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Destination Rejuvenation Strategy, Digital Engagement on Millennial Generation Loyalty with Place Attachment as a Mediating Variable Case Study in Senggigi, Lombok

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Abstract

This study investigates the mediating role of place attachment between destination rejuvenation strategy and digital engagement on millennial tourist loyalty at Senggigi, Lombok. Employing quantitative explanatory research design, 150 millennial tourists aged 25-40 with prior Senggigi experience were selected through purposive sampling. Data were collected via online questionnaire utilizing five-point Likert scale measuring destination rejuvenation strategy, digital engagement, place attachment, and millennial tourist loyalty. PLS-SEM with SmartPLS 3.0 software analyzed the structural relationships using bootstrapping procedure with 5,000 samples. Results demonstrate that digital engagement exerts an extraordinarily strong direct effect on place attachment (β=0.940, p<0.001), while place attachment substantially influences millennial tourist loyalty (β=0.710, p<0.001). Direct effects from destination rejuvenation strategy and digital engagement on loyalty were rejected, indicating place attachment functions as a critical mediating mechanism. Findings substantiate emotion-based loyalty frameworks, demonstrating that psychological attachment rather than tangible facility improvements drives loyalty manifestations. These findings advance theoretical understanding of destination marketing effectiveness through attachment cultivation mechanisms and provide practical guidance for destination managers prioritizing digital engagement quality and authentic community connection cultivation as primary loyalty determinants.

INTRODUCTION

Research Phenomenon

The global tourism industry has emerged as a vital economic driver, generating substantial revenue and employment opportunities across nations. However, tourism destinations face unprecedented competition as consumer preferences continue to evolve in response to technological advancement and shifting travel behaviors. The emergence of digital platforms has fundamentally transformed how tourists discover, evaluate, and select destinations, shifting from traditional marketing channels to peer-generated content and online engagement mechanisms (Wang & Azizurrohman, 2024). In this context, destination rejuvenation strategies have become imperative, particularly for established destinations that risk losing market competitiveness to newer, more technologically integrated competitors. Senggigi in Lombok, historically one of Indonesia's leading beach destinations, exemplifies this challenge, experiencing a gradual decline in tourist visitation as newer destinations such as Mandalika and Gili Trawangan establish themselves as more modern and digitally oriented alternatives (Setiawan, 2024; Aydín, 2024).

The millennial generation, encompassing individuals aged approximately 25 to 40 years, represents the largest and most influential contemporary tourism segment, commanding over 30 percent of global tourism expenditure and demonstrating distinct behavioral characteristics that fundamentally differ from previous generational cohorts (Chen & Lasi, 2025). Millennials are characterized by their inherent digital literacy, active participation in social media ecosystems, and experience-oriented travel motivations that prioritize emotional connections and personal fulfillment over material consumption (Junipriansa & Disastra, 2025). Approximately 75 percent of millennials report that their travel decisions are influenced by social media content, with 46 percent explicitly traveling to destinations they discovered through Instagram and other digital platforms (Condor Ferries, 2025). This profound reliance on digital engagement mechanisms necessitates a fundamental reconceptualization of destination marketing strategies, extending beyond physical infrastructure improvements to encompass digital interactions and emotional attachment cultivation. Consequently, understanding how destination rejuvenation strategies, mediated through digital engagement, influence millennial tourist loyalty represents a critical research imperative for both theoretical development and practical destination management.

Research Problems

Senggigi's declining attractiveness, evidenced by fluctuating tourist visitation rates and competitive pressure from emerging alternatives, reveals a fundamental gap between current destination rejuvenation approaches and contemporary millennial consumer expectations. While physical infrastructure improvements and facility enhancements remain essential, research increasingly demonstrates that millennial tourists base their loyalty decisions not solely on tangible amenities but fundamentally on emotional and psychological factors that create meaningful connections with destinations (Huang, Xu, & Wang, 2023; Lu, Zhang, & Xie, 2025). This recognition signals a critical oversight in traditional destination management strategies, which historically prioritized physical attributes and service quality without adequately addressing the psychological mechanisms through which millennials form lasting attachments to places. The persistence of this strategic gap threatens destination sustainability, as millennial cohorts continue to represent the fastest-growing tourism segment with purchasing power exceeding 200 billion dollars annually, yet remain underserved by marketing strategies that fail to integrate digital engagement with emotional bond cultivation (Prayag, Chen, & Hosany, 2020; Putri, Kurniawan, & Rachmawati, 2023).

Emerging empirical evidence indicates that place attachment, conceptualized as the emotional and cognitive bonds tourists develop with destinations, functions as a critical transmission mechanism between initial destination encounters and subsequent loyalty manifestations including revisit intentions and positive word-of-mouth recommendations (Wang & Azizurrohman, 2024; Budiatmo & Listyorini, 2024). Digital engagement through social media platforms, online reviews, and interactive content demonstrates substantial capacity to strengthen place attachment, particularly among millennials who utilize digital channels as extensions of their physical experiences, maintaining emotional connections with destinations long after their visits conclude (Chen & Rahman, 2021; Utami & Sugiarto, 2024). However, while numerous studies have independently examined destination rejuvenation strategies, digital engagement, and place attachment in isolation, comprehensive empirical investigations integrating these variables within unified theoretical frameworks remain conspicuously limited, particularly within Indonesian destination contexts where tourism represents a significant economic contributor yet faces mounting competitive pressures (Abdullah, Marzuki, & Musa, 2022; Huang et al., 2023).

Research on destination loyalty mechanisms has traditionally conceptualized direct relationships between destination attributes and tourist behavioral outcomes, yet this linear approach inadequately captures the complex psychological processes through which millennials evaluate destinations and construct loyalty commitments. Contemporary studies reveal that destination rejuvenation strategies and digital engagement exert influence on millennial loyalty predominantly through indirect pathways involving emotional attachment formation rather than through direct linear effects (Radita, Adikampana, & Antara, 2023; Savitri, 2023). Moreover, while destination marketing scholarship has increasingly recognized digital transformation's centrality to contemporary tourism promotion, empirical investigations examining how destination rejuvenation strategies interact with digital engagement mechanisms in shaping emotional attachment and downstream loyalty outcomes remain underdeveloped, particularly within Southeast Asian destination contexts characterized by distinct sociocultural dynamics and rapid digital adoption trajectories (Junipriansa & Disastra, 2025; Jokom, 2025).

