

Antecedents and Consequences of Perceived Coolness
In the Tourism Industry
(Empirical Study in PT. Taman Wisata Candi)

Muhammad Husnul Fikri ridhani
Universitas Islam Indonesia

ABSTRACT: An important strategy to attract tourists visiting destination is understanding tourist perspective and boosting emotional experience. Feeling of “cool” has become one of the terms that often expressed by people nowadays as the result of their experience for visiting destinations. Therefore this research investigated the perceived coolness of tourist in the heritage tourism destinations. In the context of heritage destinations the concept of perceived coolness rarely empirically investigated. Specifically, the researcher will included three antecedents of perceived coolness (uniqueness, identification, and attractiveness) and three consequences of perceived coolness (satisfaction, place attachment, and destination loyalty). This research was drawn from a total of 255 tourists that had visited Prambanan, Borobudur, and Ratu Boko temple. Furthermore, the result showed that the two antecedents of perceived coolness were identification and attractiveness which positively influence perceived coolness. Moreover, perceived coolness positively influenced tourism satisfaction and place attachment.

Keywords: *tourist, uniqueness, attractiveness, identifications, perceived coolness, satisfaction, place attachment, destination loyalty.*

1. INTRODUCTION

One of the strategies to make a successful tourism destination is about how to maintain a competitive strategy. This competitive strategy is obtained by using the term of relationship marketing, which can be said as activities that lead to destination loyalty of tourist (Shirazi & Som, 2013). By maintaining tourist's destination loyalty, there will be a higher chance of tourist revisit destinations and recommendation of destination. To get these sequences, tourist destinations should pay attention to the overall satisfaction of tourist. After all, delight of tourists for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle at al., 2006 and Sangpikul et al., 2017). Another determinant subject that should be the underlying attention is place attachment. Place attachment feeling by the tourists make them have a higher chance to be loyal to specific destinations (Patwardhan et al., 2019).

According to previous literature, satisfaction and place attachment are the contributors to the destination loyalty (Valle at al, 2006; Sangpikul et al., 2017 and Patwardhan et al., 2019). To get those two variable destinations, it should be attractive enough to make tourist to visit it and give a pleasant experience. Recalling previous research where favorable experience was supported with the emotional feeling of cool which made with

creativity resulted in satisfaction and place attachment (Chen, & Chou. 2019). To make the tourist get the emotional experience, the destination should have a distinct experience from other similar destination. Those distinctive experience can be obtained by creating a creative destination for the tourist. By having those creative destinations, it can make tourists feel attracted to visit the destinations and boost the number of visitors (Chen, & Chou. 2019). They also added that creative destinations attract tourists and make them feel “Cool” for visiting the destinations, namely perceived coolness. Making the tourist to have the experience atmosphere of “cool” to choose and visit the destinations can be significant to influence the effect of visiting destinations. Chen & Chou. (2019), proved that Coolness can lead to further satisfaction and place attachment. Furthermore, in their study, “Coolness” is affected by some elements, namely uniqueness, identification, and attractiveness. Arguably, the attractive destination which is cool enough to make tourist develop emotional experience is the main target where they seek a favorable experience. Consequently, this research focused on heritage destinations which were attractive enough to attract those tourists.

Favorable experience of feeling “Cool” has become one of the terms that often expressed by people nowadays as the result of their experience for

visiting destinations. It is important to study about the consequences feeling of “Cool” by the tourist and what antecedents comes out to make tourist get feeling of “Cool”. Therefore, the purpose of this research is to investigate how the terms of perceived coolness by the antecedents such as uniqueness, identification, and attractiveness affected the consequences of visiting destinations that were satisfaction, place attachment, and destination loyalty.

