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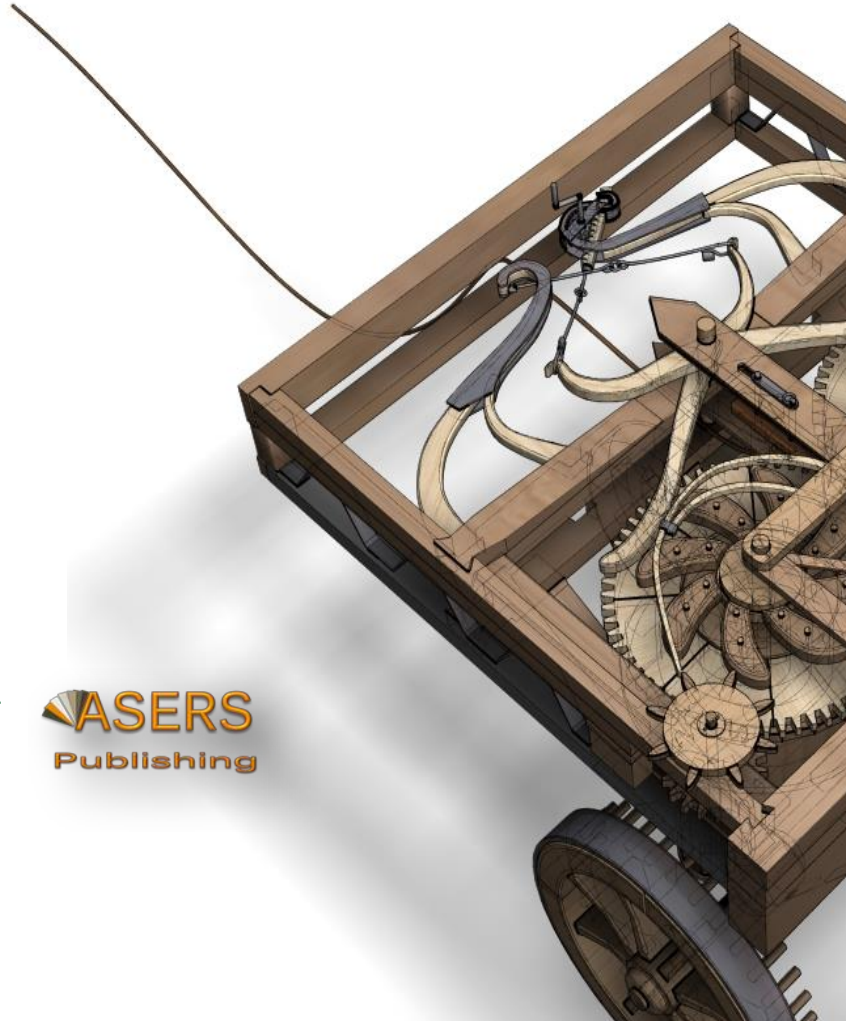
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# Call for Papers

## Winter Issues 2023

### Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

Authors are encouraged to submit high quality, original works that discuss the latest developments in environmental management research and application with the certain scope to share experiences and research findings and to stimulate more ideas and useful insights regarding current best-practices and future directions in Environmental Management.

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## Sustainable Tourism: Effect of Destination Image on Loyalty Customers

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**Abstract:** This study investigates the relationship between factors affecting consumer loyalty, namely destination image, which includes environmental and socioeconomic pictures. Customer engagement is the intermediary in indirect testing. The goal of exploring Indonesian tourist locations as global tourist destinations should be worthwhile in the eyes of visitors or customers. This study determines that the perception of a place with local knowledge that applies to every Indonesian region has its allure. The data utilized in this study is primary data collected from respondents using questionnaires with stand-alone items. Foreign and domestic tourist industry participants and those with direct stake in tourism policy make up the research respondents. According to data analysis employing factor analysis, the environmental image positively impacted consumer loyalty. Customer loyalty is unaffected by socioeconomic status. However, after doing indirect research via consumer involvement, it was discovered that environmental and socioeconomic pictures positively impact customer loyalty.

