

Digital Marketing and Brand Image Effects on Tourist Loyalty: Customer Satisfaction as a Mediator at Tanjung Lesung, Pandeglang

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KEYWORDS	ABSTRACT
Keywords: Digital Marketing; Brand Image; Customer Satisfaction; Customer Loyalty; SEM-PLS; Tanjung Lesung Tourism Destination. Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest. Copyright ©2026 Vifada Management and Digital Business. All rights reserved.	Purpose: this study aims to examine the influence of Digital Marketing and Brand Image on Customer Loyalty through Customer Satisfaction at Tanjung Lesung Tourism Destination. Research Method: This study employed a quantitative research approach using a survey method. The population consisted of tourists who had visited Tanjung Lesung Tourism Destination, with a sample of 120 respondents selected using a purposive sampling technique. Primary data were collected through a structured questionnaire using a five-point Likert scale. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4, including outer model evaluation, inner model evaluation, hypothesis testing, and mediation analysis. Results and Discussion: The findings indicate that Digital Marketing and Brand Image have a positive and significant effect on Customer Satisfaction and Customer Loyalty. Furthermore, Customer Satisfaction has a positive and significant effect on Customer Loyalty. The mediation analysis also confirms that Customer Satisfaction significantly mediates the relationship between Digital Marketing and Customer Loyalty, as well as between Brand Image and Customer Loyalty, indicating a partial mediation effect. These findings suggest that enhancing tourist loyalty requires optimizing digital marketing strategies, strengthening the destination's brand image, and continuously improving service quality to deliver satisfying tourism experiences. Implications: This study contributes to the literature on tourism marketing by providing empirical evidence of the relationships among digital marketing, brand image, customer satisfaction, and customer loyalty. The findings are expected to serve as a reference for destination managers in developing effective marketing strategies to improve tourist satisfaction and foster long-term customer loyalty. Originality: The novelty of this research lies in the simultaneous examination of the integration of digital marketing and brand image into customer loyalty through customer satisfaction at the Tanjung Lesung tourist destination.

1) Introduction

The tourism sector is a strategic sector that makes a significant contribution to national economic development. From a sustainable development perspective, tourism is seen not only as a recreational travel activity but also as a development instrument capable of driving economic growth, increasing community income, expanding employment opportunities, reducing regional disparities, and strengthening the nation's competitiveness at the global level ([Septiano & Defit, 2024](#)). As the world's largest archipelagic nation, with more than 17,000 islands and a wealth of diverse natural, cultural, and historical resources, Indonesia has enormous potential to develop the tourism sector as a key driver of national development ([Gemina & Ningsih, 2026](#)).

According to United Nations World Tourism Organization (UN Tourism), The tourism sector is one of the industries with the greatest multiplier effect compared to other economic sectors because it is able to stimulate various supporting sectors, such as transportation, hotels, restaurants, trade,

the creative economy, micro, small, and medium enterprises (MSMEs), and other service industries ([Hang et al., 2026](#)). Tourist activity visiting a destination not only provides direct economic benefits through tourist spending but also creates investment opportunities, increases regional revenue, accelerates infrastructure development, and improves the welfare of local communities. Therefore, the development of the tourism sector is one of the priorities of the Indonesian government in realizing inclusive and sustainable economic growth ([Firmansyah, 2023](#)).

From a marketing perspective, the development of tourist destinations can be explained through Grand Theory Marketing Management presented by

[Kotler and Keller \(2016\)](#). This theory explains that the success of an organization or destination is greatly influenced by its ability to identify consumer needs, desires, and expectations, then provide value. (customer value) superior to competitors. This concept applies not only to companies producing tangible products, but also to the service industry, including the tourism sector. Tourist destinations are essentially service products that offer experiences. (tourism experience) to tourists so that the success of destination management is largely determined by the ability to create value, build a positive image, provide a satisfying experience, and maintain long-term relationships with tourists ([Del-aguila-arcentales et al., 2025](#)).