2. LITERATURE REVIEW

2.1 *Perceived Coolness*

According to Bruun et al., 2016, the term of “coolness” is used by the people nowadays to determine characteristics of products and have been critically discussed over the years for practitioners and researchers. Those characteristics are essential for the people because it will influence the way they react to specified product or service. On the other hand, Runyan et al., (2013), argued that nowadays young people used the terms of “coolness” to specific product or service in terms of the attractiveness, uniqueness, innovative, authentic, and stylish. Beside that, in terms of practice term of “coolness” people also used when some particular product or service viewed as unique and aesthetic (Chen & Chou 2019). Therefore, considering the success of the tourism destination in which the objective to attract and give a favorable experience, the main major play is the perceived coolness by tourism.

2.2 *Antecedents of Perceived Coolness*

According to Chen & Chou (2019), the antecedents of perceived coolness are identification, uniqueness, and attractiveness. Those three main antecedents are also studied by other research by showing how it can be connected to the terms of cool product (Sundar et al., 2014; Runyan et al. 2013 and Rahman, 2013).

2.2.1 *Uniqueness*

One way to enhance the tourism to come to the destination is by pursuing the uniqueness of destination and satisfy their desire of uniqueness for visiting the destination (Pechlaner et al. 2011). Meanwhile, Tian et al., (2001) argued that uniqueness is a term that represents consumer behavior through a product or service by a feeling of difference through activity such as acquisition, utilization, and disposition. On the other hand,

Sundar et al. (2014) stated that the sense of uniqueness is correlated with the term feeling of “coolness”. According to Chen & Chou. (2019), one of the elements that enhances the level of perceived coolness is the uniqueness of the destination. Therefore, the hypothesis in this research is the higher the level of uniqueness obtained by tourist, the higher the level perceived coolness of destination.

H1. Uniqueness of destinations positively influence perceived coolness of tourists.

2.2.2 *Identification*

Customers somehow behave and tend to identify the brand in various ways. According to the previous researcher, brand identification is defined as a customer who identifies their self-concept and integrates that concept to the specific brand (Kumar, V & Kaushik, A. K., 2017). Furthermore, according to Ekinici et al. (2013) based on the social identity theory, they stated that tourism destination is one of the objects that can make tourist express their social identity using brand identification. Chen & Chou. (2019) said that perceived coolness is the core of the tourist experience and one of the elements that enhance the level of perceived coolness is identification. Therefore, the second hypothesis is the higher the identification of tourist destination, the higher the level of perceived coolness by the tourists.

H2. Identification of destination positively influence the perceived coolness of tourists.

2.2.3 *Attractiveness*

Destination attractiveness refers to the tourism opinion through their experience for visiting destination whether the destination satisfied their need (Vengesayi et al., 2009). The more attractive the tourist destinations more tourist that will visit the tourist destination. There are two broad streams of destination attractiveness, firstly with only physical attribute and secondly with not only physical attribute. However, according to Buhalis, (2000) nowadays the tourism destination is no longer seen from cultural or environment resources but now is seen as an overall appealing product that is available and purchasable for consumer located in particular area. By having attractive tourist destination that combines service and product, it will become one appealing product. It can enhance more attractiveness and memorable experience by

the tourists (Cracolici & Nijkamp, 2008). Meanwhile, creating a memorable experience by pursuing the attractiveness of destination can influence the specific feeling of tourists, especially perceived coolness of tourist (Chen & Chou 2019). Therefore, the third hypothesis is the higher the tourists feel the attractiveness of the destination, the higher the tourist perceived coolness.

H3. Attractiveness of destination positively influence the perceived coolness of tourists.

2.3 Consequences of Perceived Coolness

In the process of customer consumption, perceived coolness is one of the ways that will bring tourist to the stage of brand loyalty (Runyan et al. 2013). According to Chen & Chou 2019. who examined the post-visit consequences of perceived coolness, they included tourist satisfaction, place attachment, and destination loyalty as three widely recognized behavioral that could be related to perceived coolness.

