ENHANCING LOYALTY IN TOURISM: PRICE, SERVICE QUALITY, AND THE MEDIATING ROLE OF SATISFACTION AT LAWANG PARK, WEST SUMATERA, INDONESIA

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Abstract

Tourist loyalty has received special attention from both academics and practitioners. However, the factors that can explain tourist loyalty still need to be conclusive. This research aims to investigate the role of tourist satisfaction as a mediator between price, service quality, and tourist loyalty. The population in this study was all tourists from Taman Lawang Park, West Sumatra, Indonesia. For the study, the total research sample was 205 respondents obtained using a purposive sampling technique. Data analysis used was Structural Equation Model (SEM) using Smart-PLS version 3.2.9. The research results found that price and service quality had a positive effect on tourist loyalty. Then, price has no effect on tourist satisfaction, but service quality is proven to influence tourist

satisfaction, and tourist satisfaction also has a positive influence on tourist loyalty. Furthermore, tourist satisfaction is only able to mediate the relationship between service quality and tourist loyalty.

Keywords: Price, Service quality, Tourist satisfaction, Tourist loyalty, Indonesia

INTRODUCTION

Indonesia is a country that has much potential for tourism, including natural and cultural tourism. It is the main attraction for every domestic and foreign tourist. One of them is the province of West Sumatra. West Sumatra Province is very famous as a province with a variety of unique and exciting tourism potentials, so West Sumatra is aggressively promoting tourist attractions that have existed until now, and not a few tourists flock to enjoy the natural beauty of West Sumatra. West Sumatra is one of the provinces with natural beauty that can be developed as an asset that can later be useful as a promising source of income for both the government and the community around the tourist attraction. Areas in West Sumatra have many exciting attractions to visit. However, according to statistical data on domestic tourist visits to West Sumatra have fluctuated; in 2020, tourist visits were 8,041,868 people, and in 2021, it decreased by (40.49) percent. However, in 2022, it increased by 23.57 percent.

Therefore, the author wants to see the development of tourists in Agam Regency in West Sumatra. There are several exciting tourist attractions, such as Lake Maninjau. One of the famous tourist attractions around Lake Maninjau is Lawang Park Adventure. The location is in Matur District, Agam Regency, West Sumatra. Tourists can see the beauty of Lake Maninjau from a height and the surrounding hills from this tourist location. In addition, Lawang Park Adventure has various entertainment facilities such as outbound, homestay, and entire heritage. It is a tourist and outbound area specifically designed for tourists who want to enjoy the incredible altitude with stunning views of the surface of Lake Maninjau and the atmosphere of natural Minang village in Lawang Nagari, Matur District – Agam Regency.

This study is a development of previous research (Lesmana, Rosa (2021), where service quality plays an independent variable, tourist satisfaction is a mediation variable, and tourist loyalty is a dependent variable. In previous studies (Dilla & Ngatno, 2020), price and experimental marketing played as independent variables, customer satisfaction as a mediation variable, and customer loyalty as a dependent variable.

LITERATURE REVIEW

Tourist Loyalty

Tourist loyalty is an analogy to customer loyalty. In this study, tourist loyalty is another term from marketing literature called customer loyalty (Kotler & Keller, 2016). Griffin (1997) explained the importance of maintaining customer loyalty (tourists) through positive interactions and satisfying travel experiences by providing the best service, innovation, and effective communication. According to Djunaedi, Fariansyah Hassan Basrie (2022), it is crucial to maintain customer loyalty (tourists) through positive interactions and satisfying travel experiences by providing the best service, innovation, and effective communication. According to Liu (2020), tourist loyalty is the habit of visiting the same place repeatedly and the behavior of being loyal, loyal, and recommended by others. The level of tourist loyalty is different, according to A. Celill Cakici (2019). Factors that support visitor loyalty can reduce marketing costs.

