

The Influence of Word-of-Mouth and Destination Image on Tourist Loyalty at Agritourism Destinations in Hanoi

Ngo Trong Tuan^{1,*}, Le Anh Tuan¹ and Nguyen Quang Vinh²

¹*Electric Power University, Hanoi, Vietnam.*

²*University of Labor and Social Affairs, Hanoi, Vietnam.*

Abstract: This study evaluated the influence of word-of-mouth and destination image on tourist loyalty at agritourism destinations in Hanoi. This study has conducted a survey of 500 tourists at three agricultural tourism destinations in Hanoi. The PLS-SEM approach was applied to test the hypothesis. The result shows that destination image significantly influences the constructs proposed in the model, including perceived value and tourist loyalty. The results also show word-of-mouth significantly influences the destination image and perceived value. However, the research results show no influence of destination image and word-of-mouth information on tourists' satisfaction. Besides, there is a direct impact on perceived value and satisfaction, and tourist loyalty is also confirmed. The study also shows the relationship between satisfaction and loyalty to agricultural tourism of tourists. In addition, destination image and word-of-mouth indirectly influence tourist loyalty through perceived value. However, the research results do not show an indirect relationship between destination image, word-of-mouth, and tourist loyalty through satisfaction; in other words, satisfaction does not have an intermediary role in this study. Conclusions about contributions to scholarship, applications in management, limitations of the research, and directions for future research are also discussed in the study.

Keywords: Word-of-Mouth, Destination Image, Tourist Loyalty, Agritourism, Hanoi.

1. INTRODUCTION

The Covid-19 pandemic and rapid climate change have negatively affected many sectors, including tourism. Tourist consumption behavior has also changed into safety, health, and environmental friendliness tourism (Vinh, 2023). Therefore, most countries in the world pay great attention to the goal of green growth, and developing agricultural tourism is one of the ways to achieve that goal. In recent decades, agritourism has become a promising field, bringing many benefits to many countries (Kusworo, 2023; Wang dkk., 2011). Agritourism has become a desirable way to diversify the economy (Santeramo & Morelli, 2015). Agricultural tourism has been essential in ensuring socio-economic development and connecting with local communities (Liang *et al.*, 2021). Vietnam has thousands of traditional agricultural villages. The close connection between tourism and agriculture will allow agricultural tourism products to be imbued with a rich and diverse Vietnamese cultural identity. According to 2020 data, Vietnam's agricultural land area accounts for about 80% of the total area, and 70% of the population lives in rural and mountainous areas. On the world economic map, Vietnam is known as an agricultural country. Therefore, most of Vietnam's tourism products also have agricultural elements.

Besides focusing efforts to attract new customers, building loyalty to the destination is also a core goal of businesses in the tourism industry to create a competitive advantage (Hungenberg *et al.*, 2018; Jeong & Kim, 2020). The return of loyal customers can bring tourist destinations attractive profits, so this issue is increasingly concerning and widely researched (Zhang *et al.*, 2014). Tourist loyalty is a direct driver of intention to return to a destination (Lai & Vinh, 2013; Styliadis *et al.*, 2020; Zhang *et al.*, 2014)] and that is the basis for tourists to give a positive word of mouth about that spot to others (Jumanazarov *et al.*, 2020; Khuong & Phuong, 2017).

Although many studies have been conducted on agricultural tourism (Alim *et al.*, 2023; Vinh, 2023; Wang dkk., 2011), The influence of word-of-mouth and destination image on tourist loyalty at agritourism destinations studies still need to be completed (Nanggong & Mohammad, 2020; Suhartanto *et al.*, 2020). Besides, studies have yet to show the relationship between word-of-mouth, destination image and loyalty to the destination, and the mediating role of perceived value and satisfaction also needs to be clarified in the model.

2. LITERATURE REVIEW

2.1 Agricultural tourism

Agricultural tourism is a type of tourism activity in which tourists experience activities related to nature-based products, agriculture, rural living/culture, fishing, and

*Address correspondence to this author at the University of Labor and Social Affairs, Hanoi, Vietnam; E-mail: tuannt@epu.edu.vn

sightseeing (Suhartanto *et al.*, 2020). In academic research, agritourism is understood as visiting an operating agricultural farm for entertainment, recreation, relaxation, or education (Liang *et al.*, 2021). The term agritourism describes the activities of tourists visiting a farm or agricultural facility, admiring the farm landscape, and participating in the agricultural process for recreation or relaxation (Fleischer & Tchetchik, 2005).

In developed countries, from Europe and America to Asia, agritourism also plays an important role. In the UK, for example, tourists enjoy meals and wine made from local produce when visiting the British countryside. Tourists can also participate in feeding livestock and harvesting produce for meals on the farm (Casey, 2021). In the US, tourists can participate in activities such as milking cows and nursing calves at Liberty Hill Farm, Vermont; collecting eggs, feeding pigs, or planting trees in Willow-Witt, Oregon; foraging, participating in gardening workshops, and even horseback riding and archery at Hidden Villa, California (Cohn, 2018).

