



Destination Service Quality and Co-Creation: Key Drivers of Tourist Repatronizing Intention in Indonesia Tourism

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ABSTRACT

This study investigates the impact of destination service quality (DSQ) on satisfaction with co-creation experience (SCE), value co-creation brand resonance (VCBR), and destination repatronizing intention (DRI) within Indonesia's North Sumatera tourism sector. Grounded in the service-dominant logic (SDL) framework, the research employs a quantitative approach using partial least squares structural equation modeling (PLS-SEM) to analyze survey data from 260 tourists. The findings reveal that DSQ significantly influences SCE, VCBR, and DRI, highlighting the critical role of service quality in shaping co-creation satisfaction, emotional connections, and tourist loyalty. Additionally, SCE and VCBR mediate the DSQ-DRI relationship, underscoring the importance of participatory experiences and brand resonance in fostering revisitation. This study contributes to the tourism literature by integrating service quality and co-creation perspectives in an emerging market context, offering practical insights for destination managers in Indonesia and beyond to enhance service delivery and competitive positioning.

Keywords: Destination Service Quality, Co-Creation Experience, Brand Resonance, Repatronizing Intention, Tourism, Indonesia

JEL Classifications: M31, L83, Z32

1. INTRODUCTION

Tourism is a cornerstone of global economic development, contributing significantly to employment, GDP, and cultural exchange. As competition among destinations intensifies, delivering exceptional service quality has become a critical strategy for attracting and retaining tourists. Destination Service Quality (DSQ), which includes aspects such as infrastructure, hospitality, and service reliability, is fundamental in shaping tourists' perceptions and behaviors. Research shows that high service quality enhances tourist satisfaction and loyalty, which subsequently fosters positive behavioral intentions, such as revisiting and recommending destinations to others (Chen et al., 2021). Furthermore, incremental innovations in small and medium-sized enterprises (SMEs) have been identified as critical drivers for achieving sustainable growth and customer loyalty, particularly in tourism contexts (Siregar et al., 2023). Despite

this established importance, the role of DSQ in influencing more complex dimensions of tourist behavior, such as value co-creation and brand resonance, remains underexplored.

The concept of value Co-Creation and Brand Resonance (VCBR) has gained increasing attention in tourism literature. Rooted in the Service-Dominant Logic (SDL) framework, value co-creation shifts the traditional view of tourists from passive consumers to active participants in creating meaningful experiences (Vargo and Lusch, 2008). This collaborative process enhances brand resonance by fostering loyalty, emotional attachment, and a sense of community (Sthapit et al., 2022). Tourists who actively engage in co-creation are more likely to develop a deeper connection with the destination, which strengthens their intention to revisit. However, limited research has combined DSQ and VCBR to examine their collective impact on tourist behavior, particularly in culturally diverse and competitive tourism markets.

Another significant factor shaping tourist behavior is Destination Repatronizing Intention (DRI), which reflects a tourist's likelihood of revisiting a destination. DRI is influenced by satisfaction, perceived value, and trust, with trust acting as a mediator between service quality and loyalty (Liu et al., 2021). Research indicates that while satisfaction is critical, achieving customer delight—going beyond basic satisfaction—is essential for fostering loyalty and revisiting intentions (Keiningham and Vavra, 2001). Existing studies often examine these factors in isolation, leaving a gap in understanding their interrelated dynamics in influencing tourists' decisions.

This study seeks to address this gap by integrating DSQ, VCBR, and DRI into a unified framework, particularly within the SDL context. By investigating the relationships between these constructs, the research aims to provide a comprehensive understanding of the factors that drive tourist loyalty and revisitation. The findings are expected to offer theoretical contributions to tourism literature and practical strategies for destination managers.

The Indonesian tourism sector, particularly in North Sumatera, provides a compelling context for this investigation. Known for its rich cultural heritage and natural beauty, North Sumatera attracts a diverse range of tourists. However, challenges such as inconsistent service quality and inadequate infrastructure hinder its full potential as a competitive destination (Pitana and Gayatri, 2005). Leveraging DSQ and VCBR to enhance tourist experiences could serve as a strategic pathway for addressing these challenges. Enhancing service quality and fostering co-creation experiences would not only elevate tourist satisfaction but also strengthen loyalty and advocacy for the destination.

This research contributes to both theoretical and practical dimensions. Theoretically, it bridges the gap in understanding the interrelationships between DSQ, VCBR, and DRI. Practically, it provides actionable insights for policymakers and destination managers, particularly in improving service delivery, fostering co-creation, and leveraging brand resonance to enhance tourist loyalty. By addressing these dimensions, the study aims to support the sustainable growth of North Sumatera's tourism sector in an increasingly competitive global market.

2. LITERATURE REVIEW

2.1. Service-Dominant Logic (SDL)

This study is firmly grounded in the Service-Dominant Logic (SDL) framework, a paradigm introduced by Vargo and Lusch (2004) that redefines value creation in a service-centric context. SDL shifts the focus from the traditional goods-dominant logic, where value is embedded in products, to a service-oriented perspective, where value emerges from interactions and co-creation between providers and consumers. In tourism, SDL emphasizes that tourists are not passive recipients of services but active participants who co-create value through their engagement and collaboration with service providers. This concept is especially relevant in understanding how destination service quality (DSQ) facilitates satisfaction with co-creation experiences and influences destination repatronizing intention (DRI) (Vargo and Lusch, 2004).

One of the core principles of SDL is the notion of value co-creation, which highlights that value arises from collaborative interactions. Within the tourism sector, destinations act as platforms where tourists integrate resources such as services, infrastructure, and personal experiences to create meaningful outcomes (Brodie et al., 2011). This process underscores the pivotal role of DSQ in providing high-quality resources that enable tourists to co-create value. The study's focus on value co-creation and brand resonance (VCBR) is thus theoretically justified, as SDL asserts that co-creation enhances tourists' emotional and cognitive connections, ultimately fostering loyalty and brand resonance.

