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Antecedent Of Destination Loyalty In Jakarta

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Abstract

Jakarta has significant tourism potential through its cultural and historical diversity. However, tourist loyalty to the city remains low. Although international arrivals have increased, visits to major attractions such as Ancol and Ragunan show fluctuations. Surveys also rank Jakarta far below Yogyakarta, Denpasar, and Bandung as preferred destinations, influenced by its image as a business city, pollution, congestion, and limited green spaces. This gap between potential and loyalty highlights the need to explore factors that strengthen destination loyalty. This study examines the effect of service quality on electronic word of mouth (E-WOM) and tourist satisfaction, and their impact on destination loyalty in Jakarta. Data were analyzed using Structural Equation Modeling. The findings reveal that service quality positively influences E-WOM and tourist satisfaction. In turn, both E-WOM and tourist satisfaction significantly affect destination loyalty, while service quality does not directly influence loyalty. The study contributes theoretically by enriching tourism literature related to loyalty formation and practically by offering insights for tourism managers to design strategies that enhance Jakarta's competitiveness and attractiveness as a destination.

Keywords : *Electronic Word Of Mouth, Destination Loyalty, Service Quality, SOR Theory, Tourist Satisfaction*

Abstrak

Jakarta memiliki potensi besar dalam pariwisata melalui keberagaman budaya dan sejarah. Namun, loyalitas wisatawan terhadap kota ini masih rendah. Meskipun kunjungan wisatawan mancanegara meningkat, jumlah pengunjung destinasi unggulan seperti Ancol dan Ragunan menunjukkan fluktuasi. Survei juga menempatkan Jakarta jauh di bawah Yogyakarta, Denpasar, dan Bandung sebagai kota tujuan wisata favorit. Kondisi ini dipengaruhi oleh citra Jakarta sebagai kota bisnis, polusi, kemacetan, dan keterbatasan ruang terbuka hijau yang mengurangi daya tariknya. Kesenjangan antara potensi dan loyalitas tersebut menegaskan perlunya penelitian mengenai faktor yang dapat memperkuat loyalitas destinasi. Penelitian ini menganalisis pengaruh kualitas layanan terhadap electronic word of mouth (E-WOM) dan kepuasan wisatawan, serta dampaknya terhadap loyalitas destinasi Jakarta. Analisis dilakukan dengan metode Structural Equation Modeling. Hasil penelitian menunjukkan bahwa kualitas layanan berpengaruh positif terhadap E-WOM dan kepuasan wisatawan. Selanjutnya, baik E-WOM maupun kepuasan terbukti berpengaruh positif terhadap loyalitas destinasi, sementara kualitas layanan tidak berpengaruh langsung terhadap loyalitas. Temuan ini memberikan kontribusi teoretis bagi pengembangan literatur pariwisata terkait pembentukan loyalitas serta kontribusi praktis bagi pengelola dalam merumuskan strategi untuk meningkatkan daya saing dan daya tarik Jakarta sebagai destinasi wisata.

Kata kunci : *Electronic Word Of Mouth, Loyalitas Destinasi, Kualitas Layanan, Teori SOR, Kepuasan Wisatawan*

INTRODUCTION

Jakarta holds great potential in the tourism sector through its cultural diversity, historical heritage, and family-friendly entertainment (BAPPEDA DKI Jakarta, 2025). The city has also recorded a significant increase in international tourist arrivals, with 158,692 visits in May 2023 an increase of 174.40 percent compared to the same month in the previous year (BPS, 2022). However, visitor data for Jakarta's top tourist destinations show fluctuations. For example, visits to Ancol Dreamland decreased from 13 million in 2022 to 11.2 million in 2023, while Ragunan Zoo experienced a decline from 6.5 million to 5.5 million visitors (BPS, 2024b). This inconsistency suggests that a high number of visits does not necessarily reflect tourist loyalty to the destination. This is further supported by a survey indicating that Jakarta accounted for only 15% as a preferred city for travel, far behind Yogyakarta (71.2%), Denpasar (70.4%), and Bandung (52.4%) (BPS, 2024a). In addition to Jakarta's image as a business and government center, issues such as pollution, traffic congestion, and the lack of appealing green spaces also hinder the city's attractiveness and tourists' loyalty (BPS, 2022; Kemenpar, 2025). Therefore, a deeper understanding of tourist loyalty toward Jakarta as a destination is needed to enhance the city's competitiveness and ensure the sustainability of its tourism sector.

