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An Examination of The Effect of Iso-Ahola's Motivation Theory, Perceived Value, Destination Image, and Satisfaction on Tourists' Loyalty

The current study aims to explain the interrelationship between the motivation and loyalty of domestic tourists by combining Iso-Ahola's motivation theory with two additional variables, perceived value and destination image, as the new conceptual framework. The partial least squares structural equation modeling (PLS-SEM) approach has been a widely accepted method to evaluate and validate a complex model, combining Iso-Ahola's motivation theory, perceived value, and destination image to predict domestic tourist loyalty. The data was collected from 554 domestic tourists who visit Dong Thap province. The study's findings revealed that Iso-Ahola's motivation and tourist satisfaction are core concepts for understanding tourist loyalty. In addition, tourist satisfaction had the strongest impact on tourist loyalty in this study. The current study took a unidimensional destination image and perceived value to understand domestic tourist loyalty. Future research should consider other constructs to understand tourist loyalty. The current study provided a new theoretical framework to evaluate and validate domestic tourist loyalty.

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Introduction

According to the Culture, Sports, and Tourism Department of Dong Thap (2023), about 3.4 million visitors will be welcomed to this province in 2022; revenue will be earned at 1,500 billion VND, up nearly 113,33% against 2021. Therefore, the domestic tourism industry has become a major driving force of economic growth in Dong Thap province. The local government has set a target to welcome 3.6 million visitors in 2023; total revenue from tourism in 2023 was up 1.600 billion VND compared to the 2022 plan. To achieve the above target, the local government continues to focus on improving the quality of tourism services to increase tourist satisfaction, attract more tourist arrivals, and increase tourist loyalty.

Yoon and Uysal (2005) found that tourist satisfaction is a major factor in determining the tourist intention to return to a specific destination; therefore, satisfying tourists is one of the objectives of tourism destination managers to increase tourist loyalty (Ahmad et al., 2021). Tourist loyalty has been closely related to tourist satisfaction (Hung et al., 2021), travel motivation (Yoon, Uysal, 2005), and perceived value (Suhartanto et al., 2019). Talaee Malmiri et al. (2021) introduced a tourist loyalty model in which the image of the tourism destination and tourist satisfaction. The research on the influence factors of tourist loyalty is not new to tourism research (Pinto et al., 2006). The most studied factors of tourist loyalty focus on tourist satisfaction, tourist motivation, and the image of the tourism destination (Tang et al., 2022). While tourist motivation, in terms of attracting tourists to an activity, is believed to be one of the most important (Suhartanto et al., 2019; Tang et al., 2021). Wolfe and Hsu (2004) indicated that tourism motivation is considered one of the most important variables in attracting more tourists, satisfying the needs of tourists, and understanding what influences tourist decisions. Thus, understanding the motivation

factors positively contributes to increasing tourist loyalty, essential for tourism marketing managers and local authorities (Pinto et al., 2006; Thanabordeekij, 2018).

Tourism motivation is not one-dimensional (Snepengeret al., 2006). Thus, the Pull-push theory has been widely used to measure tourist motivation (Salsabila, Alvesia, 2020; Yoon, Uysal, 2005). Pull elements are related to a specific destination's tangible characteristics and features; Push elements are related to personal, intrinsic motivations for travelling (Neuts et al., 2013). Snepenger et al. (2006) indicated that two-dimensional motivational models do not sufficiently characterize the fundamental drives for this behavior; the limitations of both push and pull items are incorporated into the same study. Therefore, Wolfe and Hsu (2004) attempted to integrate various theories and found that results were congruent with the push-pull theory. This study empirically confirmed the theory of Iso-Ahola's motivation (1982), which can be grouped into broad intrinsic reward categories. Snepenger et al. (2006) confirmed the existence of the four dimensions proposed by Iso-Ahola (1982) and concluded that personal seeking, personal escape, interpersonal seeking, and interpersonal escape all operate as salient intrinsic motivational drives for tourism behaviour. These dimensions are similar generic categories to the push (escape) and pull (seeking) forces (Crompton & McKay, 1997). However, the development of Iso-Ahola's motivational construct and testing of the model is quite restrained (Thanabordeekij, 2018).

In contrast with Thanabordeekij (2018), Musselman (2022) identified that the Iso-Ahola (1982) model can be used universally and empirically in tourism motivation research. Thus, the present study is meant to fill the gap in understanding tourist motivation, which is considered the deciding factor for tourist loyalty. However, it is very difficult to identify tourist motivations because numerous factors influence them. It is also difficult to know why tourists travel, partially because it is difficult for tourists to clarify the real purpose of holiday trips (Wolfe, Hsu, 2004).