**Keywords:** sustainable tourism; environmental image; socioeconomic image; customer engagement; loyalty.

**JEL Classification:** L83; M31; D12; Q56.

### Introduction

COVID-19 has an impact on tourist sustainability awareness. The COVID-19 epidemic has altered the direction of the tourism industry (Higgins-Desbiolles 2020) According to (Fu 2020), COVID-19 also enabled the tourism sector to realign, focus attention, and relaunch itself as a significant participant in sustainability. The tourism industry can support sustainability by emphasizing changes in visitor behavior and sustainable travel destinations. Academics and professionals are now concerned about the sustainability of tourist locations (Gössling, Scott, and Hall 2020).

Sustainability is a long-term objective that requires support from all stakeholders. The UNWTO states that tourism development is sustainable in order to suit the needs of both tourists and local residents (Chi *et al.* 2022). Sustainable tourist locations simultaneously safeguard and improve prospects for a better future. Sustainability aims to manage all resources in a way that satisfies everyone's requirements in terms of economics, society, and aesthetics while maintaining the integrity of cultures, vital ecological processes, biodiversity, and life support (Rubio-Mozos, García-Muiña, and Fuentes-Moraleda 2020). The shift in focus toward managing tourist places to become more sustainable is indicative of this attention and support system. Indonesia is a popular tourist destination that provides a range of travel choices, such as ecotourism, cultural tourism, and culinary tourism (Pereira-Moliner *et al.* 2021; Reid, Johnston, and Patiar 2017)

In Indonesia, particularly in West Java, there is still room for improvement in implementing sustainable tourism (Werastuti *et al.* 2018). Only four sustainable tourist destinations in West Java have been certified by the 2019 Indonesia Sustainable Tourism Awards Festival (ISTAfest). Green Canyon (Cukang Taneuh) Cijulang Pangandaran Regency, Kampung Naga Neglasari Village, Salawu District, Tasikmalaya Regency, Cibuntu Village, Kuningan Regency, and Dusun Bambu, Lembang, West Bandung Regency are the four regions mentioned. Even so, the sustainability indicator is still regional.

Sustainable tourism sites are essential to visitors and a factor in their decision to return. (Chi *et al.* 2022) advocated the value of projecting an image of a sustainable tourist location to draw visitors and keep them happy and devoted. According to (Pereira *et al.* 2021), the public opinion climate moderates the relationship between perceptions of tourist risk, destination image, and visitor satisfaction. According to (Guix, Bonilla-Priego, and Font 2018), sustainable tourist sites are essential. In an ever-tighter global market, having a distinctive and well-known destination image is essential for competition. For tourists, a destination's image is crucial since it influences their behavior and their choice of location (Bukirwa, S., and Kising'U 2017).

More thorough and integrated development of sustainable tourism destinations is required. The sustainability values that serve as the foundation for creating sustainability traits and symbols still need to be finished (Stylos and Vassiliadis 2015). The development of sustainable tourist destinations still needs to take into account aspects of religiosity that cause visitors to think critically about human and spiritual qualities. According to (Ribaudó *et al.* 2020), assessing the system's sustainability in all dimensions is critical as providing a detailed description of it (Sara, Saputra, and Larasdi Putra 2021). Sustainable tourism is essential for more reasons than only social, economic, and environmental ones. Sustainable consumption is an issue in travel and hospitality (Tsai, Song, and Wong 2009). Shen (2020) shows that sustainable tourism depends on visitor behavior.

The actions of tourists like (Aldira, Wibowo, and Yuniawati 2016) are relevant to sustainable tourism. Previously, (Sudiarta and Suardana 2016) discussed the need for an explanation of tourists' conduct regarding religious values. As a result, perceptions of travel destinations are linked to traveler behavior and require explanation in various circumstances about the brand destination image. Customer Engagement (CE) is a crucial area that requires more focus (Barber 2014; Nezakati *et al.* 2015). Customer engagement (CE) is crucial for creating and enhancing customer connections, whereas customer engagement (CE) impacts consumption decision-making, according to (Hofmann *et al.* 2019). However, additional information is required regarding the degree to which customers engage in various online behaviors or the connection between customer engagement behaviors.

