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Influence of service quality, destination facilities, destination image, and satisfaction on tourist loyalty in Pasar Lama Chinatown, Tangerang City

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Abstract: This study investigates the influence of service quality, destination facilities, destination image, and tourist satisfaction on tourist loyalty in the Pasar Lama Chinatown area of Tangerang City. Utilizing data from 400 respondents, the study employed structured questionnaires analyzed through descriptive statistics, reliability analysis, exploratory and confirmatory factor analysis, and structural equation modeling (SEM). The results reveal that service quality ($\beta = 0.47$, $p < 0.001$), destination facilities ($\beta = 0.33$, $p < 0.001$), and destination image ($\beta = 0.4$, $p < 0.001$) all significantly enhance tourist satisfaction, which in turn has a strong positive effect on loyalty ($\beta = 0.58$, $p < 0.001$). Direct paths also show that service quality, destination facilities, and destination image independently contribute to tourist loyalty. Bootstrapping confirms satisfaction's mediating role between these factors and loyalty. Practical recommendations suggest prioritizing service quality improvements, facility enhancements, and a positive destination image to foster loyalty and promote tourism sustainability in Pasar Lama, China. These insights assist tourism managers in developing strategies to enhance long-term visitor retention and engagement in the area.

Keywords: service quality; destination facilities; destination image; satisfaction; tourist loyalty; structural equation modeling; Pasar Lama Chinatown; tourism sustainability

1. Introduction

Tourism is one of the components that determine the development of the economy and has long been known, especially in countries with a history of tourism and culture (Aunalal et al., 2017; Karta, 2022). As one of the members of the ASEAN countries, Indonesia has concentrated on cultural and heritage site tourism; every city to attract domestic and international tourists has a distinct experience to offer (Akroush et al., 2016; Soo, 2024). One such case is the Pasar Lama Chinatown of Tangerang City, which has recently developed into a significant heritage tourism area. Due to this, it has a traditional Chinese flavor and frequently attracts thousands of enthusiasts annually due to historical sites, specialty foods and busy and colorful markets (Yoliz, 2024). Especially so because this area is slowly growing in popularity as a tourist attraction; thus, understanding the factors that predict tourist loyalty is beneficial for the area's sustainable development (Bianchi, 2019). Indeed, tourist loyalty can be regarded as one of the significant components of the success of any destination because tourists who visit this destination several times provide a more significant and steadier flow of income, and they might also help to attract other potential tourists by giving positive references (Govindarajo and Khen, 2020; Leung, 2024). Based on earlier analysis, the factors that influence tourist loyalty include perceived service quality, destination facilities, image of the destination and

perceived satisfaction level (Baker and Crompton, 2000; Chi and Qu, 2008). These variables have different roles in regulating tourist experience and tourists' decision to revisit the same destination once more. Nevertheless, this paper has indicated that the influence is not constant, and where to identify its fluctuations, more sophistication is required to probe deeper the relationship between the above-discussed factors and tourist loyalty in the Pasar Lama Chinatown area in Tangerang subtly.

This makes service quality an essential factor in the satisfaction and loyalty of tourists. The first conceptualization of service quality was by Parasuraman et al. (1985), who said the gap between the consumer's anticipated service and the actual perceived service. Ladhari (2009) defines service quality in the tourist industry as aspects like courtesy and responsiveness of the provided services, the transport organization organization and the general management of tourist-oriented facilities. According to earlier works, the perceived service quality by the tourists directly impacts overall tourist satisfaction, and overall tourist satisfaction directly impacts tourist loyalty (Ladhari, 2009; Alexandris et al., 2006). Since many diversified tourism services exist in the Pasar Lama China town area and the term 'tourists' denotes various kinds of tourists, service quality can affect the overall decision of the tourists who may revisit the area or recommend others to do the same.

Besides, the service quality and destination facilities have a powerful impact on the tourists' loyalty. Destination facilities are tangible structures and infrastructures that support the tourist consumptive experience, including the points of accommodation, food and beverage outlets and transport, and tourist information (Chen and Tsai, 2007). This explains that enhancing the quality of facilities available to the individuals helps the tourists to be most comfortable and satisfied to get total satisfaction. For instance, in heritage tourist places such as Pasar Lama, architectural constructions that maintain the historical and cultural attributes of the place and facilities that would make the experience appealing and enjoyable would improve the experience. Chi and Qu (2008) have pointed out that a well-developed tourism infrastructure has other benefits, such as enabling repeat tourism. Therefore, it is argued that the availability and quality of the planned amenities are essential for increasing tourist loyalty to the Pasar Lama Chinatown area.

Another component that directly impacts tourist loyalty is the destination image. Beerli and Martín (2004) defined destination image as a combination of cognitive and emotional aspects, perceiving the total attitudinal response of a tourist towards a place. Since potential tourists form expectations, the perception of a certain destination is critical, especially when considering certain vital factors. It elucidates that a positive destination image impacts tourist satisfaction, which, in other words, would enhance the likelihood of revisiting the place (Chi and Qu, 2008; Lee et al., 2005). Conversely, when a country has a negative image, fewer people will visit the place, thus limiting the chances of becoming repeat customers (Chen and Tsai, 2007). The Pasar Lama Chinatown cultural and historical aspect captures the commercial or the touristic aspect of the Chinese-style structures, including local festivals and Foods. However, it is necessary to explore how the tourists perceive this image to develop a viable and effective marketing strategy that would target an increase in the satisfaction of the customers and transform them into loyal ones.

