THE INFLUENCE OF SOUVENIR SHOPPING AND DESTINATION IMAGE ON DIGITAL ADVOCACY BEHAVIOR THROUGH TOURIST SATISFACTION IN MAGETAN DISTRICT, INDONESIA

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ABSTRACT

Introduction: This research aims to analyze tourist behavior after visiting tourist destinations in the Magetan district, namely how satisfaction can encourage tourists to advocate for others through digital devices and social media.

Theoretical Reference: This research uses consumer behavior theory, the Theory of Reasoned Action (TRA), and the Theory of Planned Behavior (TPB) as grand theories. This research is quantitative research with a survey method. Research variables studied Souvenir Shopping, Destination Image, Tourist Satisfaction, and Digital Advocacy Behavior.

Method: Research variables studied Souvenir Shopping, Destination Image, Tourist Satisfaction, and Digital Advocacy Behavior. The population is all visitors to tourist destinations in Magetan Regency, a sample of which was taken as many as 267. The research hypotheses are 5 direct influences and 2 mediating influence hypotheses. Data testing uses Path Analysis and Sobel Test.

Results and discussion: The research results show that first, the Souvenir Shopping and Destination Image variables partially influence Tourist Satisfaction. Second, the variables Souvenir Shopping, Destination Image, and Tourist Satisfaction also partially influence Digital Advocacy Behavior. Third, the Tourist Satisfaction variable can mediate the influence of the Souvenir Shopping and Destination Image variables on Digital Advocacy Behavior.

Conclusion: What can be concluded from this research is that both satisfaction and dissatisfaction with tourist visits, the experience of shopping for souvenirs, and the experience of enjoying tourist destinations can encourage tourists who have visited tourist destinations in the Magetan district to advocate for other people so they are willing to visit. Managers of tourist destinations in Magetan need to maintain and develop the image of tourist destinations by creating new concepts and maintaining the uniqueness and convenience of shopping for souvenirs so that publicity by tourists through Digital Advocacy always increases.

Keywords: Souvenir Shopping, Destination Image, Tourist Satisfaction and Digital Advocacy Behavior.

A INFLUÊNCIA DAS COMPRAS DE SOUVENIRS E DA IMAGEM DO DESTINO NO COMPORTAMENTO DE DEFESA DIGITAL POR MEIO DA SATISFAÇÃO DO TURISTA NO DISTRITO DE MAGETAN, NA INDONÉSIA

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RESUMO

Introdução: Esta pesquisa tem como objetivo analisar o comportamento do turista depois de visitar destinos turísticos no distrito de Magetan, ou seja, como a satisfação pode incentivar os turistas a defender outras pessoas por meio de dispositivos digitais e mídias sociais.

Referência teórica: Esta pesquisa usa a teoria do comportamento do consumidor, a Teoria da Ação Fundamentada (TRA) e a Teoria do Comportamento Planejado (TPB) como grandes teorias. Esta pesquisa é quantitativa com um método de pesquisa. As variáveis de pesquisa estudadas foram compras de lembranças, imagem do destino, satisfação do turista e comportamento de defesa digital.

Método: As variáveis de pesquisa estudadas foram compras de souvenir, imagem do destino, satisfação do turista e comportamento de defesa digital. A população é composta por todos os visitantes de destinos turísticos na Regência de Magetan, cuja amostra foi de 267 pessoas. As hipóteses de pesquisa são 5 influências diretas e 2 hipóteses de influência mediadora. O teste de dados usa a análise de caminho e o teste de Sobel.

Resultados e discussão: Os resultados da pesquisa mostram que, em primeiro lugar, as variáveis Compras de lembranças e Imagem do destino influenciam parcialmente a Satisfação do turista. Segundo, as variáveis Compras de Lembranças, Imagem do Destino e Satisfação do Turista também influenciam parcialmente o Comportamento de Defesa Digital. Em terceiro lugar, a variável Satisfação do Turista pode mediar a influência das variáveis Compras de Souvenirs e Imagem do Destino no Comportamento de Defesa Digital.

Conclusão: O que se pode concluir com esta pesquisa é que tanto a satisfação quanto a insatisfação com as visitas turísticas, a experiência de comprar lembranças e a experiência de desfrutar de destinos turísticos podem incentivar os turistas que visitaram destinos turísticos no distrito de Magetan a defender outras pessoas para que elas estejam dispostas a visitá-los. Os gerentes de destinos turísticos em Magetan precisam manter e desenvolver a imagem dos destinos turísticos criando novos conceitos e mantendo a exclusividade e a conveniência das compras de souvenirs para que a publicidade dos turistas por meio da Defesa Digital sempre aumente.


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1 INTRODUCTION

The tourism industry is one sector that can help and support the people's economic progress. Tourism has a role as a bulwark for preserving social culture and also promoting the nation's image at home and abroad. The tourism industry in Indonesia is a country with a very rich culture and stunning natural beauty because Indonesia has thousands of islands, hundreds of races, ethnicities, religions, and languages, which have extraordinary potential. Potential natural wealth is potential that can be sold by exploring these potentials. According to Pitana, natural resource elements, such as water, trees, air, expanses of mountains, beaches, natural landscapes, and so on, do not become useful resources for the tourism industry unless all of these elements can satisfy and understand human needs. Therefore, resources require human intervention to transform them into benefits. (Pitana, IG., nd)
The level of tourist visits from foreign countries in Indonesia is very significant. The average growth in tourist visits in the last five years from abroad was 14%. The average growth in foreign tourist visits (tourists) to Indonesia in the last five years (2014-2018) reached 14% per year. This data is much higher than the average growth in foreign tourist visits in the 2009-2013 period, which was 9% per year.

Data from the Central Statistics Agency (BPS) explains that foreign tourist visits to Indonesia in 2009 were recorded at 6.32 million people. This number continued to increase to 8.8 million people at the end of 2013. In 2018, the number of foreign tourist visits to Indonesia reached 15.81 million people, an increase of around 2.5 times compared to 2009. The government is targeting foreign tourist visits to reach 18 million people. (Widowati, nd)

The contribution of Indonesian tourism to the economy is quite large, but what is more important than that is that the tourism sector can have a multiplier effect on all sectors. Tourism that is growing rapidly will encourage other sectors directly or indirectly related to tourism which will also experience growth.

