Building Tourist Loyalty Through Destination Image and Tourism Product Excellence: A Case Study of Rembangan Jember Tourism

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Abstract

Tourist loyalty will be formed if a destination image and tourism products offered by a destination are very attractive and can satisfy visitors. Rembangan Tourism in Jember City has a natural tourist attraction because of its natural beauty in the form of beautiful views and cool mountains. This study aims to determine: (1) the influence of destination image on tourist loyalty in Rembangan Tourism, Jember Regency; (2) the influence of tourism products on tourist loyalty in Rembangan Tourism, Jember Regency; (3) the simultaneous influence of destination image and tourism products on tourist loyalty in Rembangan Tourism, Jember Regency. This type of research is quantitative research with a population of tourists who have visited Rembangan Tourism, Jember more than three times. The sampling technique uses non-probability sampling, namely purposive sampling, with a sample size of 60 respondents, data analysis uses multiple linear regression analysis. The results of the study show that partially the image of the destination and tourism products influence tourist loyalty in Rembangan Tourism, Jember Regency and the results of the simultaneous influence show that all variables of destination image and tourism products influence tourist loyalty in Rembangan Tourism, Jember Regency.

Keyword: Destination Image, Tourism Product, Loyalty, Rembangan Tourism.

1. Introduction

The tourism sector plays a crucial role in creating and expanding employment opportunities for local communities. It also stimulates progress in various other sectors, such as restaurants, tour guides, travel agencies, and various other supporting services. The positive impact of this sector is also directly felt by other related sectors, such as road infrastructure development, MSME development, and improvements in sanitation and health facilities. Furthermore, tourism supports various projects in various sectors, both in developing and developed countries.

Kemuning Lor Village has tourism potential that can be utilized to increase Regional Original Income (PAD). The village is developing natural resource-based tourism, namely Rembangan Tourism, dragon fruit gardens, and dairy tourism. With this potential, it can certainly support the local economy, by becoming entrepreneurs. In developing tourism potential, the Jember Regency Government must certainly participate in activities such as tourism promotion, collaborating with investors, and also empowering the local community, so that it can improve local community welfare, and make Kemuning Lor Village a sustainable leading tourist destination. Rembangan Tourism is located at Rembangan Peak, Darungan Village, Arjasa District, Jember. Rembangan Peak is at an altitude of more than 600 meters above sea level. During the 2024 Eid holiday, the number of tourists visiting Rembangan Tourism in Jember reached 559 people. Rembangan Tourism is one of the tourist destinations in Jember that is experiencing an increase in visits. This tourist destination is increasingly attracting attention, both from local residents and visitors from outside the region. During the Christmas holidays, the number of tourists visiting Puncak Rembangan reached 1,001. On New Year's Eve 2024, the number of domestic tourists reached 1,737. Rembangan hotels are typically fully booked, with travelers eager to celebrate New Year's Eve at Puncak Rembangan.

The rapidly growing demand for travel reflects the growth of tourism industries. Tourism managers must provide the best possible service to tourists. As users of tourism services, tourism service providers must understand their needs and desires. A person's decision to travel is influenced by strong push and pull factors. These push and pull factors are internal and external factors that

motivate tourists to make the decision to travel. Push factors are generally socio-psychological in nature, while pull factors are destination-specific attributes. Some factors that tourists consider when visiting a tourist destination are destination image and tourism products.

Destination image can be measured from various dimensions, including nature, culture, infrastructure and socioeconomic environment, destination atmosphere, security and cleanliness, and affective conditions (Gómez et al., 2015). Nature here can be used and understood in relation to natural tourism destinations. Biodiversity, both flora and fauna, as well as beautiful natural scenery are the main attractions of a destination. For example, Rembangan tourism presents the concept of natural tourism that provides added value for visitors in terms of natural scenery on top of a mountain with a very cool atmosphere. Tourism products are a form of tangible and intangible products, packaged in a unified series of trips that can only be enjoyed if the entire series of trips can provide a good experience for people who travel or who use the product. So the form of the tourism product is essentially intangible, because in a series of trips there are various complementary elements, depending on the type of trip taken by tourists.

