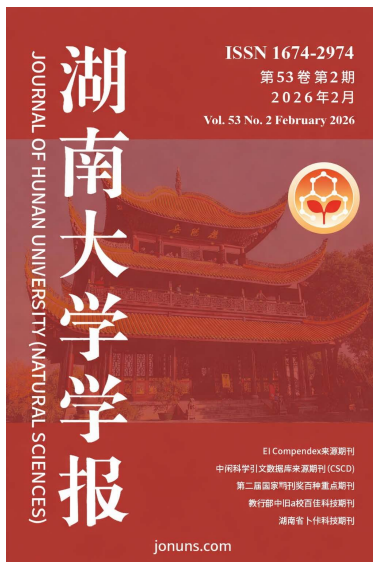




Journal of Hunan University (Natural Sciences)

Vol. 53 No. 2
February 2026

Available online at
<https://jonuns.com>



ELSEVIER
Scopus



Clarivate
WEB OF SCIENCE

Open Access Article

 <https://doi.org/10.55463/issn.1674-2974.53.2.4>

Joint Moderating Effects of Government Policy and Financial Support on Destination Loyalty in National Strategic Tourism Area

Muhammad Fajar Salemaku^{1*}, Sudirman Zaid¹, Patwayati¹, Nursaban Rommy Suleman¹,
Muhammad Suryadarman²

¹Department Management, Halu Oleo University, Kendari, Indonesia,

²Department Management, UKPM, Muna, Indonesia,

* Corresponding author: salemaku.fajar@gmail.com

Article History:

Received: January 5, 2026

Revised: February 12, 2026

Accepted: February 23, 2026

Published: March 27, 2026

Abstract: This study examines the joint moderating effects of government policy and financial support on destination loyalty in the Wakatobi National Strategic Tourism Area, Indonesia. Adopting a quantitative approach and PLS-SEM analysis, data were collected from 160 repeat visitors using purposive sampling. The results indicate that destination image does not directly influence destination loyalty ($\beta = 0.063$, $p = 0.320$) but has a significant impact on tourist engagement ($\beta = 0.665$, $p < 0.001$) and tourist satisfaction ($\beta = 0.580$, $p < 0.001$). Both tourist engagement ($\beta = 0.416$, $p < 0.001$) and tourist satisfaction ($\beta = 0.350$, $p = 0.001$) significantly affect destination loyalty and fully mediate the relationship between destination image and loyalty. Notably, the combined moderating effect of government policy and financial support significantly weakens the relationship between destination image and destination loyalty ($\beta = -0.197$, $p = 0.025$), suggesting that excessive government intervention may create image-reality gaps that hinder loyalty formation. The proposed model explains 80.7% of the variance in destination loyalty ($R^2 = 0.807$). These findings contribute to the literature on destination loyalty by highlighting the paradoxical effects of government intervention and offer practical implications for sustainable tourism development in priority destinations.

Keywords: Destination loyalty; Government policy; Financial support; Tourist engagement; Tourist satisfaction; Moderation effects.



Copyright: © 2026 by the authors. Licensee JHU

This article is an open-access article distributed under the terms and conditions of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>)

国家战略旅游区中政府政策与财政支持对目的地忠诚度的联合调节作用

摘要：本研究考察了政府政策与财政支持对印尼瓦卡托比国家战略旅游区（Wakatobi National Strategic Tourism Area）目的地忠诚度的联合调节作用。采用定量研究方法，并运用 PLS-SEM 分析，从 160 名重复游客中通过目的性抽样收集数据。研究结果表明，目的地形象对目的地忠诚度没有直接影响（ $\beta = 0.063$, $p = 0.320$ ），但对游客参与度（ $\beta = 0.665$, $p < 0.001$ ）和游客满意度（ $\beta = 0.580$, $p < 0.001$ ）具有显著影响。游客参与度（ $\beta = 0.416$, $p < 0.001$ ）和游客满意度（ $\beta = 0.350$, $p = 0.001$ ）显著影响目的地忠诚度，并完全中介了目的地形象与忠诚度之间的关系。值得注意的是，政府政策与财政支持的联合调节作用显著削弱了目的地形象与目的地忠诚度之间的关系（ $\beta = -0.197$, $p = 0.025$ ），表明过度的政府干预可能导致形象与现实的差距，从而阻碍忠诚度形成。所提出的模型可以解释目的地忠诚度 80.7% 的方差（ $R^2 = 0.807$ ）。本研究通过揭示政府干预的矛盾效应，为目的地忠诚度文献提供了新见解，并为优先旅游区的可持续发展提供了实际启示。

关键词：目的地忠诚度；政府政策；财政支持；游客参与度；游客满意度；调节效应

1. Introduction

Tourism represents a significant contributor to global economic development, serving as a vital source of national income, employment creation, and socio-cultural advancement [1]. The World Tourism Organization defines tourism as travel activities outside one's usual environment for less than one year for leisure, business, or other purposes [2]. In Indonesia, tourism development has been prioritized through the establishment of National Strategic Tourism Areas (Kawasan Strategis Pariwisata Nasional/KSPN), with Wakatobi designated as one of the "10 New Bali" destinations aimed at developing world-class tourism destinations [3].