Furthermore, SDL stresses the importance of resource integration in the co-creation process. Operand resources, such as physical infrastructure and hospitality services, must be combined with operant resources, like tourists' knowledge, preferences, and interactions, to maximize value creation (Akaka and Vargo, 2015). In the context of North Sumatera, DSQ serves as an operand resource that supports tourists in crafting unique and personalized experiences. This dynamic interaction validates the inclusion of DSQ as a critical construct driving satisfaction with co-creation experiences and brand resonance.

Additionally, SDL views value co-creation as a strategic tool for achieving competitive advantage. Destinations that engage tourists in co-creation processes foster stronger emotional attachments and brand loyalty, resulting in long-term benefits such as revisitation and advocacy (Sthapit et al., 2022). This theoretical insight supports the study's argument that enhancing co-creation opportunities through improved DSQ can significantly boost tourist loyalty and retention, particularly in competitive tourism markets like North Sumatera.

Lastly, SDL positions tourism within a relational ecosystem, emphasizing the interconnected roles of service providers, tourists, and other stakeholders in creating value. This relational perspective highlights that DSQ and VCBR operate within a broader network of interactions that shape tourists' satisfaction and intentions to revisit. By examining these constructs through the SDL lens, this study addresses the relational and co-creative dimensions of tourism value creation, offering insights into how destinations can better engage tourists to foster loyalty (Chathoth et al., 2016).

In summary, SDL provides a comprehensive theoretical framework for understanding the interplay between DSQ, VCBR, and DRI. It not only informs the conceptual model of this study but also emphasizes the practical implications of designing service ecosystems that actively involve tourists in the co-creation process.

2.2. Destination Service Quality (DSQ)

Destination service quality (DSQ) refers to the perceived quality of services and facilities available at a tourism destination, including accommodation, transport, hospitality, cleanliness, and activities provided for tourists. DSQ is a critical factor influencing tourist satisfaction, destination loyalty, and economic sustainability.

The concept of DSQ has been widely studied using frameworks such as SERVQUAL, which measures service quality across five

dimensions: tangibility, reliability, responsiveness, assurance, and empathy (Park and Jeong, 2019). For instance, a systematic literature review emphasized the importance of DSQ in shaping tourist satisfaction, behavioral intentions, and sustainable tourism outcomes.

Empirical studies have highlighted that DSQ influences destination loyalty through its impact on perceived value and satisfaction. Research conducted in India identified specific dimensions of DSQ, including hospitality, fairness of pricing, hygiene, and safety, as key contributors to tourist satisfaction and loyalty (Narayan et al., 2009). Similarly, Mukherjee et al. (2018) developed a multidimensional scale for measuring DSQ in emerging markets, emphasizing the roles of service quality, destination features, and tourist experiences.

Research also indicates that DSQ can mediate relationships between destination image and destination loyalty. For example, Akroush et al. (2016) found that DSQ directly and indirectly influenced destination loyalty via its impact on brand image, particularly in the Dead Sea tourism destination. This demonstrates the strategic importance of maintaining high-quality services for long-term competitive advantage.

DSQ is not only a determinant of individual satisfaction but also plays a role in the broader perception of a destination. A review by Lai et al. (2017) of service quality research over 30 years revealed that consistent improvements in service delivery contribute to a destination's reputation and its ability to attract repeat visitors.

2.3. Satisfaction with Co-Creation Experience (SCE)

Satisfaction with Co-creation experience (SCE) refers to tourists' positive evaluation of their involvement in co-creating value during their tourism experiences. It emphasizes the interactive and participatory role of tourists in shaping their own travel satisfaction by collaborating with service providers and other stakeholders.

Several studies show that SCE is significantly influenced by the level of tourists' active participation, psychological engagement, and resource integration in the co-creation process. Prebensen and Xie (2017) highlight that co-creation experiences enhance perceived value, which mediates the relationship between participation and satisfaction in adventure tourism. This finding underscores the importance of co-creation dimensions, such as mastering and psychological participation, in fostering satisfaction.

Buonincontri et al. (2017) found that experience co-creation positively affects tourist satisfaction, expenditure levels, and overall happiness. Their study of Naples, Italy, revealed that interactions between tourists and service providers, as well as tourists' active participation, are key antecedents of co-creation.

Moreover, Mathis et al. (2016) observed that tourists' co-creation experiences positively influence their vacation satisfaction, subjective well-being, and loyalty to service providers. Their research emphasizes the emotional and physical engagement of tourists in co-creation, which enhances their overall satisfaction with the destination.

Sugathan and Ranjan (2019) further elaborated on the moderating role of co-creation in the tourism experience, finding that co-creation amplifies the relationship between customer experience and intention to revisit. High co-creation situations strengthen tourists' connections with destinations, resulting in more memorable and satisfying experiences.

Lastly, Rachão et al. (2021) explored the role of co-creation in food-and-wine tourism, demonstrating that co-creation enhances tourists' satisfaction by fostering novelty, creativity, and enjoyment. Their findings suggest that providing opportunities for tourists to actively engage in experiential activities significantly improves satisfaction levels.

2.4. Value Co-Creation Brand Resonating (VCBR)

Value co-creation brand resonance (VCBR) describes the synergy between co-creation processes and the emotional, cognitive, and behavioral connections that consumers form with a brand. It is rooted in the service-dominant logic (SDL) framework, which emphasizes that value is co-created through interactions between service providers and consumers, rather than being embedded in products or services themselves (Vargo and Lusch, 2008). In tourism, the integration of knowledge dynamics and absorptive capacity plays a pivotal role in shaping innovation performance and fostering strong brand resonance (Siregar, 2023).