Thus, It is important to prominent understand tourist loyalty by analysing the relationship between the extent of Iso-Ahola's motivation theory with the important variables consisting of destination image, perceived value, and tourist satisfaction. The major findings of the present study will also be helpful for local tourism authorities to comprehensively understand tourist loyalty, know how to improve tourist loyalty, and build effective tourism marketing strategies focused on "the land of the lotus" and tourism development strategies. It can strengthen the tourist motivation to enhance tourist loyalty. Many tourist destinations rely strongly on tourist loyalty because it is less expensive to retain the loyalty of tourists than to attract new tourists (Valle et al., 2006).

The present study had three main objectives. First, based on Iso-Ahola's motivation model, to find out the main motivation factors for tourist loyalty. Second, to develop an instrument to measure the motivational forces that simultaneously influence domestic tourist loyalty. Third, to understand tourist loyalty and to assess efficiently the extent of Iso-Ahola's motivation model by inserting two additional variables as perceived value and destination image impact on tourist satisfaction and, in turn, leading to increased tourist loyalty. To accomplish the objectives of the current study, following this introduction, a literature review about Iso-Ahola's motivation theory, destination image, perceived value, tourist satisfaction, and tourist loyalty. The research model and hypotheses in this study are proposed. Following the explanation of the data collection methods, the measurement and structural models were measured using Partial Least Square (PLS) – Structural Equation Modeling (SEM). Finally, the results of the empirical study are presented and discussed. The paper ends with the most important insights of this research in order to provide guidelines to increase domestic tourist loyalty. Limitations of this research and suggestions for future research will also be provided.

Literature Review

Tourist Loyalty

According to Moise et al. (2020) and Rasoolimanesh et al. (2019), tourist loyalty is considered as a single variable, which is the willingness of tourists to revisit a destination consistently. Whereas tourist loyalty is considered multi-dimensional, reflected in the intention to revisit and the likelihood of recommendations to friends and family (Cossío-Silva et al., 2018; Zhang et al., 2022). Nasir et al. (2020) also defined tourist loyalty as a tourist's feelings and attitudes that encourage them to revisit or recommend a destination to others. Furthermore, many previous scholars have considered both as measures of tourist loyalty towards a destination (Ramesh, Jaunky, 2020). Most of the previous research in the tourism field points out that tourist satisfaction, image of the destination, and perceived value are predictors of tourist loyalty (Cossío-Silva et al., 2018). The following subsections discuss four prominent determinants of tourist loyalty: Iso-Ahola's Motivation, perceived value, image of the destination, and tourist satisfaction.

The Iso-Ahola's Motivation Theory

Iso-Ahola (1982, 257) defined the motive as an internal factor that arouses, directs, and integrates a tourist behavior. Tourist motivation refers to a state of need, a condition that exerts a 'push' on the tourist toward certain types of action that are likely to bring satisfaction (Moutinho, 2000, 49). Tourist motivation is also one of the prominent explanatory variables of tourist behaviour and is, therefore, a very common theme in research in the tourism context (Juvan et al., 2017). Dann (1983, 205) defined tourist motivation as a meaningful state of mind that adequately disposes a tourist or group of tourists to travel. Iso-Ahola (1982, 259) found that tourist motivation has two dimensions: approach (seeking) and avoidance (escaping). Escaping is "*the desire to leave the everyday environment behind oneself*" while seeking is "*the desire to obtain psychological*

(intrinsic) rewards through travel in a contrasting (new or old) environment." However, a recent trend toward more frequent but shorter vacations suggests that the escape dimension is a more prominent motivational force than the seeking dimension (Mannell & Iso-Ahola 1987, 328). These two motivational forces become the prominent determinants of behavior and simultaneously influence the individual. Tourism motivation is also conceptualized as a dynamic process of internal psychological factors (needs and wants) that generate tension or disequilibrium within individuals (Crompton & McKay, 1997, 427). According to Iso-Ahola (1982, 260), a tourist may escape the personal world consisting of personal troubles, problems, difficulties, and failures; and/or the interpersonal world, including co-workers, family members, relatives, friends, and neighbors, and may seek personal rewards (feelings of mastery, learning about other cultures, rest and relaxation, refresh and getting renewed, ego-enhancement and prestige); and/ or interpersonal rewards (varied, increased social interaction, interacting with friendly natives or members of the travel group, interacting with old friends in a new place or with new friends in an old place). In a subsequent reflection on this model, a theoretical framework has been proposed to explain the tourism motivation, which can be placed in one of the four cells under given conditions at a given time. (see figure 1).

