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Impact of price fairness, service quality, and destination image on tourist loyalty and satisfaction: A case study of Lake Toba, North Sumatra

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A B S T R A C T

Tourist loyalty is crucial for enhancing the well-being of local communities in a region. This study aims to investigate how price fairness, service quality, destination image, and tourist facilities directly and indirectly affect tourist loyalty via tourist satisfaction at Lake Toba, North Sumatra. A quantitative method was utilized for this research. The study focused on tourists who visited Lake Toba in 2022, totaling 179,609 individuals. A sample of 280 tourists was selected using an accidental sampling method, where tourists were chosen randomly. The data collection was conducted through questionnaires based on specific indicators for each variable studied. The data was analyzed using the Structural Equation Model (SEM) technique, employing the Partial Least Square (PLS) method. The findings reveal that tourist satisfaction plays a significant role in mediating the impact of price fairness, service quality, destination image, and tourist facilities on loyalty to Lake Toba, both directly and indirectly. The results indicate that price fairness is the most critical factor for tourists when considering returning to Lake Toba. This study suggests that there should be an authority responsible for ensuring price fairness in tourism services and products at Lake Toba to maintain and improve tourist loyalty.

1. Introduction

Lake Toba significantly improves the welfare of nearby communities by boosting the local economy through tourism. It attracts many tourists, both domestically and internationally, because of its status as the largest lake in Southeast Asia and its abundant natural and cultural beauty. This makes it a popular destination for family vacations (Indrayani et al., 2023).

Lake Toba's natural beauty has made it a key tourist attraction and priority site in North Sumatra. It is one of 88 areas designated within the national tourism strategic area (KSPN), as per government regulation number 50 of 2011, which is part of a master plan for national tourism development from 2010 to 2025. The development of tourism here is intended to be sustainable, requiring both government and community involvement. The community plays a crucial role in maintaining and enhancing tourist attractions by preserving the natural environment and promoting the unique characteristics of each region. Although sustainable tourism development aims to benefit the area, it can also have mixed effects on the local environment and its communities (Siregar et al., 2018).

According to 2023 data from the Indonesian Central Agency on Statistics, Badan Pusat Statistik (BPS), there was an unusual pattern in tourist visits to Lake Toba, characterized by a decline in foreign tourist visits from 2019 to 2021, which can be attributed to the COVID-19 pandemic. However, this decline did not impact local tourists. Instead, there was a substantial increase in domestic tourism, with visits rising by 65% from 2020 to 2021 and by an additional 29.2% from 2021 to 2022. Meanwhile, the number of foreign tourists has not returned to pre-pandemic levels, which averaged around 36,753 foreign tourists.

To enhance the appeal of Lake Toba to foreign tourists and boost the tourism industry, efforts are being made to improve the destination's image among both domestic and international communities. Improving the image of Lake Toba is seen as a key strategy to increase visitation from both local and international tourists. The image of a destination is a crucial factor that influences tourists' choices. This study aims to assess the impact of this

image on the decisions of tourists visiting Samosir Regency. Lake Toba offers a variety of tourism opportunities, including natural tourism, cultural tourism (involving cultural heritage, sites, and legends), water-based activities, beach tourism, and spiritual or religious tourism. These attractions are distributed across nine districts within the Samosir Regency (Jebbouri et al., 2022). In 2022, visits to Lake Toba, particularly to Samosir Island, saw an increase of 29.2%. This increase is likely linked to the reduction in COVID-19 cases, which led to more relaxed regulations for tourists visiting this key destination, enhancing its appeal. Additionally, the number of tourists had previously declined due to decreased tourist satisfaction and loyalty. This decline in satisfaction was evidenced by numerous complaints regarding the facilities, governance of cultural heritage, and the lack of engaging activities at Lake Toba. A preliminary survey involving 30 tourists provided insights into the levels of satisfaction among visitors to Lake Toba, the results of which are detailed in Table 1.