Wakatobi, located in Southeast Sulawesi, Indonesia, possesses extraordinary marine biodiversity with over 750 fish species, 850 mollusk species, and 942 coral species, representing more than 90% of Indonesia's total coral species [4]. Designated as a National Park and UNESCO World Network of Biosphere Reserve, Wakatobi offers unique ecotourism experiences that attract both domestic and international visitors. However, tourism statistics reveal significant fluctuations, particularly following the COVID-19 pandemic, with visitor numbers dropping from 28,857 in 2019 to merely 3,511 in 2020, followed by gradual recovery reaching 9,117 visitors in 2023 [5].

Destination loyalty constitutes a critical factor for sustainable tourism development, representing tourists' tendency to revisit and recommend destinations to others [6]. Previous research has extensively examined the antecedents of destination loyalty, identifying destination image, tourist engagement, and tourist satisfaction as key predictors [7-9]. However, the literature reveals inconsistent findings regarding these relationships, suggesting the presence of moderating factors that have not been adequately explored.

Government policy and financial support represent crucial external factors that can influence tourism

development and visitor experiences [10]. In the context of KSPN Wakatobi, the Indonesian government has invested substantially in infrastructure development, with Phase I (2022-2023) allocating IDR 96.54 billion and Phase II allocating IDR 139.6 billion for tourism facility enhancement [11]. Despite these significant investments, the effectiveness of such interventions in strengthening destination loyalty remains empirically unclear.

This study addresses the research gap by investigating the joint moderating effects of government policy and financial support on the relationships between destination image, tourist engagement, tourist satisfaction, and destination loyalty. The novelty of this research lies in: (1) examining joint moderation effects rather than individual moderators, which has not been previously tested in tourism contexts; (2) focusing on repeat visitors who provide more reliable assessments of destination loyalty; and (3) investigating a priority national tourism destination undergoing significant government-led development.

The research objectives are: (1) to examine the direct effects of destination image on tourist engagement, tourist satisfaction, and destination loyalty; (2) to investigate the mediating roles of tourist engagement and tourist satisfaction; and (3) to analyze the joint moderating effects of government policy and financial support on the relationships between destination image, tourist engagement, tourist satisfaction, and destination loyalty.

2. Literature Review and Hypotheses Development

2.1 Destination Image

Destination image refers to the mental representation comprising beliefs, ideas, and impressions that tourists hold about a destination [12]. According to Echtner and Ritchie [13], destination image encompasses both functional characteristics

(tangible attributes) and psychological characteristics (intangible attributes). Baloglu and McCleary [14] proposed that destination image comprises cognitive evaluations (beliefs about destination attributes) and affective evaluations (feelings toward the destination).

In this study, destination image is conceptualized through three dimensions: cultural image (traditions, heritage, local arts), environmental image (natural beauty, biodiversity, conservation), and socioeconomic image (safety, accessibility, infrastructure, facilities) [15]. These dimensions comprehensively capture tourists' perceptions of Wakatobi as an ecotourism destination with rich marine biodiversity and unique maritime culture.

2.2 Tourist Engagement

Tourist engagement represents a psychological state arising from interactive experiences with a destination, manifested through cognitive, affective, and behavioral dimensions [16]. Brodie et al. [17] defined customer engagement as a motivational state occurring by virtue of interactive experiences with a focal agent/object. Hollebeek [18] extended this concept to include enthusiasm, attention, absorption, interaction, and identification as key dimensions.

In tourism contexts, engagement reflects how deeply tourists connect with destinations beyond mere visitation, including participation in activities, sharing experiences on social media, and developing emotional attachments [19]. Higher engagement levels are associated with stronger destination relationships and loyalty intentions [20].

2.3 Tourist Satisfaction

Tourist satisfaction represents the overall evaluation of travel experiences, formed through comparison between pre-visit expectations and actual performance perceptions [21]. Oliver's [22] expectancy-disconfirmation theory posits that satisfaction results from the comparison between anticipated and perceived performance. When performance meets or exceeds expectations, positive disconfirmation occurs, leading to satisfaction.

Satisfaction in tourism encompasses evaluations of various service encounters, facility quality, value for money, and overall experience quality [23]. As a cumulative assessment, satisfaction serves as a critical predictor of behavioral intentions including revisit intention and word-of-mouth recommendations [24].

2.4 Destination Loyalty

Destination loyalty reflects tourists' commitment to consistently choose and recommend a particular destination [25]. Oliver [26] conceptualized loyalty as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future. In tourism contexts, loyalty manifests through behavioral

loyalty (actual revisit behavior) and attitudinal loyalty (intention to revisit and willingness to recommend) [27].

Destination loyalty is crucial for sustainable tourism development as loyal visitors provide stable revenue streams, lower marketing costs, and serve as informal ambassadors through positive word-of-mouth [28]. Understanding the antecedents and mechanisms of loyalty formation enables destination managers to develop effective retention strategies.

2.5 Government Policy and Financial Support

Government policy in tourism encompasses regulations, programs, and actions designed to develop, manage, and sustain tourism sectors [29]. These policies include infrastructure development, destination promotion, environmental protection, safety regulations, and stakeholder collaboration initiatives. Effective policies create enabling environments that enhance tourist experiences and destination competitiveness [30].

Financial support refers to monetary assistance, incentives, and investments provided to accelerate tourism development [31]. This includes direct subsidies, tax incentives, infrastructure investments, and funding for small and medium enterprises. Adequate financial resources enable quality improvements in facilities, services, and destination offerings [32].

