

# Strategies to Increase Tourist Loyalty: The Role of Tourism Service Quality and Satisfaction in East Java Beach Tourism

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## Abstract

East Java Province is one of the provinces in Indonesia with many tourist attractions, including beach tourism and fantastic scenery. Some beaches with fascinating scenery that many tourists in East Java visit are Papuma Beach in Jember, white sand beach in Situbondo and Red Island Beach in Banyuwangi. Researchers are interested in researching these beaches because they want to prove whether the quality of tourist services and tourist satisfaction on these beaches can create tourist loyalty. So, this research aims to determine the influence of tourism product quality and satisfaction on tourist loyalty in East Java's beach tourism industry. The type of research is associative research with a tourist population that has visited Papuma Beach, White Sand Beach and Pulau Merah Beach with a sample of 100 respondents. The sampling technique is purposive sampling with the criteria of tourist respondents who have visited the beach more than once. The data analysis technique uses multiple linear regression analysis. The results of the study concluded that the quality of tourism services and satisfaction have a partial effect on tourist loyalty. Furthermore, this research can contribute to developing management science studies, especially marketing management in the university environment, so that it can be a reference for similar research and further research.

**Keywords:** Tourism, Service Quality, Satisfaction, Loyalty, East Java Province

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## 1. Introduction

Tourism is one of the backbones of economic growth because it can create jobs, encourage investment, increase regional income, and strengthen intercultural relations (Lin, 2024). Tourism is one of the backbones of economic growth because it can create jobs, encourage investment, increase regional income, and strengthen intercultural relations. This sector is not only a source of income for the local community but also plays a role in introducing the beauty and uniqueness of an area to the world, which can ultimately encourage sustainable infrastructure development and community welfare. When making decisions about the marketing strategy of tourism destinations, determining a destination image is very important because it can produce a positive image, loyalty to the destination, and tourist satisfaction (Çoban, 2012; Kusumah, 2024; Tiwari et al., 2026).

Travelling today has become a consumer need due to changes in tourist culture and behaviour. However, studies have shown that destination imagery influences traveller behaviour (Al-Ababneh, 2013; Aboalghanam et al., 2025; Sharma et al., 2025). The importance of this topic lies in the fact that travellers' positive experiences of the services, goods, and other resources provided by tourism destinations can increase customer retention and positive feedback. In fact, satisfaction with the travel experience increases loyalty to the destination (Della Corte, 2015; Ma et al., 2026). Today's tourism behaviour is different from that of the past. This behaviour change has led to the development of different tourism sectors, and tourism does not have a single definition but has many causal relationships. The development of the tourism sector has led to the activation of destinations and the formation of tourist satisfaction (La et al., 2025; Ma et al., 2026).

The relationship of satisfaction, loyalty, and customer value (tourists) is one of the most relevant concepts discussed in the field of tourism marketing. The researchers showed a link between product quality and behavioural intent, benefits, and satisfaction. The authors stated that repeating the last relationship, as well as the relationship between behavioral benefits and intentions and the impact of satisfaction on behavioural intentions (Nowacki, 2009; Uddin et al., 2026). Tourist satisfaction is one of the important components of the success of a destination. Traveller satisfaction influences marketing strategies, travellers' spending patterns, revisiting intent, and overall destination imagery (Aboali et al., 2015; Aboalghanam et al., 2025; Sharma et al.,

2025). Customer loyalty is customers' tendency to buy from the same company again, which is also why tourists revisit the company (Aboali et al., 2015; Uddin et al., 2026).

Quality services play an important role in tourism by increasing tourist satisfaction and loyalty. Quality services have a very strategic role in the tourism sector, as they directly contribute to increasing tourist satisfaction (Aniramu et al., 2025). When tourists get an experience that suits or exceeds their expectations regarding staff friendliness, adequate facilities, cleanliness, and ease of access to information, they tend to feel more satisfied and enjoy their trip more optimally. This satisfaction is an important basis for building tourist loyalty, where they are motivated to return to the same destination and become informal ambassadors by providing recommendations to family and friends or even through positive reviews on social media. Thus, quality services encourage repeat visits and expand the reach of destination marketing organically (Battour et al., 2025; Sasongko et al., 2025). The importance of quality services as a communication vehicle is growing in a competitive market for the tourism sector. Customer satisfaction is the main criterion for determining the quality provided to customers through the products and services accompanying it (Abu Ali Assistant Al & Howaidee Assistant Al, 2012; Aniramu et al., 2025; Sasongko et al., 2025). The choice of tourist destination also considers the destination's attractiveness, the quality of services, facilities and facilities, favourable location, and the centre's accessibility (Rahmathullah, 2015; Aniramu et al., 2025).