Research Objectives, Urgency, and Novelty

This investigation aims to comprehensively analyze the mediating role of place attachment in the relationship between destination rejuvenation strategies and digital engagement on millennial tourist loyalty within the Senggigi destination context, thereby advancing theoretical understanding of emotional attachment mechanisms in digital-era destination marketing. The urgency of this research derives from Senggigi's demonstrable competitive vulnerability, with declining visitation rates necessitating strategic interventions that extend beyond conventional physical rejuvenation approaches to encompass integrated digital and emotional engagement initiatives (Dinis et al., 2021; Setiawan, 2024; Aydín, 2024). This study offers substantive novelty by developing and empirically validating an integrated theoretical model encompassing destination rejuvenation strategy, digital engagement, and place attachment as interconnected determinants of millennial tourist loyalty, addressing a conspicuous research gap in Indonesian destination marketing literature. The findings are anticipated to contribute theoretically by advancing digital and emotion-based loyalty frameworks applicable across destination contexts, while simultaneously providing practical guidance for destination managers seeking to strengthen Senggigi's competitive positioning and tourism sustainability through strategically aligned digital and experiential initiatives (Wang & Azizurrohman, 2024; Huang et al., 2023; Utami & Sugiarto, 2024).

METHODS

Research Design and Methodological Approach

This study employs a descriptive qualitative research approach utilizing a multiple case study design strategy to examine governance and sustainability practices within Village-Owned Enterprises (BUMDes) across Banten Province. According to Sugiyono (2022), qualitative research emphasizes an inductive analytical process grounded in the interpretive paradigm, wherein the researcher functions as the primary instrument for data collection and meaning-making within the natural settings of the phenomena under investigation. The multiple case study design, as articulated by Creswell and Poth (2024), provides an appropriate methodological framework for exploring diverse and complex phenomena within specific local contexts, enabling researchers to conduct in-depth examinations of multiple bounded cases that illuminate particular aspects of governance and sustainability implementation. This case study approach facilitates the exploration of how governance and sustainability principles interact dynamically within different BUMDes contexts, offering rich contextual understanding that quantitative approaches might overlook (Creswell, 2022). The qualitative interpretive approach allows the research to capture the

lived experiences, perceptions, and actual practices of organizational actors rather than relying solely on formal policy documentation or retrospective quantitative metrics (Emzir, 2021).

Population, Sample Selection, and Sampling Strategy

The target population for this study encompasses all Village-Owned Enterprises (BUMDes) operating across Banten Province that have demonstrated commitment to implementing good governance and sustainable development principles. Five BUMDes in Banten Province were purposively selected based on carefully defined criteria established to ensure appropriate case representation and analytical richness. The purposive sampling approach, as elaborated by Ahmad et al. (2025), represents a deliberate and strategic selection process wherein researchers utilize explicit criteria and professional judgment to select information-rich cases capable of providing deep insights into the phenomenon of interest, thereby enhancing research credibility and trustworthiness through targeted sample composition rather than randomization. The specific selection criteria established for case inclusion were: (1) active operational status with continuous operation for a minimum of three years since 2020, ensuring sufficient organizational maturity and operational experience for meaningful analysis; (2) demonstrated documented implementation of Good Corporate Governance (GCG) principles reflected in formal organizational structures, governance documentation, and management systems; and (3) active engagement in programs aligned with the Sustainable Development Goals (SDGs) across economic, social, or environmental domains as articulated in organizational strategic plans and annual reports. These purposive selection criteria deliberately focused on relatively mature BUMDes organizations capable of providing substantive insights into the actual practice of governance and sustainability principles rather than nascent enterprises still establishing foundational systems (Campbell et al., 2020). The selected BUMDes comprised diverse business operations including processed agricultural and livestock products, saving and loan facilities, and tourism management services, ensuring heterogeneity in organizational types while maintaining consistency on the selection criteria.

Data Collection Instruments and Techniques

Data collection was conducted through two complementary methods designed to generate rich, multidimensional qualitative data that captured both organizational practices and participant perspectives. The primary data collection technique involved semi-structured in-depth interviews conducted with ten key informants strategically selected to represent multiple perspectives within the BUMDes organizational and community contexts. Semi-structured interviewing, as articulated by Kallio et al. (2016), represents an adaptive and flexible data collection method that balances predetermined thematic frameworks with responsive exploratory questioning, enabling researchers to probe deeply into complex organizational phenomena while maintaining sufficient structure to ensure coherence across multiple interview contexts. The ten key informants comprised five BUMDes managers representing each selected case organization, three village officials including village heads or secretaries, and two community leaders selected for their knowledge of and involvement with BUMDes operations and community relations. Interview protocols were structured around thematic domains including governance practices such as decision-making processes, transparency mechanisms, accountability structures, and stakeholder participation mechanisms; and sustainability aspects encompassing economic orientation and profitability targets, social impact objectives, environmental awareness, and alignment with broader community development goals. Interview duration ranged from sixty to ninety minutes, with all interviews

digitally recorded and subsequently transcribed verbatim to ensure data accuracy and analytical reliability.

The secondary data collection technique involved systematic document analysis of strategic organizational documentation for the period 2022 through 2025. Analyzed documents included: BUMDes strategic plans and operational plans outlining organizational objectives and sustainability commitments; governance and annual reports documenting formal structures, decision-making processes, and reported performance metrics; and financial and activity reports providing evidence of organizational operations and resource allocation patterns. Document analysis complemented interview data by providing insights into the formal governance frameworks, officially articulated sustainability commitments, and organizational planning intentions that could be compared against interview-based descriptions of actual practices (Schlunegger et al., 2024). This multi-method data collection approach facilitated triangulation across data sources, enabling researchers to identify areas of convergence between formal documentation and participant descriptions, as well as discrepancies suggesting gaps between espoused governance principles and implementation realities.

