ANTECEDENTS OF TOURISTS' LOYALTY: THE ROLE AND INFLUENCE OF TOURISM PRODUCTS, DESTINATION IMAGE IN HOIAN WORLD CULTURAL HERITAGE SITE

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Abstract: The study's aim is to examine the antecedents of destination loyalty, and considers the role and influence of tourism products and destination image to international tourisms' loyalty in case of HoiAn World Cultural Heritage Site. The study suggested an integrated approach to understand tourists' loyalty model and investigate the empirical evidence about the relationship among tourism products, destination image, risk perception, tourist experience, destination satisfaction and tourists' loyalty. This study also mentions important questions concerning how tourism products, destination image, tourist experience, risk perception, and tourists' satisfaction affect tourists' loyalty. Smart PLS3 is used to estimate and test the relationships in the research model. Mediation analysis and importance performance matrix analysis are also used to consider clearly the relationship between the constructs of research model. The study's results indicate that tourism products, destination image, tourism experience, risk perception, and satisfaction are antecedents of international tourists' loyalty in Hoi An World Cultural Heritage Site. And in them, tourism products affect significantly positively to destination imagine and satisfaction, beside destination image and satisfaction hold the role of mediator in this relationship. Implementing IPMA to identify the predecessors that have relatively high importance for loyalty but also a relatively low performance. The results pointed out that the constructs as satisfaction, tourism product, risk perception and image have a high importance for the tourist loyalty. The study added the antecedent of tourism products and risk perception to the model and could enrich the literature, pointing to be possibility of a destination loyalty model that can be applied to various contexts, especially after COVID-19 pandemic. The study also discussed theoretical and managerial implications for marketing tourism.

Key words: antecedents of tourists' loyalty, destination image, tourism products, satisfaction, mediation

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INTRODUCTION

In the tourist sector, destination loyalty remains an important indicator of successful destination operation. Many previous studies mentioned the antecedents of tourisms' loyalty, including destination image, motivation, trip quality, perceived value and satisfaction, in different context such as islands, city, states, and country (Bigne et al., 2001; Chen and Tsai, 2007; Chi and Qu, 2008; Huang and Hsu, 2009; Prayag, 2009; Huang et al., 2017; Pai et al., 2020). Several recent researches use personal involvement and place attachment as predictors of destination loyalty (Hwang et al., 2005; Yuksel and Yuksel 200; Huang et al., 2017; Pai et al., 2020). While Yoon and Uysal (2005); Alhemoud and Armstrong (1996) stated that perceived value and destination image are two important antecedents affected to destination choice behavior of tourists.

Hoi An City located in Quang Nam province, in the central Vietnam. Hoi An, or Faifo, was a famous port town of the Vietnam in the sixteenth and seventeenth centuries, which had trade relations with Japan and China in the North, with European countries such as Portugal, Holland, France and England. Hoi An was also a center of extensive cultural interaction, which was reflected in the unique outlook and cultural mosaic on the town. Hoi An ranked is 7th in the World's Top 15 cities list of the Travel & Leisure magazine with the total score of 90.31. Hoi An now still retains much of its Asian authentic architecture as well as its nostalgic ambience. In this UNESCO World Heritage Site, there are various constructions of different Asian cultures still standing, among which are the Japanese Pagoda Bridge and Chinese Phuc

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Kien Assembly Hall and these are the most outstanding. Hoi An's handicrafts and tailor-ship are renowned worldwide. Aside from all of these sightseeing and shopping experience, the rural area surrounding Hoi An is ideal for bicycle, beach and boat-cruise trips. Besides, tourists can take part many activities as visiting Cham Island and My Son Sanctuary, swimming and fishing at Ha My beach, enjoying International Kite Festival, etc… In year 2019, Hoi An welcomed over 5.3 million visitors, an average growth rate of over 27% per year in the period 2017 -2019, in which there were 4.1 million international tourists and 1.35 million domestic tourists. But, in the period 2020-2021, HoiAn tourism was affected by COVID-19, total tourists to this city have been decreased more 80 %. Hoi An City has a beautiful natural environment and several heritage destinations in addition to its cultural diversity, which gives it a competitive edge in the global tourism industry. Therefore, it is necessary to have improvements in service quality in order to compete with the other global tourist destinations.

Faullant et al. (2001) studied about "The impact of satisfaction and image on loyalty: the case of Alpine ski resorts". The authors report a research of ski resorts where they established a causal model of customer satisfaction and image predicting customer loyalty, and then map of the scores in a four fields-grid. This study's results show that those ski resorts with the highest satisfaction ratings and the highest image ratings have the highest loyal scores. Among first time - visitors overall satisfaction is more important than image, with increasing number of repeat visits the importance of overall satisfaction declines and that of image relatively augments

Prayag and Ryan (2012) studied about "Antecedents of tourists' loyalty to Mauritius: The role and influence of Destination image, Place attachments, Personal involvement, and Satisfaction". They introduced a theoretical model based on relationships among constructs, namely, destination image, satisfaction, personal involvement, and tourists' place attachment as antecedents of tourists' loyalty. Their paper's results indicate that destination image, place attachment and personal involvement are antecedents of tourists' loyalty but this relationship is mediated by satisfaction level, and this paper also offer important implications for tourism theory and practice.

