



Implementation of E-Service and Increased Tourism through Customer Satisfaction toward Visitor Loyalty

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ABSTRACT

The development of digital technology has driven the transformation of destination management, including in the educational agrotourism sector. The implementation of electronic-based services (e-service) and efforts to enhance destination attractiveness (increased tourism) have become important factors in shaping visitor satisfaction and loyalty. This study aims to analyze the effect of e-service and increased tourism on visitor loyalty, with customer satisfaction as a mediating variable at the Dairyland on the Valley Bawen tourist destination. This research adopts a quantitative approach with an explanatory research design. Data were collected through the distribution of questionnaires to 100 respondents who had visited Dairyland on the Valley Bawen. The data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS software. The results indicate that e-service and increased tourism have a positive and significant effect on customer satisfaction. Furthermore, e service, increased tourism, and customer satisfaction also have a positive and significant effect on visitor loyalty. Customer satisfaction is proven to significantly mediate the relationship between e-service and increased tourism on visitor loyalty. This study contributes theoretically to the development of digital-based tourism studies, particularly in the context of educational agrotourism. Practically, the findings provide useful insights for destination managers in designing strategies to improve digital services and tourism experiences in order to strengthen visitor satisfaction and loyalty

INTRODUCTION

In the contemporary digital era, tourist behavior is increasingly shaped by the quality of electronic services provided by destinations. The accessibility of official websites, the reliability of online reservation systems, the responsiveness of digital communication, the convenience of online transactions, and the integration of social media platforms have become critical determinants of visitor experience. When e-service implementation is optimized, tourists tend to perceive their experience as more effective, efficient, and satisfying. Conversely, inadequate digital service management may hinder the potential growth of visitor satisfaction and loyalty.

E-service quality has emerged as a crucial factor in shaping customer satisfaction and loyalty. The concept was extensively conceptualized by A. Parasuraman and colleagues (Parasuraman et al., 2005), who defined electronic service quality through dimensions such as efficiency, system reliability, fulfillment, and privacy protection. In the tourism context, e-service facilitates destination information access, online booking systems, and interactive engagement before and after visits. As tourism increasingly integrates digital technologies, the evaluation of service quality extends beyond physical facilities to include seamless digital interaction.

Empirical studies reinforce the significance of e-service quality in tourism-related sectors. Muritala et al. (2022) found that e-service quality significantly influences customer satisfaction in the hospitality industry. This finding suggests that contemporary tourists evaluate their overall travel experience not solely based on tangible attractions, but also on the smoothness and reliability of digital interactions. Destinations that fail to provide high-quality digital services risk diminishing visitor satisfaction, revisit intentions, and long-term loyalty. Therefore, improving e-service quality is no longer optional but a strategic necessity to maintain destination competitiveness.

In parallel, the phenomenon of increased tourism has become an important indicator of visitor behavior. Growth in tourism is reflected not only in the number of arrivals but also in revisit frequency, length of stay, and positive visitor perceptions. According to United Nations World Tourism Organization (2024), global international tourist arrivals increased by 34% in 2023, with the Asia-Pacific region demonstrating the fastest post-pandemic recovery. This surge presents both opportunities and challenges for tourism destinations in Indonesia. Destinations are expected not only to offer attractive features but also to deliver consistent, satisfying, and value-added experiences.

Customer satisfaction plays a pivotal mediating role in connecting service quality and tourism growth to visitor loyalty. Lesmana and Hasbiyah (2019) argue that satisfaction functions as an intervening variable linking service performance and increased tourism to loyalty formation. Satisfaction itself is defined as the condition in which service performance meets or exceeds customer expectations (Andriana et al., 2024). In tourism, satisfaction is influenced not only by physical facilities and direct services but also by the effectiveness of digital services that enhance convenience and efficiency. Vo et al. (2020) further confirm

that customer satisfaction significantly mediates the relationship between e-service quality and visitor loyalty in the tourism industry.

