

Importance Destination Loyalty: The Case Monumen Tugu Pahlawan in Surabaya, East Java

**Hindah Mustika^{1*}, Mochamad Jamil²,
and Mateus Ximenes³**

**^{1,2}Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya,
Indonesia**

³Institute of Business (IOB), Timor-Leste

hindahmustika@stiesia.ac.id

Abstract

The focus of the research is to examine and analyze the factors of the importance of destination loyalty in historical places. It can be said that historical places have their uniqueness or characteristics as an identity and value that must be preserved. Method: This research uses a quantitative method where SEM-PLS is used to test and analyze the collected data in the form of respondents' answers in the questionnaire. The number of respondents was 210, who had characteristics of educational background, age, gender, and social media used so that this could describe the level of respondents' understanding of knowledge and love of historical places. Results showed that the three antecedents are tourist satisfaction, patriotism, and gender, which motivate someone to intend and re-visit a monument and influence destination loyalty. It can be clearly illustrated that respondents have a strong emotional bond with the historical value of destination loyalty. Novelty: gender has an important meaning and can be a moderating variable. Originality: historical value in the form of the results of the struggle of Surabaya youth against the colonialists, which is then realized in a destination.

Keywords: destination, satisfaction, patriotism, gender

JEL : Q01,Z30, Z32

DOI : 10.24002/kinerja.v28i1.8101

Received : 10/11/2023

Reviewed: 11/24/2023

Final Version: 02/07/2024

1. INTRODUCTION

The tourism industry is an industry that is very attractive to everyone, from children to young and older people. This proves that tourism cannot be separated from human life because it is a social and economic activity. This does not only happen in certain areas, but in urban areas, it is also an interesting thing to visit, without realizing that tourist attractions are important material to review and become a unique part to discuss (Reino et al., 2014 and Webster et al., 2016).

A unique and very interesting thing to discuss is related to tourism spots in East Java, where East Java has a population and a number of cities with different diversity and characteristics (Liputan6, 2022). Various variants give rise to different values, which differ from one city to another. One city with high historical value and interesting to visit is the city of Surabaya (Arieza, 2023). In the city of Surabaya, there is a museum in the form of the monument Tugu Pahlawan, which has charm. Existing data shows that from June 2015 to August 2016, the total number of visitors at the monument Tugu Pahlawan was 1249, where the most crowded visits were in December 2015, with 112 people consisting of 62 women and 50 men, while the fewest visits were in September 2015, consisting of 68 people with a composition of 32 women and 36 men. Meanwhile, in 2019, the number of monthly visitors can reach 30 thousand with an average of 1,000 visitors per day. Apart from domestic tourists, there are also foreign tourists (Japanese, Korean, and Dutch) (Rahman, 2012). The monument Tugu Pahlawan has its characteristics where inside the monument, there are historical objects left over from the youth of Surabaya fighting against the invaders, that long battle.

Several existing studies have discussed destination loyalty from the point of view of tourism as a place for entertainment, a place to spend time (get away from) routine work or more towards shopping and providing games, but few have discussed historical destinations involving tourist satisfaction, patriotism and gender as predictor variables of destination loyalty (Boon et al., 2020; Yolalet al., 2017; Hasan and Abdullah, 2020a, 2020b; Hasan et al., 2020; Priporas et al., 2017; Deng and Li, 2014; Ranjbarian and Pool, 2015) even though this is very interesting to research and discuss because it is closely related to loyalty, which means the intensity of wanting to visit again and introduce various parties because of tourist satisfaction and the presence of a great spirit of patriotism (Sluga, 2016; Templeton et al., 2021; Yolal et al., 2017) and resulted in many Surabaya youths dying fighting against the Dutch (Husain, 2010, p.16) on the other hand, there is a need for social exchange theory, positive psychology and TPB which are the basis for forming a conceptual model in order to commemorate the services of the Heroes, a monument was created which is known as the Heroes Monument (Jazulli, 2015). Social exchange theory (Lai, Chuang, and Zhang, 2020; Özel and Kozak, 2016; Thompson et al., 2017), positive psychology (Amornwitthawat and Phongkhieo, 2019; Sharma and Gupta, 2020), and theory of planned behavior (Bianchi, Milberg, and Cúneo, 2017; Mohaidin, Wei, and Murshid, 2010; Soliman, 2021) as a theory that is more focused on the exchange of something real and intangible that has luck, mutual benefits that are not only measured by money but are more directed at social exchange, price self and social conformity. This theory becomes the basis for individuals (visitors) to carry out certain behaviors, in this case visiting a historical monument. The monument Tugu Pahlawan is located in Surabaya and is an icon with a special attraction for many people (Setyaningrum, 2022). So, up to now, it can be said to be a loyal destination in great demand by visitors. There are a number of visitors and the desire to visit tourist attractions in Surabaya (Pesona Kota Surabaya, 2015).