Wu (2015) studied destination loyalty model of the global tourism to examine the antecedents of destination loyalty and its relation to destination image, tourist experience and destination satisfaction in the tourism context. The author set questions regarding with how destination image, tourist experience and destination satisfaction affect destination loyalty. The conceptual model investigates the relevant relationships among the research constructs by using personal interviewing data from 475 foreign tourists and structural equation modeling (SEM) approach.

Akroush et al. (2016) examines the relationship between tourism service quality and destination loyalty through investigating the mediation effect of destination image in the Dead Sea tourism destination, Jordan, from international tourists' perspectives The paper also investigates the tourism service quality dimensions from international tourists' viewpoints. The empirical findings indicate that tourism service quality is, in fact, a four-dimensional (4D) construct as opposed to five as proposed by the original hypothesized model. The 4D model consists of four facets: assurance-responsiveness, tangible facilities-empathy, reliability and reliability-quality of directions. Also, the results indicate that brand image loaded onto two dimensions named as "physical environment" and "people characteristics". The structural findings indicate that the four dimensions of tourism service quality have positively and significantly affected destination image. Further, brand image has positively and significantly affected destination loyalty. Finally, destination image fully mediates the relationship between tourism service quality and destination loyalty. The paper highlights the strategic importance of brand image on the relationship between tourism service quality and destination loyalty. Tourism service quality acts as an antecedent to brand image and the later is essential to destination loyalty.

Hung and Khoa (2022) proposed the research framework about interrelationships among destination, electronic word – of – mouth communication, attitude toward the destination, travel intention, satisfaction toward tourist complaints, and loyalty in the tourism industry. The study considered 12 hypotheses, and tested through meta-analysis. The results from this study suggest that: e-Word- of- Mouth communication positively influences the destination image, tourist attitude toward the destination, and travel intention; tourist satisfaction is positively influenced by the destination image, tourist attitude toward the destination, and travel intention; tourism satisfaction positively influence tourist complaints and loyalty.

The tourists' loyalty to a destination is reflected in their intentions to revisit the destination and in their recommendations to others. Thus, information about tourists' loyalty or researching about antecedents of tourists' loyalty is important to destination marketers and managers. But the relationship among some of these antecedent constructs remains unclear and inconclusive in the tourism fields, they are not yet fully understood for different types of attractions, sites, and destinations (Bastida and Huan, 2014; Yoon and Uysal, 2005).

In the last decades, tourism or leisure researchers have incorporated the concept of consumer loyalty into tourism products, destinations or recreation activities (Baloglu, 2001; Iwasaki and Havits, 1998; Mazanec, 2000; Yoon and Uysal, 2005), and loyalty has been measured in one of the following ways: the attitudinal approach; the behavioral approach; the composite approach. On the other hand, there were many studies in explaining aspects of consumer behavior, but very few articles have been written on the role of antecedents in influencing tourist loyalty. Especially in Vietnam, until now there did not research about the antecedents of tourist's loyalty at the HoiAn World Cultural Heritage Site. Based on the previous researches, the study uses the composite approach and integrates the two new determinants that are tourism product and risk perception to simultaneously consider the relationship between tourism experience, destination image, tourism products, risk perception and satisfaction as antecedents of destination loyalty at the HoiAn World Cultural Heritage Site. This paper is organized in six sections.

Section 2 provides relevant literature upon which the hypotheses are proposed. In section 3, the research model is suggested and the research methodology is presented. Results are displayed in section 4. Section 5 presents discussion. Finally, that are the conclusion and the study limitations as well as possible future research are highlighted.

LITERATURE REVIEW AND RESEARCH HYPOTHESES
Destination loyalty

Loyal customers are defined as those who re-buy a brand (Newman and Werbel, 1973) or a repeating purchasing frequency (Tellis, 1988). Consumer loyalty is usually known as repeat purchases or recommendations to other people in order to they can buy goods or services in the marketing literature. To obtain competitive advantages in business activities, companies have to create and maintain lasting relation with customers, and customers' loyalty has significant future value for company profits and community (Reichheld and Sasser, 1990; Velázquez et al., 2011). Customer loyalty is one of the most variables in studying consumer's behavior and it also is one of the critical indicators used to assess the success of marketing strategy (Yoon et al., 2001; Flavian et al., 2001; Tellis, 1998). In the tourism sector, travel destinations can be considered as places, products or services that may revisit or introduce destinations to other people such as colleagues, friends or relatives. Most of the last research on tourist satisfaction and loyalty has concentrated on testing relationships in the types of tourism (e.g. urban, thermal, sport, cultural) (Frain et al., 2006; Barroso et al., 2007; Petrick, 2005), the specific context of tourism companies (Macintosh, 1997; Patterson, 2007; San Martin et al., 2008) and the individual phases of tourist experience, such as tourist's shopping, backpacker hostel, ski, seeing landscape... And many recent studies add variables other than tourist satisfaction to improve understanding of loyalty such as service quality, perceived value, consumer experience, commitment and other moderator determinants which help to know clearly the nature of loyalty construct in the tourism subject (Chi and Qu, 2008; Velazque et al., 2011; Wu, 2015). However, the subject about destination loyalty has been remained the academic debate with opinions for its measurement (Baker and Crompton, 2000; Velázquez et al., 2011; Wu, 2015). For example, the behavioral approach (Bowen and Shoemarker, 1998) is related to the characteristics as repeated purchase, ratio of patronage, but this approach can not explain why and how tourists are ready to revisit or recommend to others (Prayag, 2008; Yoon et al., 2001). With the attitudinal approach (Berne, 1997; Zeithaml et al., 1996; Zins, 2001), based on future actions, destination loyalty (LOYAL) is known as intention to buy services or revisit the destination, and tourists may have a favorable and willing attitude toward destination or particular service.