Indonesia's tourism potential contributes so much to the economy, it is very important to manage natural potential to support foreign exchange earnings so that it is no longer dependent on oil and gas exports and other non-renewable resources. Integrated tourism management from the center to the regions and all supporting sectors is an urgent need to increase the rate of tourism.

The more information technology develops, the easier it is for people to use technology to communicate. The ease of communication is widely used to share information about tourist destinations using social media and the gadgets they own. Travel satisfaction will be easily recommended to other people through information technology, including convincing and providing support for the destination to be visited. Satisfaction is an individual's experience of a goal. Satisfaction is a post-purchase evaluation of the values of products purchased and services received at a tourist destination. Magetan Regency is one of the good tourist destinations to visit in Indonesia. One interesting phenomenon that is worth researching is the increasing development of digital information technology and the growing use of social media, so many new tourist attractions are being developed and then becoming famous through the distribution of digital information. So it is important to determine how a tourist destination, the experience of shopping for souvenirs, can influence tourist satisfaction and ultimately they recommend other people to visit the tourist destination in Magetan through digital media.

There is a positive relationship between satisfaction and loyalty. In tourism, findings have confirmed that satisfaction influences the intention to revisit a destination and the
willingness to recommend it to others (San Martín, H., Collado, J., and Rodríguez, 2013). Tourist satisfaction has a significant effect on Digital Advocacy Behavior (Saini & Arasanmi, 2020). Apart from that, the satisfaction of traveling also encourages someone to make repeat visits besides inviting other people. Previous research has shown that perceived value and satisfaction have a significant positive effect on the behavioral intention to revisit a tourism destination (Chen, 2008).

Several studies that have been conducted that support this research include research conducted by Saini with the finding that tourist satisfaction significantly changes tourist advocacy behavior and tourist satisfaction mediates the relationship between tourist destination image and tourist advocacy behavior in this research. (Saini & Arasanmi, 2020)

Also, research conducted by Sayyed Mohsen Allameh on the revisit interest of sports tourists where Satisfaction has a significant positive effect on Revisit Intention. (Allameh et al., 2015) This research seeks to show how destination image, perceived quality, and perceived value can predict sports tourists’ level of satisfaction and revisit intention, but it cannot be claimed globally that these features can shape tourists' satisfaction and revisit intention due to cultural differences. Researchers suggest there is no efficient and globally competitive model for all tourism destinations (Gomezelj & Mihalic, 2008). So it is clear that the relationship between these variables in tourist destinations requires more investigation to increase the generalizability of the findings. In this study, satisfaction was studied as an antecedent of revisit intention. There may be other factors that influence tourists’ intentions to visit again (Žabkar et al., 2010). It is recommended to investigate other antecedents such as perceived price as demonstrated in other service industries (Pisnik Korda & Snoj, 2007). It is recommended to collect experimental and longitudinal data to more accurately measure the relationships between variables.

From the various studies that have been reviewed, many limitations arise in that no research model is the most efficient and can be applied globally in all tourist destinations (Gomezelj & Mihalic, 2008). Differences in economic, social, and cultural characteristics are the cause, so the innovation that this research wants to build is to measure a model of how tourist satisfaction can contribute to interest in revisiting and interest in recommending tourist attractions via digital.
2 LITERATURE REVIEW

The behavioral desire model, which can also be called the theory of reasoned action (TRA), was first proposed by Fishbein and Ajzen in 1975. The Theory of Reasoned Action describes an integration of overall attitude components into a structure that is intended to produce a more comprehensive explanation, good and accurate predictions of behavior. The Theory of Reasoned Action has been used to improve the ability of an attitude model towards objects to predict consumer behavior.

In their opinion, Fishbein and Ajzen (1975) stated that a person's behavioral intention, which is a direct antecedent to behavior, is a function of important information or a belief about the possibility of carrying out certain behavioral actions that will lead to certain results. The Theory of Reasoned Action is related to conscious behavior and the relationship between behavioral intentions and actual behavior. Attitudes toward behavior, coupled with subjective norms about a person's behavior. Fishbein and Ajzen (1975) determined that three boundary conditions can influence the magnitude of the relationship between intentions and behavior:

First, the extent to which the measure of intention and the criteria of one's behavior correspond to and concerning the level of specificity, Second, the stability of intention between the time of measurement and performance of the behavior, and Third, the extent to which carrying out the intention is under the control of the individual's will.

The theory of Reasoned Action is designed to take into account a person's decision-making (Ajzen, I.; and Fishbein, M., 1980). The theory involves beliefs as well as normative behavior, attitudes, and subjective norms as antecedents of intention that focus primarily on an individual's desire to make a specific decision/behavior. (Ajzen, I.; and Fishbein, M., 1980). The Theory of Reasoned Action provides a framework for studying a person's attitude toward behavior. The Theory of Reasoned Action states that the most important determinant of behavior is behavioral intention. That is, a person's intention to carry out a behavior is a combination of attitudes towards the behavior and the individual's subjective norms. Individual attitudes towards this behavior include: behavioral beliefs, normative beliefs, evaluation of behavioral results, subjective norms, and motivation to comply. If consumers feel that the results of carrying out positive behavior, the consumer will also have a positive attitude toward carrying out the behavior in the future. Likewise, if the behavior is considered negative, the consumer will also have a negative attitude toward carrying out the behavior in the future. Ajzen and Fishbein theorized that intention is a function of two basic determinants: a) attitude toward behavior and b) subjective norm of behavior (Ajzen, I.; and Fishbein, M., 1980).
(Theory of Reasoned Action) or also called TRA proposed by Ajzen and Fishbein (1980), then updated with the Theory of Planned Behavior or TPB from Ajzen (1991), which has been widely used to research desires and behavior. TRA from Ajzen and Fishbein, (1980), assumes that behavior is determined by the individual's desire to carry out or not carry out a certain behavior or vice versa. This desire is determined by two independent variables including attitudes and subjective norms. Meanwhile, the Theory of Planned Behavior or TPB was developed from TRA by including additional new variables, namely building perceived control behavior. Ajzen's TPB theory of attitudes toward behavior refers to the degree to which a person has a favorable or unfavorable evaluation judgment. (Mahyarni, 2013). The inclusion of past behavior in the equation in predictions is shown to provide a means of testing the adequacy of the theory, another issue that remains unresolved. available and limited. Evidence on this question suggests that the theory predicts behavior much better (Ajzen, 2012).