In comparison, satisfaction has always been regarded as one of the significant determinants of tourist loyalty. Perceived satisfaction refers to the degree of satisfaction experienced by the tourist as he tries to match the expectation with the service delivery experience (Oliver, 2010). When tourists are satisfied with their activities, they can visit the place again and possibly ensure others do the same (Baker and Crompton, 2000). The theoretical and empirical evidence related to the positive association between satisfaction and loyalty across various contexts of tourism can conclude that enhancing tourists' satisfaction is a crucial area of concern for the managers of destinations. Similarly, to what was found in Pasar Lama Chinatown, tourist satisfaction may depend on service quality, destination facilities and the destination's image.

Several previous studies using the suggested research model have examined the relationship between the mentioned variable and tourist loyalty; in most of these studies, tourist satisfaction has been found to mediate the between service quality, destination image, and destination facilities on one hand and tourist loyalty on the other hand (Yoon and Uysal, 2005). For instance, Khoso et al. (2022) postulated that the relationship between destination image and tourist loyalty is moderated by satisfaction; this means that persons who hold a positive image of a destination are likely to be satisfied and, therefore, visit that destination again. Similarly, satisfaction was identified to moderate the service quality and tourist loyalty relationship, as Khoso et al. (2024) proposed, emphasizing the importance of delivering quality service to enhance customer experience. Although several studies have been done on these variables in the context of tourism, it is essential to find out how these variables impact tourist loyalty towards the Pasar Lama Chinatown area. This destination possesses specific cultural and historical characteristics that may impact tourists' perceptions of the place's service quality, amenities, image, and satisfaction (SPADE). In addition, the position of Tangerang as a tourist attraction has also opened up new dimensions and opportunities in handling the dimension of tourists (Latif et al., 2024). Hence, this research seeks to establish these relationships concerning the Pasar Lama Chinatown area to facilitate the provision of advice to destination managers and policymakers on how to enhance tourist loyalty.

2. Literature review

Tourist loyalty has emerged as a critical area of study in tourism research due to its direct impact on destinations' long-term sustainability and profitability (Chi and Qu, 2008). Loyal tourists tend to engage in repeat visits and contribute to positive word-of-mouth, making loyalty a valuable asset for destination managers. Numerous studies have explored the factors influencing tourist loyalty, focusing on service quality, destination image, destination facilities, and tourist satisfaction (Baker and Crompton, 2000). This literature review aims to synthesize the existing knowledge regarding these critical factors and their interconnected roles in fostering tourist loyalty.

2.1. Service quality and tourist loyalty

Service quality has been a popular area of research, specifically about tourism as a service industry (Deng et al., 2024; Latif et al., 2024). The service quality (SERVQUAL) model was initiated by Parasuraman et al. (1985) to measure service quality with the help of a gap between customer expectations and perceptions. The various aspects of service quality comprise tangible attributes, reliability, response time, communication and courtesy and caring attitude, which are pivotal for forming tourists' impressions (Azhar et al., 2018; Xia et al., 2024). Previous studies have confirmed that increased significance toward service quality positively influences the satisfaction levels of tourists and, hence, the level of loyalty (Han et al., 2021). For instance, Latif et al. (2024) state that when service quality is used to predict place attachment, loyalty is increased, especially in the context of the ski resort. Likewise, Hussain et al. (2023) established a positive and significant relationship between perceived service quality and emotional satisfaction, directly influencing behavioral intentions, including the intent to revisit the hotel.

Consequently, the correlation of each influence of service quality on tourism and tourist loyalty within the framework of the studied tourism objects, such as Pasar Lama Chinatown, is of significant value in the framework of such factors that define the tourist appeal of the region, including accommodation services, sightseeing services, and food services (Rahman et al., 2023; Wartana, 2024). Closely related to satisfaction, service quality is critical for forming the first impression and developing visitors' endearment towards the destination. Research shows that where service quality is maintained, tourist satisfaction will lead to destination loyalty (Abdulaziz et al., 2023; Khuan et al., 2024). Hence, enhancing the quality of the experience in various dimensions is necessary to encourage tourists' loyalty in heritage tourism areas, including Pasar Lama.

2.2. Destination image and tourist loyalty

Destination image can be defined as tourists' overall opinion and viewpoint vis-à-vis a specific destination (Zulvianti et al., 2023). A favorable destination image has been demonstrated to lead to increased tourist satisfaction, which, in turn, positively impacts loyalty (Lee et al., 2005; Pujiastuti et al., 2023). Khoso et al. (2022) also pointed out that the destination image has a direct influence on the level of tourist satisfaction and tourist loyalty. In their study, they showed that the evaluation of the image of a destination has the potential to increase tourist satisfaction and their willingness to revisit the destination and recommend it to others. Likewise, Lee et al. (2005), in the context of the 2002 World Cup, noted that the image of Korea as a nation had a significant and positive impact on tourists' intentions to return. As for the imagery of the destination, historical, cultural, and aesthetic factors contribute to the impressions of Pasar Lama Chinatown. As one of Indonesia's culturally rich destinations, the Pasar Lama image strategically targets local and international visitors. It was concluded that positive image aspects could be further promoted using marketing and destination strategies, thus increasing tourists' satisfaction and loyalty.