(Raju, 2000) states that the quality of tourism product services is divided into five components: attraction, transport, accommodation, support and auxiliary services, physical and communication infrastructure. There are five tourism products: destination attractiveness and environment, destination facilities and services, destination accessibility, destination image, and consumer prices (Victor T. C. Middleton et al., 2009). These components serve to emphasize that each product package is a series of elements to meet the needs of buyers. Understanding the fine tuning of a trip will provide knowledge and ways for marketers to satisfy customer needs, improve product presentation and delivery to potential customers. Placing different component displays requires different service concepts and practices according to the relative importance of each component that customers are likely to use in a package of ideas, blueprints, and scripts that differ according to customer characteristics.

Destinations often struggle to maintain their position as preferred tourist destinations, leading to a decline in visits and lodging demand due to unmet tourist satisfaction regarding service quality. New destinations and hotels emerge offering lower prices and higher-quality facilities. Managers recognize the importance of improving understanding of tourist loyalty factors as valuable information for the sustainability of tourism businesses. Destination sustainability depends on the number of repeat visits, as they are much cheaper than attracting new tourists. The strong relationship between tourist loyalty and profitability is an important reality in the sustainability of the tourism industry (Um, Chon, and Ro, 2006). Marketing experts and practitioners highlight various reasons why repeat visits (tourist loyalty) have been considered a desirable phenomenon in marketing: (1) marketing costs required to attract repeat visitors are lower than those required for first-time visitors; (2) repeat visits are considered a positive indication of tourist satisfaction; (3) repeat visitors are the type of tourist most likely to visit destinations related to sustainability and the economy, and (4) repeat visitors may recommend the destination to friends and relatives, generating a positive word-of-mouth effect (Li, X., et al., 2008:278-293).

The relationship between customer (tourist) satisfaction, loyalty, and value is one of the most relevant concepts discussed in the field of tourism marketing. A complete understanding of tourists is the most likely way to shape and increase satisfaction and loyalty, as well as provide superior value for tourists. The tourism industry thrives depending on the level of satisfaction, the number of purchases (length of stay), encouraging repeat visits and word-of-mouth recommendations to family, colleagues and others (Hasan, 2015:364). Modeling these factors allows marketers to better understand tourist behavior and the causality of their interactions, by considering the personal characteristics of tourists (socio-demographic and motivational) that have the potential to create satisfaction and loyalty. Medlik and Middleton (1973) noted that a tourism product is considered a mixture of three main components: the attractiveness of the place, the facilities at the destination and the accessibility of the destination. Middleton and Clarke (2001) suggest that there are five main components in the overall tourism product, and they are: the attractiveness of the place and environment, the facilities at the place and services, the accessibility of the place, the image of the place, and the price. Quality service plays an important role in tourism by increasing the level of tourist satisfaction (Al-Ababneh, 2013).

Based on the background of the problem, the purpose of this study is to determine the partial influence of destination image and tourism products on tourist loyalty in Rembangan Tourism, Jember Regency and to determine the simultaneous influence of destination image and tourism products on tourist loyalty in Rembangan Tourism, Jember Regency.

2. Methods

Type of research

This research is a survey research, a quantitative research method used to obtain past or present data on beliefs, opinions, characteristics, behaviors, and relationships between variables, and to test several hypotheses about sociological and psychological variables from samples drawn from a specific population. The data collection technique uses in-depth observation (interviews or questionnaires), and the research results tend to be generalizable (P. D. Sugiyono, 2013).

Population and Sampling Technique

A population is a generalized area consisting of objects/subjects with specific quantities and characteristics determined by the researcher to be studied and then conclusions drawn (P. Sugiyono, 2019). The population of this study was tourists who had visited Rembangan Tourism. The sampling technique used was purposive sampling, which is a technique for drawing samples from the population based on specific criteria. Some of the respondent criteria that the researcher will use as samples are:

1. Respondents aged 17 years and over

The researcher chose a sample of 17 years and over because at that age, respondents already understood the questionnaire.