According to Casey (2021); Fleischer & Tchetchik (2005); Nanggong & Mohammad (2020), some popular activities in agritourism can be mentioned. 1) Entertainment activities: agritourism is a model that serves tourists' experiences in tourism. Agricultural field with the goal of entertainment, whereby visitors will have the opportunity to experience the work of farmers directly, take care of and grow agricultural products, harvest vegetables and tubers by themselves, seasonal fruit. Resort and sightseeing services: accommodation, harvest festivals, hunting, nature observation. 2) Agricultural education: according Santeramo & Morelli (2015) [98] includes practical activities associated with agriculture such as feeding, milking, rice transplanting, watering, growing vegetables and mushrooms, harvesting vegetables, and tubers).

2.2. Tourist loyalty

Loyalty is a central concept in the field of marketing research (K. Kim *et al.*, 2012; W. Kim & Malek, 2017). Although there are many different concepts of customer loyalty (Hungenberg *et al.*, 2018), up to now, there has still been no common and unified definition. Customer loyalty can be understood as a customer's commitment to continue purchasing products or using services from a specific supplier (K. Kim *et al.*, 2012). In fact, customer loyalty is a special behavior in which customers show their intention to continue using an organization's products/services (Zeithaml, 1988). In some other studies, customer loyalty is traded with a nearly equivalent concept, which is the intention to continue purchasing or using an organization's products/services (Wu & Li, 2017). Loyalty, or the intention to continue purchasing, is one of the important goals of organizations because this factor retains customers and brings profits to the organization in the long term. There are some methods to measure customer loyalty: (1) word-of-mouth behavior, (2) recommendation to others, (3) intention to continue using the product/service, and (4) insensitivity to price changes (Zeithaml *et al.*, 1996). The concept of loyalty is agreed upon by most scholars with the view that tourists return to buy a product or service and recommend it to others to buy that product or service (Zhang

et al., 2014). The concept and level of loyalty is one of the important indicators used to measure the success of marketing strategies.

Nilplub *et al.* (2016) describes destination loyalty as the intention to return to the destination and also to recommend the destination to others. Chi & Qu (2008) believe that the intention to repurchase a brand is a very strong indicator of future purchase action. Destination loyalty can be expressed implicitly as the intention to return to the destination in the future ((Yuksel *et al.*, 2010). In this study, the authors use the concept in the study of Leo *et al.*, (2021), tourist loyalty to an agritourism destination is defined as a psychological expression of tourists towards the attraction, expressed through their liking for the attraction and their intention to return and support that attraction.

Studies by Moon & Han, (2019); Chi & Qu (2008) show that a destination's image plays an important role in forming tourist loyalty. When tourists have a positive impression of a destination, they tend to return and recommend it to others, thereby forming tourist loyalty (W. Kim & Malek, 2017; Krešić & Prebežac, 2011). This positive image can create a series of beneficial outcomes for the destination and businesses in the tourism industry, increasing the perceived value and satisfaction of tourists (Krešić & Prebežac, 2011). Therefore, the study proposes the hypothesis:

H1: Destination image has a direct relationship with satisfaction

H2: Destination image has a direct relationship with perceived value

H3 Destination image has a direct relationship with loyalty

Research on word-of-mouth marketing such as Nanggong & Mohammad (2020) and Jumanazarov *et al.* (2020) have studied the role of word-of-mouth marketing in purchasing decisions and loyalty. Direct word-of-mouth marketing and word-of-mouth through electronic media both have a significant influence on tourist decisions. Research on Word-of-Mouth have studied the role of WOM in decision-making purchase and loyalty (Nanggong & Mohammad, 2020) and shows significant influence on tourist decisions (Khuong & Phuong, 2017).

H4: Word-of-mouth has a direct relationship with satisfaction

H5: Word-of-mouth has a direct relationship with perceived value

H6 Word-of-mouth has a direct relationship with loyalty

Perceived value is an important concept in the field of consumer behavior (Caber *et al.*, 2020; Yi *et al.*, 2014). It concerns how consumers evaluate the appeal and significance of a product or service based on their personal perceptions (K.-H. Kim & Park, 2017; Song *et al.*, 2013). This is an important factor in purchasing decisions and affects customer loyalty (Lee *et al.*, 2016)]. Research by Ramseook-Munhurrin *et al.*, (2015) has shown the relationship between destination image, perceived value, and tourist loyalty. Therefore, the study proposes the hypothesis:

H7: Perceived value has a direct effect on satisfaction

Table 1. Scales and sources.

