

INFLUENCE OF DESTINATION IMAGE, CONSUMER EXPERIENCE, AND PERCEIVED VALUE ON LOYALTY THROUGH SATISFACTION AS A MEDIATION VARIABLE

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Abstract

This study aims to analyze the effects of destination image, consumer experience, and perceived value on loyalty in Lake Toba, with satisfaction as a mediating variable. Using a quantitative approach, data were collected via a 5-point Likert scale questionnaire from 145 respondents selected through purposive sampling. Data analysis was performed using Partial Least Square Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. The results show that all hypotheses are accepted at a 5% significance level ($P < 0,000$). Destination image, consumer experience, and perceived value have positive and significant effects on both satisfaction and loyalty ($\beta = 0,287$ to $\beta = 0,410$). Furthermore, satisfaction partially mediates the relationship between the three independent variables and loyalty ($\beta = 0,103$ to $\beta = 0,145$). These findings confirm the vital role of enhancing destination image, consumer experience, and perceived value in building long-term satisfaction and loyalty. Practically, this study provides insights for destination managers to design strategies that improve service quality and competitiveness in Lake Toba.

Keywords: Consumer Experience, Destination Image, Loyalty, Perceived Value, Satisfaction.

INTRODUCTION

North Sumatra is a province located on the island of Sumatra, Indonesia. Its capital is Medan. North Sumatra covers an area of approximately 72.981 square kilometers and is divided into 25 districts/cities. North Sumatra boasts abundant natural resources, including mountains, lakes, rivers, and beautiful tropical forests. It boasts rich cultural diversity from ethnic groups such as the Batak, Malay, and Mandailing, magnificent historical relics in Medan (Maimun Palace, Al-Mashun Grand Mosque), and rich culinary delights such as Arsik Ikan Mas (Carp Fish Arsik), Naniura, Dali Ni Horbo, Saksang, Sambal Andaliman, and others. Other unique features include the world-class surfing site of Sorake Beach, Gunung Leuser National Park, and the religious harmony embodied in the Taman Wisata Iman (Faith Tourism Park). Lake Toba, one of the province's icons, is among the five super priority destinations.

Lake Toba is the largest volcanic lake in Indonesia and one of the largest in the world, located about 176 kilometers west of Medan, the capital of North Sumatra. Lake Toba was formed by a massive VEI 8 supervolcanic eruption about 69,000 to 77,000 years ago, which was the largest explosive eruption on Earth in the last 25 million years. The lake is 100 kilometers (62 miles) long, 30 kilometers (19 miles) wide, and 508 meters (1,667 ft) deep. Surrounded by green mountains and hills, the lake offers stunning natural scenery and a variety of interesting tourist activities. There are many tourist attractions offered in Lake Toba including 1. Tarabunga Hill, 2. Holbung Hill, 3. Efrata Waterfall, 4. Paropo, 5. Sibe-bea Hill, 6. Bakkara Valley, 7. Pusuk Buhit Samosir and others (Culture, Tourism and Creative Economy Office, North Sumatra). The post-pandemic tourism landscape is marked by fundamental changes in tourist behavior, expectations, and decision-making processes (Hu & Lu, 2024). As a super-priority destination that contributes significantly to national economic growth, Lake Toba holds significant potential in the natural and cultural tourism sectors. However, the region's tourist attractions still face several crucial obstacles. Research by Nurasiah, M., & Heriyana (2023) and Ananta, D (2025) consistently identified

several key issues, including environmental pollution, suboptimal waste management, limited environmental carrying capacity, declining water quality, inadequate infrastructure, suboptimal promotion, and low local community involvement in the management of cultural attractions. These various structural and operational obstacles not only hamper tourism's contribution to regional economic growth but also have the potential to undermine the destination image, experience, satisfaction, perceived value, and even tourist loyalty to Lake Toba. The long-term sustainability of this sector is highly dependent on the level of tourist loyalty. Oppermann (2000) defines customer loyalty as "a commitment to repurchase or re-patronize a preferred product/service consistently in the future."

