J. Mgmt. & Sustainability*, 2, 181.
- Mohammad shafiee, M., Foroudi, P., & Tabaeian, R. (2021). Memorable experience, tourist-destination identification and destination love. *International Journal of Tourism Cities*, ahead-of-print. <https://doi.org/10.1108/IJTC-09-2020-0176>
- Mohammad Shafiee, M., Foroudi, P., & Tabaeian, R. A. (2021a). Memorable experience, tourist-destination identification and destination love. *International Journal of Tourism Cities*, 7(3), 799–817. <https://doi.org/10.1108/IJTC-09-2020-0176>
- Mohammad Shafiee, M., Foroudi, P., & Tabaeian, R. A. (2021b). Memorable experience, tourist-destination identification and destination love. *International Journal of Tourism Cities*, 7(3), 799–817. <https://doi.org/10.1108/IJTC-09-2020-0176>
- Morando, M., & Platania, S. (2022). Luxury tourism consumption in the accommodation sector: the mediation role of destination brand love for potential tourists. *Sustainability*, 14(7), 4007.
- Nilashi, M., Fallahpour, A., Wong, K. Y., & Ghabban, F. (2022). Customer satisfaction analysis and preference prediction in historic sites through electronic word of mouth. *Neural Computing and Applications*, 34(16), 13867–13881.
- Nurhidayati, & Abror. (2020). The Effect of Electronic Word of Mouth and Service Quality on Satisfasfaction: Destination Image as a Mediator.
- Papadopoulou, N. M., Ribeiro, M. A., & Prayag, G. (2022). Psychological Determinants of Tourist Satisfaction and Destination Loyalty: The Influence of Perceived Overcrowding and Overtourism. *Journal of Travel Research*, 62(3), 644–662. <https://doi.org/10.1177/00472875221089049>
- Peeters, P., Çakmak, E., & Guiver, J. (2024). Current issues in tourism: Mitigating climate change in sustainable tourism research. *Tourism Management*, 100, 104820.
- Pillay, S. (2021). The influence of electronic word-of-mouth adoption on brand love amongst Generation Z consumers. *Acta Commercii*, 21(1), 1–11.
- Pizam, A., Yoram, N., & Reichel, A. (1978). Tourist Satisfaction with a Destination Area. In *Annals of Tourism Research* (Issue 3).
- Pradhan, S. (2021). Viability of homestay tourism in Darjeeling hills: the identification of constraints and opportunities.
- Prayag, G., Hosany, S., Muskat, B., & Del Chiappa, G. (2017). Understanding the relationships between tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend. *Journal of Travel Research*, 56(1), 41–54.
- Qiu, M., Sha, J., & Scott, N. (2021). Restoration of visitors through nature-based tourism: A systematic review, conceptual framework, and future research directions. *International Journal of Environmental Research and Public Health*, 18(5), 2299.

- Quynh, N. H., Hoai, N. T., & Loi, N. Van. (2021). The role of emotional experience and destination image on ecotourism satisfaction. *Spanish Journal of Marketing - ESIC*, 25(2), 312–332. <https://doi.org/10.1108/SJME-04-2020-0055>
- Rahman, R., Langner, T., & Temme, D. (2021). Brand love: conceptual and empirical investigation of a holistic causal model. *Journal of Brand Management*, 28, 609–642.
- Rasoolimanesh, S. M., Jaafar, M., Marzuki, A., & Abdullah, S. (2017). Tourist's perceptions of crowding at recreational sites: the case of the Perhentian Islands. *Anatolia*, 28(1), 41–51.
- Rinaldi, A., & Salerno, I. (2020). The tourism gender gap and its potential impact on the development of the emerging countries. *Quality and Quantity*, 54(5–6), 1465–1477. <https://doi.org/10.1007/s11135-019-00881-x>
- Roberts, K. (2005). *Lovemarks: The future beyond brands*. Powerhouse books.
- Rocio, H. G., Jaime, O. C., & Cinta, P. C. (2023). The Role of Management in Sustainable Tourism: A Bibliometric Analysis Approach. *Sustainability (Switzerland)*, 15(12). <https://doi.org/10.3390/su15129712>
- Romero Montero, A., Sellers Rubio, R., & Cely Álvarez, A. (2023). Inbound marketing in the hospitality industry: A systematic review of the last 12 years. *Enlightening Tourism*, 13(1), 86–125. <https://doi.org/10.33776/et.v13i1.7291>
- Rönkkö, M., & Cho, E. (2022). An updated guideline for assessing discriminant validity. *Organizational Research Methods*, 25(1), 6–14.