Many tourism service companies still have not maximized their potential in providing services. Many tourism service companies today still face challenges in providing optimal customer service. This is due to various factors, such as inadequate employee training, limited support facilities, and a lack of innovation in meeting tourists' increasingly diverse needs and expectations (Wahyuningrat, & Harsanto, 2025; Trupp et al., 2025). By improving the quality of service, companies can create a more satisfying travel experience and build customer loyalty. In today's developments in information technology, companies have used it to gain a competitive advantage, especially in the tourism sector, as they offer the best solutions and quick responses to improve tourism sustainability and create value in the experience. (Suanpang et al., 2022; Uddin et al., 2026; Battour et al., 2025).

Tourist satisfaction and loyalty have decreased significantly, which can impact the reputation and sustainability of businesses in the tourism sector. This decrease was due to a lack of adequate services, facilities that do not meet standards, or a lack of innovation in meeting tourists' evolving needs and expectations. If left unimproved, this situation can potentially reduce the competitiveness of tourist destinations and the number of tourist visits in the future. Traveller satisfaction increases revisiting intent and serves as a link between landscape perception and revisiting intent (Kou & Xue, 2024). Tourist satisfaction is related to loyalty. Research has shown a relationship between visitor satisfaction and visitor loyalty. Tourist satisfaction, both behaviour and attitude, is estimated to affect destination loyalty significantly. One of them must achieve customer satisfaction to gain customer loyalty. Traveler satisfaction depends on their expectations before and after the trip. Factors such as the welcome received, food and beverages, entertainment, leisure activities, safety, transportation to attractions, location, visitor perception of the destination, and concerns about payment and fees affect traveller satisfaction. The destination image can also increase visitor satisfaction and loyalty. There is a difference in the way the image of a tourist destination is measured because this concept is very abstract and characterized by elements such as diversity, completeness, dynamism, and relativity. Tourist satisfaction refers to customers' actions after receiving a good or service that provides high value and then recommending it or making a repeat purchase. Many factors influence the tourism business. However, to ensure that tourists are satisfied, any activity or technique must be closely related. Companies that want to outperform their peers in a competitive world must prioritize customer satisfaction. Discomfort will arise if customers find what they want or what they think. Understanding how traveller satisfaction relates to the standards of products and services the tourism industry offers can help suppliers create a robust marketing strategy to keep customers happy and encourage repeat business (Seminari et al., 2024).

Many tourism service companies neglect the management of tourist attractions, especially related to tourist attractions, facilities, access, and satisfaction. A tourist attraction is a designated permanent resource controlled and managed to provide education, recreation, entertainment, and fun to the visiting population (Nowacki, 2009). Tourism products consist of all goods and services related to special or general tourist destinations that are in demand during a single vacation day. The amount is based, among other things, on the number of nights and prices as daily holiday prices (Rahmathullah, 2015). Attractions, amenities at destinations, and destination accessibility are the three main components of a tourism product (Abu Ali Assistant Al & Howaidee Assistant Al, 2012).

Tourism service companies still focus on tourist satisfaction alone without focusing on the long-term goal of customer loyalty. The image of purpose and goal satisfaction in Athens affects goal loyalty (Frangos et al., 2015). The importance of this topic lies in the fact that travellers' positive experiences of the services, goods, and other resources provided by tourism destinations can increase customer retention and positive feedback. In fact, travel satisfaction increases loyalty to the destination. Marketers and destination managers must know

the level of tourist loyalty to keep the destination attractive because of the rate of return visits and the recommendations they provide (Della Corte, 2015). Travellers who are satisfied with the services and amenities they receive are more likely to become loyal and share their positive experiences with others (Seminari et al., 2024). Travel loyalty is as a tendency to return to the same travel destination or service. This can happen due to previous favourable experience, convenience, or happiness with a particular purpose or service (Marpaung et al., 2024).