Cultivating destination loyalty through escalating safety measures, providing authentic experiences, and systematic branding strategies is considered crucial for the long-term recovery of the tourism sector (Pascual Fraile et al., 2025) . Therefore, it is crucial to examine the indicators that influence tourist loyalty. Although various international studies have demonstrated that destination image, consumer experience, and perceived value influence tourist satisfaction and impact tourist loyalty (Natarajan & Veera Raghavan (2024) , Hasan et al., (2020), Akter et al., (2020), most studies were conducted in the context of international destinations. Furthermore, previous studies generally tested these variables partially or only included one or two variables in a single research model. There is limited research that simultaneously examines the influence of destination image, consumer experience, and perceived value on destination loyalty with tourist satisfaction as a mediating variable, particularly in national priority tourist destinations such as Lake Toba.

This destination not only promises beautiful views, but also offers a high sense of security and a well-maintained environment, supported by continuously improving facilities and infrastructure for visitor comfort. Access to this hidden gem is increasingly easy, allowing tourists to explore the rich Batak culture and history of the friendly and open local community. This genuine hospitality from the local community, combined with the overall positive and charming destination image, fosters tourist loyalty, making them long to return and make Lake Toba their second home.

In addition to emotional benefits, a visit to Lake Toba also provides new insights, particularly regarding local Batak culture and the Ulos weaving process, while providing social value through interactions that expand relationships and social status, effectively meeting and even exceeding various dimensions of visit value expected by tourists. It is therefore not surprising that this combination of social values attracts tourists to return. Consistent with the findings of previous studies, Hasan et al., (2020) and Caber et al., (2020) positively identified perceived value as an important factor influencing tourist loyalty .

Satisfaction index often lies in loyalty. According to Keller & Kotler (2021), satisfaction is part of creating customer benefits, because creating customer satisfaction means creating profits for the company. Lake Toba stands out as a tourist destination because it effectively meets tourist expectations, its ability to present a perfect harmony between the pristine and beautiful nature of Lake Toba and the richness of traditional Batak culture. In addition to its destination, Lake Toba also offers a variety of delicious Batak culinary specialties, and quality accommodation in strategic locations with modern facilities at affordable prices.

With the various experiences gained by tourists, often exceeding initial expectations, making the time and money invested feel worthwhile, resulting in high overall satisfaction and a strong tendency for visitors to return and recommend the destination to others. Scientific literature identifies that satisfaction is an important predictor of their loyalty , as supported by findings from (Jeong & Kim, 2020 ; Kozak & Rimmington, 2000; Chen & Tsai, 2007).

Although various previous studies have shown that destination image, consumer experience, and perceived value influence tourist satisfaction and loyalty, the results are inconsistent. Some studies found a positive and significant effect, while others showed that destination image and consumer experience had no effect on destination loyalty. Furthermore, most previous studies were conducted in the context of international destinations and tended to examine the influence of variables partially or failed to include satisfaction as a mediating variable in a comprehensive model. This situation indicates a research gap that needs to be filled, making this study crucial to provide more comprehensive empirical evidence in the context of Lake Toba.

LITERATURE REVIEW

Stimulus–Organism–Response Theory (SOR)

Scott, NB et al., (2024) explain that SOR theory becomes Wrong One framework main in psychology environment Because capable describe How individual respond the environment they are in experience through internal psychological processes. With Thus, the theory This Lots used for understand connection between characteristics environment, experience individual, and behavior displayed after accept something stimulation.

Destination Image

Destination image is phenomenon perspectives that shape framework think consumer in a way logical at a time emotional (Sinatrya et al., 2022). Perception This become factor crucial that influences preference as well as taking decision candidate traveler in choose destination (Wang et al., 2024). Formation image the nature dynamic , where tourists construct perception through source information pre-trip as well as accumulation experience And knowledge gained post-visit .

Consumer experience

Consumer experience in study marketing get attention from academics Because the measurement can customized with development of the times and its implementation can aligned with multidisciplinary knowledge Xi (2022) Industry tourist And hospitality tend perceived as industry that sells service based on experience (Choo et al., 2018). In corner view company and academics, experience traveler viewed as series journey whose measurement associated with phase before, during, and after purchase service or products, through measurement said, the response cognitive And emotional traveler obtained for development companies, in particular in study experience tourist (Kuppelwieser & Klaus, 2021).

Perceived value

Perceived Value is defined as evaluation buyer on ability product or service For fulfil need they . Keller & Kotler (2021) emphasize that successful marketer need deliver mark superior customers. This is referring to on mark clean or perceived price traveler from journey, which is assessed based on difference between benefits received from journey and cost as well as sacrifices made by visitors (Paulose & Shakeel, 2022). Perceived value customer often associated with difference between total benefits for customers (total customer benefits) and total costs for customers (total customer costs) from something offer market relatively to other alternatives.

