Cultural Tourist Loyalty: Investigating Novelty, Authenticity, and Tourist Satisfaction as Mediation

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Abstract. The tourism sector is one of the fastest-growing sectors globally. Indonesia's cultural and historical richness can drive its tourism industry. This research investigates the roles of destination authenticity and novelty in shaping tourist loyalty, with tourist satisfaction as an intervening variable. The study involved 135 respondents who were tourists visiting Mandalika, Lombok. Data processing was carried out using SmartPLS. The research findings indicate that destination authenticity does not significantly impact tourist loyalty in Mandalika, Lombok. Still, it does have a positive effect on the level of tourist satisfaction. However, novelty significantly influences tourist satisfaction and loyalty to Mandalika, Lombok. Additionally, tourist satisfaction significantly influences their loyalty to a specific tourism destination. Furthermore, tourist satisfaction can certainly function as a mediator in the relationship between the authenticity and novelty of tourist destinations and tourists' loyalty to Mandalika, Lombok. The results of this study are expected to provide insights to the relevant government authorities concerning the lack of comprehensive research, especially in the context of cultural tourism, which addresses the determinants of tourist satisfaction and loyalty.

Keywords: Novelty, Authenticity, Tourist Satisfaction.

1   Introduction

Different cultures might lead individuals to experience different perspectives and broaden their worldview. This makes the tourism sector the fastest-growing sector globally. According to The World Tourism Organization (UNWTO), tourism refers to the visits of individuals to destinations outside their usual environment, both for personal and professional purposes, which includes cultural, social, and economic phenomena. This phenomenon involves various activities and interactions that impact the tourism experience. In addition, there are three important aspects of tourism: cultural, social, and economic factors. This research aims to explore innovative efforts, which purpose are to stimulate the interest of travellers in cultural tourism experiences that ultimately enhance the satisfaction and loyalty levels of tourists. Furthermore, the results of this research can be used to provide valuable insights for Indonesia's government and tourism industry stakeholders.

Tourism has become a primary source of national income and livelihood for communities around tourist destinations. In fact, this sector is one of the largest and most dynamic economic sectors globally [1]. This is due to the fact that tourism attracts

consumers from various parts of the world and involves various types of activites that engage multiple parties. The tourism ecosystem has diverse elements like accommodation, transportation, supporting infrastructure, food, beverages, tourist attractions, cultural entertainment, unique local products, and security aspects [2].

In Indonesia, the tourism and creative economy sectors demonstrated notable performance. In the previous year, foreign tourist arrivals totalled 5.5 million, which surpass the initial projection of 3.6 million. Similarly, the influx of domestic tourists reached 703 million. This year, the goals for the tourism and creative economy sectors have significantly increased. The target for foreign tourists is now set at 7.4 million, while domestic tourist movements are anticipated to reach 1.4 billion. Moreover, the Ministry of Investment has reported that the total value of investment projects in the 5 Super-Priority Tourism Destinations (DPSPs) has reached IDR 172.2 billion, equivalent to approximately USD 11.67 million. The 5 Super-Priority Tourism Destinations are Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in Nusa Tenggara Barat (NTB), Labuan Bajo in Nusa Tenggara Timur (NTT), and Likupang in North Sulawesi [3].

Cultural tourism is inseparable from cultural heritage from the past, including temples, traditional houses, historical relics, customs (cultural behaviours), traditional ceremonies, and local arts and crafts (cultural products). The richness of Indonesian cultural heritage can be a crucial factor that strengthens Indonesian tourism. Cultural authenticity plays a vital role in cultural tourism as it introduces tourists to cultural legacies and provides diverse-background tourists with experiences and insights into cultural values [4; 5]. Out of the 5 Super-Priority Tourism Destinations, three that encompass cultural tourism are Lake Toba and Mandalika, which have traditional houses and native tribes, and Borobudur, which features a series of temples stretching from Magelang to Solo.