Compared to other destinations such as Bali and Yogyakarta, which are well recognized for their cultural and natural tourism appeal, Jakarta has received less scholarly attention as an urban tourism destination. While many studies highlight the relationship between service quality, satisfaction, and loyalty, their findings remain inconsistent, particularly regarding whether service quality directly influences loyalty (Hussain et al., 2023; Chi & Qu, 2008). Moreover, few studies have incorporated electronic word of mouth (E-WOM) as a mediating factor in the context of Jakarta's tourism sector. Jakarta thus represents a distinctive case: a metropolitan city with strong economic and cultural assets, yet struggling to compete with other leading tourist destinations. This study addresses these issues by examining the roles of service quality, E-WOM, and tourist satisfaction in shaping destination loyalty through the Stimulus-Organism-Response (S-O-R) framework within the context of Jakarta's urban tourism.

The Stimulus-Organism-Response (S-O-R) theory serves as a foundation for explaining the relationship between input (stimulus), process (organism), and output (response) across various contexts, including tourism (Kim et al., 2020). In the tourism context, destination loyalty is one of the primary goals pursued by industry stakeholders. In this study, service quality is considered the stimulus, as it helps create an emotional attachment to a tourist destination that is expected to motivate visitors to return. Meanwhile, electronic word of mouth (E-WOM) and tourist satisfaction function as the organism, or internal processes, that bridge the stimulus and the final outcome. Finally, destination loyalty is viewed as the response or output to the overall tourism experience perceived by visitors.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

SOR Model Theory

According to Mehrabian and Russell (R. Huang & Bu, 2022) introduced the SOR theory within the context of environmental psychology, building upon the earlier stimulus-response framework, the "S" (stimulus) represents various external environmental elements, such as visual, auditory, gustatory stimuli, or the overall ambiance surrounding an individual, the "O" (organism) component refers to the internal processes or mechanisms that mediate between the external stimulus and the eventual response primarily focusing on emotional reactions, the "R" (response) refers to the resulting behavior, which typically falls into two categories: approach and avoidance, approach behavior includes actions such as remaining in the environment, exploring it, or engaging with others present, whereas avoidance behavior involves withdrawing or disengaging from the setting. The SOR model has been extensively utilized in tourism and hospitality literature to analyze and understand consumer behaviour (Kim et al., 2023). The (Srivastava, 2023) study adopted the S-O-R (Stimulus-Organism-Response) model in retailing, indicating that environmental factors such as ambience and service quality (S – stimulus) influence customer mood and perceptions of value for money (O – organism), which in turn drive behavioural responses (R – response) such as the purchase of various products in global food chain coffee restaurants. Additionally, (Hua et al., 2024) study extends the Stimulus-Organism-Response (S-O-R) theory by examining how different types of corporate social responsibility (stimulus) influence electronic word-of-mouth (organism) and ultimately consumer satisfaction (response), using Tencent

and its actual consumers as the research context to enrich the existing literature. Furthermore, (X. Huang & Chelliah, 2024) study applies the S-O-R theory to explore the relationship between memorable tourism experiences (stimulus) and tourists' behavioral intentions (response) in the context of ethnic tourism, while also examining the mediating role of tourist satisfaction (organism) in this relationship. Grounded in the Stimulus-Organism-Response (S-O-R) framework, this (Dai et al., 2025) study examines how connected experiences during community-based homestays (stimulus), characterized by host-guest interaction, tangible and intangible aspects of care, affect tourists' emotions (organism) and loyalty (response), while also investigating the mediating role of emotions and the moderating effect of local characteristics. The SOR model serves as the primary theoretical framework for this study.

Service Quality

According to (Parasuraman et al., 1988), service quality is the gap between what consumers expect from companies providing certain services and how they perceive the actual services delivered by a specific firm. So, if the service received meets or exceeds the consumer's expectations, the consumer will feel satisfied and experience a sense of happiness (Handyana et al., 2023). The importance of service quality in the tourism sector has been demonstrated through a study conducted by (Hussain et al., 2023) in China. They examined service quality at tourist destinations, including resort hotels near popular sites such as the Yellow River, and found that the better the service quality particularly in tangible aspects such as a peaceful and pleasant atmosphere, cleanliness of accommodation facilities, food quality, and restaurant service the higher the level of tourist satisfaction.