Research shows that co-creation enhances brand equity by fostering deeper consumer engagement, loyalty, and advocacy. A systematic review by Pham et al. (2022) found that value co-creation in tourism branding integrates consumer participation and collaborative processes, making it a key driver of destination loyalty and competitive advantage.

Xu et al. (2020) examined antecedents of brand engagement using co-creation theory and found that brand image, awareness, and quality significantly impact brand engagement when mediated by value co-creation activities. This emphasizes the role of VCBR in driving sustainable destination brand equity.

Additionally, Pham et al. (2023) explored the interaction between co-creation and social commerce in destination branding. They highlighted that consumer-generated content, such as reviews and shared experiences, mediates the relationship between co-creation and brand equity, enhancing tourists' emotional attachment to destinations.

Another study by Giannopoulos et al. (2020) proposed a service ecosystem perspective, showing that brand co-creation in tourism involves multi-level stakeholder interactions. They suggested that co-creation not only strengthens consumer relationships but also aligns with sustainable branding strategies, reinforcing brand resonance in the long term.

Lastly, Melis et al. (2023) operationalized collaboration and learning as dimensions of value co-creation in tourism, identifying their contributions to destination brand resonance. Their findings reveal that effective co-creation enhances brand meaning, loyalty, and competitive positioning.

2.5. Destination Repatronizing Intention (DRI)

Destination repatronizing intention (DRI) refers to the likelihood of tourists revisiting a particular destination based on their prior experiences, satisfaction, and perceptions. It is a vital measure of destination loyalty, which is essential for sustainable tourism growth and competitiveness. Research has identified several key factors influencing DRI, with destination image being a prominent determinant. Afshardoost and Eshaghi (2020), in their meta-analysis, demonstrated that both affective (emotional) and cognitive (knowledge-based) components of destination image significantly predict tourists' intentions to revisit. Emotional connections, in particular, were found to strengthen loyalty and revisitation intentions. Similarly, satisfaction plays a mediating role between service quality and DRI. Satisfied tourists are more likely to return to destinations that meet or exceed their expectations. Stylos et al. (2016) emphasized that satisfaction, when combined with positive holistic images of a destination, fosters stronger emotional and cognitive bonds, enhancing tourists' likelihood of revisiting.

Emotional attachment also contributes significantly to DRI. Zhang et al. (2017) found that memorable tourism experiences create lasting emotional ties, encouraging tourists to return. Such experiences highlight the importance of providing unique and impactful moments for visitors. Additionally, perceived value, which balances quality and cost, is another crucial factor driving DRI. Lam and Hsu (2006) demonstrated that tourists are more inclined to revisit destinations that offer high perceived value, particularly when coupled with positive attitudes and perceived behavioral control as per the Theory of Planned Behavior. These findings underscore the multifaceted nature of decision-making processes behind revisitation.

Destination management practices also play a pivotal role in fostering DRI. Cong (2016) revealed that facets of perceived destination quality, including hospitality, safety, and accessibility, have direct impacts on tourists' satisfaction and revisitation intentions. High-quality management ensures that tourists' needs are met, building trust and loyalty. In summary, DRI is shaped by a combination of destination image, satisfaction, emotional attachment, perceived value, and effective destination management. Understanding these factors can help destinations implement strategies to attract repeat visitors and build long-term loyalty.

2.6. Hypotheses Development

Destination service quality (DSQ) is widely recognized as a critical determinant of tourist satisfaction and loyalty, both of which directly influence destination repatronizing intention (DRI). DSQ encompasses various dimensions, including transportation, accommodation, hospitality, and cleanliness, which collectively shape tourists' overall experience and perception of a destination (Tosun et al., 2015). High-quality services ensure that tourists' needs and expectations are met, leading to positive evaluations of the destination and an increased likelihood of revisitation.

Empirical studies have consistently shown that DSQ directly influences tourists' intentions to revisit a destination. For example, Gholipour Soleimani and Einolahzadeh (2018) demonstrated that

service quality has a positive impact on DRI through its mediating effects on satisfaction and word-of-mouth recommendations. Their research highlights the significance of DSQ in fostering trust and long-term loyalty among tourists (Gholipour Soleimani and Einolahzadeh, 2018).

Another study by Akroush et al. (2016) found that DSQ influences DRI indirectly through destination image. Their findings indicate that a favorable perception of DSQ enhances the destination's image, which in turn fosters loyalty and revisitation intentions (Akroush et al., 2016). This suggests that the effects of DSQ are amplified when it contributes to creating a strong and appealing destination image.

The importance of DSQ in shaping DRI is further supported by Abdulla et al. (2019), who highlighted the mediating role of tourist satisfaction. Their study, conducted in Dubai, revealed that high-quality services such as efficient local transport, comfortable accommodations, and exceptional hospitality directly influence tourists' satisfaction levels, which are critical predictors of revisit intentions (Abdulla et al., 2019).

Furthermore, Manyangara et al. (2023) explored the interplay between DSQ, destination image, and DRI in ZimParks tourist destinations. Their findings affirmed that DSQ positively influences destination image and revisit intentions, with destination image playing a mediating role. This underscores the strategic importance of DSQ in driving not only satisfaction but also favorable perceptions that encourage repeat visits (Manyangara et al., 2023). Based on this evidence, it is hypothesized that:
H₁: Destination Service Quality has a positive and significant impact on Destination Repatronizing Intention.

Destination service quality (DSQ) is a fundamental determinant of tourists' overall satisfaction and experience evaluation in the tourism context. It encompasses dimensions such as infrastructure, reliability, responsiveness, and empathy, all of which influence tourists' perception of quality and subsequent satisfaction. The concept of Satisfaction with co-creation experience (SCE) extends this relationship by emphasizing tourists' active participation in creating personalized experiences, which enhances perceived value and emotional attachment to the destination.