Contributions from the research can be used as a conceptual and practical framework for tourism players to create strategic measures to combine religious, educational, and recreational objectives with an ethical duty for sustainability by incorporating tourists. Additionally, to better understand religious tourism interactions by examining informal and official links. (Nyoman Nurjaya. 2022) among these relationships are those that concern sustainability.

## 1. Research Background

### 1.1. Sustainable Tourism

The foundation of sustainable tourism is a shared belief that guarantees the next generation will have more possibilities in the future (Pereira-Moliner *et al.* 2021). The World Tourism Organization (UNWTO) asserts that tourism, one of the world's fastest-growing economic sectors, is increasingly acknowledged as a crucial factor in creating jobs and wealth, economic growth, environmental protection, and reducing poverty (Chi *et al.* 2022). In order to meet economic, social, and aesthetic requirements while preserving cultural integrity, vital ecological processes, biodiversity, and life support systems, all resources must be managed sustainably (Adi *et al.* 2022)

### 1.2 Loyalty Customers

The definition of tourist loyalty is a visitor's dedication to a location, which is viewed as the cornerstone of brand equity for a tourism destination to achieve competitiveness (Kaplan, R. S., and Norton 2001). Developed the idea of loyalty based on signs of a desire to recommend and return (Molodchik, Shakina, and Barajas 2014). The two leading indicators of tourist loyalty to a place are the likelihood of returning to a site and the inclination to promote it to others (Merli *et al.* 2019). According to (Wargenau, Astrid; Che 2004), it is the degree to which a tourist recommends a particular location or intends to return there.

Environmental Image. The intention of portraying a green image at a tourist site is connected to tourists' pro-green behavior. According to (Van der Poll 2015), reports of significant ecological harm have included soil erosion, plant root exposure, and littering by visitors. Rarely is the impact of environmental perception on visitor behavior acknowledged. Tourist value references that are focused on sustainability identify tourist sites that are regarded as being environmentally friendly. According to (Alam and Islam 2021), corporate stewardship of the environment creates a reputation that fosters the desire to be obedient. According to (Van der Poll 2015), restaurant patrons' interactions with varied environments shape their perceptions of tourists' expectations of these tourist locations and ultimately affect their allegiance. According to (Chen and Chang 2013) study of managers in

Dutch manufacturing firms, client loyalty is correlated with a company's reputation as being environmentally friendly. The following is the proposed theory:

**H1: Environmental image has a positive influence on loyalty.**

**Socioeconomic Image.** The socioeconomic image of tourists is another factor. Sustainable tourist destinations consider socioeconomic factors, as evidenced by society's social and economic growth. Today, the socioeconomic concept is essential for tourism (Andhika 2017). According to (Rivers, Shenstone-Harris, and Young 2017), socioeconomic issues are a crucial component of the sustainable development of local communities that attract tourists. Managers of tourist locations work to establish preferences for the values that tourists use to judge performance and determine their loyalty, including socioeconomic and sustainable development factors. The foundation for travelers' high levels of loyalty is their socioeconomic preferences. According to (Rivers, Shenstone-Harris, and Young 2017), the presence of qualities from sustainable tourist destinations, such as socioeconomic repercussions on the region, is a competition to make tourists loyal to tourist locations. Tourist attractions that are concerned about the socioeconomic situation of the neighborhood make contributions that go beyond their financial success. This profitability may affect the socioeconomic situation in the locality (Andhika 2017; Efferin and Hopper 2007). Community involvement as local investors is a component of attempts to promote socioeconomic development (Mahdavi 2022; K.A.K. Saputra 2021). It stressed how sustainable development promotes destination loyalty, particularly for tourist attractions in rural areas.