As a marine tourism destination, Tanjung Lesung has distinct characteristics compared to urban and cultural destinations. Its primary offering is not only the beauty of the natural panorama, but also the travel experience. (tourism experience) involving recreational activities, water sports, nature exploration, local culture, and direct interaction with the coastal environment. Therefore, the quality of the tourism experience is a crucial factor in shaping tourists' perceptions, satisfaction, and loyalty to a destination ([Abdalla, 2026](#)).

In perspective Experience Economy Theory As stated by [Pine and Gilmore \(1999\)](#), modern tourists no longer simply buy products or services, but rather emotional, personal, and memorable experiences ([Uppapong et al., 2026](#)). The higher the quality of the experience tourists experience during their visit, the more likely they are to have a positive perception of the destination, feel satisfied, and desire to return in the future. Therefore, current tourism destination management must not only focus on building physical facilities, but must also be able to create a safe, comfortable, enjoyable, authentic, and memorable tourism experience ([Bansal et al., 2026](#)).

In line with this theory, Service-Dominant Logic The value of a product or service developed by [Vargo and Lusch \(2004\)](#) explains that the value of a product or service is not created unilaterally by the service provider, but rather is formed through interactions between the service provider and the consumer. In the context of tourism, the value of a destination is formed through the tourist's experience while enjoying the entire range of services, starting from searching for information before visiting, the booking process, the journey to the destination, the quality of the facilities, and the friendliness of the community. Local, to experiences after returning from the destination ([Rehman et al., 2025](#)).

The development of the tourism sector is fundamentally influenced by the stability of economic, social, political, health, and environmental conditions. Compared to other economic sectors, the tourism industry is a highly vulnerable sector (highly vulnerable industry) to various forms of crisis, whether caused by natural disasters, pandemics, social conflicts, or changes in security conditions in a region ([Yenching et al., 2026](#)). This vulnerability arises because a person's decision to travel is heavily influenced by perceptions of safety, comfort, and the risks they might face while at the destination. The higher the level of risk a tourist perceives, the less likely they are to choose that destination as their travel destination. Therefore, risk management and restoring a destination's image are crucial aspects of maintaining the sustainability of the tourism industry ([Koizumi et al., 2025](#)).

[Coombs \(2007\)](#) explains that a crisis can erode public trust, while [Faulkner \(2001\)](#) emphasizes the importance of destination recovery through effective communication and marketing strategies. In the context of Tanjung Lesung, this emphasizes the relevance of digital marketing and brand image in building positive tourist perceptions, which can subsequently drive customer satisfaction and loyalty ([Sheena et al., 2026](#)).

The impact of the tsunami on Tanjung Lesung was not only related to physical damage, but also to risk perception and tourist confidence ([Slovic, 1987](#)). Therefore, destination recovery requires effective marketing communications to convey credible information and rebuild a positive image ([Beirman, 2003](#)). In this context, digital marketing and brand image have the potential to play a role in increasing customer satisfaction and strengthening customer loyalty at the Tanjung Lesung tourist destination ([Zhao et al., 2026](#)).

Previous research has shown that digital marketing and brand image play a role in shaping tourist perceptions, satisfaction, and loyalty. [Chen and Chen \(2010\)](#) emphasized the importance of satisfaction, tourism experience, and destination image in driving loyalty and revisit intentions. Other studies have examined digital marketing in increasing tourist engagement, destination image in influencing visit decisions, and satisfaction as a factor driving loyalty. These findings suggest that the relationship between digital marketing, image, satisfaction, and loyalty is a crucial aspect in tourism marketing development ([Salih et al., 2026](#)).

Although the relationship between these variables has been studied, studies that simultaneously integrate digital marketing and brand image into customer loyalty through customer satisfaction at the Tanjung Lesung tourist destination still need to be strengthened. This study fills this gap by examining the role of customer satisfaction as a mediator, particularly in the context of a tourist destination experiencing a post-disaster. Thus, this study is expected to provide empirical evidence on how digital marketing strategies and strengthening destination image can encourage tourist loyalty through customer satisfaction ([Astrid et al., 2026](#)).