Variables	Scale	Code	Sources
Satisfaction	I think this agricultural tourism destination will bring good experiences	SA1	(Nilplub <i>et al.</i> , 2016)
	This agritourism destination experience was what I needed	SA2	
	I enjoyed this agritourism destination	SA3	
	Overall, I am satisfied with this agritourism destination	SA4	
Perceived value	I think this agricultural tourism destination will bring good experiences	PV1	(Nilplub <i>et al.</i> , 2016)
	This agritourism destination experience was what I needed	PV2	
	I enjoyed this agritourism destination	PV3	
Word-of-mouth	My relatives have a favorable opinion about this destination	WOM1	(Jumanazarov <i>et al.</i> , 2020)
	My relatives introduced this tourist destination to me	WOM2	
	My relatives provided me with information about this tourist destination	WOM3	
	My relatives have positive comments about this destination on social media	WOM4	
Destination image	This agritourism destination is famous for its nature, history, and name	DI1	(Liang <i>et al.</i> , 2021; Suhartanto <i>et al.</i> , 2020)
	This agricultural tourism destination has built a beautiful image in the eyes of tourists	DI2	
	This agritourism destination exudes a historical, dynamic, and fun atmosphere	DI3	
Loyalty	I consider myself a loyal tourist of this agritourism destination	LOY1	(Nilplub <i>et al.</i> , 2016)
	I will continue to come to this agritourism destination	LOY2	
	I will recommend this agritourism project to those who need my advice	LOY3	
	I will tell others positive things about this agritourism destination	LOY4	

H8: Perceived value has a direct influence on loyalty

(Leo *et al.*, 2021) define tourist loyalty to an agritourism destination as a psychological expression of tourists towards a destination expressed through their preference towards the destination and their intention to return and support its appeal. Research on the relationship between satisfaction and destination loyalty in the tourism industry is essential for understanding and managing tourist behavior. Eid *et al.* (2019) and Jeong & Kim (2020) researchs focus on the relationship between loyalty, satisfaction, destination image, and tourist experience with the destination and show that tourists who are satisfied with their experiences at a destination tend to return to the destination and share positive information about it with others). Ghose & Johann, (2018); Nilplub *et al.* (2016) and Thanh *et al.* (2020) research results show that tourist satisfaction has a positive relationship with destination loyalty. Besides, the research also points out the mediating role of perceived value and satisfaction in the relationship between destination image and loyalty (Chen & Chen, 2010; Damanik & Yusuf, 2022; Jee & Lee, 2002; K.-H. Kim & Park, 2017; Ramseok-Munhurrin *et al.*, 2015; Song *et al.*, 2013; Wu & Li, 2017). Therefore, the study proposes the following hypotheses:

H9: Satisfaction has a direct effect on tourist loyalty.

H10: Perceived value plays a mediating role in the relationship between destination image and loyalty.

H11: Satisfaction has a mediating role in the relationship between destination image and loyalty

H12: Perceived value plays a mediating role in the relationship between word-of-mouth and loyalty

H13: Satisfaction has a mediating role in the relationship between word-of-mouth and loyalty

3. RESEARCH METHOD

The study carries out three steps to test the research hypotheses: qualitative research, preliminary quantitative research, and official quantitative research.

Qualitative research was conducted using in-depth interviews with several tourists who have visited agricultural tourism destinations in Hanoi and experts in the field of tourism and marketing teaching. The research results help the author adjust the model, scale, and make new discoveries. From there, adjust the questions in the questionnaire before conducting quantitative research and officially testing the model. According to expert opinions, Table 1 presents the scale and its origin after adjustment.

Preliminary quantitative research was conducted with 211 tourist subjects who visited agritourism destinations in Hanoi through the survey method. The collected data are used to evaluate the scale's reliability before conducting official large-scale research. The results of analyzing the reliability of the scale show that all total correlation coefficients

Table 2. Demographic information of the study sample.

Indicators		Frequency	Rate (%)
Gender	Male	246	49.2
	Female	254	50.8
Age	≤ 25	130	26.0
	26- 40	261	52.2
	>40	109	21.8
Level	High school or below	134	26.8
	College	179	35.8
	University or above	187	37.4
Income	≤ 10 million dong	143	28.6
	10-15 million dong	190	38.0
	>15 million dong	167	33.4
Total		500	100.0

of each observed variable in each main scale are >0.3 ; The component Cronbach's Alpha coefficients of the observed variables are all >0.7 ; The total Cronbach's Alpha of all main scales is >0.7 , so these scales ensure reliability and are tested for validity by EFA analysis. These four independent factors analyzed represent 75.488% of the variance of 14 observed variables. Besides, the loading coefficients of all factors are >0.5 , so new factors are created to ensure convergence and discrimination.

Formal quantitative research was conducted with 500 tourist subjects who visited agricultural tourism destinations in Hanoi through survey methods including the following locations: Ban Rom eco-tourism area, Soc Son district; Country farm in Ba Vi district, Chimi Farm 4 ecological farm in Dong Anh district from April to July 2023. To analyze the collected data, the author uses a partial least squares structural equation model (PLS-SEM) for analysis. The PLS-SEM analysis technique is a 2nd generation multivariate data analysis technique commonly used in business research thanks to its ability to test additive and linear causal models supported by theory (Chin, 2010). PLS-SEM analysis is performed in three steps: Checking scale reliability, analyzing convergent validity, and Testing the linear structural model.

4. RESEARCH FINDING

4.1. Descriptive Statistics for the Study Sample

A total of 550 survey forms were collected. However, many needed to be validated due to missing information or unreliable answers. The author cleaned the data, and the results left 500 votes, which were included in the sample's descriptive statistical analysis to check the sample's suitability and representativeness. The sample was statistically described based on demographic factors such as gender, age, education, and income. Table 2 shows the demographic information of the study sample.