Tourist experience

Experience derives from complex interactions between the customer and a company's product supplying (Addis and Holbrook, 2001). Many scholars agree that consumer experience need to evaluate multi-dimensionally (Gentile et al., 2007; Hsu et al., 2009). There are many studies that supply the comprehend knowledge about consumer experiences (Addis and Holbrook, 2001; Gentile et al., 2007; Hsu et al., 2009; Nikolova and Hassan, 2013; Oh et al., 2007; Quan and Wang, 2004), Some other researches stated about tourist experience (EXPER) with the different aspects. For example, tourists' experiences are created from high-risk adventure and leisure activities (Arnould and Price, 1993; Celci et al., 1993; Hsu et al., 2009), tourists' experiences connected with natural and heritage environments (Beeho and Prentice, 1997; Schanzel and McIntosh, 2000), tourists highly satisfied with their experience have intention to revisit and recommend the tourism destination to others (Chi and Qu, 2008; Severt et al., 2007; Tian-Cole et al., 2002). Meanwhile, Mittal et al., (1999), Schreyer et al. (1984) agreed that past travel experiences influence satisfaction and loyalty, and with repurchase and consumption of a tourism product or service, tourist consumers are able to evaluate the product or service, which affect destination satisfaction. Pai et al (2020) conducted a survey on 527 tourists excluding China traveling to Macau. The results show that most of them are satisfied with tourist destinations through experiencing technology to find information. Satisfaction about the experience of smart tourism technology also significantly affects the happiness and intention of tourists to return. Base on previous studies, hypotheses are suggested as:

H_1: Previous experience (EXPER) positively influences destination satisfaction (SATIS)

H_2: Previous experience (EXPER) positively effects destination loyalty (LOYAL)

Tourism Products

The tourist products should be distinguished from the destination, from the inclusive tours or package tours, and a destination usually offers several products to its visitors with each distinct travel experience constituting a tourist product. Tourism products (PROD) or services have the distinctive feature and affect to feelings, thoughts, opinions of tourists, and form tourists' perception about destination image (Költringer and Dickinger, 2015; Tasci and Gartner, 2007).

H_3: Tourism products (PROD) influence positively to destination image (IMAGE)

Paul Hermann (1977) stated that tourist products are the means to satisfy tourist needs. What do tourists consume during their trips? Marketing literature has focused on this issue since the early 1970s as part of the discussion regarding tourist products. According to Jovičić (1988), tourist needs are those that are "satisfied when movement is performed (travel and sojourn) outside the place of residence". The tourist product should not be seen from the point of view of the individual producer (such as the hotelier or the transportation company) but from the point of view of the consumer. Kassai et al. (2016) suggested that the characteristics of famous food products of each country will contribute to promoting the image of that country. The hypothesis is suggested as:

H_4: Tourism products (PROD) influence positively tourists' destination satisfaction (SATIS)

Destination image

Image is a perceptual phenomenon that relates to the ability to become aware of something through the senses. This perceptual phenomenon is constituted through consumers' emotional interpretation with cognitive and affective components (Dobni and Zinkhan, 1990). Most definitions of the destination image (IMAG) relate to group or individual perceptions of a place (Crompton, 1979; Jenkins, 1999; Min et al., 2013; Zeugner-Roth and Žabkar, 2015).

Some recent studies stated that destination image is an interactive system of feelings, visualizations, thoughts, opinions, and intentions toward a destination (Költringer and Dickinger, 2015; Tasci and Gartner, 2007). Tourism products or services have the distinctive feature such as intangibility and multidimensionality (Fakeye and Crompton, 1991; Gartner, 1989; Zeugner-Roth and Žabkar, 2015) which cause complexity in measuring destination image structure. However, there are still debatable matters about the relationship between destination image and behavior intentions. In several instances, the validity and reliability of scales used were not established, casting doubt on measurement about destination image perceptions (Beerli and Martin, 2004). A good image can influence repeat patronage (Dick and Basu, 1985). Zhang et al. (2014) suggests attribute holistic, functionale psychological, and common unique as the three continuums of image. Kandampully and Suhartanto (2000) give that hotel image with the performance of housekeeping, reception, food and beverage has a positive effect on customer loyalty. Destination image affects to tourists in selecting a destination and revisiting the destination in the future (Hosany and Prayag, 2013; Zeugner-Roth and Žabkar, 2015). Following the earlier discussions:

H₅: Destination image (IMAGE) positively influences destination satisfaction (SATIS)