2.3. Destination facilities and tourist loyalty

In addition to service quality and Destination Image, destination facilities received significant support for their roles in experiences and behavioral intentions of tourists to revisit the Destination (Kusumah, 2024; Wang and Li, 2023). Destination facilities are the infrastructural and service structures that cater for the needs of tourists, such as hotels, transport, and restaurants, among others, as identified by Kusumah (2024). Some surveys and studies have found that better and well-managed facilities will likely make tourists more satisfied and loyal because of the conveniences they receive (Baptista et al., 2024; Karim et al., 2024). Chen and Tsai (2007) pointed out that the quality and availability of facilities influence touristsand perceptions and judgments about the destination. They postulated that positive evaluations towards the tourist destinations develop favorable impressions where tourists have perceived the facilities as high quality, leading to greater overall tourist satisfaction and encouraging repeat business. In the case of Pasar Lama Chinatown, issues like clean washrooms, easy accessibility to means of transport and cultural institutions are critical to the tourists. Moreover, where the area is known for cultural tourism, providing modern, clean and convenient facilities will enhance tourist satisfaction and loyalty.

2.4. Satisfaction as a mediator

Tourist satisfaction has, however, been defined as a significant mediator of the relationship between service quality, destination image, destination facilities and tourist loyalty primarily due to the following reasons (Orellana et al., 2023). Satisfaction relates to the perceived quality, where the perceptions or fulfilment of the touristsand expectations can be measured in terms of fulfilment or overrun (Jayasri and Annisa, 2023). It is a significant predictor of loyalty since satisfied tourists will always opt to revisit the destination and even endorse it to others (Chen et al., 2023).

They argued that satisfaction plays a partial mediator in the tourism field. In this regard, investigating the Yoon and Uysal (2005) study, the authors identified that satisfaction mediates the relationship of destination attributes with loyalty considerably. Based on their study, they concluded that despite the services and facilities in the destination being under examination and providing high-quality services and conveniences, tourists will not turn into regular visitors to that location if they are not satisfied with the services they receive. Similarly, Baker and Crompton (2000) pointed out that satisfaction increases the chances of perceived organizational support (POS), encompassing repeat visitation and recommendation behavior. Consequently, certain factors relate to tourist satisfaction in the context of Pasar Lama Chinatown; these include service quality perceptions, destination image, and the availability of appropriate facilities. For instance, a tourist who receives the aspect of cultural authenticity of the area is satisfied with the quality of services and facilities in the area will feel more satisfied with his or her visit. Consequently, satisfaction enhances the chances of the tourist repeating his/her visit to the destination and encourages others to visit the destination. Therefore, increasing tourist satisfaction should be one of the significant objectives of destination

managers in Pasar Lama Chinatown to promote customer loyalty.

2.5. Summary of literature findings

The above literature review suggests that several significant antecedents have been identified to influence tourist loyalty, such as service quality, destination image, destination facilities, and satisfaction. Service quality influences the perceptions and overall experiences, whereas expectations and emotions are influenced by destination image. Accommodations help bring convenience and self enjoyment to the tourist experience, hence the satisfaction. Satisfaction, therefore, accounts for the connection between these factors and tourist loyalty, which makes it a differential aspect of analysis in tourism. All these factors apply to the Pasar Lama Chinatown area in further detail because this destination is a cultural and historical creation specific to Chinese society. An appreciation of service quality, destination image, facilities of tourism, and tourist satisfaction and loyalty in a given tourist destination can offer essential pointers to the managers and policymakers of the tourist destination. Hence, by improving on these aspects, the Pasar Lama area can attract more tourists to come and spend their free time on their holidays, making the place sustainable by earning its tourist reputation through recommendations.

3. Methodology

This study employs a quantitative research design to investigate the influence of perceptions of service quality, destination facilities, destination image, and satisfaction on tourist loyalty in the Pasar Lama Chinatown area of Tangerang City in Indonesia. A structured survey was administered to collect data, which was then analyzed using various statistical methods to explore the relationships among the key variables. The methodological approach for this study is structured around the following components: research design, sample selection, data collection, measurement of variables, and data analysis techniques.

3.1. Research design

The study utilizes a cross-sectional design, which involves collecting data simultaneously to examine the current perceptions and behaviors of tourists visiting the Pasar Lama Chinatown area. A quantitative approach was chosen because it allows for collecting objective data that can be statistically analyzed to test the hypothesized relationships between the variables. This design is appropriate for understanding the effects of service quality, destination facilities, destination image, and satisfaction on tourist loyalty, as it provides insights into the direct and indirect relationships between these variables.

3.2. Sample selection

The targeted population in this study includes tourists who have visited the Pasar Lama Chinatown of Tangerang City. In order to make the study population representative of the entire student population, simple random sampling was used as a probability sample method. This would help ensure that any negative or positive bias in sample selection was eliminated as much as each tourist that visited the area

within the sample collection period was given an equal chance of being selected. Consequently, the total sample size of 400 respondents was estimated by considering previous tourism studies assessing similar variables (Chi and Qu, 2008; Yoon and Uysal, 2005). This involved using the formula for the sample size estimation for multiple regression analysis to ensure that the sample size was adequate to detect statistically significant effects of the variables of interest.