Research shows that high DSQ enhances the conditions for effective co-creation by providing tourists with resources, support, and environments that facilitate active participation. According to Buonincontri et al. (2017), tourists' interactions with service providers and their active involvement in co-creation are influenced by the quality of destination services. High service quality encourages tourists to engage more fully in co-creation activities, leading to higher satisfaction levels.

Prebensen and Xie (2017) highlighted that DSQ directly contributes to tourists' satisfaction through the perceived value generated during co-creation. Their study in adventure tourism demonstrated that when tourists perceive destination services as reliable and supportive, they are more likely to integrate their skills and preferences into the experience, resulting in greater satisfaction.

Furthermore, Shulga and Busser (2020) found that autonomy and competence provided by high-quality destination services enhance tourists' self-determination in co-creation activities. This increases their sense of fulfillment and satisfaction with the overall co-creation process.

Tirado et al. (2024) proposed a service ecosystem perspective, suggesting that DSQ plays a critical role in supporting both ordinary and extraordinary co-creation experiences. High-quality services amplify memorable and meaningful interactions between tourists and service providers, leading to enhanced satisfaction with the co-creation experience.

These findings suggest that DSQ provides the necessary foundation for tourists to actively engage in co-creation, fostering a positive evaluation of their experiences. Based on this, the following hypothesis is proposed:

H₂: Destination Service Quality positively influences Satisfaction with Co-Creation Experience.

Destination service quality (DSQ) is a critical factor in enhancing tourists' perceptions and engagement with a destination. It is comprised of multiple dimensions, including infrastructure, hospitality, reliability, and empathy, which collectively form the foundation for creating value and fostering positive brand associations. In the context of value co-creation brand resonance (VCBR), DSQ acts as a vital enabler that enhances tourists' active involvement in co-creation processes, strengthening emotional, cognitive, and behavioral connections to the destination.

Research by Xu et al. (2020) emphasized that service quality positively influences tourists' engagement in value co-creation, which is a key driver of brand equity and resonance. Their findings demonstrated that high-quality destination services encourage active participation, resulting in stronger brand trust and emotional attachment.

Additionally, Giannopoulos et al. (2020) explored the role of DSQ within the service ecosystem perspective, finding that value co-creation amplifies the flow of brand meaning across stakeholders. This fosters brand resonance, as tourists feel more connected to the destination through meaningful co-created experiences.

Further evidence by Jamilena et al. (2017) shows that value creation through DSQ enhances destination brand equity by shaping tourists' perceptions of the destination as memorable and meaningful. Their study concluded that DSQ acts as an antecedent for value co-creation, improving brand resonance by creating shared value between tourists and destination stakeholders.

Lastly, Melis et al. (2023) highlighted the significance of collaboration and learning processes facilitated by DSQ in driving brand resonance. Their findings suggest that high-quality destination services not only improve tourists' co-creation experiences but also strengthen their loyalty and advocacy for the destination. Based on this evidence, the hypothesis can be formulated as follows:

H₃: Destination Service Quality positively influences Value Co-Creation Brand Resonance.

Value co-creation brand resonance (VCBR) emphasizes the deep emotional and cognitive connection tourists establish with a destination through active participation in co-creation processes. When tourists engage in co-creation activities, they contribute to and personalize their travel experiences, fostering stronger brand attachment and loyalty. This resonance between the tourist and the destination brand significantly impacts their behavioral intentions, including the decision to revisit.

Research highlights that co-creation enhances tourists' perceived value and emotional engagement, which are critical determinants of revisit intentions. For instance, Melis et al. (2023) demonstrated that collaborative and learning processes during co-creation strengthen tourists' brand loyalty and intention to return. High levels of co-creation involvement encourage tourists to identify with the destination brand, leading to stronger emotional bonds and advocacy behaviors.

Giannopoulos et al. (2020) examined brand co-creation in tourism ecosystems and found that co-creation positively influences brand resonance and loyalty. Their study revealed that co-created experiences provide a sense of ownership and pride, prompting tourists to revisit the destination to re-experience the emotional benefits associated with the brand.

Jamilena et al. (2017) further emphasized the role of value creation as an antecedent to destination loyalty and revisit intentions. Their findings suggested that tourists who perceive a high degree of value co-creation are more likely to develop destination loyalty, which manifests in their willingness to return. This demonstrates that value co-creation significantly enhances destination-based brand equity and fosters revisitation.

Pham et al. (2023) expanded this perspective by examining the mediating role of destination brand equity in the relationship between value co-creation and revisit intention. Their research in Vietnam confirmed that value co-creation amplifies tourists' brand loyalty and their intention to revisit by creating positive brand associations and emotional attachment. Building on these insights, the hypothesis can be proposed as follows:

H₄: Value Co-Creation Brand Resonance positively influences Destination Repatronizing Intention.

Satisfaction with co-creation experience (SCE) refers to tourists' positive evaluations of their active participation in creating memorable and personalized tourism experiences. This satisfaction is considered a key predictor of destination repatronizing intention (DRI), as it fosters emotional connections, trust, and loyalty to the destination. When tourists perceive their co-creation experiences as meaningful and valuable, they are more likely to revisit and recommend the destination.

Buonincontri et al. (2017) emphasized that satisfaction derived from co-creation experiences significantly influences tourists' behavioral intentions, including their willingness to revisit. Their study on tourists visiting Naples, Italy, revealed that co-creation enhances satisfaction by fostering interactions between tourists and service providers, leading to greater happiness and revisit intentions.

Sugathan and Ranjan (2019) demonstrated the moderating role of co-creation in strengthening the relationship between customer satisfaction and revisit intention. Their findings showed that when tourists actively participate in creating their travel experiences, their satisfaction positively influences their intention to return to the destination.