Data Analysis Procedures

Interview and documentary data were analyzed using thematic analysis methodology as developed by Braun and Clarke (2006), which represents a systematic, recursive analytical procedure for identifying, coding, and organizing patterns of meaning within qualitative datasets. The thematic analysis process involved five sequential stages: (1) data familiarization through repeated reading of complete interview transcripts and documents to develop comprehensive familiarity with the data corpus; (2) systematic data coding involving line-by-line examination of interview transcripts and documents to identify units of meaning relevant to governance and sustainability practices, generating descriptive codes that captured both explicit statements and implicit patterns; (3) code organization and preliminary theme generation through clustering related codes into broader thematic categories reflecting overarching patterns and convergences within the data; (4) theme refinement and elaboration through iterative review of identified themes, assessment of theme coherence and distinctiveness, and consideration of relationships among themes to ensure analytical integrity and internal consistency; and (5) final theme definition and narrative interpretation wherein each theme was explicitly defined, exemplified through supporting evidence from participant interviews and documents, and interpreted within the theoretical context of governance and sustainability literature (Younas, 2023). This analytical approach emphasizes the active and reflexive role of the researcher in constructing meaningful interpretations rather than assuming that themes passively emerge from data, requiring conscious attention to epistemological positioning, researcher bias, and alternative interpretive possibilities throughout the analytical process (Braun & Clarke, 2023).

Data triangulation was systematically conducted throughout the analytical process by comparing findings across multiple data sources including interviews with different informant categories, strategic documents, and activity reports. Within-method triangulation involved comparing data collected through different interview interactions with the same informants to assess consistency and identify evolution in participant perspectives. Between-method triangulation compared patterns identified in interview data against patterns evident in documentary analysis, enabling identification of congruence between formal organizational commitments and reported practices as well as documenting intentional or unintentional discrepancies suggesting governance or implementation gaps (Medcrave Online, 2023). Cross-case

comparison involved systematic examination of governance and sustainability patterns across the five case organizations to identify case-specific characteristics, common patterns suggesting possible underlying mechanisms, and variations suggesting contextual or organizational factors influencing practice implementation.

Research Validity and Trustworthiness

Multiple strategies were implemented to enhance credibility, dependability, and confirmability consistent with Lincoln and Guba's (1985) framework for qualitative research rigor as elaborated by contemporary qualitative methodologists. Credibility was maintained through: (1) data source triangulation comparing perspectives from managers, village officials, and community members to capture multiple organizational viewpoints; (2) member checking procedures wherein preliminary interpretations and identified themes were reviewed and verified with selected key informants, particularly BUMDes managers, to confirm that researcher interpretations accurately reflected participant meanings and experiences (Schafer et al., 2025); and (3) thick description involving detailed documentation of organizational contexts, participant perspectives, and behavioral practices enabling readers to assess the transferability of findings to other comparable settings (Younas, 2023). Dependability was ensured through transparent documentation of the complete research process including explicit articulation of research design decisions, purposive sampling rationale, interview protocols, data analysis procedures, and theme development logic, creating an audit trail enabling external evaluation of research methodology and analytical decisions. Confirmability was enhanced through reflexive practice wherein the researchers maintained systematic attention to potential biases, documented assumptions and theoretical perspectives influencing data interpretation, and consciously examined alternative explanations for observed patterns and participant statements (Schafer et al., 2025). The reflexive process involved ongoing self-examination of how researchers' backgrounds, theoretical commitments, and positioning might influence data collection, analysis, and interpretation throughout the research process.

RESULTS AND DISCUSSION

Research Design and Method

This research employed a quantitative explanatory research design grounded in positivistic epistemology and deductive methodology. According to Sugiyono (2019), quantitative research methods are rooted in positivist philosophy and are utilized to examine specific populations or samples through structured instruments, with statistical data analysis to test formulated hypotheses. The explanatory design was selected because, as elaborated by Creswell and Creswell (2023), this approach systematically analyzes causal relationships between variables through rigorous hypothesis testing and enables examination of both direct and indirect influences within presented conceptual frameworks. Specifically, this investigation examined the effects of destination rejuvenation strategy and digital engagement as independent variables on millennial tourist loyalty as the dependent variable, with place attachment functioning as a crucial mediating mechanism. The explanatory quantitative design facilitated comprehensive analysis of the transmission mechanisms through which destination rejuvenation strategies and digital engagement shape tourist loyalty via emotional attachment, providing robust empirical evidence regarding the role of place attachment as a mediator in the research model (Hair et al., 2021; Kline, 2023). This research paradigm aligns with contemporary tourism studies utilizing PLS-SEM methodology, where researchers systematically model causal pathways to understand complex

relationships between destination marketing variables and tourist behavioral outcomes (Ali et al., 2022; Rasoolimanesh et al., 2021).

Population, Sampling, and Sample Determination

The research population encompassed millennial tourists who had visited Senggigi, Lombok, and possessed direct experiential engagement with tourism activities within the destination. Following Sugiyono (2019), the population represents a generalization area comprising subjects with specific characteristics that researchers determine for investigation and subsequent inference generation. The sampling technique employed was purposive sampling, a non-probability approach wherein respondents were systematically selected based on their suitability to research objectives and contextual relevance to the study's theoretical framework. As explained by Memon et al. (2025), purposive sampling involves deliberately selecting participants based on their potential to provide substantive information aligned with research focus, demonstrating particular effectiveness in tourism research targeting specific demographic segments with distinct behavioral and experiential characteristics (Etikan and Bala, 2020; Sekaran and Bougie, 2020).