2.6 Hypotheses Development

Based on the theoretical foundations and empirical evidence, the following hypotheses are proposed:

Direct Effects:

H1: Destination image positively influences destination loyalty.

H2: Destination image positively influences tourist engagement.

H3: Destination image positively influences tourist satisfaction.

H4: Tourist engagement positively influences destination loyalty.

H5: Tourist satisfaction positively influences destination loyalty.

Mediation Effects:

H6: Tourist engagement mediates the relationship between destination image and destination loyalty.

H7: Tourist satisfaction mediates the relationship between destination image and destination loyalty.

Joint Moderation Effects:

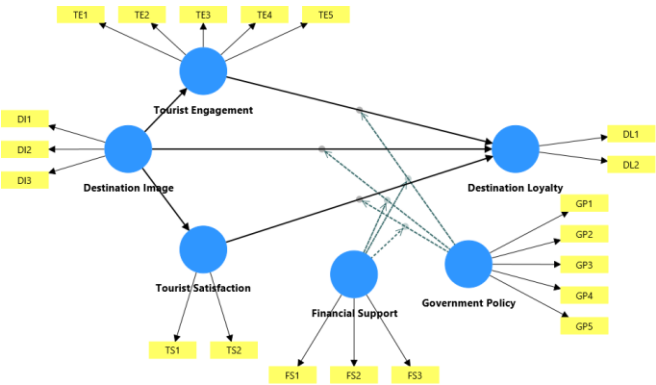
H8: Government policy strengthens the effect of destination image on destination loyalty when financial support increases.

H9: Government policy strengthens the effect of tourist engagement on destination loyalty when financial support increases.

H10: Government policy strengthens the effect of tourist

satisfaction on destination loyalty when financial support increases.

Figure 1. Conceptual Framework



Source: Figure Developed by the authors

3. Materials and Methods

3.1 Research Design

This study employed a quantitative cross-sectional research design using survey methodology. The research was conducted at KSPN Wakatobi, Southeast Sulawesi, Indonesia, which comprises four main islands: Wangi-Wangi, Kaledupa, Tomia, and Binongko. Data collection occurred from January to March 2025.

3.2 Population and Sample

The target population consisted of tourists who had visited Wakatobi at least twice (repeat visitors). This criterion was established to ensure respondents could reliably evaluate destination attributes and express loyalty intentions based on actual experience. Using purposive sampling technique, 160 respondents were selected based on the following inclusion criteria: (1) minimum age of 17 years; (2) visited at least twice; (3) willing to participate voluntarily. The sample size satisfies Hair et al.'s [33] recommendation of minimum 10 times the largest number of structural paths directed at a construct.

3.3 Measurement Instruments

All constructs were measured using validated scales adapted from previous studies with modifications to fit the tourism context. A five-point Likert scale (1=strongly disagree to 5=strongly agree) was employed for all items.

Table 1. Measurement Instruments

Variable	Items	Dimensions	Sources
Destination Image	15	Cultural, Environmental, Socioeconomic	Echtner & Ritchie [13]; Baloglu & McCleary [14]
Tourist Engagement	25	Enthusiasm, Attention, Absorption, Interaction, Identification	Hollebeek [18]; Brodie et al. [17]

Tourist Satisfaction	4	Overall Satisfaction, Confirmation of Expectation	Oliver [22]; Chi & Qu [34]
Government Policy	5	Infrastructure, Promotion, Environment, Security, Collaboration	Nunkoo [35]; Hall [36]
Financial Support	3	Subsidies, Investment, MSME Support	Dwyer et al. [37]
Destination Loyalty	6	Revisit Intention, Word-of-Mouth	Yoon & Uysal [38]; Oliver [26]

Source: Table developed by the authors

3.4 Data Collection

Data were collected through self-administered questionnaires distributed both online (Google Forms) and offline at major tourism sites in Wakatobi. The questionnaire was available in Indonesian and English to accommodate both domestic and international visitors. Research assistants were trained to ensure consistent data collection procedures.

3.5 Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed using SmartPLS 4.0 software. PLS-SEM was selected due to its suitability for: (1) predictive research objectives; (2) complex models with multiple mediators and moderators; (3) relatively small sample sizes; and (4) non-normal data distributions [33].

The analysis followed a two-stage approach: (1) measurement model assessment examining convergent validity (outer loadings >0.50, AVE >0.50), discriminant validity (cross-loadings, Fornell-Larcker criterion), and reliability (composite reliability >0.70); and (2) structural model assessment examining path coefficients, t-values, p-values, R², Q², and effect sizes. Joint moderation was tested using product indicator approach with three-way interactions (Government Policy × Financial Support × Independent Variable).

4. Results

4.1 Respondent Profile

Table 2 presents the demographic characteristics of respondents. The sample predominantly comprised males (58.1%), aged 26-40 years (48.8%), with bachelor's degree education (57.5%), working as entrepreneurs (27.5%), and earning IDR 5.1-8 million monthly (49.4%). Notably, all respondents were repeat visitors, with the majority having visited three times (48.75%). The primary purpose of visit was diving/snorkeling (48.1%), and most visitors obtained information through internet/social media (63.1%).