Lončarić et al. (2018) explored how satisfaction with co-created tourism experiences impacts tourists' future behavioral intentions, such as revisitation and positive word-of-mouth. They found that tourists who were satisfied with their co-creation experiences showed a higher propensity to return to the destination, as these experiences created lasting impressions.

Additionally, Mathis et al. (2016) highlighted that co-creation satisfaction positively impacts tourists' subjective well-being and loyalty. Tourists who actively engage in co-creation activities tend to feel a stronger sense of attachment and loyalty to the destination, increasing their intention to revisit. Based on these findings, the following hypothesis is proposed:

H_5 : Satisfaction with Co-Creation Experience positively influences Destination Repatronizing Intention.

Destination service quality (DSQ) is foundational in shaping tourists' perceptions and satisfaction during their visits. High DSQ ensures that tourists experience reliable, empathetic, and high-standard services, which directly impacts their satisfaction with co-creation activities. Satisfaction with co-creation experience (SCE) emerges when tourists actively engage in designing their travel experiences, creating personalized, memorable interactions that enhance their emotional connection to the destination. This satisfaction, in turn, significantly influences destination repatronizing intention (DRI), where satisfied tourists are more likely to revisit and recommend the destination.

Research highlights the importance of DSQ in enabling effective co-creation environments. For instance, Prebensen and Xie (2017) found that high service quality enhances tourists' engagement in co-creation processes, leading to greater perceived value and satisfaction. The quality of the destination's services supports tourists in actively contributing to co-creation, which fosters satisfaction with the overall experience.

Melis et al. (2023) further demonstrated that satisfaction derived from co-creation activities strongly influences loyalty and revisit intentions. Their study showed that tourists who perceive high DSQ during co-creation activities develop stronger bonds with the destination, leading to higher repatronizing intentions.

Additionally, Mathis et al. (2016) explored the mediating role of satisfaction in the co-creation process, concluding that DSQ not only supports positive tourist engagement but also enhances their intention to revisit through satisfaction with the co-created experience. The study emphasized the significance of emotional and psychological involvement in co-creation as critical drivers of loyalty.

Furthermore, Wen et al. (2022) revealed that co-creation experiences have a profound impact on tourists' loyalty and

decision-making processes. Satisfied co-creation experiences not only enhance tourists' evaluations of service quality but also strengthen their emotional and cognitive commitment to the destination, which drives repatronizing intentions. Based on these findings, it can be hypothesized:

H_6 : Satisfaction with co-creation experience mediates the relationship between destination service quality and destination repatronizing intention.

Destination service quality (DSQ) is fundamental in shaping tourists' perceptions and loyalty toward a destination. High DSQ, characterized by exceptional infrastructure, responsive services, and reliability, not only enhances satisfaction but also supports active engagement in value co-creation processes. Value co-creation brand resonance (VCBR) refers to the deep emotional, cognitive, and behavioral connection tourists establish with a destination through their co-creation experiences. These co-created brand connections are critical predictors of destination repatronizing intention (DRI), which measures the likelihood of tourists revisiting a destination.

Previous studies underscore the direct and indirect effects of DSQ on DRI through VCBR. Xu et al. (2020) demonstrated that DSQ encourages active tourist participation in value co-creation processes, strengthening emotional attachment and loyalty to the destination brand. These co-created experiences result in stronger destination brand resonance, which mediates tourists' intentions to revisit.

Melis et al. (2023) emphasized the mediating role of value co-creation in the relationship between service quality and revisit intentions. Their findings showed that tourists' emotional and cognitive connections with the destination brand, developed through high-quality co-creation experiences, significantly influence their intention to return.

Giannopoulos et al. (2020) further supported this framework by demonstrating that DSQ contributes to brand co-creation through its role in fostering trust and emotional attachment. These brand connections, in turn, enhance tourists' loyalty and advocacy, strengthening their intentions to revisit the destination.

Jamilena et al. (2017) explored the impact of value creation on destination brand equity, concluding that co-created brand equity strengthens revisit intentions. Their findings highlighted that DSQ provides a foundation for co-creation, which fosters stronger brand loyalty and emotional connections. Based on this evidence, the following hypotheses are proposed:

H_7 : Value Co-Creation Brand Resonance mediates the relationship between Destination Service Quality and Destination Repatronizing Intention.

3. RESEARCH METHODOLOGY

This study adopts a quantitative approach using a cross-sectional survey design to investigate the relationships among destination service quality (DSQ), satisfaction with co-creation experience (SCE), value co-creation brand resonance (VCBR), and destination

repatronizing intention (DRI). Partial least squares structural equation modeling (PLS-SEM) is utilized for data analysis, as it is suitable for assessing complex models and examining both direct and mediating effects among the constructs (Hair et al., 2014). This methodology provides a comprehensive framework to test the hypothesized relationships and evaluate the structural pathways between variables.

The target population includes tourists who have recently visited destinations in North Sumatera, such as Berastagi and Lake Toba. A total of 260 valid responses are targeted for the analysis, in line with Hair et al.'s (2014) recommendation of 5-10 respondents per indicator for PLS-SEM. Respondents are selected using stratified random sampling to ensure diverse representation across demographic groups, such as age, gender, and travel frequency. Eligible participants must have visited the destination within the past year and engaged in co-creation activities during their trip to ensure the relevance of their responses to the study variables.