Besides the authenticity factor, the novelty element in a destination also plays a vital role in attracting tourists' interest. Novelty is associated with unique and different experiences presented by the destination, both in terms of objects, contexts, and situations offered to the tourists [6; 7]. Additionally, novelty also considers the aspect of refreshing perspectives and tourists' expectations of unexpected experiences [7]. In cultural tourism in Lombok, tourists can learn about learn about the local culture and experience a new atmosphere. [8], the perception of novelty in a tourist destination can enhance the level of satisfaction and loyalty among tourists.

Meanwhile, from the perspective of service, customer satisfaction, or in this context, tourists, is a primary consideration for service providers [9]. Tourist satisfaction is defined as the comprehensive evaluation conducted by tourists after visiting a tourist destination [10]. Furthermore, loyalty is interpreted as the strong commitment of tourists to revisit the same destination in the future [11]. This loyalty factor plays a key role in determining the long-term success of a tourist destination, which in this case, is Mandalika, Lombok.

This research aims to fill the gap in the inconsistency and contradictions found in the previous studies, where some research indicate that the authenticity of a tourist destination influences tourist satisfaction and loyalty, while other studies yield opposite results [12; 13]. This study intends to contribute theoretically through empirical findings and strengthen research on the influence of authenticity on tourist satisfaction and loyalty towards a destination.

In addition, this study aims to examine the roles of authenticity and novelty of a tourist destination in shaping tourist loyalty, with tourist satisfaction as an intervening variable. The results of this research are expected to provide input to the government regarding the lack of comprehensive research concerning the determinants of tourist satisfaction and loyalty, especially related to cultural tourism. Furthermore, the findings of this study can offer insights to enhance the competitiveness of tourist destinations and improve tourist satisfaction with the overall tourism experience.

2   Literature Background

2.1   Cognitive Assessment Theory (CAT)

This theory is used to answer the research question posed earlier and as a theoretical framework to discuss tourist behaviour that arises dur to their interaction with tourist destinations. CAT introduces a relevant approach in an effort to understand how tourists respond to emotions that arise in the holistic tourism experience [14; 15]. These emotional responses play a significant role in influencing the level of tourist loyalty to a particular tourist destination. This response also considers tourist behaviour in responding to various aspects of the tourism experience.

Within the framework of CAT, the research will focus on the concepts of authenticity and the perception of novelty (including aspirations) in the context of tourist destinations. In this analysis, both factors are identified as crucial triggers influencing tourist motivation and response, involving considerations of various factors, such as their subjective assessments of the situations they encounter, interactions with the environment at the tourist destination, as well as various historical experiences and other stimuli they undergo [16].

2.2   Authenticity

One of the reasons of tourists engaging in cultural tourism is because of their curiosity about the authenticity of a cultural heritage site. Cultural heritage tourism sites are gaining increasing attention from global tourists [17] because culture is a key determinant of the intention to visit. Authenticity is considered a force that motivates tourists to undertake journeys [18].

Authenticity is a dynamic and complex concept [19; 20] argues that objective authenticity can be defined as the firsthand experience of directly sensing the culture of others, namely the behaviour of communities and individuals. Additionally, Atzeny and colleagues suggest that authenticity is the joy and perception of tourists regarding the genuineness of their experiences [21].

In the context of cultural tourism, authenticity makes cultural heritage sites competitive with other tourist destinations due to their unique qualities. Moreover, authenticity is one of the factors that can explain tourist satisfaction [22].

2.3   Novelty

One of the goals of tourism is an individual's desire to experience something different/new or enjoyable for them. Tourism involves new things and experiences that

are different from everyday life or routines [23]. The perception of novelty can be distinguished according to its sources. Tourists' perception of the extent of novelty of a tourist destination will be a function of the perceived novelty from several sources, namely objects, environment (cultural atmosphere), new information, and other people (residents or visitors) expressed as a unified series based on time or experience [8].

The level of novelty is determined by individuals when comparing a stimulus with other stimuli encountered in the past, as well as stimuli present at that moment. In cognitive psychology, it is shown that the concept of novelty is a predictor of better memory enhancement found in certain new events for the first time [24].