Table 2. Respondent Demographics (n=160)

Characteristic	Category	Percentage
Gender	Male	58.1%
Age	26-40 years	48.8%
Education	Bachelor's degree	57.5%
Occupation	Entrepreneur	27.5%
Monthly Income	IDR 5.1-8 million	49.4%
Visit Frequency	3 times	48.75%
Purpose	Diving/Snorkeling	48.1%
Information Source	Internet/Social Media	63.1%

Source: Table developed by the authors

4.2 Measurement Model Assessment

Convergent validity was established with all outer loadings exceeding 0.50 (ranging from 0.531 to 0.949) and p-values below 0.05. Average Variance Extracted (AVE) values ranged from 0.538 to 0.900, all exceeding the 0.50 threshold. Composite reliability values ranged from 0.738 to 0.983, all exceeding 0.70. Cross-loading analysis confirmed discriminant validity with all indicators loading highest on their respective constructs.

Table 3. Validity and Reliability Results

Variable	AVE	CR	Assessment
Destination Image	0.632	0.738	Valid & Reliable
Tourist Engagement	0.633	0.860	Valid & Reliable
Tourist Satisfaction	0.862	0.840	Valid & Reliable
Government Policy	0.538	0.811	Valid & Reliable
Financial Support	0.634	0.983	Valid & Reliable
Destination Loyalty	0.900	0.889	Valid & Reliable

Source: Table developed by the authors

4.3 Structural Model Assessment

The structural model demonstrates strong explanatory power with R² of 0.807 for destination loyalty (strong), 0.442 for tourist engagement (moderate), and 0.337 for tourist satisfaction (moderate). The Q² value of 0.929 indicates excellent predictive relevance.

Table 4. Direct Effects Results

Hypothesis	β	t-value	p-value	Result	Decision
H1: DI → DL	0.063	0.995	0.320	NS	Rejected
H2: DI → TE	0.665	10.852	0.000	S	Supported
H3: DI → TS	0.580	7.685	0.000	S	Supported
H4: TE → DL	0.416	3.989	0.000	S	Supported
H5: TS → DL	0.350	3.420	0.001	S	Supported

Source: Table developed by the authors

Note: DI=Destination Image; TE=Tourist Engagement; TS=Tourist Satisfaction; DL=Destination Loyalty; S=Significant; NS=Not Significant

4.4 Mediation Effects

The mediation analysis reveals that both tourist engagement and tourist satisfaction serve as full mediators in the relationship between destination image and destination loyalty. The indirect effect through tourist engagement (β=0.276, p<0.001) and through tourist satisfaction (β=0.203, p=0.001) are both significant, while the direct effect remains non-significant.

Table 5. Mediation Effects Results

Path	β	t-value	p-value	Mediation
H6: DI → TE → DL	0.276	3.688	0.000	Full
H7: DI → TS → DL	0.203	3.182	0.001	Full

Source: Table developed by the authors

4.5 Joint Moderation Effects

The joint moderation analysis reveals significant findings for the destination image-loyalty relationship but not for engagement-loyalty or satisfaction-loyalty relationships. Notably, the joint moderating effect of government policy and financial support significantly weakens (rather than strengthens) the relationship between destination image and destination loyalty (β=-0.197, p=0.025).

Table 6. Joint Moderation Effects Results

Hypothesis	β	t-value	p-value	Decision
H8: GP×FS moderates DI→DL	-0.197	2.246	0.025	Supported*
H9: GP×FS moderates TE→DL	0.130	1.023	0.307	Rejected
H10: GP×FS moderates TS→DL	0.058	0.626	0.531	Rejected

Source: Table developed by the authors

*Note: H8 supported with negative direction - joint moderation weakens the DI-DL relationship

5. Discussion

5.1 Direct Effects on Destination Loyalty

The finding that destination image does not directly influence destination loyalty (H1 rejected) challenges conventional wisdom in destination marketing literature. While previous studies [39-41] found significant direct effects, our results align with Tedjakusuma et al. [42] and Manoppo & Santosa [43] who similarly found non-significant direct relationships. This suggests that for repeat visitors with established experiential knowledge, image alone is insufficient to drive loyalty; rather, the quality of actual experiences matters more.

The strong influence of destination image on tourist engagement (β=0.665) and tourist satisfaction (β=0.580) confirms that positive destination images create favorable psychological conditions for engaging

experiences and satisfaction formation. These findings support Baloglu and McCleary's [14] cognitive-affective model and are consistent with Yuliana [39], Ramdini et al. [44], and Moliner-Tena et al. [45].

Both tourist engagement ($\beta=0.416$) and tourist satisfaction ($\beta=0.350$) significantly influence destination loyalty, supporting Brodie et al.'s [17] engagement theory and Oliver's [22] satisfaction-loyalty linkage. The stronger effect of engagement compared to satisfaction suggests that for experiential tourism destinations like Wakatobi, the depth of psychological involvement may matter more than mere satisfaction with service delivery.

5.2 Full Mediation Effects

The full mediation of tourist engagement and tourist satisfaction in the destination image-loyalty relationship represents a significant contribution to destination loyalty literature. This finding indicates that destination image operates through experiential and evaluative mechanisms rather than directly influencing loyalty. Positive destination images create expectations that, when fulfilled through engaging experiences and satisfying encounters, ultimately drive loyalty formation.

For repeat visitors constituting our entire sample, this mediation mechanism is particularly relevant. These visitors possess direct experiential knowledge that supersedes image-based information, making their loyalty decisions dependent on the quality of actual experiences rather than projected images.