Previous research consistently demonstrates the relationship between e-service quality, satisfaction, and loyalty. Singh et al. (2025) identified customer satisfaction as a significant mediator between digital service quality and customer loyalty in online travel agencies. Similarly, Siti Yolanda Rahman Utami et al. (2024a) reported a positive effect of electronic service quality on customer satisfaction and loyalty in Indonesian e-commerce. Research on the Access by KAI application also indicates that e-service quality significantly affects e-satisfaction and e-loyalty (Rahmawati & Andarini, 2024). However, most prior studies focus on e-commerce platforms or transportation-based digital services. Empirical investigations examining the role of e-service and satisfaction in shaping loyalty within educational agro-tourism destinations remain limited.

This research gap is particularly relevant in the context of Dairyland On The Valley Bawen, an educational agro-tourism destination with distinctive characteristics. Unlike conventional tourism sites, visitors to educational agro-tourism destinations seek not only entertainment but also educational value, family interaction, and meaningful experiential learning. Such characteristics demand integrated service management, including digital service systems that support the overall visitor journey.

Although domestic visitor numbers remain relatively high, it is essential to examine whether this growth has been supported by effective e-service implementation and to what extent customer satisfaction mediates the relationship between e-service, increased tourism, and visitor loyalty. Addressing this gap contributes to the enrichment of digital-based tourism literature, particularly within the educational tourism domain.

Accordingly, this study aims to analyze the role of customer satisfaction as a mediating variable in the relationship between e-service, increased tourism, and visitor loyalty at Dairyland On The Valley Bawen. Academically, this research seeks to contribute to the development of digital tourism theory within educational destinations. Practically, the findings are expected to provide strategic insights for destination management in enhancing digital service quality, strengthening visitor satisfaction, and fostering long-term visitor loyalty.

LITERATURE REVIEW

E-Service and Customer Satisfaction

E-service refers to the delivery of services through digital platforms that enable interaction between service providers and users. In the tourism context, e-service encompasses online information availability, responsiveness to inquiries, digital booking systems, and ease of communication through electronic media. These elements shape visitors' expectations before arrival and may influence their evaluation after experiencing the destination. (Parusaraman et al., 2005)

From a service quality perspective, satisfaction emerges when perceived performance meets or exceeds prior expectations. Digital interaction often constitutes the first point of contact between visitors and destination managers.

Clear information, efficient response time, and accessible online services reduce uncertainty and increase perceived reliability. When digital systems function effectively, visitors tend to experience greater convenience, which contributes to positive affective evaluation.

Empirical studies in various service industries consistently demonstrate that service quality delivered through digital platforms significantly influences customer satisfaction. Although most findings originate from hospitality and e-commerce sectors, the underlying logic remains applicable to tourism destinations that utilize digital communication channels.

Based on this reasoning, the following hypothesis is proposed:

H1: E-service has a positive effect on customer satisfaction.

Increased Tourism and Customer Satisfaction

In this study, increased tourism is conceptualized as visitors' perceptions of destination development, improvement of facilities, enhancement of attractions, and overall tourism growth. Rather than focusing solely on statistical increases in visitor numbers, this construct emphasizes qualitative development that can be directly experienced by visitors.

Perceived destination improvement signals managerial commitment and continuous innovation. When visitors observe better infrastructure, more organized attractions, or enhanced services compared to previous experiences or expectations, they are more likely to evaluate the destination positively. Perceived growth and development contribute to a sense of progress and professionalism, which may strengthen overall satisfaction. (Kotler & Keller, 2012)

Tourism literature suggests that perceived destination quality and development significantly influence visitors' post-visit evaluations. A destination that appears dynamic and continuously improving is more likely to generate favorable satisfaction outcomes than one perceived as stagnant.

Accordingly, the following hypothesis is formulated:

H2: Increased tourism has a positive effect on customer satisfaction.

Customer Satisfaction and Visitor Loyalty

Customer satisfaction is widely recognized as a central determinant of loyalty behavior. In tourism settings, loyalty is reflected in intentions to revisit and willingness to recommend the destination to others. Satisfaction represents an evaluative response formed after comparing expectations with actual experiences. (Oliver et al., 2014)

When visitors perceive that their expectations have been fulfilled, they tend to develop positive emotional attachment toward the destination. This positive evaluation increases the likelihood of repeat visits and favorable word-of-mouth communication. Conversely, dissatisfaction reduces the probability of long-term relational continuity.

The theoretical linkage between satisfaction and loyalty has been consistently supported across multiple service industries, including tourism. Satisfaction functions as a psychological mechanism that transforms experience into commitment-oriented behavior.