**H2: Socioeconomic image has a positive effect on loyalty.**

**Customer Engagement.** Tourist value references with an emphasis on sustainability are tourist locations regarded favorably by travelers (Sanusi, A., Sumiyati, L., Winata, A. 2017). According to (Hofmann *et al.* 2019). This coherence makes visitors feel more at ease and less compelled to be there. Consistency between visitors and producers fosters comfort and favorable affective reactions, such as participation (Zameer *et al.* 2018). By engaging in these tourist sites and with service providers who offer these tourism services, tourists feel at ease and obligated to demonstrate ethical responsibility to the conditions of society. According to (Zameer *et al.* 2018), the CE idea aids businesses in creating marketing plans that align with socioeconomic factors to boost customer engagement and business performance. When tourist places adhere to ethical standards, visitors will be more likely to return (Hofmann *et al.* 2019; Zameer *et al.* 2018). Tourism behavior is influenced by socioeconomic factors, including happiness, enthusiasm, and increased interaction with places (Ebrahimi, Karamouz, and Sarindizaj 2021; Efferin and Hopper 2007). The following is the suggested theory.

**H3: Environmental image has a positive effect on loyalty through customer engagement.**

**H4: Socioeconomic image has a positive effect on loyalty through customer engagement.**

**2. Research Methodology**

The data used are primary data that were obtained through two formal and informal processes: (1) submitting study ideas to FEB Trisakti University and research recommendations, and (2) submitting applications to each tourist destination. Secondary data, in the form of a report on the volume of tourist visits from BPS data, was used to support the research argument (2020).

Local tourists who visited several tourist attractions in tourist areas that matched the requirements for sustainable tourism made up the study population in this investigation. The research population's characteristics of visitors include the following: (1) local tourists who are not foreigners; (2) tourists who are there for enjoyment rather than to form romantic impressions (honeymoon tourists). Furthermore, (3) visitors are not coming for educational reasons like study attraction. The number of samples per tourist location was determined, and sampling was done at random. The number of items per tourist destination was calculated by multiplying the number of samples by the number of tourists divided by the number of tourists per location.

This investigation utilized a survey or questionnaire as the data collection method. The most popular tool for gathering research data is the questionnaire. More questionnaires were delivered by the researchers than there were samples (Widiyanti *et al.* 2022). 400 questionnaires were given as part of this study to ensure accurate and accurate results. A selection distribution based on tourist locations was used to choose 240 of the 288 surveys that were successfully collected, with full justifications and no outliers.

Variable measurement with an interval scale with a score of 1 to 5 starting from strongly disagree (1), disagree (2), disagree (3), agree (4), and strongly agree (5) for positive statements and vice versa if the information is negative then the answers strongly disagree (5), disagree (4), disagree (3), agree (2), and strongly

agree (1) for positive statements. Moreover, testing the hypothesis using the mediation model with the help of SEM-PLS.

### 3. Research Results

This section should Validity measurement is critical in evaluating the questionnaire. The validity test was carried out to determine whether the questionnaire used for research was valid. A reliable instrument is only sometimes correct. To see the correlation in validity, use factor analysis. Indicators in research with a loading factor  $\geq 0.40$  are declared valid to be used as observed variables that explain latent variables.

There is a wide range in the environmental perception of each tourist location. Ecological conditions are generally well-maintained at each tourist attraction. The findings of the study on ambient image factors are listed below.

Table 1. Descriptive environmental image

Variables/ Dimensions	Indicator	Average	Standard deviation
Environmental image	EI 1	3.87	0.80
	EI 2	3.89	0.88
	EI 3	3.92	0.82
	EI 4	3.92	0.91
	EI 5	3.92	0.80
	EI 6	3.85	0.88
	<b>Average yield</b>	<b>3.89</b>	<b>0.70</b>

Overall, the average picture of the environmental image can be seen from the average respondent's answer, which is 3.89 or is in the high category. With a standard deviation of 0.70, each data collected from tourists regarding environmental image tends to be centralized even though it is more spread out than a cultural image. The data collected fall into the excellent category. This shows that there are vast differences in each tourist destination's environment.

An example of the environment for Penglipuran and Nglanggeran tourist destinations, Yogyakarta, is cleaner than the Green Canyon (Cukang Taneuh) Cijulang, Kab. Pangandaran. The table above shows that Bali is the most powerful environmental image (Wardana *et al.* 2021; Werastuti *et al.* 2018). Tri Hita Karana, which refers to the harmony of the relationships between humans and God, humans and the environment, and humans and other humans, is a concept that is widely held among the Balinese population. The neighborhood maintains a clean and lovely atmosphere (Maudana, Ernawati, and Voda 2021; Komang Adi Kurniawan Saputra *et al.* 2021). Penglipuran and Pemuteran Village residents are concerned about the environment (Adi *et al.* 2022). Information on how visitors can help safeguard the environment is always provided.

