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From first visit to forever fans: crafting customer loyalty in glamping through experience quality and engagement

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ABSTRACT

This study contains two primary research aims. The first objective is to investigate the structure, dimensions, and indicators of experience quality at glamping resorts. Additionally, the study aims to analyze the interconnections between experience quality, trust, satisfaction, engagement, and customer loyalty at glamping resorts in Indonesia. This study combines the customer relationship quality and experience-engagement models to answer the proposed objectives. The data for this study were collected from several glamping resorts in East Java, Indonesia, with a total of 452 participants. The research was carried out in two phases. In the initial phase, the data was analyzed using Exploratory Factor Analysis (EFA). The findings indicate that the quality of the glamping experience is a multi-dimensional construct consisting of service attributes, glamping attributes, and access quality. The study employed Partial Least Square (PLS) to examine the correlations between variables in the second stage. The results suggest that the quality of the glamping experience plays a significant role in shaping consumer satisfaction, trust, and engagement. Furthermore, this study demonstrates that satisfaction, trust, and engagement mediate the effects of the quality of glamping experiences on customer loyalty. Upon the completion of research objectives, this study contributes to both theoretical and practical contributions.

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Tourism; Relationship Marketing

Introduction

There has been a rise in the popularity of nature-based tourism and outdoor hospitality in recent years. Nature-based tourism is regarded as a method of seeking respite from the fast-paced and chaotic metropolitan lifestyle and instead relishing in the company of loved ones amidst a serene natural setting while participating in soothing recreational pursuits. This signifies an increasing inclination among individuals to pursue genuine encounters that enable them to establish a connection with the natural world, providing them with a means to alleviate stress and escape from their everyday schedules. This notion embodies a profound desire to reconnect with nature, in search of serenity, exploration, and experiences that nourish the soul, while also advocating for well-being through engagement with the natural world. Recently, the growing inclination towards reconnecting with nature has resulted in glamping tourism being a popular choice among customers. The emergence of glamping tourism is closely linked to the expansion of glamping resorts. In response to the increasing demand from consumers for glamping experiences, hotel and resort management is engaging in competition to establish lodgings that incorporate the glamping idea for their clientele. This has resulted in competition among managers of glamping resorts. In the realm of marketing, the crucial factor for a corporate organization to endure is the establishment of a devoted customer base. Implementing strategies to foster loyalty has proven advantageous for numerous firms. A loyal client is someone who intends to make repeat purchases and spread

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positive word-of-mouth about a product or service (Andreassen & Lindestad, 1998). Furthermore, devoted clients generate higher earnings since the firm does not have to invest significant resources in attracting new customers (Oliver, 2010). Likewise, the tourism industry has generally recognized the significance of fostering loyalty. Suhartanto et al. (2020) proposed that establishing customer loyalty is crucial for bolstering sustained performance in this demanding context. Therefore, it is thought that glamping resort management should foster and improve client loyalty.

Studies in the service marketing showed the importance of experience – engagement model in the formation of customer loyalty. The concept of experience – engagement model argues that the interaction between customer and service providers will generate emotional bonding, which finally creates the intention to revisit or not. Studies, in services and hospitality domain explained that customers experiencing high-quality experiences will have high emotional bonding that will form an intention to revisit and recommend the service provider to other customers (Chen & Rahman, 2018; A.S Hussein, 2018b; Rather, 2020). While service and hospitality studies have explored the experience–engagement model in various domains, scholars still have no agreement about the structure, dimensions, and indicators of experience quality since this construct is recognized as a culture-base construct (Hussein, 2018b; Lemke et al., 2011). Scholars (A. S Hussein & Hapsari, 2021; A.S Hussein, 2018b; H. C. Wu et al., 2019) argued that experience quality will have different structure, dimensions and indicators based on the culture and industry setting. Hence, there is a need to explore the structure, dimensions, and indicators of Indonesia's glamping resort experiential quality.

In addition to the form of experience quality construct, another research gap was found in the literature regarding the role of experience – engagement model in the formation of customer loyalty. Scholars such as H.-C. Wu and Ai (2016) and A. S Hussein and Hapsari (2021) argued that experience quality is a superior affective evaluation toward the interaction between service provider and customer and customer engagement is the emotional bonding between these two actors (Hapsari et al., 2017). However, in order to predict loyalty, these experience and engagement are not enough. Scholars (Oly Ndubisi, 2007a; Rauyruen & Miller, 2007) suggested that in creating loyalty, customers will evaluate their relationship with the service provider after experiencing particular experience. The results of this evaluation will affect the loyalty of the customer. Hence, it is believed that the quality of the relationship between the customer and service provider is important. Oly Ndubisi (2007b) contends that relationship quality is an overall customer's impression of the relationship established with the providers. Wu and Cheng (2018) explain that relationship quality is a cognitive evaluation of consumer and provider interactions. Previous studies have found the crucial effects of relationship quality on loyalty (Mullins et al., 2014; Oly Ndubisi, 2007b; H.-C. Wu & Cheng, 2018).

Although previous studies have suggested the importance of the experience–engagement model and relationship quality model in creating customer loyalty, there has been a lack of published studies that have integrated these two concepts into a single comprehensive model in examining the creation of glamping customer loyalty. Integrating these two concepts into a single comprehensive concept would provide better insight into the formation of customer loyalty, especially in the context of glamping tourism. This comprehensive model emphasizes the interplay between tourists and glamping tourism providers in cultivating favorable perceptions, which then cultivate robust emotional connections. Memorable and enjoyable experiences are achieved by the provision of high-quality service, customized attention, and efficient communication throughout the visitors' stay. These beneficial interactions contribute to visitors developing a positive perception of the glamping site, resulting in them feeling cherished and respected. Consequently, an emotional bond is formed, turning a mere visit into a significant relationship. The establishment of this emotional connection is vital as it amplifies client allegiance, promoting recurring visits and favorable word-of-mouth endorsements. In conclusion, the model shows that glamping providers can achieve long-term success by giving importance to pleasant interactions and emotional involvement, which leads to increased customer retention and advocacy. In addition, integrating these two concepts into a single comprehensive model would increase the model's predictive power (Hussein, 2018a). This comprehensive approach offers a comprehensive knowledge of how superior, captivating encounters result in robust, favorable relationships. As a result, it provides a more distinct understanding of the process of creating and fostering client loyalty in the glamping industry. This dual methodology not only improves our theoretical comprehension but also offers practical

recommendations for glamping providers seeking to foster enduring loyalty and advocacy among their consumers. By harnessing the advantages of both models, the all-encompassing framework can forecast customer behavior with greater accuracy and pinpoint the crucial aspects that influence loyalty in the glamping industry.