3.3. Data collection

The data collection format was a self-administered, structured questionnaire conducted among tourists in the tourist attraction area, specifically the Pasar Lama Chinatown area, within two months. The data was collected with the help of a self-administered questionnaire, which included questions concerning service quality, perceived service attributes of the destination facilities, destination image, satisfaction, and overall tourist loyalty. To increase the number of responses, data collection was online and offline, where field assistants physically administered the survey to the tourists at specific sites in Pasar Lama. At the same time, the questionnaire was also posted online through social media pages and tourism-related sites linked with Tangerang City. The participants were also to complete the questionnaires to guarantee the believability and accuracy of the responses; the participants were informed of the purpose of the study, and anonymity and confidentiality of the exercise were upheld. The study was conducted through a self-administered questionnaire filled out by the tourists on the spot if they agreed to participate. It was done online for those unwilling to fill out the questionnaire during their time of visitation.

3.4. Measurement of variables

All variables in this study were measured using previously validated scales, and a 7-point Likert scale was employed for all items, ranging from 1 (strongly disagree) to 7 (strongly agree). This scale is commonly used in tourism research for measuring perceptual constructs (Baker and Crompton, 2000; Chen and Tsai, 2007). Service quality was measured using an adapted version of the SERVQUAL scale developed by Parasuraman et al. (1985). This scale includes items measuring tangibility, reliability, responsiveness, assurance, and empathy. Sample items include "The service providers in Pasar Lama Chinatown are reliable" and "The service staff in Pasar Lama Chinatown is responsive to tourist needs. Destination facilities were measured using items adapted from Chen and Tsai (2007). These items assess the quality and accessibility of tourism infrastructure, such as accommodations, transportation, restaurants, and public facilities. Sample items include "The transportation system in Pasar Lama Chinatown is convenient" and "The public facilities in Pasar Lama Chinatown are well-maintained. The destination image was measured using a scale developed by Beerli and Martín (2004), which captures both cognitive and affective components of destination image. Sample items include "Pasar Lama Chinatown has a rich cultural heritage" and "Pasar Lama Chinatown offers a unique and positive atmosphere. Tourist satisfaction was measured using items adapted from Oliver (2010) and Chi and Qu (2008). Sample items include "I

am satisfied with my overall experience in Pasar Lama Chinatown" and "My visit to Pasar Lama Chinatown met my expectations. Tourist loyalty was assessed using scales from Yoon and Uysal (2005), which measure both behavioral intentions (such as intention to return) and attitudinal loyalty (such as willingness to recommend the destination to others). Sample items include "I would like to visit Pasar Lama Chinatown again" and "I would recommend Pasar Lama Chinatown to others".

3.5. Ethical considerations

Any interviews or data collected were done under the approval of an institutional review board. All participants received information about the studyands goals and their freedom to withdraw at any time from the study. All the respondentsand consent to participate in the study and publish the data was given voluntarily, and their identity and information provided were kept confidential. As such, this research adopts a strictly quantitative approach to examine the antecedents of tourist loyalty in Pasar Lama Chinatown. The following analysis will provide a clear understanding to the destination managers and policymakers on how to improve and maintain tourist satisfaction and loyalty to ensure the sustainability of this culturally significant area.

3.6. Data analysis

Data analysis for this study was conducted using the Statistical Package for the Social Sciences (SPSS) and analysis of moment structures (AMOS) for structural equation modeling (SEM). The analysis followed a structured approach to examine the relationships among the key variables: service quality, destination facilities, destination image, satisfaction, and tourist loyalty. These steps ensured a comprehensive evaluation of the proposed model and helped to derive meaningful conclusions from the data. First, descriptive statistics were computed to provide an initial overview of the data. This included calculating means, standard deviations, and frequencies to summarize the respondentsand demographic characteristics and the critical variablesand distribution. Using descriptive statistics was essential for understanding the general trends in the data and ensuring that the sample was representative of the larger target population. This step also offered valuable insights into how tourists perceive service quality, destination facilities, destination image, and overall satisfaction and loyalty toward the Pasar Lama Chinatown area.

After the descriptive analysis, the validity and reliability of the measures were tested. Cronbachands alpha was computed to measure the reliability of the scales since it is one of the most popular methods for measuring internal consistency. A value higher than 0 is the Cronbachands alpha coefficient. 7 pointed out that the scales employed in the questionnaire were reliable. Exploratory Factor Analysis (EFA) was conducted to examine the construct validity and confirm whether the items would measure what they were designed to measure. After that, confirmatory factor analysis (CFA) was conducted to validate the measurement model and check the fitness of the observed variables with their respective theoretical factors. This step enabled the researchers to ensure that the selected variables measured the proposed constructs of service quality, destination image, facilities, satisfaction and

loyalty as postulated in other tourism science-related studies. In the next stage, structural equation modeling, a second-generation multivariate method, was used to test the above-posed hypotheses on the relationship between the variables. SEM was preferred due to its advantage in assessing several relationships between observed and latent variables, which is quite suitable for this type of research. The compatibility of the SEM model was evaluated by applying different indices: the chi-square statistic, comparative fit index (CFI), and root mean square error of approximation (RMSEA). In the Hair et al. (2010) view, a CFI value larger than 0.90 and an RMSEA value should not exceed 0. The results obtained from the estimation in model 08 reveal an excellent model fit. These indices evaluated the extent to which the hypothesized model fitted the data and answered whether the assumed relationships between the variables were genuine in practice.