Each tourism destination has its socioeconomic reputation. Each resort for tourists has a well-cultivated socioeconomic concept (Rivers *et al.*, 2017). The survey's findings indicate that the socioeconomic image is high, with a score of 4.06 and a standard deviation of 0.61. It is clear from this that tourist locations have a solid socioeconomic image. The community's role as a supplier of supplemental services at tourist attractions, such as guides and selling tourist items, indicates its economic and social activities. Each tourist-collected piece of information about the surrounding environment tends to converge, as indicated by the standard deviation (Efferin and Hopper, 2007).

Table 2. Descriptive socioeconomic image

Variables/ Dimensions	Indicator	Average	Standard deviation
Socioeconomic image	SEI 1	4.08	0.77
	SEI 2	3.97	0.73
	SEI 3	4.04	0.83



Variables/ Dimensions	Indicator	Average	Standard deviation
	SEI 4	4.07	0.82
	SEI 5	4.10	0.81
	SEI 6	4.08	0.82
	SEI 7	4.01	0.79
	SEI 8	4.15	0.87
	SEI 9	3.99	0.75
	SEI 10	4.14	0.81
	<b>Average yield</b>	4.06	0.61

Field research indicates developments and economic activity in Green Canyon (Cukang Taneuh) Cijulang, Kab. Pangandaran can detect socioeconomic changes (Halibas *et al.*, 2017). Many locals are employed in these tourism areas. Tourist destination providers ask locals to donate boats, set up stalls near attractions, or enlarge tourist zones so that services for visitors can be provided (Harun *et al.*, 2021).

Table 3. Deskriptive customer engagement

Variables	Indicator	Average	Standard deviation
<i>Customer engagement</i>	CE 1	4.04	0.84
	CE 2	4.20	0.85
	CE 3	4.02	0.88
	CE 4	4.01	0.86
	CE 5	4.07	0.82
	CE 6	4.02	0.85
	CE 7	4.01	0.82
	CE 8	4.03	0.79
	CE 9	4.02	0.78
	CE 10	3.97	0.81
		<b>Average yield</b>	4.04

The description of tourist customer engagement in each tourist destination is quite diverse. Customer engagement varies depending on the tourism destination. According to the findings of the descriptive analysis of the customer interaction data, the average score for this variable is 4.04, which is considered high. The standard deviation of 0.83 demonstrates that tourist consumer engagement data is frequently centralized (Sanusi, A., Sumiyati, L., Winata, A. 2017),

There are several levels of customer engagement at each location in response to tourists during these tourist interactions (Hofmann *et al.* 2019; Zameer *et al.* 2018). The most significant signal, with a score of 4.07, is a need for more readiness to offer suggestions for enhancing this location. In other words, travelers are open to sharing ideas for enhancing destinations in terms of environmental considerations and marketing to ensure sustainable tourist destinations. The lowest score indicates that visitors cannot provide input to tourism managers; however, a score of 3.89 indicates that visitors can provide information to tourism managers to help keep tourist sites sustainable (Hofmann *et al.* 2019).

According to observations made on the ground, many tourists participate in community activities, especially when there are cultural events, in places like Kampung Naga, Neglasari Village, and Kec. Salawu, Kab. Tasikmalaya (Hidayatullah *et al.* 2019). The participation of the neighborhood boosts the energy in the air.

The mood and intimacy of rural communities are introduced to tourists through direct interaction with the locals at Cibuntu Village, Kab. Kuningan. Community involvement is restricted to the tourism-related activities available in Dusun Bambu, Lembang, and Kab (Wardana *et al.* 2021).