H₆: Destination image (IMAGE) has a positive effect on tourists' loyalty (LOYAL)

Risk perception

Consumers' subjective perception of risk may significantly influence their behavior (Mitchell, 1999). They prefer to minimize risk rather than maximize utility, this problem is particularly important in the intention of adoption new product or travelling to tourism destination. They also try to reduce the risk associated with a particular decision or behavior. Huang et al. (2017) argue that the use of smart devices for planning will bring risks of personal information being stolen and information security such as bank accounts. Over the past years, terrorism has been on the rise and many geopolitical tensions have occurred in several areas as the South East Asia, the Middle East and Ukraine. On the other hand, the COVID-19 pandemic has occurred since December 31, 2010 in Wuhan, China and it is a highly infectious disease and to rapidly develop worldwide. With very limited testing in many countries, also due to the unavailability of tests and do not fully have vaccine to treat, so by the end of year 2021, more than 5.4 million people have died in the world. All the aforementioned reasons have affected to whole world, and particularly in tourism sector total arrivals in year 2021 decreased 90% as compared to 2019.

Vietnam is a relatively safe and stable country, the people are friendly and hospitable, and it has many unique tourism resources and is also a tourist destination for many international tourists. About the activities of anti - COVID 19, from the end of year 2021, Vietnam has basically injected for its citizens and the number of died people from COVID has decreased rapidly. To December 30, 2021, the total number of doses of the vaccine injected is 150,935,915 doses, of which the 1st dose is 77,555,511 doses, the 2nd dose is 68,435,813 doses, the 3rd dose is 4,944,591 doses, and the coverage rate of 2 doses of anti-covid-19 vaccine is over 80% of populations. From March 15, 2022, Vietnam announced resuming international tourism and implementing many solutions to serve tourists safety. As previously mentioned, the risk perception significantly affects tourists' satisfaction and loyalty, and the following two hypotheses are suggested:

H₇: Risk perception (RISK) influences tourists' satisfaction (SATIS)

H₈: Risk perception (RISK) effects tourists' loyalty (LOYAL)

Satisfaction

With the expectation – disconfirmation model, Oliver (1980) states that consumers develop expectations about a product before purchasing. Satisfaction is considered as a judgment that a product or service provides to consumer in consumption. If the actual performance is better than their expectations, this leads to positive disconfirmation and consumers are highly satisfied and they will be more pleased to buy the product again. Satisfaction has been playing an important role in making tourism- business planning, and the level of satisfaction can be a basic indicator that is used to evaluate the performance of destination products and services (Noe and Uysal, 1997; Yoon et al., 2001).

Consumer satisfaction in tourism sector usually links with the different context and tourism scope such as satisfaction with restaurants (Dube et al., 1994), with specific destinations (Kozak and Rimmington, 2000; Hultman et al., 2015; Pizam and Milman, 1993), with tourists' overall satisfaction (Severt et al., 2007; Kozak, 2001). Many authors state that satisfaction closely relates to intention of selecting destination and decision to revisit (Bigne et al., 2005; Kozak and Rimmington, 2000; Hultman et al., 2015). Tourist's satisfaction influences the choice of destination, the consumption of product or services, and the decision to return (Chen and Gursoy, 2001; Toan et al., 2020; Yoon and Uysal, 2005), and tourist's satisfaction is also considered as one of the important predictors of tourist loyalty (Ozdemir et al., 2012).

Tourist's satisfaction (SATIS) is the result of a comparison between his previous images of the destination and what he actually sees, feels and achieves at the destination (Chon, 1989); tourists can compare current destination with other place that they visited in the past (Sirgy, 1984; Francken and Van Raaij, 1981). To measure tourist's satisfaction, there are many approaches. For example, Heskett et al., (1997) opined that price, benefits, time, and effort are major factors in determining satisfaction. Tse and Wilton (1988), with the perceived performance model, thinks that tourists' evaluation of their satisfaction with travel experiences is considered, regardless of their expectations, and according to the model of Tse and Wilton (1988), the initial expectation and actual performance should be evaluated independently, rather than comparing performance with past experience. Tourists can have varying motivations for visiting particular destination, therefore they can get different satisfaction level and standards. In other words, as mentioned in the above parts, the evaluation of tourist satisfaction needs to be measured in multiple dimensions. Hypothesis is suggested:

H₉: Tourists' satisfaction (SATIS) positively influences to tourists' loyalty (LOYAL)

METHODOLOGY

With knowledge gains from revising the tourism literature and the necessary of studying antecedents of tourists' loyalty in HoiAn World Cultural Heritage Site in the context of post - Covid 19 pandemic. The study's aim is to examine the antecedents of destination loyalty, and considers the role and influence of tourism products and destination image to international tourists' loyalty in case of HoiAn World Cultural Heritage Site. The research model comprises six constructs, namely, image, tourism products, experience, risk perception, satisfaction and loyalty as Figure 1. The indicators of this study are shown in Appendix 1. For data collection, the convenience sampling method was used as supported by Hair et al. (2014) because this method allows the researcher to receive responses in a cost-effective way (Martins, 2014). For this purpose, primary and secondary data sources have been collected for the study. Primary data is gained through the personal interview method. The primary sources include a questionnaire survey comprising both open and closed-ended questions and which includes interviews with foreign tourists and managers of the tourism companies in HoiAn City in order to get detailed understanding of various opinions of the antecedents of destination loyalty in HoiAn World Cultural Heritage Site. After that, we improve the questionnaire and conducted face-to-face interviews with foreign tourists who are travelling in HoiAn City from April, 07 to June 17, 2022 with 400 respondents, in them, there were 21 surveys unfit for analysis and leaving 379 samples suitable for assess. The study uses five-point Likert scale in the questionnaire (SD - strongly disagree, D - disagree, N - neutral, A - agree, SA - strongly agree). SmartPLS 3 is used to evaluate and test the hypotheses.