2.3.1 Tourist Satisfaction

According to Van et al., (2012), tourist satisfaction is an evaluation process of emotional feeling between what tourist expected and perceptions that tourist obtained from specific service performance or gained from physical interaction. Satisfaction of tourist has been a big discussion of the researcher because once the tourist satisfied with the destination, it can result in destination loyalty, revisit intention, place attachment, and word of mouth (Sangpikul et al., 2017; Bigne et al., 2005; and Chen, Leask & Sambath, 2016). Kim, J. H., (2017) stated that one of the ways to create tourist satisfaction is giving memorable tourist experiences. Furthermore, Chen & Chou (2019) argued that enhancing visitor perceived coolness can lead to a higher level of tourist's satisfaction. Therefore, the fourth hypothesis is tourist perceived coolness positively influence tourist satisfaction.

H4. Perceived coolness of destination positively influence satisfaction of tourists.

2.3.2 Place Attachment

Place attachment is a complex emotional bond between a person and a place which is gained from the personal experience of visiting the place (Hidalgo, M., & Hernandez, B. 2001). Furthermore, Chen et al., (2016) stated that the emotional bond of

person or individual to a specific place is a summary of experience by the individual itself which is influenced by physical and social aspect. On the other hand, recalling previous research from Bricker and Kerstetter (2000), they stated that place attachment could appear after there is emotions attribute between tourist perceptions and the specific destination. Meanwhile, according to previous literature, place attachment is the contributor to destination loyalty (Valle et al., 2006; Sangpikul et al., 2017 and Patwardhan et al., 2019). Chen & Chou (2019) also stated that enhancing visitor perceived coolness could lead to a higher level of tourist place attachment. Therefore, the following hypothesis is perceived coolness positively influence place attachment.

H5. Perceived coolness of destination positively influence place attachment of tourists.

2.3.3 Destination Loyalty

One of the strategies to have a thriving tourism destination is about how to maintain a competitive strategy. It is obtained by using the term of relationship marketing, which can be said as activities lead to destination loyalty of tourist (Shirazi & Som, 2013). Destination loyalty is one of tourist perceptions regarding the destination recommended from their point of view after visiting it (Chen, J., & Gursoy D. 2001). According to Chen & Chou (2019), loyalty is divided into two perspectives that is behavioral loyalty and attitudinal loyalty. Behavioral loyalty refers to the revisit destination and attitudinal loyalty refers to the favorable tourist feelings (Chen & Chen, 2010 and Chen & Phou, 2013).

Tourist favorable experience from a destination is one of the primary indicators that lead to destination loyalty (Chen & Phou, 2013). The previous study showed that the satisfaction of tourists for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle et al, 2006 and Sangpikul et al., 2017). Additionally, Chen & Chou (2019) stated that enhancing the level of perceived coolness of tourist will result on the higher level of satisfaction, place attachment and further positive behavioral intention such as revisit and willingness to recommend. As for more, the previous study proves that destination loyalty is a consequence of destination consumption through the effect of tourist experience by visiting destinations (Chen et

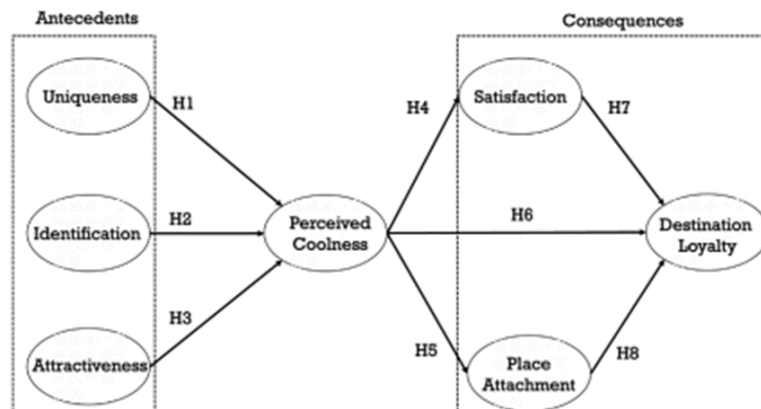
al. 2016 and Chen & Chou, 2013). Therefore in this research, the researcher concluded that perceived coolness as the effect of destination consumption, place attachment and satisfaction of the tourist positively affect destination loyalty.