Therefore, the following hypothesis is proposed:

H3: Customer satisfaction has a positive effect on visitor loyalty.

Direct Effects of E-Service and Increased Tourism on Visitor Loyalty

Beyond indirect mechanisms, both e-service and increased tourism may directly influence loyalty. Effective digital service may create convenience and trust that encourage visitors to return. When online interactions are smooth and informative, visitors may develop confidence in the destination's management quality, which can directly stimulate revisit intention.

Similarly, perceived destination development may directly shape loyalty. Visitors who perceive that a destination continues to improve may anticipate better experiences in future visits. This expectation can strengthen revisit intention independently of satisfaction. (Veryani & Andarini, 2022)

Based on this argument, the following hypotheses are developed:

H4: E-service has a positive effect on visitor loyalty.

H5: Increased tourism has a positive effect on visitor loyalty.

The Mediating Role of Customer Satisfaction

While direct relationships are theoretically plausible, customer satisfaction may serve as a mediating mechanism that explains how e-service and increased tourism influence loyalty. Digital service quality and perceived destination development first shape visitors' evaluative judgments. These judgments then translate into behavioral intentions. (Handayanti & Indarto, 2023)

In mediation logic, e-service and increased tourism function as antecedent variables that influence loyalty indirectly through satisfaction. When visitors perceive high-quality digital interaction and observe destination improvement, they form positive evaluations. These evaluations subsequently encourage repeat visitation and recommendation behavior.

Thus, the following mediation hypotheses are proposed:

H6: Customer satisfaction mediates the relationship between e-service and visitor loyalty.

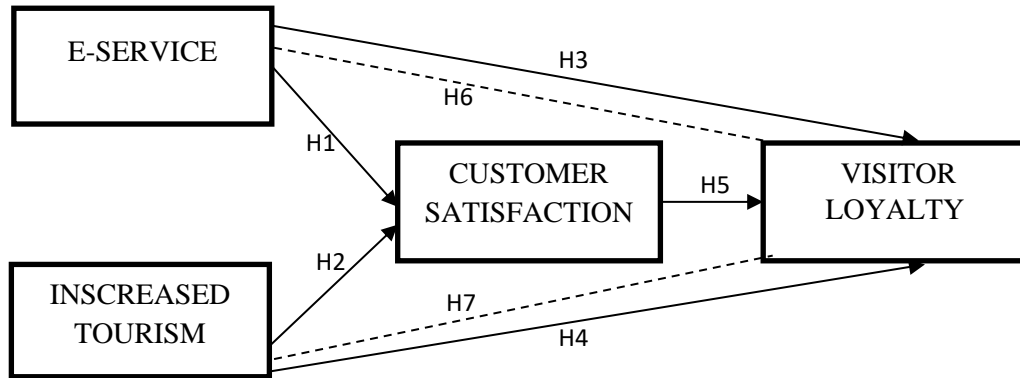
H7: Customer satisfaction mediates the relationship between increased tourism and visitor loyalty.

Conceptual Framework

This study is grounded in the growing interest of tourists in educational and recreational destinations such as Dairyland on the Valley Bawen, which integrates digital services with a comprehensive tourism experience. In the context of modern tourism, the implementation of E-Service has become a strategic approach to enhance service efficiency and improve visitor experience. In addition, Increased Tourism, which encompasses destination attractiveness, facilities, accessibility, and overall travel experience, is also assumed to shape visitor perceptions.

The theoretical foundation refers to the E-Service Quality model developed by Parasuraman et al. (2005), along with Customer Satisfaction and Loyalty theories proposed by Oliver (1999) and Mashuri (2020), which position satisfaction as a mediating mechanism between experience and loyalty. In this conceptual framework, E-Service (X_1) and Increased Tourism (X_2) function as independent variables, Customer Satisfaction (Z) as a mediating variable, and Visitor Loyalty (Y) as the dependent variable. High-quality digital services and improved destination attributes are expected to enhance customer satisfaction,

which subsequently fosters visitor loyalty in the form of revisit intention and positive word-of-mouth recommendations.



Picture 1. Conceptual Framework

METHODOLOGY

This study employed a quantitative explanatory approach to examine the structural relationships among e-service, increased tourism, customer satisfaction, and visitor loyalty in an educational agrotourism context. The research was designed to test the proposed hypotheses using empirical data collected from destination visitors.