Among surveyed 500 tourists who visited agricultural tourism destinations in Hanoi, there were 246 men, accounting for 49.2%, and 254 women, accounting for 50% and 8%. This result is consistent with the author's expectations, market reality, and previous studies on agritourism destination loyalty. Regarding the age aspect of the sample, the survey subjects were 25 years old or younger, accounting for 26%. Thus, the sample has a low proportion of young people; the number of people between the ages of 25 and 40 accounts for 52.2%, accounting for the most significant proportion in the research sample. This result is appropriate because of the characteristics of the service. Tourism over 40 years old has the lowest rate, accounting for 21.8%. The educational level of the subjects participating in the survey was divided into three groups, including having an education level below high school (i.e., not having graduated from high school and having graduated from high school), graduating from high school or college (being people who have graduated from secondary school or college), and finally those with university or postgraduate education. Monthly income is divided into three groups: less than 10 million VND, from 10 to 15 million VND, and over 15 million VND.

4.2. Model Fit Indices

Reliability refers to the consistency of observed variables. Measurement indicators include the reliability of each scale and the internal consistency between scales (Hair et al., 2014). In particular, the reliability of each scale is checked by factor loading indices. Internal consistency was examined using latent variable component reliability (CR) and Cronbach's alpha. The recommended values need to be greater than 0.7.

Table 3 shows that CR and Cronbach's alpha are both >0.7 , indicating that the internal consistency of the structure is statistically significant and accepted. Besides, the average variance extracted (AVE) value > 0.5 is accepted, as recommended by Hair et al. (2021). The results also address that all

Table 3. Reliability indices.

Variable	Code	Loading	Cronbach's Alpha	C.R	AVE
Word of mouth	WOM1	0.759	0.810	0.875	0.637
	WOM2	0.742			
	WOM3	0.864			
	WOM4	0.821			
Destination image	DI1	0.905	0.890	0.932	0.820
	DI2	0.905			
	DI3	0.907			
Perceived value	PV1	0.908	0.892	0.933	0.822
	PV2	0.911			
	PV3	0.900			
Tourist satisfaction	SA1	0.809	0.872	0.912	0.722
	SA2	0.871			
	SA3	0.878			
	SA4	0.839			
Tourist loyalty	LOY1	0.881	0.913	0.939	0.792
	LOY2	0.876			
	LOY3	0.903			
	LOY4	0.900			

Table 4. Fornell và Larcker Discriminant values.

	Destination Image	Perceived Value	Tourist Loyalty	Tourist Satisfaction	Word of Mouth
Destination image	0.906				
Perceived value	0.516	0.907			
Tourist loyalty	0.423	0.442	0.890		
Tourist satisfaction	0.127	0.244	0.323	0.850	
Word of mouth	0.351	0.317	0.452	0.151	0.798

Table 5. HTMT Discriminant values.

	Destination Image	Perceived Value	Tourist Loyalty	Tourist Satisfaction
Perceived value	0.578			
Tourist loyalty	0.469	0.488		
Tourist satisfaction	0.144	0.276	0.357	
Word of mouth	0.404	0.368	0.523	0.176

factor loadings of the latent variables included in the model have values >0.7 , so the linear structural model is accepted as recommended by Hair *et al.* (2021).

Table 4 shows other analytical parameters of the model that also ensure statistical requirements: Discriminant value of the model is guaranteed because all values on the diagonal

are more significant than values in the corresponding column. (Fornell & Larcker, 1981). The study continues to test the discriminant value according to HTMT.

Table 5 shows that all HTMT values are less than 0.85, indicating that discriminant validity is confirmed to ensure model fit (Henseler *et al.*, 2015).

Table 6. The value of VIF, f^2 , R^2 and Q^2 .

	R^2	Q^2	Perceived Value		Tourist Loyalty		Tourist Satisfaction		Word of Mouth	
			f^2	VIF	f^2	VIF	f^2	VIF	f^2	VIF
Destination image	0.12	0.10	0.26	1.14	0.04	1.439	0.00	1.439	0.14	1.00
Perceived value	0.28	0.21			0.04	1.457	0.36	1.40	0.03	1.14
Tourist loyalty	0.36	0.28					0.06	1.07	0.11	1.18
Tourist satisfaction	0.06	0.04							0.00	1.07

Table 7. The direct relationships tested results.

Hypothesis	Original Sample (O)	T Values	P Values	Results
Destination image -> Perceived value	0.516	14.0	0.00	Supported
Destination image -> Tourist satisfaction	-0.02	0.02	0.62	Unsupported
Destination image -> Tourist loyalty	0.19	4.05	0.00	Supported
Perceived value -> Tourist loyalty	0.20	4.34	0.00	Supported
Perceived value -> Tourist satisfaction	0.22	4.36	0.00	Supported
Tourist satisfaction -> Tourist loyalty	0.21	6.35	0.00	Supported
Word of mouth -> Destination image	0.35	8.21	0.00	Supported
Word of mouth -> Perceived value	0.16	3.45	0.00	Supported
Word of mouth -> Tourist loyalty	0.29	7.59	0.00	Supported
Word of mouth -> Tourist satisfaction	0.08	1.74	0.08	Unsupported

4.3. Hypothesis Testing Results

Table 6 shows that all VIF values in this study are less than three, indicating no multicollinearity problem between the predictor constructs (Hair Jr *et al.*, 2021).