5.3 Paradoxical Joint Moderation Effect

The most intriguing finding is the negative joint moderating effect of government policy and financial support on the destination image-loyalty relationship ($\beta=-0.197$, $p=0.025$). Rather than strengthening this relationship as hypothesized, high levels of combined government intervention appear to weaken it.

Several theoretical explanations account for this paradox. First, image-reality gap theory suggests that massive government investment (over IDR 236 billion in infrastructure development) may transform destination character in ways that create discrepancies between projected images and actual experiences [46]. Tourists attracted by images of pristine, undeveloped natural beauty may encounter over-developed facilities that contradict their expectations.

Second, authenticity theory [47] posits that ecotourists and diving enthusiasts specifically value authentic, unspoiled environments. Extensive infrastructure development, standardized services, and formalized tourist management may reduce perceived authenticity, alienating visitors who seek genuine experiences distinct from commercialized tourism.

Third, psychological reactance theory [48] suggests that extensive regulations and controlled environments accompanying government interventions may constrain

visitors' sense of freedom and autonomy, triggering resistance to loyalty formation despite positive images.

The non-significant moderating effects on engagement-loyalty (H9) and satisfaction-loyalty (H10) relationships indicate that government intervention primarily affects image-based pathways rather than experiential pathways. Once visitors are engaged or satisfied through direct experiences, external factors become less relevant to their loyalty decisions.

5.4 Theoretical Implications

This study contributes to destination loyalty literature in several ways. First, it demonstrates that destination image influences loyalty through dual mediation pathways (engagement and satisfaction) rather than directly, enriching understanding of loyalty formation mechanisms in experiential tourism contexts. Second, it introduces joint moderation analysis to tourism research, revealing complex interactions between policy and financial factors that individual moderator analyses would miss. Third, it provides empirical evidence for the potential counterproductive effects of government intervention, contributing to debates on optimal levels of public sector involvement in tourism development.

5.5 Practical Implications

For KSPN Wakatobi management and policymakers, several practical implications emerge. First, strategies should prioritize creating engaging experiences rather than merely building positive images. Investment in experiential program development, interpretation services, and community-based tourism may yield greater loyalty returns than infrastructure expansion alone.

Second, a 'development light' approach may better preserve the authentic character that attracts ecotourists and diving enthusiasts. Infrastructure improvements should be context-sensitive, respecting local architecture, scale, and aesthetics rather than imposing standardized modern facilities.

Third, environmental protection policies require strengthening, as this dimension received the lowest score (3.84). Given Wakatobi's UNESCO Biosphere Reserve status and marine biodiversity significance, conservation credibility is essential for attracting and retaining environmentally-conscious visitors.

Fourth, marketing communications should accurately represent current destination conditions to minimize image-reality gaps. As destinations undergo government-led transformation, promotional materials must evolve correspondingly to manage visitor expectations effectively.

5.6 Limitations and Future Research

This study has several limitations. The cross-sectional design cannot capture temporal dynamics of loyalty formation across multiple visits. The exclusive

focus on repeat visitors limits generalizability to first-time visitors who may exhibit different patterns. The Wakatobi-specific context requires caution in transferring findings to other destination types.

Future research should employ longitudinal designs to track loyalty evolution over time, compare findings across multiple KSPN destinations (Raja Ampat, Labuan Bajo, Mandalika), adopt mixed methods to explore moderation mechanisms qualitatively, and integrate objective policy data with perceptual measures for more robust moderation analysis.

6. Conclusion

This study investigated the joint moderating effects of government policy and financial support on destination loyalty in Wakatobi National Strategic Tourism Area. The findings reveal that destination image does not directly influence destination loyalty among repeat visitors; rather, its effects are fully mediated through tourist engagement and tourist satisfaction. The model explains 80.7% of variance in destination loyalty, demonstrating strong predictive power.

Most significantly, the joint moderating effect of government policy and financial support weakens rather than strengthens the destination image-loyalty relationship, suggesting that excessive government intervention may create image-reality discrepancies detrimental to loyalty formation. This paradoxical finding challenges assumptions that more government support automatically enhances destination competitiveness.

For sustainable tourism development in priority destinations, balanced approaches are essential sufficient government support to maintain quality while preserving authentic character that attracts visitors. Future research should explore optimal intervention thresholds and context-specific factors that determine when government involvement becomes counterproductive.

Declarations

Author Contributions

Conceptualization, Muhammad Fajar Salemak. and Sudirman Zaid.; methodology, Nursaban Rommy Suleman.; software, Muhammad Fajar Salemak.; validation, Patwayati; resources, Muhammad Fajar Salemak.; data curation, Sudirman Zaid.; visualization, Nursaban Rommy Suleman; supervision, Muhammad Fajar Salemak; project administration, Muhammad Suryadarman. All authors have read and agreed to the published version of the manuscript.

Data Availability: Data supporting this study's findings are available from the corresponding author upon reasonable request, subject to privacy and ethical restrictions.

Conflicts of Interest: The authors declare no conflict of interest.

Acknowledgments: The authors thank the Wakatobi Tourism Office for facilitating data collection and all respondents who participated in this study.