4. Results

Table 1 summarizes the central tendencies and distribution characteristics for the five main variables: Service Quality, Destination Facilities, Destination Image, Satisfaction, and Tourist Loyalty. The mean values for all variables are above 4 on a scale of 1 to 7, indicating that respondents generally had positive perceptions of these factors. The standard deviations, which range between 0.78 and 0.85, suggest moderate variability in respondentsand ratings. Minimum and maximum values demonstrate that the responses spanned nearly the entire scale, with low scores as low as 1.9 and high scores reaching 7. The negative skewness values close to zero imply that most respondents rated these variables positively, resulting in a slight skew towards higher ratings. Similarly, the kurtosis values indicate relatively flat distributions, which means there is a reasonably even spread of responses without extreme clustering at the high or low ends.

Table 1. Descriptive statistics of key variables.

Variable	Mean	Standard Deviation	Minimum	Maximum	Skewness	Kurtosis
Service Quality	4.52	0.78	2.1	6.9	−0.35	−0.48
Destination Facilities	4.36	0.81	1.8	6.8	−0.42	−0.52
Destination Image	4.67	0.85	2	7	−0.28	−0.64
Satisfaction	4.75	0.79	2.3	7	−0.31	−0.51
Tourist Loyalty	4.62	0.83	1.9	6.9	−0.39	−0.59

Table 2 presents the internal consistency reliability estimate of Cronbachands Alpha for each set of measurement scales. The reliability coefficients in this study are Cronbachands Alpha, which varies from 0.84 to 0.89, all of which are above the usually recommended value of 0.70. These high values indicate that the items of each construct, Service Quality, Destination Facilities, Destination Image, Satisfaction and Tourist Loyalty enjoy a high level of reliability and possess a uniform construct meaning across the respondents. There are different numbers of items for each construct: service Quality with 5 items, Destination Facilities with 4 items, Destination Image with 6 items, Satisfaction with 4 items and Tourist Loyalty with 3 items. In analyzing the reliability coefficients, the construct validity of the

higher-order constructs suggests the reliability of the constructs for further statistical analysis to enhance confidence levels in the data.

Table 2. Reliability analysis (Cronbachands Alpha).

Construct	Number of Items	Cronbach's Alpha
Service Quality	5	0.86
Destination Facilities	4	0.84
Destination Image	6	0.88
Satisfaction	4	0.89
Tourist Loyalty	3	0.87

Table 3 provides the results of the Exploratory Factor Analysis (EFA) that show the factor loadings of all the items under their respective construct. A factor loading may be between 0.72 and 0.88, all above the minimum threshold 0 recommended for use in fundamental research. 70 indicates that the items are a good measure of the intended constructs. Similarly, for service quality, all items have high loadings, with SQ2 having the highest loading of 0.80, thus making it the most reflective of the construct. Likewise, in the case of Destination Facilities, all the items ranging from DF1 to DF4 are loaded. The highest load is for item DF3, which is 0.83. The second distinct factor is andDestination Imageand, comprising six items. It emerged that all six items are loaded highly, highlighting that all represent a significant value of this factor. The Satisfaction and Tourist Loyalty construct also shows acceptable item loadings, as indicated by confirming the validity of the constructs to measure the data. These high factor loading values justify using the above items in the final model and their ability to measure the above constructs.

Table 3. Exploratory Factor Analysis (EFA)-Factor Loadings.

Construct	Items	Factor Loadings
Service Quality	SQ1	0.72
	SQ2	0.8
	SQ3	0.76
	SQ4	0.74
	SQ5	0.77
Destination Facilities	DF1	0.81
	DF2	0.79
	DF3	0.83
	DF4	0.77
Destination Image	DI1	0.85
	DI2	0.79
	DI3	0.82
	DI4	0.78
	DI5	0.75
	DI6	0.8

Table 3. (*Continued*).

Construct	Items	Factor Loadings
Satisfaction	SAT1	0.88
	SAT2	0.84
	SAT3	0.86
	SAT4	0.85
Tourist Loyalty	TL1	0.83
	TL2	0.81
	TL3	0.84

Table 4 presents the values of the model fit indices for CFA, which measures the adequacy of the measurement model. The Chi-Square, denoted by and$\chi^2$and, is 234.67 is significant at $p < 0.05$, usually observed with significant sample sizes. However, this is countered by better performance of other Fit Indices, such as the Comparative Fit Index (CFI) of 0.93%, more significant than the baseline of 0.90, suggesting that the observed data fit the model well. The header statistics of the output are as follows, where the Root Mean Square Error of Approximation (RMSEA) is 0.05, well below the zero level of statistical significance. Deng et al. (2024) reported that Indonesian English as a foreign language (EFL) undergraduate studentsand writing errors were at 08 thresholds, thus establishing that the model fit is good and the approximate error per degree of freedom is low. Judging for the overall fitness of the models, the standardized root mean square residual (SRMR) has a value of 0.04, which is also below the recommended value of 0. 08, which indicates that the difference between the observed and predicted values is pretty tiny. In total, the results show that most coefficients that link the factors reflect the reliability of the proposed model.

