TOURISM: THE EFFECT OF INTENTION AND INNOVATION ON TOURIST LOYALTY MEDIATED BY TOURISM ACCESS

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Article Info	Abstract
Keywords: *Tourist Loyalty, tourism access, product innovation* *Paper type:* *Research Paper* ***Corresponding author:* e-mail: putu.ananda@unm.ac.id	This study aims to determine the effect of tourism access and product innovation on tourist loyalty with tourist satisfaction as a mediator. The sample used in this study was 100 respondents who were tourists visiting an area. Data were collected using purposive sampling and the Partial Least Square (PLS) analysis method to determine the influence of the variables involved. The results of this study indicate whether or not access and product innovation have an effect on tourist loyalty. The better the tourism access and product innovation, the higher the tourist satisfaction, and the stronger the tourist loyalty.

INTRODUCTION

Tourist loyalty is a form of someone's love for a place or product that they really like. This makes someone very loyal to the item because of its benefits and quality. c. Tourist loyalty is the percentage of customers whose tourist loyalty is committed to consumers who are loyal to buy in a repeat manner, even though it is followed by changes that occur in the marketing sphere, but this behavior will remain maintained (Kanapathipillai & Mahbob, 2021).

Tourist loyalty has its own challenges. It states that perceived quality is a factor that precedes tourist satisfaction, where satisfaction occurs or exists as a form of emotional perception resulting from a tourist's experience of a place (Service et al.)Perceived quality is one of the most important factors influencing tourist loyalty. The higher the level of quality perceived by tourists, the higher their level of loyalty(Siregar, nd). Tourism literature identifies several factors that determine tourist loyalty to an attraction, including quality of experience, perceived value, tourist satisfaction, and tourist motivation (2021 Boys). Although tourist motivation, in terms of attracting tourists to an activity, is believed to be important, the literature shows that the mediating role of tourist motivation on the causal relationship between tourist loyalty and its determinants is only discussed conceptually or superficially (Köse, 2022).Visiting interest is a tourist's desire to visit a destination within a specific time frame. Consumer interest in visiting a tourist destination depends on their previous travel experiences. (Asdi et al., 2019) state that someone who has a desire to visit a tourist attraction is said to have a visiting interest.

Solutions to create tourist loyalty to attract tourists to visit a destination, it is important to understand the destination attributes which include Attractions, Accessibility, Amenities, and Ancillary. Attractions can attract tourists to visit a particular area, so they must be developed explicitly. Tourists re-evaluate their previous decisions in choosing a tourist destination, taking into account the experiences they gained during their visit and their feelings of pleasure or displeasure over the experience (Studies, 2023). Effective tourism destination development will increase the number of tourists interested in visiting and ultimately create satisfaction and loyalty from those tourists. Therefore, tourist loyalty is very important in the tourism industry because retaining tourists increases profits and ensures the sustainability of the tourism industry. The natural resources of a tourist destination determine the environmental framework in which visitors enjoy the destination (Putra Alamsyah1, 2019).

Currently, the tourism competition experienced on a global scale has caused studies and research related to loyalty to attract attention (Service et al). It is important for tourists to meet their expectations or experience satisfaction beyond their expectations (Turkmen, 2020). Tourist loyalty plays a crucial role in making a place a successful tourist destination because retaining tourists can also be seen as maintaining or even improving a place's financial condition (Aziz et al., 2020). Destination image also plays a significant role in influencing or determining tourist satisfaction. Loyalty

benefits relate to current and future value and organizational sustainability. Tourist loyalty implies a stable source of income, as well as increased benefits due to customer retention at a destination, which is linked to the intention to revisit and recommend that destination (Blessings 2022). In this case, because tourists have a good perception of the image of a place, then both directly and indirectly, this will also cause the level of satisfaction of the tourists to increase (Lee et al., 2011). This research is important to do because tourist satisfaction is defined as the feeling of satisfaction experienced by tourists after visiting a tourist destination, and this is considered as one of the main objectives of destination marketing because it influences the choice of destination, consumption of products and services, and the decision to revisit (Keni et al., 2019). If a company has tourists, and someone feels satisfied with the company, then the company inadvertently creates trust in tourists which will have an impact on long-term commitment. In addition, satisfaction leads to the creation of a strong relationship between the service provider and the customer, which leads to a long-term relationship, or tourist retention (Touaiti et al., 2018). This study aims to articulate a conceptual framework in accordance with one's expectations, demand factors, tourist supply, tourist perception, destination image, and the important things above are the factors that shape tourist loyalty and how each of these factors can be more interactive (Touaiti et al., 2018).