Table 1: Observation results on tourist complaints

Respondent	The number of luxury hotels is still minimal	Vehicle Parking and Bathrooms Condition	Worship facilities and culinary availability	Lake Toba's Cleanliness	Cultural Festivals or Entertainment at Lake Toba
Agree	5	23	27	11	2
Disagree	25	7	3	19	28

Based on Table 1 above, the survey results show that so far, the tourists' satisfaction with the facilities, price reasonableness, service quality, and the image of Lake Toba still need to be considered in the eyes of tourists so that this impacts tourist loyalty. The factor that influences tourist loyalty is the sense of satisfaction they get (Nasir et al., 2020). The mismatch between travelers' expectations and what they experience makes them regret not visiting in the future (Nasib et al., 2023b). This condition occurs when Lake Toba, perceived as beautiful, is similar. The satisfaction of a tourist can be understood through the ability of tourist attraction destination managers to continue to reorganize the services and conditions of the existing natural environment (Nasib et al., 2023a). However, not as long as a tourist's satisfaction can increase tourist loyalty (Puspita and Wardi, 2022). Satisfied tourists do not rule out the possibility of not revisiting tourist attraction destinations. This is because tourists are motivated to only look for new things they have never gotten.

Furthermore, the factor influencing tourist loyalty is the fairness of the price sacrificed (Severt et al., 2022). Prices that match the value travelers get can increase their satisfaction. Travelers are more likely to return to destinations or use services that provide good value for their money when they feel satisfied (Opata et al., 2021). The tourists on Lake Toba feel that the prices offered, especially the managers of this tourist attraction destination, are considered detrimental. Vehicle parking tickets, ferry tickets, and meal costs are all considered unreasonable. Campo and Yagüe (2008) stated that not all low prices can increase tourist loyalty. Next, Karsiningsih (2023) also stated that most tourists visit tourist attractions, namely looking for peace and comfort, even though they must spend more funds.

Service quality is also considered significant in influencing tourist loyalty (Han et al., 2021). Tourists who are served in a friendly manner tend to be happy and will continue to seek other information about the history and beauty of the tourist attraction destination (Walia et al., 2021). At this time, the condition of the services received by tourists, especially the managers of tourist attraction destinations, needs to provide better empathy. The people around Lake Toba take advantage of tourists to get personal gain. However, this condition cannot be blamed on the manager of tourist attraction destinations or the community. Sulkaisi (2020) stated that service quality has no significant effect on tourist loyalty. In essence, tourists consider that the peak of holiday satisfaction is in the beauty of tourist attraction destinations, not in the services they get.

The factor that influences tourist loyalty is destination image (Nursyamsiah and Setiawan, 2023). Destination image is considered necessary in encouraging tourists to visit again. First-experience impressions give tourists a variety of experiences (Othman et al., 2020). Currently, the destination image of Lake Toba is considered dirty and unkempt, and there needs to be more government commitment to promote it to the international community. When the image is considered harmful, it will reduce the interest of tourists. Both those who have and will visit tourist attraction destinations will be re-evaluated (Pham et al., 2021).

Finally, factors that influence tourist loyalty such as tourist facilities. Complete tourist facilities are a consideration for a tourist. Attractive facilities can make a destination more attractive to tourists. The existence of unique or innovative facilities can be a determining factor in making tourists choose to return or recommend the destination to others (Meschini et al., 2021). Convenient and easily accessible facilities can increase the comfort level of travelers during their trip. This convenience can contribute to the level of satisfaction and willingness to return in the future (Wisker et al., 2020). However, this condition is much different when tourists visit Lake Toba. There are sufficient worship facilities, clean bathrooms, and safe parking facilities. This makes tourists bored with the situation.

This study investigates how tourist satisfaction influences the relationship between price fairness, service quality, destination image, tourist facilities, and tourist loyalty at Lake Toba. The findings are anticipated to offer valuable insights for the Indonesian government and local communities around Lake Toba, enhancing services provided to

both new and returning tourists who visit with families and colleagues. This research is particularly innovative as it fills a gap; there has been limited comprehensive research at Lake Toba that examines tourist loyalty using these five variables: price fairness, service quality, destination image, tourist facilities, and tourist satisfaction.