Table 4. Description loyalty

Variables	Indicator	Average	Standard deviation
Loyalty	TL 1	3.90	0.79
	TL 2	3.89	0.81
	TL 3	3.90	0.83
	TL 4	3.88	0.82
	TL 5	3.93	0.79
	TL 6	3.87	0.90
	TL 7	3.93	0.82
	TL 8	3.97	0.92
	TL 9	3.98	0.76
	TL 10	3.93	0.76
	TL 11	3.93	0.82
		<b>Average yield</b>	3.92

The survey's findings indicate that, with a score of 3.92, visitor loyalty falls into the high category. Visitors may wish to remain longer in tourist areas or will complement the attractiveness of these areas to friends and on social media. The data gathered from tourists concerning loyalty is likely to be centralized because the standard deviation for the loyalty variable is 0.66. (Kandampully and Suhartanto 2000). The emotive response, I feel better when I stay in this destination, which demonstrates tourists' interest in tourism destinations, has the highest indicator, scoring 3.98. The tourist destination with the lowest score has the best potential for sustainable tourism. Tourist places still need to make sustainability a key priority, in visitors' opinion (Merli *et al.* 2019).

Field research revealed that travelers wished to return to Green Canyon (Cukang Taneuh), Kampung Naga, Cibuntu Village, Dusun Bambu, Pemuteran, and Penglipuran Villages. Positive remarks about their experiences are made by visitors on social media, with coworkers, and in their surroundings. Visitors post about their experiences on social media and participate in advocacy efforts to support and defend environmentally friendly tourist spots like Yogyakarta's Nglanggeran or Importantsari Tourism Village (Lasso and Dahles 2018)

The survey results regarding age showed that the majority were 36 to 45 years as many as 107 tourists or 44.6%. The lowest was the group aged above <16 years, as many as five or 2.1%. Age 36 s.d. 45 years is a productive age that requires holidays to stay productive. After a vacation, tourists can refocus on work and increase their productivity. The lowest group travel depends on decisions within the family. In addition, holidays in the age group <16 years depend on the time off from school. Age group 36 s.d. 45 years old is a group that is financially capable and is a group that can travel. This can be seen from tourists in Bali, Yogyakarta, and West Java, with the most dominant age group being tourists (Putri and Saputra 2022; Wardana *et al.* 2021; Werastuti *et al.* 2018).

Table 5. Hypothesis Test Results

Research Hypothesis	Estimates	P-Value	Conclusion
H1 <i>Environmental image has a positive influence on loyalty</i>	0.438	0.000	supported
H2 <i>Socioeconomic image has a positive influence on loyalty</i>	0.022	0.784	<b>Not supported</b>
H3 <i>Customer engagement mediates the positive influence of environmental image on loyalty</i>	0.11	0.008	supported
H4 <i>Customer engagement mediates the positive influence of socioeconomic image on loyalty</i>	0.335	0.00	supported

The results of the estimation parameter test (standardized regression weight) show a beta value of 0.434. The P-value of  $0.000 < 0.05$  means that hypothesis 1 is supported. Environmental image has a positive influence on tourist loyalty. Consumer engagement increases when environmental quality and natural surroundings improve the approach to popular tourist destinations. The achievement of a tourism destination that demands the collective value of sustainability by visitors' expectations of a beautiful environment fosters the expansion of visitor loyalty (Kaplan and Norton, 2001).

#### 4. Discussions

Students and university students were among the travelers who stated that they were pretty impressed with the environmental perception of tourism spots (Merli *et al.* 2019). The image of an ecologically conscious resort is associated with tourists who have an ethical commitment to the environment (Sutawa 2012). Tourists are aware that they play a role in fixing environmental issues and recognize themselves as stakeholders in environmentally friendly tourism sites (Stylos and Vassiliadis 2015). Interaction with tourist attractions promotes ongoing learning and assessment processes and expedites knowledge acquisition, which leads to assessments and actions, such as loyalty (Molodchik, Shakina, and Barajas 2014).

Designing vacation spots with an environmentally sustainable image demonstrates moral responsibility and promotes favorable visitor response through strong loyalty (Molodchik, Shakina, and Barajas 2014). For tourism to be competitive, especially in the long run, the communal idea of the environment is essential. Tourists demand that the tourism industry be developed with services and goods that are more 'environmentally friendly' and 'ethically' accountable. Increased environmental awareness suggests a change in attitude toward consumerism. Tourists increasingly seek high-quality vacation spots and demand cleanliness in tourist attractions that can support natural beauty (Rahmiati, Othman, and Tahir 2020).