Although prior studies show that tourist loyalty is influenced by perceived quality, destination image, experience, and satisfaction (Dai et al., 2025; Lin et al., 2025; Nasution et al., 2025), many destinations still experience low repeat visitation, as tourists often shift to alternatives with better access or more innovative offerings. This gap between theoretical expectations and empirical realities highlights the key problem: why does tourist loyalty remain weak despite improvements in services and attractions?

Existing research has not sufficiently examined tourism access as a direct determinant of loyalty (Kanapathipillai & Mahbob, 2021; Pelayanan et al., 2010; Putra Alamsyah1, 2019; Touaiti et al., 2018), nor has it integrated product innovation into loyalty models, even though innovation increasingly shapes tourist behavior. Similarly, revisit intention is rarely assessed as a direct predictor of loyalty (Köse, 2022; Putra, 2021; Siregar, n.d.; Studies, 2023). These limitations create a clear research gap that this study addresses by analyzing the combined effects of intention, innovation, and access on tourist loyalty. This contribution is important for strengthening theoretical understanding and providing practical insights for destinations seeking to enhance retention and competitiveness.

LITERATURE REVIEW
1. Intention

Young travelers' intentions and needs regarding destinations change over time, adapting to current tourism trends. A 2014 study by Trip Advisor found that 94% of

international travelers worldwide choose destinations offering attractive, affordable, or special offers.In previous literature, as stated by Some et.al,. (2021), revisit intention is considered an important research topic regarding tourist destination intentions. Revisit intention is a desire to recommend widely, referring to tourists who are willing to revisit the same tourist destination due to a satisfying experience and recommend the tourist destination to others. As a hypothesis, this research is described as:

H1: The intention to revisit has a significant influence on tourist loyalty.

2. Product Innovation

Product innovation (quoted from the book Innovation Management) Business Dictionary is not only a product development, but product innovation, but product innovation can also be in the form of introducing new products, re-conceptualizing in order to improve goods or services produced by a company. In the theory of Thomas W. Zimmerer (2008: 570 that product innovation is one of the things that has the potential to create people's thoughts and imaginations which ultimately create customers, so the hypothesis of this study is described as follows

H2: Product innovation has a significant influence on tourist loyalty.

3. Tourist Loyalty

Some literature states that the perception of quality is a factor that precedes tourist satisfaction, where satisfaction occurs or exists as a form of emotional perception resulting from the tourist's experience of a place (Service et al.). In theory (Siregar, n.d.), perceived quality is one of the most important factors influencing tourist loyalty. The higher the perceived quality, the higher the level of tourist loyalty.

4. Tourist Access

Accessibility is the ease of achieving something. Accessibility is closely related to movement. In tourism activities, tourism accessibility is a variety of conveniences that visitors can obtain in visiting a tourist attraction and moving around while on a tour. In theory, Suwantoro (2004) classifies accessibility as one of the important components in organizing tourism activities. This is because it receives more attention, especially for districts/cities that make tourism a superior regional commodity. Therefore, the hypothesis of this study is described as follows:

H3: Tourist access has a significant influence on tourist loyalty.

RESEARCH METHOD

The data in this study were collected using a questionnaire distributed to 100 respondents. The population in this study was the Influence of Intention and Product Innovation on Tourist Loyalty Mediated by Tourism Access. The sample in this study was aimed at tourists. This study used a likert scale of 1 (strongly agree) to 4 (strongly

disagree). The sample in this study was the entire Palopo community of all genders. This study used a purposive sampling technique.

To analyze the data, this study utilized Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4. Following the recommendations of Hair. et.al,. (2021), the analysis included two stages: (1) measurement model evaluation, assessing indicator reliability, composite reliability, Cronbach's alpha, average variance extracted (AVE), and discriminant validity; and (2) structural model evaluation, examining collinearity through the Inner VIF, and testing hypotheses through path coefficients, t-statistics, and p-values. This method allows simultaneous estimation of complex relationships among variables and is suitable for predictive and exploratory models, particularly when the sample size is relatively small.

RESULTS AND DISCUSSION

a. Respondent Demographics

Based on Table 1, the majority of respondents in this study were Palopo residents and students. Their ages ranged from 17 to 50 years old. The following is a summary of the demographic statistics of the study respondents.