The population consisted of visitors to the educational agrotourism site. The sample size was determined using the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

where n represents the sample size, N denotes the population size, and e refers to the margin of error. Based on this calculation, a minimum of 100 respondents was required. The study applied purposive sampling, with criteria including visitors who had visited the destination at least once, were aged 17 years or older, and were willing to complete the questionnaire. A total of 100 valid responses were obtained and used in the analysis.

This research was conducted at Dairyland On The Valley, Semarang, which was purposively selected due to its reputation as an educational and engaging tourist destination with a consistently increasing number of visitors. The site serves as a highly relevant study object as it has successfully integrated e-services such as online ticketing and social media-based information systems alongside the development of new attractions to drive tourism growth.

The study was carried out over a five-month period from September 2025 to January 2026. This timeframe encompassed all critical research phases, including preparation, instrument development, data collection, and final analysis. This structured schedule was established to ensure the research remained focused and to allow for the consistent measurement of variables throughout the process.

Data were collected through a structured questionnaire using a five-point Likert scale ranging from strongly disagree to strongly agree. The instrument measured four main variables: e-service, increased tourism, customer

satisfaction, and visitor loyalty. Each variable was operationalized through several indicators adapted to the tourism context of the study.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The analysis involved evaluating both the measurement model and the structural model. The measurement model assessment included convergent validity, composite reliability, and discriminant validity. Convergent validity was examined through outer loading values and Average Variance Extracted (AVE), while reliability was assessed using composite reliability coefficients. The structural model evaluation involved examining the coefficient of determination (R^2), path coefficients, and the significance of relationships through bootstrapping procedures.

The structural relationships among variables can be represented as follows:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 Z + \varepsilon$$

$$Z = \beta_4 X_1 + \beta_5 X_2 + \varepsilon$$

where X_1 represents e-service, X_2 represents increased tourism, Z denotes customer satisfaction, and Y refers to visitor loyalty.

RESULT

Measurement Model Evaluation

The measurement model was assessed through convergent validity, discriminant validity, and reliability testing.

Convergent Validity

All indicators demonstrated outer loading values above 0.70, indicating satisfactory convergent validity. Therefore, no indicators were removed from the model.

Reliability and AVE

Construct reliability and convergent validity at the construct level were evaluated using Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). The results are presented in Table 1.

Table 1. Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
E-Service	0.879	0.912	0.674
Increased Tourism	0.900	0.926	0.714
Customer Satisfaction	0.852	0.900	0.693
Visitor Loyalty	0.915	0.936	0.746

All Cronbach's Alpha and Composite Reliability values exceed 0.70, while all AVE values are above 0.50. These findings confirm that the constructs are reliable and valid.

Discriminant validity was verified using cross-loading analysis, where each indicator loaded highest on its respective construct, confirming construct distinctiveness.

Coefficient of Determination (R²)

The explanatory power of the model was assessed using R-Square values. The results are presented in Table 2.

Table 2. R-Square Values

Endogenous Variable	R ²	R ² Adjusted
Customer Satisfaction	0.825	0.822
Visitor Loyalty	0.860	0.855

The results indicate that 82.5% of Customer Satisfaction is explained by E-Service and Increased Tourism. Meanwhile, 86.0% of Visitor Loyalty is explained by E-Service, Increased Tourism, and Customer Satisfaction. Both values indicate strong predictive accuracy.

Effect Size (f²)

The contribution of each exogenous variable was evaluated using effect size (f²), as shown in Table 3.

Table 3. Effect Size (f²)

Relationship	f ²	Effect Category
E-Service → Customer Satisfaction	0.259	Moderate
Increased Tourism → Customer Satisfaction	0.335	Large
E-Service → Visitor Loyalty	0.232	Moderate
Increased Tourism → Visitor Loyalty	0.053	Small
Customer Satisfaction → Visitor Loyalty	0.146	Moderate

Increased Tourism shows the strongest effect on Customer Satisfaction, while E-Service consistently demonstrates moderate effects.

Hypothesis Testing (Direct Effects)

Bootstrapping analysis was conducted to test the hypotheses. The results are summarized in Table 4.