Many tourism service companies still face difficulties in maintaining customer loyalty, which is one of the key keys to long-term success in the industry. This is often due to insufficient effort to provide consistent service, personalise the travel experience, or innovate to meet customers' evolving needs. In addition, the increasingly fierce competition in the tourism sector also requires companies to improve the quality of products and services to remain relevant in customers' eyes. Without strategic measures to improve customer relationships, companies risk losing their attractiveness in the market. Service quality is essential for creating a first impression and fostering a customer's love for the purpose, and there is a connection with satisfaction. A study shows that when the quality of service is maintained, customer satisfaction will keep visitors staying in the place (Ridolloh et al., 2024).

Based on the differences between several previous studies with different research results, the researcher is interested in researching Papuma Beach, White Sand Beach and Red Island Beach in East Java Province because they want to prove whether the quality of tourism products on these beaches and the satisfaction of tourists who visit can create loyalty. The results of this study are expected to contribute to the management of maximum service quality, so that it can meet the expectations of tourists and have an impact on tourists' interest in returning visits.

## **1.1. Literatur Review**

### **Tourism Service Quality**

Customers and tour operators in the travel product offering are jointly involved in creating or creating a product of choice (co-production of choice) that can result in a total experience in traveling. However, if the company already has a special service operating model, then the process must be organized on the basis of identifying the needs and desires of the target customers, the company to maintain sustainability needs to interact with customers, and at the same time the marketer/company develops products in two different ways both horizontally (product collaboration with other companies) and vertically (development by the company itself) to meet the needs and desires of customers. In the tourism industry, there are many criteria about the quality of tourist trips. According to (Medlik & Middleton, 1973) quoted from the book "Product Formulation in Tourism" states that "the destination product consists of five components: destination attractions, destination facilities, accessibility, image and price". Prospective tourists have a point of view to consider all forms of visits, products must be designed in a package consisting of tangible/intangible components and activities at the destination must be able to be felt by tourists as an experience that is in accordance with the market price. There are at least five components that must be considered when making a tourism product offering, namely attractions and environment, facilities and services, accessibility, destination image, and price (Hasan, 2015). Raju (2000) stated that the quality of tourism product services is divided into five components, namely attraction, transport, accommodation, support and auxiliary services, physical and communication infrastructure. Middleton et al., (2009) stated that there are five tourism products, namely destination and environmental attraction, destination facilities and services, accessibility at destinations, destination image, and prices for consumers.

### **Tourist Satisfaction**

In the context of marketing, tourist behavior related to *image*, attitude, perception, satisfaction, choice, motivation, decision-making, and so on related to repurchase or re-visit behavior, tourist satisfaction plays an important role in the structure of the tourist behavior model. Various empirical studies of marketing and tourism confirm the existence of a strong relationship between overall tourist satisfaction and intention to make a repeat visit. Hasan (2015) states that greater tourist satisfaction may result in greater intention to buy back and then recommends for each stage a model of tourist behavior (motivation, satisfaction, intention, and *revisiter behavior*). The motivational approach is a central concept in psychological theory because its opinion of individuals who permanently avoid the undesirable/unpleasant and seek the desirable or pleasant is the tendency of all domestic as well as international people or tourists. The main principle of satisfaction is the comparison between what is expected and the level of performance perceived by tourists, so that satisfaction is a comparison between performance and expectations, if the perceived product performance is higher than expectations then tourists will be satisfied or happy. On the other hand, if the perceived performance is lower than expected, tourists will be disappointed or dissatisfied (*discontentedness/dissatisfaction*). If tourists come

with less expectations, then tourists will be more satisfied, on the contrary they will be disappointed (Çoban, 2012).

Natural dynamics in tourism provide different experiences and satisfaction according to the situation of the tourist attraction and what tourists do in the destination, the measure is the totality of the comments of tourists on each aspect of the quality of the destination, how they are judged about the quality of the destination's performance, how the tourists are treated, and how they feel when they are at the destination (Hernández-Lobato et al., 2006). Variations in the level of satisfaction of tourists differ depending on the perception of the tourists themselves in seeing the interconnectedness of the tourism aspect as a whole and the total costs they incur (monetary costs and non-monetary costs) in shaping the travel experience.