Electronic word of mouth

According to (Pahrudin et al., 2023), Electronic Word of Mouth (e-WOM) is a form of communication leveraging internet technology and has increasingly become essential in modern marketing strategies. Their research in Indonesia demonstrated that positive e-WOM shared after an earthquake significantly increased tourists' intentions to revisit affected destinations (Pahrudin et al., 2023). Further supporting this, (Eriyanti et al., 2024) define electronic word of mouth as customer-generated feedback either positive or negative about products or companies, widely accessible online. Their study on Bank Aladin Syariah in Indonesia revealed that intensive e-WOM activity on social media positively influenced customer decisions to adopt digital Islamic banking services (Adha et al., 2024).

Tourist Satisfaction

According to (Trakulmaykee et al., 2025) tourist satisfaction is crucial to the success of any tourist destination, influenced significantly by push factors such as enjoyment, novel experiences, and cultural exposure. That research was conducted in Thailand, which demonstrated that integrating augmented reality into street art tours significantly boosted tourist satisfaction by enhancing visitors' perceived enjoyment, usefulness, and immersive experiences (Trakulmaykee et al., 2025). In a similar perspective, (Tagiya & Mara, 2024) define tourist satisfaction as the traveller's overall enjoyment derived from experiences that meet their travel needs, desires, and expectations. Their research in Arunachal Pradesh, India, highlighted how tour quality shaped by tourist motivation and expectations substantially enhanced satisfaction levels and consequently encouraged repeat visits (Tagiya & Mara, 2024).

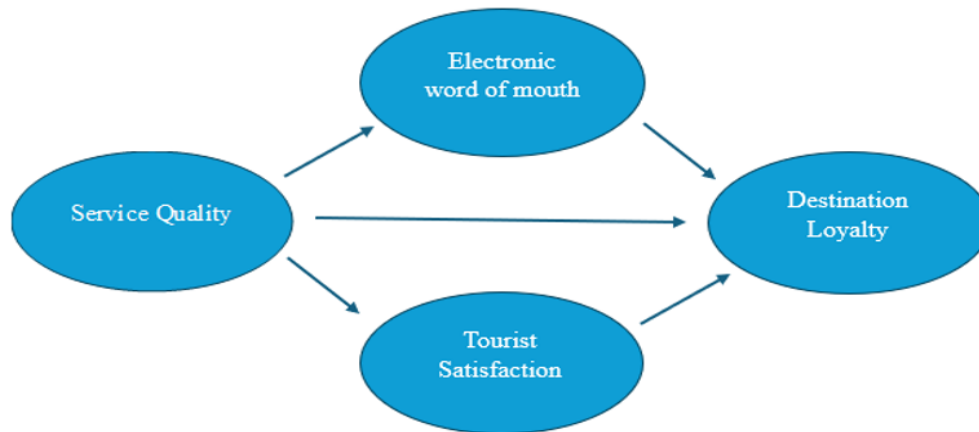
Destination Loyalty

According to (Najar & Rather, 2023), destination loyalty in tourism is an extension of customer loyalty, where travelers perceive their trip as a product and are therefore more likely to return or recommend the destination. Their study in the Kashmir Valley, India, found that reducing perceived socio-psychological and political risks significantly enhances destination loyalty by positively influencing tourists' cognitive and affective perceptions (Najar & Rather, 2023). Similarly, (Tran et al., 2023) define destination loyalty as a deeper emotional and cognitive bond between tourists and a place. Their research in Danang City, Vietnam, revealed that perceived destination social responsibility significantly strengthens destination brand loyalty by enhancing tourist satisfaction and fostering stronger cognitive and affective ties (Tran et al., 2023). Moreover, (Kim et al., 2023) describe destination loyalty as the intention to revisit a form of behavioral repurchase based on tourists' perception of the destination as a valuable experience, with their study on sport tourists in South Korea demonstrated that personal involvement and emotional engagement substantially increased satisfaction,

which in turn boosted destination loyalty, particularly when place attachment was high (Kim et al., 2023).