Tourist Satisfaction

In general, satisfaction is a person's pleasure or disappointment from comparing product performance (or results) to their expectations. If the performance does not meet expectations, customers will be dissatisfied; if the performance is within expectations, customers will be satisfied; and if the performance exceeds expectations, customers will be very satisfied or happy. Customer satisfaction (tourist) is a goal and tool. The level of customer satisfaction is essential for companies. Because the Internet, or social media, allows consumers to spread good and bad news quickly through word of mouth worldwide (Kotler & Keller, 2016). Tour satisfaction is critical in achieving tourism industry goals (Dewi, 2023). Tourist satisfaction is the key to the success of tourism development in an area.

Price

According to Kotler and Keller (2009), the purpose of pricing is as follows: the amount of money paid for a product or service or the amount of value consumers exchange for profits for owning or using the product or service. Kotler and Keller (2009) state that the purpose of pricing is survival, current maximum profit, maximum current revenue, maximum sales growth, skimming the maximum market, and product quality management.

Service Quality

Quality is the totality of features and characteristics of products and services that depend on their ability to meet express or implied needs (Kotler & Keller, 2016). Lovelock (2016), the company's service quality consistently meets or exceeds customer expectations. Good service

usually results in high customer satisfaction and high repeat purchase rates. Therefore, service quality is the difference between a customer's perception of the service and what they expect. If customer expectations exceed performance, service quality will be less satisfactory, and customers will become dissatisfied (Lesmana, Rosa, 2021).

Price and Tourist Loyalty

Kotler and Armstrong (2016) define price as the amount spent on a product or service or the value consumers exchange to obtain profit, ownership, or use of the product or service. Price is one component that affects customer loyalty (tourists), according to Dilla and Ngatno (2020). It means that using better prices can increase customer loyalty; conversely, using worse prices will decrease customer loyalty. Previous studies have empirically shown that price affects customer/tourist loyalty (Dilla & Ngatno, 2020). Several previous studies have also shown that price affects customer/tourist loyalty (Arif et al., 2021; Hartono, 2023; Juansya et al., 2022; Lesnussa et al., 2021; Sugiama, 2020; Wulandari, 2016). This study investigated the effect of price on visitor loyalty to Lawang Park tourist destinations. Based on the above, the first hypothesis of the study is as follows:

H_1: Price has a positive effect on tourist loyalty

Service Quality and Tourist Loyalty

Quality is the totality of features and characteristics of a product and service that depend on the ability to meet express or implied needs. The best quality of service makes customers (tourists) feel satisfied, so building a positive perception of the quality of this service is a significant step in building a customer loyalty base (Lovelock, 2016). Previous research has shown a relationship between service quality and customer or traveler loyalty beforehand. Based on the above information, the second hypothesis of the study is as follows:

H_2: Service quality has a positive effect on tourist loyalty.

Price and Tourist Satisfaction

Kotler and Armstrong (2016) define price as the amount spent on a product or service or the value consumers exchange to obtain profit, ownership, or use of the product or service. A critical factor in traveler satisfaction is pricing. If the price management is good, tourists will be satisfied. Previous research has proven the theory that tourist satisfaction is influenced by price (Dilla & Ngatno, 2020; Faeni & Faeni, 2019; Hartono, 2023; Kuswandi & Nuryanto, 2021; Pertiwi et al., 2022; Septiani, 2021; Sugiama, 2020). This study was conducted to see the effect of price

on tourist satisfaction in Lawang Park tourist destinations. Based on the above information, the third hypothesis of this study is as follows:

H_3: Price has a positive effect on tourist satisfaction

Service quality and Tourist Satisfaction

The totality of features and characteristics of a product and service that depend on the ability to meet express or implied needs is known as quality (Kotler & Keller, 2016). Lovelock (2016) regulates customer behavior (tourists) to feel satisfied with the need for prepurchase, service encounter, and post-encounter stages. It helps understand how customers recognize their needs, seek alternative solutions, address perceived risks, choose, use, and experience particular services, and evaluate their service experience to generate customer satisfaction that will be willing to enter into a long-term relationship. Empirically, several previous studies have proven that service quality positively affects tourist satisfaction. (Adhitya Akbar, 2019; Lesmana, 2021; Riyani et al., 2021; surti, indah and Anggraeni, 2022). Some studies above found the influence of service quality on tourist satisfaction. This study was conducted to see the effect of service quality on tourist satisfaction in Lawang Park tourist destinations. Based on the description above, the fourth hypothesis can be put forward in this study as follows:

H_4: Service quality has a positive effect on tourist satisfaction

Tourist Satisfaction and Tourist Loyalty

Tourist satisfaction is an analogy to customer satisfaction. In this study, tourist satisfaction is another term from marketing literature called customer satisfaction (Kotler & Keller, 2016). Customer loyalty is an unwavering commitment to repurchase or recommend the right product or service in the future, regardless of the influence of situational factors and marketing efforts that can change behavior (Kotler & Keller, 2016).Secara empiris beberapa penelitian terdahulu telah membuktikan bahwa kualitas pelayanan berpengaruh positif terhadap kepuasan wisatawan. Hal ini ditunjukkan dalam penelitian Djunaedi dkk, (2022) Selanjutnya penelitian (Ananda & Jatra, 2019; Istiyawari dkk., 2021; Larasati & Suryoko, 2020; Puthujjana, 2020; Wibisono, 2023; Widyo Kristantyo, 2021). Tourist satisfaction affects tourist loyalty. In other words, the more satisfied or happy tourists are, the more loyal they are to Lawang Park. Based on the description above, the fifth hypothesis can be put forward in this study as follows:

H_5: Tourist satisfaction has a positive effect on traveler loyalty.

Tourist Satisfaction Mediates the Price-Tourist Loyalty Relationship

Tourist satisfaction is an analogy to customer satisfaction. In this study, tourist satisfaction is another term from marketing literature called customer satisfaction (Kotler & Keller, 2016). Kotler and Armstrong (2016) define price as the amount spent on a product or service or the value consumers exchange to obtain profit, ownership, or use of the product or service. Customer loyalty is an unwavering commitment to repurchase or recommend a preferred product or service in the future, regardless of situational influences and marketing efforts that may change attitude or behavior (Kotler & Keller, 2016).

Empirically, several previous studies have found that tourist satisfaction mediates the relationship between price and tourist loyalty (Albari, 2019; Arif et al., 2021; Benklah et al., 2022; Delvia et al. Hayati, 2022; Dilla & Ngatno, 2020; Hartono, 2023; Juansya et al., 2022; Pertiwi et al., 2022; Utami & Farida, 2020) This study determine how tourist satisfaction mediates the relationship between service quality and tourist loyalty to Lawang Park tourist destinations. Results from several previous studies have shown that price influences tourist loyalty and price. Based on the description above, the sixth hypothesis can be put forward in this study as follows:

H_6: Traveler Satisfaction Mediates the Relationship between Price and Tourist Loyalty

Tourist Satisfaction Mediates Service Quality-Tourist Loyalty Relationship

Tourist satisfaction is an analogy to customer satisfaction. In this study, tourist satisfaction is another term from marketing literature called customer satisfaction (Kotler & Keller, 2016). Customer loyalty is an unwavering commitment to repurchase or recommend the right product or service in the future, regardless of the influence of situational factors and marketing efforts that can change behavior (Kotler & Keller, 2016). Empirically, previous research has found that tourist satisfaction mediates the relationship between service quality and tourist loyalty. Research shows that tourist satisfaction mediates the relationship between tourist satisfaction and traveler loyalty. Furthermore, (Ananda & Jatra, 2019 Juansya et al., 2022 Pertiwi et al., 2022 Sefnedi et al., 2020 Sugistianto & Ispriyahadi, 2021 Zahara, 2020) prove that service quality has a positive effect on tourist loyalty mediated by tourist satisfaction. Based on the description above, the seventh hypothesis can be put forward in this study as follows:

H_7: Traveler Satisfaction Mediates the Relationship between Service Quality and Tourist Loyalty
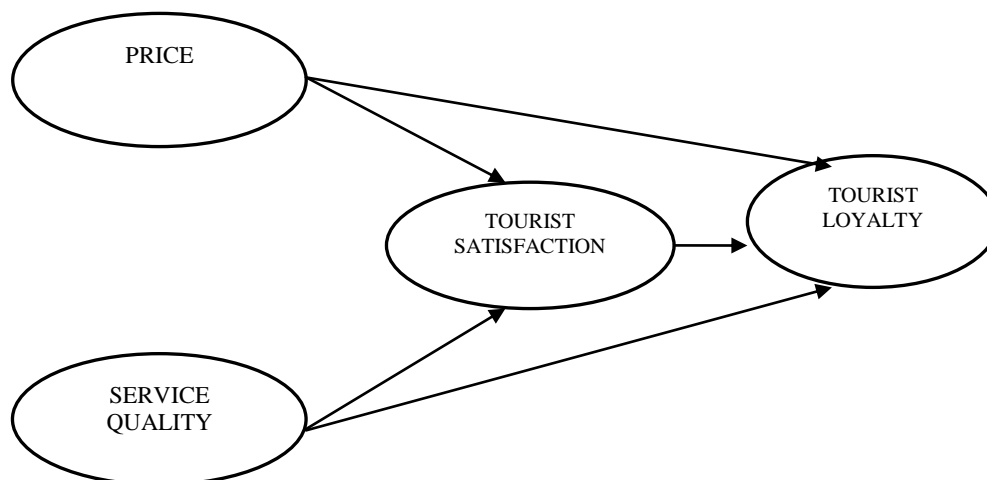
Figure 1. Theoretical Framework

RESEARCH METHODOLOGY

The object of this study is all tourists visiting Lawang Park. The population in this study is all tourists who visit Lawang Park. Then, the target population is respondents who visit Lawang Park with specific criteria. The sample is part of the number and characteristics possessed by the population, for which the sample taken from the population must be representative.

The sampling technique in this study is probability sampling, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member by means of purposive sampling, which is a sampling technique based on specific criteria set by the researcher. The criteria determined in this study are as follows: tourists have visited Lawang Park at least twice, and tourists are at least 17 years old.

According to Sugiyono (2022), to determine the number of samples in an unknown population, the data is by means of the number of items 41 statements multiplied by 5. In this study, there are four variables (price, service quality, tourist loyalty, and tourist satisfaction), so the minimum number of samples needed is 41 x 5 = 205 samples. For obtaining a valid and reliable variable size, a previously validated scale is used to measure all variables. All items were measured on a Likert-5 scale ranging from very disagreeable (1) to (5) very agreeable. In terms of hypothetical testing, this study uses SEM-PLS supported by previous research (Adeza et al., 2024; Sefnedi et al., 2023)

RESULTS AND DISCUSSION

The results of the study began by presenting respondent profiles, which can be seen in the following table:

Table 1. The Profile of Participating Respondents

Demographics	Category	Number (Person)	Percentage (%)
Gender	Male	101	49
	Female	104	50,5
Age	17 - 26 years old	71	34,5
	27 - 36 years old	50	24,3
	37 - 46 years old	29	14,1
	47 – 56 years old	43	21
	Over 56 years old	12	5,9
Education	Junior high school	3	1,5
	Senior High School	74	36,1
	Diploma	6	2,9
	Bachelor	111	53,9
	Postgraduate	11	5,3
Work	Government Employee	21	10,2
	Indonesian National Army / Police	4	1,9
	Doctor / Health Worker	7	3,4
	Lecturer / Teacher	7	3,4
	Private officer	46	22,3
	Self-employed	47	22,8
	Farmer	5	2,4
	Laborer	9	4,4
	Housewives	17	8,3
	Others	42	20,4
Visiting Experience	Total	205	100
	2 Times	128	62,1
	3 - 4 Times	35	17
	More than 4 Times	42	20,4
Place of Origin	West Sumatra	139	67,5
	Outside West Sumatra	66	32

Measurement Model Assessment

Measurement Model Assessment (MMA) is helpful in knowing the relationship between statement items and constructs/variables consisting of *convergent validity* and *discriminant validity* (Hair et al., 2014).