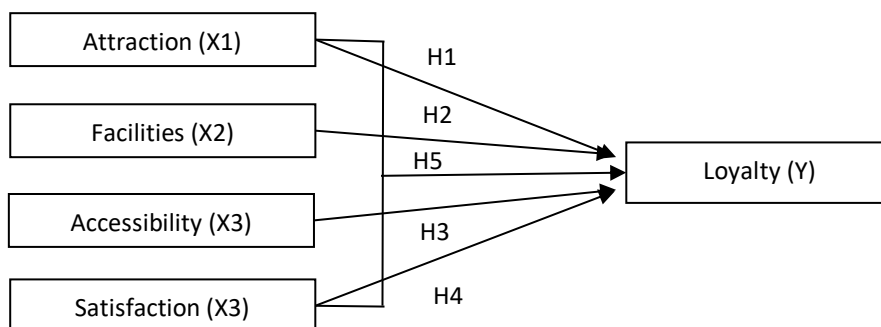
### 1.2. Theoretical Reflections

This paper is underpinned by the Expectancy-Disconfirmation Theory (EDT) of satisfaction (Van Ryzin, 2013; Alqraini & Alasim, 2026). With its roots in consumer behaviour, the theory posits that consumers develop expectations of service quality from advertisements, word-of-mouth and lived experiences. It is built on four elements, namely, "...expectations, perceived performance, disconfirmation and satisfaction" (Mahat & Shekhar, 2025:1145). Due to these factors, consumers rate or judge satisfaction differently (Van Ryzin, 2013). When tourists visit beaches, they have pre-imagined expectations, but the reality may paint a different picture. The difference between expectations and actual service(performance) is described as disconfirmation, which can be negative (where customers are unhappy with the performance), positive (where customers are happy with the performance) (Van Ryzin, 2013), or neutral (where performance is confirmed leading to mild satisfaction) (Yasa et al., 2026; Mahat & Shekhar, 2025). This theory sheds light on what tourists can expect when visiting beaches in the study area. It can therefore help illuminate beach operators' decision-making and ensure they deliver satisfactory service to tourists. "EDT also explains the link between satisfaction and revisit intention, as satisfaction is a strong predictor of loyalty-related behaviors such as revisiting or recommending destinations" (Alqraini & Alasim, 2026:2). In a tourist visits context, this paper underscores the importance of evaluating service quality, service accessibility, tourist satisfaction, and revisit intentions. An understanding of the EDT provides such understanding.

## 2. Methods

Type of research in the survey research category. This method serves as a quantitative approach to gathering data on past or current occurrences and testing various hypotheses related to sociological and psychological variables. It involves collecting samples from the population using techniques such as interviews and questionnaires that are not overly detailed. The ultimate goal is to draw generalized conclusions from the research outcomes (Sugiyono, 2013).

A population is a combination of all elements in the form of events, things or people that have similar characteristics that are the center of a researcher's attention because it is seen as a universe of research (Ferdinand, 2014). The population in this study is tourists who have visited Papuma Beach, White Sand Beach, and Red Island Beach. The sampling technique is purposive with the criteria that respondents be tourists who have visited the beach more than once. The number of samples in this study is 100 respondents obtained from the Roscoe formula, which is the total number of variables multiplied by at least 10 so that the calculation is 5 variables multiplied by 20, namely 100 samples. The data collection technique uses a questionnaire given to respondents. The questionnaire was given to tourists who had visited Papuma Jember Beach, Banyuwangi Pulau Merah Beach and Situbondo Pasir Putih Beach. The data measurement technique uses a Likert scale. The Likert scale measures a person's attitude, opinions, and perceptions of social phenomena (Sugiyono, 2013).



**Figure 1. Model of Research**  
Source: Data Processed (2026)

The data analysis technique uses multiple linear regression analysis. Siregar (2015) states that multiple regression is a development of simple linear regression, an analytical tool that aims to determine the influence of one or more independent variables on one non-dependent variable. The general formulation for multiple regression is as follows:

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

Information:

Y = Loyalty

X1 = Attraction

X2 = Facilities

X3 = Accessibility

X4 = Satisfaction

a = Constant

b = Independent variable regression coefficients

e = Residual/error

### 3. Results and Discussion

#### Validity Test

**Table 1.** Recapitulation of Validity Test Results

Variable	Indicator	r count	Sig.	Information
Attraction	X <sub>1.1</sub>	0,837	0,000	Valid
	X <sub>1.2</sub>	0,878	0,000	Valid
	X <sub>1.3</sub>	0,845	0,000	Valid
Facilities	X <sub>21</sub>	0,645	0,000	Valid
	X <sub>22</sub>	0,699	0,000	Valid
	X <sub>23</sub>	0,767	0,000	Valid
	X <sub>24</sub>	0,713	0,000	Valid
	X <sub>25</sub>	0,737	0,000	Valid
	X <sub>26</sub>	0,762	0,000	Valid
Accessibility	X <sub>31</sub>	0,884	0,000	Valid
	X <sub>32</sub>	0,790	0,000	Valid
	X <sub>33</sub>	0,843	0,000	Valid
Satisfaction	X <sub>41</sub>	0,770	0,000	Valid
	X <sub>42</sub>	0,724	0,000	Valid
	X <sub>42</sub>	0,706	0,000	Valid
	X <sub>44</sub>	0,820	0,000	Valid
	X <sub>45</sub>	0,840	0,000	Valid
	X <sub>46</sub>	0,831	0,000	Valid
Loyalty	Y <sub>1</sub>	0,872	0,000	Valid
	Y <sub>2</sub>	0,850	0,000	Valid
	Y <sub>3</sub>	0,895	0,000	Valid

Source: Data Processed (2026)

Table 1 shows that each indicator used in both the independent variable (attraction, facilities, accessibility, and satisfaction) and the dependent variable (loyalty) has a significance value of less than 0.05. This means that the indicators used in this research variable are feasible or valid for use as data collectors.

## Reliability Test

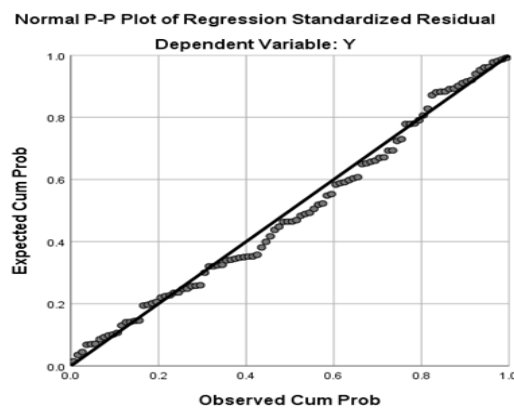
**Table 2.** Reliability Test Results

Variable	$\alpha$	Information
Attraction	0,808	Reliable
Facilities	0,803	$\alpha > 0,50$
Accessibility	0,785	
Satisfaction	0,862	
Loyalty	0,839	

Source: Data Processed (2026)

Table 2 shows that all the variables used in this research are reliable because they have a Cronbach Alpha ( $\alpha$ ) value greater than 0.50. As Ghozali (2006) requires, a construct is reliable if the value of Cronbach Alpha is more than 0.50.

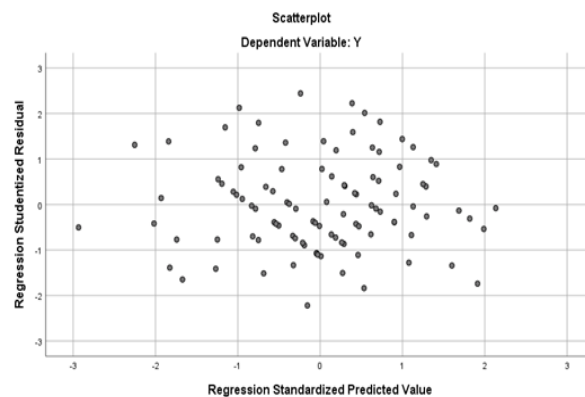
## Classic Assumption Test Normality Test



**Figure 1.** Normality Test Results  
Source: Data Processed (2026)

Based on Figure 1, The graph of the normality test results on the regression model shows the dots spread around the diagonal line, and the distribution follows the direction of the diagonal line. Therefore, the regression model is feasible because it has met the normality assumption.

## Heteroscedasticity Test



**Figure 2.** Heteroscedasticity Test Results  
Source: Data Processed (2026)

The results of the analysis of the scatterplots in Figure 2 show that the dots are scattered randomly do not form a specific, clear pattern, and are scattered both above and below the number 0 on the Y axis.