		Seeking Intrinsic Rewards	
		Personal	Interpersonal
	Personal Environment	(1)	(2)
	Interpersonal Environment	(3)	(4)

(left vertical label: Escaping Everyday Environments / the)

Figure 1: A Social Psychological Model of Tourism Motivation

(Source: Iso-Ahola, 1982)

Iso-Ahola (1982) concluded that the model emphasizes the dialectical character of tourism motivation and demonstrated that it is futile to attempt to categorically separate reasons from benefits because reasons (exploring new places) can be benefits, and benefits (escape from routine) can be reasons, of tourism behavior. Although, few studies have tested Iso-Ahola's four-dimensional motivation theory (Snepenger et al., 2006, 141), and this model does not explain why people want to escape from their personal and interpersonal social world (Jamal et al., 2003, 49). In addition, Jamal et al. (2003) found that tourist motivation study has to be situated within the wider society and historically situated social changes, including modernization, industrialization, and urbanization, and within spheres of everyday life such as work, family, and neighborhood. Brown & Kurt (2014) concluded that Iso-Ahola's theory emphasizes that personal escape, personal seeking, interpersonal escape, and interpersonal seeking are motivations for tourism.

Destination Image

Destination image is defined as the visitor's subjective perception of the destination reality (Chen & Tsai, 2007, 1116). Bigné Alcañiz et al. (2009, 716) argued that destination image has two interrelated components: (i) a cognitive or perceptual component, also known as the designative component: beliefs and knowledge about the perceived attributes of the destination, and (ii) an affective or evaluative component: the individual's feelings towards the destination. An overall image of a place is formed due to both perceptual/cognitive and affective evaluations of that place (Baloglu & McCleary, 1999, 870). Destination image is an overall (holistic) evaluation of a destination and a composite of cognitive and affective components postulated to influence various consumer behavior variables (Tasci, 2007, 23). Wang & Hsu (2010, 831) found that combining cognitive and affective evaluations gives rise to an overall or composite destination image. Bigné

et al. (2001, 611) concluded that image has been described as an overall impression greater than the sum of its parts and analyse the inter-relationships among destination image and other variables. Thus, the present study aims to comprehensively understand domestic tourist behaviour and not only an in-depth analysis of a single construct.

Tourist Satisfaction

Nasir et al. (2020) and Suhartanto et al. (2019) defined tourist satisfaction as the comparison between tourist expectation and perception; tourist satisfaction occurs when tourist perception exceeds tourist expectation in addition to recognize tourist satisfaction is a prominent factor in increasing tourist loyalty (Suhartanto et al., 2019). Satisfaction represents positive tourist feelings toward a destination (Rasoolimanesh et al., 2019). Tourist satisfaction is one of the relevant constructs when predicting tourist behaviour, while consumption of tourism services and the decision to continue to visit a destination in the future (Khazaei Pool et al., 2016). Auliya and Prianti (2022) defined tourist satisfaction as a tourist's feeling of pleasure or disappointment that arises after comparing tourist perceptions, the performance of a tourism service, and tourist expectations.

Perceived Value

Chen (2008, 710) and Yi et al. (2014) argue that perceived value can be categorized into two distinctive groups: the one-dimensional and multi-dimensional perspectives for perceived value. The one-dimensional concept posits perceived value as the consumer's overall evaluation of purchased services and products. The multi-dimensional concept assumes that consumers evaluate outcomes of purchased services and products by two or more standards or dimensions for overall evaluation.

Zeithaml (1988, 14) defined perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. This definition is used in the one-dimensional approach. The multi-dimensional concept assumes that perceived value has evolved with the development of two dimensions: perceived acquisition value and perceived transaction value (Al-Sabbahy et al., 2004, 226). Perceived acquisition value is defined as the perceived net gains associated with the products or services acquired; perceived transaction value is the perception of psychological satisfaction or pleasure obtained from taking advantage of the financial terms of the price deal (Grewal et al., 1998, 48). On the one hand, perceived value is understood as a construct configured by two parts: one of the benefits received (economic, social, and relationship) and another of sacrifices made (price, time, effort, risk, and convenience) by the customer (Sánchez et al., 2006, 395).

A one-dimensional measure assumes that consumers have a shared meaning of value (Petrick, 2002, 122) and lacks validity (Chen, 2008). Whereas Bajs (2011, 548) claims that the perceived value of the destination is affected by both services' infrastructure and destination environments, which means that tourists make comparisons between the attributes, attractions, and service quality among different destinations and, based on that, create the value of individual destination. The multi-dimensional approach may help us better understand perceived value's complexity (Su et al., 2020, 5). Bajs (2015) concludes that tourists' evaluation of overall value is based on a comparison of functional and emotional benefits with the total costs as perceived before, during, and after having visited the destination. However, Su et al. (2020) also find that this approach is inconsistent with the conceptual definition of perceived value as an overall assessment by Zeithaml (1988). Thus, Su et al. (2020) focus on tourists' overall assessment of the tourism

experience based on perceptions of what is received and what is given, so the unidimensional approach is adopted.