References

- [1] Hall, C. M., & Page, S. J. (2019). *The geography of tourism and recreation: Environment, place and space* (4th ed.). Routledge.
- [2] Pitana, I. G. (2009). *Pariwisata: Analisis industri pariwisata* (2nd ed.). Andi.
- [3] Republik Indonesia. (2009). Undang-Undang No. 10 Tahun 2009 tentang Kepariwisataan.
- [4] Badan Pusat Statistik Sulawesi Tenggara. (2024). *Jumlah Wisatawan Kabupaten Wakatobi 2015-2023*.
- [5] Dinas Pariwisata dan Ekonomi Kreatif Kabupaten Wakatobi. (2024). *Statistik Kepariwisataan Wakatobi*.
- [6] Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of Marketing*, 63(4), 33-44. <https://doi.org/10.1509/jmkg.63.4.33.18257>
- [7] Chi, C. G. Q., & Qu, H. (2008). Examining the relationships between destination image, tourist satisfaction and destination loyalty. *Tourism Management*, 29(6), 997-1007. <https://doi.org/10.1016/j.tourman.2008.01.013>
- [8] Zhou, M., & Yu, H. (2022). Exploring how tourist engagement affects destination loyalty: the intermediary role of value and satisfaction. *Sustainability*, 14(3), 1621. DOI: [10.1177/00472875231201509](https://doi.org/10.1177/00472875231201509)
- [9] Huwae, V. E., et al. (2020). The mediating role of destination value, tourist satisfaction, and tourist engagement. *Leisure/loisir*, 44(4), 587-620. DOI: [10.1080/14927713.2020.1815563](https://doi.org/10.1080/14927713.2020.1815563)
- [10] Nunkoo, R. (2015). Trust in tourism: An analysis of stakeholders' trust in tourism governance. *Annals of Tourism Research*, 52, 121-141. <https://doi.org/10.1016/j.annals.2015.03.001>
- [11] Kementerian PUPR. (2023). *Penataan KSPN Wakatobi Tahap I dan II*. Jakarta: Kementerian PUPR.
- [12] Kotler, P. (2000). *Marketing management* (10th ed.). Prentice Hall.
- [13] Echtner, C. M., & Ritchie, J. R. B. (2003). The meaning and measurement of destination image. *The Journal of Tourism Studies*, 14(1), 42-51. <https://doi.org/10.5555/20033085801>
- [14] Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, 26(4), 870-889. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- [15] Beerli, A., & Martin, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, 31(3), 658-681. <https://doi.org/10.1016/j.annals.2004.01.013>
- [16] Bowden, J. L. H. (2009). The process of customer engagement: A conceptual framework. *Journal of Marketing Theory and Practice*, 17(1), 63-74. DOI: [10.2753/MTP1069-6679170105](https://doi.org/10.2753/MTP1069-6679170105)

- [17] Brodie, R. J., et al. (2011). Customer engagement: Conceptual domain and implications for research. *Journal of Service Research*, 14(3), 252-271. <https://doi.org/10.1177/1094670511411703>
- [18] Hollebeek, L. D. (2011). Exploring customer brand engagement: Definition and themes. *Journal of Strategic Marketing*, 19(7), 555-573. <https://doi.org/10.1080/0965254X.2011.599493>
- [19] Vivek, S. D., et al. (2010). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 18(2), 127-145. DOI:10.2307/23243811
- [20] Nga Thi Vo, et al. (2022). Guest online review: Hotel users' satisfaction, engagement, and loyalty. *Journal of Quality Assurance in Hospitality & Tourism*, 23(4), 913-944. DOI:10.1080/1528008X.2021.1920550
- [21] Parasuraman, A., et al. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- [22] Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469. <https://doi.org/10.1177/002224378001700405>
- [23] Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction, and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- [24] Cronin, J. J., et al. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions. *Journal of Retailing*, 76(2), 193-218. DOI:10.1016/S0022-4359(00)00028-2
- [25] Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113. <https://doi.org/10.1177/0092070394222001>
- [26] Oliver, R. L. (1997). Brand loyalty as a deeply held commitment. *Journal of the Academy of Marketing Science*, 25(4), 392-404.
- [27] Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.009>
- [28] Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to a destination: The role of satisfaction. *Journal of Travel Research*, 51(3), 220-233. DOI:10.1177/0047287511410321
- [29] Hall, C. M. (2002). Marketing and branding the destination. In *Tourism marketing: A handbook* (pp. 165-179). Pearson Education.
- [30] Bramwell, B., & Lane, B. (2011). *Tourism collaboration and partnerships: Politics, practice and sustainability*. Channel View Publications. DOI:10.1016/S0743-0167(01)00013-4
- [31] Dwyer, L., et al. (2010). Evaluating tourism's economic effects. *Tourism Management*, 31(1), 27-35.
- [32] Crovella, T., et al. (2022). Implementing SDGs for sustainable tourism development. *New Trends in Sustainable Business and Consumption*.
- [33] Hair, J. F., et al. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
- [34] Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction, and destination loyalty. *Tourism Management*, 29(6), 997-1007.
- [35] Nunkoo, R. (2015). Trust in tourism governance in Mauritius. *Annals of Tourism Research*, 52, 121-141.
- [36] Hall, C. M. (2019). *The geography of tourism and recreation*. Routledge.
- [37] Dwyer, L., et al. (2010). *Tourism economics and policy*. Channel View Publications.
- [38] Yoon, Y., & Uysal, M. (2005). Motivation and satisfaction on destination loyalty. *Tourism Management*, 26(1), 45-56.
- [39] Yuliana, Y. (2023). *Peran Destination Brand Engagement dalam Memediasi Pengaruh Destination Image terhadap Destination Loyalty*. Doctoral dissertation, Universitas Sumatera Utara.
- [40] Rosli, N. A., et al. (2023). Investigating the effect of destination image on revisit intention through tourist satisfaction. *International Journal of Advanced and Applied Sciences*, 10(6), 17-27.
- [41] Anggraini, R., & Novera, I. (2024). *Pengaruh Destination Image terhadap Destination Loyalty yang Dimediasi Tourist Satisfaction*. *Jurnal Industri Pariwisata*, 7(1), 39-49.
- [42] Tedjakusuma, A. P., et al. (2023). The Effect of Destination Image and Perceived Value on Tourist Satisfaction and Tourist Loyalty. *Journal of Business and Entrepreneurship*, 6(1), 85-99.
- [43] Manoppo, S., & Santosa, S. B. (2023). Pengaruh Destination Image, Destination Service Quality, Perceived Value terhadap Revisit Intention. *Diponegoro Journal of Management*, 12(5).
- [44] Ramdini, G. M., & Nurmansyah, A. A. H. (2025). Pengaruh Destination Image terhadap Revisit Intention melalui Memorable Tourism Experience dan Tourist Engagement. *Jurnal Lentera Bisnis*, 14(1), 677-695. DOI:10.34127/jrlab.v14i1.1392
- [45] Moliner-Tena, M. Á., et al. (2024). Destination image and tourist motivations as antecedents of tourist engagement. *International Journal of Tourism Cities*, 10(2), 662-681. DOI:10.1108/IJTC-09-2022-0214
- [46] Chen, C. C., & Tsai, D. C. (2007). How destination image and evaluative factors affect behavioral intentions. *Tourism Management*, 28(4), 1115-1122.
- [47] Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- [48] Brehm, J. W. (1966). *A theory of psychological reactance*. Academic Press.