Table 4. Confirmatory Factor Analysis (CFA)-Model Fit Indices.

Fit Index	Value	Threshold
Chi-Square (χ^2)	234.67	$p < 0.05$
Comparative Fit Index (CFI)	0.93	> 0.90
Root Mean Square Error of Approximation (RMSEA)	0.05	< 0.08
Standardized Root Mean Square Residual (SRMR)	0.04	< 0.08

Table 5 summarizes the inter-relationship of the variables under analysis based on the path coefficients derived from the structural equation modeling (SEM) test for the hypothesized model of Service Quality, Destination Facilities, Destination Image, Satisfaction and Tourist Loyalty. The path from Service Quality to Satisfaction (standardized estimate = 0.47, $p < 0.001$) shows an exemplary and significant positive effect of Service Quality on Satisfaction. Likewise, the constructs of Destination Facilities and Destination Image have a significant effect on the construct of Satisfaction with path coefficients of 0.33 and 0.40, respectively. Satisfaction was found to exert the most substantial direct influence on Tourist Loyalty with a path coefficient of 0.58, showing the level of satisfaction that they feel when they visit a touristands specific destination and the willingness to revisit

the same destination. Furthermore, Service Quality and Tourist Loyalty have positive correlation with an impact of 0.26, Destination Facilities and Tourist Loyalty impact with 0.22 and Destination Image and Tourist Loyalty impact with 0.29. It is therefore evident that Satisfaction is an essential predictor of Tourist Loyalty, while the direct effects of Service Quality, Destination Facilities and Destination Image on Loyalty are also quite significant therefore the need to address these factors in order to enhance tourist loyalty.

Table 5. Structural equation modeling (SEM) path coefficients.

Path	Standardized Estimate	Standard Error (SE)	*t*-value	*p*-value
Service Quality → Satisfaction	0.47	0.07	6.71	< 0.001
Destination Facilities → Satisfaction	0.33	0.06	5.5	< 0.001
Destination Image → Satisfaction	0.4	0.06	6.67	< 0.001
Satisfaction → Tourist Loyalty	0.58	0.05	8.12	< 0.001
Service Quality → Tourist Loyalty	0.26	0.05	5.2	< 0.001
Destination Facilities → Tourist Loyalty	0.22	0.05	4.4	< 0.001
Destination Image → Tourist Loyalty	0.29	0.06	5.4	< 0.001

Table 6 conveys the indirect relationships between Service Quality, Destination Facilities, Destination Image, and Tourist Loyalty, with Satisfaction as the intermediary variable. At the same time, the bootstrapping results are used to evaluate the statistical significance of these indirect effects. The path coefficient of Service Quality with Tourist Loyalty through Satisfaction is insignificant, and it is 0.27, and this relation is significant at $p < 0.001$. Thus, it was hypothesized that Satisfaction partially mediates between the two variables: Service Quality and Loyalty. Likewise, the indirect influence of Destination Facilities and Destination Image on Loyalty via Satisfaction is 0.19 and 0.20, $p < 0.001$, and the number analyzed is 23, with both being significant. These studies indicate that positive changes in touristsand perceived quality of services, facilities, and destination image will increase tourist satisfaction and loyalty. Satisfaction is then found to act as a moderator, which enhances the joint vigour of all these factors and determines the touristands loyalty to the destination. Employing the bootstrapping method in Analysis, this assessment validates Indirect effects, which establish Satisfaction as the mediating variable for these relations.

Table 6. Indirect effects-bootstrapping results.

Indirect Path	Standardized Indirect Effect	Bootstrap SE	Bootstrap *p*-value
Service Quality → Satisfaction → Loyalty	0.27	0.04	< 0.001
Destination Facilities → Satisfaction → Loyalty	0.19	0.03	< 0.001
Destination Image → Satisfaction → Loyalty	0.23	0.04	< 0.001

Table 7 provides an overview of hypothesis testing that was conducted during the study. In line with the study hypothesis, all hypotheses from H1 to H7 are approved; the Service Quality, Destination Facilities, and Destination Image positively impact Satisfaction and carry both direct and mediational impacts on

Tourist Loyalty. H1, H2, and H3 confirm that enhancements in service quality, destination facilities, and destination image add value to tourist satisfaction levels. In H4, thus, we have the evidence that enhanced satisfaction levels are absolute means of Tourist Loyalty. Used herein, H5, H6 and H7 reveal that the Service Quality, Destination Facilities, and Destination Image also directly affect Tourist Loyalty, highlighting the fact that these factors influence Tourist Loyalty in a more rounded manner. These findings call for destination managers to ensure service quality, develop and improve physical facilities, and develop a favourable destination image to increase satisfaction and loyalty among tourists in the long run, thus leading to sustainable tourism development in the Pasar Lama Chinatown area.

Table 7. Summary of hypothesis testing.