Based on the research background, this study aims to explore the structure, dimensions, and indicators of glamping experiential quality. In addition, this study proposes a comprehensive conceptual model to explain the formation of glamping customer loyalty by integrating the relationship quality model and experience–engagement model. Upon the completion of the research objectives, this study offers theoretical and practical contributions. For theoretical contribution, this study discovers the structure, dimensions, and indicators of glamping experiential quality. This study also provides a model describing the development of glamping customer loyalty. For practical contribution, this study suggests tourism practitioners enhance customer loyalty, especially in the context of glamping tourism.

Literature review

Customer loyalty

Customer loyalty is the main goal of the notion of relationship quality. For a business organization, having loyal customers is a benefit. Loyal customers offer a tangible advantage for the business organization (Andreassen & Lindestad, 1998). Specifically, loyal customers will be more likely to repurchase from the same providers and also deliver the positive word of mouth to other people. Studies in service marketing showed that many scholars have discussed customer loyalty in various hospitality sectors (Alves et al., 2019; Suhartanto et al., 2020; H.-C. Wu & Li, 2017). These studies argued that loyal customers will voluntarily revisit the destination in the future and recommend the destination to other potential customers.

Marketing literature suggests three approaches to loyalty. The first approach is behavioral loyalty. Behavioral loyalty is a loyalty concept that considers a loyal customer based on the actual behavior. Although behavioral loyalty measures loyalty based on the actual behavior, the measures are difficult to do since purchasing is random and complex (Suhartanto et al., 2013). The second approach is attitudinal loyalty or behavioral intention. The concept of behavioral intention believes that loyalty is based on an individual's intentions and beliefs (A. S Hussein & Hapsari, 2021). Service marketing and hospitality studies normally use the notion of behavioral intention to reflect customer loyalty. The last approach to loyalty is composite loyalty. The composite loyalty concept explains that loyalty is the combination between an individual's attitude and actual behavior to be loyal. Based on these three approaches, this study measures customer loyalty through the behavioral intention approach, as previous studies in tourism and hospitality employ this concept to measure loyalty (A. S Hussein & Hapsari, 2021; H.-C. Wu, 2017; H.-C. Wu & Cheng, 2018).

Experience – engagement model

Several studies have indicated the essential roles of the experience–engagement model in affecting customer loyalty (Hussein et al., 2023; Mohd-Ramly & Omar, 2017; Rather, 2020). Previous studies explain that high-quality interactions between providers and customers create emotional bonding, which leads to loyalty.

As an important component of the Experience – Engagement Model, experience quality is the outcome of a superior evaluation of customers' and service providers' direct contacts (H.-C. Wu et al., 2017). There is no consensus among marketing professionals regarding the structure, dimensions, and indicators of Experiential Quality, even though it plays a significant role in customer loyalty formation (A. S Hussein & Hapsari, 2021; A.S Hussein, 2018a; H. C. Wu & Cheng, 2019). Since Experiential Quality is a culture-based construct, its dimensions and indicators change depending on the industrial context (Lemke et al., 2011). An exploratory study must be done to determine the construct's form, structure, and dimensions to get a comprehensive knowledge of the nature of Glamping Experiential Quality,

Hollebeek (2011) believes that customer engagement is a person's psychological state based on an interactive and creative customer experience with a particular brand. Since customer engagement is customers' emotional connection with particular businesses, customer engagement is an active activity (Raditha Hapsari et al., 2020). The expert explained that consumer involvement consists of three crucial factors. They are activation, cognition, and emotion (Raditha Hapsari et al., 2020; Islam et al., 2019).

Relationship quality

Managing a long-term relationship with customers is the goal of every marketer (Bhat et al., 2018; Oly Ndubisi, 2007b). Marketing knowledge suggests relationship quality as the concept to enhance a long-term relationship (Crosby et al., 1990; Farooqi, 2014). H.-C. Wu and Cheng (2018) contend that relationship quality is a cognitive evaluation of the interaction between the consumer and provider. In this approach, the consumer would anticipate future provider performance based on the provider's past performance in order to meet consumer expectations (Wong & Sohal, 2002). The more capable the service provider meet consumer expectations, the longer relationship will be enhanced.

Several researchers have studied the link between relationship quality and customer loyalty. Nevertheless, scholars continue to argue about the structure of this construct (Jin et al., 2013; Tseng, 2021). Scholars such as Jin et al. (2013) and Tseng (2021) indicated that relationship quality is a single order construct while other scholars contend that it is a multi-dimensional construct (H.-C. Wu et al., 2019; Wu & Cheng, 2018) with satisfaction and trust as the dimensions (Oly Ndubisi, 2007b). This study examines relationship quality as a multidimensional construct in order to gain a deeper understanding of its relevance in the context of glamping resort. Consequently, this study particularly examines the role of customer trust and satisfaction as a proxy for relationship quality.

Hypothesis and model development

The conceptual model generated in this study is based on integrating the relationship quality model and experience—engagement model. The next section will discuss the proposed hypotheses.

Studies in service marketing suggested that customer experiential quality is the important determinant of customer engagement. The study of A. S Hussein and Hapsari (2021) found that customer's experience upon visiting heritage tourism destination significantly affects the engagement. Similar to this study, the study in 5 stars hotel in Iran revealed the important of customer experience in creating customer engagement (NasarAmini Jeloudarlou et al., 2022). Jiang et al. (2024) explained that the experience obtained by customers after visiting rural tourism destination significantly affects their engagement. These studies suggested that the better quality of experience, the higher the engagement.