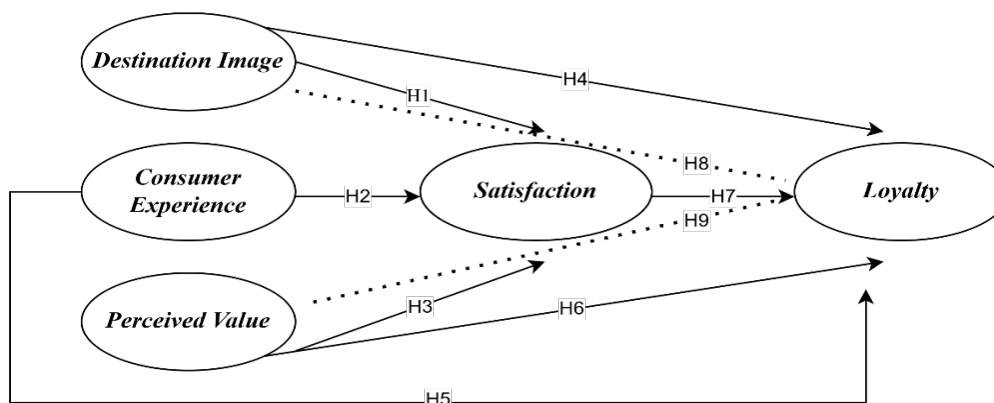
Satisfaction

In literature research marketing And tourism, satisfaction traveler has made into focus important by provider service tourist because intention for visit return and recommend something destination can influenced by matter the (Najar & Rather, 2023). Satisfaction considered as wrong one element key in success marketing destination , because level high satisfaction can influence choice destination as well as decision for do visit back in the future (Kozak & Rimmington, 2000 ; Yoon & Uysal, 2005). Besides that, satisfaction is also determined as wrong one variables reference important in management destination, because play a role in form loyalty and image positive something place tour (Prayag et al., 2017).

Loyalty

Loyalty viewed by Keller & Kotler (2021), as commitments held in a way deep For buy And support return A product or preferred services in a way consistent in the future, even though There is influence situational And business potential marketing cause customer switch. According to Cuong & Khoi (2019), loyalty defined as maintained commitments in a way strong For do purchase return or subscribe return to product or preferred services in a way consistent in the future, even though behavior switch potential influenced by condition situational And effort marketing.

Conceptual Framework



Picture 1 Conceptual Framework

Hypothesis

1. H₁: Destination Image influential positive and significant to Satisfaction.
2. H₂: Consumer Experience influential positive and significant to Satisfaction.
3. H₃: Perceived Value has an influence positive and significant to Satisfaction.
4. H₄: Destination Image influential positive and significant to Loyalty.
5. H₅: Consumer Experience influential positive and significant to Loyalty.
6. H₆: Perceived Value influential positive and significant to Loyalty.
7. H₇: Satisfaction influential positive and significant towards Loyalty.
8. H₈: Satisfaction mediate connection between Destination Image and Loyalty.
9. H₉: Satisfaction mediate connection between Consumer Experience and Loyalty.
10. H₁₀: Satisfaction mediate connection between Perceived Value and Loyalty.

METHOD

This study uses a quantitative approach with primary data. The population in this study was 2.451.269 tourists who had visit on destination Lake Toba. Study This has 29 indicators, so that amount required samples is $29 \times 5 = 145$ respondents. Based on provision said, the number sample in study This set as much as 145 tourists visited to destination tourism in Lake Toba. Technique data collection used in study This done through distribution questionnaire online using Shared Google Form through link. In this study, the data analysis method used was Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach. The data analysis process in this study was facilitated by SmartPLS 4 software. Stated that the stages in the PLS-SEM analysis procedure are generally divided into two main steps: Measurement Model Analysis (Outer Model) and Structural Model Analysis (Inner Model).

RESULTS AND DISCUSSION

PLS-SEM Analysis Using SmartPLS

Validitas Test

An indicator is considered valid if its correlation with its construct or variable (cross-loading) is deemed greater than its correlation with other constructs. The following presents the results of data processing using SmartPLS version 4.0, where the cross-loading results can be seen in Table 2.