H6. Perceived coolness of destination positively influence destination loyalty of tourists.

H7. Tourist satisfaction positively influence destination loyalty of tourists.

H8. Tourist place attachment positively influence the destination loyalty of tourists.

Figure 1 Conceptual Framework



3. RESEARCH METHODOLOGY

3.1 Population and Sample

The primary data was gathered by conducting a survey through questionnaire. This research used five-point Likert scale as the itemized rating scale. The population of this study is Indonesian people who have experience visited Borobudur, Ratu Boko, and Prambanan Temple. Non-probability sampling with convenience sampling is used as sampling technique.

3.2 Data Collection Method

Primary data was used in this research because the data was gathered from visitors of Borobudur, Ratu Boko, and Prambanan Temple as the respondents. In this research, the data was gathered by spreading online and manually offline questionnaire to 255 respondents. Furthermore, 255 questionnaires were valid from SEM AMOS analysis. Moreover, the type of question used in the questionnaire was closed questions. The variables used in this research were uniqueness, identification, and attractiveness as the independent variable, perceived coolness, satisfaction, and place attachment as the intervening variable, and destination loyalty as the dependent variable. The questionnaire was developed from previous studies by Chen and Chou (2019).

3.3 Validity and Reliability

SPSS was used as the tool to measure the validity and reliability. The accuracy of the variables in this research was measured by validity test in which the data are categorized as valid if the total value of corrected item was higher than 0.3 (≥ 0.3). Furthermore, the consistency of every measurement included in this research was measure by the reliability test. The data can be categorized as reliable if the Cronbach Alpha is higher than 0.6 (≥ 0.6). During the pilot study, all the initial 30 questionnaires have fulfilled the requirement for valid and reliable measures.

4. DATA ANALYSIS AND DISCUSSIONS

4.1 Data Analysis

After completing data collection from online and offline questionnaires, the respondent's identity can be summarized as follows. The data showed that 50.6% of the respondents were females. Meanwhile, male respondents were around 49.4%. based on the age category, the majority of respondents in this research were 15-24 years old or representing around 80% of the data in age category. According to the educational level, the respondents were mostly holding a diploma degree with 136 respondents or 53.3%. according to monthly expenses data, the majority of respondents spent more than Rp.1,000,000 until Rp.3,000,000 per month.

4.2 *Reliability and Validity Analysis*

When using AMOS statistical technique, reliability and validity analysis have been provided through Confirmatory Factor Analysis (CFA). It is to measure whether the research instruments have met the criteria for valid and reliable measures. To be considered as valid, the minimum number of loading factor was ≥ 0.5 or ideally ≥ 0.7 . Reliability is fulfilled when the value of construct reliability from each construct reliability is more than > 0.7 and the extracted value > 0.5 (Yamin & Kurniawan, 2009).

4.3 *Normality Test*

The normality of data must be fulfilled so that the data can be further processed for SEM modeling. Testing this univariate normality was done by observing the value of CR data between the ranges of ± 2.58 , then the research data can be said

to be normal. Based on the result, the value of cr and kurtosis was obtained in the range of -2.58 to 2.58 except for 3 indicators namely DL6 DL5 DL2 but if the indicators that meet the normality criteria were more than those that were not then the data was still said to be variably normal. The value of cr in multivariate was 8.040 which was not in the range of -2.58 to 2.58. However, according to Ghozali (2006) if the multivariate CR value was still below 10.00, it can be called normal.