In addition to its impact on engagement, experiential quality also has a significant impact on customer satisfaction. Customers obtaining positive experiences will be more satisfied than those who do not. Lee et al. (2011) indicated that international customers' experiences in Korea have a substantial impact on their contentment. In addition to this study, Suhartanto et al. (2020) highlighted the critical significance of experience in determining the satisfaction of customers visiting a creative tourism site. Tourist satisfaction depends on outdoor tourism experience. Well-maintained infrastructure, immersive activities, and clean natural landscapes boost visitor satisfaction (Mehmetoglu & Engen, 2011). Recent studies have demonstrated that tourists are more satisfied and more likely to return and promote a destination if their outdoor experiences exceed expectations (Prayag et al., 2017). Personalized and unique experiences that connect tourists to environment and local culture enhance happiness and make travel memorable (Ali et al., 2016). Thus, outdoor tourism must provide high-quality experiences to satisfy tourists.

Marketing literature describes that customer experience significantly affects customer trust (Hussein et al., 2023; Rajaobelina et al., 2018; H.-C. Wu, 2017). According to these studies, customers will trust a service provider if they have a positive experience. The better the experiential quality is, the higher the customer trust will be. While, several studies have determined the important of experiential quality in creating customer trust, lack of published studies have investigated the relationship between this two variable in the area of tourism industry (Wang et al., 2021; H.-C. Wu et al., 2016). Hence, there is a need

to investigate further the effect of customer experiential quality on customer trust, especially in the domain of glamping tourism destination.

Based on these previous studies, glamping resort experiential quality is expected to be an important antecedent of customer engagement, satisfaction, and trust. Thus:

H1: Glamping experiential quality has a significant positive effect in customer engagement

H2: Glamping experiential quality has a significant positive effect on customer satisfaction

H3: Glamping Experiential Quality has a significant positive effect on customer trust

Customer satisfaction is an important element of relationship quality. Previous studies have found a significant effect of satisfaction on loyalty. Studies in the hospitality industry consistently emphasize the significant impact of customer satisfaction on loyalty. Research conducted in several locations, such as Georgia (Akhvlediani et al., 2023), Uttarakhand Garhwal (Bhatt et al., 2022) and Jakarta (Ogunnaike et al., 2022), highlights the significant impact of customer satisfaction on promoting loyalty. These research findings emphasize that satisfied customers are more inclined to demonstrate loyalty toward hotels, resulting in enhanced effectiveness, increased earnings, and long-term economic success. Glamping tourism relies on satisfied customers to build loyalty. Glamping tourists who enjoy their experience are more likely to return and suggest the destination, increasing brand loyalty. Luxury amenities and unique outdoor experiences produce high satisfaction and emotional bonding with the place (Wang et al., 2020). This emotional connection encourages return visits and favorable word-of-mouth recommendations, which are crucial to loyalty in the competitive glamping market (Kim et al., 2012). Building a devoted glamping tourism consumer base requires excellent customer satisfaction.

In addition to its effect on loyalty, earlier research has demonstrated that customer satisfaction has a favorable and significant effect on visitor involvement. Huwae et al. (2020) demonstrated that Indonesian customers' beach satisfaction greatly affects their beach engagement. The effect of customer satisfaction on customer engagement was also found by Rasoolimanesh et al. (2019) in their study at customer visiting Kinabalu National Park. Based on these previous studies, it is predicted that customer satisfaction has relationships with customer loyalty and customer engagement. Hence:

H4: Customer satisfaction has a significant positive effect on customer loyalty

H5: Customer satisfaction has a positive significant effect on customer engagement

In addition to satisfaction, trust is acknowledged as the important element of relationship quality (Oly Ndubisi, 2007b; Rauyruen & Miller, 2007). As the dimension of relationship quality, marketing literature noted that trust plays an important role in loyalty creation. Previous research has shown that customers who trust the service provider to deliver on its promises are more likely to stay loyal (Hussein et al., 2023; Marakanon & Panjakajornsak, 2017; Oly Ndubisi, 2007b). The positive significant effect of customer trust on customer loyalty was also found in several studies in tourism and hospitality domain. Jun and Hwa (2022) explore the impact of customer loyalty on hotel image and trust in the hotel industry through the creation of shared value (CSV). This study concluded that hotel companies can enhance customer loyalty by demonstrating their commitment to addressing economic, social, and environmental issues within the local community. Similar to this study, the study toward upscale hotels in UK showed that trust has a significant effect in loyalty (Assaker et al., 2020). Aside from its effect on loyalty, trust has also been identified as an important factor in promoting engagement. Scholars (Agyei et al., 2020; R. Hapsari et al., 2020; Kosiba et al., 2020) contended that the higher customer trust, the higher customer engagement. While the literature has suggested the importance of customer trust on customer engagement, a lack of published studies has discussed the relationship between these variables in the context of the glamping resort. For that reason, there is a need to explore the relationship between these variables in the domain of the hospitality industry, especially in the glamping resort. Based on these previous studies:

H6: Customer trust has a significant positive effect on customer loyalty

H7: Customer trust has a significant positive effect on customer engagement.

As an emotional bonding between customer and brand has a vital role in the formation of loyalty. A study in the fashion business found that customer engagement significantly affects customer loyalty (Islam & Rahman, 2016). This study showed that the higher customer engagement is, the higher customer loyalty will be. Similar to Islam and Rahman's study (Islam & Rahman, 2016), Hapsari et al. (2017) found that airline passengers' engagement significantly influences loyalty. In the tourism sector, Rasoolimanesh et al. (2021) found that customer engagement plays an important role in creating customer loyalty toward Kinabalu National Park.

H8: Customer engagement has a positive significant effect on customer loyalty

This study predicts that customer satisfaction, trust and engagement are the antecedents of customer loyalty. The previous studies showed that three constructs significantly affect customer loyalty. As the predictors of customer loyalty, previous studies explained that good experiences will increase customer satisfaction, trust and engagement. For that reason, it is possibly that customer satisfaction, customer trust and customer engagement mediate the effect of experiential quality on customer loyalty.