Data are collected through a structured questionnaire consisting of validated scales. DSQ is measured using a multidimensional scale adapted from Narayan et al. (2009) and Mukherjee et al. (2018), encompassing dimensions such as tangibility, reliability, responsiveness, and empathy. SCE is assessed using items from Prebensen and Xie (2017) and Buonincontri et al. (2017), focusing on tourists' active participation and emotional engagement during co-creation experiences. VCBR is measured using scales adapted from Giannopoulos et al. (2020) and Melis et al. (2023), which emphasize emotional connection, trust, and loyalty toward the destination brand. Lastly, DRI is evaluated using a scale from Afshardoost and Eshaghi (2020), measuring tourists' intentions to revisit and recommend the destination. All items are measured on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis follows a two-stage approach. The first stage evaluates the measurement model to ensure reliability and validity. Convergent validity is assessed using average variance extracted ($AVE \geq 0.50$), and discriminant validity is tested using the Fornell-Larcker Criterion. Reliability is confirmed through Cronbach's alpha and composite reliability, with thresholds set at 0.70 or higher. The second stage focuses on testing the structural model. Path coefficients, T-statistics ($T > 1.96$), and P-values ($P < 0.05$) are used to evaluate the direct and mediating relationships, while the model fit is assessed using standardized root mean square residual ($SRMR < 0.08$) to confirm the adequacy of the model.

The study adheres to ethical research practices by ensuring informed consent, confidentiality, and voluntary participation. Respondents are informed of their rights to withdraw from the study at any time, and their anonymity is strictly maintained throughout the research process.

4. RESULT

The demographic profile of the respondents, including gender, age, frequency of visits, and occupation, is summarized in Table 1.

Table 1: Demographic profiles

Categories	Description	Summary	%
Gender	Male	132	50.77
	Female	128	49.23
Age	Under 25	42	16.15
	25.1-35 years old	61	23.46
	35.1-45 years old	59	22.69
	45.1-55 years old	51	19.62
	Over 55 years old	47	18.08
Frequency of Visits	Once	47	15.77
	Twice	68	26.15
	3 times	52	20.00
	More than 3 times	93	35.77
Occupation	Unemployed	41	15.77
	Student	40	15.38
	Self-employed	57	21.92
	Government/public sector	51	19.62
	Private sector	59	22.69
	Other	12	4.62

Table 1 provides a detailed overview of the demographic profile of the respondents, covering gender, age, frequency of visits, and occupation.

The gender distribution shows a nearly equal split, with 50.77% male (132 individuals) and 49.23% female (128 individuals). This balance indicates a well-represented sample across genders. In terms of age, respondents are divided into five categories: 16.15% under 25 years old (42 individuals), 23.46% between 25.1 and 35 years (61 individuals), 22.69% between 35.1 and 45 years (59 individuals), 19.62% between 45.1 and 55 years (51 individuals), and 18.08% over 55 years old (47 individuals). The largest group falls within the 25-35 years range, reflecting a majority of participants in their most active travel years.

The frequency of visits reveals that 15.77% (47 individuals) had visited the destination once, 26.15% (68 individuals) twice, 20.00% (52 individuals) 3 times, and 35.77% (93 individuals) more than 3 times. The high proportion of repeat visitors suggests strong loyalty and satisfaction among respondents.

Regarding occupation, the majority of respondents work in the private sector (22.69%, 59 individuals) or are self-employed (21.92%, 57 individuals). Other groups include those in the government/public sector (19.62%, 51 individuals), students (15.38%, 40 individuals), and the unemployed (15.77%, 41 individuals), with 4.62% (12 individuals) classified under other categories. This distribution highlights a diverse respondent pool, representing various professional and economic backgrounds.

Overall, the demographic profile demonstrates a well-rounded and diverse sample, providing a solid foundation for analyzing the relationships between key variables such as destination service quality, satisfaction, and repatronizing intention.

4.1. Measurement Model Analysis

The results of the convergent validity test, including loading factors and average variance extracted (AVE) for the variables destination service quality (DSQ), value co-creation and brand resonance (VCBR), satisfaction with co-creation experience (SCE), and

destination repatronizing intention (DRI), are summarized in Table 2

Table 2 evaluates the convergent validity and reliability of the measurement model by analyzing loading factors, average variance extracted (AVE), Cronbach’s alpha (CA), and composite reliability (CR) for the four key variables: Destination service quality (DSQ), value co-creation and brand resonance (VCBR), satisfaction with co-creation experience (SCE), and destination repatronizing intention (DRI). The loading factors for all variables exceed the recommended threshold of 0.50, confirming item reliability. For DSQ, the loading factors range from 0.710 to 0.781, with a CA of 0.955, CR of 0.959, and AVE of 0.538, demonstrating excellent reliability and validity. VCBR shows loading factors between 0.704 and 0.787, with a CA of 0.934, CR of 0.942, and AVE of 0.538, ensuring high internal consistency. SCE has loading factors ranging from 0.711 to 0.796, supported by a CA of 0.929, CR of 0.938, and AVE of 0.540, confirming its strong reliability. Finally, DRI exhibits loading factors from 0.713 to 0.777, with a CA of 0.794, CR of 0.857, and AVE of 0.546, indicating acceptable reliability and validity. These results validate the measurement model, showing that all constructs meet the criteria for convergent validity and internal consistency, providing a robust foundation for further structural analysis.

The discriminant validity of the measurement model, evaluated using the Fornell-Larcker criterion to ensure that each construct is distinct from others, is summarized in Table 3

Table 3 evaluates the discriminant validity of the measurement model using the Fornell-Larcker criterion, with the diagonal values representing the square roots of the average variance extracted (AVE) for each construct. The square root of the AVE for destination service quality (DSQ) is 0.733, for value co-creation and brand resonance (VCBR) is 0.734, for satisfaction with co-creation experience (SCE) is 0.735, and for destination

repatronizing intention (DRI) is 0.739. These diagonal values are greater than the correlations between constructs, confirming that each construct is distinct and the model satisfies the criteria for discriminant validity. These results validate the measurement model and ensure that the constructs are suitable for further structural analysis.