2) Literature Review and Hypothesis Development

The Influence Digital Marketing to Loyalty Consumer

Digital Marketing Digital marketing is a marketing strategy that utilizes digital technology to convey information, build communication, and create closer relationships with consumers ([Kotler & Keller, 2016](#)). In the tourism sector, digital marketing plays a crucial role in introducing tourist destinations, shaping tourist perceptions, and increasing tourist engagement through various digital platforms such as social media, websites, and online applications ([Rita et al., 2026](#)).

According to [Oliver \(1999\)](#), consumer loyalty is a customer's commitment to repurchase or reuse a product or service consistently in the future. In the context of tourism, tourist loyalty is demonstrated through the intention to revisit (*revisit intention*), provide positive recommendations (*word of mouth*), and make the destination the top choice ([Tsou et al., 2026](#)).

Digital marketing which can effectively increase tourist loyalty because it is able to provide accurate, interesting and easily accessible information. This increases tourists' trust and engagement with the destination. Research by [Aryani et al. \(2024\)](#) shows that digital marketing has a positive effect on consumer loyalty by improving customer interaction and experience. Based on this description, the better the implementation of Digital Marketing at the Tanjung Lesung Tourist Destination, the higher the Consumer Loyalty that is formed ([Tang et al., 2026](#)).

H1: Influence *Digital Marketing* to Loyalty Consumer

The Influence Brand Image to Loyalty Consumer

Brand Image Brand image is the perception, beliefs, and associations that consumers have towards a brand or destination that are stored in their memory ([Keller, 2013](#)). In the context of tourism, brand image reflects how tourists view a destination based on its attributes, such as natural beauty, safety, comfort, quality of service, and the tourism experience offered.

According to [Aaker \(1991\)](#), a strong brand image can create trust and differentiation, thus encouraging consumers to continue choosing the same brand over other alternatives. In the tourism industry, destinations with a positive image tend to be more likely to attract and retain tourists because they can build trust and emotional attachment to the destination ([Abbas et al., 2021](#)).

Consumer loyalty is demonstrated through the intention to revisit (*revisit intention*), willingness to provide positive recommendations (*word of mouth*), and preferences for choosing the same destination in the future ([Oliver, 1999](#)). The more positive the brand image of a tourist destination, the higher the level of tourist loyalty to that destination ([Minh et al., 2026](#)).

Research by [Chen and Chen \(2010\)](#) shows that destination image has a positive influence on tourist loyalty. Therefore, strengthening Tanjung Lesung's brand image as a safe, attractive, and high-quality destination is expected to increase consumer loyalty ([Thuy et al., 2025](#)).

H2: The Influence Brand Image to Loyalty Consumer

The Influence Satisfaction Customer to Loyalty Consumer

Customer satisfaction is the feeling of pleasure or disappointment that arises after consumers compare the performance of a product or service received with their prior expectations ([Kotler & Keller, 2016](#)). In the context of tourism, tourist satisfaction is formed when the tourism experience meets or even exceeds the expectations they had before the visit ([Mansoor et al., 2026](#)).

According to [Oliver \(1999\)](#), satisfaction is one of the main factors that drives the formation of consumer loyalty. Tourists who feel satisfied tend to have the desire to make repeat visits (*revisit intention*), give positive recommendations to others (*word of mouth*), and maintain their preferences for destinations they have visited ([Hasanuddin et al., 2026](#)).

In the tourism industry, tourist satisfaction is influenced by various aspects, such as service quality, facilities, comfort, safety, and the experience gained during the visit. The higher the level of satisfaction experienced by tourists, the more likely they are to demonstrate loyalty to that destination ([Ragione & Risitano, 2026](#)).

Research by [Aryani et al. \(2024\)](#) and the Journal of Tourism and Hospitality Management (2025) shows that customer satisfaction has a positive and significant impact on consumer loyalty. Therefore, increasing tourist satisfaction at the Tanjung Lesung tourist destination is expected to foster sustainable tourist loyalty.