Destinations in terms has a meaning that cannot be separated from loyalty, where loyalty itself is loyalty from someone who is focused on visitors or lovers of tourist places, loyalty from visitors who voluntarily decide to come back (Meleddu et al., 2015; Tasci, 2017), while a destination is an area or place that has meaning and added value so that it can attract visitors to visit. So it can be concluded that

destination loyalty is a decision of a person or visitor consistently to always visit a destination even though there are many other or new destination choices with better or almost the same quality (Almeida-Santana and Moreno-Gil, 2018; Villarino and Font, 2015). Having a high level of loyalty from visitors is one of the keys to success, both in the short and long term. The success of destination loyalty is due to one factor, namely tourist satisfaction (Popovic et al., 2018; Stavrianea and Kamenidou, 2022). Tourist satisfaction is a visitor's perception of a place where this place has attributes, economic, social, and, of course, historical value (Al-Msallam, 2020; Biswas et al., 2020). The value contained in the place or area visited can attract visitors so that visitors think and feel like visiting again in the future. Some of the things felt by visitors are closely related to the high spirit of nationalism, the importance of history, and the struggle to defend the homeland, so it appears that there is a factor that has a strong influence on tourist satisfaction, namely the spirit of patriotism (Alshira'h et al., 2021; Qari et al., 2012).

Patriotism is the spirit or feeling of love for the homeland or an attitude of someone who wholeheartedly, without any compulsion, is willing to sacrifice everything for the prosperity and glory of the homeland (Gangl et al., 2016; Pekkanen and Penttilä, 2021). This is closely related to the existence of a soul and spirit of love for the country, which complements the existence of nationalism, the inherent value of patriotism as a basis or principle that can reflect the love for the nation, and a serious willingness to uphold its values. from humanity (Castelló and Mihelj, 2018; Papikyan, 2023). From the background that has been explained, this research focuses on the importance of destination loyalty at the monument Tugu Pahlawan in Surabaya, East Java.

2. LITERATURE REVIEW

2.1. Monument Value

A monument is a heritage that contains quantity and quality related to tangible and intangible objects (Avrami and Avrami, 2016; Mensah, 2022). The values here can be seen from hard work and effort in the form of energy, thoughts, money, and time. Existing heritage values are categorized as history and art. On the other hand, this heritage can be in the form of social, spiritual, identity, research, natural, and economic values, which can be used as symbolic or identity, historical, or informational (Arlotta, 2020; Fredheim and Khalaf, 2016; Wells and Lixinski, 2016).

Tugu Pahlawan is one of the monuments located in Surabaya, which has an important meaning in defending the independence of the Republic of Indonesia against the rule of Japan and its allies, which were supported by the Dutch. The construction of the monument Tugu Pahlawan began with the laying of the first stone by the first President of Indonesia, Ir. Soekarno was at the commemoration of Heroes' Day, which fell on November 10, 1951. The monument Tugu Pahlawan is 41.15 meters (45 yards) high. The construction of the monumen Tugu Pahlawan was initially carried out by the Surabaya City Hall, then continued by the Indonesian Engineering Corporation, and finally carried out by the seroja contractor. The monument Tugu Pahlawan was built for ten months and inaugurated on November 10, 1952, by President Ir. Sukarno.