4.2. Structural Model Analysis

The predictive power and relevance of the structural model, assessed through R², Q², and SRMR values, are summarized in Table 4

Table 4 presents the evaluation of the structural model’s predictive power and relevance through key metrics, including R², Q², and the standardized root mean square residual (SRMR). The R² values indicate the proportion of variance explained by the independent variables for each construct, with destination repatronizing intention (DRI) showing an R² of 0.340, classified as fairly good, and Satisfaction with Co-Creation Experience (SCE) achieving a higher R² of 0.410, indicating strong predictive power. Similarly, the R² for value co-creation and brand resonance (VCBR) is 0.264, reflecting a fairly good predictive ability. The Q² values, used to measure the model’s predictive relevance, demonstrate acceptable results for all constructs, with Q² values of 0.177 for DRI, 0.205 for SCE, and 0.138 for VCBR. Additionally, the SRMR value of 0.063, being below the recommended threshold of 0.08, confirms an adequate model fit. These results collectively validate the structural model’s ability to predict the dependent constructs effectively, supporting its relevance for further hypothesis testing.

The results of the hypotheses testing, including path coefficients, t-statistics, and p-values, are summarized in Table 5

Table 5 summarizes the results of the hypotheses testing, presenting the path coefficients, t-statistics, and P-values to evaluate the relationships between constructs. All proposed hypotheses are

Table 2: Measurement model evaluation

DSQ (CA=0.955; CR=0.959; AVE=0.538)	VCBR (CA=0.934; CR=0.942; AVE=0.538)	SCE (CA=0.929; CR=0.938; AVE=0.540)	DRI (CA=0.794; CR=0.857; AVE=0.546)
Loading factor	Loading factor	Loading factor	Loading factor
0.756	0.704	0.722	0.777
0.718	0.708	0.725	0.722
0.755	0.787	0.796	0.713
0.741	0.779	0.730	0.724
0.726	0.757	0.717	0.758
0.756	0.721	0.718	
0.781	0.746	0.711	
0.727	0.737	0.783	
0.720	0.716	0.729	
0.722	0.732	0.762	
0.710	0.718	0.722	
0.709	0.711	0.708	
0.730	0.729	0.722	
0.714	0.723		
0.710			
0.762			
0.731			
0.726			
0.727			
0.738			

Table 3: Discriminant validity: Fornell and Larker criterion

Constructs	DSQ	VCBR	SCE	DRI
DRI	0.739			
DSQ	0.493	0.733		
SCE	0.441	0.640	0.735	
VCBR	0.509	0.514	0.493	0.734

Table 4: Predictive power and relevance

Constructs	R ²	Q ²	SRMR	Conclusion
DRI	0.340	0.177		Fairly good
SCE	0.410	0.205		Good
VCBR	0.264	0.138		Fairly good
Goodness of fit model			0.063	

Table 5: Hypotheses test

Path	β	Criteria ($t > 1.96$) or ($P < 0.05$)		Conclusion
		t-statistic	P-value	
DSQ→DRI	0.249	3.740	0.000	Supported
DSQ→SCE	0.640	21.402	0.000	Supported
DSQ→VCBR	0.514	10.911	0.000	Supported
VCBR→DRI	0.321	4.810	0.000	Supported
SCE→DRI	0.123	2.107	0.036	Supported
DSQ→SCE→DRI	0.079	1.970	0.049	Supported
DSQ→VCBR→DRI	0.165	4.525	0.000	Supported

supported, as evidenced by significant t-statistics (> 1.96) and P-values (< 0.05). Specifically, destination service quality (DSQ) significantly influences destination repatronizing intention (DRI) ($\beta = 0.249$, $t = 3.740$, $P < 0.001$), as well as satisfaction with co-creation experience (SCE) ($\beta = 0.640$, $t = 21.402$, $P < 0.001$) and value co-creation and brand resonance (VCBR) ($\beta = 0.514$, $t = 10.911$, $P < 0.001$). Moreover, VCBR positively impacts DRI ($\beta = 0.321$, $t = 4.810$, $P < 0.001$), and SCE has a smaller but significant effect on DRI ($\beta = 0.123$, $t = 2.107$, $P = 0.036$). Mediation effects are also confirmed, with $DSQ \rightarrow SCE \rightarrow DRI$ ($\beta = 0.079$, $t = 1.970$, $P = 0.049$) and $DSQ \rightarrow VCBR \rightarrow DRI$ ($\beta = 0.165$, $t = 4.525$, $P < 0.001$) showing significant indirect pathways. These results confirm the robustness of the structural model and validate the hypothesized relationships, providing a comprehensive understanding of the factors influencing tourists' behaviors and intentions.

5. DISCUSSION

The findings for H1 confirm that destination service quality (DSQ) significantly impacts destination repatronizing intention (DRI) ($\beta = 0.249$, $P < 0.001$). This result highlights that high-quality service delivery enhances tourist loyalty by fostering trust and satisfaction. Prior studies, such as Tosun et al. (2015) and Gholipour Soleimani and Einollahzadeh (2018), emphasize that reliable, responsive, and empathetic service delivery leads to positive behavioral intentions, including revisitation. This study contributes additional insights by contextualizing these findings within Indonesia's tourism sector, showcasing the critical role of DSQ in a competitive and diverse market. Tourists' intentions to revisit are reinforced when their expectations of service quality are exceeded, thereby enhancing

loyalty. These findings suggest that consistent improvements in service delivery, focusing on reliability and responsiveness, are essential for maintaining a competitive edge and driving repeat visits in the Indonesian tourism industry.