H3: the Influence Satisfaction Customer to Loyalty Consumer

The influence Digital Marketing to Satisfaction Customer

Digital marketing is a marketing strategy that utilizes digital technology to convey information, build communication, and create effective interactions with consumers (Kotler & Keller, 2016). In the tourism sector, digital marketing is an important tool for tourist destinations to provide information about tourist attractions, facilities, accessibility, and various services available to potential tourists.

According to [Chaffey and Ellis-Chadwick \(2019\)](#), effective digital marketing can enhance the consumer experience by providing accurate, relevant, and easily accessible information. When the information tourists obtain through digital media aligns with the actual conditions they encounter during their visit, their expectations will be met, leading to increased satisfaction (Lolemo & Pandya, 2025).

Customer satisfaction is the feeling of pleasure or disappointment that arises after comparing expectations with perceived performance ([Oliver, 1999](#)). In the context of tourism, tourists who receive clear, engaging, and reliable information through digital media tend to have better experiences, thus increasing their satisfaction levels ([Fang & Zaman, 2025](#)).

Research by [Aryani et al. \(2024\)](#) shows that *Digital Marketing* has a positive impact on customer satisfaction. The better the digital marketing strategy implemented, the higher the level of satisfaction experienced by consumers ([Cardenas-pauckar et al., 2026](#)).

H4: The influence Digital Marketing to Satisfaction Customer

H5: Brand image influential direct and significant to consumer loyalty to tourist destinations.

H6: Digital marketing influential No direct and significant to consumer loyalty through customer satisfaction at tourist destinations.

H7: Brand image indirect influence and significant to loyalty customer through satisfaction customer on destination tour.

3) Research Method

The study design

This research uses a positivist research paradigm considering the objectives from study is for test hypothesis so that from side This research uses a deductive approach, starting with theory, hypothesis, data collection, and testing ([Basrowi & Nuryanto, 2024](#)). Meanwhile, in terms of research methods, a quantitative method with a survey design was used, considering that the research instrument used was a questionnaire. approach correlational Which try for correct variables exogenous and endogen through variables intervening. Technique collection data which is used using questionnaires and from technical analysis side data using statistics inferential in the form of structural equation model (SEM) Which done to test the hypothesis as well as descriptive statistics to describe the respondent criteria and questionnaire answers.

Population and sample

Population research shows that all consumers or tourists who have visited the Tanjung Lesung Tourist Destination located in Pandeglang Regency. The population size in this study cannot be determined with certainty because of limitations of data related to total visit travellers which fulfil research criteria in a certain period, as well as the presence of tourists who visit irregularly scheduled. Because of that, population study categorized as The population is infinite. The sample

was determined using purposive sampling, a sampling technique based on specific considerations tailored to the research objectives. The sample size used in this study was 120 respondents. This sample size was determined based on the adequacy of the sample for quantitative research analysis using the Structural Equation Modelling (SEM) or Partial Least Squares (PLS) approach, which requires a minimum sample size of five to ten times the number of research indicators.

Data collection techniques

This study collected both primary and secondary data sources. Primary data sources can be obtained from surveys, observations, experiments, questionnaires, interviews, and other sources. However, the primary data in this study was obtained from distributing questionnaires to each respondent.

This research is a quantitative research method, so a questionnaire was used as the data collection technique. Respondents were asked a number of questions, which were then asked to answer based on their opinions and perceptions. To facilitate data collection and improve efficiency in terms of time, cost, and other resources, the researchers used Google Forms.

Data analysis techniques

This study employed both inferential and descriptive data analysis techniques. For inferential data analysis, the researcher used SEM (structural equation modeling), while for descriptive analysis, the researcher used three-box methods.