The results show that the R^2 value explanation of the independent variable for the variation of the dependent variable is accepted. The results show that the associations have a moderate influence level with $f^2 > 0.02$, indicating a reasonable effect size. All Q^2 values > 0 , indicating out-of-sample predictive power of the research variables in the structural model. The results of structural model evaluation, including path coefficients, t-values, and p-values, are presented in Table 7.

According to Hair *et al.* (2021), for the hypotheses to be supported, the t-value must be greater than 1.96, and the p-value must be less than 0.05. The results show that destination image significantly influences the constructs proposed in the model, including perceived value ($\beta = 0.516$; $t = 14.014$; $p < 0.01$) and tourist loyalty ($\beta = 0.191$, $t = 4.050$, $p < 0.01$). The results also show that word-of-mouth has a significant influence on the destination image ($\beta = 0.351$; $t = 8.211$; $p < 0.01$) and perceived value ($\beta = 0.155$; $t = 3.450$; $p < 0.01$). However, the research results do not show the influence of destination image and word-of-mouth on tourists' satisfaction ($t < 1.96$ and $p > 0.05$).

Besides, The direct impact of perceived value and satisfaction ($\beta = 0.218$, $t = 4.368$ $p < 0.01$), on tourist loyalty ($\beta = 0.201$; $t = 4.368$; $p < 0.01$) is also supported. The study also shows the relationship between satisfaction and loyalty to agricultural tourism of tourists ($\beta = 0.206$; $t = 6.352$; $p < 0.01$). Fig. (1) shows the research results of the model.

Zhao *et al.* (2010) suggest that to test the mediating role of a variable, the t-value must be greater than 1.96, p must be greater than 0.05, and the confidence interval must be greater than 0. Table 8 shows the indirect influence of destination image and word-of-mouth on tourist loyalty through the perceived value. However, the research results do not show an indirect relationship between destination image, word-of-mouth, and tourist loyalty through satisfaction; in other words, satisfaction does not have an intermediary role in this study.

4.4. Results Discussion

In tourism research, customer loyalty can be influenced by many factors, such as destination image (Milovanović *et al.*, 2021) and expectations (Thanh *et al.*, 2020). or self-congruity (Vinh, 2023) and satisfaction (Battour *et al.*, 2012; Saqib, 2019; Wu & Li, 2017). The results of this study also provide evidence of the impact of destination image and word-of-mouth on tourist loyalty to agricultural tourism. However, while the studies of Vinh, (2023) and Kim, (2018)