2. Respondents were tourists who had visited Rembangan Tourism more than three times

The sample size determination method used was the one developed by Roscoe (1982) in his book *Research Methods For Business*, as cited in Sugiyono (2009:129). If the study is to conduct a multivariate analysis, the sample size must be at least 10 times the number of variables studied, including the number of independent and dependent variables. The analysis used in this study was a multivariate analysis, namely multiple linear regression analysis, which consists of three variables. Therefore, the minimum sample size is 20 x 3 variables = 60 sample members.
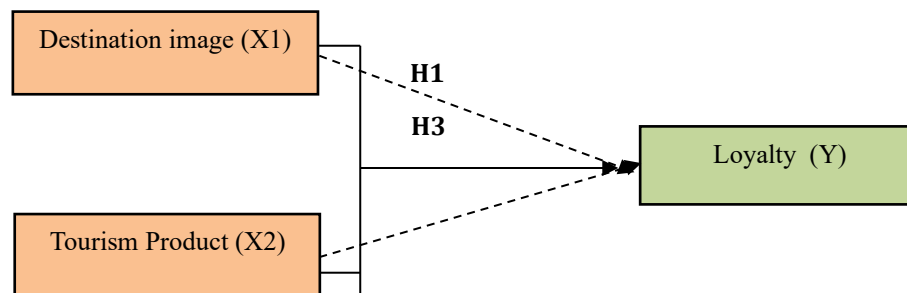
Conceptual Framework

Figure 1. Research Model
Source: processed data 2025

Data Analysis Techniques
Validity Testing

Validity testing is necessary to ensure that the questions created reflect the dimensions being measured. According to (Siregar, 2015), validity indicates the extent to which a measuring instrument is able to measure what it is intended to measure. The minimum requirement for quantitative data to be considered valid is if the r value is at least 0.3 or the calculated r value is greater than the table r value. Therefore, if the correlation between an item and the total score is less than 0.3 or the calculated r value is less than the table r value, then the items in the instrument are declared invalid, and vice versa.

Reliability Testing

Reliability aims to determine the extent to which measurement results remain consistent when measurements are taken twice or more on the same phenomenon using the same measuring instrument. Reliability is assessed to determine the extent to which a questionnaire can produce consistent results (M. P. P. Sugiyono & Kuantitatif, 2009). Reliability testing and research can be

conducted by calculating Cronbach's Alpha (α). The Cronbach's Alpha coefficient indicates the extent of respondents' consistency in answering the instrument being assessed. According to Basuki and Prawoto (2016:79), reliability testing is conducted using the Cronbach's Alpha test, which is as follows:

a. If alpha > 0.90, then reliability is perfect.
b. If alpha is between 0.70-0.90, then reliability is high.
c. If alpha is 0.50-0.70, then reliability is moderate.
d. If alpha < 0.50, then reliability is low.

Testing the Basic Assumptions of Multiple Linear Regression
Data Normality Test

According to (Basuki & Prawoto, 2016), the normality test is useful for determining whether collected data is normally distributed or taken from a normal population. The classical method for testing the normality of data is not too complicated. Based on the empirical experience of several statistical experts, data with more than 30 numbers (n > 30) can be assumed to be normally distributed. This is usually referred to as a large sample. One way to see normality is visually through the Normal P-P Plot. The stipulation is that if the points are still around the diagonal line, it can be said that the residuals are normally distributed.

Multicollinearity Test

According to (Basuki & Prawoto, 2016), multicollinearity, or multiple collinearity, is the presence of a linear relationship between the independent variables X in a multiple regression model. Multicollinearity also means that one independent variable is linearly correlated with another. Multicollinearity can be defined as a situation where the independent variables in an equation have a strong relationship. Typically, the correlation is close to perfect (the correlation coefficient is high or even one). Multicollinearity is detected by examining the VIF (Variance Inflation Factor) value. The testing criteria are: if the VIF value is <10, there is no multicollinearity among the independent variables, and conversely, if the VIF value is >10, there is multicollinearity (Basuki & Prawoto, 2016).

Heteroscedasticity Test

Heteroscedasticity refers to the unequal variance of residuals across all observations in a regression model (Basuki & Prawoto, 2016). One way to assess heteroscedasticity is to examine the scatterplot between the predicted values of the dependent variable (ZPRED) and its residuals (SRESID). If the points form a regular pattern, such as wavy, widening, and then narrowing, heteroscedasticity has occurred. If the points are spread above and below 0 on the Y-axis without forming a specific pattern, heteroscedasticity does not occur.

Multiple Linear Regression Analysis

According to (Siregar, 2015), multiple regression is a development of simple linear regression, namely an analytical tool that aims to determine the effect of one or more independent variables on a dependent variable.

$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n + e$

Where:

Y = dependent variable

X = independent variable

a = constant

b = regression coefficient of the independent variable

e = residual/error

The function of the regression equation is not only to predict the value of the dependent variable (Y), but also to determine the direction and magnitude of the influence of the independent variable (X) on the dependent variable (Y).