Conceptual Framework

Figure 1.
Conceptual Framework



Hypothesis Development

Within the context of service quality, electronic word of mouth may emerge as a direct result of customer satisfaction and trust (An Ngo et al., 2025). According to (Rachbini et al., 2021) service quality plays a crucial role in influencing customers and significantly enhances electronic word of mouth by encouraging positive customer experiences and referrals. Service quality is proven to influence electronic word of mouth, as a higher perception of electronic service quality leads to more consumer reviews, both positive and negative, about the company's products, services, and overall performance shared through online media (Purwanto et al., 2021). Service quality has proven to be an important factor from a marketing perspective, yet only two previous studies have examined its influence as a determinant of electronic word of mouth (E-WOM) in the hospitality sector (González-Reverté et al., 2022). Service Quality is a critical market-based asset that builds reputational capital by ensuring customer satisfaction and encouraging positive electronic word of mouth (Zeqiri et al., 2023). Based on the various theories and previous research findings discussed above, the following hypothesis is developed:

H1. There is a positive influence of service quality on electronic word of mouth.

According to (Avi, 2023) research, stated that the service quality of a tourist destination has an impact on tourist satisfaction. Service quality, which was previously associated with perceptions, is now connected to satisfaction (Blanco-Moreno et al., 2024). service quality plays a key role in enhancing tourist satisfaction by providing improved facilities and services at tourist attractions (Haryani et al., 2022). Service quality influences tourist satisfaction as it shapes the psychological evaluation of the experience's outcomes and perceived benefits (Alshiha, 2022). Tourism service quality has a significant positive impact on tourist satisfaction, clearly demonstrating its crucial role in shaping tourists' overall destination experience (Nian et al., 2024). Based on the various theories and previous research findings discussed above, the following hypothesis is developed:

H2. There is a positive influence of service quality on tourist satisfaction.

According to (Abdul Gapor et al., 2024) study, consistent delivery of service quality helps create a positive perception among customers, which in turn contributes to increased destination loyalty over time. Service quality at a destination plays a role in creating memorable experiences for tourists, which supports destination loyalty through repeat visits and personal recommendations to family and friends (Ng et al., 2022). Also, (Sarangi & Ghosh, 2025) indicate that factors such as service quality positively influence destination loyalty. The role of service quality in enhancing destination loyalty is vital, as it can significantly affect the overall experience of tourists (Rahman et al., 2023). Service quality can influence visitors' behavior and satisfaction, which in turn can impact their likelihood of

returning to the destination or recommending it to others, therefore supporting destination loyalty (Zhong, 2024). Based on the various theories and previous research findings discussed above, the following hypothesis is developed:

H3. There is a positive influence of service quality on destination loyalty.

According to (Nguyen Phuc & Bui Thanh, 2022) study, show that electronic word of mouth positively influences attitudes toward the destination and its image, which subsequently impacts tourist satisfaction and contributes to destination loyalty. In the current digital era, as more tourists depend on the Internet for trip planning and purchasing decisions, the connection between electronic word of mouth and tourist loyalty has become increasingly important (Rahman et al., 2023). The quality facilities offered by resort hotels serve as a valuable means to enhance the effectiveness of electronic word of mouth, leading to greater tourist satisfaction and encouraging both positive feedback and destination loyalty through visitors' intention to return (Hussain et al., 2023). Electronic word of mouth plays a crucial role in enhancing brand recognition and fostering positive brand relationships, and it is acknowledged as an effective means of building brand awareness, generating marketplace excitement, influencing purchasing decisions, and promoting brand loyalty (Habib et al., 2021). Based on the various theories and previous research findings discussed above, the following hypothesis is developed:

H4. There is a positive influence of electronic word of mouth on destination loyalty.

According to (Hung et al., 2021), who examined the effectiveness of tourist satisfaction in assessing destination loyalty, found a strong and positive correlation was found between the two. Also, (Jeong & Kim, 2020) findings reveal that tourist satisfaction fully mediates the relationship between emotional experiences and destination loyalty. Moreover, (Jeong & Kim, 2020) study results provide empirical evidence that tourist satisfaction serves as a full mediator in the relationship between destination image and destination loyalty. Service satisfaction, when achieved, can be further strengthened by a higher level of perceived crowdedness, enhancing its contribution to destination loyalty (Phi et al., 2024). Service satisfaction is directly influenced by destination image, emotional experience, and perceived value, and it plays a crucial role in enhancing both tourist satisfaction and destination loyalty (Wismantoro et al., 2024). Based on the various theories and previous research findings discussed above, the following hypothesis is developed:

H5. There is a positive influence of tourist satisfaction on destination loyalty.