Table 1 Cross Loading

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	Consumer experience(X ₂)	Destination image(X ₁)	Loyalty(Y)	Perceived Value(X ₃)	Satisfaction(M)	Ket
CE1	0,903	0,226	0,459	0,195	0,469	Valid
CE2	0,890	0,291	0,498	0,162	0,485	Valid
CE3	0,853	0,184	0,464	0,121	0,412	Valid
CE4	0,911	0,273	0,463	0,113	0,496	Valid
CE5	0,898	0,221	0,474	0,166	0,427	Valid
DI1	0,151	0,850	0,412	0,276	0,510	Valid
DI2	0,300	0,860	0,480	0,279	0,552	Valid
DI3	0,317	0,846	0,485	0,297	0,548	Valid
DI4	0,269	0,898	0,470	0,275	0,550	Valid
DI5	0,179	0,832	0,368	0,281	0,460	Valid
DI6	0,283	0,870	0,455	0,313	0,540	Valid
DI7	0,086	0,855	0,423	0,321	0,453	Valid
L1	0,543	0,495	0,890	0,483	0,642	Valid
L2	0,432	0,483	0,921	0,527	0,662	Valid
L3	0,396	0,463	0,896	0,520	0,630	Valid
L4	0,579	0,462	0,916	0,433	0,631	Valid
L5	0,432	0,431	0,894	0,448	0,625	Valid
PV1	0,170	0,222	0,452	0,861	0,424	Valid
PV2	0,143	0,224	0,443	0,879	0,413	Valid
PV3	0,232	0,317	0,497	0,902	0,440	Valid
PV4	0,129	0,351	0,477	0,867	0,452	Valid
PV5	0,075	0,268	0,437	0,893	0,385	Valid
PV6	0,158	0,368	0,476	0,904	0,460	Valid
PV7	0,143	0,347	0,534	0,922	0,464	Valid
ST1	0,470	0,527	0,618	0,408	0,912	Valid
ST2	0,478	0,588	0,664	0,446	0,927	Valid
ST3	0,457	0,512	0,631	0,445	0,911	Valid
ST4	0,453	0,571	0,647	0,454	0,920	Valid
ST5	0,495	0,560	0,665	0,480	0,901	Valid

Source: Processed primary data, 2026

Based on Table 1, it can be concluded that all research indicators of consumer experience, destination image, loyalty, perceived value, and satisfaction are declared discriminantly valid because the cross-loading value of each indicator is proven to be greater on the intended construct ranging from 0,832 to 0,927 compared to its correlation value with other constructs in the model. Thus, the results of this test confirm that all variables in the model have good validity and are able to measure each construct specifically without experiencing overlapping problems.

Reliability Test

Inconsistent indicators can be revised or removed if the reliability value is low, but this must be done carefully to maintain content validity (Sarstedt et al., 2021).

Table 2 Reliability Test

	Cronbach's alpha	Composite reliability	Information
Consumer experience	0,935	0,951	Reliable
Destination image	0,941	0,952	Reliable
Loyalty	0,944	0,957	Reliable
Perceived Value	0,956	0,964	Reliable
Satisfaction	0,951	0,962	Reliable

Source: Processed primary data, 2026

Through the data processing that has been done in Table 2, a very strong reliability indicator is shown by the composite reliability value in all constructs, with the highest achievement in the perceived value variable of 0,964, followed by satisfaction 0,962, loyalty 0,957, destination image 0,952, and consumer experience 0,951. This internal consistency is strengthened by the acquisition of Cronbach's alpha values that are in the range of 0,935 to 0,956, where all variables are proven to exceed the minimum required limit. Because all measurement instruments have been tested robustly and consistently, it can be concluded that all variables in this study have very good reliability and meet the eligibility for use in testing the structural inner model.

Inner Model

Coefficient of Determination (R²)

The results of the estimated R-Square value in this research analysis are presented in detail in Table 4.