2.4   Tourist Satisfaction

Tourist satisfaction measures tourists' cognitive or emotional reactions to purchased products and services [22]. Meanwhile, the concept of tourist satisfaction is defined by [25] as the emotional condition of tourists when they experience various attributes that contribute to the overall experience at a tourist destination. Tourist satisfaction shapetourists' travel experience and decision-making related to tourist destinations, consumption of products and services, and the intention to revisit destination [26]. Therefore, the success and sustainability of cultural heritage sites depend on optimal tourist satisfaction [27].

2.5   Tourist Loyalty

Consumer loyalty refers to customers' actual intent or actions in making repeated purchases of a particular product. Several studies have described that the loyalty held by tourists has interrelated dimensions, including attitudinal commitment and the intention to return. Additionally, other studies have identified that the perceived satisfaction of tourists is a key factor that can predict loyalty to a specific destination [2].

In various tourism literature, tourist loyalty can be interpreted as repeated visits or recommending a tourist destination to others. This has significant relevance in assessing the effectiveness of promotional and marketing strategies in the context of tourist destinations. When an individual repeatedly visits a tourist destination, it ensures consistent income for that destination and triggers positive promotion through informal communication from interpersonal interactions about the destination [28].

2.6   Hypothesis

Emotions can be a primary driver in creating memorable tourism experiences, and strong emotions during a tourism experience result in unforgettable memories [24]. If memorable memories are created at a newly visited tourist destination, it will foster loyalty to that specific destination and lead to recommendations for that destination [24].

In cultural tourism, authenticity makes cultural heritage sites competitive with other tourist destinations due to their uniqueness. Additionally, authenticity is one of the factors that can explain tourist satisfaction and loyalty [22]. Furthermore, the satisfaction perceived by tourists is a key factor that can predict the existence of loyalty

among tourists to a particular destination [2]. Therefore, the hypotheses to be investigated are as follows:

H_1:   Authenticity positively and significantly impacts tourist destination loyalty in the cultural tourism industry.

H_2:   Authenticity positively and significantly impacts tourist satisfaction in the cultural tourism industry.

H_3:   Novelty positively and significantly impacts tourist satisfaction in the cultural tourism industry.

H_4:   Novelty positively and significantly impacts tourist destination loyalty in the cultural tourism industry.

H_5:   Tourist satisfaction positively and significantly impacts tourist destination loyalty in the cultural tourism industry.

H_6:   Authenticity positively and significantly impacts tourist destination loyalty in the cultural tourism industry through tourist satisfaction.

H_7:   Novelty positively and significantly impacts tourist destination loyalty in the cultural tourism industry through tourist satisfaction.
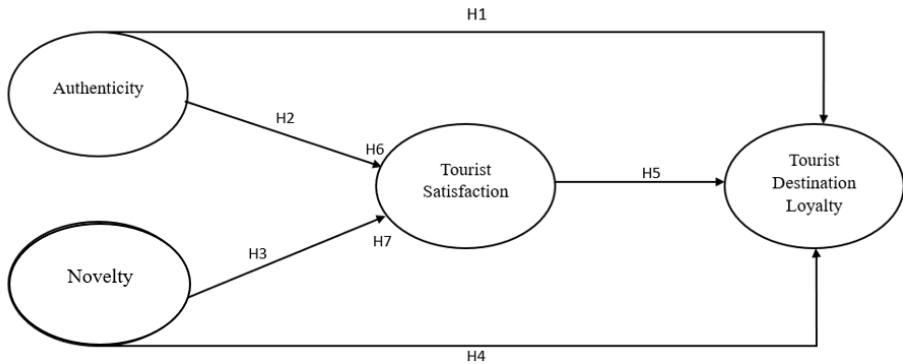

Fig. 1. Research Model.