Proposed Model and Hypotheses

Tourists perceive a leisure activity as a potential satisfaction. The satisfaction that tourists expect to derive from involvement in a leisure activity is linked to two motivational forces: approach (seeking) and avoidance (escape) (Iso-Ahola, 1982). Thus, motivation and satisfaction are core concepts in understanding tourist behavior (Dunn Ross & Iso-Ahola, 1991, 227). Armario (2008) found that tourist motivation and satisfaction are positively related; Ayer et al. (2016) argue that satisfaction can enhance tourist loyalty towards a destination. In conclusion, motivation is a main factor in comprehensively predicting satisfaction and tourist loyalty. Hypothetically, tourist motivation influences tourist satisfaction and perceived value, affecting tourist loyalty. The following hypotheses are proposed:

H_1: Interpersonal seeking positively and directly affects tourist satisfaction (H_{1a}) and perceived value (H_{1b}).

H_2: Personal seeking positively and directly affects tourist satisfaction (H_{2a}) and perceived value (H_{2b}).

H_3: Interpersonal escape positively and directly affects tourist satisfaction (H_{3a}) and perceived value (H_{3b}).

H_4: Personal escape positively and directly affects tourist satisfaction (H_{4a}) and perceived value (H_{4b}).

Chi & Qu (2008, 632) and O'Loughlin et al. (2004) claimed that image positively impacts tourist satisfaction and loyalty. The overall image of a destination is designed through the intersection and connection of two types of destination images (cognitive and affective images) (Sultan et al., 2020). Cohen et al. (2014) also found that the image of the destination continues as a major area of study in perceptions related to tourism behavior research, and perceived value is amongst the most frequently researched determinants of tourist satisfaction. Thus, O'Loughlin et al. (2004) and Yu et al. (2020) found that a better image and higher tourist satisfaction should increase tourist loyalty. The following hypotheses are proposed:

H_5: Destination image positively and directly affects tourist satisfaction (H_{5a}) and loyalty (H_{5b}).

Gallarza & Gil Saura (2006, 443) found that tourists' perceived value directly affects satisfaction, and satisfaction, in turn, is the antecedent of tourist loyalty. Kim et al. (2012, 313) revealed that perceived value significantly impacts satisfaction and loyalty. Perceived value and satisfaction are two major determinants of loyalty behaviors (Lin et al., 2016). Satisfaction mediates between perceived value and loyalty (Ramseook-Munhurrun et al., 2015, 258). Tourist satisfaction helps to achieve loyal visitors capable of revisiting a specific destination, with the ability to recommend it to others (Rahmiati et al., 2020). Zhang et al. (2020) supported that perceived value has become an increasingly important construct of tourist behaviors. The following hypotheses are proposed:

H_6: Perceived value positively and directly affects tourist satisfaction (H_{6a}) and loyalty (H_{6b}).

H_7: Tourist satisfaction positively and directly affects tourist loyalty

Figure 2 examines the structural, causal relationships among the Iso-Ahola's motivations, tourist satisfaction, destination image, perceived value, and tourist loyalty.
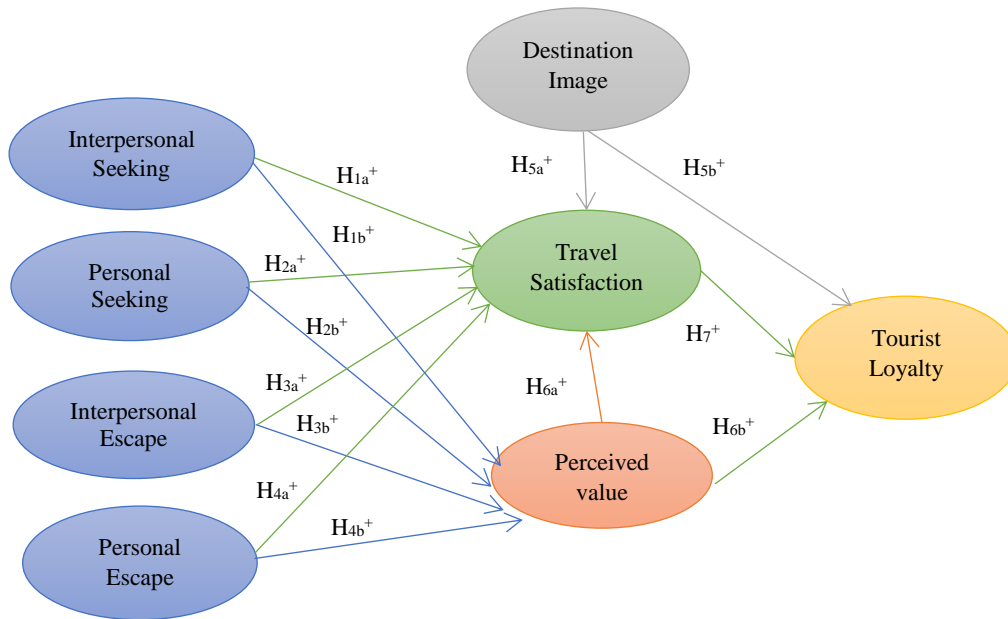