RESEARCH METHODOLOGY

In this research, the research design employed is hypothesis testing. Examining theories that explain specific relationships, variations between groups, or the independence of two or more factors in a particular circumstance is the goal of hypothesis testing. The hypothesis tested is to determine whether service quality has a positive influence on electronic word of mouth, tourist satisfaction and destination loyalty. The hypothesis was also tested to determine whether electronic word of mouth and tourist satisfaction have a positive influence on destination loyalty. The unit of analysis in this research is individuals. The data collection technique is through surveys. This study utilizes cross-sectional data as it is collected within a specified time frame and period.

In this study, six variables are utilized: (1) service quality, (2) electronic word of mouth, (3) tourist satisfaction, and (4) destination loyalty. Each variable's explanation and corresponding indicators are adopted from Hussain et al., (2023) study. The measurement tool used consists of statements employing a Likert scale. A Likert scale is a scale used to measure the perceptions, attitudes, or opinions of individuals or groups regarding an event or social phenomenon. The Likert scale used ranges from 1 to 5, with the following descriptions: 1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Agree, 5 = Strongly Agree.

The data utilized in this research is primary data, gathered directly by the researcher. It was collected through the distribution of survey questionnaires. The population of this research consists of people who have visited Jakarta and travelled in the last 12 months. Therefore, the exact population size is unknown. Hence, the sampling method employed is non-probability sampling using a purposive sampling technique, where participants are deliberately selected based on their ability to provide specific, required information or because they meet predefined criteria set by the researcher (Sekaran & Bougie, 2016). In total, 216 respondents who met these criteria participated in the survey, which is

considered adequate for Structural Equation Modeling (SEM) analysis. The data analysis method employed in this study is Structural Equation Modeling (SEM). The analysis was conducted using AMOS version 23

RESULTS AND DISCUSSION

Data of Respondent Profile

The demographic profile of the 216 respondents demonstrates variation in gender, age, occupation, education, income, and expenditure. The majority were female (56%), aged 21–25 years (54.6%), and employed in the private sector (38%). Most respondents held a Bachelor's degree (55.6%), reported a monthly income of IDR 5,000,001–10,000,000 (44.9%), and monthly expenditures of IDR 1,000,001–5,000,000 (42.1%). In addition, 80.1% of respondents were employed, while the remainder comprised students and housewives.

Table 1
Respondent Profile

Demographic Variable	Category (Majority)	Frequency (n)	Percentage (%)
Gender	Female	121	56.0
Age	21–25 years	118	54.6
Occupation	Private employees	82	38.0
Employment Status	Employed	173	80.1
Education	Bachelor's degree	120	55.6
Monthly Income	IDR 5,000,001–10,000,000	97	44.9
Monthly Expenditure	IDR 1,000,001–5,000,000	91	42.1

Test Instrument

The validity test in this study was conducted using factor analysis with the assistance of SPSS 25 software. According to [Hair et al. \(2018\)](#), the sample size influences the factor loading value used as the threshold for decision-making. With a total of 216 respondents, the factor loading threshold applied in this study is 0.40. Therefore, an item is considered valid if the factor loading is ≥ 0.40 , and invalid if it is < 0.40 .

Table 2
Validity & Reliability Test Result

No	Statement	Factor Loading	Cronbach Alpha	Description
	Service Quality		0.825	Valid and Reliable
1	I believe that the merchandise quality at tourist destinations in Jakarta is good and attractive.	0.762		
2	I feel that tourist destinations in Jakarta offer a variety of special events and festivals.	0.700		
3	I consider the lodging facilities in Jakarta to be clean and of good quality.	0.783		

4	I feel that the atmosphere at tourist destinations in Jakarta is peaceful and calming.	0.514	
5	I believe the food available at tourist destinations in Jakarta is of good quality and delicious.	0.751	
6	I believe that the service provided at restaurants in Jakarta's tourist destinations is good.	0.800	
7	I feel that travel information about tourist destinations in Jakarta is easily accessible and well-provided.	0.608	
Electronic Word of Mouth (eWOM)		0.888	Valid and Reliable
1	I believe that the merchandise quality at tourist destinations in Jakarta is good and attractive.	0.794	
2	To ensure I choose the right destination, I often read other tourists' online reviews.	0.871	
3	I often consult other tourists' online reviews of attractive destinations.	0.888	
4	I frequently gather information from tourists' online travel reviews before I travel to a certain destination.	0.863	
5	When I travel to a destination, tourists' online reviews make me confident in visiting the destination.	0.636	
6	When I travel to a destination, tourists' online travel reviews make me confident in travelling to the destination.	0.814	
7	I will recommend others to communicate their travel and tourism-related opinions via eWOM.	0.622	
Tourist Satisfaction		0.896	Valid and Reliable
1	I really enjoyed the visit to Jakarta's various tourist destinations.	0.831	