- RV, S., & Varshney, S. (2022). Investigating combined effect of WOM and eWOM: role of message valence. *Journal of Consumer Marketing*, 39(2), 180–190.
- Safitri, F. A., Anom, I. P., & Sukana, M. (2022). The Impact of Camping Tourism in the New Normal Era to the Economy of Harapan Jaya Tourist Village Community. *Journal Homepage: Wwww. Ijrpr. Com* ISSN, 2582, 7421.
- Sandhiya, G. (2021). Book Review: *Service encounters in tourism, events and hospitality: Staff perspectives* by Firth, M. *Enlightening Tourism. A Pathmaking Journal*, Vol. 11, No 1 (2021), Pp. 287-290 ISSN 2174-548X, 188.
- Saut, M., & Bie, S. (2024). Impact of service expectation, experiential quality, and perceived value on hotel customer satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 25(4), 781–809.
- Schebella, M. F., Weber, D., Lindsey, K., & Daniels, C. B. (2017). For the love of nature: Exploring the importance of species diversity and micro-variables associated with favorite outdoor places. *Frontiers in Psychology*, 8, 2094.
- Serra-Cantalops, A., Ramon-Cardona, J., & Salvi, F. (2018). The impact of positive emotional experiences on eWOM generation and loyalty. *Spanish Journal of Marketing-ESIC*.
- Shirazi, A., & Shirazy, A. (2020). Introducing Geotourism Attractions in Toroud Village, Semnan Province, IRAN.

- International Journal of Science and Engineering Applications, 9(6), 79–86.
- Song, H. J., Bae, S. Y., & Han, H. (2019). Emotional comprehension of a name-brand coffee shop: focus on lovemarks theory. *International Journal of Contemporary Hospitality Management*, 31(3), 1046–1065. <https://doi.org/10.1108/IJCHM-07-2017-0436>
- Su, L., Cheng, J., & Swanson, S. (2022). The companion effect on adventure tourists' satisfaction and subjective well-being: the moderating role of gender. *Tourism Review*, 77(3), 897–912. <https://doi.org/10.1108/TR-02-2021-0063>
- Suman, L., & Krishma, R. (2021). What are the determinants of consumers' online reviews adoption for hotel bookings: A structural equation modelling approach. *Enlightening Tourism. A Pathmaking Journal*, Vol. 11, No 1 (2021), ISSN 2174-548X, 171–193.
- Swanson, K. (2017). Destination brand love: managerial implications and applications to tourism businesses. *Journal of Place Management and Development*, 10, 88–97. <https://doi.org/10.1108/JPMD-11-2016-0073>
- Taherdoost, H. (2019). What is the best response scale for survey and questionnaire design; Review of different lengths of rating scale / attitude Scale / likert Scale. In *International Journal of Academic Research in Management (IJARM)* (Vol. 8, Issue 1). <https://hal.archives-ouvertes.fr/hal-02557308>
- Talam, J. J. (2022). Influence of destination dimensions on tourism sustainability in selected sites of Nandi County, Kenya.
- Tosun, C., Dedeoglu, B. B., & Usakli, A. (2024). The role of gender in shaping the destination service quality and its consequences. *International Journal of Tourism Research*, 26(4). <https://doi.org/10.1002/jtr.2701>
- Trinanda, O., & Yuza Sari, A. (2020). Exploring Tourist Satisfaction in Eco-Tourism: Antecedents and Consequences.
- Vivina, C., M. Rosario, G.-R., M. Carmen, D.-F., & José Alberto, M. (2021). An approach to cultural tourists' segmentation in Post-UNESCO Coimbra. *Enlightening Tourism. A Pathmaking Journal*, Vol 11, No 2 (2021), Pp. 332-359 ISSN 2174-548X.
- Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: Brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33–42. <https://doi.org/10.1108/JPBM-06-2013-0326>
- Yudhistira, P. G. A. (2018). The effect of e-WOM on social media instagram toward the decision to visit labuan bajo. *JBHOST*, 2, 140–149.
- Yun, D., & Pyo, S. (2016). An Examination of an Integrated Tourist Satisfaction Model: Expectations and Desires Congruency.
- Zhang, H., Xu, H., & Gursoy, D. (2020). The effect of celebrity endorsement on destination brand love: A comparison of previous visitors and potential tourists. *Journal of Destination Marketing & Management*, 17, 100454.