Hypothesis Testing
Partial t-Test

According to Algifari (2015), the regression coefficient test (t-test) aims to test hypotheses about the influence of independent variables on dependent variables. Researchers propose two hypotheses: the null hypothesis Ho and the alternative hypothesis Ha. The null hypothesis is stated with a presumption of truth that will later be proven false by the existing sample. Meanwhile, the alternative hypothesis must be true when the null hypothesis is proven false.

F Test (Simultaneous)

According to Algifari (2015), this test is conducted to determine whether all independent variables simultaneously influence the dependent variable. The F test is explained using analysis of variance (ANOVA).

Coefficient of Determination (R^2)

The coefficient of determination (R^2) indicates the extent of variation in the value of the dependent variable that can be explained by all independent variables. This number is often used as a measure of the influence (in percentage) of all independent variables collectively on the value of the dependent variable. The percentage influence of all independent variables on the value of the dependent variable can be determined from the coefficient of determination (R^2) of the estimated regression equation. The coefficient of determination ranges from 0 (zero) to 1 (one). The closer the coefficient of determination of an estimated regression equation is to zero, the smaller the influence (explanatory power) of all independent variables on the value of the dependent variable. Conversely, the closer the coefficient of determination of an estimated regression equation is to one, the greater the influence (explanatory power) of all independent variables on the value of the dependent variable (Algifari, 2015).

3. Results and Discussion

Results
Descriptive Analysis of Respondent Profiles

The respondents in this study were tourists who had visited Rembangan Tourism. A more complete descriptive demographic profile of the respondents can be seen in Table 1.

Criteria		Frequency (people)	Percentage (%)
Gender	Male	12	19,7
	Female	49	80,3
	Amount	61	100,0
Age	17 s/d 20 year	4	6,6
	21 s/d 30 year	50	82,0
	31 s/d 40 year	3	4,9
	41 s/d 50 year	2	3,3
	> 50 year	2	3,3
	Amount	61	100,0
Work	Civil Servants	2	3,3
	Private Employees	5	8,2
	Self-Employed	5	8,2
	Students	30	49,2
	Others	19	31,1
	Amount	61	100,0
Income	< Rp. 1.000.000,00	33	54,1
	Rp. 1.000.000,00 - Rp. 2.000.000,00	9	14,8
	Rp. 2.000.000,00 - Rp. 3.000.000,00	7	11,5
	Rp. 3.000.000,00 - Rp. 4.000.000,00	6	9,9
	> Rp. 4.000.000,00	6	9,9
	Amount	61	100,0

Table 1. Respondent Demographic Descriptives
Source: processed data 2025

Based on Table 1, an overview of tourists who have visited Rembangan Tourism who became research respondents is obtained. When viewed from gender characteristics, most are female tourists, namely 49 people (80.3%). Judging from age characteristics, most respondents are between 21 and 30 years old, namely 50 people (82.0%). Judging from occupational characteristics, most tourists work as students, namely 30 people (49.2%). And, seen from the income level, most respondents have an income <Rp. 1,000,000.00, namely 33 people (54.1%).

Validity and Reliability Test Results
Validity Test
Validity refers to the extent to which a measuring instrument (in this case, a questionnaire) accurately and precisely performs its measurement function. Validity testing in this study was conducted using Pearson correlation using the product-moment technique. The results of the validity test can be seen in the following table:

Variable	Indicator	r count	Sig.	Information
Destination Image	$X_{1.1}$	0,856	0,000	Valid
(X1)	$X_{1.2}$	0,749	0,000	Valid
	$X_{1.3}$	0,748	0,000	Valid
Tourism Product	$X_{2.1}$	0,826	0,000	Valid
(X2)	$X_{2.2}$	0,876	0,000	Valid
Loyalty (Y)	Y_1	0,938	0,000	Valid
	Y_2	0,865	0,000	Valid
	Y_3	0,919	0,000	Valid

Table 2. Summary of Validity Test Results
Source: processed data 2025

Based on Table 2, it can be seen that each indicator used in both the independent variables (Destination Image and Tourism Products) and the dependent variable (Loyalty) has a calculated r value greater than 0.30 and a significance value less than 0.05. This means that the indicators used in this research variable are suitable or valid for use as data collectors.