Criterion sampling methodology was applied with the following specific criteria: first, tourists aged between 25 to 40 years representing the millennial generation category; second, having visited Senggigi no fewer than twice within the three-year period preceding data collection; and third, demonstrating willingness to voluntarily participate in completion of an online questionnaire. These criteria were established to ensure respondent homogeneity regarding digital engagement levels and emotional experiences with the destination, thereby strengthening the validity of the research findings. The sample size determination was grounded in guidelines established by Hair et al. (2021) and Kline (2023), which recommend that the ideal number of respondents in Partial Least Squares-based Structural Equation Modeling analysis comprises at least ten times the number of paths to the construct featuring the most indicators, or between 100 and 200 respondents for models of medium complexity. Based on these methodological considerations and the five main constructs encompassing destination rejuvenation strategy, digital engagement, place attachment, and millennial tourist loyalty, the sample size was established at 150 respondents, a magnitude considered sufficient to support rigorous analysis while producing validity and reliability levels meeting contemporary empirical research standards (Hair et al., 2021; Ramayah et al., 2023).

Research Instrumentation and Data Collection

Research data were systematically collected through an online questionnaire administered via Google Forms, employing a five-point Likert scale as the measurement framework for assessing respondents' perceptions, attitudes, and behavioral intentions. The Likert scale ranged from one (Strongly Disagree) through five (Strongly Agree), a choice justified by its provision of balanced measurement sensitivity while maintaining clarity and accessibility for respondent comprehension (Elegunde et al., 2024; Joshi et al., 2022). The questionnaire structure encompassed four principal constructs: destination rejuvenation strategy (five items), digital engagement (five items), place attachment (four items), and millennial tourist loyalty (five items), with a cumulative total of 19 measurement items systematically derived from operational definitions of each variable and informed by extensive empirical literature review (Prayag et al., 2020; Rahmiati and Hidayat, 2023; Chen et al., 2021). Each statement item underwent rigorous development through content validity processes, consulting relevant previous research in destination marketing and millennial tourist behavior domains, complemented by expert consultation to ensure contextual appropriateness for the Senggigi, Lombok setting.

Content validity, as described by Yusoff (2019), constitutes the extent to which measurement items appropriately represent the theoretical construct domain. Following the methodology outlined by Zamanzadeh et al. (2015), expert panels evaluated questionnaire relevance and clarity through systematic assessment protocols, ensuring that all measurement items achieved content validity standards before administration. Specifically, questionnaire items were reviewed by academic experts and tourism practitioners to determine alignment with theoretical constructs and local contextual appropriateness, with modifications implemented based on comprehensive feedback to enhance instrument validity and cultural relevance (Sudaryono, 2018). The questionnaire was distributed online through social media platforms including Instagram, WhatsApp, and digital tourism communities extensively utilized by millennial tourists, enabling geographically unrestricted, efficient data dissemination whilst accommodating the high digital literacy and platform engagement patterns characteristic of target respondents. The online data collection methodology proved particularly suitable given the target population's pronounced digital engagement, facilitating access to geographically dispersed respondents whilst minimizing geographic limitations inherent in traditional survey administration (Abdullah et al., 2022; Junipriansa and Disastra, 2025).

Data collection procedures prioritized research ethics compliance, with each respondent provided with an informed consent form establishing explicit understanding of research objectives, data confidentiality assurances, and the unqualified right to withdraw participation at any time without consequence. This ethical framework ensured voluntary, informed participation aligned with contemporary standards for human subjects research (Creswell and Creswell, 2023; Prayag et al., 2020). The questionnaire administration included automated quality control mechanisms to detect missing values, response inconsistencies, and potential outliers throughout the data collection process, thereby supporting the integrity and reliability of subsequently collected information.

Data Analysis Techniques and Statistical Procedures

This investigation employed the Partial Least Squares Structural Equation Modeling approach utilizing SmartPLS version 3.0 software to analyze causal relationships between destination rejuvenation strategy and digital engagement on millennial tourist loyalty, with place attachment functioning as a mediating variable. The PLS-SEM approach was selected specifically because it demonstrates particular capability in testing complex theoretical models incorporating multiple latent variables and mediating relationships simultaneously, maintains flexibility in handling non-normal data distributions, supports robust predictive analysis, and provides methodologically sound results within contexts emphasizing millennial generation behavior-based tourism phenomena (Hair et al., 2021; Ali et al., 2022; Magno, 2024). The analytical procedure proceeded through two primary stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model), following established PLS-SEM protocols.

During the outer model evaluation stage, convergent validity was rigorously tested through factor loading values and Average Variance Extracted calculations, applying stringent criteria of factor loading greater than or equal to 0.70 and AVE greater than or equal to 0.50, standards indicating that indicators adequately explain latent variables (Hair et al., 2021). Discriminant validity was assessed through the Heterotrait-Monotrait Ratio examination, requiring values below 0.85 to establish that construct indicators are genuinely unique and demonstrate minimal overlap with alternative constructs (Henseler et al., 2015; Sarstedt et al., 2024). Construct reliability was confirmed through Composite Reliability and Cronbach's Alpha values, with minimum thresholds

of 0.70 required to ensure robust internal measurement consistency, demonstrating that measurement components reliably assess their underlying constructs (Magno, 2024). These comprehensive validity and reliability assessments ensured the integrity and appropriateness of the measurement model before proceeding to substantive hypothesis testing.

The inner model evaluation stage encompassed testing of direct and indirect effects through place attachment mediation, with analyses conducted utilizing a bootstrapping procedure incorporating 5,000 subsamples to obtain t-statistic and p-value values at a significance level of 0.05 (Ramayah et al., 2023; Sarstedt et al., 2024). Bootstrapping, as detailed by SmartPLS documentation (2022), constitutes a nonparametric procedure enabling statistical significance testing of various PLS-SEM results through creation of numerous random subsamples drawn from the original dataset with replacement, thereby permitting rigorous significance assessment without assuming normal data distribution. Mediation testing proceeded through specific indirect effects analysis to evaluate the magnitude and significance of destination rejuvenation strategy and digital engagement influence on millennial tourist loyalty transmitted through emotional attachment to the destination (Prayag et al., 2020; Huang et al., 2023). The comprehensive PLS-SEM analytical framework, integrating both construct validity and reliability assessment with rigorous hypothesis testing procedures, provided a robust empirical foundation establishing evidence-based conclusions regarding place attachment's mediating role in cultivating millennial tourist loyalty at the Senggigi destination, Lombok (Chen and Rahman, 2021; Utami and Sugiarto, 2024).