2	I believe that Jakarta is a destination I prefer.	0.855
3	I feel I have positive feelings about my tourism experience in Jakarta.	0.832
4	I believe that the tourism experience in Jakarta is exactly what I needed.	0.838
5	I consider my decision to travel to Jakarta to be a wise one.	0.711
6	I believe the visit to Jakarta was a pleasant experience.	0.811
Destination Loyalty		0.878
		Valid and Reliable
1	I feel that I will recommend a visit to Jakarta to others.	0.831
2	I feel that I will likely revisit tourist destinations in Jakarta within the next 12 months.	0.839
3	I believe I want to explore more interesting destinations in Jakarta.	0.875
4	I consider that Jakarta offers exciting and enjoyable places to visit.	0.881

Source: Data Processing Using AMOS

The validity test results show that all indicators have factor loading values above 0.40, indicating they are valid for measuring their respective variables. Likewise, the reliability test results show that all variables have Cronbach's Alpha values above 0.70, confirming that the instruments used are reliable and demonstrate strong internal consistency.

Descriptive statistics

Descriptive statistics are used to explain the characteristics of a variable. For data measured on an interval scale, the mean is frequently applied as it indicates the average response given by participants to each item related to the studied variable (Sekaran & Bougie, 2016). The following presents the results of the descriptive statistical analysis for each variable, explained through the mean values, as follows:

Table 3
Descriptive Statistics

Variable	N	Mean	Standard Deviation
Service Quality	216	3.95	0.239
Electronic Word of Mouth	216	4.19	0.118
Tourist Satisfaction	216	3.98	0.086
Destination Loyalty	216	4.16	0.070

Source: Data processed using SPSS

The descriptive statistical results show that the Electronic Word of Mouth (eWOM) variable received the highest average score (Mean = 4.19), indicating that respondents tend to actively seek out

and trust online travel reviews when making decisions about tourist destinations in Jakarta. This is followed by Destination Loyalty (Mean = 4.16), which suggests that respondents show a strong intention to revisit Jakarta and recommend it to others. The Tourist Satisfaction variable also received a positive response with a mean value of 3.98, reflecting that most tourists felt satisfied with their overall travel experience in Jakarta. Finally, Service Quality had a slightly lower mean score of 3.95, although still indicating that respondents generally perceived the service aspects at Jakarta tourist destinations positively. Overall, these findings suggest that visitors view Jakarta favorably, particularly in terms of their engagement with online reviews and their loyalty intentions.

Table 4
Goodness of Fit

Type of Measurement	Goodness of Fit Index	Cut Off	Value	Result
	<i>P</i>	0,000	$\geq 0,05$	<i>Poor of Fit</i>
<i>Absolute fit measures</i>	ECVI	4,285	It is closer to the saturated model value than to the independent model	<i>Goodness of Fit</i>
	RMSEA	0,103	$\leq 0,1$	<i>Goodness of Fit</i>
<i>Incremental fit measures</i>	IFI	0,839	$\geq 0,90$ or is close to 1	<i>Marginal of Fit</i>
	NFI	0,784	$\geq 0,90$ or is close to 1	<i>Marginal of Fit</i>
	TLI	0,819	$\geq 0,90$ or is close to 1	<i>Marginal of Fit</i>
	CFI	0,838	$\geq 0,90$ or is close to 1	<i>Marginal of Fit</i>
	RFI	0,759	$\geq 0,90$ or is close to 1	<i>Marginal of Fit</i>
<i>Parsimonius fit measure</i>	CMIN/D F	3,301	The lower bound is 1, and the upper bound is 5	<i>Goodness of Fit</i>

It is closer to the
saturated model value
than to the
independent model

AIC 921,374

Goodness of Fit

Source: Data processed using SPSS

Based on the results of the goodness of fit test, the values of CMIN/DF, ECVI, RMSEA, and AIC indicate a good fit. A research model can be considered appropriate if at least one goodness of fit criterion is met, meaning the model passes the goodness of fit test (Hair et al., 2018). Therefore, this research model is deemed suitable to proceed to the next stage, which is hypothesis testing.