H9: Glamping experiential quality has an indirect effect on customer loyalty mediated by customer satisfaction

H10: Glamping experiential quality has an indirect effect on customer loyalty mediated by customer trust

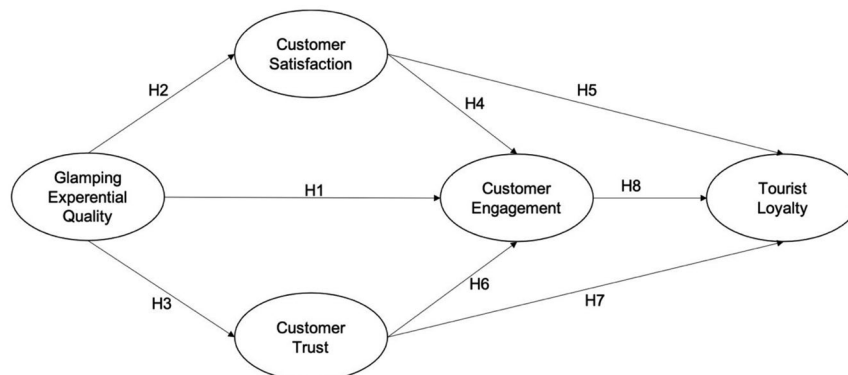
H11: Glamping experiential quality has an indirect effect on customer loyalty mediated by customer engagement

Based on the literature review, the conceptual model proposed in this study as depicted by Figure 1.

Methods

Research design

This study is designed to be conducted in two stages to answer the proposed research objectives. The first stage aims to explore the dimensions and indicators of glamping's experiential quality. To generate dimensions and indicators of experience quality, this study conducted three sessions of focus group discussions (FGDs). Seven to nine participants participated in each FGD session. The FGDs were conducted for a maximum of 90 minutes, led by a moderator and helped by a note-taker. The FGDs participants were individuals aged more than 18 years old who had visited glamping tourism destinations at least once during the last 6 months. The results of FGDs were analyzed and formulated into a questionnaire. The questionnaire was distributed to 250 respondents, and the results were analyzed by exploratory factor analysis (EFA). The results of the EFA were confirmed with three tourism and hospitality experts.



H9 : Glamping Experiential quality has an indirect effect on tourist loyalty mediated by customer satisfaction
H10 : Glamping Experiential quality has an indirect effect on tourist loyalty mediated by customer trust
H11 : Glamping Experiential quality has an indirect effect on tourist loyalty mediated by customer engagement

Figure 1. Conceptual model.

The second stage's objective was to validate the structure, dimensions, and indicators of glamping experience quality created in the first stage. In addition, during this second phase, the relationship between glamping experience quality, customer satisfaction, customer trust, customer engagement, and customer loyalty was examined. Data analysis was conducted using the partial least squares (PLS) technique.

Participants

For the first stage, the questionnaire was distributed to 250 respondents. However, only 207 respondents returned the questionnaires, and after the screening, 200 questionnaires were completed and might be analyzed. The response rate for these returned questionnaires was 80%. According to the returned questionnaires, 66% of respondents are female; more than 50% have tertiary education; 72% are aged between 18 and 30 years; 46% work in the private sector; and 52% have an income below IDR 5.000.000 per month.

In the second step, 250 questionnaires were distributed, but only 245 were returned. Only 237 of the returned questionnaires were completed and could be analyzed. The second stage yielded a response rate of 94.8%. The demographic profiles that emerged from the second stage are as follows: 66.2% are female, roughly 56% have tertiary education, 71% are between the ages of 18 and 30, 50% work in the private sector, and more than 51% earn more than IDR 5.000.000 each month. [Table 1](#) shows the demographic profiles of the respondents.

The demographic composition of both sub-samples 1 and 2 is primarily comprised of individuals between the ages of 18 and 30, who possess a university degree and are employed in the private sector. These characteristics are in line with the inherent attributes of outdoor tourism, such as glamping. People aged 18 to 30 are generally energetic and enthusiastic about exploring new activities in outdoor settings. Moreover, the fact that the majority of respondents had a tertiary education background enhances their awareness of alternative tourist trends and their appreciation for experiences that blend nature with contemporary convenience.

The instruments used in this study have received ethical approval from The Research and Community Service Agency – Faculty of Economics and Business Universitas Brawijaya (No. 00379/UN10.F0201/B/PT/2024). In addition, all respondents who participated in this questionnaire survey had verbally confirmed their availability and consent. This survey does not request writing consent to ensure the anonymity of respondents. Furthermore, verbal agreements are more common accepted than written agreements, making verbal consent more culturally suitable from an Indonesian standpoint.

Table 1. Demography of respondents.

Variable		Sub Sample 1		Sub Sample 2	
		n	%	n	%
Gender	Male	68	34.0	80	33.8
	Female	132	66.0	157	66.2
Education	High school	45	22.5	51	21.5
	D3	20	10.0	25	10.5
	S1	109	54.5	132	55.7
	S2	23	11.5	26	11.0
	S3	3	1.5	3	1.3
Age	18–30	144	72.0	169	71.3
	31–40	40	20.0	49	20.7
	41–50	11	5.5	13	5.5
	51–60	2	1.0	2	0.8
	> 60	3	1.5	4	1.7
Occupation	Government employee	13	6.5	13	5.5
	Private employee	92	46.0	111	46.8
	Business person	45	22.5	54	22.8
	Student	36	18.0	40	16.9
	Not working	14	7.0	19	8.0
Income	< IDR. 5.000.000	105	52.5	118	49.8
	IDR 5.000.000 – IDR 10.000.000	53	26.5	67	28.3
	> IDR 10.000.000 – IDR 15.000.000	20	10.0	25	10.5
	> IDR 15.000.000 – IDR 20.000.000	9	4.5	12	5.1
	> IDR 20.000.000	13	6.5	15	6.3

Measurements

A convenience sampling method with a self-administered questionnaire was employed in this study. For this study, the questionnaire was divided into two sections. The first section asked about the demography of respondents and the second section asked about the constructs measured. Seven-point Likert scales anchored from strongly disagree (1) to strongly agree (7) were used to measure the construct. The indicators used were adapted from several studies. Customer Loyalty and Customer Satisfaction were adapted from Suhartanto et al. (2020), Customer Trust was adapted from Liu et al. (2019), Customer Engagement was adapted from Hapsari et al. (2017), and Glamping Experiential Quality was the results of an exploratory study.