Satisfaction is a feeling of disappointment or pleasure felt by someone that arises as a result of comparing the product's perceived performance (or results) to the buyer's expectations. (Kotler, P., 2008) Customer satisfaction is the most important factor in various business activities. Customer satisfaction is a consumer response to an evaluation of the perceived suitability between previously existing expectations and perceived product performance. By satisfying customer desires and needs, it has a positive impact on the company. If a consumer is satisfied with a product, of course, the consumer will always use and consume the product continuously in the future. Then the company's products are declared accepted in the market, so the company will make a profit and ultimately the company will be able to survive or even possibly develop and expand. According to Willie, (Tjiptono, 1997:24) it is defined that customer satisfaction is "an emotional response to the evaluation of the experience of consuming a product or service". As a response to the experience felt by customers after consumers consume a product or service. (Tjiptono, 1997)

Inviting and convincing a tourist spot symbolizes advocacy for the level of tourist involvement visited by a tourist destination with a brand (tourist destination visited). Advocacy is active defense and promotion through positive word of mouth (Men, 2014). Behavioral defense consists of pleading, supporting, and recommending. Advocacy can also include word-of-mouth recommendations to family members, friends, and other social networks. (Saini & Arasanmi, 2020).

Word of mouth and eWOM as marketing tools have influenced the dissemination of marketing information in the past and recently. eWOM, in particular, has been used to gather information from customers before a purchasing decision is made. eWOM has become
widespread because social media platforms allow customers to exchange and share information and experiences about products and services, including travel and post-travel experiences. (Chu & Kim, 2011). Research evidence suggests that product-focused eWOM is a unique phenomenon with critical social implications(Chu & Kim, 2011). The power of eWOM lies in users who intentionally post about brands, products, and services or users who can inadvertently display their preferences to their networks through liking commenting, or posting(Erkan & Evans, 2016).

On the one hand, eWOM information can be created easily by users through online media, therefore the ability of customers to create user-generated content on social media in the form of advocacy has become commonplace. In tourism, eWOM remains one of the most popular and influential sources of information, and it has a strong influence on tourist behavior(Abubakar & Ilkan, 2016). The importance of advocacy behavior has received attention from marketing and branding literature, including organizational studies(Tsarenko et al., 2018). Advocacy represents the level of customer engagement with a brand. Advocacy is active defense and promotion through positive word of mouth(Men, 2014). Advocacy behavior consists of soliciting, supporting, and recommending as well as favorable word-of-mouth communications and recommendations(Fullerton, 2011).

Shopping satisfaction is defined in this study as tourists' subjective evaluations of shopping experiences in retail stores and with merchandise purchased during their stay at a tourist destination. (Wong & Wan, 2013). Tourists shopping for souvenirs is an important part of the overall shopping experience at a tourist destination(Kong & Chang, 2012). Souvenirs offer various types of products which are usually small and decorative. When traveling, visitors may need something to create and maintain their unforgettable experience during the trip(Kong & Chang, 2012). Souvenirs can also evoke meaningful memories of the unique cultural values of a destination. Souvenirs are tangible products that are memories of a tourist's travel experience(Yu & Littrell, 2005). Because tourists' needs are related to souvenirs, when tourists buy souvenirs at a destination, consideration of the authenticity of the product that links it to the destination is considered an important factor.(Trinh et al., 2014). There is no universal mix of souvenir products marketed to tourists. The mix of souvenir products includes clothing, branded hats with the destination's name and logo, destination-specific foods, destination arts and crafts, destination photos and paintings, and other items (such as key chains, refrigerator magnets, and mugs) that represent the destination(Wilkins, 2011).

Advocacy is an action that involves speaking positively or arguing for a cause, supporting and defending, or pleading on behalf of others (Amoroso, 2017). Enthusiastic and
positive product, service, or brand recommendations are a natural consequence of advocacy behavior (Fullerton, 2003). Advocacy also brings a more substantial reputation and improves organizational performance (Lages, 2012). In short, Advocacy behavior connotes representation and advocacy actions in external space. Advocacy can take the form of social or physical behavior; Social advocacy behavior involves recommending or endorsing a company's offerings, while physical advocacy refers to buying or purchasing behavior and consuming a company's offerings. Advocacy can also include word-of-mouth recommendations to family members, friends, and other social networks. In the context of tourism, research confirms that word-of-mouth advocacy is one of the most effective channels for promoting tourist destinations (Litvin et al., 2008).

With the advances in technology, customer advocacy behavior has taken a new dimension in demonstrating consumers' support of an organization and their intent to use their brand, leading to demand and recommendation of the brand to others and close contacts online. Tourists and residents are an important source of destination branding tourism destination development and destination advocacy. Research shows that residents play a destination-supporting role, in particular, residents' familiarity with and liking of tourist attractions is very important for a positive destination image (Kumar & Kaushik, 2017). This suggests that increasing advocacy behavior among tourists can contribute to active customer involvement in relationship management and marketing strategies in today's dynamic environment.