## Multicollinearity Test

**Table 3.** Collinearity Statistic

Variable	VIF	Information
Attraction	2,075	VIF < 10 No multicollinearity
Facilities	1,859	
Accessibility	1,793	
Satisfaction	2,006	

Source: Data Processed (2026)

Based on the results of the Collinearity Statistics analysis, the model has no multicollinearity. We can see in Table 3 where the VIF value of each variable is less than 10.

## Multiple Linear Regression Analysis Results

**Table 4.** Multiple Linear Regression Calculation Results

Variable	Regression Coefficient	T <sub>count</sub>	Sig.	Information
Constant	-1,201	-1,188	0,238	-
Attraction	0,194	2,152	0,034	Significant
Facilities	0,142	2,637	0,010	Significant
Accessibility	0,247	3,169	0,002	Significant
Satisfaction	0,156	3,300	0,001	Significant

Source: Data Processed (2026)

## The Results of the Partial Test (t-test)

Based on Table 4, we know how big it is of the influence of each independent variable on the bound variable is as follows:

1. The influence of the attraction variable (X1) on loyalty (Y)  
Based on Table 4, the significance of  $\alpha$  is  $0.034 < 0.05$ . Because the probability level is less than 5%,  $H_0$  is not accepted, meaning that partially the attraction variable (X1) has a significant influence on loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) (Y). Thus, the hypothesis that attraction affects loyalty to beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) is proven to be accurate, or  $H_1$  is accepted.
2. The effect of the facility variable (X2) on loyalty (Y) Based on Table 4, it can be seen that the significance of  $\alpha$  is  $0.010 < 0.05$ . Because the probability level is less than 5%,  $H_0$  is not accepted, meaning that partially the facility variable (X2) has a significant influence on loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) (Y). Thus, the hypothesis that facilities affect loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) is proven to be accurate, or  $H_2$  is accepted.
3. The effect of the accessibility variable (X3) on loyalty (Y) Based on Table 4, it can be seen that the significance of  $\alpha$  is  $0.002 < 0.05$ . Because the probability level is less than 5%,  $H_0$  is not accepted, meaning that partially the accessibility variable (X3) has a significant influence on loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) (Y). Thus, the hypothesis that accessibility affects loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) is proven to be accurate, or  $H_3$  is accepted.
4. The effect of the satisfaction variable (X4) on loyalty (Y)  
Table 4 shows that the significance of  $\alpha$  is  $0.001 < 0.05$ . Because the probability level is less than 5%,  $H_0$  is not accepted, meaning that partially the satisfaction variable (X4) has a significant influence on loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) (Y). Thus, the hypothesis that satisfaction affects loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo) is proven to be accurate, or  $H_3$  is accepted.

## Multiple Determination Coefficient ( $R^2$ )

Based on the results of the analysis in Table 5, the result of the multiple determination coefficient ( $R^2$ ) is 0.639; this means that 63.9% of the change in loyalty that influence loyalty are variables of attraction, facilities, accessibility, and satisfaction, while the remaining 36.1% is by other factors such as service quality, image, trust, and others outside the research model.

### **3.2. Discussion**

#### **The Effect of Attraction on Loyalty**

The regression test results showed that the attraction variable positively and significantly affected loyalty, with a coefficient of 0.194. This means that the attraction factor measured through Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo offers a beautiful sea panorama, Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo have the natural uniqueness of their tourist attractions, and the arrangement of gazebos (shelters) at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo is a factor that determines loyalty to beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo).

Beach tourist attractions consist of beautiful sea panoramas, the natural uniqueness of tourist attractions, and gazebo arrangements. Of course, tourists will compare them with other tourist attractions. If tourists feel that other tourist attractions offer better and more interesting tourist attractions, then tourists will move to these other attractions. So, the tourist attractions at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo must first provide satisfaction to tourists and good management, which can encourage loyalty. Beach tourism management must be able to provide and maintain tourist attractions and offer uniqueness for tourists so that tourists are willing to continue to enjoy beach tourism.

The findings of this study support the research Mohamad et al. (2012), Mohamad et al. (2012), Frangos et al. (2015), which states that attraction affects tourist loyalty. According to (Hasan, 2015), Whether or not the attractiveness of a tourist destination is important depends on what tourists want when they spend time in the destination (tourist attraction), as well as the geographical condition of the destination itself. Generally, tourists will interpret tourist areas rationally and emotionally; therefore, to make tourists willing to revisit the same destination in the future and recommend it to others, for that, they must carefully consider the presentation of attractions, basic facilities, cultural attractions, and transportation choices, the natural environment, and various other economic factors that affect tourists' decisions. However, this study's results do not support the study conducted by Chen and Tsai (2007), which states that tourist attraction does not affect tourist loyalty. These findings align with the EDT (Alqraini & Alasim, 2026).

