

Tourist loyalty toward shopping destination: the role of shopping satisfaction and destination image

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Abstract

This study extends the theoretical concepts and evaluates the empirical evidence of the relationship between tourist loyalty towards a shopping destination and its two important determinant factors, shopping satisfaction and destination image. The results, drawn from a sample of 563 domestic and foreign tourists in Indonesia, show the importance of tourist shopping satisfaction and destination image as the determinant of tourist loyalty toward a shopping destination. Further, this study discloses that the tourist destination image is the

crucial factor in determining tourists' overall shopping satisfaction as well as tourists' loyalty toward the shopping destination. Consequently, the development of a region or a city into a shopping destination is only possible if it simultaneously develops the region or city to be an attractive destination.

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