3   Research Method

A descriptive cross-sectional methodology was used to investigate the suggested model of this study [6]. The criteria for respondents were individuals who have visited Mandalika, Lombok. The samples were gathered using convenience sampling and non-probability techniques [29]. This study used a survey methodology, gathering information from 135 participants online and offline. The list of the 23 indicators used in the questionnaire to gauge each variable can be seen in Table 1. All variables measured using a 5-point Likert scale, with 1 denoting "strongly disagree" and 5 denoting "strongly agree." [30]. The Partial Least Squares-Structural Equation Modelling (PLS-SEM) method was used in this study to determine the direct and indirect effects of independent factors on the dependent variables that interact with the mediation variable [31]. PLS-SEM was conducted with SmartPLS 3.2.8.

Table 1. Research Variables.

Variable	Dimension	Code	Indicator	References
Authenticity	Objective Authenticity	A1	The architecture reflects authentic forms from the past	(Genc & Gulertekin Genc, 2022) [32]
		A2	The ability to see architectural style of the said era	
		A3	Information acquisition on the traditional culture	
	Existential Authenticity	A4	The impressiveness of the architecture	
		A5	The ability to provide historical insight	
		A6	The ability to experience the authenticity of culture	
		A7	The ability to experience the characteristics of culture	
		A8	The ability to enjoy the traditions	
		A9	The ability to enjoy spiritual experiences	
Novelty		N1	The feeling of adventurous	(Blomstervik et al., 2021a) [6]
		N2	The ability to satisfy curiosity	
		N3	Uniqueness	
		N4	Once-in-a-lifetime experience	
		N5	The ability to experience different cultures	(Assaker et al., 2011) [33]
		N6	Various types of local foods and creations	

Tourist Satisfaction	TS1	Satisfaction with traditional cultural performances	(Genc & Gulertekin Genc, 2022) [32]
	TS2	Satisfaction with the decision to vacation in this destination	
	TS3	Expectation alignment with travel experiences	
	TS4	Tourism enjoyment	(Azis et al., 2020) [10]
	TS5	The enjoyment of the travel experience	
Tourist Loyalty	LDW1	The feeling of wanting to visit the destination in the future	(Azis et al., 2020) [10]
	LDW2	Recommend the destination to friends/family.	
	LDW3	Express positive words regarding the destination.	

4   Results and Discussion

4.1   Descriptive Statistics

Table 2. Demographic Data of Respondents.

		Total Respondents	Percentage
Gender	Men	50	37%
	Women	85	63%
Age Group	17 – 21 years old	65	48%
	22 – 30 years old	41	30%
	31 – 40 years old	16	12%
	41 – 55 years old	7	5%
	> 55 years old	6	4%
Monthly Income	Less than Rp 5,000,000	88	65%

	Rp 5,000,001 - Rp 10,000,000	30	22%
	Rp 10,000,001 - Rp. 15,000,000	7	5%
	Rp. 15,000,001 - Rp. 20,000,000	3	2%
	More than Rp. 20,000,000,-	7	5%
Monthly Expense	Less than Rp. 3,000,000	88	65%
	Rp. 3,000,001 – Rp. 6,000,000	32	24%
	Rp. 6,000,001 - Rp. 10,000,000	6	4%
	More than Rp. 10,000,000,-	9	7%
Occupation	Student	78	58%
	Employee	41	30%
	Entrepreneur	8	6%
	Professionals (Medical, Legal, etc)	6	4%
	Stay-at-home Parent	2	1%
Last Education	High School	73	54%
	Diploma Degrees	1	1%
	Undergraduates	53	39%
	Postgraduates	8	6%
	Total	135	

Based on the table shown above, it can be seen that 63% of respondents are female, with an age range from 17 to above 55 years old. 65% of respondents have incomes below Rp 5 million and expenses below Rp 3 million. The majority of respondents are students (58%).

4.2   Results

Validity and Reliability Test

This study evaluated reliability using Cronbach's Alpha (CA) and Composite Reliability (CR), shown in Table 2. When Cronbach's Alpha (CA) and Composite Reliability (CR) have a minimum result of 0.7, a variable is considered to be valid [34].

The findings of the loading factor values show that some indicators need to be removed to improve data processing outcomes. These indicators are A1, A2, A5, A7, N1, N2 and TS5.