Pilot test

A pilot study was done to evaluate the accuracy and consistency of the instruments employed. Content validity in this study was assessed through the participation of three experts in marketing tourism and service marketing, along with three professionals in the tourism industry. The content validity assessment results revealed unanimous agreement among experts that the instruments effectively measured the targeted variables in a comprehensive manner. Furthermore, this study assessed not only the content validity but also the construct validity and reliability. The validity test results indicated that all indicators had loadings over 0.7, and Cronbach's alpha was higher than 0.7. Thus, it can be inferred that all the utilized instruments are both valid and reliable.

Data analysis

The data for the first study were analyzed using exploratory factor analysis (EFA). In the second study, the results from the EFA estimation were integrated with additional constructs to be investigated using the Partial Least Squares (PLS) technique with smartPLS 3.2. For the PLS analysis, three steps of the investigation were conducted. They are outer model evaluation, inner model evaluation, and hypothesis test.

For outer model evaluation, this study refers to convergent validity, discriminant validity, and reliability. Convergent validity was reflected by the score of outer loading and the average variance extracted (AVE). To be free from convergent validity problems, each construct must have an outer loading of more than 0.7 and an AVE larger than 0.5 (Esposito Vinzi et al., 2010). However, outer loadings between 0.4 and 0.699 are acceptable as long as the AVE is greater than 0.5. For the outer loading, less than 0.4 must be removed from the model. For this investigation, the Fornell-Larcker criterion was employed to identify discriminant validity issues (Esposito Vinzi et al., 2010). To avoid discriminant validity, the score of the square root of AVE from a concept must be greater than its correlation with other constructs. Construct reliability was examined through a composite reliability score. Hair et al. (2018). suggested that a construct must have composite reliability larger than 0.7. To confirm the robustness of the suggested model, an inner model evaluation was undertaken in addition to an outer model evaluation. This study included three indicators: coefficient of determination (R^2), the goodness of fit (GoF) index, and predictive relevance (Q^2). According to Hair et al. (2018), there is no specific cutoff value for R^2 . However, it is argued that the proposed model is more robust as R^2 increases. Daryanto et al. (2010) suggested that the GoF Index be divided into three categories. GoF small = 0.1, GoF medium = 0.25, and GoF large = 0.36. In order to have predictive power, a construct must have predictive relevance (Q^2) larger than 0 (Esposito Vinzi et al., 2010). The third step is hypothesis test. To test the proposed hypotheses, this study set alpha in the level of 5% ($t > 1.96$).

Results

This study addressed two objectives. The first objective aims to explore the dimensions and indicators of glamping experiential quality, and the second objective is to determine the relationship among glamping experiential quality, customer satisfaction, customer trust, customer engagement, and customer in the context of glamping tourism. The following sections discuss the results of this study.

Study 1: Defining dimensions and indicators glamping experiential quality

Twenty-one indicators related to glamping experiential quality were generated as the results of FGDs. The results of FGDs were analyzed and transformed into a list of questions. The questionnaire was distributed to the target participants and was analyzed by using Exploratory Factor Analysis (EFA). The findings indicated that three dimensions were generated based on 21 indicators. These 21 indicators have loading factors varying between 0.504 and 0.813. According to Hair et al. (2018), the factor loading score between 0.5 and 0.7 are acceptable. The KMO and Bartlett's Test showed 0.929 with a probability score below 0.05. Table 2 demonstrated the results of EFA.

The results of the EFA were validated by three tourism and hospitality specialists. This validation establishes three facets of glamping experiential quality: service attributes, glamping attributes, and accessibility.

1. **Service Attributes** – service attributes are the services provided by a glamping tourism provider. Service Attributes include both tangible and intangible aspects in addition to the attitude and capability of service providers to assist guests, regulations, and guidelines established by service providers, as well as the cleanliness, completeness, and comfort of the given facilities.
2. **Glamping Attributes** – Glamping attributes are common characteristics of glamping tourism, such as décor, ambiance, parking, a beautiful site, and proximity to nature.
3. **Accessibility** – Accessibility refers to the components of access that make it easier for customers to enjoy a glamping vacation, such as the convenience of reaching sites, access to services, the opportunity to engage with other customers, and access to facilities for engaging in activities offered.

Study 2: Determining the relationship between glamping experiential quality, customer satisfaction, customer trust, customer engagement, and customer loyalty

Partial Least Squares (PLS) is used by this study to address the second research objective. Prior evaluating the relationship between variables, the outer model and inner model are evaluated to confirm the reliability of the measurements and the proposed model. This section will discuss the results of data analysis.

A. Outer model evaluation

An outer model evaluation was conducted to confirm the measurements used in this study. The outer model evaluation indicated that the measurements used do not have convergent validity problems. For this study, the outer loading for each item varies between 0.666 and 0.930. In addition, the scores of

Table 2. Exploratory factor analysis.

	Service attribute	Glamping attribute	Accessibility
SA1	.753		
SA2	.772		
SA3	.738		
SA4	.813		
SA5	.725		
SA6	.612		
SA7	.689		
SA8	.514		
SA9	.678		
SA10	.676		
GA1		.524	
GA2		.547	
GA3		.520	
GA4		.775	
GA5		.797	
GA6		.775	
ACC1			.527
ACC2			.542
ACC3			.835
ACC4			.505
ACC5			.504

composite reliability, it is believed that the measurements used in this study are valid and reliable. Table 3 summarizes the results of the outer model evaluation.

B. Inner model evaluation

The structural model was evaluated using coefficient determination (R^2), predictive relevance (Q^2), and Goodness of Fit (GoF) Index. Based on the estimations, the value of R^2 varies between 0.65 and 0.74. Since PLS is predictive, there is no minimum R^2 value required (Hair et al., 2018). It is suggested that the higher R^2 score is, the better the structural model will be. According to Hair et al., for a construct to have predictive potential, it must have a Q^2 value. This study's Q^2 value for all constructions is more than 0 ($Q^2 > 0$). Consequently, it may be inferred that all constructs possess the predictive ability. The GoF Index is an evaluation metric for structural models. The statistical calculation indicates that the GoF value for this investigation is 0.669%. This GoF rating falls between medium and large (Daryanto et al., 2010). Based on the three assessment indicators for the inner model, it is possible to conclude that the suggested structural model is resilient and testable. Table 4 summarizes the inner model test results.