Reliability Test
This test is conducted to demonstrate the relative consistency of measurement results. A good question is one that is clear, easy to understand, and has the same interpretation even when administered to different respondents at different times. The results of the reliability test are as follows:

Variable	*Cronbach Alpha* (α)	Information
Destination Image (X1)	0,675	Reliable
Tourism Product (X2)	0,617	$\alpha > 0,50$
Loyality (Y)	0,892	

Table 3. Reliability Test Results
Source: processed data 2025

Based on Table 3, it can be concluded that all variables used in this study are reliable, as they have a Cronbach's Alpha (α) value greater than 0.50.

Classical Assumption Test
Normality Test
The normality test aims to determine whether the dependent and independent variables in the regression model are both normally distributed. The results of the normality test can be seen in Figure 4.1 below.
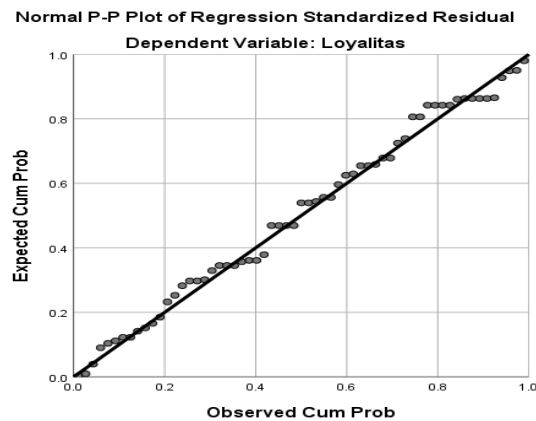
Figure 2. Normality Test Results
Source: Data processed 2025

Based on Figure 2, the graph showing the normality test results for the regression model shows that the points are spread around the diagonal line, and their distribution follows the direction of the diagonal line. Therefore, the regression model is suitable for use because it meets the assumption of normality.

Heteroscedasticity Test

This test is conducted to determine whether a regression model exhibits unequal variances from one observation to another. The procedure involves detecting the presence of a specific pattern in the scatterplot in Figure 3, where the X-axis represents the predicted Y and the Y-axis represents the studentized residual (predicted Y – actual Y).
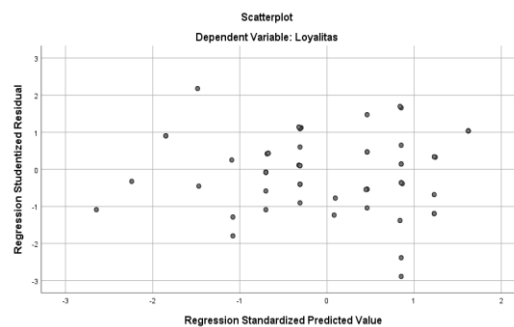

Figure 3. Heteroscedasticity Test Results
Source: Data processed 2025

The results of the scatterplot analysis in Figure 3 show that the points are randomly distributed, do not form a clear pattern, and are spread both above and below the 0 value on the Y-axis. This indicates that heteroscedasticity does not occur in the regression model.

Multicollinearity Test

Multicollinearity means that there is intercorrelation between the independent variables, indicating more than one significant linear relationship. If the correlation coefficient of the variables in question lies outside the critical limits, the correlation coefficient is significant and multicollinearity occurs. If the correlation coefficient lies within the critical limits, the correlation coefficient is insignificant and multicollinearity does not occur.

Variable	VIF	Information
Destination Image (X1)	1,621	VIF < 10
Tourism Product (X2)	1,621	There is no multicollinearity

Table 4. Collinearity Statistics
Source: Data processed 2025

Based on the results of the Collinearity Statistical analysis, it was found that there was no multicollinearity in the model. This can be seen in Table 4, where the VIF value for each variable was less than 10.

Multiple Linear Regression Analysis

Multiple linear regression testing is useful for determining the level of influence of the independent variables (Destination Image and Tourism Product) on the dependent variable (Loyalty). Based on the testing using SPSS for Windows 26.0, the results are presented in Table 5.