Table 3. Outer Loading

Variable	Indicator	Loading	CA	CR	AVE	HTMT			
						A	N	TS	LDW
Authenticity	A3	0.701	0.783	0.851	0.534				
	A4	0.748							
	A6	0.685							
	A8	0.765							
	A9	0.752							
Novelty	N3	0.763	0.710	0.821	0.535	0.753			
	N4	0.703							
	N5	0.726							
	N6	0.732							
Tourist Satisfaction	TS1	0.796	0.790	0.864	0.614	0.817	0.897		
	TS2	0.817							
	TS3	0.801							
	TS4	0.717							
Tourist Destination Loyalty	LDW1	0.833	0.819	0.892	0.734	0.555	0.716	0.743	
	LDW2	0.874							
	LDW3	0.864							

The evaluation process was done by using convergent and discriminant validity. Convergent validity can be measured by using the values of Average Variance Extracted (AVE) results, which will be accepted at a significance level of 0.5 in the correlation coefficient significance test [35]. Discriminant validity can be measured by observing the values of the Heterotrait-Monotrait Ratio (HTMT) test results, which will be accepted if each variable has a value of less than 0.9 [36].

Inner Model

Table 4. Inner Model

	Variable Relationship	Original Sample	T-Statistics	P-Value	Explanation
H_1	Authenticity → Tourist Destination Loyalty	0.061	0.609	0.542	REJECTED
H_2	Authenticity → Tourist Satisfaction	0.380	4.505	0.000	ACCEPTED
H_3	Novelty → Tourist Satisfaction	0.459	5.072	0.000	ACCEPTED
H_4	Novelty → Tourist Destination Loyalty	0.246	2.268	0.023	ACCEPTED
H_5	Tourist Satisfaction → Tourist Destination Loyalty	0.397	3.774	0.000	ACCEPTED

Source: SmartPLS 3.2.8 Processing Results

If the p-value is less than the significance level of 0.05 and the original sample result is in positive numbers, then the hypothesis is considered to be significant and positive, hence the study hypothesis is accepted. Table 4 shows that the findings demonstrate that 1 hypothesis is rejected, while the other 4 hypotheses are accepted.

Table 5. Mediation-Test Result

	Variable Relationship	**Original Sample**	**T-Statistics**	**P-Value**	**Explanation**
H_6	Authenticity → Tourist Satisfaction → Tourist Destination Loyalty	0.151	2.684	0.007	ACCEPTED
H_7	Novelty → Tourist Satisfaction → Tourist Destination Loyalty	0.182	3.091	0.002	ACCEPTED

Source: SmartPLS 3.2.8 Processing Results

The hypothesis evaluation was using the method of specific indirect effects. Suppose the p-value is less than the significance level of 0.05, and the original sample result is in positive numbers. In that case, the hypothesis is considered significant and positive, which makes the hypothesis accepted. As it can be seen in Table 4, both hypotheses have original samples results in positive numbers and the p-values are both less than 0.05. Therefore, it can be concluded that both hypotheses are accepted.

R-Square (R^2) Test

The R-square test (R^2) was used to determine how much the independent variable (X) and dependent variable (Y) contribute to one another [37]. The Adjusted R Square value for tourist satisfaction is 0.499, which suggests that Authenticity and Novelty may account for 49.9% of the variance, with the remaining portion account for other factors. The tourist destination loyalty has an adjusted R-Square score of 0.398. It means that authenticity and novelty can account for 39.8% of the variance, with other variables accounting for the remainder of the percentage.

Table 6. R-Square Test Result

Variable	R-Square	R-Square Adjusted
Tourist Satisfaction	0.554	0.548
Tourist Destination Loyalty	0.402	0.388

Source: SmartPLS 3.2.8 Processing Results

Cross-Validated Redundancy (Q^2) Test

The goal of the Cross-Validated Redundancy Test was to assess the effectiveness of the research variables to predict the research model [37]. The results for both visitor tourist

satisfaction and tourism destination are 0.272 and 0.255, respectively. Since the results showed that the Q^2 value influenced the variables, thus, it might be suggested that all variables have predictive values, which is indicated by having results numbers that were greater than zero (0).