Table 3 Coefficient of Determination (R²)

	R-square	R-square adjusted
Loyalty	0,606	0,595
Satisfaction	0,572	0,563

Source: Processed primary data, 2026

Based on the results of data processing presented in table 3, the predictive power of the model is assessed through the coefficient of determination R-Square and R-Square Adjusted. The results of the analysis show that the satisfaction variable recorded an R-Square value of 0,572 with an Adjusted R-Square value of 0,563. This means that the variability of the satisfaction variable can be explained by exogenous variables in the model by 57,2%, while the remaining 42,8% is influenced by other factors outside this research model. Meanwhile, the R-Square value for the loyalty variable was found to be 0,606 with an Adjusted R-Square value of 0,595. This figure indicates that variations in the loyalty variable can be explained by explanatory variables in the model by 60,6%, while the remaining 39,4% is contributed by other variables not included in the estimation of this model. Overall, the coefficient of determination value which is above the 0.50 range indicates that the structural model built has a moderate level of predictive power and is good at explaining the phenomena studied.

Hypothesis Testing Results

bootstrapping estimation data, both for direct effects and indirect effects, are presented in the following section.

Direct Effect Between Variables

Table 7 Direct Effect Test (Path Coefficient Bootstrapping Direct Effect)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note
Consumer Experience → Loyalty	0,389	0,390	0,062	6,294	0,000	Accepted
Consumer Experience → Satisfaction	0,355	0,355	0,055	6,471	0,000	Accepted
Destination image → Loyalty	0,287	0,288	0,057	5,019	0,000	Accepted
Destination image → Satisfaction	0,410	0,409	0,057	7,238	0,000	Accepted
Perceived Value → Loyalty	0,371	0,369	0,067	5,554	0,000	Accepted
Perceived Value → Satisfaction	0,290	0,289	0,050	5,779	0,000	Accepted
Satisfaction → Loyalty	0,354	0,353	0,077	4,594	0,000	Accepted

Based on the data in Table 7, the interpretation of the test results can be described as follows:

H₁: The influence of destination image (X₁) on satisfaction (M) is declared significant because the T-statistic value is (7,238) (>1,96) and the P-value is (0,000) (< 0,05). Thus, the fourth hypothesis is accepted. H₂: The influence of consumer experience (X₂) on satisfaction (M) is declared significant because the T-statistic value is 6,471 (>1,96) and the P-value is 0,000 (<0,05). Thus, the second hypothesis is accepted. H₃: The influence of perceived value (X₃) on satisfaction (M) It is stated to be significant because the T-statistic value is 5,779 (>1,96) and the P-value is (0.000) (< 0,05). Thus, the sixth hypothesis is accepted. H₄: The influence of destination image (X₁) on loyalty (Y) is declared significant because the T-statistic value is 5,019 (> 1,96) and the P-value is 0,000 (<0,05). Thus, the third hypothesis is accepted. H₅: The influence of consumer experience (X₂) on loyalty is declared significant because the T-statistic value is 6,294 (>1,96) and the P-value is 0,000 (< 0,05). Thus, the first hypothesis is accepted. H₆: The influence of perceived value (X₃) on loyalty (Y) is declared significant because the T-statistic value is (5,554) (>1,96) and the P-value is 0,000 (< 0,05). Thus, the fifth hypothesis is accepted. H₇: The effect of satisfaction (M) on loyalty (Y) is declared significant because the T-statistic value is 4,594 (>1,96) and the P-value is 0,000 (< 0,05). Thus, the seventh hypothesis is accepted.

Indirect Effect

detailed data from the bootstrapping estimation results for the indirect effect can be seen in Table 10 below:

Table 8 Indirect Effect Test (Path Coefficient Bootstrapping Indirect Effect)

Path Coefficient	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Note
Consumer Experience → Satisfaction → Loyalty	0,126	0,125	0,033	3,781	0,000	Accepted
Destination image → Satisfaction → Loyalty	0,145	0,145	0,040	3,633	0,000	Accepted
Perceived Value → Satisfaction → Loyalty	0,103	0,101	0,027	3,776	0,000	Accepted

Source: Processed primary data, 2026

Based on the estimation results data in Table 8, the indirect influence analysis is described as follows:

H₈: The indirect effect of destination image (X₁) on loyalty (Y) through satisfaction (M) is statistically significant. This is evidenced by the path coefficient value of ($\beta = 0,145$) with a P-value of 0,000 (<0,05) and supported by a T-statistic value of 3,633 (>1,96). Because the direct effect of destination image on loyalty is also significant ($\beta = 0,287$, P = 0,000), satisfaction is proven to partially mediate the relationship (partial mediation). Thus, the eighth mediation hypothesis is accepted.