2.1 RELATIONSHIP BETWEEN RESEARCH VARIABLES

The basic argument for the relationship between these variables is that shopping activities are an important part of tourism activities at a destination. As a tourist activity, it is hoped that the experience and satisfaction that tourists will enjoy includes shopping activities which influence their overall experience and satisfaction at a tourist destination. Shopping activities cannot be separated from tourism activities because the two are an inseparable unit. Tourists' satisfaction with a tourist destination might be disturbed due to their bad shopping experience, but the opposite can also happen where tourists' dissatisfaction with a destination can be reduced or even covered by a pleasant shopping experience that provides a good experience for them and sometimes they enjoy their shopping activities more compared to enjoying the tourist destinations visited. Shopping satisfaction ultimately also becomes a reason for tourists to advocate for other potential visitors. Shopping satisfaction is an important variable in research on tourism and this is supported by previous research findings including, a
study conducted on domestic tourists in Spain that revealed that there was a positive relationship between souvenir shopping satisfaction and tourists' overall satisfaction with their visit to a destination. (Oviedo-García et al., 2016). However, the findings of research conducted by Suhartanto on the people of Bandung showed the opposite results where shopping satisfaction was not able to influence tourist satisfaction and tourist satisfaction was not able to mediate the influence of shopping satisfaction and tourist loyalty. (Suhartanto, 2018). Based on research results (Tosun et al., 2007), it is suggested that providing a higher level of shopping experience for tourists and increasing the contribution of shopping to the regional economy requires the support of indigenous communities through various fiscal and educational instruments to continue producing and selling authentic craft goods and souvenirs. It is believed that this is not only necessary to achieve a higher level of tourist satisfaction and greater economic benefits for the local economy, but also to achieve the ultimate goal of sustainable and sustainable development (Tosun et al., 2007). Research (Kong & Chang, 2012) proposed that tourists' satisfaction with shopping experiences can serve to measure the positive image of a tourist destination. Therefore, the positive association between satisfaction with souvenir shopping and destination image as well as the positive association between destination image and destination loyalty provide evidence for researchers debating the role of satisfaction with shopping experience on destination image and subsequently on destination loyalty. A study (Kong & Chang, 2012) shows how souvenir products can become an integral part of the tourism portfolio and be used to strengthen the tourism portfolio. This is a part that can be a tool to provide satisfaction for tourists. Research conducted by (Sthapit, 2018) found that none of the respondents expressed regret, and they were satisfied with the items they purchased while at the tourist destination. Uniqueness acts as one of the preferred attributes when choosing souvenirs. A study (Choi, 2017) found that hedonic and utilitarian values in shopping have a positive effect on tourist satisfaction and positive word of mouth to recommend buying and visiting (WOM). (Ryu & Kwon, 2021) also found that research results show that among several elements that influence tourist satisfaction, such as shopping, security, and public transportation services, the city landscape has the greatest influence.

There is a relationship between tourist satisfaction or disappointment with a product or service and the image of a tourism destination. Likewise, research confirms that the image of a tourism destination influences tourist satisfaction. How tourists assess the image of the tourist destination they visit will be one of the factors that influence their satisfaction with their visit. A destination image that is perceived as goodwill certainly leads to satisfaction, whereas conversely, if the destination image is perceived as bad, it will also create feelings of
disappointment and/or dissatisfaction for tourists who have visited. This has been confirmed by findings from previous research where there is a relationship between the image of a tourism destination and tourist satisfaction, where the image of a tourism destination has a significant effect on tourist satisfaction. (Saini & Arasanmi, 2020). A study (Hasan et al., 2019b) revealed that destination image has a positive effect on tourist satisfaction. A study (Assaker & Hallak, 2013) also found a significant relationship between tourism destination image and satisfaction. The research findings further prove that tourism destination image has a positive effect on tourist satisfaction and that a positive tourism destination image results in greater satisfaction and attachment to various destination attractions. (Prayag et al., 2017). Destination Image has a significant effect on Tourists Satisfaction (Aliman et al., 2016). Destination personality increases tourist satisfaction (Hultman et al., 2015). Destination Image has a significant positive effect on Satisfaction (Allameh et al., 2015). The research findings provide strong support for the idea that destination image directly influences tourist satisfaction and tourist loyalty, while satisfaction also has a direct influence on loyalty (Bhat & Darzi, 2018a). Destination image and emotional value are significantly related to visitor satisfaction and loyalty as well as intention to return (At, 2020). Image has a significant effect on Satisfaction (Alcañiz et al., 2005). The influence of destination image on tourist satisfaction is moderate (Hasan et al., 2019a). It can be concluded that a more favorable tourism destination image will result in a higher level of tourist satisfaction. (Saini & Arasanmi, 2020)

The image of a tourism destination in a tourism context is taken from the Aaker brand image as one of the main factors in explaining tourist behavior. In the tourism environment, the image of a tourism destination influences behavioral intentions, consumer information processing, feelings toward a product, product differentiation, and purchase intentions (Aaker, 1997). The image of a tourist destination will shape tourists' behavior in sharing their good experiences with others through telling stories by word of mouth and even convincing others by providing recommendations in the form of defending the tourist destinations they have visited, known as advocates. As the development of information technology becomes increasingly rapid, where technological developments through the discovery of communication infrastructure in the form of gadgets, the internet, applications, and other supports make it possible for communication to be carried out very easily with almost unlimited reach, the behavior or actions of recommendations or advocates Tourist destinations are not only done through word of mouth but through information technology facilities which are much more widely used. This is in line with the research results (Saini & Arasanmi, 2020) show that the image of a tourist destination influences tourists' tendency to be involved in advocating for a
destination that matches their pre-visit perception of the destination. A study (Prayag et al., 2017) also revealed that in particular, the overall destination image has a direct and indirect influence on tourists' tendency to recommend. In the indirect path, the image of the tourist destination influences recommendations through satisfaction. Likewise, other research shows that destination personality also influences promotional behavior by tourists (Hultman et al., 2015). Other research also confirms that there is a relationship between destination personality suitability, destination trust, and destination brand identification on destination advocacy. (Kumar & Kaushik, 2017). Image has a significant effect on Willingness to recommend (Alcañiz et al., 2005).