4) Results and Discussion

a) Result

The first step Outer Model Evaluation was conducted to test the quality of the research instrument in measuring the latent constructs used in this study. Outer Model Testing aims to ensure that each indicator is able to represent the latent variable validly and reliably. In this study, the Outer Model Evaluation was conducted using the SmartPLS 4 application through testing. Convergent Validity, Average Variance Extracted (AVE), Discriminant Validity, and Construct Reliability. The following are the results of the Outer Model estimation using SmartPLS:

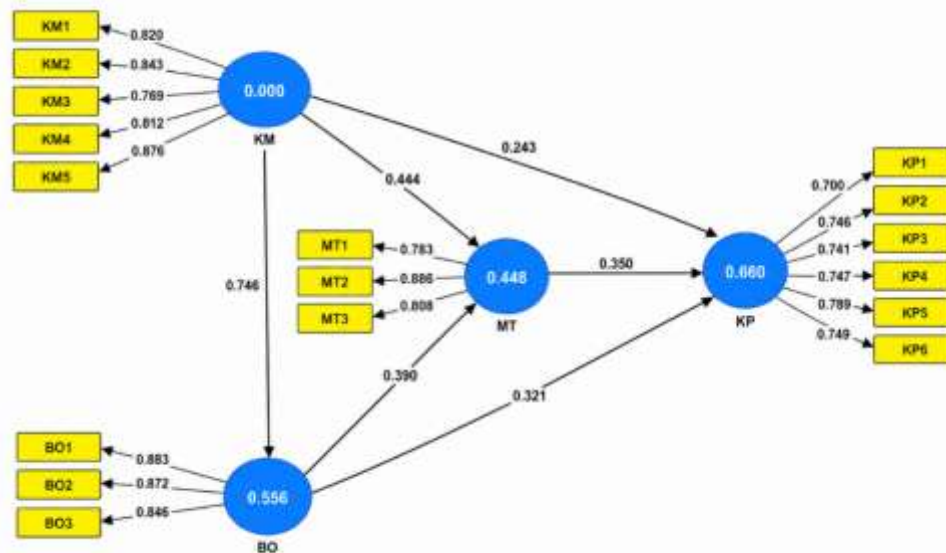


Figure 1. Diagram Outer Model SmartPLS

Source: SmartPLS output, 2026

From the results of the outer model analysis, it can be seen that all loading factor values are above 0.70 so that in terms of indicators, all are declared valid and can be continued for the next analysis.

Direct influence testing was conducted to determine the direct relationship between the variables of Digital Marketing, Brand Image, Customer Satisfaction, and Consumer Loyalty.

1) Tabel 1 Hypothesis test Direct effect and indirect effect

Hypothesis	Path	Original Sample (B)	T Statistics	P Values	information
H1	Digital Marketing → customer satisfaction	0,425	4,512	0	Accepted
H2	Brand Image → customer satisfaction	0,381	3,924	0	Accepted
H3	Digital Marketing → customer loyalty	0,268	2,845	0,005	Accepted
H4	Brand Image → customer loyalty	0,215	2,21	0,028	Accepted
H5	Customer satisfaction → customer loyalty	0,452	5,128	0	Accepted
H6	Digital Marketing → customer satisfaction → customer loyalty	0,192	3,421	0,001	accepted
H7	Brand Image → customer satisfaction → customer loyalty	0,172	3,105	0,002	accepted

Source: Output SmartPLS 4, (2026).

H1: The test results show that the influence of Digital Marketing on Customer Satisfaction has a path coefficient (B) of 0.425, a T-Statistics value of 4.512, and P-Values of 0.000. Because the T-Statistics value is greater than 1.96 and the P-Values are less than 0.05, then H1 is accepted. This shows that Digital Marketing has a positive and significant effect on Customer Satisfaction. Thus, the more effective the digital marketing strategy implemented, the higher the level of customer satisfaction with the tourist destination.

H2: The influence of brand image on customer satisfaction produces a path coefficient value of 0.381, a T-statistic value of 3.924, and a P-value of 0.000. These values meet the hypothesis testing criteria, so H2 is accepted. These results indicate that a positive destination image can significantly increase customer satisfaction.

H3: The effect of digital marketing on consumer loyalty obtained a coefficient value of 0.268, with a T-statistic of 2.845 and a P-value of 0.005. This value indicates that digital marketing has a positive and significant effect on consumer loyalty, so H3 is accepted. This indicates that an effective digital marketing strategy can increase consumers' tendency to return to and recommend a destination to others.