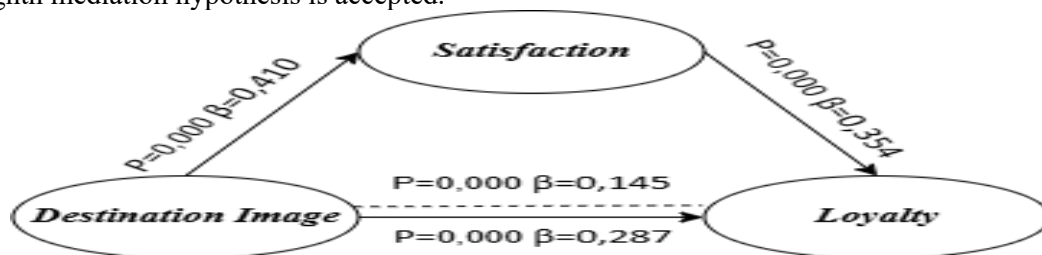


Figure 4 Path Analysis

H₉: The indirect effect of consumer experience (X₂) on loyalty (Y) through satisfaction (M) is statistically significant. This is evidenced by the path coefficient value of ($\beta = 0,126$) with a P-value of 0,000 (< 0,05) and supported by a T-statistic value of 3,781 (>1,96). Because the direct effect of consumer experience on loyalty is also proven to be significant ($\beta = 0,389$, P = 0,000), satisfaction acts as a partial mediation. Thus, the ninth mediation hypothesis is accepted.

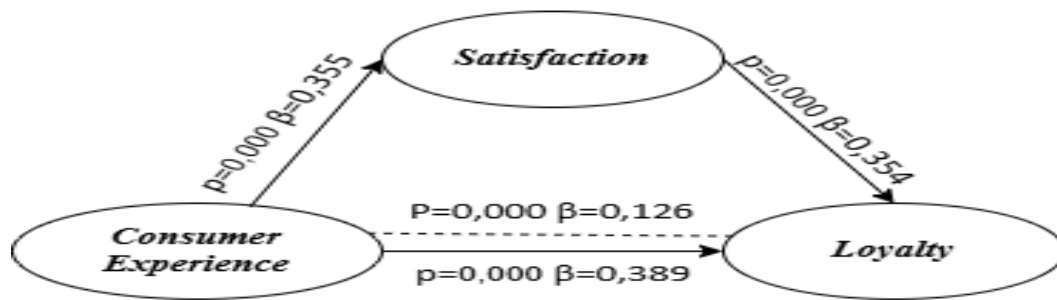


Figure 5 Path Analysis

H₁₀: The indirect effect of perceived value (X₃) on loyalty (Y) through satisfaction (M) is statistically significant. This is evidenced by the path coefficient value of ($\beta = 0,103$) with a P-value of 0,000 ($<0,05$) and supported by a T-statistic value of 3,776 ($>1,96$). Because the direct effect of perceived value on loyalty is also proven to be significant ($\beta = 0,371$, $P = 0,000$), satisfaction acts as a partial mediation. Thus, the tenth mediation hypothesis is accepted.

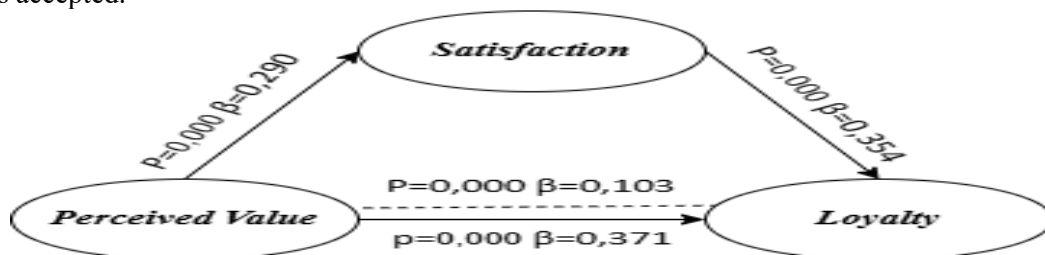


Figure 6 Path Analysis

Discussion

The first hypothesis in this study states that there is a positive and significant influence between destination image and satisfaction. This study states that the higher the destination image value perceived by tourists, the greater the satisfaction they feel during their visit. From this finding, it can also be seen the importance of maintaining the quality of the image produced by a tourist destination, where affective and cognitive image indicators that describe tourists' feelings or emotions play a crucial role in shaping their satisfaction evaluations.