Figure 2: The research framework

Method

Sample Design and Data Collection

This study consists of two phases. The first phase was qualitative research in which the author interviewed seven experts who are professional tour guides and managers to adjust the scales, followed by a focus group discussion with 14 volunteer domestic tourists to improve the scales and design a survey questionnaire. The completed questionnaire officially used in this study consists of items, as shown in Table 1. In the second phase, the proposed research is tested using the partial least squares structural equation modeling (PLS-SEM) approach by SmartPLS 3.3.3 to analyze the measurement model to prove the hypothesis, the positive influence of the construct.

The PLS-SEM approach was adopted because the study is prediction-oriented research that aims to comprehensively predict tourist loyalty in a tourism context.

According to Hair et al. (1995), to have a reliable representation of the population, the ideal sample size must be at least p x 5, where p is the number of independent variables. As there are 28 variables used in this study, the sample size must be at least 140. However, to ensure high reliability, the sample comprised 600 domestic tourists. Thus, Non-probability purposive sampling was used for data collection. The data were collected from domestic tourists who visited Dong Thap from April to June 2021 and were asked to take part in the survey to complete the questionnaire under the guidance of the researcher and tour guide who had tours of Dong Thap province, often known as the land of the lotus. The survey took place from April 30, 2021, to the end of May 3, 2021. This is because the total number of tourists visiting and traveling in Dong Thap was 37,728 arrivals, an increase of 94.62% over the same period in 2020 (Culture, Sports and Tourism Department of Dong Thap, 2021). After explaining the study's purpose, the tour guides sent direct self-report questionnaires to domestic tourists interested in participating in the current study and then collected these responses after the trip. The questionnaire was translated into Vietnamese. A total of 572 responses were collected out of 600 questionnaires distributed. However, 18 of them were invalid because of too many unfilled items. The final sample consisted of 554 usable questionnaires for data analysis.

Scales of the Study

A survey was designed to collect data for this research. The survey comprises two sections. The first section includes general demographic information such as gender, age, and education level. The second section includes the main variables are measured by 28 questions/items based on a five-point Likert scale (from 1: strongly disagree to 5: strongly agree). Personal Escape,

Interpersonal Escape, Personal Seeking, and Interpersonal Seeking were measured by three items adopted from previous research (Palau-Saumell et al., 2018; Snepenger et al., 2006). Tourist Satisfaction was measured by four items, which were adapted from a previous study (Aunalal et al., 2017; Shu Wan Tan et al., 2018). Perceive Value was measured by four items, adopted from a previous study by Gallarza & Gil Saura (2006) and Shu Wan Tan et al. (2018). Destination Image was measured by four items, adopted from a previous study by Aunalal et al. (2017) and Sultan et al. (2021). Tourist Loyalty was measured by four items, which were adopted from a previous study by Shu Wan Tan et al. (2018). The variables and their item details are shown in Table 1.

Table 1 Scales of the study

Code	Constructs and Items	Authors
Personal Escape (Pescape)		
PE1	To get away from the normal environment	Palau-Saumell et al., (2018); Snepenger et al., (2006)
PE2	To change my daily life for a natural, sustainable environment	Palau-Saumell et al., (2018); Snepenger et al., (2006)
PE3	To overcome my daily problems	Palau-Saumell et al., (2018); Snepenger et al., (2006)
Interpersonal Escape (Iescape)		
IE1	To avoid people who annoy me	Palau-Saumell et al., (2018); Snepenger et al., (2006)
IE2	To get away from a stressful social environment	Palau-Saumell et al., (2018); Snepenger et al., (2006)
IE3	To avoid interactions with mass tourism	Palau-Saumell et al., (2018); Snepenger et al., (2006)
Personal Seeking (Pseeking)		
PS1	To tell others about my sustainable diving experiences	Palau-Saumell et al., (2018); Snepenger et al., (2006)
PS2	To feel good about myself in a sustainable tourism environment	Palau-Saumell et al., (2018); Snepenger et al., (2006)
PS3	To experience new diving activities by myself	Palau-Saumell et al., (2018);