Satisfaction is a crucial factor in the tourism business because it influences tourists' purchasing decisions. Satisfaction is an important factor in understanding a person's post-consumption experience. Satisfaction is a tourist's cognitive affective state obtained from his or her experience at a tourist destination (San Martin & Rodríguez del Bosque, 2008). Tourism consumers are more unique than consumers of other goods and services. Tourists' travel experience can be an asset for tourism managers where these consumers can become effective promotional machines for a tourist destination. Many famous and viral tourist destinations have attracted public attention and increased tourist visits significantly due to word-of-mouth promotion, either directly or through digital communication devices and social media, by visitors to a destination. Of course, the opposite applies, when a tourist's experience is less than pleasant, of course, visitors will become effective machines for providing unpleasant information to other people. So here is the importance of tourist satisfaction in providing positive advocacy towards other people, especially through communication tools and social media which are widely available. Satisfaction is a person's feeling of being happy or disappointed regarding the expectations set for a product. Satisfaction is an individual's experience of a goal. Satisfaction is a post-purchase evaluation of the values of products purchased and services received at a tourist destination. In previous studies, many positive relationships were found between satisfaction and loyalty. In tourism, findings have confirmed that satisfaction influences the intention to revisit a destination and the willingness to recommend it to others (San Martín, H., Collado, J. and Rodríguez, 2013). Prayag in his research found that there was a positive relationship between tourist satisfaction and intention to recommend to others. Overall Image has a direct and indirect effect on Intention to Recommend, which is indirectly through Satisfaction. (Prayag et al., 2017). Likewise, tourist satisfaction emerged as a predictor of destination identification and promotion (Hultman et al.,...
Tourist satisfaction has a significant effect on Digital Advocacy Behavior (Saini & Arasanmi, 2020).

Satisfaction has a significant effect on Willingness to recommend (Alcañiz et al., 2005). A study (Wu & Chang, 2019) shows that satisfaction influences advocacy behavior among customers who are satisfied with product offerings. The authors highlight the importance of experience quality in advocacy intentions in tourism. Tourists will advocate on behalf of service providers if they are satisfied with the experience offered. Satisfied tourists will enthusiastically recommend and promote a tourist destination to others. (Cronin et al., 2000) found that service quality, service value, and satisfaction all had a direct influence on behavioral intentions when all of these variables were considered collectively. A study (Kesgin et al., 2019) found that temporary resident tourists can function as destination advocates (Destination Advocates). A study (Sashi et al., 2019) shows that customer retention efforts and calculative commitment are the most important factors influencing advocacy. Efforts to retain customers using social media communication increase advocacy. (Shams-ur-Rehman & Abd-ul-Qayyum, 2015) found that tourist advocacy is determined by factors such as perceived destination awareness as an independent and tourist satisfaction as a mediator. (Athar et al., 2020) found that tourist satisfaction positively and significantly influences Tourist Advocacy. (Wang, 2016) found that residents' social identity can play an important role in predicting their engagement and behavioral intentions in supporting and advocating tourism. Cognitive identity produces stronger advocacy behavior and can be encouraged by greater involvement of residents in tourism activities (Palmer et al., 2013). Satisfaction has a direct effect on Advocacy Intention and indirectly through Affective Commitment (Fullerton, 2011).

Based on this description, the research hypothesis is created as follows:

H1 Souvenir Shopping has a positive effect on Tourist Satisfaction in tourist destinations in the Magetan district.

H2 Destination Image has a positive effect on Tourist Satisfaction in tourist destinations in the Magetan district.

H3 Souvenir Shopping has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.

H4 Destination Image has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.

H5 Tourist Satisfaction has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.
The Influence of Souvenir Shopping and Destination Image on Digital Advocacy Behavior Through Tourist Satisfaction in Magetan District, Indonesia

H6 Souvenir Shopping has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction in tourist destinations in the Magetan district.

H7 Destination Image has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction in tourist destinations in the Magetan district.

This research is quantitative with a survey method where the population of this research is all tourists who have visited tourist destinations in the Magetan district where the number and characteristics of respondents are not known with certainty. For adequacy of analysis, the research sample was determined as 267 people with the criteria; 1. Have visited at least 2 times to tourist destinations in Magetan, 2. Use social media applications, 3. Use a Smart Phone. Data was collected using a questionnaire with a Likert scale with the answer choices Strongly Agree given a score of 5, Agree given a score of 4, Somewhat Agree given a score of 3, Disagree given a score of 2, and Strongly Disagree given a score of 1.