H4: The test results show that the influence of Brand Image on Customer Loyalty has a path coefficient (B) of 0.215, a T-Statistics value of 2.210, and a P-Values value of 0.028. Because the T-Statistics value is greater than 1.96 and the P-Values value is less than 0.05, H4 is accepted. These results indicate that Brand Image has a positive and significant effect on Customer Loyalty. This suggests that a positive image of a tourist destination can increase customer loyalty, including tourists' intention to revisit the destination and recommend it to others.

H5: The test results show that the influence of Customer Satisfaction on Customer Loyalty has a path coefficient (B) of 0.452, a T-Statistics value of 5.128, and a P-Values value of 0.000. Because the T-Statistics value is greater than 1.96 and the P-Values value is less than 0.05, H5 is accepted. These results indicate that Customer Satisfaction has a positive and significant effect on Customer Loyalty. This means that higher levels of customer satisfaction with a tourist destination

are associated with stronger loyalty, reflected in tourists' intention to revisit and recommend the destination to others.

H6: The test results show that Customer Satisfaction mediates the relationship between Digital Marketing and Customer Loyalty, with an indirect path coefficient (B) of 0.192, a T-Statistics value of 3.421, and a P-Values value of 0.001. Since the T-Statistics value exceeds 1.96 and the P-Values value is below 0.05, H6 is accepted. These results indicate that Digital Marketing has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction. This suggests that effective digital marketing strategies can enhance customer satisfaction, which in turn strengthens customer loyalty toward the tourist destination.

H7: The test results show that Customer Satisfaction mediates the relationship between Brand Image and Customer Loyalty, with an indirect path coefficient (B) of 0.172, a T-Statistics value of 3.105, and a P-Values value of 0.002. Since the T-Statistics value exceeds 1.96 and the P-Values value is below 0.05, H7 is accepted. These results indicate that Brand Image has a positive and significant indirect effect on Customer Loyalty through Customer Satisfaction. This suggests that a positive image of a tourist destination can improve customer satisfaction, which subsequently strengthens tourists' loyalty and their intention to revisit and recommend the destination to others.

a) Discussion

Influence Digital Marketing to Customer Satisfaction

The results of the hypothesis testing indicate that digital marketing has a positive and significant effect on customer satisfaction. This is indicated by the positive path coefficient (original sample), T-statistics greater than 1.96, and P-values less than 0.05. Thus, the first hypothesis (H1) is accepted. These results indicate that the better the digital marketing strategy implemented in promoting the Tanjung Lesung tourist destination, the higher the level of tourist satisfaction.

Digital marketing makes it easier for tourists to obtain information about tourist destinations through various digital platforms such as social media, official websites, promotional videos, and reviews from other travellers. Comprehensive, accessible, accurate, and engaging information can help shape tourists' expectations before visiting. If the experience during a visit aligns with the information received through digital media, tourists will experience a higher level of satisfaction.

The results of this study align with the theory of Kotler and Keller (2022), which states that digital marketing is a marketing process that utilizes digital media to build relationships with consumers through the delivery of relevant information, two-way communication, and value creation that can increase customer satisfaction. Furthermore, Expectation Confirmation Theory (Oliver, 1980) explains that satisfaction arises when the consumer's experience matches or even exceeds pre-existing expectations.

The results of this study also support previous research that found that digital marketing has a positive and significant impact on customer satisfaction in the tourism sector. An effective digital marketing strategy can improve tourists' perceptions of service quality, thereby increasing satisfaction during their visit.

In the context of the Tanjung Lesung Tourist Destination, the results of this study indicate that destination managers need to continue optimizing digital marketing strategies by presenting informative, interactive, and engaging content in order to increase tourist satisfaction.

Influence Brand Image to customer satisfaction

The research results show that brand image has a positive and significant impact on customer satisfaction. This means that the better the image of the Tanjung Lesung tourist destination, the higher the level of tourist satisfaction.