		Snepenger et al., (2006)
Interpersonal Seeking (Iseeking)		
IS1	To be with people with similar sustainable tourism interests	Palau-Saumell et al., (2018); Snepenger et al., (2006)
IS2	To bring family and friends closer	Palau-Saumell et al., (2018); Snepenger et al., (2006)
IS3	To meet new divers committed to nature	Palau-Saumell et al., (2018); Snepenger et al., (2006
Satisfaction		
SA1	My decision is thorough when choosing this province.	Shu Wan Tan et al., (2018)
SA2	I am satisfied with my decision to travel to this province.	Aunalal et al., (2017); Shu Wan Tan et al., (2018)
SA3	I think I did the right thing when I chose to travel to this province.	Shu Wan Tan et al., (2018)
SA4	I really enjoyed the visit to the destination.	Aunalal et al., (2017)
Perceived Value (Pvalue)		
PV1	All things considered, this is my best choice.	Shu Wan Tan et al., (2018)
PV2	This visit is a strong expression of my values.	Shu Wan Tan et al., (2018)
PV3	Overall, the value of this experience is high	Gallarza & Gil Saura (2006)
PV4	The experience has satisfied my needs and wants	Gallarza & Gil Saura (2006); Shu Wan Tan et al., (2018)
Destination Image (Dimage)		
DI1	The destination environment is attractive	Aunalal et al., (2017)
DI2	It is easy to access historical and touristic places in the destination	Aunalal et al., (2017)
DI3	The sustainable destination will be a suitable vacation choice.	Sultan et al., (2021)
DI4	The destination will be environmentally favourable	Sultan et al., (2021)
Tourist Loyalty (loyalty)		
LOY1	I will recommend this province to friends or other persons.	Shu Wan Tan et al., (2018)
LOY2	I will say positive things about this province to my friends.	Shu Wan Tan et al., (2018)
LOY3	I will encourage friends to travel to this province	Shu Wan Tan et al., (2018)
LOY4	I intend to visit this province again.	Shu Wan Tan et al., (2018)

(Source: author, 2021)

Analysis and Findings

Descriptive Analysis

There were three questions focused on the domestic tourist demographic information consisting of tourist gender, age, and educational background. Tourist's demographic data obtained from the survey are shown in Table 2.

Table 2 Respondent Characteristics

	Characteristics	Frequency	Percent
Gender	Male	289	52.2
	Female	265	47.8
Age	< 25 years old	88	15.9
	26 - 35 years old	190	34.3
	36- 45 years old	176	31.8
	46 - 55 years old	51	9.2
	> 55 years old	49	8.8
Educational Background	High School	43	7.8
	Intermediate Professional	116	20.9
	College	134	24.2
	Bachelor	182	32.9
	Other	79	14.3

Regarding the sample composition, 289 (52.2%) of those surveyed were men, and 265 (47.8%) were women. The majority of the tourists were more than 26 years of age. Approximately 32.3% are those with a bachelor's degree - the highest among other education levels in the sample. From these profiles, the study concluded that domestic tourists who enjoyed visiting Dong Thap would be the loyal tourists in the middle-age group with a bachelor's degree

Analysis of Results

The results of the PLS measurement model indicate Composite reliability (CR), Cronbach's Alpha values are higher than 0.70, and Average variance extracted (AVE) should be greater than 0.5, respectively, to establish indicator reliability and convergent validity (Hair et al., 2019). The value of the reliability statistics using Cronbach's alpha was above 0.808; all the calculated composite reliability values (more than 0.887) are acceptable (Henseler et al., 2016). The average variance

extracted AVE values were above the minimum required level of 0.668. The information provided

in Table 3 shows that the composite reliability's statistical values are more significant than the cut-

off point that complies with the necessary conditions to get accepted.

Table 3 Composite Reliability

	Cronbach's Alpha	**Composite Reliability**	**Average Variance Extract (AVE)**
Dimage	0.864	0.908	0.711
Iescape	0.840	0.904	0.758
Iseeking	0.849	0.908	0.767
Loyalty	0.902	0.932	0.773
Pescape	0.816	0.890	0.730
Peeking	0.808	0.887	0.723
Pvalue	0.834	0.889	0.668
Satisfaction	0.876	0.915	0.729

Table 4 signifies the discriminant validity using the PLS approach. According to Henseler et al.

(2015), two criteria have been shown to be informative about discriminant validity: the Fornell-

Larcker criterion and the Heterotrait-Monotriat. Discriminant validity is exhibited only if all the

correlations are statistically significant and each is larger than all correlations. The results show

that as per Fornell-Lacker's criterion, both basic and stringent assumptions are satisfied, and

discriminant validity has been established. It is worthwhile to note that the diagonal values (in

bold) of the Fornell-Lucker's table (Table 4) signify the AVE, and each measured construct must

have a value of AVE greater than 0.5 (Henseler et al., 2015).