**Figure 1**

*Instruments used to explain research variables*

<table>
<thead>
<tr>
<th>Variable</th>
<th>Indicator</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tourists Satisfaction</strong></td>
<td><strong>Source:</strong>(Aliman et al., 2016)</td>
<td><strong>Items</strong></td>
</tr>
<tr>
<td><strong>Source:</strong>(Aliman et al., 2016)</td>
<td><strong>Enjoy the visit</strong></td>
<td>I enjoy visiting tourist destinations</td>
</tr>
<tr>
<td><strong>Feeling of satisfaction</strong></td>
<td>of I am satisfied with my decision to visit tourist destinations</td>
<td></td>
</tr>
<tr>
<td><strong>Feelings of liking</strong></td>
<td>I like the tourist destinations I visit</td>
<td></td>
</tr>
<tr>
<td><strong>Positive feeling</strong></td>
<td>I rated the tourist destinations that I visited as good</td>
<td></td>
</tr>
<tr>
<td><strong>Experience</strong></td>
<td>The experience of visiting this tourist destination was as I expected</td>
<td></td>
</tr>
<tr>
<td><strong>Right decision</strong></td>
<td>My choice to visit this tourist destination was the right decision</td>
<td></td>
</tr>
<tr>
<td><strong>Fun</strong></td>
<td>Visiting tourist destinations is a pleasant visit</td>
<td></td>
</tr>
<tr>
<td><strong>Exceeded expectations</strong></td>
<td>Visiting tourist destinations exceeded what I expected</td>
<td></td>
</tr>
<tr>
<td><strong>Best</strong></td>
<td>I consider the tourist destination I visited to be better than other tourist destinations</td>
<td></td>
</tr>
<tr>
<td><strong>Digital Advocacy Behavior</strong></td>
<td><strong>Source:</strong>(Fullerton, 2011)</td>
<td><strong>Items</strong></td>
</tr>
<tr>
<td><strong>Say positive things about tourist destinations to other people</strong></td>
<td>Through the gadgets/devices and social media that I have, I tell positive and interesting things about the tourist destinations that I have visited.</td>
<td></td>
</tr>
<tr>
<td><strong>Recommend tourist destinations to someone who asks for advice</strong></td>
<td>Through the gadgets/devices and social media that I have, I recommend visiting tourist destinations to anyone who asks for advice.</td>
<td></td>
</tr>
<tr>
<td><strong>Encourage friends and relatives to visit tourist destinations</strong></td>
<td>Through the gadgets/devices and social media that I have, I encourage and convince friends and relatives to visit tourist destinations</td>
<td></td>
</tr>
<tr>
<td><strong>Destination Image</strong></td>
<td><strong>Source:</strong>(Bhat &amp; Darzi, 2018b)</td>
<td><strong>Items</strong></td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td>The infrastructure for tourist destinations in the Magetan district is good</td>
<td></td>
</tr>
<tr>
<td>Cleanliness</td>
<td>The tourist destinations in the Magetan district that I visited were clean</td>
<td></td>
</tr>
<tr>
<td>--------------------------</td>
<td>-------------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Friendliness</td>
<td>Tourist destination managers and officers in the Magetan district are friendly</td>
<td></td>
</tr>
<tr>
<td>Value and Price</td>
<td>Tourist destinations in the Magetan district have affordable prices and match the value I get</td>
<td></td>
</tr>
<tr>
<td>Accommodation</td>
<td>Accommodation for tourist destinations in the Magetan district is good</td>
<td></td>
</tr>
<tr>
<td>Lively/bustling place</td>
<td>The tourist destinations in the Magetan district that I visited were lively and busy</td>
<td></td>
</tr>
<tr>
<td>Feeling happy</td>
<td>Tourist destinations in the Magetan district foster feelings of joy</td>
<td></td>
</tr>
<tr>
<td>Fun and thrilling</td>
<td>The tourist destinations in the Magetan district that I visited were very challenging</td>
<td></td>
</tr>
<tr>
<td>Unique cultural diversity</td>
<td>The tourist destinations in the Magetan district that I visited have unique cultural diversity</td>
<td></td>
</tr>
<tr>
<td>Unique community and historical site</td>
<td>The tourist destinations in the Magetan district that I visited have unique communities and/or historical sites</td>
<td></td>
</tr>
<tr>
<td>Unique Climate and Natural Beauty</td>
<td>The climate and natural beauty of the tourist destinations in the Magetan district that I visited are very unique</td>
<td></td>
</tr>
<tr>
<td>Souvenir Shopping Source: (Li &amp; Cai, 2008) Uniqueness</td>
<td>The place to shop in a tourist destination in the Magetan district is unique</td>
<td></td>
</tr>
<tr>
<td>Figuration</td>
<td>Souvenirs at tourist destinations in the Magetan district met my expectations</td>
<td></td>
</tr>
<tr>
<td>Application as a gift</td>
<td>Souvenirs at tourist destinations in the Magetan district can be used as gifts</td>
<td></td>
</tr>
<tr>
<td>Shop service</td>
<td>Shopping services at tourist destinations in the Magetan district are good</td>
<td></td>
</tr>
<tr>
<td>Shopping atmosphere</td>
<td>The atmosphere of shopping places in tourist destinations in the Magetan district is good</td>
<td></td>
</tr>
<tr>
<td>Store location</td>
<td>Locations for shopping in tourist destinations in the Magetan district are affordable</td>
<td></td>
</tr>
<tr>
<td>The cultural meaning of souvenirs</td>
<td>Souvenirs at tourist destinations in the Magetan district reflect local culture</td>
<td></td>
</tr>
<tr>
<td>Travel memories</td>
<td>Souvenirs at tourist destinations in the Magetan district can serve as reminders of the visiting experience</td>
<td></td>
</tr>
<tr>
<td>Overall quality</td>
<td>All souvenirs at tourist destinations in the Magetan district are of quality</td>
<td></td>
</tr>
<tr>
<td>Packaging</td>
<td>All souvenirs at tourist destinations in the Magetan district are packaged well</td>
<td></td>
</tr>
<tr>
<td>Making</td>
<td>All souvenirs at tourist destinations in the Magetan district are well-made</td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>All souvenirs at tourist destinations in the Magetan district are affordable</td>
<td></td>
</tr>
<tr>
<td>Utility</td>
<td>All souvenirs at tourist destinations in the Magetan district are useful</td>
<td></td>
</tr>
<tr>
<td>Fashion</td>
<td>All souvenirs at tourist destinations in the Magetan district are fashionable</td>
<td></td>
</tr>
</tbody>
</table>

Test the validity of the questionnaire using the Pearson product-moment and test the reliability of this research using the Cronbach Alpha formula. Meanwhile, the classical
assumption test requirements can be processed using regression, including; the statistical test Kolmogorov-Smirnov normality test, Multicollinearity test with VIF value, Heteroscedasticity test with Park test, Autocorrelation with Durbin Watson test. Data analysis used Path Analysis and hypothesis Testing using the t-test, to determine the mediating variable the Sobel Test was used, to see the strength of the research model using the R² Test. The model is written as follows:

Model 1: \[ Z = a + b_1X_1 + b_2X_2 + e_1 \]
Model 2: \[ Y = a + b_1X_1 + b_2X_2 + b_3Z + e_2 \]

Information: \( Z \) = Tourists Satisfaction, \( Y \) = Digital Advocacy Behavior, \( a \) = Constant, \( b_1, b_2 = \) Regression coefficient, \( X_1 = \) Souvenir Shopping, \( X_2 = \) Destination Image, \( e = \) error

### 3 RESULTS AND DISCUSSION

Respondents who filled out the questionnaire from 269 people consisted of 37% men and 63% women. Age between 17-23 years 68%, 24-30 years 19%, 31-40 years 8%, and over 40 years 5%. 48% students, 17% employees, 10% self-employed, 10% not yet working and 14% others.