Table 2. The Results of Convergent Validity on Tourist Loyalty

Statements	Items	Outer Loadings	Cut-Off	Cronbach's Alpha	Composite Reliability	AVE
Revisiting	TL1	**0,784**	0.70			
Allocate a vacation budget	TL2	**0,767**	0.70			
Recommend	TL3	**0,835**	0.70	0,816	0,879	0,645
Narrating and providing positive information	TL4	**0,824**	0.70			

From the table above, it can be seen that tourist loyalty has a Cronbach's alpha (CA) value of 0.816 > 0.7, composite reliability of 0.879> 0.7, and average extracted variance (AVE) of 0.645 > 0.5 where the three analysis results have met the stipulated conditions.

Table 3. The Results of Convergent Validity on Tourist Satisfaction

Statements	Items	Outer Loadings	Cut-Off	Cronbach's Alpha	Composite Reliability	AVE
Comfortable	TS1	**0,754**	0.70			
Wonderful view	TS10	**0,822**	0.70			
Feeling amazed	TS11	**0,733**	0.70			
Feel relaxed	TS2	**0,753**	0.70	0,881	0,908	0,584
Excellent service	TS7	**0,722**	0.70			
The clerk is very friendly	TS8	**0,762**	0.70			
Feel safe	TS9	**0,799**	0.70			

From the table above, it can be seen that all statement items to measure tourist satisfaction already have a value outer loading > 0.7, so it has met the stipulated conditions Hair et al., (2014). After items are declared valid, testing is carried out on composite reliability. Cronbach's alpha and average extracted variance (AVE) provided that the statement is said to be valid and reliable if it has value Cronbach's alpha > 0.7 then composite reliability> 0.7 and average extracted variance (AVE) > 0,5 Hair et al., (2014). Next, tourist satisfaction has a value Cronbach's alpha (CA) of 0.881 > 0.7 and composite reliability (CR) of 0.908> 0.7, and average

extracted variance (AVE) of 0.584 > 0.5, where the three analysis results have met the stipulated conditions.

Table 4. The Results of Convergent Validity on Price

Statements	Items	Outer Loadings	Cut-Off	Cronbach's Alpha	Composite Reliability	AVE
Affordable rates	P1	**0,803**	0.70			
Rates according to service quality	P2	**0,879**	0.70	0,898	0,919	0,741
Competitive rates	P3	**0,896**	0.70			
Rates according to benefits	P4	**0,862**	0.70			

Table 4 shows that all statement items to measure price variables already have values outer loading > 0.7, so it has met the stipulated conditions Hair et al., (2014). After items are declared valid, testing is carried out on composite reliability. Cronbach's alpha and average extracted variance (AVE) provided that the statement is said to be valid and reliable if it has value Cronbach's alpha > 0.7 then composite reliability> 0.7 and average extracted variance (AVE) > 0,5 Hair et al., (2014) From table 4.5 it can be seen that tourist satisfaction has a value Cronbach's alpha (CA) of 0.898 > 0.7 and composite reliability (CR) of 0.919> 0.7 and average extracted variance (AVE) of 0.741 > 0.5 where the three analysis results have met the stipulated conditions.

Table 5. The Results of Convergent Validity on Service Quality

Statements	Items	Outer Loadings	Cut-Off	Cronbach's Alpha	Composite Reliability	AVE
Spacious parking	SQ1.1	**0,744**	0.70			
Adequate places of worship	SQ1.3	**0,726**	0.70			
Provide clear information	SQ2.3	**0,791**	0.70			
Paying attention	SQ2.5	**0,752**	0.70			
Resolving complaints	SQ3.2	**0,71**	0.70			
Prioritizing hospitality	SQ3.3	**0,712**	0.70	0,934	0,943	0,582
Provide correct information	SQ3.4	**0,774**	0.70			
Have good abilities	SQ3.5	**0,806**	0.70			
Parking attendant	SQ4.2	**0,780**	0.70			
Willing to help	SQ4.4	**0,778**	0.70			
Polite	SQ5.3	**0,786**	0.70			
Have knowledge	SQ5.4	**0,785**	0.70			