The demographic characteristics of the sample are presented in Table 1.

Table 1. Descriptive statistics of samples (Source: The authors collected)

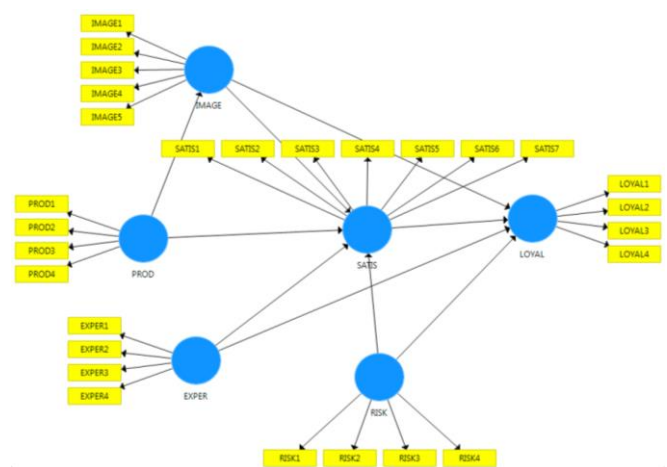|	Number	Frequency (%)		Number	Frequency (%)
Age Group			**Gender**		
From 18 to 24 years old	82	21.7	Male	196	51.7
From 25 to 50 years old	255	67.3	Female	183	48.3
Above 50 years old	42	11.0			
Region			**Position**		
Northeast Asia	184	48.5	Having stability income	278	73.3
Europe	99	26.2	Finding Job	101	26.7
Other	96	25.3			

Figure 1. The suggested research model (Source: The authors collected)

RESULTS

The paper used the SmartPLS 3 software to identify the relationships that exit between 6 constructs and test the significance levels of coefficients by using a bootstrap procedure (Davison and Hinkley, 1997).

Outer loadings

The study tests the outer loading of the indicators and evaluate the convergent validity of the model. The outer loadings of all indicators should be above 0.70 and should be statistically significant (Hair et al., 2017). There were 6 indicators (IMAGE 3, SATIS5, SATIS6, SATIS7, RISK1, RISK2) were eliminated out the model because their outer loadings were smaller than 0.70 (Table 2), therefore, the 22 observed variables were reliable and were used in the next analysis.

R^2 value

The R^2 value of LOYAL is 0.872, it means that about 87.2% of the variance in LOYAL was explained by the research model, this result gained the substantial level. The R^2 values of IMAGE and SATIS are 0.281 and 0.748, respectively. PLS-SEM results as Figure 2.

Table 2. Outer Loading (Source: The authors collected)

	EXPER	IMAGE	LOYAL	PROD	RISK	SATIS
EXPER1	0.805					
EXPER2	0.760					
EXPER3	0.816					
EXPER4	0.779					
IMAGE1		0.704				
IMAGE2		0.741				
IMAGE4		0.719				
IMAGE5		0.726				
LOYAL1			0.760			
LOYAL2			0.913			
LOYAL3			0.896			
LOYAL4			0.810			
PROD1				0.850		
PROD2				0.717		
PROD3				0.859		
PROD4				0.865		
RISK3					0.902	
RISK4					0.891	
SATIS1						0.904
SATIS2						0.871
SATIS3						0.730
SATIS4						0.714

Composite Reliability and Convergent Validity

Composite reliability (CR) used to measure the internal consistency reliability and Hair et al., (2005) stated a minimum threshold of 0.70 to be acceptable. To measure the convergent validity of the construct, average variance extracted (AVE) was used, and an AVE value of 0.50 or greater was acceptable for the indicators (Hair et al., 2017). In the model, all of the CR value were greater than 0.70 and all of the AVE value were greater than 0.50, therefore the research model obtained composite reliability and convergent validity (Table 4).