Table 4 Discriminant Validity

	Dimage	Iescape	Iseeking	Loyalty	Pescape	Peeking	Pvalue	Satisfaction
Dimage	**0.843**							
Iescape	0.058	**0.871**						
Iseeking	0.201	0.039	**0.876**					
Loyalty	0.455	0.252	0.303	**0.879**				
Pescape	0.260	0.115	0.158	0.447	**0.855**			
Peeking	0.103	0.029	0.093	0.211	0.138	**0.850**		
Pvalue	0.172	0.334	0.317	0.453	0.250	0.267	**0.817**	
Satisfaction	0.260	0.338	0.308	0.639	0.498	0.244	0.462	**0.854**

As for discriminant validity, Table 4 shows the result of the Heterotrait-Monotriat analysis for accessing the discriminant validity of the model. The analysis confirmed that each latent variable differed from the other since the Heterotrait-Monotriat ratio values were less than 0.90, which is acceptable (Henseler et al., 2015). Therefore, the indicators used to measure the targeted construct were used for the respective constructs. In this context, both the model's predictive power and the relationships between the constructs were examined (Figure 3).
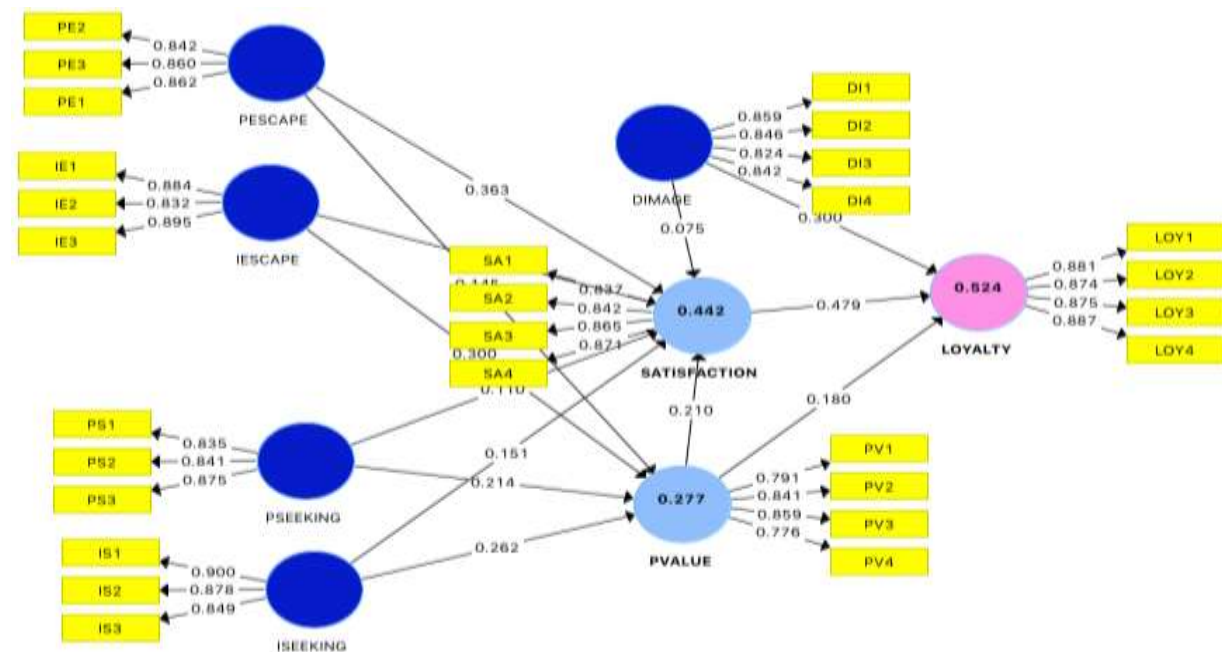

Figure 3: Results of the proposed model

Figure 3 represents that the R^2 value for the estimated equation is 0.524, which is significant at a 1 percent probability level. The R^2 adjusted shows that 0.521 (52.1) percent of the variation in tourist loyalty is described by Iso-Ahola's motivations, tourist satisfaction, destination image, and perceived value.

Table 5 Hypothesis Testing

Hypothesis		ß	Standard Deviation	T Statistics	P Values	Result
H1a	Iseeking-> satisfaction	0.206	0.037	5.518	0.000	
H1b	Iseeking-> pvalue	0.262	0.037	7.020	0.000	
H2a	Pseeking-> satisfaction	0.155	0.036	4.330	0.000	
H2b	Pseeking-> pvalue	0.214	0.037	5.802	0.000	
H3a	Iescape-> satisfaction	0.276	0.032	8.701	0.000	
H3b	Iescape-> pvalue	0.300	0.039	7.635	0.000	
H4a	Pescape-> satisfaction	0.393	0.045	8.798	0.000	Supported
H4b	Pescape-> pvalue	0.145	0.039	3.674	0.000	
H5a	Dimage-> satisfaction	0.075	0.035	2.172	0.030	
H5b	Dimage -> loyalty	0.336	0.042	8.075	0.000	
H6a	Pvalue-> satisfaction	0.210	0.039	5.339	0.000	
H6b	Pvalue-> loyalty	0.280	0.041	6.770	0.000	
H7	Satisfaction-> loyalty	0.479	0.054	8.901	0.000	

The shreds of evidence revealed in Table 5 signify the detailed results of bootstrapping for testing the hypothesis. In testing the hypothesis, the analytical bootstrapping technique describes the level of significance of the path between the variables, 5000 re-sampling bootstrapping procedures were utilized while calculating SmartPLS (Hair et al., 2017, 162). The results indicated that Iso-Ahola's motivations, tourist satisfaction, destination image, and perceived value positively contribute to tourist loyalty (p<0.05).