Table 5 displays that all statement items to measure service quality have values *outer loading* > 0.7, so it has met the stipulated conditions Hair et al., (2014). All items are declared valid; testing is carried out *on composite reliability*, and *Cronbach's alpha* and *average extracted variance* (AVE) provided that the statement is said to be valid and reliable if it has value *Cronbach's alpha* > 0.7 then *composite reliability*> 0.7 and *average extracted variance* (AVE) > 0,5 Hair et al., (2014). Additionally, the quality of service has a value *Cronbach's alpha* (CA) of 0.934 > 0.7 and *composite reliability* (CR) of 0.943> 0.7 and *average extracted variance* (AVE) of 0.582 > 0.5 where the three analyses results have met the stipulated conditions.

Table 6. The Results of Discriminant Validity with the Fornell-Larcker Criterion Method

Variable(s)	Price	Tourist Satisfaction	Service Quality	Tourist Loyalty
Price	0,861			
Tourist Satisfaction	0,386	0,764		
Service Quality	0,584	0,513	0,763	
Tourist Loyalty	0,520	0,586	0,611	0,803

Based on the table above, it can be seen that the correlation of the price variable is 0.861, where the correlation score is greater than the correlation with tourist satisfaction (0.386), service quality 0.584 and tourist loyalty (0.520). Likewise, the correlation of the variable of tourist satisfaction is 0.764, which is greater than the correlation of service quality, 0.513, and tourist loyalty, 0.586. The same thing also happens to the variables of service quality and tourist loyalty. Thus, it can be concluded that the results of the analysis Fornell-Larcker Criterion This already meets the rule of thumb Required (Fornell & Larcker, 1981).

Table 7. Discriminant Validity with Cross Loadings Method

Statements	Items	Price	Tourist Satisfaction	Service Quality	Tourist Loyalty
Affordable rates	P1	**0,803**	0,269	0,416	0,319
Rates according to service quality	P2	**0,879**	0,356	0,516	0,465
Competitive rates	P3	**0,896**	0,344	0,530	0,475
Rates according to benefits	P4	**0,862**	0,346	0,530	0,499
Spacious parking	SQ1.1	0,482	0,289	**0,744**	0,524
Adequate places of worship	SQ1.3	0,411	0,356	**0,726**	0,529
Provide clear information	SQ2.3	0,484	0,326	**0,791**	0,464
Paying attention	SQ2.5	0,521	0,363	**0,752**	0,430

Resolving complaints	SQ3.2	0,426	0,369	**0,710**	0,530
Prioritizing hospitality	SQ3.3	0,415	0,461	**0,712**	0,538
Provide correct information	SQ3.4	0,403	0,444	**0,774**	0,427
Have good abilities	SQ3.5	0,439	0,388	**0,806**	0,440
Parking attendant	SQ4.2	0,442	0,306	**0,780**	0,473
Willing to help	SQ4.4	0,444	0,380	**0,778**	0,400
Polite	SQ5.3	0,436	0,532	**0,786**	0,422
Have knowledge	SQ5.4	0,441	0,429	**0,785**	0,367
Comfortable	TS1	0,234	**0,754**	0,357	0,454
Wonderful view	TS10	0,334	**0,822**	0,383	0,485
Feeling amazed	TS11	0,297	**0,733**	0,354	0,425
Feel relaxed	TS2	0,203	**0,753**	0,394	0,425
Excellent service	TS7	0,359	**0,722**	0,434	0,395
The clerk is very friendly	TS8	0,323	**0,762**	0,447	0,458
Feel safe	TS9	0,307	**0,799**	0,371	0,485
Revisiting	TL1	0,378	0,509	0,519	**0,784**
Allocate a vacation budget	TL2	0,463	0,466	0,534	**0,767**
Recommend	TL3	0,432	0,449	0,468	**0,835**
Narrating and providing positive information	TL4	0,389	0,449	0,426	**0,824**

Table 7 shows that all statement items used to measure a variable have a more significant correlation coefficient with each construct than the value of the item coefficient in the construct block in the other column. Thus, each item in a block is unique and measures its variables. Thus, the *discriminant validity* is good (Fornell & Larcker, 1981).