2. Literature review

2.1. Price fairness

One of the most critical components in the tourism sector is the effect of price on tourist loyalty (Ramesh and Jaunky, 2021). Price can influence travelers' opinion of the value they receive from a destination or service (Chen et al., 2020). Prices that travelers consider fair or lower can increase the value they perceive from a trip or service (Fytopoulou et al., 2021). If travelers believe they are getting good value for their money, they are more likely to return to their destination (Jeaheng et al., 2020). Some travelers may be price-loyal or willing to switch if a better deal arises. Destinations or service providers must maintain price competitiveness to retain traveler loyalty (Shen and Yahya, 2021). Price covers direct expenditure and sets expectations about the total experience (Ragb et al., 2020). Travelers' loyalty can increase if they believe that the amount they pay is worth the experience they receive (Buhalis et al., 2020). The results of previous research show that price fairness directly has a significant effect on tourist satisfaction. Furthermore, this sense of satisfaction makes tourists interested in visiting in the future (Abou-Shouk and Soliman, 2021).

H1: Price fairness has a significant effect on tourist satisfaction.
H2: Price fairness has a significant effect on tourist loyalty.
H3: Price fairness has a significant effect on tourist loyalty through satisfaction.

2.2. Service quality

The relationship between service quality and traveler loyalty is solid (Sukhov et al., 2021). Service quality is critical to overall traveler satisfaction and experience, shaping long-term loyalty (Sukhov et al., 2022). Trust and dependability are service quality factors (Mohammadi et al., 2023). If travelers believe they can rely on a service provider to deliver a consistent and trouble-free experience, their trust will increase, and they will be more likely to become loyal clients (Gül et al., 2023). Services that respond to travelers' wants and desires can increase happiness and instill valuable emotions (Wong and Chan, 2023). This can foster a deep emotional attachment and encourage visitors to return (Chauhan et al., 2023). Services that empathize with travelers' needs and preferences can build strong personal bonds (Marpaung et al., 2021). This bond can be essential in building loyalty as travelers may feel more connected to the location or service provider (Martin and Nasib, 2021). It's important to remember that service quality affects not only happiness during a visit but also long-term views and memories. A positive or negative experience can quickly change the reputation of a destination or business in the age of social media and online reviews (Wang and Gao, 2022). Therefore, better service quality can be a wise strategy to gain and maintain traveler loyalty (Chen et al., 2021). Previous studies show that excellent service quality can encourage a sense of satisfaction in a tourist (Puspita and Wardi, 2022). Sincere service quality can also trigger loyalty to tourist attraction destinations (Suryaningsih et al., 2020).

H4: Service quality has a significant effect on tourist satisfaction.
H5: Service quality has a significant effect on tourist loyalty.
H6: Service quality has a significant effect on tourist loyalty through satisfaction.

2.3. Destination image

Destination image influences how travelers evaluate the value of the destination (Chauhan et al., 2023). Travelers may get good value from their visit if the destination image is pleasant and attractive, which can increase satisfaction and loyalty (Zulvianti et al., 2023). A strong and positive place image helps foster trust among travelers (Rehman et al., 2023). Travelers are more likely to trust a destination with a high reputation and a safe and satisfying experience (Andersson et al., 2021). A destination's image shows its attractiveness and uniqueness. Destinations with a distinct image can attract travelers interested in what the place offers, and this uniqueness can help form loyalty (Rasoolimanesh et al., 2021).

If visitors have a positive impression of a destination, this can impact their desire to return. Return visits can foster long-term loyalty, and a destination's image is essential in developing favorable expectations (Meng et al., 2021). Consequently, building and maintaining a positive destination image includes careful marketing management, good service, and responsiveness to travelers' needs (Nazir et al., 2021). A strong destination image can be a robust foundation for recruiting and retaining travelers, delivering exceptional experiences, and fostering long-term loyalty (Martin et al., 2021).