The results of the estimation parameter test (standardized regression weight) show a beta value of 0.022. The P-value of  $0.784 > 0.05$  means that hypothesis 2 is not supported, meaning that socioeconomic image does not positively affect tourist loyalty. Their dedication to tourism is distinct from the socioeconomic picture they perceive (Andhika 2017). Higher job and economic prospects for the community and the development of nearby facilities or infrastructure only sometimes result in more tourists visiting these tourist locations (Hellmeister and Richins 2019). A socioeconomic experience used as evaluation material for tourists is the interaction between tourists and socioeconomic activities such as infrastructure, local economic activity, and access to tourist locations (Wijaya, Bendesa, and Wiranatha 2021). Visitors' socioeconomic evaluation of tourist locations is the foundation for deciding whether to revisit and recommend them on ethical grounds. The compatibility of the moral value orientation between visitors and tourist places influences how visitors behave in a way that supports the viability of those destinations through strong loyalty (Rahmiati, Othman, and Tahir 2020).

The study's findings are consistent with those of (Merli *et al.* 2019), albeit in a different setting. The ability of the brand image to predict consumer loyalty requires factors like service quality and satisfaction to be fully mediated. Based on actual interactions with products or services, customers' opinions and ratings are highly influenced by the concept of a tourist destination. According to (Komang Adi Kurniawan Saputra *et al.* 2021). Performance - rather than appearance - is the key to increasing loyalty because it can lead to satisfaction, add value, and foster trust.

According to the conceptual framework developed in a behavioral, attitudinal approach and an approach that blends attitudes and behavior, visitors' loyalty is the result of an interactive and reciprocal process between providers and tourists (Merli *et al.* 2019). According to (O'Neill and Carlback 2011), a visitor's loyalty is an aim, dedication, and sense of self-identification with a particular tourist destination. According to this study's findings (Stanojević, Vranes, and Gökalp 2010), visitors do not fully comprehend the tourist sites' inherent responsibility regarding socioeconomic factors. Low-scoring visitors only make one trip even though it is a village with a positive socioeconomic reputation, like Pamuteran and Panglipuran. On the follow-up appointment, the socioeconomic standing was better. In order to develop loyalty, visitors need more mechanisms for acquisition, evaluation, and learning. Without this procedure, travelers can only satisfy their basic wants for travel and cannot explore the meaning of sustainability and moral responsibility in the destinations they are presented to (Komang Adi Kurniawan Saputra *et al.* 2022).

The social distance between tourist locations and visitors can be one of several explanations for the negligible impact of socioeconomic image on loyalty. Providers in tourism areas still need to develop their capacity to promote and project a socioeconomic image. Loyalty to socioeconomic factors is constrained by information and little contact (Molodchik, Shakina, and Barajas 2014; O'Neill and Carlback 2011). Because there

is little connection and communication, tourists find it difficult to recognize popular tourist spots. This prevents contact and reciprocity between travelers and tourist attractions (Leninkumar 2017).

The results of the estimation parameter test (standardized regression weight) show a P-value of 0.000 < 0.05, meaning that hypothesis 3 is supported. Some of the beneficial effects of the environmental image on loyalty are mediated by customer interaction. *Consumer involvement* is a psychological commitment demonstrated by the activities of tourists who volunteer their time and resources for the betterment of other tourists (Sanusi, A., Sumiyati, L., Winata, A. 2017). Tourists can use impressions recorded about tourist destinations as a resource to interact more closely with those destinations. The tourists become engaged and devoted when they understand that the values are appropriate. When participating in activities to demonstrate their psychological connection to tourist locations, tourists do not experience unnecessary pressure (Zameer *et al.*, 2018). Comfortable surroundings reinforce loyalty even more. On the other hand, tourism destinations use consumer involvement to 'defend' and keep their visitors while working together to develop sustainable tourist destinations. The environmental reputation created by tourist places, customer involvement, and traveler loyalty is all unified by a moral component (Sanusi, A., Sumiyati, L., Winata, A. 2017)

Based on the position of the environment image and the role of consumer engagement, the environment image of a tourist destination is not only designed based on brand positioning. It outlines the procedure for creating a distinct competitive advantage in consumers' thoughts (Chen and Chang 2013). However, it is a universally shared philosophy and approach to use a competitive advantage to generate robust and active customer loyalty ties for companies and build brands within a sustainability framework. On the other hand, tourism destination providers are aware that the role of customers (consumer engagement) and the position of loyal customers must be differentiated when establishing the sustainable value (Alam and Islam 2021).