4.4. *Goodness of Fit Measurements*

Structural Equation Modelling (SEM) provides the goodness of fit analysis to show whether the proposed model is fit enough as a good model. Those analysis included Chi-Square, probability, RMSEA, GFI, TLI, and CFI. The result of the analysis are shown below.

Table 1 Goodness of Fit Testing Result

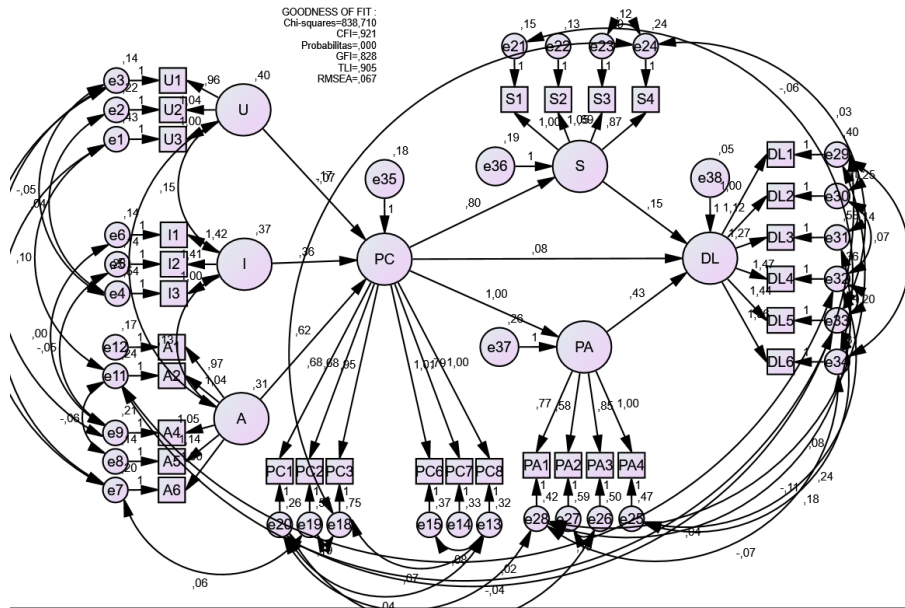
Goodness of Fit	Criteria	Cut-off value	Model Valuation
Chi-Square (X^2)	Small Value	838.710	Fit
Probability	≥ 0.05	0.000	Not Fit
RMSEA	≤ 0.08	0.067	Fit
GFI	≥ 0.90	0.828	Marginal Fit
TLI	≥ 0.90	0.905	Fit
CFI	≥ 0.90	0.921	Fit

Based on the table, it is known that from all the goodness of fit criteria, all criteria had been fulfilled by this research model. All criteria were good or fit except the probability value but it can be tolerated and this research model can be said to be good or met the goodness of fit criteria.

4.5 *Hypothesis Testing*

This research used 7 variables including uniqueness (U), identification (I) and attractiveness (A), perceived coolness (PC), satisfaction (S), place attachment (PA) and destination loyalty (DL) with the total indicator of 34 indicators. Model modifications was required by removing 3 indicators to achieve criteria for goodness of fit. Those indicators were A3, PC4 and PC5.

Figure 2 Final Research Model



To know the result hypothesis (accepted or rejected), it can be done by looking at the value of the Critical Ratio (CR) and the probability value (P) from the results of data processing. If the test results

show a CR value above 1.96 and a probability value (P) below 0.05 / 5%, then the proposed research hypothesis is accepted.