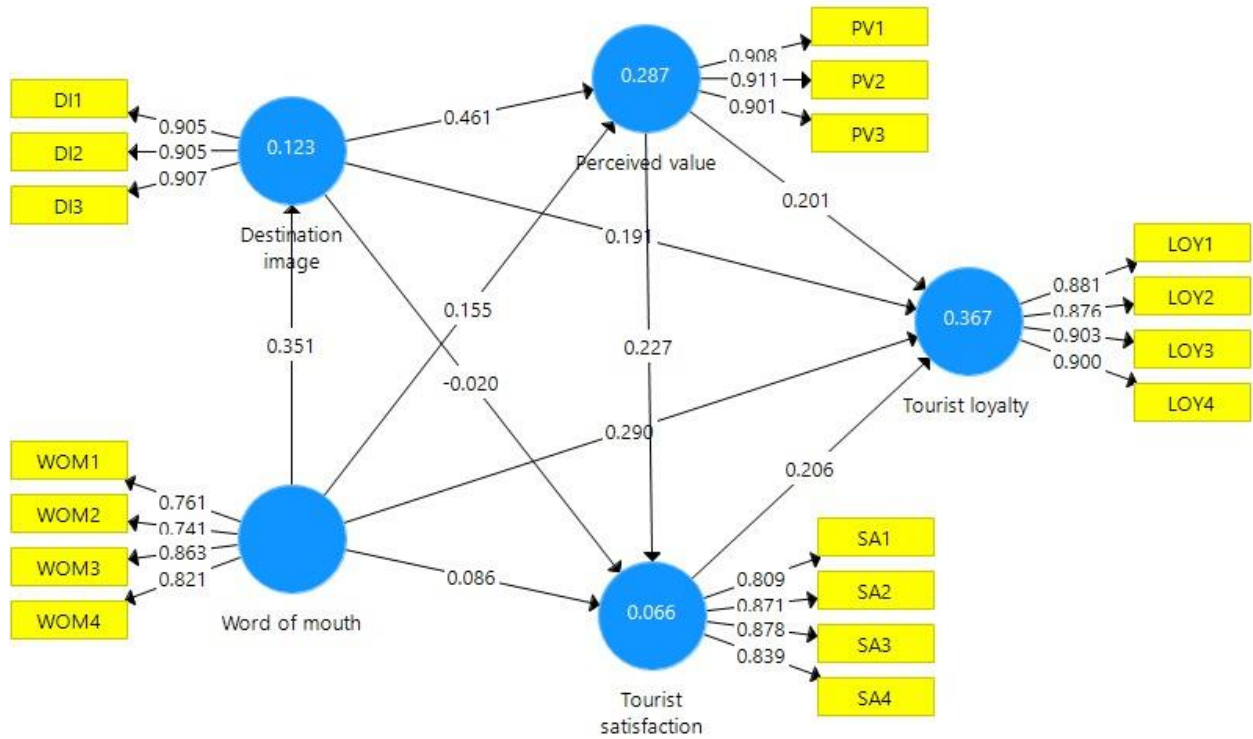


Fig. (1). Results of PLS-SEM analysis.

Table 8. Results of indirect links.

Hypothesis	Original Sample (O)	T Values	P Values	Confidence Intervals		Results
				2.5%	97.5%	
Destination image -> Perceived value -> Tourist loyalty	0.10	4.17	0.00	0.05	0.15	Supported
Destination image -> Tourist satisfaction -> Tourist loyalty	-0.01	0.41	0.67	-0.03	0.02	Unsupported
Word of mouth -> Perceived value -> Tourist loyalty	0.03	2.57	0.01	0.01	0.05	Supported
Word of mouth -> Tourist satisfaction -> Tourist loyalty	0.02	1.67	0.09	-0.001	0.04	Unsupported

showed the impact of destination image on tourist satisfaction, the results of this study did not show the influence of destination image and word of mouth on tourist satisfaction with agritourism. Previous studies on agritourism have not provided evidence of the direct relationship between destination image and word-of-mouth (Jumanazarov *et al.*, 2020; Khuong & Phuong, 2017). The study's results show the influence of word of mouth on destination image. The study also shows similarities with studies by (Kim & Park (2017); Moon & Han (2019) Nilplub *et al.* (2016) Styliadis *et al.* (2022) and Suhartanto *et al.* (2020) which demonstrated the relationship between destination image, perceived value, satisfaction, and loyalty.

Besides, the study also proves the mediating role of perceived value in the relationship between destination image, word-of-mouth, and tourist loyalty to agricultural tourism. While Fotiadis *et al.* (2021) and Milovanović *et al.* (2021) ignored perceived value, Battour *et al.*, (2012); Eid *et al.* (2019) and Nilplub *et al.* (2016) considered satisfaction as a mediating variable; this study did not show an indirect relationship between destination image, word-of-mouth, and

tourist loyalty through satisfaction, in other words, satisfaction does not have a mediating role in this study. Demonstrating indirect impacted destination image, word-of-mouth on tourist loyalty to agritourism further strengthens the research of Jumanazarov *et al.* (2020); Khuong & Phuong (2017) and Nanggong & Mohammad (2020) and confirming the mediating role of perceived value.

5. CONCLUSION

The study aims to evaluate the influence of word-of-mouth and destination image on tourist loyalty at agritourism destinations in Hanoi. By applying the PLS-SEM method through a survey of 500 tourists in Hanoi, the research results showed that 9/13 hypotheses were supported. However, the research results do not show the influence of destination image and word-of-mouth information on tourists' satisfaction ($t < 1.96$ and $p > 0.05$). In addition, the research results do not show an indirect relationship between destination image, word-of-mouth, and tourist loyalty through satisfaction; in other words, satisfaction does not have an intermediary role in this study.

Tourism destination image is a collection of beliefs and impressive ideas about the destination that people have. In agricultural tourism services, destination images express the impression of natural beauty, beautiful, historical, and fun dynamism images of the destination. Research results show that a more attractive and beautiful destination image positively impacts customer loyalty to the destination. This finding supports several recent studies in the field of tourism. Besides, the research results also clarify the moderating role of direct word of mouth on the relationship between destination image and tourist loyalty to agritourism destinations. The research results indicate an indirect influence of destination image and word-of-mouth information on tourist loyalty through perceived value, which is considered an exciting finding that also reinforces the mediating role of perceived value. In contrast, this study does not support the traditional research model, Destination image, satisfaction, and loyalty.

The results obtained in this study provide some suggestions for both destination managers and local governments. Making agritourism destinations attractive is essential in ensuring the satisfaction of tourists participating in these activities while strengthening their loyalty to the destination. However, building attractive images for these destinations is not only based on advantages and tourism potential but also needs to consider many different aspects of tourists' travel needs. In addition, local authorities need to develop agricultural tourism in a sustainable, inclusive, and multi-valued manner. Effectively use and promote traditional values, production and farming practices, agricultural activities, and typical ecological environment associated with digital transformation. In particular, it promotes the development of unique, different, experiential, and high-added value tourism products. It is necessary to create a space for innovation and creativity, form new, green, and durable products associated with the trend of looking for nature, and increase the experience and responsibility of visitors. Harmonious development is the basis for tourism product development, taking the community as the center.