With a total of 269 respondents, the R table is 0.1169. The results of the validity test of the question items for the Souvenir Shopping variable with a calculated R of 0.729, 0.677, 0.824, 0.828, 0.773, 0.784, 0.687, 0.754, 0.732, 0.812, 0.847, 0.731, 0.769, 0.675 are all greater than the R Table of 0.1169, then all the question item is declared valid. The results of the validity test of the Destination Image variable question items with calculated R 0.847, 0.894, 0.665, 0.759, 0.577, 0.624, 0.827, 0.673, 0.884, 0.657, 0.714, all of which are greater than the R Table 0.1169, then all question items are declared valid. The results of the validity test of the question items for the tourist satisfaction variable with calculated R of 0.890, 0.814, 0.765, 0.829, 0.697, 0.724, 0.821, 0.743, 0.684 are all greater than the R Table of 0.1169, so all question items are declared valid. The results of the validity test of the question items for the Digital Advocacy Behavior variable with a calculated R of 0.690, 0.714, and 0.768, are all greater than the R Table of 0.1169, so all question items are declared valid. Reliability test results: Cronbach Alpha value for \( X_1 \) Souvenir Shopping is 0.830.

Uji Kolmogorov-Smirnov statistics with Asymp. Sig (2-tailed) 0.476 > 0.05 means the data is normally distributed. The Tolerance value is 0.792 > 0.10 and VIF 1.263 < 10, so it is free from multicollinearity. The park test results show that the parameter coefficients for variables \( X_1 \) Souvenir Shopping, So it can be concluded that in the regression model, there is
no heteroscedasticity. The Durbin-Watson value is 1.992. If $-2 \leq 1.992 \leq 2$, then there is no autocorrelation.

**Figure 2**

*R Square Model 1*

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.662a</td>
<td>.438</td>
<td>.434</td>
<td>2.146</td>
<td>1.992</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Souvenir Shopping, Destination Image  
Dependent Variable: Tourist Satisfaction

**Figure 3**

*R Square Model 2*

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.778a</td>
<td>.605</td>
<td>.600</td>
<td>1.687</td>
<td>1.938</td>
</tr>
</tbody>
</table>

Predictors: (Constant), Tourists Satisfaction, Souvenir Shopping, Destination Image  
Dependent Variable: Digital Advocacy Behavior

R2 test results model 1, The R Square value of 0.438 means variable Souvenir Shopping and Destination Image were only able to explain Tourists Satisfaction by 43.8%, and 56.2% were explained by other variables that were not studied.

R2 model 2 test results, R Square value 0.605 means the Tourists Satisfaction variable, Souvenir Shopping and Destination Image were only able to explain Digital Advocacy Behavior by 60.5% and 39.5% were explained by other variables that were not researched.

**Figure 4**

*Path Analysis Model 1*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Souvenir Shopping</td>
<td>.351</td>
<td>.044</td>
<td>7.972</td>
<td>.000</td>
</tr>
<tr>
<td>Dest. Image</td>
<td>.482</td>
<td>.069</td>
<td>7.025</td>
<td>.000</td>
</tr>
</tbody>
</table>

Dependent Variable: Tourist Satisfaction
R Square is 0.438 and to find the $e_1$ value, you can use the formula $e_1 = \sqrt{1 - 0.438} = 0.750$, so the regression can be made into a linear equation as follows: $Z = 3.016 + 0.351 + 0.482 + 0.750$

**Figure 5**

*Model 2*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>2.694</td>
<td>3.496 0.001</td>
</tr>
<tr>
<td>Souvenir Shopping</td>
<td>123</td>
<td>3.186 0.002</td>
</tr>
<tr>
<td>Destination Image</td>
<td>176</td>
<td>3.002 0.003</td>
</tr>
<tr>
<td>Tourist Satisfaction</td>
<td>549</td>
<td>11.390 0.000</td>
</tr>
</tbody>
</table>

Dependent Variable: Digital Advocacy Behavior

R Square is 0.605 and to find the $e_2$ value you can use the following formula: $e_2 = \sqrt{1 - 0.605} = 0.628$, so from the regression results the following linear equation can be created $Y = 2.694 + 0.123 + 0.176 + 0.549 + 0.628$

**Figure 6**

*Sobel Test*

From the calculation results above, the calculated $t$ value = 6.543 is greater than the $t$ table of 1.969 with a significance level of 0.05. So it can be concluded that Souvenir Shopping has a positive and significant effect on Digital Advocacy Behavior through Tourist Satisfaction. (Kristopher J. Preacher, nd)
From the calculation results above, the calculated t value = 5.961 is greater than the t table of 1.969 with a significance level of 0.05. So it can be concluded that Destination Image has a positive and significant effect on Digital Advocacy Behavior through Tourist Satisfaction. (Kristopher J. Preacher, nd)

3.1 HYPOTHESIS TEST RESULTS

H1 Souvenir Shopping has a positive effect on Tourist Satisfaction in tourist destinations in the Magetan district.

The t-test shows that Souvenir Shopping has a positive effect on Tourist Satisfaction seen from the t value > t table → (7.972 > 1.969) and also the significance value is 0.000 < 0.05. Thus, H1 in this research is accepted. These findings explain that souvenir shopping activities when traveling in Magetan Regency can influence the level of tourist satisfaction in traveling. The uniqueness, shop service, shop location, shopping atmosphere, souvenir meaning, figuration, and as a reminder of travel memories, souvenir shopping can influence tourist satisfaction. Souvenirs characteristic of a tourist destination can be a source of pride that is often displayed and shared with other people after traveling. The findings of this research are also supported by previous research, including a study conducted on domestic tourists in Spain which revealed that there was a positive relationship between souvenir shopping satisfaction and tourists' overall satisfaction with their visit to a destination. (Oviedo-García et al., 2016), (Tosun et al., 2007), (Kong & Chang, 2012) (Sthapit, 2018), (Choi, 2017), and research from (Ryu & Kwon, 2021)

H2 Destination Image has a positive effect on Tourist Satisfaction in tourist destinations in the Magetan district.