Brand image is the perception formed in consumers' minds about a product or tourist destination. A positive image will foster tourists' trust in the quality of the destination, leading them to have positive expectations before visiting. If the experience aligns with the image they have formed, tourists will be satisfied. This finding aligns with Aaker's (1997) theory, which states that brand image is a set of associations inherent in consumers' memories of a brand.

A positive image will increase trust and strengthen perceptions of quality, thus driving customer satisfaction. Furthermore, according to Keller (2013), a strong brand image will create a more positive consumption experience, thereby increasing consumer satisfaction.

The results of this study are also in line with various previous studies which show that brand image has a positive influence on customer satisfaction in the service and tourism sectors. At the Tanjung Lesung Tourist Destination, the image as a special economic zone (KEK) for tourism that offers natural panoramas, beaches, and various tourist activities is an important factor in increasing tourist satisfaction.

Influence Digital Marketing to customer loyalty

The research results show that digital marketing has a positive and significant impact on consumer loyalty. This demonstrates that an effective digital marketing strategy can build long-term relationships with tourists. Consistent information, interactive communication, engaging promotions, and easy access to information will increase tourists' desire to return.

According to Kotler and Keller (2022), digital marketing not only functions as a promotional medium but also as a means of building long-term relationships with customers (*relationship marketing*). The better the digital communication a company carries out, the higher the level of customer loyalty.

The findings of this study also support the Relationship Marketing theory put forward by Morgan and Hunt (1994) that long-term relationships built through good communication will increase customer commitment and loyalty. For Tanjung Lesung management, the results of this study indicate that continuous optimization of social media, websites, and digital promotions can increase tourist loyalty.

Influence Brand Image to Loyalty Consumer

The research results show that brand image has a positive and significant impact on consumer loyalty. A positive destination image will create trust, pride, and confidence in tourists, encouraging repeat visits. Furthermore, tourists with a positive perception of a destination are more likely to recommend it to others. According to Aaker (1997), brand image is a crucial asset capable of creating customer loyalty. The more positive a brand's image, the more likely customers are to make repeat purchases or reuse. Previous research has also shown that brand image significantly influences customer loyalty in the tourism and service industries. In the context of this study, Tanjung Lesung's positive image as a leading destination in Banten Province is a factor that encourages tourists to choose it over other destinations.

The Influence of Customer Satisfaction on Consumer Loyalty

The results of the study indicate that Customer Satisfaction has a positive and significant effect on Consumer Loyalty. This indicates that the higher the level of tourist satisfaction with their experience visiting Tanjung Lesung, the higher the tourist loyalty. According to Oliver (1999), customer loyalty is a strong commitment to consistently make repeat purchases in the future, despite the availability of other alternatives. This loyalty is formed after customers feel satisfied with the products or services they receive. The results of this study also support the Expectation Confirmation Theory, which explains that satisfaction that arises after a consumption experience will form an intention to make repeat purchases. In this study, tourists who are satisfied with the facilities, services, cleanliness, security, and beauty of Tanjung Lesung tend to make repeat visits and provide recommendations to other tourists.

Customer Satisfaction Mediates the Influence of Digital Marketing on Consumer Loyalty

The research results show that customer satisfaction significantly mediates the influence of digital marketing on consumer loyalty. This means that digital marketing strategies not only directly influence loyalty but also increase it by enhancing tourist satisfaction.

These findings demonstrate that engaging and accurate digital information can enhance the tourist experience from the information-seeking stage through post-visit. This positive experience then increases satisfaction, ultimately fostering loyalty. These research findings support the Stimulus-Organism-Response (SOR) theory, in which digital marketing plays a role. *stimulus*, customer satisfaction as *organism* which processes experiences, and consumer loyalty as *response*.

Customer Satisfaction Mediates the Effect of Brand Image on Loyalty Consumer

The results of the study show that Customer Satisfaction is able to significantly mediate the influence of Brand Image on Consumer Loyalty.