#### **The Effect of Facilities on Loyalty**

The regression test results showed that the facilities variable had a positive and significant effect on loyalty with a coefficient of 0.142. This means that the measuring facility indicator is the availability of accommodation (homestays or cottages) on Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, the availability of restaurants or places to eat at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, the availability of equipment rentals needed by tourists to enjoy the beach (e.g. mats, tyres, boats) on Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, the availability of beach police to maintain security and comfort at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, the availability of places of worship at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, and the availability of toilets at Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo is a factor that determines loyalty to beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo).

The findings of this study support the research Kozak (2001), which states that tourist facilities affect tourist loyalty. This shows that the facilities of a tourist attraction can increase consumer loyalty. Strengthening the findings above Chi (2014), Building a model of tourist loyalty as a series of interrelated and starting from the image of the destination in the minds of tourists, the image of the destination will be connected with the attributes of a destination and in total will have an impact on tourist satisfaction simultaneously and the total satisfaction and satisfaction of tourists 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, for that reason, must carefully consider the presentation of attractions, basic facilities, cultural attractions, transportation options, natural environment, and various other economic factors that affect the decision of tourists. Consistent with the EDT, tourists accept the performance, and revisits can be guaranteed. To maintain the tourist and also attract more, the dynamics of the EDT should inform decision-making to ensure that disconfirmation remains positive or at least neutral (Alqraini & Alasim, 2026).

#### **Effect of Accessibility on Loyalty**

The regression test results showed that the accessibility variable positively and significantly affected loyalty, with a coefficient of 0.247. This means that the accessibility factor measured through the road to Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo is easy and sound, the spacious parking lot in Papuma Jember, Pulau Merah Banyuwangi, and Pasir Putih Situbondo, and transportation to Papuma Beach Jember, Situbondo Beach Putih, and Pulau Merah Beach Banyuwangi are considered quite easy is a

factor that determines loyalty to beach tourism (Papuma Jember, Banyuwangi Red Island, and Situbondo White Sand).

The findings of this study are that accessibility to Papuma Beach, Pulau Merah Beach, and White Sand Beach makes tourists interested in always visiting it because if you look at the existing facts that in addition to road infrastructure that is easy to access, spacious parking lots, and the availability of easy transportation to get to the beach location, when travelling to the beach, tourists are also presented with natural and beautiful scenery. For example, when going to Papuma Beach, you can see mountains, teak forests, rice fields. Access to Pulau Merah Beach, tourists can also enjoy dragon fruit cultivation, which is one of the livelihoods of the people around the beach; besides that, on the trip to White Sand Beach, tourists can also enjoy the coastal scenery on the side of the highway.

The findings of this study support the research Al-Ababneh (2013), which states that tourist accessibility affects tourist loyalty; this shows that the accessibility of a tourist attraction can increase consumer loyalty. However, another study does not support the results of this study, namely, the research conducted by Chen Tsai (2007), which states that accessibility does not affect tourist loyalty. Strengthening the findings above (Hasan, 2015) To make tourists willing to revisit the same destination in the future and recommend it to others, for this reason, the company must carefully consider the offering of attractions, basic facilities, cultural attractions, and transportation options, natural environment, and various other economic factors that affect the traveller's decision. Identify and strive to satisfy tourists with the most important factors, such as the choice of transportation services, the image of cultural attractions, and the guarantee of appropriate and high-quality services. The company must also set service standards and provide alternative transportation for pick-up and drop-off to airports, stations, inter-cities, or between destinations; more than that image of various service activities that make the vacation more relaxed and more emotionally enjoyable, this kind of emotional image will bring new families (tourists), as well as become a meaningful opportunity for the company's productivity.