Hypothesis	Result
H1: Service Quality has a positive effect on Satisfaction	Supported
H2: Destination Facilities have a positive effect on Satisfaction	Supported
H3: Destination Image has a positive effect on Satisfaction	Supported
H4: Satisfaction has a positive effect on Tourist Loyalty	Supported
H5: Service Quality has a positive effect on Tourist Loyalty	Supported
H6: Destination Facilities have a positive effect on Tourist Loyalty	Supported
H7: Destination Image has a positive effect on Tourist Loyalty	Supported

5. Discussion

The results of this study present valuable contributions to understanding the research hypotheses regarding Q-services, destination facilities, destination image, satisfaction, and tourist loyalty in the Pasar Lama Chinatown area of Tangerang City. This confirms that all three factors—service quality, destination facilities, and destination image are significant for tourist satisfaction and positively related to tourist loyalty. This is in line with prior studies whereby the service feature, the availability and appeal of facilities, and the destination image have been found to influence touristsand experience and their resulting satisfaction significantly (Lee et al., 2023; Satti et al., 2023). These findings support the hypothesis of a positive impact of satisfaction with these cardinal attributes on tourist loyalty and provide support for the recommendation of prioritization of the management of the attributes to develop sustainable tourism in the region. It is also noteworthy that satisfaction has been found to directly and significantly impact tourist loyalty. Also, with a path coefficient of 0.58, one can conclude that satisfaction is the primary driver of loyalty in this model, meaning that tourists who are satisfied with the destination are most likely to revisit and encourage their circle of friends to do so. This emphasizes the need to rate the experience of tourists to elicit repeat business, bearing in mind that word-of-mouth recommendation is vital for the continuous growth of the tourism industry in Pasar Lama Chinatown. Since tourist satisfaction intervenes in the relationship between service quality, destination facilities, and destination image on loyalty, it becomes strategic for local businesses and policymakers to invest in these attributes to enhance tourist loyalty.

The first great value is the evidence supporting that service quality, destination services and destination image influence tourist loyalty directly and not through their relation with satisfaction. Thus, the findings about the direct impact suggest that although tourists may be loyal to a destination from the perception of these factors, their satisfaction may not be fully optimal. For instance, a tourist may have high levels of perceived service quality and perceived facility quality, which may make them loyal to the specific destination, disregarding their overall level of satisfaction. The incentive for creating an excellent service environment is well portrayed by the need to ensure that the environment portrays high quality and that people are loyal through multi-faceted techniques. The mediating role of satisfaction is also supported by the bootstrapping results that show that the service quality, destination facilities and the destination image positively affect touristsand loyalty indirectly by enhancing satisfaction. These results imply that tourist satisfaction is essential in developing loyalty. Destination managers should, therefore, pay more attention to the quality of services in the destination, available facilities, and promotion of the destination so that tourists can be assured and, therefore, will be more inclined to stick to the destination. Expenditure on increasing tourist infrastructure and staff customer relationship service may pay off in the long run by turning tourists into fully committed customers.

Furthermore, this study reveals the extent of the relationship between the variables under consideration, and the result shows that the relationship is relatively strong. The impact is as follows: it is evident that service quality has a significant influence on both satisfaction and loyalty with the standardized coefficients estimate of 0.47 and 0.26, respectively, which goes to support the notion that the level of service delivery is highly appreciated by the tourists when making their impressions about a particular destination. Destination facilities exert slightly lesser impact, which could be because although facilities are a prerequisite for any traveller, maybe not the quality of facilities but the quality of the service provided that is crucial when developing long-term loyalties. Most importantly, satisfaction and loyalty are also a function of the destination image, suggesting that the way that tourists perceive the destinationands reputation, culture and physical attractiveness is an imperatively critical condition for their decision to be loyal to the tourist destination. This current study offers relevant implications for tourism management near Pasar Lama, China.

Cultural attributes of Pasar Lama Chinatown are critical for the perception of service quality, the image of the place and satisfaction among tourists. Therefore, it is expected that the cultural nature of Pasar Lama Chinatown, which is a historically developed and culturally significant place with unique features like traditional markets, Chinese temples and culturally genuine cuisine, will enhance the perceived value of the service quality and destination facilities in a way that is not likely noticeable by travelling in other tourism places. For instance, the pre-established mode of service delivery, such as personal attention, characteristic of most local stores and family-run businesses, probably improves the perceived efficacy of service delivery and creates a positive touch to the image of the visited places. All these factors are in concordance with other research across other heritage-saturated tourism areas, including Singaporeands Chinatown, that indicate cultural authenticity dramatically enhances both the destination image and tourist satisfaction levels (Han

et al., 2021). Moreover, the community associate the emotion with Chinese heritage, the preservation of which shapes the touristands unique destination image and appeals to both the sentimental and novelty value. Ascertaining the above cultural specificity translates to specifying a fitting approach to managing service quality and destination facilities that reflect Chinatownands distinct cultural heritage to enhance touristsand satisfaction and positive loyalty towards Pasar Lama, China town.