C. Second-order analysis

Following the findings of the second-order analysis, the dimensions of Glamping Experiential Quality include service attribute ($\beta=0.965$; $t=160.664$), glamping attribute ($\beta=0.865$; $t=31.802$) and accessibility

Table 3. Outer model evaluation.

[illegible]

($\beta=0.797$; $t=32.718$). This study reveals that Glamping Experiential Quality is a multi-dimensional hierarchical construct. The form of the Glamping Experiential Quality construct is depicted in Figure 2.

D. Hypothesis test

In this study, eleven hypotheses, including direct and indirect effects, were investigated. The following section explains the results of hypothesis testing.

Hypothesis 1 proposed the effect of glamping experiential quality on customer engagement. The statistical analysis found a significant effect of glamping experiential quality on customer engagement ($\beta=0.257$; $t=3.077$). Thus, Hypothesis 1 is supported. In addition to its effect on customer engagement, this study revealed the significant effect of glamping experiential quality on customer satisfaction ($\beta=0.830$; $t=34.826$) as suggested by Hypothesis 2. Hypothesis 3 predicted that glamping experiential quality has a positive significant effect on customer trust. The statistical estimation found that trust was significantly affected by glamping experiential quality ($\beta=0.799$; $t=27.816$). Hence, Hypothesis 3 is supported. The effect of customer satisfaction on loyalty was proposed by Hypothesis 4. The statistical test indicated that customer satisfaction is the antecedent of customer loyalty ($\beta=0.543$; $t=7.894$) as suggested by Hypothesis 4. In addition to its effect on customer loyalty, this study found a significant positive effect of customer satisfaction on customer engagement ($\beta=0.520$; $t=6.194$). It is accepting Hypothesis 5. The effects of customer trust on customer loyalty and engagement were proposed by Hypothesis 6 and 7 respectively. The hypothesis test showed that customer trust has a positive significant effect on customer loyalty ($\beta=0.209$; $t=7.894$). However, customer trust has no significant effect on customer engagement ($\beta=0.077$; $t=0.895$). Thus, only Hypothesis 7 is supported. Hypothesis 8 predicted the effect of customer engagement on customer loyalty. The estimation suggested that customer engagement has a positive significant effect on customer loyalty ($\beta=0.176$; $t=3.020$). Hypothesis 8 is supported. Hypothesis 9, 10, and 11 suggested the mediating roles of customer satisfaction, trust, and engagement, respectively. The mediating effect estimation indicated that customer satisfaction ($\beta=0.451$; $t=7.427$), trust ($\beta=0.167$; $t=3.765$), and engagement ($\beta=0.046$; $t=2.028$) significantly mediated the effect of Glamping Experiential Quality on Loyalty. Thus Hypothesis 9, 10 and 11 are supported. Table 5 summarizes the hypotheses tests.

Table 4. Inner model evaluation.

Konstruk	R2	Q2
Customer Engagement (TE)	0.658	0.376
Accessability (ACC)	NA	0.232
Customer Trust (CT)	0.632	0.617
Customer Loyalty (CL)	0.758	0.551
Customer Satisfaction (CS)	0.685	0.636
Service Attribute (SA)	NA	0.570
Glamping Attribute (GA)	NA	0.416

$GoF = \sqrt{AVE \times \overline{R^2}} = \sqrt{0.657 \times 0.682} = 0.669$

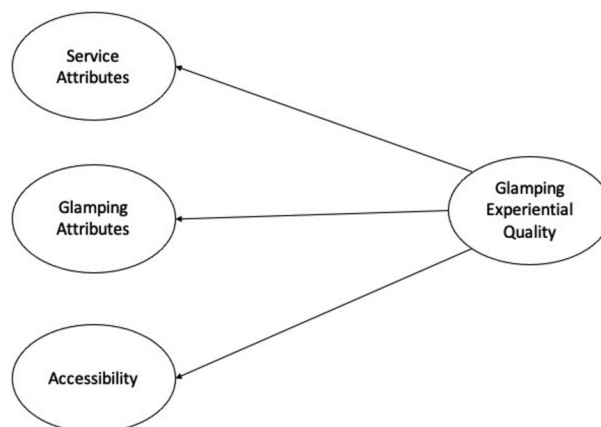


Figure 2. Second-order analysis.

Discussion

This study aims to explain the formation of Indonesia glamping customer loyalty and to create a comprehensive model integrating experience – engagement model and relationship quality model. To obtain a comprehensive result, this study also explore the structure and dimensions of glamping experiential quality since there is no consensus among scholars about the structure, dimensions and indicators of experience quality. Two consecutive studies were conducted to answer the research objective. The following sections discuss the results of the data analysis.

The first study aims to explore dimensions and indicators of glamping experiential quality. The results of the exploratory study indicated that glamping experiential quality has three dimensions. They are glamping attribute, service attribute, and accessibility. The glamping attribute dimension relates to the whole glamping resort environment, including attractive décor and ambiance, proximity to nature and natural beauty, and sufficient parking. Service attribute pertains to the services given by service providers, such as a staff that is always attentive and skilled at addressing the demands of visitors, the cleanliness of the supplied facilities, and services that make traveling more comfortable for customers. The Accessibility dimension pertains to the access of visitors to all facilities offered. The accessibility component includes access to the area, access for guests to connect, access to other visitors, services, and activities provided by glamping suppliers.

The findings from exploratory study were further analyzed in the study 2. In the second study, second-order analysis was performed. The result of the second-order analysis confirmed that glamping experiential quality is a multi-dimensional construct with glamping experiential quality as the higher-order construct and the three dimensions are the first-order dimensions. After testing the structure, dimensions and indicators of glamping experiential quality, the study 2 tested the relationships between this variable with customer satisfaction, customer trust, customer engagement and customer loyalty.

The study 2 yielded some interesting results. This study discovered that glamping experiential quality is essential to customer engagement. Customers obtaining high-quality experience will have a more emotional bond with the glamping destination. This significant effect of glamping experiential quality on engagement strengthens previous studies (A. S Hussein & Hapsari, 2021; Jiang et al., 2024; NasarAmini Jeloudarlou et al., 2022) suggesting the important role in creating engagement. This study highlighted the critical impact of glamping's experiential quality in the construction of customer satisfaction, in addition to its effect on engagement. A traveler will be satisfied with a tourism destination when the experiences obtained exceed his or her expectations. As a result, a high-quality experience at a glamping resort will satisfy the traveler. This finding confirmed prior research that demonstrated the importance of experience in forming satisfaction. The glamping-experience quality was also discovered to have a significant impact on trust. A customer's positive experience will lead them to believe that the glamping site will deliver on its promises. The significant effect of glamping experiential quality on customer trust support in previous studies exclaimed the importance of experience on trust formation (Hussein et al., 2023; Rajaobelina et al., 2018; H.-C. Wu, 2017).