In 1988, it began to develop, namely the arrangement of the monument Tugu Pahlawan field, which was equipped with a museum building, entrance access, statues, and reliefs from the struggle so that this made the side of the field in the southern part of the Monument a place for ceremonies and state activities to take place. Not stopping there, in 1991-1996, repairs were made to the monument Tugu Pahlawan and the 10 November struggle museum carried out by Ir. Sugeng Gunadi MLA from the Sepuluh Nopember Institute of Technology (Tamaim, 2021).

2.2. Patriotism Value

Patriotism is the spirit or feeling of love for the homeland or the attitude of someone who is wholeheartedly willing to sacrifice everything for the prosperity and glory of the homeland (Gangl et al., 2016; Pekkanen and Penttilä, 2021). This is closely related to the existence of a soul and spirit of love for the country, which complements the existence of nationalism, the inherent value of patriotism as a basis or principle that can reflect the love for the nation, and a serious willingness to uphold its values. from humanity (Castelló and Mihelj, 2018; Papikyan, 2023).

There are values embedded in a person or individual regarding love for the land, willingness to make sacrifices for the Nation and State, and spending energy and thoughts for the progress and prosperity of the Nation and State (Hess, 2016; Zayarnyuk, 2016). So that the spirit of high nationalism is not easily influenced by other parties, love for the homeland is proven by always remembering the services of the fighters, caring for heirlooms, and behaving positively as a form of example from the fighters who have defended their bloodshed (Alshira'h et al., 2021; Gurova, 2019; Rocha and Fink, 2015).

H1: Patriotism influences on tourist satisfaction.

2.3. Tourist Satisfaction Value

Tourist satisfaction is a form of a visitor's perception of an entity and the quality of the place they visited and can be said to be the level of feelings of a person (visitor) regarding what they feel and get after visiting a place that has attributes and has economic, social and of course value, historic (Al-Msallam, 2020; Biswas et al., 2020). The value contained in the place or area visited is that it is able to attract visitors, and visitors think and feel like visiting again in the future.

Satisfaction is a reaction or response of pleasure or displeasure felt by an individual from the results of previous comparisons related to service, place, and atmosphere. Satisfaction is when visitors enjoy or do not enjoy what they have enjoyed or felt about the place (museum) visited (Bhat and Darzi, 2018; Chiu, 2016; Zhang et al., 2014). The attitude and behavior of visitors can be determined from the experience they have had. According to the opinion, tourist satisfaction includes five (5) aspects which include: remaining loyal (visitors who are satisfied, happy, and loyal), visiting places that have been promoted, recommending places to visit, being willing to pay more, and providing input (Kotler and Keller, 2016). Tourist satisfaction is felt and enjoyed by visitors due to the influence of understanding and belief in historical values, national and state values, as well as love for the homeland (patriotism) (Chou, 2020; Mjelde et al., 2017), so it can be said that patriotism has an influence on tourist satisfaction.

Some of the things felt by visitors are closely related to the high spirit of nationalism, the importance of history, and the struggle to defend the homeland, so it appears that there is a strong factor, namely the spirit of patriotism (Alshira'h et al., 2021; Qari et al., 2012).

H2: Tourist satisfaction influences on destination loyalty.

2.4. Destination Loyalty Value

Loyalty has a relationship with the attitude and desire to visit again and the desire to provide information or indirectly help introduce other parties. Loyalty has several levels: suspect, prospect, disqualified prospect, first-time visitor, and repeat visit (Albaity and Melhem, 2017; Jeong et al., 2019). Loyalty is closely related to places which are better known as destination loyalty, so it can be said that destination loyalty is the willingness and desire of visitors to stay longer and are willing to provide recommendations to other people because of positive values (Almeida-Santana and Moreno-Gil, 2017; Talaei., 2021).