#### **Effect of Satisfaction on Loyalty**

The regression test results showed that the satisfaction variable had a positive and significant effect on loyalty with a coefficient of 0.247. This means that the satisfaction factor measured through tourism products consisting of beach attractions, facilities, and accessibility makes tourists interested in visiting them, tourism products consisting of beach attractions, facilities, and accessibility make tourists feel happy, tourism products consisting of beach attractions, facilities, and accessibility make tourists feel relaxed, destination image about the beach that I perceive is by Tourist hope, destination support service and security (additional services and destination security) are by tourist expectations, destination cleanliness (destination cleanliness is following tourist expectations, and destination facilities are following tourist expectations) is a factor that determines loyalty to beach tourism (Papuma Jember, Banyuwangi Red Island, and Situbondo White Sand).

Satisfying the quality of tourism services for beach tourism influences tourist loyalty because satisfying the quality of tourism services consisting of attractive, fun, relaxing, destination image, destination support service and security, destination cleanliness, and destination facilities can create tourist loyalty. Tourist satisfaction is one of the considerations of tourists in assessing their loyalty, so it is crucial to know the consumer assessment of tourist satisfaction with beach tourism. Therefore, tourism in Papuma Beach, Red Island Beach, and White Sand Beach must be able to satisfy tourists.

The findings of this study support the research Guerreiro et al. (2006), Mendes and Oom (2010), Özlem et al. (2014), which states that satisfaction affects loyalty. This shows that the satisfaction of a tourist attraction can increase consumer loyalty. One of the determining factors for the survival of a company is the fulfilment of customer satisfaction because customers who are satisfied with the services provided by the company will recommend others to use the services of a company that provides satisfaction for their needs. Customer satisfaction is a function of customer expectations for the service they receive (Kotler & Keller, 2016).

#### **4. Conclusion**

The results of the study prove that attraction, facilities, accessibility, and satisfaction have a significant effect on loyalty in beach tourism (Papuma Jember, Pulau Merah Banyuwangi, and Situbondo White Sand). This means that the quality of tourism services and tourist satisfaction can create loyalty. Therefore, to make tourists willing to revisit the same destination in the future and recommend it to others, for this reason, it must carefully consider the presentation of attractions, basic facilities, cultural attractions, transportation choices, the natural environment, and various other economic factors that affect the decision of tourists. One of the determining factors for a company's survival is the fulfilment of customer satisfaction. Because customers are satisfied with the services provided by the company, they will recommend that others use the services of companies that satisfy their needs. Customer satisfaction is a function of customer expectations for the

services they receive. The results of this study show that satisfaction with tourism products will have an impact on the behaviour of revisiting because if we feel satisfied and happy when travelling, there will be a good perception of the destination and, in the end, will affect our intention to revisit it even if we get a satisfying experience many times, tourists will intend to continue to choose as their tourist destination.

The advice that can be given to tourism managers is that the beach tourism (Papuma Jember, Red Island Banyuwangi, and Pasir Putih Situbondo) should always pay attention to aspects related to facilities, accessibility, and satisfaction so that it can support the achievement of optimal loyalty. This can be done by maintaining environmental sustainability as beach tourism represents natural beauty (beaches) as tourist attractions, improving the quality of tourist facilities, maintaining and improving all facilities and infrastructure in tourist attractions for the convenience of tourists, and paying attention to every input from tourists as feedback in the development of tourist attractions, and others.

The paper is not without limitations. First, it is limited to a cross-sectional design, capturing tourist loyalty, the role of service quality and satisfaction --in East Java Beach tourism at a given point in time. It does not provide the relationship between the constructs over time. For example, tourist loyalty may require a longitudinal observation to understand repeated visit behaviors and cumulative tourist experiences. Second, self-reported data is relied upon, which is susceptible to response biases and social desirability biases. In addition, respondents may overstate or understate their satisfaction or loyalty intentions, distorting actual repeat-visitation rates. Third, the study is geographically limited to Papuma Beach, White Sand Beach, and Pulau Merah Beach, limiting the generalisability. External validity may be limited due to differences in tourist expectations across geographically specific markets.

A reflection on future research directions is based on the identified limitations. First, future studies should consider a methodological adoption of longitudinal designs to capture tourist satisfaction and loyalty's temporal dynamics. Richer insights could be established from tracking tourists over time. Second, mixed methods could be used to capture tourists' lived experiences. These will be achieved through interviews and focus group discussions to strengthen the surveys. Third, future research endeavors could consider expanding the geographical scope or conducting comparative studies to improve generalizability.

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