The t-test shows that Destination Image has a positive effect on Tourist Satisfaction seen from the calculated t value > t table → (7.025 > 1.969) and also the significance value is 0.000 < 0.05.

**Sobel Test**

<table>
<thead>
<tr>
<th>Input:</th>
<th>Test statistic:</th>
<th>Std. Error:</th>
<th>p-value:</th>
</tr>
</thead>
<tbody>
<tr>
<td>( a ) .482</td>
<td>Sobel test: 5.96155155</td>
<td>0.04438744</td>
<td>0</td>
</tr>
<tr>
<td>( b ) .549</td>
<td>Aroian test: 5.94502504</td>
<td>0.04451083</td>
<td>0</td>
</tr>
<tr>
<td>( s_{a} ) .069</td>
<td>Goodman test: 5.97821665</td>
<td>0.0442637</td>
<td>0</td>
</tr>
<tr>
<td>( s_{b} ) .048</td>
<td>Reset all</td>
<td>Calculate</td>
<td>0</td>
</tr>
</tbody>
</table>
< 0.05. Thus, H2 in this research is accepted. These findings show that the destination image in the Magetan district can influence travel satisfaction in terms of infrastructure, cleanliness, friendliness, price, accommodation, place, climate, culture, historical sites, and comfort in the Magetan district. This finding is supported by previous research, including research(Saini & Arasanmi, 2020), (Hasan et al., 2019b),(Assaker & Hallak, 2013),(Prayag et al., 2017),(Aliman et al., 2016),(Hultman et al., 2015),(Allameh et al., 2015),(Bhat & Darzi, 2018a),(At, 2020),(Alcañiz et al., 2005),(Hasan et al., 2019a),(Saini & Arasanmi, 2020).

H3 Souvenir Shopping has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.

The t-test shows that Souvenir Shopping has a positive effect on Digital Advocacy Behavior seen from the calculated t value > t table → (3.186 > 1.969) and also the significance value is 0.002 < 0.05. Thus, H3 in this research is accepted. Shopping with uniqueness, shop services, shop locations, shopping atmosphere, the meaning of souvenirs, figurations, and as a reminder of travel memories can become material for tourists to advocate for potential visitors to the Magetan district. This finding is supported by research(Choi, 2017), and research from(Ryu & Kwon, 2021).

H4 Destination Image has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.

The t-test shows that Destination Image has a positive effect on Digital Advocacy Behavior as seen from the calculated t value > t table → (3.002 > 1.969) and also the significance value is 0.003 < 0.05. Thus, H4 in this research is accepted. The condition of infrastructure, cleanliness, friendliness, prices, accommodation, place, climate, culture, historical sites, and comfort in Magetan district can be used as material for tourists to advocate for potential visitors to visit tourist destinations in Magetan district. Research that supports these findings is research from(Hultman et al., 2015),(Kumar & Kaushik, 2017),(Alcañiz et al., 2005).

H5 Tourist Satisfaction has a positive effect on Digital Advocacy Behavior in tourist destinations in the Magetan district.

The t-test shows that Tourist Satisfaction has a positive effect on Digital Advocacy Behavior seen from the calculated t value > t table → (11.390 > 1.969) and also the significance value of 0.000 < 0.05. Thus, H5 in this research is accepted. Feelings of liking, satisfaction, experience, positive feelings, enjoying the visit, things that exceed expectations, and pleasant things which are indicators of a satisfied tourist can be material for advocating for other potential visitors. This finding is supported by research from(San Martín, H., Collado, J. and

H6 Souvenir Shopping has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction in tourist destinations in the Magetan district.

The Sobel Test shows that Souvenir Shopping has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction as seen from the calculated t value > t table → (6.543 > 1.969) with a significance level of 0.05. Thus, H6 in this research is accepted. Travel satisfaction can mediate the influence of shopping for souvenirs on the advocacy behavior of potential visitors. This explains tourism satisfaction because one of the reasons is that shopping for souvenirs can move someone to advocate for other people to visit.

H7 Destination Image has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction in tourist destinations in the Magetan district.

The Sobel Test shows that Destination Image has a positive effect on Digital Advocacy Behavior through Tourist Satisfaction as seen from the calculated t value > t table → (5.961 > 1.969) with a significance level of 0.05. Thus, H7 in this study is accepted. Travel satisfaction can mediate the influence of tourist destinations on the advocacy behavior of potential visitors. This explains that tourism satisfaction, which is caused by one of the destination images, can move someone to advocate for other people to visit.

4 CONCLUSION

What can be concluded from this research is: The results of the research show that first, the Souvenir Shopping and Destination Image variables partially influence Tourist Satisfaction. Second, the variables Souvenir Shopping, Destination Image, and Tourist Satisfaction also partially influence Digital Advocacy Behavior. Third, the Tourist Satisfaction variable can mediate the influence of the Souvenir Shopping and Destination Image variables on Digital Advocacy Behavior. Both satisfied and dissatisfied with tourist visits, the experience of shopping for souvenirs and the experience of enjoying tourist destinations can encourage tourists who have visited tourist destinations in the Magetan district to advocate for other people so they are willing to visit. In other words, advocacy activities by tourists towards potential visitors to tourist destinations in the Magetan district are not influenced by their satisfaction and dissatisfaction factors. Managers of tourist destinations in Magetan need to maintain and develop the image of tourist destinations by creating new concepts and maintaining the
uniqueness and convenience of shopping for souvenirs so that publicity by tourists through Digital Advocacy always increases.

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The Influence of Souvenir Shopping and Destination Image on Digital Advocacy Behavior Through Tourist Satisfaction in Magetan District, Indonesia

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