Field research findings demonstrate that travelers who believe that tourist places have achieved the ideal of being ecologically friendly become more expressive while narrating tales about these destinations or describing how these destinations are (Chen *et al.* 2017). Visitors exhibit a willingness to assist tourist places and a psychological commitment to do so, especially in the case of environmentally damaging events like floods and tsunamis (Chen *et al.* 2017; Komang Adi Kurniawan Saputra *et al.* 2022). By encouraging the planting of mangrove trees or maintaining a garbage-free environment (Lima *et al.* 2021),

The results of the estimation parameter test (standardized regression weight) show a beta value of 0.335. A P-value of 0.000 < 0.05 means that hypothesis 4 is supported, which means that customer engagement mediates the positive influence of socioeconomic image on tourist loyalty. Customer engagement mediates some of the positive socioeconomic impacts on loyalty. The focus of a tourist attraction on the socioeconomic aspect is a tactic that also demonstrates concern for the socioeconomic circumstances of the neighborhood (Rivers, Shenstone-Harris, and Young 2017). Impressive interaction experiences encourage self-expression, cognition, and emotional growth and highlight many tourism sites' moral similarities and orientations. This encounter leaves a lasting effect, and the tourist's perception is assessed and used as the foundation for a more profound and devoted commitment (Andhika 2017; Rivers, Shenstone-Harris, and Young 2017)

According to the study, attracting repeat business from tourists takes a significant psychological investment on their part. (Molodchik, Shakina, and Barajas 2014) Destinations that promote sustainability as a pertinent and distinctive value proposition for visitors to encourage psychological commitment (Rahmiati, Othman, and Tahir 2020). Sustainability is dependent on internal commitment, the utilization of resources from outside, and market factors. Tourism engagement and loyalty have resulted in internal commitment. At the same time, resources are available from tourists who engage with the market strongly and from outside pressures that push tourists to view sustainability as a long-term solution for all parties involved (O'Neill and Carlback 2011).

## Conclusions

The study concluded that consumer involvement mediates the impact of socioeconomic status and environmental perception on loyalty. Loyalty benefits from a positive environmental image. The favorable environmental impact of tourism destinations encourages visitors to return and even promote them to others. Socioeconomic reputation does not enhance loyalty. Changes in the socioeconomic profile do not favorably impact visitors' loyalty. Tourist loyalty is only sometimes influenced by the socioeconomic impression travelers get of the place, such as the availability of retail establishments, the local economy, and interactions between residents and service providers. Visitors who are more devoted to tourism sites require more exposure and engagement. Although socioeconomic situations close to popular tourist locations are typical characteristics, it is still necessary to go deeper so that visitors may assess and identify more deeply to increase their loyalty.

The beneficial effect of a positive environmental image on loyalty is mediated by customer engagement. Tourists' perception of eco-friendliness inspires a psychological commitment to exchange information, resources, and time with other travelers and destination operators. By voluntary psychological commitment, tourists are encouraged to share resources and have more positive views and behaviors toward tourism sites. Customer loyalty is positively influenced by socioeconomic image through customer involvement. A favorable perception of a travel destination promotes greater participation, as a socioeconomic picture shows. Through high loyalty, involvement helps travelers to offer favorable reviews about tourism sites.

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**Siti Zakiah:** Conceptualization and writing – original draft; **HM:** Conceptualization and writing – original draft  
**Muhammad Yusuf Alhadihaq:** Conceptualization and writing – original draft. The degree of contribution of each author is equal.

### Declaration of Competing Interest

The authors declare that they have no competing interests related to this research. This statement affirms that there are no financial, personal, or professional interests that could potentially influence the research, ensuring transparency and integrity in your publication.

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