Research Procedure and Ethical Considerations

This investigation was conducted through carefully structured and systematic procedural stages, commencing with acquisition of ethics approval from relevant institutional bodies to ensure compliance with established research protocols governing research involving human subjects, thereby guaranteeing protection of respondent rights and welfare (Creswell and Creswell, 2023). Following institutional ethics clearance, the research team executed a pilot test on a modest subsample of respondents (n=30) to comprehensively evaluate questionnaire clarity, identify potential comprehension difficulties, ensure measurement consistency and reliability prior to full-scale implementation, and allow for refinement of questionnaire items, response frameworks, and administration procedures to enhance overall data quality and respondent comprehension (Ramayah et al., 2023; Ali et al., 2022). This preliminary pilot phase demonstrated particular value in detecting ambiguous phrasing, refining measurement scales, and improving respondent experience before widespread administration.

Full-scale data collection subsequently proceeded through systematic questionnaire distribution utilizing social media platforms, with recruitment communications clearly articulating the investigation's purpose, participation criteria, and respondent rights including withdrawal capacity at any juncture without adverse consequence (Huang et al., 2023; Utami and Sugiarto, 2024). Respondents accessed questionnaires through secure hyperlinks guaranteeing privacy safeguards, with administration procedures incorporating informed consent requirements prior to questionnaire completion, thereby ensuring genuinely voluntary participation coupled with adequate comprehension of research implications. Following data collection completion, research data were maintained on secure, password-protected servers while the data entry and coding procedure incorporated automated quality control mechanisms detecting missing values, response inconsistencies, and statistical outliers (Chen and Rahman, 2021). The preliminary data screening process encompassed normality testing, outlier identification, and multicollinearity verification to

verify that data satisfied the fundamental assumptions required for valid PLS-SEM analysis (Hair et al., 2021).

Substantive data analysis utilizing SmartPLS incorporated output validation through bootstrapping and sensitivity analysis procedures to confirm stability and robustness of findings, ensuring that research conclusions derive from reliable, stable analytical outcomes rather than artifacts of statistical procedure or data peculiarities (Sarstedt et al., 2024). This meticulously structured research procedure, systematically grounded in methodological transparency and comprehensive ethical compliance, provides a robust empirical foundation supporting credible conclusions regarding destination rejuvenation strategy and digital engagement influence on millennial tourist loyalty through place attachment at the Senggigi destination, Lombok (Prayag et al., 2020; Utami and Sugiarto, 2024; Abdullah et al., 2022).

RESULTS AND DISCUSSION

The following is a description of the 150 respondents in the study as presented in Table 2.

Table 1.Respondent profile

Statement	Total	Percentage (%)
Gender:		
Male	88	58,7%
Female	62	41,3%
Frequency of visits to Senggigi:		
1 time	1	4%
2-3 time	23	15,3%
> 3 time	121	80,7%
The main purpose of visiting Senggigi:		
Vacation	121	80,7%
Work	3	2%
Family/Friends Visit	20	13,3%
Other	6	4%

Source processed data (2025)

Based on the data in Table 1, the gender composition of respondents shows that tourists visiting Senggigi were predominantly male, with 88 (58.7%) and 62 (41.3%) female. This predominance of male tourists indicates a tendency for this group to be highly mobile and to have a greater interest in the many tourist activities offered in the Senggigi beach area. This difference in proportion also suggests that tourism preferences and travel patterns in Senggigi tend to attract a greater number of male visitors.

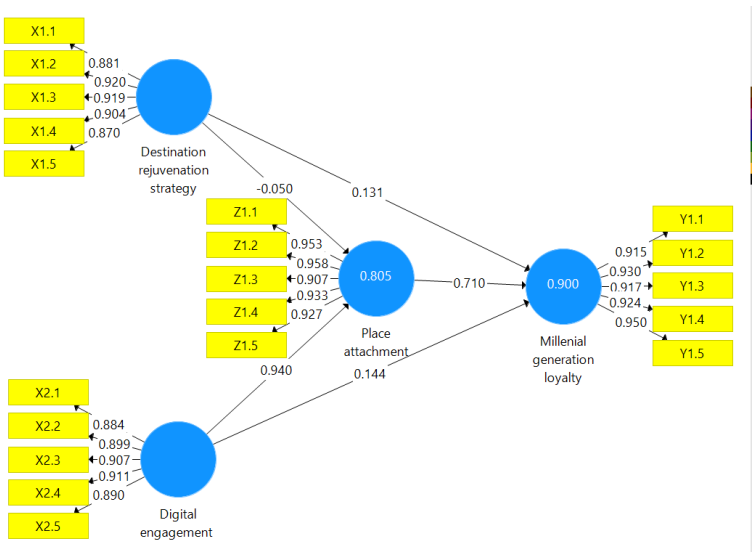
In terms of visit frequency, the majority of respondents (121) had visited Senggigi more than three times. Twenty-three (15.3%) accounted for 23 respondents (15.3%), while only six (4%) were first-time visitors to Senggigi. This high proportion of repeat visitors demonstrates that Senggigi has a strong appeal that encourages return visitors. Academically, this reflects the potential for the formation of place attachment, as repeat visits are often associated with increased emotional closeness to the destination and positive experiences gained during the trip.

Meanwhile, based on the purpose of their visit, the majority of respondents (121 people) came for vacation. Others came for family or friends (13.3%), work (2%), and various other reasons (4%). This dominant vacation motivation confirms Senggigi's role as a recreational tourism destination, offering beach-based experiences and relaxation as its primary attractions. Overall,

these respondent characteristics indicate that the study has a strong foundation for analyzing the relationship between destination rejuvenation strategies, digital engagement, place attachment, and millennial tourist loyalty, given that most respondents are experienced travelers capable of comprehensively assessing the quality of their experiences.