The primary purpose of hypothesis testing is to assess whether the null hypothesis should be rejected in favor of the alternative hypothesis, using a statistical significance level as the basis for decision-making (Sekaran & Bougie, 2016). Commonly used significance levels include 0.10, 0.05, and 0.01, with the 5 percent level ($\alpha = 0.05$) being the most widely adopted in practice (Hair et al., 2018). Setting this level involves analyzing the test statistic to determine the lowest threshold at which the null hypothesis can be rejected. The p-value indicates this minimum significance level. Once the p-value is obtained, it guides the decision as follows:

- If the p-value $> \alpha$ (0.01, 0.05, or 0.10), the null hypothesis (H_0) is accepted, indicating no significant relationship between the variables.
- If the p-value $< \alpha$ (0.01, 0.05, or 0.10), the null hypothesis (H_0) is rejected, indicating a significant relationship between the variables.

A summary of the results for the five hypotheses is presented in the table below:

Table 5
Hypothesis Testing Result

Hypothesis	Estimate	p-value	Conclusion
H1: There is a positive influence of service quality on electronic word of mouth.	0,666	0,000	Supported
H2: There is a positive influence of service quality on tourist satisfaction.	0,795	0,000	Supported
H3: There is a positive influence of service quality on destination loyalty.	-0,262	0,007	Not Supported
H4: There is a positive influence of electronic word of mouth on destination loyalty.	0,348	0,000	Supported
H5: There is a positive influence of tourist satisfaction on destination loyalty.	0,933	0,000	Supported

Source: Data processed using SPSS (attached)

DISCUSSION

H1 Influence of service quality on electronic word of mouth.

Based on the first hypothesis testing, service quality has a positive influence on electronic word of mouth. When tourists feel that tourist destinations in Jakarta offer a variety of special events and festivals, they are more likely to recommend others to communicate their travel and tourism-related opinions via eWOM. This indicates that unique and engaging experiences at tourist sites not only enhance perceived service quality but also encourage visitors to actively promote the destination through online word of mouth. The findings of this study also align with previous research by (Hussain

et al., 2023) highlighting the significant impact on electronic word of mouth. Therefore, if this hypothesis is supported, it emphasizes the crucial role of service quality in influencing electronic word of mouth.

H2 Influence of service quality on tourist satisfaction.

Based on the second hypothesis testing, service quality has a positive influence on tourist satisfaction. When tourists feel that the food available at tourist destinations in Jakarta is of good quality and delicious, they are more likely to believe that Jakarta is a destination they prefer. This suggests that high-quality service elements, such as local cuisine, contribute significantly to building tourist satisfaction and shaping destination preference. The findings of this study also align with previous research by (Hussain et al., 2023), highlighting the significant impact on tourist satisfaction. Therefore, if this hypothesis is supported, it emphasizes the crucial role of service quality in influencing tourist satisfaction.

H3 Influence of service quality on destination loyalty.

Based on the third hypothesis testing, service quality does not have a positive influence on destination loyalty. Although tourists feel that the service provided in Jakarta's tourist destinations is good, this perception does not lead them to revisit tourist destinations in Jakarta within the next 12 months. This suggests that these people do not have the intention to remain loyal to the destination despite the service quality provided, because many consumers feel that good service quality alone is not enough, and it is very likely that other variables are needed. The findings of this study also align with previous research by (Mubarokah & Barusman, 2025), as the results of this study indicate that although service quality is high, improving service quality alone is not enough to build visitor loyalty, suggesting that factors such as tourist satisfaction may mediate this relationship, and thus enhancing satisfaction is essential for fostering long-term loyalty.

H4 Influence of electronic word of mouth on destination loyalty.

Based on the fourth hypothesis testing, electronic word of mouth positively influences destination loyalty. When tourists frequently gather information from tourists' online travel reviews before they travel to a certain destination, they are more likely to want to explore more interesting destinations in Jakarta. This highlights the power of online reviews in shaping tourist loyalty. The findings of this study also align with previous research by (Hussain et al., 2023), highlighting the significant impact on destination loyalty. Therefore, if this hypothesis is supported, it emphasizes the crucial role of electronic word of mouth in influencing destination loyalty.