Destination loyalty can be mentioned as one of the visitor behaviors generally related to several tourism literatures, while repeat visits have been considered an important aspect of destination loyalty (Chang, 2012). Some studies done by Chi et al. (2013), Prayag (2012), and Yolal et al. (2017) show that this positive behavior can occur through word of mouth, which aims to attract visitors to come and enjoy everything that is served at tourist attractions. On the other hand, loyalty is an illustration of visitors being willing to pay for the services provided and presented (Anupriya et al., 2016).

Destination loyalty is something that is inherent in lovers of a tourist destination. It can be said that destinations can be categorized according to regions, which include destinations in the form of countries, regions, and cities that are promoted as places for tourism (Stylidis et al., 2020). Several previous studies (Hultman et al., 2015; Rajesh, 2013) stated that destination loyalty could be sustainable because of the stimulus from tourist satisfaction factors. Visitors feel a feeling of confidence because visitors feel the comfort, service, and atmosphere, which provide a positive impact. This positive impact on visitors is always inherent and can have a psychological influence on what visitors feel (Blanco-moreno, et al., 2022; Karimi, 2020).

2.5. Gender

Gender has an important role in increasing loyalty, in this case, destination loyalty where gender is a physical and psychological difference possessed by individuals that is acquired from birth. This results in differences in needs, hopes, desires, lifestyle, social environment, and consumption patterns. However, this difference is not one hundred percent. Of course, there are differences. Gender (men and women) certainly have the same desires, but the strength of these desires may exist (Klugman, 2016; Suki, 2014; Sun, 2019).

The gender component is closely related to socialization built during childhood and adolescence in a learning corridor (Bhat and Darzi, 2018; Kazumi, 2017), where there is a status as a woman or a man that generally exists in our society. On the other hand, there is a clear distinction between men and women, which is generally

related to behavior. The behavior carried out between women and men has differences. It generally shows more of a feminine or masculine side, and there is a clear control system in society patriarchy (Kara et al., 2012; Wang et al., 2017; Yusuf, 2023).

According to the opinion of Roszkowska (2020), gender is the social difference between men's roles and women's roles, the roles and ways people in social society view men and women. Research conducted by Mgxekwa, Scholtz, and Saayman, 2019, Preko et al., (2020), and Shahrabani and Teitler Regev (2019) states that tourism satisfaction influences destination loyalty with gender as a moderator variable.

H3: Gender moderates the influence of tourist satisfaction on destination loyalty.



Figure 1. Conceptual Model

3. METHODOLOGY

3.1. Research Approach

Quantitative is a test of theories by measuring which emphasizes numerical data (numbers) on the variables studied and then analyzed using a statistical test tool (Leavy, 2017, p. 9), in this case SEM-PLS.

3.2. Population

The survey results show the total number of respondents. The 210 visitors consisted of 127 women (60.48%) and 83 men (39.52%). If seen in terms of age, it was dominated by respondents aged 26 - 30 years, as many as 57 (27.1%). In comparison, the smallest number was > 35 years old (9.5%), as many as 20 (9.5%), if seen from the level of education, they are dominated by undergraduate backgrounds with a total of 141 (67.1%) while the smallest number is 21 (10%) from doctoral backgrounds. From social media users, it seems dominated by respondents who use the Instagram application 91 (43.3%), and the smallest value was 9 (4.3%) for respondents who used other applications.

3.3. Measurement

The aim of this research is clearly to research and analyze the factors that influence destination loyalty. These factors include patriotism, measured from several indicators adapted from previous research done by Kim et al. (2013) in the form of pride in love for one's country, which has historical value and a strong bond to the country. Tourist satisfaction in the research is measured using indicators adapted from Jalilvand et al. (2014) adapted to this research. Destination loyalty measured using indicators adapted from Chen and Phou (2013) includes behavioral loyalty, attitudinal loyalty, and gender variables, measured from indicators, while gender is measured based on opinions (Bhat and Darzi, 2018), which in this case consists of men and women.