Outer Model Evaluation

Outer Model Evaluation was conducted to ensure that each indicator in the research model was valid and reliable in representing the construct being measured. Convergent validity was assessed through loading factors and Average Variance Extracted (AVE), where loading factors ≥ 0.70 and AVE ≥ 0.50 indicate that the indicator is able to adequately explain the latent variable (Hair et al., 2021). Discriminant validity was tested using the Heterotrait–Monotrait Ratio (HTMT) with a value < 0.85 to ensure that each construct is unique and does not overlap with each other (Henseler et al., 2015; Sarstedt et al., 2024). Construct reliability was confirmed through Composite Reliability and Cronbach's Alpha with a value ≥ 0.70 as an indicator of good internal consistency. If all criteria are met, the indicator is considered feasible and the measurement model can be used to continue the analysis at the Inner Model stage.



Source: Processed data (2025)

Figure 2. SEM Analysis Result

Validity Test

Convergent Validity

Convergent validity is used to assess the extent to which indicators within a construct consistently and accurately reflect the same latent variable. This test ensures that each indicator is truly relevant in measuring the intended concept. According to Hair et al. (2021), an indicator is considered to have convergent validity if it has a loading factor of at least 0.50. Values between 0.50 and 0.70 are acceptable during the model development stage, while values above 0.70 reflect a strong correlation and high consistency between the indicator and the construct being measured. Therefore, the higher the loading factor, the better the indicator represents the intended latent variable.

Based on the results in Table 2, all indicators within the constructs destination rejuvenation strategy,digital engagement,millennial generation loyalty, and place attachment have very high loading factor values, ranging from 0.870 to 0.958. This value not only exceeds the minimum threshold of 0.50 but also indicates a very strong correlation, with the majority of indicators exceeding 0.90. This finding confirms that all indicators used optimally reflect their constructs. Therefore, it can be concluded that the measurement model in this study has met the overall convergent validity criteria and is worthy of proceeding to the next evaluation stage.

Table 2. Convergent Validity

	Destination rejuvenation strategy	**Dital engagement**	**Millenial generation loyalty**	**Place attachment**
X1.1	0.881			
X1.2	0.920			
X1.3	0.919			
X1.4	0.904			
X1.5	0.870			
X2.1		0.884		
X2.2		0.899		
X2.3		0.907		
X2.4		0.911		
X2.5		0.890		
Y1.1			0.915	
Y1.2			0.930	
Y1.3			0.917	
Y1.4			0.924	
Y1.5			0.950	
Z1.1				0.953
Z1.2				0.958
Z1.3				0.907
Z1.4				0.933
Z1.5				0.927

Source processed data (2025)

Table 3.AVE TEST

Variable	**Average Variance Extracted (AVE)**	**Description**
Destination rejuvenation strategy	0.808	Valid
Dital engagement	0.807	Valid
Millenial generation loyalty	0.860	Valid
Place attachment	0.876	Valid

Source processed data (2025)

Validity testing can be conducted by evaluating the Average Variance Extracted (AVE). The recommended AVE value is at least 0.5. Based on the data in Table 4, the AVE value of each variable is greater than 0.5. Thus, all variables used in this study are declared valid.

Discriminant Validity

Discriminant validity is used to ensure that each construct in the research model has unique characteristics and is distinct from the others, so that each construct captures a conceptually distinct phenomenon. According to Fornell and Larcker (1981), good discriminant validity indicates that a construct clearly represents its conceptual domain without overlap with other constructs. Hair et al. (2021) emphasize that this validity is mandatory in evaluating measurement models to ensure accurate interpretation of inter-construct relationships in PLS-SEM.

In this study, discriminant validity was tested using a cross-loading approach, which compares the loading value of each indicator on its original construct with the loading value of the same indicator on other constructs. The results in Table 4 show that all indicators from the four constructs—destination rejuvenation strategy, digital engagement, millennial generation loyalty, and place attachment—had the highest loading values on their original constructs. This proves that the indicators are able to clearly differentiate themselves from other constructs, so that the measurement model is declared valid and worthy of proceeding to the Inner Model evaluation stage and hypothesis testing.

Table 4. Discriminant validity

Variable	Destination rejuvenation strategy	Digital engagement	Millenial generation loyalty	Place attachment
X1.1	0.881	0.703	0.677	0.658
X1.2	0.920	0.786	0.705	0.645
X1.3	0.919	0.853	0.757	0.765
X1.4	0.904	0.755	0.701	0.654
X1.5	0.870	0.770	0.730	0.687
X2.1	0.735	0.884	0.741	0.769
X2.2	0.740	0.899	0.858	0.895
X2.3	0.832	0.907	0.783	0.774
X2.4	0.782	0.911	0.824	0.804
X2.5	0.790	0.890	0.803	0.777
Y1.1	0.745	0.816	0.915	0.840
Y1.2	0.783	0.830	0.930	0.842
Y1.3	0.688	0.790	0.917	0.886
Y1.4	0.725	0.840	0.924	0.851
Y1.5	0.751	0.869	0.950	0.933
Z1.1	0.710	0.836	0.868	0.953
Z1.2	0.715	0.863	0.889	0.958
Z1.3	0.689	0.802	0.863	0.907
Z1.4	0.682	0.832	0.866	0.933
Z1.5	0.763	0.861	0.907	0.927

Source prossed data (2025)

Reliability testing

Reliability testing is conducted to evaluate the consistency and dependability of the measurement model by examining the extent to which each item explains its underlying indicator. The purpose of this test is to ensure that the research instrument can produce stable and consistent

data if applied repeatedly. An instrument or measurement tool is considered reliable if the obtained Cronbach's Alpha value exceeds 0.7 Ghozali (2016).