Another significant finding from this study is the relationship between customer satisfaction, loyalty, and engagement. Customer satisfaction, according to the findings of this study, is a critical antecedent of customer loyalty. When customers are satisfied with the glamping destination, they are more likely to return and suggest it to other potential customers. This significant effect validated the previous studies

Table 5. Hypothesis test.

Hypothesis	Path	Coefficient	t	Sig	Remark
H1	GEQ -> CE	0.257	3.077	0.002	Supported
H2	GEQ -> CS	0.830	34.826	0.000	Supported
H3	GEQ -> CT	0.799	27.816	0.000	Supported
H4	CS -> CL	0.543	7.894	0.000	Supported
H5	CS -> CE	0.520	6.194	0.000	Supported
H6	CT -> CL	0.209	3.830	0.000	Supported
H7	CT -> CE	0.077	0.895	0.371	NS
H8	CE -> CL	0.176	3.020	0.003	Supported
H9	GEQ -> CS -> CL	0.451	7.427	0.000	Supported
H10	GEQ -> CT -> CL	0.167	3.765	0.000	Supported
H11	GEQ -> CE -> CL	0.046	2.028	0.043	Supported

undertaken by Suhartanto et al. (2020) and Hapsari (2018) which also discovered the significance of customer satisfaction in the establishment of customer loyalty. Apart from its effect on loyalty, customer satisfaction was also suggested to have a significant effect on customer engagement. This result means, customers who are satisfied with the glamping destination will have higher engagement with destination. This finding supported the study of Vo et al. (2020) discovered the role of customer satisfaction in creating engagement.

Customer trust, in addition to customer satisfaction, has a positive significant effect on loyalty. The greater the glamping customers' trust in the destination, the greater their loyalty. While this study suggested the significant role of trust on loyalty, this study did not find the significant effect of customer trust on engagement. This insignificant effect may be because a customer's trust in the destination's ability to provide what has been promised is insufficient for forming an emotional connection. Customers must feel that their experience exceeded their expectations (Hussein et al., 2023) to have an engagement with the destination.

Apart from satisfaction and trust, this study showed that customer engagement has a positive significant effect on customer loyalty. The higher the engagement between customer with the glamping destination, the higher the intention of customer to revisit and recommend the destination to other customers. The significant effect of customer engagement on loyalty validated previous studies (Chen & Rahman, 2018; Hapsari et al., 2017; Rasoolimanesh et al., 2021) discovered the important of engagement on loyalty.

This study explores the indirect influence of Glamping Experiential Quality on Customer Loyalty to provide a comprehensive understanding of the establishment of Glamping Customer Loyalty in Indonesia. In this study, three mediating factors were scrutinized. Customer Satisfaction, Customer Trust, and Customer Engagement are the three mediating factors. This study found that these three factors significantly mediate the relationship between Glamping Experiential Quality and Customer Loyalty. These results indicate that indirectly, the quality of the experience received by visitors will be transformed into satisfaction, trust, and involvement, which will finally shape loyalty.

After addressing the proposed research objectives, this study makes theoretical and practical contributions to tourism marketing. The subsequent section addresses both theoretical and practical contributions.

The first theoretical contribution of this study is the identification and conceptualization of the dimensions that make up Glamping Experiential Quality. The research findings from the exploratory analysis indicate that Glamping Experiential Quality may be broken down into three separate but interconnected dimensions: Service Attributes, Glamping Attributes, and Accessibility. Service Attributes are the characteristics of the service offered to guests, which include customer service, the professionalism of the staff, and the overall service experience that enhances the comfort and contentment of glamping tourists. The factor in question is of utmost importance as it directly influences the guests' impression of value and their overall pleasure with the glamping experience. Glamping attributes pertain to the distinct characteristics and amenities of glamping accommodations, including luxurious tents, exceptional lodging facilities, high levels of comfort, and the aesthetic charm of the surroundings. This dimension emphasizes the distinctive features of glamping that set it apart from conventional camping and attract individuals who desire a combination of nature and opulence. Accessibility encompasses the level of ease with which individuals may reach the glamping site, taking into account factors such as the availability and quality of transportation choices, the closeness to essential attractions, and the overall convenience for visitors in accessing the location. The level of accessibility plays a crucial role in assessing the practicality and appeal of a glamping venue for prospective tourists.

The study conducted a second-order analysis, which further confirms that Glamping Experiential Quality is a multi-dimensional hierarchical construct. These dimensions are considered first-order constructs, constituting the higher-order construct of Glamping Experiential Quality. The hierarchical approach proposes that the total quality of the glamping experience is not determined by a single component, but rather by the collective impact of these three essential dimensions. Every dimension plays a distinct role in shaping the overall feeling of quality, highlighting the intricate and profound nature of the glamping experience. The study presents a thorough framework for evaluating and measuring the quality of the glamping experience, which offers useful insights for scholars and practitioners in outdoor and luxury tourism.

The second theoretical contribution of this study is the development of a comprehensive conceptual model that elucidates the formation process of Glamping Customer Loyalty. This model is particularly noteworthy because it integrates two influential frameworks: the experience–engagement model and the relationship quality model. Both of these frameworks are acknowledged as critical determinants of customer loyalty in various tourism contexts. The experience–engagement paradigm underscores the significance of customer experiences in fostering engagement with a destination. In the context of glamping, this pertains to the interaction between the glamping provider and the consumer, where high-quality experiences increase customer engagement. The customer's active involvement and emotional investment in the glamping experience are reflected in engagement, a critical precursor to loyalty. On the other hand, the relationship quality model emphasizes the character and strength of the relationship between the service provider and the customer. Trust, contentment, and commitment are critical components of this model, as they collectively enhance the quality of the customer-provider relationship. Establishing a strong, positive relationship between the consumer and the destination in glamping can result in a deeper emotional bond. This relationship is based on trust and satisfaction.