R square (R2) is used to measure how much an endogenous variable is affected by another variable (exogenous). The results of the R square analysis can be seen as follows:

Table 8. The Results of R square

	R Square	Decisions
Tourist Satisfaction	0,275	Weak
Tourist Loyalty	0,500	Medium

Based on Table 8, it can be seen that the variable of tourist loyalty has R^2 0.500, which can be interpreted as a magnitude of 50% and is classified into the medium category (Hair et

al., 2014). Conversely, the variable of tourist satisfaction of 27.5% is included in the weak category.

Structural Model Assessment

The results of the structural model assessment (SMA) with the bootstrapping method are as follows:
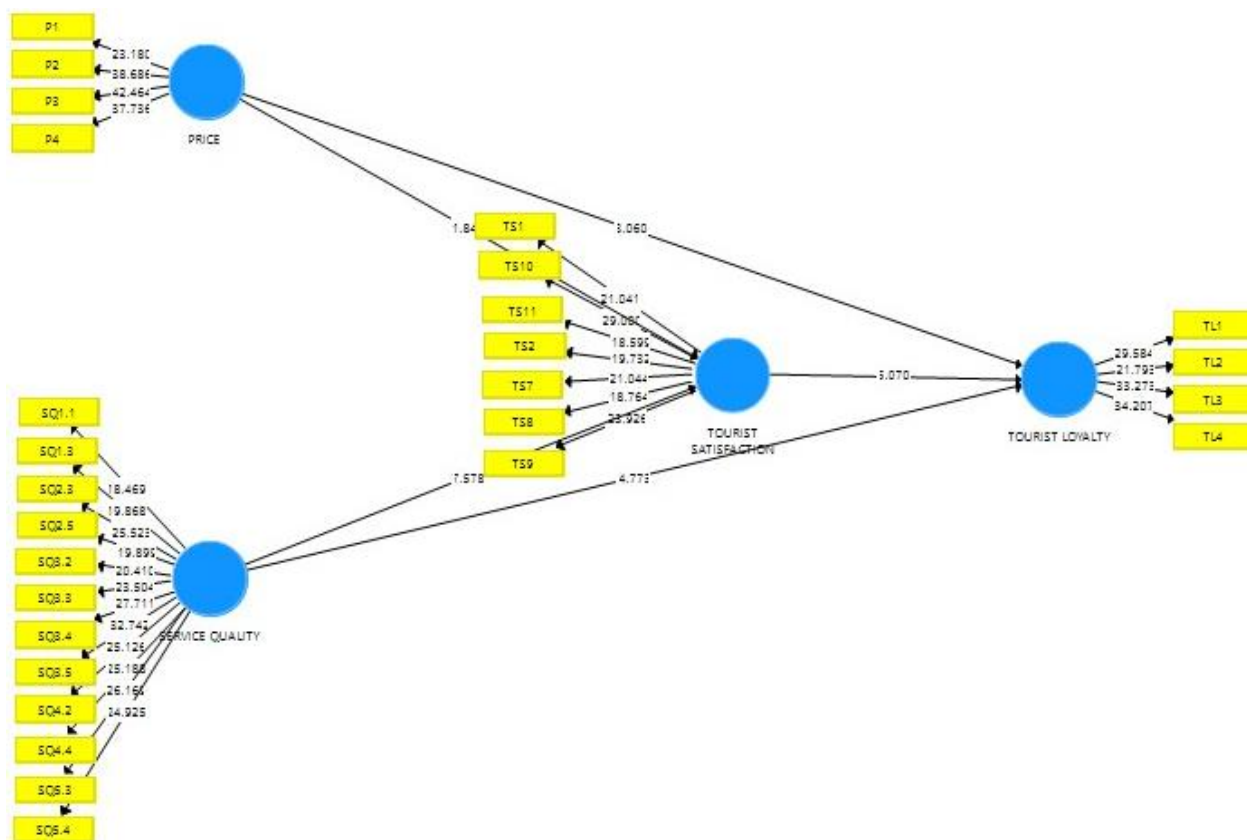