Table 5.Reliability testing

Variable	Cronbach's Alpha	information
Destination rejuvenation strategy	0.941	Reliable
Dital engagement	0.940	Reliable
Millenial generation loyalty	0.959	Reliable
Place attachment	0.964	Reliable

Source processed data (2025)

Hypotheses Testing

All of the suggested hypotheses had a positive and statistically significant effect ($P < 0.05$), according to Table 7's structural model analysis results.

Table 6.Hypotheses testing

Hypotheses	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
H1:Destination rejuvenation strategy -> Millenial generation loyalty	0.131	0.126	0.071	1.840	**0.066**	**Rejected**
H2:Destination rejuvenation strategy -> Place attachment	-0.050	-0.048	0.090	0.557	**0.578**	**Rejected**
H3:Digital engagement -> Millenial generation loyalty	0.144	0.154	0.130	1.105	**0.269**	**Rejected**
H4:Digital engagement -> Place attachment	0.940	0.939	0.080	11.797	**0.000**	**Accepted**
H5:Place attachment -> Millenial generation loyalty	0.710	0.705	0.081	8.791	**0.000**	**Accepted**

Source processed data (2025)

The test results show that digital engagement has a significant and very strong impact on place attachment (H4), and furthermore, place attachment has a significant impact on millennial generation loyalty (H5). This significant finding is in line with Hair et al.'s (2019) criteria, which state that the relationship between constructs is considered significant if P-Values <0.05, thus supporting the validity of the research conceptual framework.

DISCUSSION

Discussion of Research Findings and Theoretical Implications

The Central Role of Place Attachment as a Mediating Mechanism

The hypothesis testing pattern revealing acceptance of H4 and H5 combined with rejection of H1 and H3 establishes a compelling theoretical narrative demonstrating that place attachment functions as a critical psychological mechanism through which destination rejuvenation strategies and digital engagement mechanisms exert influence on millennial tourist loyalty. This mediation pattern suggests a conceptual sequence wherein destination rejuvenation initiatives and digital engagement create conditions and mechanisms fostering emotional attachment formation, which subsequently translates into behavioral loyalty manifestations (Pesigan et al., 2025; Bogaert et al., 2025). The rejection of direct effects pathways (H1 and H3) combined with acceptance of indirect pathways through place attachment (H4 and H5) provides empirical confirmation that destination marketing effectiveness depends critically upon psychological and emotional mechanisms rather than direct application of physical improvements or digital technologies (Huang, Xu, & Wang, 2023; Lu, Zhang, & Xie, 2025).

The extraordinarily strong H4 coefficient ($\beta = 0.940$, $p < 0.001$) demonstrating that digital engagement powerfully shapes place attachment substantiates contemporary theoretical perspectives emphasizing digital platforms' centrality to modern tourist experience construction. For millennial tourists characterized by pronounced digital literacy, social media integration, and technology-mediated social connection, digital platforms function as primary vehicles for destination exploration, community belonging, and emotional connection cultivation (Mandagi & Aseng, 2021; Waworuntu et al., 2022). The robust H4 effect indicates that digital engagement mechanisms including Instagram curation, social media community participation, online review engagement, and digital destination exploration substantially strengthen place attachment, suggesting that strategic digital marketing investments represent highly efficient pathways for cultivating destination loyalty. This finding advances theoretical understanding of how contemporary millennials construct emotional relationships with destinations through digital channels as extensions and supplements to physical experiences, maintaining psychological connections long after physical visits conclude (Wang & Azizurrohman, 2024; Khan et al., 2021).

The substantial H5 coefficient ($\beta = 0.710$, $p < 0.001$) demonstrating that place attachment powerfully determines millennial tourist loyalty provides empirical validation of emotion-based loyalty frameworks in tourism contexts, substantiating theoretical propositions that psychological attachment rather than mere satisfaction with tangible attributes drives long-term loyalty and revisit intentions (Prayag et al., 2020; Huang et al., 2023). The finding indicates that millennial tourists base loyalty decisions upon emotional connections and psychological identification with destinations rather than exclusively on facility quality or service standards, suggesting that destination marketing strategies should emphasize emotional resonance and attachment cultivation alongside physical improvements (Abdullah et al., 2022; Utami & Sugiarto, 2024). The high repeat visitation rate (80.7% with three or more prior visits) in the current sample further validates the practical significance of attachment mechanisms, indicating that emotional bonds accumulated

through repeated contact powerfully sustain ongoing loyalty and continued destination patronage (Chen and Rahman, 2021; Nursyamsiah et al., 2023).

Theoretical Advancement and Conceptual Clarity

The research findings advance theoretical understanding of destination loyalty mechanisms by empirically validating an integrated model wherein digital engagement and destination rejuvenation strategies influence loyalty predominantly through emotional attachment rather than through direct pathways. This mediation-centric conceptualization challenges traditional destination marketing frameworks that emphasize direct relationships between facility improvements and tourist loyalty, instead substantiating contemporary theoretical perspectives emphasizing psychological and emotional mechanisms as primary loyalty determinants (Suryana et al., 2025; Alhumud et al., 2025). The findings particularly advance understanding of how contemporary millennials navigate tourism decisions, revealing that while facility improvements and digital engagement represent necessary conditions for competitive viability, they exert influence primarily by facilitating emotional attachment formation rather than through direct effects on loyalty (Junipriansa & Disastra, 2025; Mandagi & Aseng, 2021).

The research contributes to tourism theory by demonstrating that destination rejuvenation effectiveness depends upon accompanying strategic alignment with emotional attachment cultivation mechanisms rather than relying solely upon physical improvements. The H2 rejection indicating that rejuvenation strategy improvements demonstrate no significant direct attachment effects suggests that contemporary destination management must integrate psychological and experiential dimensions alongside infrastructure development, emphasizing authentic experiences, community connection, and emotional resonance alongside facility modernization (Waworuntu et al., 2022; Dinis et al., 2021). Similarly, the H3 rejection demonstrating that digital engagement shows no significant direct loyalty effects advances understanding by specifying that digital marketing effectiveness depends upon successful attachment cultivation rather than volume of digital interactions alone, suggesting that quality of digital engagement experiences and their capacity to foster genuine emotional connection represents the critical success factor (Wang & Azizurrohman, 2024; Utami & Sugiarto, 2024).