Variable	Regression Coefficient	T_{count}	Sig.	Information
constant	-2,925	-1,387	0,171	-
Destination Image (X1)	0,645	3,337	0,001	Significant
Tourism Product (X2)	0,623	2,179	0,033	Significant

Table 5. Results of Multiple Linear Regression Calculations
Source: Data processed 2025

Based on these results, the multiple linear regression equation can be obtained as follows:
$Y = -2{,}925 + 0{,}645\,X_1 + 0{,}623\,X_2$
The interpretation of the analysis results can be stated as follows:
1. A constant of -2.925 indicates the level of Loyalty when the destination image and tourism product variables are equal to zero. In this case, Loyalty will decrease if these two variables are not present due to other factors.
2. $b_1 = 0.645$, meaning that if the tourism product variable is equal to zero, a one-unit increase in the destination image variable will increase Loyalty by 0.645 units.
3. $b_2 = 0.623$, meaning that if the destination image variable is equal to zero, a one-unit increase in the tourism product variable will increase Loyalty by 0.623 units.

Partial Testing (t-Test)

This test is intended to determine the effect of each independent variable on the dependent variable. This t-test is conducted by comparing the calculated t-statistic with the t-table statistic, with a significance level (α) of 5%. The results of the t-test calculation using SPSS for Windows can be seen in Table 5. Based on this table, the magnitude of the effect of each independent variable on the dependent variable can be determined as follows:
1. The Effect of Destination Image (X1) on Loyalty (Y)
Table 5 shows that the calculated t value is greater than the calculated t value, i.e., 3.337 > 2.000, and the significance value is $<\alpha$, i.e., 0.001 < 0.05. Because the calculated t value is greater than the calculated t value and the probability level is less than 5%, H0 is rejected. This means that the Destination Image (X1) variable has a significant effect on Loyalty (Y) partially. Therefore, the hypothesis stating that destination image influences tourist loyalty in Rembangan, Jember is proven true, and H1 is accepted.
2. The Effect of Tourism Product (X2) on Loyalty (Y)
Table 5 shows that the calculated t value is greater than the calculated t value, i.e., 2.179 > 2.000, and the significance value is $<\alpha$, i.e., 0.033 < 0.05. Because t count is greater than t table and the probability level is less than 5%, then H0 is rejected, meaning that partially the Tourism Product variable (X2) has a significant influence on Loyalty (Y). Thus, the hypothesis stating that there is an influence of tourism products on tourist loyalty in Rembangan is proven true or H2 is accepted.

F-Test Results

This test aims to determine the simultaneous influence of Destination Image and Tourism Product variables on Loyalty. This study was conducted using a significance level of 0.05. Together, the Destination Image and Tourism Product variables will be proven to have a significant effect on Loyalty if the probability is ≤ 0.05. Conversely, if the probability is > 0.05, the Destination Image and Tourism Product variables do not have a significant effect on Loyalty. The summary of the F-test results can be seen in Table 6.

Dependent Variable	Independent Variable	R Square	F_{count}	F_{table}	Sig.
Y	X_1, X_2	0,410	20,162	2,38	0,000

Table 6. F-Test Calculation Results
Source: Data processed 2025

Based on Table 6, it can be seen that F count > F table at (k – 1) (n – k) (20.162 > 2.38) and the F test significance probability value is less than 0.05 (0.000 < 0.05). Therefore, the variables of Destination Image and Tourism Product simultaneously have a significant effect on Loyalty. In this case, H0 is rejected. Therefore, the hypothesis stating that there is a simultaneous influence of the variables of destination image and tourism product on tourist loyalty in Rembangan is proven true, or H6 is accepted.

Multiple Determination Coefficient (R²)
The multiple determination coefficient (R2) value is intended to determine the contribution of the independent variables to the dependent variable. The coefficient of determination value lies between 0 and 1. If R square or R2 = 1, then the regression line of the model contributes 100% to the change in the dependent variable. If R2 = 0, then the model cannot influence or cannot contribute to the change in the dependent variable. The model fit improves as it approaches 1. Based on the analysis results that can be seen in Table 6, the results of the multiple determination coefficient (R2) were obtained as 0.410, this means that 41.0% of changes in tourist loyalty were influenced by the variables of destination image and tourism products, while the remaining 59.0% were caused by other factors not included in the regression equation created, such as price, promotion, customer relationship marketing (CRM), and others.

Discusion
This research has examined the role of the digital economy and corporate brand personality in building a sustainable brand in the Indonesian music industry. Key findings show that the digital economy has a positive and significant impact on corporate brand personality and sustainable brands. Furthermore, corporate brand personality, which is measured through the dimensions of Heart (Passionate, Compassion), Mind (Creative, Disciplined), and Body (Agile, Collaborative), has been proven to have a very significant influence on sustainable brands. This indicates that in the midst of rapid digital development, a strong and authentic brand identity, embodied in a wholesome brand personality, becomes a crucial foundation for the sustainability of an entity in the music industry.