Table 3. R^2 value (Source: The authors collected)

	R Square	R Square Adjusted
IMAGE	0.281	0.279
LOYAL	0.872	0.871
SATIS	0.748	0.745

Table 4. Construct Reliability and
Validity (Source: The authors collected)

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
EXPER	0.803	0.869	0.625
IMAGE	0.750	0.814	0.522
LOYAL	0.869	0.911	0.720
PROD	0.842	0.894	0.681
RISK	0.756	0.891	0.804
SATIS	0.823	0.882	0.655
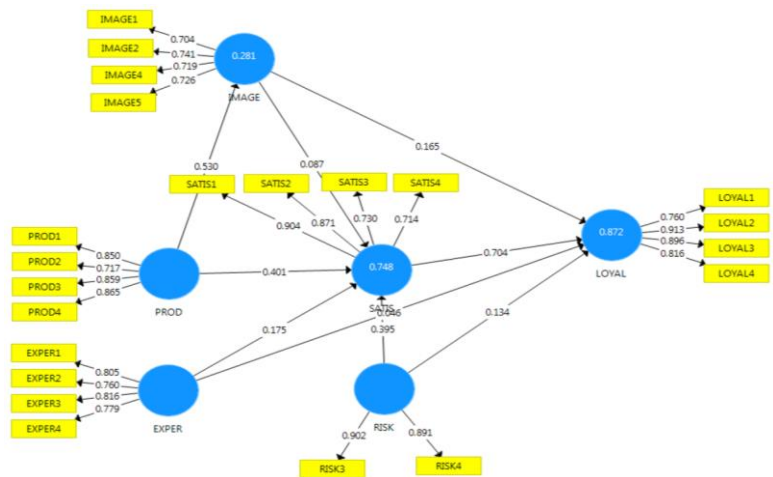
Figure 2. PLS- SEM Results (Source: The authors collected)

Discriminant Validity

It considers whether a construct is unique in the research model. Fornell and Lacker (1981) suggested that the square root of AVE in each latent variable can be used to evaluate discriminant validity, if this value is larger than other correlation values among the latent variables. These results give the evidence that the research model has discriminant validity (Table 5).

Table 5. Fornell- Larcker Criterion (Source: The authors collected)

	EXPER	IMAGE	LOYAL	PROD	RISK	SATIS
EXPER	0.790					
IMAGE	0.353	0.723				
LOYAL	0.545	0.613	0.849			
PROD	0.423	0.530	0.738	0.825		
RISK	0.430	0.433	0.756	0.618	0.897	
SATIS	0.546	0.533	0.917	0.766	0.756	0.809

Table 6. f square (Source: The authors collected)

	EXPER	IMAGE	LOYAL	PROD	RISK	RISK
PROD		0.391				0.332
IMAGE			0.158			0.031
EXPER			0.011			0.093
LOYAL						
RISK			0.060			0.356
SATIS			1.300			

Collinearity Statistics: To inspect collinearity phenomenon between variables, the study uses VIF criteria. All VIF value are uniformly below the threshold value of 5, therefore the model doesn't have the collinearity phenomenon (Appendix 2).

f^2 effect

To consider whether the omitted construct has a substantive impact on the endogenous constructs, the f^2 effect size is used. Guidelines for assessing f^2 are that values of 0.02, 0.15 and 0.35, respectively, represent small, medium and large effects of the exogenous latent variable (Cohen, 1998). The results in Table 6 point out that construct PROD effects greatly to SATIS, and IMAGE also effects to SATIS and LOYAL.

Hypothesis Testing

The bootstrapping procedure was made to investigate the significance and relevance of the structural model relationships. Hair et al., (2017) confirmed that the commonly- used critical values for two-tailed tests are 1.65 (significance level =10%), 1.96 (significance level =5%), and 2.57 (significance level =1%). The relationship between IMAGE and SATIS is accepted according to H$_5$ (t=2.038, p<0.05), H$_6$ hypothesis about the relationship between IMAGE and LOYAL is accepted. Similarly, hypotheses as H$_1$, H$_3$, H$_4$, H$_7$, H$_8$, H$_9$ are accepted. And at significance level of 10%, H$_2$ is accepted (Table 7).

Table 7. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Hypothesis and validity
EXPER → SATIS	0.175	0.175	0.055	3.204	0.001	H$_1$. Accepted
EXPER → LOYAL	0.046	0.046	0.024	1.924	0.054	*H$_2$. Accepted*
PROD → IMAGE	0.550	0.533	0.036	14.343	0.000	H$_3$. Accepted
PROD → SATIS	0.401	0.400	0.064	6.278	0.000	H$_4$. Accepted
IMAGE → SATIS	0.087	0.085	0.033	2.647	0.000	H$_5$. Accepted
IMAGE → LOYAL	0.165	0.166	0.027	6.045	0.000	H$_6$. Accepted
RISK → SATIS	0.395	0.399	0.082	4.809	0.000	H$_7$. Accepted
RISK → LOYAL	0.134	0.142	0.063	2.133	0.034	H$_8$. Accepted
SATIS → LOYAL	0.704	0.694	0.066	10.686	0.000	H$_9$. Accepted

Mediation Analysis

Hair et al., (2017) stated that mediation will occur when a third variable intervenes between two other related constructs, and where the mediator variable governs the nature of the relationship between two constructs. In the model, SATIS served as mediator variable in the relationship between IMAGE and LOYAL at the significant level of 5%, and SATIS also served as mediator variable in the relationship between PROD and LOYAL at the significant level of 5% (Table 8).