H7: Destination image has a significant effect on tourist satisfaction.
H8: Destination image has a significant effect on tourist loyalty.
H9: Destination image has a significant effect on tourist loyalty through satisfaction.

2.4. Tourist facilities

Tourist facilities have a significant impact on tourist satisfaction and loyalty (Mandić and Petrić, 2021). Good facilities can enhance travelers' experience, leave them with good memories, and motivate them to return or suggest the destination to others. Well-designed facilities can provide comfort and convenience for tourists (Nilashi et al., 2021). This can include adequate parking, rest areas, dining facilities, and other amenities. Affordability of facilities can also increase customer happiness (Majumdar et al., 2021). Support facilities such as information centers, customer service centers, and health facilities can enhance tourists' comfort and provide the assistance they need during their visit (Velmurugan et al., 2021). Tourism infrastructure also includes roads, transport, and public facilities. Good infrastructure can improve travelers' accessibility and mobility, leading to higher happiness and loyalty (Cai et al., 2021). The satisfaction derived from excellent facilities can strongly motivate traveler loyalty (Marques et al., 2021). They are more likely to return or promote the destination if satisfied with its facilities and services (Bhuiyan et al., 2021). Therefore, maintaining and improving tourist facilities is a desirable investment to provide a pleasant traveler experience and generate long-term loyalty (Vassiliadis et al., 2021).

H10: Tourist facilities have a significant effect on tourist satisfaction.
H11: Tourist facilities have a significant effect on tourist loyalty.
H12: Tourist facilities have a significant effect on tourist loyalty through satisfaction.

2.5. Traveler satisfaction

Travelers' enjoyment is often tied to their positive experiences during a holiday. These experiences create fond memories and motivate people to return and relive those moments (Joo et al., 2020). Satisfaction creates an emotional connection between the visitor and either the destination or the service provider (Fajriyati et al., 2020). When visitors feel a strong emotional tie to a place, they are more likely to revisit and support it (Lee and Jeong, 2021). Travelers perceive high value when they are satisfied (Nursyamsiah and Setiawan, 2023). If customers feel that they received good value for their money and enjoyed their experience, they are likely to return and repeat the experience (Acharya et al., 2023). Satisfaction also fosters a deeper emotional and affective attachment to the brand or destination (Halkos et al., 2021). Travelers who develop a strong emotional bond with a location are more inclined to return because of this deep connection (Acharya et al., 2023; Abahre et al., 2023).

H13: Satisfaction has a significant effect on tourist loyalty.

2.6. Traveler loyalty

Traveler loyalty refers to the loyalty or propensity of travelers to return to the same destination or travel service. This can be due to a previous favorable experience, comfort, or happiness with a particular destination or service (Cheng et al., 2022). Loyal travelers tend to spend more money in certain locations (Gao et al., 2020). They may regularly stay in the same hotel or resort, use local transport, shop, and buy local food or products (Vassiliadis et al., 2021). These expenditures have the potential to significantly increase local and national revenues (Zhang et al., 2023). Increased demand from loyal visitors can spur greater development of tourism infrastructure, such as the construction of hotels, recreational facilities, and improved public services (Qiu et al., 2021). This can make the destination more attractive to other travelers (Rehman et al., 2023). Revenue from tourist taxes and other tourism-related transactions can add to the country's income (Marques et al., 2021).

3. Methods

This study employs a quantitative approach to investigate the factors influencing tourist loyalty at Lake Toba in 2022, where the tourist count reached 179,609. The research utilized accidental sampling to select 280 tourists. Data collection was conducted using a questionnaire, which was designed based on indicators for each variable under study.