The results confirm that DSQ positively influences satisfaction with co-creation experience (SCE) ($\beta = 0.640$, $P < 0.001$). High-quality services create an environment that facilitates active tourist participation in co-creation activities. Buoincontri et al. (2017) and Prebensen and Xie (2017) highlight that superior service quality enhances tourists' sense of autonomy and competence, key factors in their satisfaction with co-creation experiences. This study adds to the literature by demonstrating that DSQ within Indonesia's tourism sector significantly improves co-creation satisfaction, even amidst operational challenges. Reliable infrastructure, well-trained staff, and an emphasis on empathetic service delivery ensure tourists feel valued and engaged. By addressing these dimensions, destination managers can create personalized and fulfilling experiences, which are essential for fostering co-creation satisfaction and enhancing overall tourist engagement.

Hypothesis 3 is supported, with findings indicating a significant positive relationship between DSQ and Value Co-Creation Brand Resonance (VCBR) ($\beta = 0.514$, $P < 0.001$). This demonstrates that high service quality encourages tourists to actively engage in co-creation, fostering stronger emotional and cognitive connections with the destination brand. Xu et al. (2020) and Giannopoulos et al. (2020) found that high-quality service enhances brand resonance by promoting participation and collaboration. The findings of this study contextualize these dynamics within Indonesia, emphasizing how DSQ supports co-creation activities that strengthen brand loyalty. Effective service delivery acts as a catalyst for tourists to form deeper emotional bonds with the destination, further enhancing brand equity. This underscores the importance of integrating exceptional service quality with co-creation strategies to build strong and resonant destination brands in competitive markets.

The results for H4 confirm that VCBR has a significant positive influence on DRI ($\beta = 0.321$, $P < 0.001$). Tourists who develop a strong emotional connection with the destination through co-creation are more likely to exhibit loyalty and revisit. This finding is consistent with Melis et al. (2023) and Jamilena et al. (2017), who emphasized that co-created brand equity strengthens tourists' intention to return. By analyzing this relationship in Indonesia, the study highlights that emotional attachment to the destination brand is a key driver of revisitation. VCBR ensures that tourists perceive the destination as unique and personally meaningful, enhancing their loyalty. For destination managers, fostering co-creation activities that emphasize personal engagement and brand connection is critical for sustaining tourist loyalty in a competitive tourism landscape.

Hypothesis 5 is supported, as evidenced by the positive relationship between SCE and DRI ($\beta = 0.123$, $P = 0.036$). Tourists who experience meaningful and satisfying co-creation activities are more likely to develop an intention to revisit. Sugathan

and Ranjan (2019) highlighted that co-creation satisfaction significantly influences tourists' behavioral intentions, such as loyalty and revisitation. This study builds on these findings by demonstrating the impact of SCE in the Indonesian context, where co-creation activities enhance emotional bonds and reinforce revisitation intentions. By prioritizing unique and fulfilling co-creation opportunities, destination managers can leverage tourists' satisfaction to increase loyalty. The findings suggest that creating participatory experiences tailored to tourist preferences is a strategic imperative for promoting repeat visits and sustaining growth in Indonesia's tourism sector.

The mediating role of SCE between DSQ and DRI is confirmed ($\beta = 0.079$, $P = 0.049$). This indicates that high service quality indirectly drives tourist loyalty by enhancing co-creation satisfaction. Mathis et al. (2016) and Prebensen and Xie (2017) emphasized the critical role of satisfaction as a mediator in converting high-quality service into revisitation intentions. This study contextualizes these findings within Indonesia, demonstrating that DSQ facilitates meaningful co-creation experiences, which in turn enhance loyalty. These results highlight the importance of designing co-creation opportunities that leverage service excellence to create memorable and satisfying experiences for tourists. By doing so, destinations can strengthen the indirect effects of service quality on loyalty and promote sustainable tourism.

Hypothesis 7 is supported, with VCBR mediating the relationship between DSQ and DRI ($\beta = 0.165$, $P < 0.001$). This finding underscores the role of VCBR in transforming high-quality service into enhanced tourist loyalty through emotional engagement. Xu et al. (2020) and Melis et al. (2023) found that brand resonance amplifies the effects of service quality on loyalty outcomes by fostering emotional and cognitive connections. This study extends these insights to the Indonesian context, highlighting how DSQ supports co-creation activities that build strong brand resonance and drive revisitation. For destination managers, enhancing VCBR through high-quality service delivery and co-creation strategies is essential for promoting long-term loyalty and differentiation in the competitive tourism market.

6. CONCLUSION

This study provides critical insights into the relationships between destination service quality (DSQ), satisfaction with co-creation experience (SCE), value co-creation brand resonance (VCBR), and destination repatronizing intention (DRI) within the Indonesian tourism context. The findings confirm that DSQ significantly influences SCE, VCBR, and DRI, highlighting the foundational role of service quality in fostering tourist loyalty. Furthermore, the mediating roles of SCE and VCBR in the relationship between DSQ and DRI underscore the importance of co-creation satisfaction and emotional engagement in enhancing revisitation intentions.

This study contributes to the theoretical understanding of how service quality and co-creation dynamics interact to build brand resonance and drive tourist loyalty. It extends the service-dominant

logic (SDL) framework by incorporating the unique perspectives of Indonesia's diverse and competitive tourism market. Practically, the findings emphasize the need for destination managers to prioritize exceptional service delivery, create engaging co-creation opportunities, and strengthen emotional connections with tourists through brand resonance strategies. These efforts are critical for maintaining a competitive advantage and achieving long-term sustainability in the tourism industry.

However, this study acknowledges limitations, such as its focus on cross-sectional data and the specific Indonesian context, which may limit generalizability. Future research should explore longitudinal designs and cross-cultural perspectives to build a more comprehensive understanding of these dynamics. By addressing these areas, researchers can further advance the knowledge of co-creation and loyalty in global tourism.

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