Table 4. Direct Effects

Path	β	t-Statistics	p-Value	Decision
E-Service → Customer Satisfaction	0.439	5.168	0.000	Supported
Increased Tourism → Customer Satisfaction	0.499	6.008	0.000	Supported

E-Service → Visitor Loyalty	0.418	4.959	0.000	Supported
Increased Tourism → Visitor Loyalty	0.206	2.063	0.040	Supported
Customer Satisfaction → Visitor Loyalty	0.343	3.272	0.001	Supported

All direct relationships are statistically significant.

Mediation Analysis

The indirect effects were tested to examine the mediating role of Customer Satisfaction. The results are presented in Table 5.

Table 5. Indirect Effects

Indirect Path	β	t-Statistics	p-Value	Decision
E-Service → Customer Satisfaction → Visitor Loyalty	0.151	2.831	0.005	Supported
Increased Tourism → Customer Satisfaction → Visitor Loyalty	0.171	2.736	0.006	Supported

Customer Satisfaction partially mediates the relationship between E-Service and Visitor Loyalty, as well as between Increased Tourism and Visitor Loyalty.

DISCUSSION

The findings confirm that both digital service quality and tourism development play central roles in shaping visitor satisfaction and loyalty. However, the strength of the relationships reveals a more nuanced pattern that deserves attention.

First, E-Service significantly influences Customer Satisfaction ($\beta = 0.439$). This finding indicates that digital interaction is not merely a complementary feature but a core component of the tourism experience. The result aligns with the E-S-QUAL framework proposed by Parasuraman et al. (2005), which emphasizes efficiency, system availability, fulfillment, and privacy as key determinants of electronic service quality. In the context of Dairyland on the Valley Bawen, digital accessibility, reliable online information, and responsive service appear to reduce uncertainty and enhance perceived convenience. Given that the respondents are predominantly young and digitally literate, the salience of e-service becomes even more pronounced. For this segment, digital interaction forms part of the overall experiential evaluation.

Second, Increased Tourism demonstrates an even stronger effect on Customer Satisfaction ($\beta = 0.499$). This suggests that experiential and destination-related factors slightly outweigh digital service aspects in forming satisfaction. The finding supports the tourism experience perspective advanced by Chen and Tsai (2007), which posits that satisfaction is largely shaped by perceived destination quality. Attractions, facilities, accessibility, and overall experiential richness collectively determine whether visitors perceive value in their visit. In line with Oliver's expectation-confirmation perspective, satisfaction emerges when

perceived destination performance meets or exceeds expectations. The relatively high coefficient indicates that experiential quality remains fundamental, even in digitally mediated tourism environments.

Regarding Visitor Loyalty, E-Service exerts a substantial direct effect ($\beta = 0.418$), stronger than the direct effect of Increased Tourism ($\beta = 0.206$). This pattern implies that digital quality contributes directly to loyalty formation, possibly through trust-building and perceived professionalism. Efficient online systems and secure digital interactions may reinforce visitors' confidence, encouraging repeat visitation and positive word of mouth.

Customer Satisfaction also significantly influences Visitor Loyalty ($\beta = 0.343$), confirming its role as a central psychological mechanism linking experience evaluation to behavioral intention. This finding is consistent with loyalty theory proposed by Oliver (1999), where satisfaction operates as a precursor to long-term commitment. Visitors who evaluate their experience positively are more likely to revisit and advocate for the destination.

The mediation analysis further clarifies the relational dynamics. Customer Satisfaction partially mediates the relationship between E-Service and Visitor Loyalty ($\beta = 0.151$) as well as between Increased Tourism and Visitor Loyalty ($\beta = 0.171$). Because both direct and indirect effects remain significant, loyalty formation in this context is multidimensional. Digital service and experiential development influence loyalty both independently and through satisfaction. This partial mediation pattern suggests that while satisfaction is crucial, certain aspects of digital interaction and destination development can directly shape loyalty perceptions without fully passing through evaluative satisfaction processes.

Overall, the structural model demonstrates strong explanatory power, with R^2 values of 0.825 for Customer Satisfaction and 0.860 for Visitor Loyalty. These values indicate that the combined influence of digital service and tourism development accounts for a substantial proportion of visitor behavioral outcomes. The findings highlight the integrated nature of contemporary tourism management, where digital infrastructure and experiential quality function synergistically.