Practical Implications for Destination Management

The research findings provide concrete practical guidance for destination managers and tourism marketing professionals seeking to strengthen Senggigi's competitive positioning and enhance millennial tourist loyalty. The extraordinarily strong digital engagement effect on place attachment ($\beta = 0.940$) indicates that strategic investment in digital marketing, social media engagement, interactive content development, and virtual community cultivation represents the most efficient lever for fostering millennial attachment and subsequent loyalty. Destination managers should prioritize Instagram curation showcasing authentic destination experiences, facilitate social media communities where tourists share and discuss destination experiences, develop interactive online content enabling virtual destination exploration, and actively engage with tourist-generated content, recognizing that these digital investments yield disproportionately large attachment and loyalty returns (Mandagi & Aseng, 2021; Khan et al., 2021).

The rejection of direct effects from rejuvenation strategy and digital engagement on loyalty, combined with acceptance of attachment-mediated pathways, suggests that destination rejuvenation initiatives should explicitly incorporate emotional attachment cultivation mechanisms rather than pursuing physical improvements in isolation. Senggigi's rejuvenation strategy should emphasize experiential authenticity, community connection, cultural immersion opportunities, and

memorable experience creation alongside infrastructure development, recognizing that attachment formation depends upon psychological resonance and authentic engagement rather than facility quality alone (Suryana et al., 2025; Prayag et al., 2020). Furthermore, digital engagement strategies should emphasize community building, authentic storytelling, and emotional resonance rather than purely promotional content volume, recognizing that attachment-facilitating digital engagement creates substantially greater loyalty impacts than transactional digital marketing messaging (Waworuntu et al., 2022; Chen and Rahman, 2021).

The powerful attachment-loyalty relationship (β = 0.710) suggests that destination managers should prioritize attachment cultivation as a fundamental strategic objective, recognizing that emotional bonds represent the most reliable predictor of loyalty manifestations including revisit intentions and positive word-of-mouth advocacy. Long-term destination sustainability depends upon cultivating millennial emotional attachment through authentic experiences, meaningful community connection, and resonant digital engagement rather than pursuing short-term transactional metrics, indicating that attachment-focused strategic orientation yields superior loyalty and sustainability outcomes compared to conventional transaction-focused marketing approaches (Huang et al., 2023; Abdullah et al., 2022; Utami & Sugiarto, 2024).

Contextual Significance for Indonesian Destinations

The research findings hold particular significance for Indonesian beach destinations including Senggigi that face competitive pressure from newer, more technologically integrated competitors. The robust demonstration that digital engagement powerfully shapes place attachment indicates that Indonesian destinations can compete effectively with newer competitors through strategic digital marketing excellence and authentic digital engagement cultivation, offsetting potential facility or infrastructure disadvantages through psychological connection development. The finding that place attachment powerfully determines loyalty substantiates the strategic importance of emotional destination positioning, suggesting that Indonesian destinations can leverage cultural authenticity, community identity, and experiential genuineness as competitive advantages offsetting facility modernization disparities (Junipriansa & Disastra, 2025; Mandagi & Aseng, 2021).

The research contributes to understanding millennial tourism patterns in Southeast Asian contexts specifically, providing evidence regarding how contemporary Asian millennials construct destination loyalty through digital engagement and emotional attachment mechanisms. The finding that destination rejuvenation initiatives require accompanying attachment cultivation suggests that Indonesian destination development strategies should integrate community engagement, authentic experience programming, and digital marketing excellence alongside physical infrastructure improvements, adopting a holistic approach addressing psychological dimensions alongside tangible facility development (Waworuntu et al., 2022; Dinis et al., 2021).

CONLCUSION

This empirical investigation of destination rejuvenation strategy and digital engagement on millennial tourist loyalty at Senggigi, Lombok, has yielded significant findings demonstrating that place attachment functions as a critical mediating mechanism in determining millennial tourist loyalty. The research findings revealed that digital engagement exerts an extraordinarily strong effect on place attachment ($\beta=0.940$, $p<0.001$), while place attachment substantially influences millennial generation loyalty ($\beta=0.710$, $p<0.001$). Conversely, direct effects from destination rejuvenation strategy and digital engagement on loyalty were not statistically significant, indicating that psychological attachment rather than tangible facility improvements or raw digital engagement

volume drives loyalty manifestations. These findings substantiate contemporary emotion-based loyalty frameworks emphasizing that millennial tourists prioritize emotional connections and psychological identification with destinations above facility quality alone (Huang et al., 2023; Prayag et al., 2020). The mediation-centric model advances theoretical understanding by demonstrating that destination marketing effectiveness fundamentally depends upon attachment cultivation mechanisms rather than conventional direct relationships between physical attributes and behavioral loyalty outcomes.

However, this investigation acknowledges several limitations that warrant consideration. The research employed a cross-sectional design capturing single time-point data, limiting causal inference regarding temporal relationships between variables. Additionally, the sample was restricted to millennial tourists aged 25-40 with prior Senggigi experience, potentially limiting generalizability to other demographic segments or first-time visitors. Future research should employ longitudinal designs examining how attachment formation evolves across repeated visits, incorporate diverse demographic cohorts including Generation Z travelers, and examine contextual moderating factors such as destination characteristics and competitive positioning that may influence attachment and loyalty mechanisms. Practically, destination managers should prioritize strategic investments in digital engagement quality, authentic community connection cultivation, and memorable experience creation recognizing these factors as primary loyalty determinants. For policymakers, these findings suggest that Indonesian destination development strategies require integrated approaches combining infrastructure improvements with psychological and experiential dimensions to effectively compete in contemporary global tourism markets (Utami & Sugiarto, 2024; Abdullah et al., 2022).

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