Table 8. Specific Indirect Effects (Source: The authors collected)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T - Statistics	P Value
IMAGE → SATIS → LOYAL	0.052	0.050	0.023	2.296	0.022
PROD → SATIS → LOYAL	0.284	0.282	0.058	4.975	0.000
RISK → SATIS → LOYAL	0.277	0.274	0.050	5.554	0.000
EXPER → SATIS → LOYAL	0.324	0.123	0.043	2.921	0.004
PROD → IMAGE → LOYAL	0.098	0.099	0.016	5.937	0.000
PROD → IMAGE → SATIS	0.040	0.040	0.018	2.258	0.024
PROD → IMAGE → SATIS → LOYAL	0.028	0.027	0.013	2.246	0.025

Q^2 value

To evaluate the magnitude of the R^2 value as a criterion of predictive accuracy, the study uses Stone –Geisser's Q^2 value (Geisser, 1974; Stone, 1974). Q^2 value of 0.35, 0.15 and 0.02 indicate an exogenous construct has a large, medium and small predictive relevance for an endogenous latent variable, respectively (Hair et al., 2017)

Table 9. Construct Crossvalidated Redundancy (Source: The authors collected)

	SSO	SSE	$Q^2 = (=1-SSE/SSO)$
EXPER	1516.000	1516.000	
IMAGE	1516.000	1364.762	0.100
LOYAL	1516.000	587.400	0.612
PROD	1516.000	1516.000	
RISK	758.000	758.000	
SATIS	1516.000	805.963	0.458

Table 10. Summary of the IPMA Data (Source: The authors collected)

Predecessor construct	Importance	Performance
EXPER	0.219	48.645
IMAGE	0.258	55.418
RISK	0.399	75.827
PROD	0.418	64.757
SATIS	0.726	78.076

As Table 9, the Q^2 value of all three endogenous constructs are considerably above zero. In them, LOYAL has the highest Q^2 value (0.612), followed by SATIS (0.458) and IMAGE (0.100). These results give evidence for the model's predictive relevance regarding the endogenous latent variables

Importance Performance Matrix Analysis (IPMA)

The IPMA compares the structural model's total effects on a specific target construct (Loyalty) with the average latent variable scores of this construct's predecessors (Tourism Product, Image, Satisfaction, Experience, Risk perception). The goal is to identify the predecessors that have relatively high importance for Loyalty but also a relatively low performance. The important performance map is shown in Figure 3, in which: The x-axis represents the (unstandardized) total effects of Tourism Product, Image, Satisfaction, Experience, Risk perception on the target construct (Loyalty); The y-axis depicts the average rescaled (unstandardized) latent variable scores of Tourism Product, Image, Satisfaction, Experience, Risk perception. As can be seen in Figure 3 and Table 9, the constructs as SATIS, PROD, RISK and IMAGE have a high importance for the LOYAL.
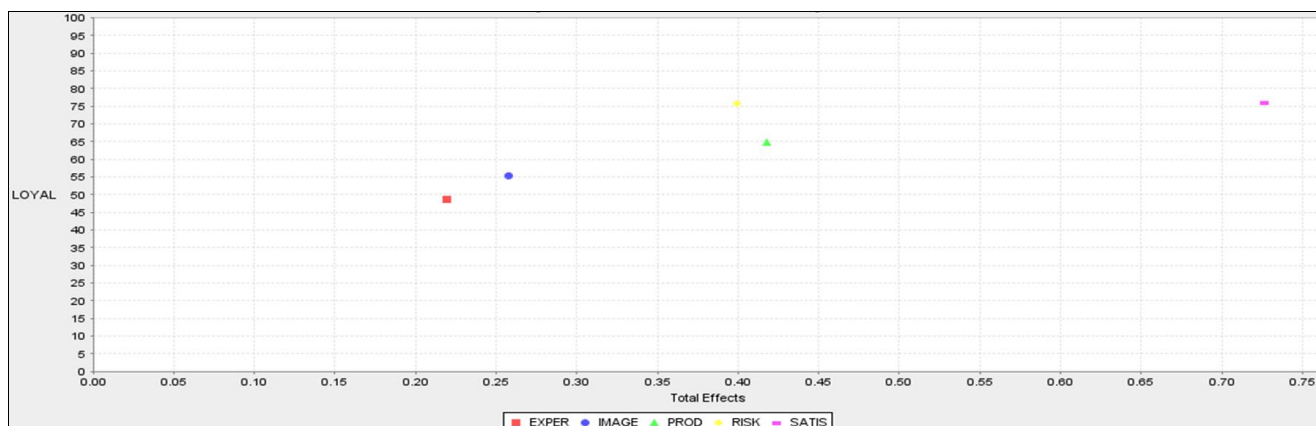

Figure 3. Importance- Performance Map for the Target Construct LOYALTY (Source: The authors collected)