The second hypothesis in this study revealed a positive and significant influence between consumer experience and satisfaction. This suggests that the quality of the actual consumer experience experienced by tourists during interactions at a tourist location will determine their final level of satisfaction. Direct experience indicators involving emotions, service, and physical comfort often receive high ratings because they directly impact tourists' subjective assessments during their visit.

The third hypothesis in this study revealed a significant relationship between perceived value and satisfaction. This suggests that the level of satisfaction tourists experience is directly related to their perceived value when visiting a destination. Indicators such as functional value (the ratio of quality to cost) and emotional value contribute significantly because they reflect the fulfillment of travelers' rational expectations (Humagain & Singleton, 2021).

The fourth hypothesis in this study states that there is a significant impact between destination image and loyalty. This study states that the higher the destination image value of a tourist attraction, the more it will influence tourists' decision-making to commit to loyalty, both in the form of revisit intention and recommendation of the place (word-of-mouth). A compelling image creates a long-lasting impression that makes the destination remain a top choice.

The fifth hypothesis in this study indicates a positive and significant impact between consumer experience and loyalty. This suggests that the accumulation of direct experiences experienced by tourists during their stay at a tourist destination will influence the formation of their loyalty. Unique, authentic, and emotionally engaging experiences contribute strongly to loyalty because they leave a lasting impression on tourists, triggering a psychological urge to repeat visits in the future.

The sixth hypothesis in this study revealed a significant influence between perceived value and loyalty. This indicates that a high perceived value, where tourists feel that their monetary and non-monetary sacrifices

provide fair and beneficial returns, will directly foster their loyalty commitment to the destination without hesitation.

The seventh hypothesis in this study successfully demonstrated a positive and significant relationship between satisfaction and loyalty. This means that when tourists' satisfaction levels are met, it will strongly influence their loyalty behavior, as evidenced by their desire to revisit the destination and promote it to other potential travelers. Indicators of total satisfaction with the service and atmosphere of a destination are key to fostering long-term commitment.

The mediation hypothesis in this study revealed that satisfaction significantly mediates the indirect effect of destination image on loyalty. This indicates that the process of forming loyalty from a good destination image does not always occur instantly, but rather requires a conversion stage. A beautiful destination image acts as an initial attraction (stimulus), but this image must be able to manifest into real satisfaction when tourists visit to crystallize into long-lasting loyalty.

The hypothesis in this study states that the indirect relationship between consumer experience and loyalty is significantly mediated by satisfaction. This explains that exposure to interactive experiences gained by tourists during a new destination will effectively generate long-term loyalty commitment (such as the intention to revisit) if the series of real experiences is successfully converted into high emotional satisfaction within the consumer.

The final hypothesis in this study indicates that tourist satisfaction significantly mediates the influence of perceived value on loyalty. This indirect relationship provides a scientific explanation that the ratio of functional and emotional benefits compared to the perceived economic sacrifice (value) by tourists will only drive optimal loyalty attitudes (such as a commitment to recommend) especially when the value is successfully converted into real emotional satisfaction during the tourist visit

CONCLUSION

Based on the research results that have been described, it can be concluded that overall:

1. Destination image influential in a way significant to satisfaction.
2. Consumer experience influential in a way significant to satisfaction.
3. Perceived value influential in a way significant to satisfaction.
4. Destination image influential in a way significant to loyalty.
5. Consumer experience influential in a way significant to loyalty.
6. Perceived value influential in a way significant to loyalty.
7. Satisfaction influential in a way significant to loyalty.
8. Satisfaction mediate influence destination image to loyalty.
9. Satisfaction mediate influence consumer experience to loyalty.
10. Satisfaction mediate influence perceived value to loyalty.
11. This study confirms that destination image, consumer experience, and perceived value are important factors influencing tourist satisfaction and loyalty at Lake Toba. Furthermore, satisfaction has been shown to be a mediating variable, strengthening the influence of these three variables on tourist loyalty. Therefore, it is recommended that tourism institutions, particularly the Lake Toba Culture and Tourism Office and destination managers, pay greater attention to service quality and experience. Through these efforts, it is hoped that Lake Toba can become a premier tourist destination, attracting both local and international visitors in the future.

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