参考文献:

- [1] Hall, C. M., & Page, S. J. (2019). *旅游与休闲的地理学：环境、地点与空间*（第4版）。Routledge.
- [2] Pitana, I. G. (2009). *旅游业分析*（第2版）。Andi.

- [3] 印度尼西亚共和国. (2009). 第 10 号旅游法令.
- [4] 东南苏拉威西中央统计局. (2024). 瓦卡托比区游客数量 2015-2023.
- [5] 瓦卡托比区旅游与创意经济局. (2024). 瓦卡托比旅游统计.
- [6] Oliver, R. L. (1999). 消费者忠诚从何而来? 营销学杂志, 63(4), 33-44. <https://doi.org/10.1509/jmkg.63.4.33.18257>
- [7] Chi, C. G. Q., & Qu, H. (2008). 考察目的地形象、游客满意度与目的地忠诚度之间的关系. 旅游管理, 29(6), 997-1007. <https://doi.org/10.1016/j.tourman.2008.01.013>
- [8] Zhou, M., & Yu, H. (2022). 探索游客参与度如何影响目的地忠诚度: 价值与满意度的中介作用. 可持续性, 14(3), 1621. DOI:10.1177/00472875231201509
- [9] Huwae, V. E., 等. (2020). 目的地价值、游客满意度与游客参与度的中介作用. Leisure/loisir, 44(4), 587-620. DOI:10.1080/14927713.2020.1815563
- [10] Nunkoo, R. (2015). 旅游信任: 对旅游治理中利益相关者信任的分析. 旅游研究年鉴, 52, 121-141. <https://doi.org/10.1016/j.annals.2015.03.001>
- [11] 印度尼西亚公共工程和住房部. (2023). 瓦卡托比国家战略旅游区规划第 I、II 阶段. 雅加达: 公共工程和住房部.
- [12] Kotler, P. (2000). 营销管理 (第 10 版). Prentice Hall.
- [13] Echtner, C. M., & Ritchie, J. R. B. (2003). 目的地形象的含义与测量. 旅游学研究杂志, 14(1), 42-51. <https://doi/full/10.5555/20033085801>
- [14] Baloglu, S., & McCleary, K. W. (1999). 目的地形象形成模型. 旅游研究年鉴, 26(4), 870-889. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- [15] Beerli, A., & Martin, J. D. (2004). 影响目的地形象的因素. 旅游研究年鉴, 31(3), 658-681. <https://doi.org/10.1016/j.annals.2004.01.013>
- [16] Bowden, J. L. H. (2009). 客户参与过程: 概念框架. 营销理论与实践杂志, 17(1), 63-74. DOI:10.2753/MTP1069-6679170105
- [17] Brodie, R. J., 等. (2011). 客户参与: 概念领域及研究启示. 服务研究杂志, 14(3), 252-271. <https://doi.org/10.1177/1094670511411703>
- [18] Hollebeck, L. D. (2011). 探索客户品牌参与: 定义与主题. 战略营销杂志, 19(7), 555-573. <https://doi.org/10.1080/0965254X.2011.599493>
- [19] Vivek, S. D., 等. (2010). 客户参与: 超越购买的客户关系探索. 营销理论与实践杂志, 18(2), 127-145. DOI:10.2307/23243811
- [20] Nga Thi Vo, 等. (2022). 在线评论: 酒店用户的满意度、参与度与忠诚度. 酒店与旅游质量保证杂志, 23(4), 913-944. DOI:10.1080/1528008X.2021.1920550
- [21] Parasuraman, A., 等. (1988). SERVQUAL: 测量消费者服务感知的多项量表. 零售杂志, 64(1), 12-40.
- [22] Oliver, R. L. (1980). 满意度决策的前因与后果的认知模型. 营销研究杂志, 17(4), 460-469. <https://doi.org/10.1177/002224378001700405>
- [23] Baker, D. A., & Crompton, J. L. (2000). 质量、满意度与行为意图. 旅游研究年鉴, 27(3), 785-804. [https://doi.org/10.1016/S0160-7383\(99\)00108-5](https://doi.org/10.1016/S0160-7383(99)00108-5)
- [24] Cronin, J. J., 等. (2000). 质量、价值与客户满意度对消费者行为意图的影响评估. 零售杂志, 76(2), 193-218. DOI:10.1016/S0022-4359(00)00028-2
- [25] Dick, A. S., & Basu, K. (1994). 客户忠诚: 走向整合概念框架. 营销科学学院学报, 22(2), 99-113. <https://doi.org/10.1177/0092070394222001>
- [26] Oliver, R. L. (1997). 品牌忠诚作为深层承诺. 营销科学学院学报, 25(4), 392-404.
- [27] Yoon, Y., & Uysal, M. (2005). 动机与满意度对目的地忠诚度的影响. 旅游管理, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.009>
- [28] Prayag, G., & Ryan, C. (2012). 旅游者目的地忠诚度的前因: 满意度的作用. 旅行研究杂志, 51(3), 220-233. DOI:10.1177/0047287511410321
- [29] Hall, C. M. (2002). 目的地营销与品牌建设. 旅游营销手册 (第 165-179 页), Pearson Education.
- [30] Bramwell, B., & Lane, B. (2011). 旅游协作与伙伴关系: 政治、实践与可持续性. Channel View Publications. DOI:10.1016/S0743-0167(01)00013-4
- [31] Dwyer, L., 等. (2010). 旅游经济效应评估. 旅游管理, 31(1), 27-35.
- [32] Crovella, T., 等. (2022). 可持续旅游发展中的联合国可持续发展目标实施. 可持续商业与消费新趋势.
- [33] Hair, J. F., 等. (2019). 何时使用及如何报告 PLS-SEM 结果. 欧洲商业评论, 31(1), 2-24.
- [34] Chi, C. G. Q., & Qu, H. (2008). 考察目的地形象、游客满意度与目的地忠诚度的结构关系. 旅游管理, 29(6), 997-1007.
- [35] Nunkoo, R. (2015). 毛里求斯旅游治理中的信任. 旅游研究年鉴, 52, 121-141.
- [36] Hall, C. M. (2019). 旅游与休闲的地理学. Routledge.
- [37] Dwyer, L., 等. (2010). 旅游经济学与政策. Channel View Publications.
- [38] Yoon, Y., & Uysal, M. (2005). 动机与满意度对目的地忠诚度的影响. 旅游管理, 26(1), 45-56.