Table 6 The Collinearity Statistics

	Loyalty	**Pvalue**	**Satisfaction**
Dimage	1.076		1.111
Iescape		1.014	1.139
Iseeking		1.031	1.150
Pescape		1.054	1.135
Peeking		1.025	1.091
Pvalue	1.275		1.387
Satisfaction	1.327		

Multicollinearity is calculated by variance inflation factors (VIF) and tolerance. If the values of VIF exceeds 4.0 or less than 0.2, it reflects the problems with multicollinearity (Hair et al., 2014, 197). The Collinearity Statistics (inner VIF values) of all constructs in the model were less than 4.0, representing that there is no multicollinearity effect among the latent variables (Table 6).

Discussions

The current study aims to evaluate and validate the relationship between Iso-Ahola's theory and image of the destination, perceived value, and tourist satisfaction to comprehensive tourist loyalty traveling to Dong Thap province. Results of this study indicated that four dimensions of the Iso-Ahola theory with personal seeking, personal escape, interpersonal seeking, and interpersonal escape being primary latent motives, which is consistent with the previous studies of Musselman (2022), Snepenger et al. (2006); Thanabordeekij (2018). Interestingly, Satisfaction and perceived value were found to be positively and significantly influenced by the four dimensions of Iso-Ahola's motivation theory, with ß ranging from 0.145 to 0.393; P Values < 0.05 (H1, a, b – H4, a, b are supported) which is consistent with the study of Li (2018); Valverde-Roda et al., (2022) and Iso-Ahola (1982) about the relationship between tourist motivation and perceived value, tourist satisfaction. Tourist satisfaction is influenced by the image of the destination (H5a) with ß = 0.075; P Values < 0.05, and tourist loyalty is influenced by the image of the tourism destination (H5b)

with ß = 0.336; P Values < 0.05, which is consistent with the previous study of Mai, Hoang (2017). Tourist satisfaction is also influenced by perceived value (H6a) with ß = 0.210; P Values < 0.05, and tourist loyalty is influenced by perceived value (H6b) with ß = 0.280; P Values < 0.05, which is consistent with the previous study of Valverde-Roda et al., (2022). Tourist loyalty is influenced by tourist satisfaction with H7 with ß = 0.479; P Values < 0.05, which is consistent with the previous study of Valle et al. (2006). The research investigated Iso-Ahola's motivation model with destination image, perceived value, and satisfaction with domestic tourist loyalty. The study found that all the relations in the proposed model were significantly supported.

Managerial Implications

The key findings of this study are as follows. First, this study verified the relationship between the Iso-Ahola's motivation, satisfaction, destination image, perceived value, and tourist loyalty. Second, the finding supports the argument that the image of the destination is described as an overall impression greater than the sum of its parts and the one-dimensional perspective of perceived value. Moreover, this study also found a significant impact of the image of the destination and perceived value directly on their satisfaction, and satisfaction, in turn, is the antecedent of loyalty. This finding helps the local government develop the image of the "land of the lotus" in their marketing strategies and raises the probability of future travel to this province again.

Research Limitations

However, the study has some limitations as well. This study is a survey of randomly selected domestic tourists who travel to Dong Thap. Getting data through the tour guides also has its limitations. However, this way of data collection is convenient. Future research may use other

survey techniques to understand tourist loyalty. Furthermore, the study took a uni-dimension of destination image and perceived value to understand domestic tourists' loyalty. Future research should consider another component of destination images and perceived value.

Conclusions

This study investigated tourist loyalty using the Iso-Ahola motivation model, including destination image, tourist satisfaction, and perceived value, to predict domestic tourists' behaviors when travelling to Dong Thap province. The study's findings revealed that satisfaction had the strongest effect on tourist loyalty among all the constructs used in this study. Specifically, the results demonstrated that all proposed hypotheses in this regard were accepted and were found to significantly affect tourist loyalty. Furthermore, around 34.3 % of domestic tourists are between the age group of 26-35 years old with a bachelor's degree, which will not only encourage friends to travel to this place but also encourage friends to travel to this province. Thus, information about tourist loyalty is prominent to local authorities for developing effective marketing strategies.

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