H5 Influence of tourist satisfaction on destination loyalty.

Based on the fifth hypothesis testing, it supports that tourist satisfaction has a positive influence on destination loyalty. When tourists consider their decision to travel to Jakarta to be a wise one, they are more likely to recommend a visit to Jakarta to others. This implies that satisfied tourists are more inclined to promote and return to the destination. The findings of this study also align with previous research by (Hussain et al., 2023), highlighting the significant impact on destination loyalty. Therefore, if this hypothesis is supported, it emphasizes the crucial role of tourist satisfaction in influencing destination loyalty.

CONCLUSIONS

Service quality significantly impacts eWOM and tourist satisfaction, highlighting the need for improvements particularly in creating a peaceful atmosphere at major attractions. A hectic and noisy environment may reduce tourists' emotional comfort, which is crucial for building satisfaction and loyalty. For example, in popular but busy locations like Ancol and Kota Tua, managers could introduce designated quiet zones with shaded seating, plant more greenery, and install art or water features to improve ambiance. Soundscapes with soft traditional music and fresh air misting in crowded areas could also enhance relaxation. Creating a more serene and restorative space allows tourists to feel at ease, increasing their overall impression of service quality and their willingness to recommend the destination. EWOM positively influences destination loyalty, but tourists show low willingness to encourage others to share reviews. To boost engagement, destination managers can launch interactive campaigns. For example, at the National Monument (Monas), QR codes can be placed on observation

decks or photo spots, prompting tourists to “Share Your Jakarta Moment.” Posts with certain hashtags can be featured on digital billboards near the site or rewarded with exclusive souvenirs. This participatory strategy builds a digital community where sharing becomes not just natural, but encouraged and celebrated. Tourist satisfaction positively impacts destination loyalty, but confidence in choosing Jakarta remains low. To improve this, curated experiences like a “Jakarta Urban Heritage Journey” can include guided walks through the old town (Kota Tua), a hands-on batik workshop in Setu Babakan, and a Betawi culinary session hosted by a local family. By combining education, culture, and community interaction in one package, tourists will feel they have made a thoughtful and enriching travel choice, helping shift perception from “just another city” to “a smart and memorable destination.” Destination loyalty is driven by both eWOM and tourist satisfaction, but inconsistent enjoyment across attractions weakens this loyalty. To address this, it is crucial to ensure consistently enjoyable experiences at all tourist sites, as uneven quality may discourage repeat visits and recommendations. For example, at Ragunan Zoo and Taman Mini, managers can launch an improvement program focused on basic elements, cleanliness, signage, transportation, and safety. Interactive programs like animal feeding, local storytelling corners, or digital museum guides can be implemented to raise enjoyment. When all attractions meet or exceed expectations, tourists are more likely to consistently enjoy their visits and develop long-term loyalty to Jakarta.

RECOMMENDATIONS

Based on the findings of this research, several suggestions and directions for future studies can be proposed:

Practical Implications

To enhance Jakarta's tourism appeal, several practical strategies can be implemented. First, improving the ambiance at crowded attractions like Ancol and Kota Tua by creating quiet zones with greenery, shaded seating, and calming features can enhance tourists' emotional comfort. Second, to strengthen electronic word of mouth (eWOM), destination managers should launch interactive campaigns—for example, placing QR codes at popular sites like Monas to encourage visitors to share their experiences on social media in exchange for recognition or rewards. Third, boosting tourist satisfaction can be achieved through curated cultural packages such as the “Jakarta Urban Heritage Journey,” which combines heritage tours, batik workshops, and local culinary experiences. Lastly, ensuring consistent enjoyment across attractions like Ragunan Zoo and Taman Mini is essential. This can be done through improvement programs focused on basic facilities, cleanliness, signage, transportation, safety, and the addition of engaging elements like animal feeding sessions, storytelling corners, or digital museum guides. These initiatives will help strengthen satisfaction, loyalty, and Jakarta's overall image as a tourist destination.

Theoretical Implication

Future research should consider incorporating additional variables that may serve as potential independent variables, such as perceived value and destination Image (Akroush et al., 2016; Jeong et al., 2020). Future studies should consider conducting research in another city in Indonesia that has tourism potential but is still relatively unknown. Future research should consider using engagement and other more contemporary constructs other than service quality.

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