Table 2 Hypothesis Testing Result

Hypothesis	Variable Relationship	C.R	P-Value	Label
H1	U → PC	1.601	0.109	Not Significant
H2	I → PC	5.293	0.000	Significant
H3	A → PC	5.039	0.000	Significant
H4	PC → S	11.360	0.000	Significant
H5	PC → PA	10.489	0.000	Significant
H6	PC → DL	0.890	0.373	Not Significant
H7	S → DL	2.556	0.011	Significant
H8	PA → DL	5.892	0.000	Significant

4.6 Discussion

The result of this research showed that the **first** hypothesis, uniqueness of destinations did not positively influence the tourist perceived coolness. This phenomenon commonly happened in-the destination sector due to uniqueness can be easily imitated by other competitor and create uniqueness. In comparison, according to Chen & Chou (2019), it showed that uniqueness on destination positively

influence the perceived coolness. However, in their research, the level of uniqueness was not as high as attractiveness to affect the perceived coolness of the tourist. Chen & Chou (2019) stated that uniqueness did not have high intensities compare to attractiveness to influence perceived coolness because the uniqueness was part of strategy that could “mimic” or copied by other destinations in the same segment. Additionally, the uniqueness of

temple destination in Indonesia was hard to maintain and attract tourist because the number of the temple in Indonesia were many. Moreover, most of the temples in Indonesian were associated with Buddhist and Hindu, where the design of the temple was relatively the same. As for the respondents of this research were a local tourist who were not very common with differences of Hindu temple and Buddhist temple.

The **second** hypothesis showed that identification of destination from the tourist was positively influenced tourist perceived coolness. A previous study from Ekinici et al., (2013) stated that based on the social identity theory, tourist tends to express their social identity through identification from the favorable experience of visiting tourism destination. The finding of this research showed that tourist tended to have a higher level of favorable experience of perceived coolness when their personality fit the destination and met with people that had a similar personality. This finding was in line with a study from Chen & Chou (2019) that argued the level favorable experience of perceived coolness tend to be higher when tourist found a lot of similarity of themselves when visiting a particular destination.

The **third** hypothesis showed that the attractiveness of destinations positively influenced tourist perceived coolness. Based on the result of this research, it was indicated by having an attractive destination can lead to the favorable experience that tourist had. Those favorable experience made the tourist felt satisfied with the destination and enjoy their trip in the destination. Additionally, the attractiveness of destination was associated with the tourists need regarding the particular purpose of tourists visiting destination. The findings of this research supported by the previous study by Chen & Chou (2019) that argued the attractiveness of destination positively influence perceived coolness of tourist-related to how the attractiveness destination can create the favorable experience of feeling cool. Moreover, in the tourism context based on Tan et al. (2013), the best way to create an unforgettable experience for the tourist is by creating the attractive destination based on particular tourist purpose of travel.

According to Van et al., (2012), tourist satisfaction is an evaluation process of emotional feeling between what tourist expected and perceptions that tourist gets from specific service

performance or gain from physical interaction. Comparing with the previous study from Van et al., (2012), the finding of this research showed that the higher the perceived coolness of tourists, the higher the satisfaction tourist. Tourist tended tends to feel satisfied with the destination when their perceived fulfill the expectation they had. A previous study by Hosany et al. (2014) argued that tourist satisfaction will occur when the tourist has several special feelings when they visit a destination. It is in line with this research where the tourist experienced of feeling cool when visiting the destination resulting in their satisfaction. Therefore, it can be concluded that the **fourth** hypothesis perceived coolness of tourist had positive and significant influence on tourist satisfaction.

The **fifth** hypothesis showed that perceived coolness of tourist positively influenced the tourist place attachment to the destination. It can be seen that after the tourist experience the destination, they had developed an emotional feeling and bond those feeling with the destination. Brocato, Baker, & Voorhees, (2015) argued about the condition that makes place attachment appear is when a person develops a bond between his or his personal feeling and an object. Meanwhile, Chen & Chou (2019) stated that the development of emotional sense between a destination and a tourist could appear after tourist experience visiting the destination. Those statement from the previous research is a line with this research while the tourist develops a feeling of cool on destination which directly lead to the place attachment.