Theoretical Implications

This study contributes to tourism and digital service literature in several ways. First, it reinforces the applicability of the E-S-QUAL framework in a tourism destination context, demonstrating that electronic service quality significantly influences both satisfaction and loyalty. The findings suggest that digitalization in tourism is not peripheral but structurally embedded in visitor experience formation.

Second, the study extends expectation-confirmation logic within tourism by empirically demonstrating the mediating role of satisfaction between destination-related development and loyalty. The results support the view that loyalty is a processual construct, formed through evaluative experience rather than solely through infrastructural development.

Third, the identification of partial mediation enriches destination loyalty theory. Loyalty is not exclusively driven by satisfaction; digital competence and perceived destination advancement may independently foster repeat intention

and advocacy behavior. This insight nuances traditional satisfaction–loyalty linear assumptions.

Practical Implications

From a managerial perspective, the results suggest that digital service optimization should be prioritized alongside experiential development. Given the relatively strong effect of E-Service on loyalty, investment in user-friendly platforms, responsive online communication, and secure digital systems may yield long-term behavioral returns.

At the same time, the stronger influence of Increased Tourism on satisfaction indicates that experiential quality remains foundational. Continuous improvement in attractions, facility management, and experiential innovation is essential to sustain visitor satisfaction.

Because Customer Satisfaction functions as a key mediating mechanism, managers should treat satisfaction as a strategic performance indicator. Monitoring visitor feedback, evaluating experiential touchpoints, and integrating digital and on-site service systems can enhance long-term loyalty formation.

In sum, competitive advantage in contemporary tourism destinations appears to depend on the integration of digital excellence and experiential richness rather than reliance on a single strategic dimension.

CONCLUSION AND RECOMMENDATION

This study examined the relationships among E-Service, Increased Tourism, Customer Satisfaction, and Visitor Loyalty at Dairyland on the Valley Bawen using SEM-PLS analysis. The findings demonstrate that both digital service quality and tourism development significantly influence visitor behavioral outcomes, either directly or indirectly through satisfaction.

E-Service was found to positively and significantly affect Customer Satisfaction and Visitor Loyalty. This indicates that digital interaction quality reflected in system reliability, responsiveness, accessibility, and information security plays a strategic role in shaping both evaluative and behavioral responses. In a visitor segment dominated by digitally literate young adults, electronic service quality becomes an integral part of the overall tourism experience.

Increased Tourism also exerts a significant positive effect on Customer Satisfaction and Visitor Loyalty. Improvements in destination attractiveness, facilities, accessibility, and experiential quality enhance visitors' evaluative perceptions and strengthen their intention to revisit and recommend the destination. The findings confirm that experiential quality remains fundamental in building sustainable destination competitiveness.

Customer Satisfaction significantly influences Visitor Loyalty, confirming its role as a central mechanism linking experience evaluation to repeat intention and positive word of mouth. Furthermore, mediation analysis reveals that Customer Satisfaction partially mediates the effects of both E-Service and Increased Tourism on Visitor Loyalty. This indicates that loyalty formation occurs through a dual pathway: direct influence from digital and experiential quality, and indirect influence through satisfaction.

With substantial R² values for both Customer Satisfaction and Visitor Loyalty, the model demonstrates strong explanatory capability. Overall, the study

underscores the importance of integrating digital service optimization with continuous experiential development to strengthen long-term visitor loyalty in contemporary tourism destinations.

SUGGESTION

The findings indicate that Dairyland on the Valley Bawen should prioritize the continuous enhancement of digital service quality, particularly in system usability, reliability, responsiveness, and data security. Given the significant role of E-Service in shaping both satisfaction and loyalty, digital infrastructure should be managed as a strategic asset rather than merely operational support.

In addition, experiential development must remain central. Continuous improvement of attractions, facilities, and overall visitor experience is essential to sustain satisfaction and long-term loyalty. Because Customer Satisfaction functions as a key mediating mechanism, it should be treated as a core performance indicator in destination management.

For future research, the model may be expanded by incorporating additional variables such as perceived value, destination image, or electronic word of mouth. Further studies across different tourism contexts are also recommended to strengthen the generalizability of the findings.

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