Table 7. Q-square Test Result

Variable	Q^2
Tourist Satisfaction	0.326
Tourist Destination Loyalty	0.281

Source: SmartPLS 3.2.8 Processing Results

4.3   Discussions

The evaluation of the first hypothesis of Authenticity on Tourist Destination Loyalty resulted in a p-value of 0.542 and an original sample of 0.061. The results suggested that Authenticity had negative and insignificant effect on Tourist Destination Loyalty in The Cultural Tourism Industry. Therefore, the first hypotesis was rejected. These results were found to be negatively correlated with a study [22], which indicated that Authenticity had positive effect on Tourist Destination Loyalty [22].

For the second hypothesis, Authenticity on Tourist Satisfaction had a p-value of 0.000 and an original sample of 0.380. Hence, Authenticity had a positive and significant effect on Tourist Satisfaction in The Cultural Tourism Industry, which indicated a direct correlation with research [38].

For the third hypothesis, Novelty on Tourist Satisfaction, had a p-value of 0.000 and an original sample of 0.459. Therefore, it can be concluded that Novelty had a positive and significant effect on Tourist Satisfaction in The Cultural Tourism Industry. The results from this hypothesis had a positive relationship with a study [2].

For the fourth hypothesis, the original sample result was 0.246 and the p-value was 0.023. The results revealed that novelty positively and significantly affected tourists' loyalty in the cultural tourism industry. Hence, the fourth hypothesis was accepted. These results were positively correlated with the results of a study [24].

Next, the fifth hypothesis had an original sample result of 0.397 and a p-value of 0.000, which concluded that Tourist Satisfaction had a positive and significant effect on Tourist Destination Loyalty in The Cultural Tourism Industry. Based on these results, the fifth hypothesis was accepted. The results were also positively correlated with a study [39], which suggested that Tourist Satisfaction significantly affected tourist Loyalty [39].

For the sixth hypothesis, the Authenticity was mediated by Tourist Satisfaction on Tourist Destination Loyalty, and the results for original sample and p-value were 0.151 and 0.007, respectively. Based on these results, it can be concluded that the sixth hypothesis was accepted. Therefore, Authenticity significantly influences Tourism Destination Loyalty in the Cultural Tourism Industry, which mediated by Tourist Satisfaction. The results were positively associated with one USA research conducted [22].

For the last hypothesis, Novelty was mediated by Tourist Satisfaction in Tourism Destination Loyalty with an original sample result of 0.182 and p-value of 0.002. These results rendered the seventh hypothesis to be accepted and can be concluded that Novelty significantly influences the Tourism Destination Loyalty in The Cultural Tourism Industry, which mediated by Tourist Satisfaction. These results also positively correlated with a study [33].

5.   Conclusion And Suggestions

5.1   Conclusion

This study aimed to ascertain whether authenticity and novelty have a positive and significant impact on tourist destination loyalty in the cultural tourism industry through tourist satisfaction as a mediation variable. The results indicated that the authenticity of a tourist destination does not affect tourist loyalty in Mandalika, Lombok, but had significant and positive influence on tourist satisfaction. In addition, the novelty factor in a tourist destination significantly influenced tourist satisfaction and loyalty to Mandalika, Lombok. Furthermore, tourist satisfaction also showed a significant influence on tourist loyalty to a tourist destination. On top of that, tourist satisfaction might mediate the relationship between a tourist destination's authenticity and novelty and tourist loyalty to Mandalika, Lombok.

5.2   Suggestions

Based on the findings of this study, it is recommended that future research focus on preserving cultural authenticity or cultural integrity, which can be used to improve tourist satisfaction that is going to raise the number of visits and strengthens the loyalty of tourist destinations. Furthermore, the research can be expanded to non-cultural tourist places. Another interesting idea is broadening the research variables by focusing on novelty.

This study provides useful insights regarding the importance of novelty and authenticity for tourist satisfaction and loyalty to a tourist destination. This information is specifically useful for stakeholders in the tourism industry and the government.

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