This shows that a positive image of the Tanjung Lesung tourist destination does not automatically create loyalty. Loyalty will be stronger if the positive image is accompanied by a memorable travel experience. provide satisfaction to tourists.

These findings align with the Customer Satisfaction-Loyalty Framework, which explains that satisfaction is a crucial mechanism bridging the relationship between consumer perceptions of a brand and the formation of loyalty. A positive destination image builds initial expectations, while a satisfying experience strengthens tourists' commitment to repeat visits and recommendations to others. These results also reinforce the findings of previous studies showing that customer satisfaction plays a mediating role in the relationship between brand image and customer loyalty in the service and tourism sectors. Therefore, Tanjung Lesung management needs to not only maintain the destination's image through promotion and branding, but also ensure the consistency of service quality, facilities, and tourism experiences to ensure a positive image truly generates tourist loyalty.

2) Concluding Remarks and Recommendation

This study concludes that Digital Marketing and Brand Image have positive and significant effects on Customer Satisfaction and Customer Loyalty at Tanjung Lesung Tourism Destination. Customer Satisfaction is the strongest direct predictor of Customer Loyalty ($B = 0.452$), indicating that satisfying tourist experiences are essential for building loyalty. Digital Marketing also influences Customer Loyalty directly ($B = 0.268$) and indirectly through Customer Satisfaction ($B = 0.192$), while Brand Image contributes through both direct ($B = 0.215$) and indirect effects ($B = 0.172$). All seven hypotheses are supported. These findings confirm that customer loyalty is strengthened not only by effective digital marketing and a positive destination image but also by the satisfaction these factors generate. Therefore, Tanjung Lesung should integrate consistent digital promotion, strong destination branding, and improvements in the overall tourist experience to encourage repeat visits and positive recommendations.

The theoretical implications of this study indicate that tourist loyalty at Tanjung Lesung Tourism Destination is shaped by the interrelationship between Digital Marketing, Brand Image, and Customer Satisfaction. These findings strengthen the digital marketing theory proposed by Kotler and Keller (2022), the Brand Image theories of Aaker (1997) and Keller (2013), as well as Oliver's (1980, 1999) theories of customer satisfaction and loyalty. The results demonstrate that digital marketing and destination image influence customer loyalty not only directly but also indirectly through customer satisfaction as a mediating mechanism. Empirically, Customer Satisfaction has the strongest direct effect on Customer Loyalty ($B = 0.452$), while the indirect effects of Digital Marketing and Brand Image on Customer Loyalty are 0.192 and 0.172, respectively, and both are statistically significant. These findings confirm that customer satisfaction is a crucial mechanism explaining how effective digital marketing and a positive destination image can be translated into tourist loyalty. The main contribution of this study lies in the integrated examination of the direct and indirect relationships among these variables within the context of an Indonesian tourism destination. Consequently, this study extends the application of marketing and consumer behavior theories to the tourism sector and provides a conceptual foundation for future research aimed at developing a more comprehensive model of tourist loyalty.

The limitations of this study lie in its scope, which focuses exclusively on Tanjung Lesung Tourism Destination, meaning that the findings may not be generalizable to other tourist destinations with different characteristics. Furthermore, this study examines only Digital Marketing and Brand Image as independent variables, Customer Satisfaction as a mediating variable, and Customer Loyalty as the dependent variable. Therefore, other factors that may influence tourist loyalty, such as service quality, price perception, destination image, and tourist experience, have not been included in the research model. The use of questionnaires as the primary data collection instrument may also introduce response bias, as the findings rely on respondents' subjective perceptions and evaluations. In addition, the quantitative approach and data collected at a single point in time limit the ability to explain changes in tourist satisfaction and loyalty over the long term. Therefore, future research is

recommended to include multiple tourist destinations, incorporate additional relevant variables, and employ longitudinal or mixed-methods approaches to gain a deeper understanding of how tourist loyalty develops over time.

Statement of Use of Generative AI

During the preparation of this work, the author used ChatGPT to assist in improving clarity and readability of the text. The author reviewed and edited the output and takes full responsibility for the content of the publication.

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