The measurement of tourist loyalty included indicators such as: 1) Voicing positive feedback, 2) Recommending the destination to others, 3) Motivating others to visit, 4) Prioritizing it as a top choice for future visits, and 5) Expressing a desire to revisit. Tourist satisfaction was assessed through the following indicators: 1) Products meeting or surpassing expectations, 2) Service quality from staff meeting or surpassing expectations, 3) Adequacy of supporting facilities, 4) Interest in revisiting, and 5) Interest in revisiting due to perceived value and benefits. Price fairness was measured by: 1) Affordability of prices, 2) Alignment of price with product quality, 3) Price competitiveness, and 4) Price reflecting the benefits received. Service quality was evaluated using these indicators: 1) Tangible elements (Physical evidence), 2) Reliability, 3) Responsiveness, 4) Assurance, and 5) Empathy. Destination image was gauged through: 1) Cognitive perceptions of the destination, 2) Uniqueness of the destination, and 3) Emotional connections with the destination. Tourist facilities were analyzed based on: 1) Spatial planning, 2) Design of the place, 3) Quality of equipment and furnishings, 4) Adequacy of lighting and shading, and 5) Availability of supporting elements.

The research utilized Structural Equation Modeling (SEM) based on Partial Least Square (PLS) for data analysis. The results of the SEM analysis are anticipated to provide an effective model for

predicting how tourist satisfaction mediates the impact of price fairness, service quality, destination image, and tourist facilities on tourist loyalty at Lake Toba.

4. Result

4.1. Respondent characteristics

The percentage level of research respondents based on gender can be explained by 280 respondents, which can be seen in Table 2. Based on Table 2, it can be seen that the most employees of the female gender are 168 people (60%) and 112 men (40%). The percentage level based on the age of 280 respondents can be found in Table 3.

Table 2: Respondent based on gender

Gender	Total	Percentage
Male	112	40%
Female	168	60%
Total	280	100%

Table 3: Respondent based on age

Age	Total	Percentage
20 – 30 years	66	24%
30-39 Years	77	27%
40-50 years	78	28%
> 50 years	59	21%
Total	280	100%

From the Table 3 data, it can be seen that based on age, respondents who have visited Lake Toba friends in this study are aged 20-30 years, as many as 66 people (24%), respondents aged 30-39 years

as many as 77 people (27%), respondents aged 40-50 years as many as 78 people (28%) and respondents with age>50 years as many as 59 people (21%).

4.2. Outer model measurement model analysis

The results of the validity test measurements in this study can be shown in Table 4. Based on Table 4, all indicators in the model are more than 0.7, so it can be concluded that they are reliable for measuring research variables. So it can be used in further analysis.

4.3. Average variance extracted (AVE)

In this study, the AVE values are displayed in Table 5. According to the guidelines, an AVE value above 0.5 is considered acceptable. The data from Table 5 indicate that all AVE values exceed 0.5, demonstrating that the validity requirements based on AVE have been met.

4.4. Construct reliability test

The results of the Construct Reliability Test in this study can be shown in Table 6. The data presented in Table 6 show that the average values exceed 0.5, and the composite reliability values are greater than 0.7. Based on these results, it can be concluded that the indicators used in this study effectively measure the intended constructs.

Table 4: Convergent validity test results

	Price fairness (X1)	Service quality (X2)	Destination image (X3)	Facility (X4)	Satisfaction (Z)	Loyalty (Y)
PF1	0.716					
PF2	0.776					
PF3	0.795					
PF4	0.837					
SQ1		0.906				
SQ2		0.891				
SQ3		0.912				
SQ4		0.836				
SQ5		0.832				
DI1			0.782			
DI2			0.950			
DI3			0.940			
FC1				0.874		
FC2				0.854		
FC3				0.871		
FC4				0.858		
SF1					0.965	
SF2					0.957	
SF3					0.928	
SF4					0.953	
SF5					0.953	
LY1						0.801
LY2						0.823
LY3						0.883
LY4						0.869
LY5						0.858

Table 5: Average variance extracted (AVE)