The implications of this research are very relevant for music industry players in Indonesia. First, it's important for record labels, streaming platforms, and music collectives to not only focus on the instant monetization of the digital economy, but also on how their digital practices can support royalty fairness and musicians' well-being. Second, the development of a clear, positive, and consistent corporate brand personality in accordance with sustainability values must be a strategic priority. Brands that are perceived as "passionate and empathetic," "creative and disciplined," and "agile and collaborative" will be better able to attract and retain talent and audiences in the long run. Third, the integration between digital strategy and brand development must be done holistically to ensure that the online presence of music entities reflects their commitment to sustainability.

For further research, it is recommended to expand the scope of the sample to other regions of Indonesia and involve more types of music industry players (e.g., concert promoters, artist managers) to gain a more comprehensive perspective. Additional qualitative research, such as in-depth case studies or interviews with musicians who have successfully achieved sustainability, can also provide richer narrative insights into best practices and challenges faced. In addition, future research may explore the role of government regulation and consumer awareness in encouraging sustainable brand practices in the digital music industry. This study aims to determine the influence of destination image and tourism products on tourist loyalty in Rembangan, both partially and simultaneously. After conducting statistical tests partially (individually) using the t-test and simultaneously using the F-test, further analysis of the regression analysis results is as follows.

First, the variable "Destination Image" has a positive and significant effect on tourist loyalty. This positive effect means that the better the destination image in Rembangan, the better the tourist loyalty in Rembangan. Destination image aspects include the beautiful and natural attractions of Rembangan, including mountains; easy access to the road infrastructure; and the cool and calming atmosphere of Rembangan, which are factors determining tourist loyalty. The results of this study

support research by Mohamad, Abdullah, and Mokhlis (2012), who conducted a study on the influence of destination image on tourist satisfaction and loyalty in Malaysia. Destination image in this study consisted of facilities, hotels, tourist attractions, and accessibility. The results of both studies concluded that destination image influences tourist satisfaction and loyalty.

Second, the Tourism Product variable has a positive and significant effect on tourist loyalty. A positive influence can be interpreted as the better the Tourism Product in Rembangan, the better the Tourist Loyalty in Rembangan. Aspects of Tourism Products include Rembangan Tourism providing complete tourist facilities such as accommodation (hotels), swimming pools, cafes, parking lots, prayer rooms, and toilets as well as the entrance ticket price at Rembangan Tourism is very affordable for tourists is a factor that determines tourist loyalty. The findings of this study support the research of Kozak (2001) and Mohamad et al., (2011); This shows that the facilities of a tourist attraction can increase consumer loyalty. Strengthening the above findings, Chi (2005:13) builds a model of tourist loyalty as an interrelated series and starts from the destination image in the minds of tourists, the destination image will be linked to the attributes of a destination and in total will have an impact on tourist satisfaction simultaneously and satisfaction and total tourist satisfaction will have an impact on loyalty to the destination. Tourists will interpret tourist areas rationally and emotionally. The company's strategy to make tourists willing to revisit the same destination in the future and recommend it to others, therefore must carefully consider the offerings of attractions, basic facilities, cultural attractions, and transportation options, the natural environment, and various other economic factors that influence tourist decisions. A study conducted by Sangpikul et al., (2017) supports the results of this study, because in their study it stated that facilities do not affect tourist satisfaction.

Third, the results of simultaneous testing indicate that the variables of destination image and tourism products jointly influence tourist loyalty. The results obtained a multiple determination coefficient (R^2) of 0.410, this means that 41.0% of changes in tourist loyalty are influenced by the variables of destination image and tourism products while the remaining 59.0% is caused by other factors not included in the regression equation created such as price, promotion, customer relationship marketing (CRM), and others.

5. Conclusion

The research results demonstrate that destination image and tourism products significantly influence tourist loyalty at the Rembangan tourist attraction in Jember. Tourism managers should always pay attention to factors related to destination image and tourism products to foster tourist loyalty. The researchers recommend that further research include other variables such as price, promotion, customer relationship management, and others. This will yield better results and be useful for the development of science, particularly in marketing management.

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