Table 1: Demographic Profile

Profile	Total	Presentation
Gender		
Man	45	45%
Woman	55	55%
Age		
Under 17 years old	10	10%
18-23 years old	74	74%
24-35 years	12	12%
34-35 years old	2	2%
50 years	2	2%

Source: primary data processing, questionnaire (2025)

b. Evaluation of Measurement Model

The measurement model evaluation in this study includes a reflective measurement model using the variables of anthropomorphism, innovation capability, and business performance. This study refers to a study conducted by Hair et al. (2021) that found a reflective measurement model consisting of a loading factor ≥ 0.70, composite reliability ≥ 0.70, Cronbach's alpha, and average variance extracted (AVE ≥ 0.50), and used discriminant validity evaluation, namely the Fornell and Lacker criteria. The following is a summary of the results:

Table 2: Evaluation of Measurement Model

variables	Measurement items	Outer loading	Cronbach's alpha	Composite reliability	AVE
Tourist Access	X2.1	0.818	0.798	0.881	0.711
	X2.2	0.846			
	X2.3	0.865			
Product Innovation	X3.2	0.721	0.729	0.846	0.647
	X3.3	0.845			
	X3.4	0.841			
Tourist Loyalty	Y1.1	0.893	0.569	0.818	0.694
	Y1.2	0.768			

Source: Smart PLS 4 data processing, (2025)

Based on the table, it is known that the tourism access variable is measured by 3 (three) valid items where the highest outer loading value lies between 0.865-0.846 which indicates that the three items reflect tourism access. The variable reliability level is acceptable with a composite reliability value of 0.881 and a Cronbach's alpha of 0.798 above 0.70. Furthermore, convergent validation is shown by an AVE value of 0.711> 0.50 which has met the requirements for good convergent validation. The product innovation variable is measured by 3 (three) valid items where the highest outer loading value lies between 0.845-0.841 which indicates that the three items show product innovation. The variable reliability level is acceptable with a composite reliability value of 0.486 and a Cronbach's alpha of 0.729 above 0.70. Furthermore, convergent validation is shown by an AVE value of 0.647> 0.50 which has met the requirements for good convergent validation. The tourist loyalty variable is measured by 3 (three) valid items where the highest outer loading value is between 0.893-0.768 which indicates that the three items show product innovation. The level of variable reliability is acceptable with a composite reliability value of 0.818 and a Cronbach's alpha of 0.569 above 0.70. Furthermore, convergent validation is shown by an AVE value of 0.694>0.50 which has met the requirements for good convergent validation.

Table 3: Fornell Larcker

	Tourist Access	Product Innovation	Tourist Loyalty	Intention
Tourist Access	0.843			
Product Innovation	0.636	0.805		
Tourist Loyalty	0.573	0.494	0.833	
Intention	0.588	0.384	0.333	1,000

Source: By Smart PLS data, (2025)

The table above shows that the Fornell and Lacker criteria are met, as indicated by the AVE root value (0.843) which is greater than the correlation between the variables. The tourism access variable has a greater correlation with product innovation (0.573), tourist loyalty (0.573) and intention 0.588.

c. Structural Model Evaluation

This test is conducted because it is closely related to hypothesis testing, namely the influence between variables. The structural model evaluation in this study refers to the research conducted by Hair et al. (2021), which conducted a multicollinear evaluation using the Inner VIF measure and hypothesis testing using the t-statistic or p-value. The following is an overview of the structural model evaluation in this study.

Table 4: Inner VIF

	VIF
Tourist access-> tourist loyalty	2,187
Product innovation-> tourist loyalty	1,679
Intention-> tourist loyalty	1,528

Source: Smart PLS 4 data processing, (2025)

The Inner VIF table shows that there is no multicollinearity between the variables indicated by the inner VIF value below 5. Thus, this result strengthens the results of parameter estimation in SEM PLS which is robust (unbiased).

Table 5: Hypothesis Testing

HYPOTHESIS	Path Coefficient	P-Value	95% Internal Trust Path Coefficient	
			Lower Limit	Upper Limit
Tourist access -	0.439	4,191	0.251	0.662

> tourist loyalty				
Product innovation -> tourist loyalty	0.218	1,411	-0.078	0.495
Intention -> tourist loyalty	-0.009	0.094	-0.204	0.154

Source: Smart PLS 4 data processing, (2025)

The table above shows that there is no significant influence of tourism access on tourist loyalty with a path coefficient of 0.439 and a p-value of 4.191>0.05. Furthermore, there is no significant influence of product innovation on tourist loyalty with a path coefficient of 0.218 and a p-value of 1.411>0.05. Furthermore, there is no significant influence of intention on tourist loyalty with a path coefficient of -0.009 and a p-value of 0.094>0.05.