Despite scientific and practical contributions, the research still shows limitations, such as the research being only conducted at three destinations in Hanoi; there has yet to be a comparison between the demographic characteristics of tourists concerning loyalty. Although the research sample size is large enough for the PLS-SEM method, future studies must expand the sample size and destination. Future studies must also add variables such as expectations and service quality to clarify the research model on loyalty in agritourism.

REFERENCES

- Alim, M. N., Sayidah, N., Faisol, I. A., & Alyana, N. (2023). Halal Tourism in Rural Tourism Context: Field Study in Madura-Indonesia. *International Journal of Professional Business Review*, 8(2), e01546. <https://doi.org/10.26668/businessreview/2023.v8i2.1546>
- Battour, M. M., Battor, M. M., & Ismail, M. (2012). The mediating role of tourist satisfaction: A study of Muslim tourists in Malaysia. *Journal of Travel & Tourism Marketing*, 29(3), 279–297.
- Caber, M., Albayrak, T., & Crawford, D. (2020). Perceived value and its impact on travel outcomes in youth tourism. *Journal of Outdoor Recreation and Tourism*, 31(August), 100327. <https://doi.org/10.1016/j.jort.2020.100327>
- Casey, M. H. (2021). *Understanding the Alabama agritourism industry: Motivation, value, and cost*. Auburn University.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29(4), 624–636.
- Chin, W. W. (2010). Bootstrap cross-validation indices for PLS path model assessment. In *Handbook of partial least squares* (pp. 83–97). Springer.
- Cohn, L. (2018). Experience life and food from the ground up with agritourism. *USA Today*, 02D-02D.
- Damanik, J., & Yusuf, M. (2022). Effects of perceived value, expectation, visitor management, and visitor satisfaction on revisit intention to Borobudur Temple, Indonesia. *Journal of Heritage Tourism*, 17(2), 174–189. <https://doi.org/10.1080/1743873X.2021.1950164>
- Eid, R., El-Kassrawy, Y. A., & Agag, G. (2019). Integrating Destination Attributes, Political (In)Stability, Destination Image, Tourist Satisfaction, and Intention to Recommend: A Study of UAE. *Journal of Hospitality and Tourism Research*, 43(6), 839–866. <https://doi.org/10.1177/1096348019837750>
- Fleischer, A., & Tchetchik, A. (2005). Does rural tourism benefit from agriculture? *Tourism Management*, 26(4), 493–501.
- Fornell, C., & Larcker, D. F. (1981). *Structural equation models with unobservable variables and measurement error: Algebra and statistics*. Sage Publications Sage CA: Los Angeles, CA.
- Fotiadis, A., Stylos, N., & Vassiliadis, C. A. (2021). Travelling to compete: antecedents of individuals' involvement in small-scale sports events. *Tourism Recreation Research*, 46(4), 531–547. <https://doi.org/10.1080/02508281.2020.1808934>
- Ghose, S., & Johann, M. (2018). Measuring tourist satisfaction with destination attributes. *Journal of Management and Financial Sciences*, 34, 9–22.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage publications.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
- Hungenberg, E., Gray, D., Gould, J., Stotlar, D., Costa, G., Glinia, E., Drakou, A., Sato, S., Gipson, C., Todd, S., Harada, M., Shuck, D. L., & Malchrowicz-mo, E. (2018). The relationship between sport tourists' perceived value and destination loyalty: an experience-use history segmentation approach. *Journal of Sport and Tourism*, 9(2), 331–342. <https://doi.org/10.1080/1477508052000341887>
- Jee, J., & Lee, W.-N. (2002). Antecedents and consequences of perceived interactivity: An exploratory study. *Journal of Interactive Advertising*, 3(1), 34–45.
- Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 940–960. <https://doi.org/10.1108/APJML-02-2019-0101>
- Jumanazarov, S., Kamilov, A., & Kiatkawsin, K. (2020). Impact of Samarkand's destination attributes on international tourists' revisit and word-of-mouth intention. *Sustainability*, 12(12), 5154.
- Khuong, M. N., & Phuong, N. T. (2017). The effects of destination image, perceived value, and service quality on tourist satisfaction and word-of-mouth—a study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 8(5), 217–224.
- Kim, J.-H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856–870.
- Kim, K., Hallab, Z., & Kim, J. N. (2012). The moderating effect of travel experience in a destination on the relationship between the destination image and the intention to revisit. *Journal of Hospitality Marketing & Management*, 21(5), 486–505.
- Kim, K.-H., & Park, D.-B. (2017). Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea. *Journal of Travel & Tourism Marketing*, 34(2), 171–191.
- Kim, W., & Malek, K. (2017). Effects of self-congruity and destination image on destination loyalty: the role of cultural differences. *Anatolia*, 28(1), 1–13. <https://doi.org/10.1080/13032917.2016.1239209>