5.1. Practical implications

The impact findings of this study for Pasar Lama Chinatown in Tangerang City spotlight the importance of enhancing the service quality that contributes to the touristsand satisfaction and loyalty. Local businesses should train the staff to improve the service offered to tourists when they visit the area. Since service quality is directly proportional to the loyalty bound to be exhibited through return patronage and word of mouth, highlighting friendly, professional and attentive service delivery will ensure repeat business is garnered. In addition, it is necessary to consistently maintain the level of services for each of the points mentioned in the touristsand experience in the field of tourism. Using improved destination facilities is another important lesson learnt in the present study. The general appearance of facilities and amenities like restrooms, walkways, and appropriate parking spaces will likely influence touristsand perceived experience. These practical improvements shall boost satisfaction and loyalty levels when complemented by efforts to improve the areaands cultural and historical features. Other facilities that promote the cultural atmosphere of Pasar Lama China town, such as traditional buildings like markets or executing a complete cultural visit, are likely to attract tourists and encourage repeat visits to the facilities.

The last step for marketers is ensuring that the destination image conveyed to the market is buoyant and attractive. In the case of marketing communication, the marketing emphasis should be placed on the appeal that Pasar Lama possesses in terms of cultural value and demographic vibrancy. When well-crafted campaigns are being run and social media leverages the destinationands image, it is improved, making it an even better place to visit. Furthermore, if a feedback system is in place for the concerns of visitors and to improve the tourist spots constantly, it will make sure that tourists leave happy and satisfied, boosting long-term nutshell tourism.

5.2. Policy implications

The studyands implications will be helpful for policymakers as a framework for developing sustainable tourism policies, especially concerning the conservation of heritage sites in areas such as Pasar Lama, China town. Firstly, local governments and/or tourism boards can use these insights to design related policies to enhance service quality and destinationsand infrastructures. Through targeted programs on the professional development of local enterprises and providers, government decision-makers can guarantee the service standards that the GST regulatory system requires and, at the same time, preserve the cultural context that drives visitor appeal. In addition, analyzing the role of the destination image in creating tourist satisfaction and loyalty establishes the need for policy that will consistently advance the cultural

appeal of Pasar Lama China town, such as historical, cultural promulgation, cultural celebrations and more.

Thus, local actors can regulate cultural and tourism development using zoning requirements and infrastructural standards that restrict the appearance of some contemporary commercial buildings while preserving the look representative of the area. Further, cooperation with local heritage conservation organizations can contribute to developing preservation initiatives, allowing the thematic approaches to conservating cultural objects and the growing tourist traffic to be addressed. In their case, a more strategic targeted development, for instance, emphasis on infrastructure, such as public amenities and transport access, would enhance the perceived quality of the visitor attraction destination while retaining the historical ambience. Last but not least, developing an efficient mechanism to monitor tourist satisfaction regularly can include quantitative information for adjustments in policies towards changing preferences of tourists. This research supports the balanced approach to tourism development, which helps to make tourists loyal and satisfied and helps maintain and protect the cultural hub of Pasar Lama, Chinatown, while promoting economic benefits through tourism.

6. Conclusion

Culturally aligned, the findings of this study stress service quality, destination facilities, destination image, and tourist satisfaction as influential tourist loyalty antecedents in the context of Pasar Lama Chinatown. Hence, the findings emphasize that improving these facets could go a long way to extending sustainable tourism development. The findings hold implications for policymakers, suggesting that creating tourism plans that simultaneously increase the attractiveness of tourist visits and sustain cultural values is necessary. Human resource development, essential facility enhancement, and promotion of cultural tourism development policies for training in service quality are other key strategies for ensuring that people adhere to the cultural and natural area while preserving the societyands culture. Therefore, local governments and tourism boards can enhance the destination brand and proactively contribute to sustainable tourism development.

Nevertheless, it is pertinent that this study has limitations that can be practised in future work. First, the study information is limited to the Pasar Lama Chinatown area, which restricts the possibility of generalizing the results on similar services in other tourism-related spheres. Future studies could also examine other culturally sensitive tourism sites to test the modelands validity. Furthermore, although this research employed a quantitative method to measure tourists' perceptions, qualitative data may help explain how cultural factors impact satisfaction and loyalty status. Other research designs could also help to enhance the understanding of the dynamics of tourist loyalty change of place policy changes and infrastructural improvement. Expanding research in these directions will be beneficial primarily in providing insights that will guide future work on formulating culturally sustainable tourism policies.

Limitations and future research

However, it is essential to acknowledge that this research has limitations by shedding light on the factors that enhance tourist satisfaction and loyalty in the Pasar Lama Chinatown area. First, as the study is geographically limited, the results cannot be applied to other destinations with different cultural, infrastructural, or environmental conditions. Future research could further explore similar factors in different cultural or urban environments to increase the generalization of the findings. Moreover, the study design is cross-sectional, presenting a snapshot of tourists' perceptions rather than tracking their evolution over different tour phases. A research design that adopts a more long-term perspective will offer a more dynamic view of how these factors impact loyalty over time. Another weakness in the study is the use of cross-sectional data, which could entail social desirability or recall bias.

Further research could incorporate more accurate data than self-reported, actual tourist behavior or the use of feedback collected through another channel. Finally, the findings reveal that other factors, including pricing, accessibility, and safety, may also influence tourist satisfaction and loyalty despite not being subjects of research interest in the study, mainly concentrating on service quality, destination facilities, and the destination image. Including these other variables in future studies would enhance the understanding of tourist behavior and help improve the management of tourist destinations.

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