Discussion

In this case, the results of the research tests will be presented as follows: The first hypothesis proves that tourist access does not affect tourist loyalty. This is proven through research with the results of the p-value calculation (4.191>0.05), which indicates that tourist access does not affect tourist loyalty. The test results are also strengthened by the path coefficient calculation of 0.439, which means that the tourist loyalty variable can be explained by the tourist access variable of 0.439. The results of the hypothesis test state that tourist access does not have a positive and significant effect on visitor loyalty. This means that the services provided to visitors have not had a real influence on visitor loyalty.

The results of the second hypothesis show that there is no effect of product innovation on tourist loyalty. This is proven by the results of the p-value (1.411>0.05) which indicates that product innovation has no effect on tourist loyalty. The test results are also supported by the results of the path coefficient calculation of 0.218, which means that the tourist loyalty variable can be explained by the product innovation variable by 0.218. So the results of the second hypothesis "there is no positive effect of product innovation on tourist loyalty. The results of this study indicate that none of the three predictors—tourism access, product innovation, and revisit intention—exert a significant influence on tourist loyalty. These findings offer several important insights into the behavioral dynamics of tourists visiting destinations in Palopo.

First, the insignificant effect of tourism access on loyalty suggests that accessibility alone is not a sufficient driver encouraging tourists to return. Although good access can facilitate mobility and improve convenience, it does not necessarily create emotional attachment or memorable experiences capable of fostering long-term loyalty. This finding aligns with recent studies arguing that access functions as a *basic requirement* rather than a factor that generates enduring commitment (Carvache-Franco et al., 2025; Hao et al., 2025; Zhu et al., 2025). In the context of Palopo, access

improvements may not have been complemented by compelling experiences or unique value propositions, leading tourists to explore alternative destinations perceived as more attractive.

Second, product innovation also shows no significant effect on tourist loyalty, indicating that the innovations available at local destinations may not have reached a level that meaningfully differentiates the destination or enhances visitor satisfaction. This suggests that product innovation efforts—such as creating new attractions, redesigning tourism activities, or offering creative service enhancements—may still be limited, incremental, or insufficiently communicated to visitors. Prior research emphasizes that innovation becomes impactful only when it provides *distinctive experiential value* and is perceived as relevant to tourists' motivations (Du et al., 2025; Králiková et al., 2025; Orden-Mejía et al., 2025). The weak effect observed here implies that current innovations may not yet meet these criteria.

Third, the absence of a significant relationship between revisit intention and tourist loyalty contradicts many previous findings that identify intention as a strong precursor to loyalty (Jing & Junfeng, 2025). This divergence suggests that tourists in Palopo may express interest in revisiting a destination without translating that interest into actual loyal behavior. This gap between stated intention and behavioral loyalty often occurs when destinations face strong competition from nearby alternatives, or when tourists seek novelty and variety rather than repetitive visits (Zhu et al., 2025). Thus, revisit intention in this context appears to be *unstable* and not predictive of long-term loyalty.

Together, these findings highlight a broader implication: tourist loyalty in Palopo is influenced more by experiential and emotional drivers than by functional attributes such as access or incremental innovation. Loyalty requires deeper psychological engagement, memorable experiences, destination uniqueness, and strong value perceptions—elements that may currently remain underdeveloped. Therefore, improving basic services alone is insufficient; destinations must enhance the overall experience through stronger storytelling, culturally distinctive attractions, experiential tourism products, and integrated destination branding (Gupta, 2025; Luong, 2025; Nguyen & Nguyen, 2025; So et al., 2025)

Moreover, the non-significant results suggest an opportunity for destination managers and policymakers to re-evaluate existing tourism development strategies. Instead of focusing solely on infrastructure, emphasis should be directed toward enhancing experiential quality, strengthening digital engagement, co-creating tourism products with local communities, and building a unique destination identity capable of fostering attachment and emotional resonance with visitors. These elements are crucial for transforming first-time visitors into repeat visitors and ultimately into loyal advocates.

CONCLUSION

Hypothesis testing indicates that tourist access does not have a positive and significant effect on visitor loyalty. This means that the services provided to visitors have not had a significant impact on visitor loyalty. Services provided to tourists, including tangibles, empathy, responsiveness, reliability, and assurance, have not significantly contributed to visitor loyalty. As the results of respondents' assessments indicate that visits do not provide anything new, most tend to try other tourist destinations that are considered more interesting. This study's results are inconsistent with the results of research by Dharmayanti (2006), which states that tourist access has a significant positive direct influence on loyalty.

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