According to Chen & Chou (2019), they hypothesized that perceived coolness is positively associated with destination loyalty because it is one of the essential consequences of destination consumption through tourist experience. However, in their study found that perceived coolness does not positively influence destination loyalty. The finding in this revealed similarity from the previous research where the perceived coolness did not positively affect destination loyalty. Chen & Chou (2019) argued that this happens because perceived coolness of tourist does not affect destination loyalty because it is not enough to driven tourist to destination loyalty since it is not entirely mediated by satisfaction and place attachment. Chen & Chou (2019) is consistent with the previous studies (Chen et al., 2016; Chen & Phou, 2013 and Lee et al., 2012). Even though this research takes different

object from the previous research, the perceived coolness was not driven to destination loyalty. This could happen because tourist could have a favorable experience, but at the same time, they could be unsatisfied with the destination. Therefore, the **sixth** hypothesis that is perceived coolness was not enough to drive the tourist to be loyal to the destination.

The **seventh** hypothesis showed that tourist satisfaction positively influences the destination loyalty of the tourist. Based on the result, the overall experience that they got from visiting the destination was to meet the expectation of the tourist and lead them loyal to the destination. The finding from this research in line with the previous research that argued about the satisfaction of tourist for visiting the destination is one of the determinants for destination loyalty and effect destination loyalty (Valle et al., 2016; Sangpikul et al., 2017). Meanwhile, another study from Gok & Sayin (2015) also supported the finding of this research regarding the overall satisfaction of expectation meet, identified to affect the level of destination loyalty.

The special relationship between tourist and associated environment establish a place attachment in which as a factor in generating loyalty in tourism destination (Cerro et al., 2015). Furthermore, the **eight** hypothesis of this research showed that tourist place attachment positively influenced tourist destination loyalty. Tourist that felt the atmosphere of destination and develops special feeling has high possibility for destination loyalty. According to Chen & Chou (2019), favorable experience supported with the emotional sensation of “cool” will result in satisfaction and place attachment.

5. CONCLUSIONS & RECOMMENDATIONS

5.1 *Conclusions*

This research examined the antecedents of perceived coolness (Uniqueness, identification, and attractiveness) and consequences of perceived coolness (Satisfaction, place attachment, and destination loyalty). Furthermore, this research takes a sample from tourist who ever visited Borobudur, Prambanan, and Ratu Boko Temple. Additionally, this research used AMOS software version as the tool to analyze the data collected. This research proposed eight hypotheses related to antecedents and consequences of perceived

coolness. However, there were only six variables found to have significant results and two variables found not to have significant effects. From the antecedents of perceived coolness, one variable that was uniqueness found no considerable influence on perceived coolness. On the consequences of perceived coolness, one variable was found and does not positive influence on destination loyalty. Therefore, from eight hypotheses have, there were only six hypotheses approved.

5.2 *Recommendations*

For the future empirical study, firstly, it is suggested to explore more about the antecedents of perceived coolness. Exploring more about antecedents will help to get more understanding about what can influence the perceived coolness of the tourist. Besides that, it helps in understanding what variable could affect the perceived coolness of tourist. Secondly, future research could explore more related to the consequences of the perceived coolness since the model of this research was only go until destination loyalty. Exploring more, the consequences of perceived coolness can contribute to the literature in the tourism industry. Third, future research can choose another sector of destination, for example like a coffee shop since nowadays the coffee shop is one of the well-known tourist destinations.

For the managerial implications, the result of this research can help the company, especially the manager who works in the tourism sector. It is helpful for the manager to create a specific strategy to attract new visitor and maintaining the current visitor. Create favorable experience, especially the perspective of feeling cool is important for creating a competitive strategy by focusing on creating an attractive destination and place attachment of tourist. What comes before and how to make the tourist feel the favorable experience when visiting the destination. It also helps the managers to realize that only make tourist have favorable experience is not enough because the main point is how to make them feel satisfied by visiting the destination and fulfills their expectation. Therefore, they will be happy and make them want to revisit it and recommended to others. Additionally, it also makes the managers create strategy to make the tourist feel a special feeling for the destination.

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