DISCUSSION

Based on the behavioral components of loyalty which groups the main antecedents found in the literature: destination image, tourist experience, risk perception and satisfaction. The study suggested an integrated approach to understand tourists' loyalty model and investigate the empirical evidence about the relationship among tourism products, destination image, risk perception, tourist experience, destination satisfaction and tourists' loyalty. In the competitive context of attracting tourists between tourism destination is increasing, therefore, obtaining a better understanding of why tourists are loyalty to a destination and what drives tourists' loyalty is very important. The tourists' needs are diverse and they may be at risks of COVID -19 pandemic, so the proposed model integrated two new constructs that are tourism products and risk

perception in researching loyalty. This thing provides a broad basic for marketing strategy model and the empirical evidences that tourism products, image, tourist experience, risk perception, and satisfaction are antecedents and positively influence foreign tourists' loyalty in case of HoiAn world cultural heritage. Analyzing the antecedents of loyalty as tourism products, image, experience, risk perception and satisfaction may provide insight in the process of creating tourists' loyalty at both constructs and indicator level. The study's results could help tourism marketers to better understand the antecedents affecting to satisfaction and loyalty so that they can suitably plan with tourism products and services that could meet tourists' needs. The study also has practical suggestions for destination managers in making marketing strategy after COVID-19. As the study's results show that risk perception and tourist experience constructs can directly influence the loyalty of foreign tourists. Compared to before COVID-19, foreign tourists were more concerned with the healthy - safe and security experience, therefore local authorities have to get set a target to safety and flexibly adapting to and effectively controlling Covid-19 in order to attract more foreign tourists after the pandemic. Satisfaction with tour activities, dinning, lodging, shopping, climate attractions, tour environment and sightseeing are the object in operating destination. Destination managers need to focus on meeting a high tourist satisfaction level to gain positive re-purchase tourist behavior and raise destination competitiveness

This study also uses importance performance map analysis (IPMA) to compare the structural model's total effects on a specific target construct (LOYAL) with the average latent variable scores of this construct's antecedents. The study's results find that the constructs as SATIS, PROD have a high importance for the LOYAL. PROD is particularly important for explaining the target construct LOYAL. In a ceteris paribus situation, a one-unit increase in the performance of PROD increases the performance of LOYAL by the value of the total effect, which is 0.726; and a one-unit increase in the performance of IMAGE increases the performance of LOYAL by the value of the total effect, which is 0.258 (Table 9). The local authorities must control investment activities and quality standards of accommodations and services in HoiAn destination, and ensure security, food safety and environmental sanitation for all tourists.

CONCLUSION

The study's results indicate that tourism products, destination image, tourism experience, risk perception, and satisfaction are antecedents of international tourists' loyalty in HoiAn World Cultural Heritage Site. The study added the antecedent of tourism product and risk perception to the model and could enrich the literature, pointing to be possibility of a destination loyalty model that can be applied to various contexts, especially after COVID- 19 pandemic.

And in them, tourism products affect significantly positively to destination imagine and satisfaction, beside destination image and satisfaction hold the role of mediator in this relationship. In the competitive context of attracting tourists between tourism destination is increasing, therefore, obtaining a better understanding of why tourists are loyalty to a destination and what drives tourists' loyalty is very important.

The study also suggested that destination image is a determinant of satisfaction and tourists' loyalty, in which satisfaction is the mediation construct in the relationship between destination image and tourists' loyalty, and between tourism products and loyalty. Destination image relates to the perception that a setting possesses unique quality, therefore, local tourism authorities need to reinforce and up-grade the current historical – culture positions of HoiAn City, and invest types of tourism and new tourism products to create richness, variety and difference with other destinations. On the other hand, it is necessary to consider the new favorite tourism products after COVID-19 and adjust or build new tourism packages to fit the new normal as green tourism, MICE tourism, sea tourism. Destination managers must also have many different solutions and tools to renew this image as investing new tourism infrastructure, promotion messages, adjust advertising, and advertising to international travel agents and tour operators for attracting international tourists and making the successful destination development. This will create an impression of HoiAn destination and the foreign tourists will likely stay longer and spend more

This research develops understanding about international tourists' loyalty to HoiAn destination in the new context after Covid -19. The study also discussed theoretical and managerial implications for marketing tourism. Destination image relates to the perception that a setting possesses unique quality, therefore, local tourism authorities need to reinforce and up-grade the current historical – culture positions of HoiAn city, and invest types of tourism and new tourism products to create richness, variety and difference with other destinations. There are consistent with the previous findings that tourist experience, image and satisfaction are important antecedents of success in tourism markets (Oppermann, 2000; Prayag, 2008; Rajesh, 2013; Wu, 2015). The study's findings also confirm the applicability of the tourism product and image for tourist destination, and the destination satisfaction has positive and significant effect on loyalty (Chen and Tsai, 2007; Chi and Qu, 2008; Wu, 2015; Toan et al., 2020). A destination with good destination image and many quality tourism products is in the best position in making the marketing strategy.

The higher the satisfaction of foreign tourists are, the higher foreign tourists return and recommend. The study also implements mediation analysis. The study's result shows that satisfaction (SATIS) was the mediation construct in the relationships between PROD (tourism product) and LOYAL (loyalty), between IMAGE (destination image) and LOYAL. At the same time, IPMA is used to compare the structural model's total effects on target construct (LOYAL) and the study's results point out that SATIS, PROD have a high importance for the LOYAL.

The study has several limitations as: *First,* only foreign tourists visiting to HoiAn city have conducted the survey; *Second*, the sample size of survey is still small, it í necessary to survey with larger size. Therefore, further researches should extend sample size and need to consider fully the possibility of the globalization in tourism sector that it may moderate the relationship among research construct.

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