	Average variance extracted (AVE)
Price Fairness (X1)	0.651
Service Quality (X2)	0.712
Destination image (X3)	0.668
Facility (X4)	0.793
Satisfaction (Z)	0.579
Loyalty (Y)	0.655

Table 6: Construct reliability

	Composite reliability
Price fairness (X1)	0.838
Service quality (X2)	0.763
Destination image (X3)	0.822
Facility (X4)	0.819
Satisfaction (Z)	0.784
Loyalty (Y)	0.837

4.5. Measurement model analysis (Inner Model)

4.5.1. Coefficient of determination (R2)

The results of the Coefficient of Determination (R2) in this study can be shown in Table 7. Based on the data from Table 7, it is known that the R-squared adjusted value for the tourist satisfaction variable is 0.855 or 85.5%, while the remaining 14.5% is influenced by other variables that are not variables of this study. Then, the tourist loyalty performance variable R-squared adjusted value of 0.817 or 81.7% while the remaining 18.3% is influenced by other variables that are not variables of this study.

Table 7: R-square

	R-squared	R-squared adjusted
Tourist satisfaction (Z)	0.885	0.855
Tourist loyalty (Y)	0.845	0.817

4.6. Hypothesis test/direct effect

The results of hypothesis testing in this study are shown in Table 8.

Table 8: Hypothesis test

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P Values	Description
Price Fairness (X1)->Loyalty (Y)	0.742	0.744	0.096	7.704	0.000	Significant
Service quality (X2)->Loyalty (Y)	0.295	0.296	0.077	3.854	0.000	Significant
Destination image (X3)->Loyalty (Y)	0.288	0.285	0.100	2.879	0.004	Significant
Facility (X4)->Loyalty (Y)	0.668	0.669	0.076	8.814	0.000	Significant
Price fairness (X1)->Satisfaction (Z)	0.326	0.322	0.118	2.765	0.006	Significant
Service quality (X2)->Satisfaction (Z)	2.123	2.171	0.095	3.298	0.005	Significant
Destination Image (X3)->Satisfaction (Z)	0.323	0.346	0.167	3.935	0.034	Significant
Facility (X4)->Satisfaction (Z)	0.749	0.716	0.120	6.220	0.000	Significant
Satisfaction (Z)->Loyalty (Y)	0.521	0.515	0.112	4.304	0.004	Significant
Price fairness (X1->Satisfaction (Z)->Loyalty (Y)	0.362	0.365	0.157	4.092	0.000	Significant
Service quality (X2)->Satisfaction (Z)->Loyalty (Y)	0.593	0.594	0.184	3.873	0.000	Significant
Destination image (X3)->Satisfaction (Z)->Loyalty (Y)	0.346	0.354	0.216	3.155	0.001	Significant
Facility (X4)->Satisfaction (Z)->Loyalty (Y)	0.694	0.688	0.075	4.293	0.001	Significant

4.7. The effect of price fairness on tourist satisfaction

Based on the results of the data analysis, it can be seen that fairness directly has a significant effect on the satisfaction of tourists in Lake Toba. The results of this study are in line with the results of previous studies, which state that reasonable prices are able to provide a sense of trust to tourists (Chia et al., 2021; Pahrudin et al., 2023; Fiqqih, 2022). Furthermore, the reasonableness of prices in Lake Toba is considered beyond logic. These prices are offered at high prices, especially for tourists outside the Lake Toba area and foreign tourists. Currently, a strong commitment is needed, especially from the government, to form a specially authorized body that is responsible for ensuring the prices of products and services in the Lake Toba Region. It is very disadvantaged when the natural beauty of Lake Toba is not balanced by good behavior, especially the community.