- Krešić, D., & Prebežac, D. (2011). Index of destination attractiveness as a tool for destination attractiveness assessment. *Tourism: An International Interdisciplinary Journal*, 59(4), 497–517.
- Kusworo. (2023). GOVERNMENT FUNCTIONS ACCELERATION IN TOURIST VILLAGE DEVELOPMENT: A CASE STUDY OF DERMAJI VILLAGE. *Intern. Journal of Profess. Bus. Review*, 8(3), 1–18. <https://doi.org/10.26668/businessreview/2023.v8i3.1296>
- Lai, W.-H., & Vinh, N. Q. (2013). How promotional activities and evaluative factors affect destination loyalty: Evidence from international tourists of Vietnam. *International Journal of Marketing Studies*, 5(1), 70.
- Lee, S., Phau, I., Hughes, M., Li, Y. F., & Quintal, V. (2016). Heritage tourism in Singapore Chinatown: A perceived value approach to authenticity and satisfaction. *Journal of Travel & Tourism Marketing*, 33(7), 981–998.
- Leo, G., Brien, A., Astor, Y., Najib, M., Novianti, S., Rafdinal, W., & Suhartanto, D. (2021). Attraction loyalty, destination loyalty, and motivation: agritourist perspective. *Current Issues in Tourism*, 24(9), 1244–1256.
- Liang, A. R.-D., Hsiao, T.-Y., Chen, D.-J., & Lin, J.-H. (2021). Agritourism: Experience design, activities, and revisit intention. *Tourism Review*, 76(5), 1181–1196.
- Milovanović, I., Matić, R., Alexandris, K., Maksimović, N., Milošević, Z., & Drid, P. (2021). Destination Image, Sport Event Quality, and Behavioral Intentions: The Cases of Three World Sambo Championships. *Journal of Hospitality and Tourism Research*, 45(7), 1150–1169. <https://doi.org/10.1177/1096348019883920>
- Moon, H., & Han, H. (2019). Tourist experience quality and loyalty to an island destination: The moderating impact of destination image. *Journal of Travel & Tourism Marketing*, 36(1), 43–59.
- Nanggong, A., & Mohammad, A. (2020). The impact of cultural tourism experience on electronic word-of-mouth (e-WOM) and destination image. *Diponegoro International Journal of Business*, 3(2), 68–79.
- Nilplub, C., Khang, D. B., & Krairit, D. (2016). Determinants of destination loyalty and the mediating role of tourist satisfaction. *Tourism Analysis*, 21(2–3), 221–236.
- Ramseook-Munhurrin, P., Seebaluck, V. N., & Naidoo, P. (2015). Examining the structural relationships of destination image, perceived value, tourist satisfaction and loyalty: case of Mauritius. *Procedia-Social and Behavioral Sciences*, 175, 252–259.
- Santeramo, F. G., & Morelli, M. (2015). *Enhancing the foreign demand for agritourism*.
- Saqib, N. (2019). A positioning strategy for a tourist destination, based on analysis of customers' perceptions and satisfactions: A case of Kashmir, India. *Journal of Tourism Analysis*, 26(2), 131–151. <https://doi.org/10.1108/JTA-05-2019-0019>
- Song, Z., Su, X., & Li, L. (2013). The indirect effects of destination image on destination loyalty intention through tourist satisfaction and perceived value: The bootstrap approach. *Journal of Travel & Tourism Marketing*, 30(4), 386–409.
- Stylidis, D., Woosnam, K. M., & Ivkov, M. (2020). Tourists' emotional solidarity with residents: A segmentation analysis and its links to destination image and loyalty. *Journal of Destination Marketing and Management*, 17(July), 100458. <https://doi.org/10.1016/j.jdmm.2020.100458>
- Stylidis, D., Woosnam, K. M., & Tasci, A. D. A. (2022). The effect of resident-tourist interaction quality on destination image and loyalty. *Journal of Sustainable Tourism*, 30(6), 1219–1239. <https://doi.org/10.1080/09669582.2021.1918133>
- Suhartanto, D., Dean, D., T. Chen, B., & Kusdibyo, L. (2020). Tourist experience with agritourism attractions: what leads to loyalty? *Tourism Recreation Research*, 45(3), 364–375.
- Thanh, N. T. K., Vinh, N. Q., & Tuan, N. T. (2020). Relationships among expectations, satisfaction and loyalty of visitors to craft village. *WSEAS Transactions on Environment and Development*, 16. <https://doi.org/10.37394/232015.2020.16.80>
- Vinh, N. Q. (2023). IMPACT OF SELF - CONGRUITY AND DESTINATION IMAGE ON TOURIST LOYALTY: EVIDENCE FROM RECREATION FARM TOURISM. *International Journal of Professional Business Review*, 8(4). <https://doi.org/10.26668/businessreview/2023.v8i4.1567>
- Wang dkk. (2011). The Role of Destination Image in Formation of Destination Loyalty at Leisure Farm: Difference Between First-Time and Repeat Visitors. *International Journal of Agricultural Travel and Tourism*, 2(2), 106. – 121.
- Wu, H.-C., & Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904–944.
- Yi, S., Day, J., & Cai, L. A. (2014). Exploring tourist perceived value: An investigation of Asian cruise tourists' travel experience. *Journal of Quality Assurance in Hospitality & Tourism*, 15(1), 63–77.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274–284.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60(2), 31–46.
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213–223.
- Zhao, X., Lynch Jr, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197–206.