The conceptual framework proposed in this study provides a comprehensive understanding of the formation of glamping customer loyalty by integrating these two models. The model elucidates how the interactions between glamping providers and customers foster an internal state within the customer, which is defined by positive emotions and a sense of connection to the destination. This emotional connection is essential because it serves as the foundation for the customer's loyalty, fostering positive word-of-mouth, recurrent visits, and a long-term dedication to the glamping destination. The integration of these models not only emphasizes the multifaceted nature of loyalty formation in glamping tourism but also offers a concise and organized explanation of the dynamic process that progresses from initial customer engagement to the establishment of loyalty. This comprehensive approach guarantees that all critical components of the customer's journey, including emotional attachment and experience, are taken into account, providing valuable insights for researchers and practitioners striving to improve customer loyalty in the expanding glamping industry.

The study's final theoretical contribution explores the intermediary functions of customer satisfaction, trust, and engagement in the connection between the experiential quality of glamping and customer loyalty. This work is highly noteworthy because it emphasizes the intricate ways by which experiencing quality impacts loyalty, going beyond direct consequences. The study's results indicate that experiencing quality directly influences loyalty and that customer pleasure, trust, and engagement play crucial roles in mediating this connection. These elements contribute to the strength and depth of the loyalty developed, indicating that the connection between a high-quality glamping experience and customer loyalty is not simple but includes a set of interwoven emotional and cognitive processes. This study offers a detailed analysis of the intermediate roles played by glamping destinations to understand better how they may strategically promote and maintain client loyalty. The goal is to ensure that the high-quality experience these destinations provide leads to long-term consumer commitment.

The practical implications of understanding glamping resort are varied. Notably, this study found that glamping experiential quality is based on a combination of factors, such as the type and level of amenities provided, the ambience of the location, and how well-equipped it is to meet the current travelers' needs. Other important considerations include the overall atmosphere created by staff or guides and access to activities that can be enjoyed in nature. Ultimately, glamping experiences are judged on how well they provide an immersive experience while allowing guests to enjoy their natural surroundings. Hence understanding the motivations and preferences of customers when it comes to this type of tourism product can help accommodation businesses better target their marketing efforts, create more appealing packages and offers, and tailor experiences to meet the needs of different types of travelers. Additionally, knowledge about glamping trends can inform policies related to local development in customer-heavy areas, helping ensure that sustainable tourism practices are respected while still allowing locals to capitalize on the economic opportunities created by these activities.

Encouraging customer engagement on glamping tourism can be done through various marketing tactics. Companies should focus on creating an engaging website with vivid visuals and detailed information about the experience. Additionally, offering immersive activities such as guided hikes or adventure-based activities can help capture the attention of customers and encourage them to take part

in the experience. Perhaps, businesses should strive to build relationships with other local attractions or organizations that cater to travelers, helping create a larger network of resources available for guests. Besides, enhancing customer trust on glamping tourism requires businesses to build a strong foundation of credibility and reliability. This can be done through transparent communication with their customers, highlighting any safety protocols that are in place, and pushing more effort to share reviews or testimonials from past guests.

To enhance their services and offer better satisfaction, glamping tourism businesses should focus on delivering high-quality experiences that meet customers' expectations. This can be done by providing detailed information about the experience, offering a variety of activities to suit different tastes, and ensuring that staff or guides are knowledgeable and friendly. Additionally, glamping providers should make detailed information about the glamping experience visible and easy-to access so that customers know what to expect prior to their arrivals. Besides, offering incentives such as discounts or loyalty programs can help create a sense of trust between glamping businesses and their current customers. Perhaps, engaging with guests before, during, and after their visit through various channels (e.g. social media) helps foster lasting relationships.

Governments can support the glamping tourism business in a variety of ways. They can provide incentives for businesses to invest in sustainable practices and create specific policies that ensure glamping travelers' safety. Additionally, governments should encourage collaboration between local attractions or organizations, helping create a larger network of resources available to customers. These may include locally-sourced food and drinks, handmade souvenirs or art pieces created by local artists, and tours or activities that offer insight into the area's culture and history. Moreover, they should strive to promote responsible travel through public awareness campaigns and working with businesses on strategies to reduce environmental impacts. They could also urge glamping providers to incorporate cultural and historical elements into their product packaging, such as utilizing indigenous plants in landscaping or using native materials for building structures. Besides, they should strive to promote responsible travel by providing information about potential environmental impacts and working with businesses on strategies to reduce them.

Limitation and future study

This study contains both theoretical and applied contributions. However, there are still certain limits that might serve as the basis for further investigation. The first limitation of this study relates to the sampling strategy employed. The convenience sampling approach in this study prevents the generalization of the findings to other contexts and items. Consequently, future research can replicate models developed in other locations with different respondent characteristics. The factors included in this study are a further drawback. The variables considered in this study are confined to glamping experiential quality, customer satisfaction, customer trust, and customer engagement, as the research aims to integrate customer relationship quality and experience–engagement models. Further study can incorporate variables such as destination image and experience value to better understand the factors contributing to the establishment of customer loyalty. The last restriction relates to the employed idea of loyalty. This study focuses on the notion of attitudinal loyalty in measuring loyalty. Future studies might employ a composite loyalty or behavioral loyalty approach to achieve a thorough understanding.

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Authors contribution

Raditha Hapsari is responsible for coordinating all research activities. In this study, Raditha contributed to formulating the research gap and novelty. Raditha did an extensive literature review and also contributed to the analysis and interpretation of research results and theoretical implications.

Ananda Sabil Hussein is responsible for conducting research and data analysis. Ananda contributed to design the research framework, interpreting the research results, and writing the discussion of the research results.

Abdul Ghofar contributed to writing the discussion of research results and theoretical implications. Abdul Ghofar also contributed to the research analysis and literature review.

Mohd Hafiz Hanafiah contributed to writing the research's theoretical and practical implications. He also provided reviews and insights into the writing of research outputs.

Disclosure statement

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Data availability statement

The data supporting the findings of this study are available upon reasonable request from the corresponding author. The data are not publicly available due to information that could compromise the privacy of research participants.

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