4.8. The effect of price fairness on tourist loyalty

The study found that price fairness significantly influences tourist loyalty. Tourists often repeat purchases based on a strong trust in the company. This trust extends beyond the product to how the company upholds it. With both satisfaction and trust, a long-term relationship between tourists and the company starts to form. A long-term focus on pricing, which enhances tourist satisfaction and trust, is crucial if the company wants to retain loyal customers (Stiawan and Jatra, 2022; Vinh and Hien, 2023). Additionally, the research highlights that tourists feel greatly disadvantaged by the pricing behaviors of the local community around Lake Toba. Tourists perceive this issue as stemming from a lack of tourism awareness within the community. There are instances where actions contradict the cultural values of the Batak tribe, which, despite its intimidating reputation, is recognized for its inherent kindness.

4.9. The effect of price fairness on tourist loyalty through satisfaction

The tests that have been carried out show that indirectly, tourist satisfaction has a significant effect on mediating price fairness and tourist loyalty. This study's results align with previous studies' results, which state that price fairness has a significant effect on tourist loyalty through satisfaction (Alzoubi et al., 2020; Setiawan et al., 2020; Atmaja and Yasa, 2020). The findings in this study imply that many tourists prefer to remain silent when community behavior is considered unpleasant. This study's results also confirm public ignorance and lack of government concern. The tourists hope that the prices of both products or services obtained can compete with those of other regions so that the existing sense of trust can encourage tourists to visit again in the future.

4.10. The effect of service quality on tourist satisfaction

The results showed that direct service quality significantly affects Lake Toba tourist satisfaction. The results of this study are in line with the results of previous studies, which state that service quality can increase the comfort of a tourist (Özkan et al.,

2020; Gül et al., 2023; Mohammadi et al., 2023). This research implies that the empathy of the people in the Lake Toba area needs to accept the presence of tourists correctly. So far, many tourists have been disadvantaged, especially regarding entrance tickets and vehicle parking. This triggers a sense of discomfort for tourists about comfort and safety while on holiday with family or colleagues. This condition makes tourists from out of town and abroad feel very disadvantaged.

4.11. The effect of service quality on tourist loyalty

The results of hypothesis testing show that service quality directly affects tourist loyalty at Lake Toba. This study's results align with previous studies' results, which both state that service quality has a significant effect on tourist loyalty (Acharya et al., 2023; Hsieh, 2023). The findings' implications are that tourists are unwilling to recommend to other parties to try a holiday to Lake Toba. Tourists expect that there is a role from the government to be able to provide training and socialization to the people directly involved to gain an understanding of the importance of being friendly and polite to tourists who come to their area. There is a need to involve organizations or Lake Toba lovers in strengthening the activity program.

4.12. The effect of service quality on tourist loyalty through satisfaction

Based on the data testing results, satisfaction indirectly influences service quality and tourist loyalty. This study's results support previous studies' results, which emphasize that the ability to understand the needs and desires of tourists significantly impacts satisfaction (Chauhan et al., 2023; Wong and Chan, 2023; Mohammadi et al., 2023). Furthermore, tourists will happily recommend to other parties that the product or service they choose can meet their expected value. Then, the implications of the findings in this study show that the disappointment felt by tourists makes tourists not want to recommend to other parties to have a holiday on Lake Toba. The results also state that dissatisfied tourists prefer to remain silent and not tell bad stories to other parties. However, when asked personally, tourists will be more open about the events they experience.

4.13. The effect of destination image on tourist satisfaction

The results of the data analysis show that destination image directly has a significant effect on tourist satisfaction in Lake Toba. This study's results are relevant to previous studies, which state that a positive image tends to provide a sense of security for the selection of tourist attraction destinations (Chauhan et al., 2023; Zulvianti et al., 2023; Rehman

et al., 2023; Nasib et al., 2023b). Furthermore, the image of the Lake is currently known as a tourist attraction that needs to be better maintained. Visible evidence could be more pleasant, such as the arrangement of businesses selling in the Lake Toba area. This condition makes tourists feel that the natural beauty of Lake Toba does not provide a bonus for the surrounding community.