- [39] Yuliana, Y. (2023). 目的地品牌参与在目的地形象对目的地忠诚度影响中的中介作用. 北苏门答腊大学博士论文.
- [40] Rosli, N. A., 等. (2023). 通过游客满意度探讨目的地形象对重游意向的影响. 国际高级应用科学杂志, 10(6), 17-27.
- [41] Anggraini, R., & Novera, I. (2024). 目的地形象对目的地忠诚度的影响：游客满意度的中介作用. 旅游业杂志, 7(1), 39-49.
- [42] Tedjakusuma, A. P., 等. (2023). 目的地形象与感知价值对游客满意度和忠诚度的影响. 商业与创业杂志, 6(1), 85-99.
- [43] Manoppo, S., & Santosa, S. B. (2023). 目的地形象、服务质量与感知价值对重游意向的影响. Diponegoro 管理杂志, 12(5).
- [44] Ramdini, G. M., & Nurmansyah, A. A. H. (2025). 目的地形象通过难忘旅游体验与游客参与度对重游意向的影响. Lentera Bisnis 杂志, 14(1), 677-695.
DOI:10.34127/jrlab.v14i1.1392
- [45] Moliner-Tena, M. Á., 等. (2024). 目的地形象与游客动机作为游客参与的前因. 国际旅游城市杂志, 10(2), 662-681. DOI:10.1108/IJTC-09-2022-0214

- [46] Chen, C. C., & Tsai, D. C. (2007). 目的地形象与评估因素如何影响行为意图. 旅游管理, 28(4), 1115-1122.
- [47] Wang, N. (1999). 重新思考旅游体验的真实性. 旅游研究年鉴, 26(2), 349-370.
- [48] Brehm, J. W. (1966). 心理反抗理论. Academic Press.

Manuscript Information

Word count: 6,496 words (excluding references).

Peer-Review Record

Fast-track status: Not fast-tracked.

First-round reviews received: 3 reports.

Revision cycles completed: 3 rounds.

Final version submitted: February 23, 2026

Disclaimer / Publisher's Note

The statements, opinions, and data contained in this article are solely those of the authors and do not necessarily represent the views of the *Journal of Hunan University (Natural Sciences)* or its editorial team. The journal and its editors disclaim any responsibility for injury to persons or property resulting from any ideas, methods, instructions, or products referred to in the content of this article.