Figure 2. Structural Model Testing

Table 9. The Results of Direct Relationship

	Original Sample	T-statistics	P-values	Decisions
Price → Tourist Loyalty	0,202	2,769	**0,006**	H₁ accepted
Service Quality → Tourist Loyalty	0,315	4,586	**0,000**	H₂ accepted
Price → Tourist Satisfaction	0,132	1,719	0,086	H₃ rejected
Service Quality → Tourist Satisfaction	0,436	7,488	**0,000**	H₄ accepted
Tourist Satisfaction → Tourist Loyalty	0,346	5,315	**0,000**	H₅ accepted

Table 9 explains that the effect of price on tourist loyalty has an original sample value of 0.202, T-statistics 2.769 (higher than 1.96), and P-value 0.006 (less than 0.05), so it can be interpreted that the price has a positive and significant effect on the loyalty of tourists to Lawang Park tourist destinations. Thus, hypothesis 1 (H_1) is accepted. The effect of service quality on tourist loyalty has an original sample value of 0.315, T-statistics 4.586 (higher than 1.96), and P-value 0.000 (less than 0.05), so it can be interpreted that service quality has a positive and significant effect on tourist loyalty to tourist destinations Lawang Park. Thus, hypothesis 2 (H_2) is accepted.

The effect of price on tourist satisfaction has an original sample value of 0.132, T-statistics of 1.719 (lower than 1.96), and a P-value of 0.086 (higher than 0.05). This result can be interpreted as the price not affecting tourist satisfaction in Lawang Park tourist destinations. Thus, hypothesis 3 (H_3) is rejected. The effect of service quality on tourist satisfaction has an original sample value of 0.436, T-statistics of 7.488 (higher than 1.96), and P-value of 0.000 (less than 0.05), so it can be interpreted that the quality of service has a positive and significant effect on tourist satisfaction in Lawang Park tourist destinations. Thus, hypothesis 4 (H_4) is accepted. Next, the effect of tourist satisfaction on tourist loyalty has an original sample value of 0.346, T-statistics of 5.315 (higher than 1.96), and P-value of 0.000 (less than 0.05), so it can be interpreted that tourist satisfaction has a positive and significant effect on tourist loyalty at the destination wisata Lawang Park. Thus, hypothesis 5 (H_5) is accepted.

Table 10. The Results of the Mediating Effect

	Original Sample	T Statistics	P Values	Remark
Price → Tourist Satisfaction → Tourist Loyalty	0,045	1,578	0,115	H_6 rejected
Service Quality → Tourist Satisfaction → Tourist Loyalty	0,151	4,077	**0,000**	H_7 accepted

The effect of tourist satisfaction as a mediation between price and tourist loyalty has an original sample value of 0.045, T-statistics 1.578 (less than 1.96), and P-value 0.115 (higher than 0.05), so it can be interpreted that tourist satisfaction did not mediate the relationship between price and tourist loyalty. Therefore, the hypothesis 6 (H_6) is rejected. Next, The effect of tourist satisfaction as a mediation between service quality and tourist loyalty has an original sample value of 0.151, T-statistics of 4.077 (higher than 1.96), and P-value of 0.000 (less than

0.05), so that it can be interpreted as tourist satisfaction as mediates the relationship between service quality and tourist loyalty. Thus, hypothesis 7 (H$_7$) is accepted.

CONCLUSION

Some conclusions were obtained and summarized as follows: a) Price has a positive effect on tourist loyalty to Lawang Park tourist destinations. b) Service quality has a positive effect on tourist loyalty to Lawang Park tourist destinations. c) Price does not affect tourist satisfaction at Lawang Park tourist destinations. d) Service Quality has a positive effect on tourist loyalty to Lawang Park tourist destinations. e) Tourist satisfaction has a positive effect on tourist loyalty to Lawang Park tourist destinations. f) Tourist satisfaction did not mediate the relationship between price and tourist loyalty to Lawang tourist destinations. g) Tourist satisfaction mediates the relationship between service quality and Lawang Park tourist loyalty.

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