4.14. The effect of destination image on tourist loyalty

The results of the data analysis show that destination image has a significant effect on tourist loyalty in Lake Toba. This study's results support previous studies, which state that destination image is essential in building tourist loyalty (Zheng et al., 2022; Cheng et al., 2022; Li et al., 2022). The implications of the findings indicate that the Lake Toba tourist attraction manager is expected to tighten and maintain the visitor security system so that tourists feel safe. Security in question, such as increasing the number of professional tour guides. Currently, tourists need information about the history or uniqueness of Danao Taba. A negative image can decrease revenue from the tourism sector, impacting the local and national economy.

4.15. The effect of destination image on tourist loyalty through satisfaction

The data analysis results show that indirect satisfaction has a significant role in mediating destination image and tourist loyalty in Lake Toba. The results of this study also support previous studies, which state that tourist satisfaction is an essential element in making destination image significantly impact tourist loyalty (Van Den Heuvel et al., 2022; Chauhan et al., 2023; Zulvianti et al., 2023). This finding implies that tourists do not need to tell negative things about Lake Toba to other parties. Tourists think that it is enough that only they feel harmed without having to recommend it to others. This attitude is generally found due to the unpreparedness of the people in Lake Toba in providing courtesy to anyone who wants to go on holiday to Lake Toba.

4.16. The effect of facilities on tourist satisfaction

The results of the study prove that facilities have a significant effect on tourist satisfaction at Lake Toba. This study's results support previous studies, which state that complete facilities are a belief when going on holiday both personally and with family (Van Den Heuvel et al., 2022; Blomstervik and Olsen, 2022; Chen et al., 2022). The implication of the findings in this study shows that worship facilities and bathrooms are complicated to find tourists. This condition makes tourists satisfied and more comfortable with the facilities needed. Then hotels, resorts, homestays, or other accommodation options

that suit travelers' preferences and budgets can significantly affect their experience. Cleanliness, comfort, facilities, and good service are essential to determining traveler satisfaction.

4.17. The effect of facilities on tourist loyalty

Data analysis shows that tourist facilities significantly affect tourist loyalty. This finding aligns with research by Almohaisen et al. (2023) and Mutazayid et al. (2021), which indicates that good facilities positively influence loyalty. This study highlights that worship and bathroom facilities are essential needs. Tourists believe that the government and local communities should focus on improving these facilities. Additionally, a problem identified is that tourists must pay to use certain facilities, like bathrooms. This issue may discourage tourists from recommending Lake Toba to others.

4.18. The effect of facilities on tourist loyalty through satisfaction

The data test results show that indirect tourist satisfaction has a significant effect on tourist loyalty at Lake Toba. The results of this study also support the results of previous studies, which state that good facilities can make tourists feel satisfied and impact a tourist's loyalty (Huete-Alcocer and Hernandez-Rojas, 2022; Wang and Gao, 2022). The findings in this study imply that it is not only worshiped suggestions and clean bathrooms, but facilities such as safe and free parking areas, photo spot areas, and children's play areas or parks are also needed. This condition needs to be quickly responded to by the government or managers of Lake Toba destinations, which will significantly reduce the number of tourists visiting Lake Toba.

5. Conclusion

The results of this study conclude that the theoretical findings show that price fairness, service quality, destination image, and facilities significantly affect tourist satisfaction and loyalty in Lake Toba. Tourist satisfaction is considered to have a significant role in mediating price fairness, service quality, destination image, and facilities, which significantly affect tourist loyalty. However, the research has limitations; the selected samples are generally still many from Indonesia. The practical findings in this study indicate that tourist satisfaction and loyalty in Lake Toba currently need to be consistently realized, especially by SME business actors, local communities, and local governments. Currently, institutional coordination is considered essential so that the impression of tourists on Lake Toba imagery will be more positive. The limitations of this study are that the research sample is still from local tourists and does not involve foreign tourists in collecting research data. This research uses very few samples from foreign tourists. Furthermore, recommendations for further research are to test institutional coordination, group solidarity, and brand love further.

Compliance with ethical standards

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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