4. RESULT AND DISCUSSION

4.1. Reliability Testing

This is done to see the level of consistency and stability of measuring tools or research instruments:

Table 1. Internal Consistency Reliability Test Results

| Construct | Cronbach Alpha | Composite Reliability |
|-----------------------------|----------------|-----------------------|
| Destination loyalty | 0.93 | 0.95 |
| Gender | 0.87 | 0.91 |
| Patriotism | 0.89 | 0.92 |
| Tourist satisfaction | 0.87 | 0.91 |
| Tourist satisfaction*Gender | 1.00 | 1.00 |

Source: Data processed (2022).

Based on Table 1 obtained a Cronbach Alpha value > 0.70 , which means that all statement items are considered internal consistency, where the composite reliability value is the highest value in the destination loyalty construct with a value of 0.95, so it can be said that all the research instruments used are reliable, this is in accordance with the opinion of Hair et al. (2014:123).

4.2. Validity Testing

Table 2. Convergent Validity Construct

| Construct | Composite Reliability |
|-----------------------------|-----------------------|
| Destination loyalty | 0.82 |
| Gender | 0.72 |
| Patriotism | 0.64 |
| Tourist satisfaction | 0.71 |
| Tourist satisfaction*Gender | 1.00 |

Source: Data processed (2022).

Table 2 above shows that all constructs have an average variance extracted (AVE) value > 0.50 , so it can be said that all latent variables can explain the large variation in all existing items. It can be said that the items that have formed a single unit in each construct have the largest convergent validity value, namely destination

loyalty, which is 0.82, and the smallest convergent validity value, namely patriotism, which is 0.71.

4.3. Discriminant Validity

Table 3. Results of Cross-Loading Values

| | Destination Loyalty | Gender | Patriotism | Tourist Satisfaction | Tourist Satisfaction* Gender |
|----------------------|---------------------|--------|------------|----------------------|------------------------------|
| DL1 | 0.898 | 0.699 | 0.589 | 0.725 | -0.033 |
| DL2 | 0.919 | 0.574 | 0.612 | 0.700 | 0.036 |
| DL3 | 0.901 | 0.665 | 0.604 | 0.746 | 0.025 |
| DL4 | 0.911 | 0.648 | 0.599 | 0.730 | 0.067 |
| G1 | 0.637 | 0.812 | 0.531 | 0.510 | -0.027 |
| G2 | 0.528 | 0.847 | 0.361 | 0.379 | -0.041 |
| G3 | 0.563 | 0.885 | 0.379 | 0.393 | -0.036 |
| G4 | 0.669 | 0.846 | 0.552 | 0.514 | -0.054 |
| P1 | 0.625 | 0.545 | 0.911 | 0.470 | 0.011 |
| P2 | 0.548 | 0.447 | 0.807 | 0.438 | 0.061 |
| P3 | 0.508 | 0.421 | 0.778 | 0.369 | -0.007 |
| P4 | 0.487 | 0.421 | 0.787 | 0.387 | -0.033 |
| P5 | 0.500 | 0.398 | 0.713 | 0.357 | -0.076 |
| P6 | 0.510 | 0.389 | 0.807 | 0.396 | 0.024 |
| TS1 | 0.653 | 0.408 | 0.359 | 0.829 | -0.065 |
| TS2 | 0.670 | 0.457 | 0.461 | 0.831 | -0.002 |
| TS3 | 0.731 | 0.516 | 0.491 | 0.889 | -0.082 |
| TS4 | 0.644 | 0.425 | 0.382 | 0.827 | 0.061 |
| Tourist Satisfaction | 0.026 | -0.047 | -0.001 | -0.029 | 1,000 |

* Gender

Source: Data processed (2022).

Table 3 shows that all loading and cross-loading values show that the loading value is greater than the cross-loading value, so the discriminant validity has been fulfilled. So, it can be concluded that the indicators measuring the variables in this research are valid. Thus, the measurement requirements are reflective, so the measurement model image is presented as follows:

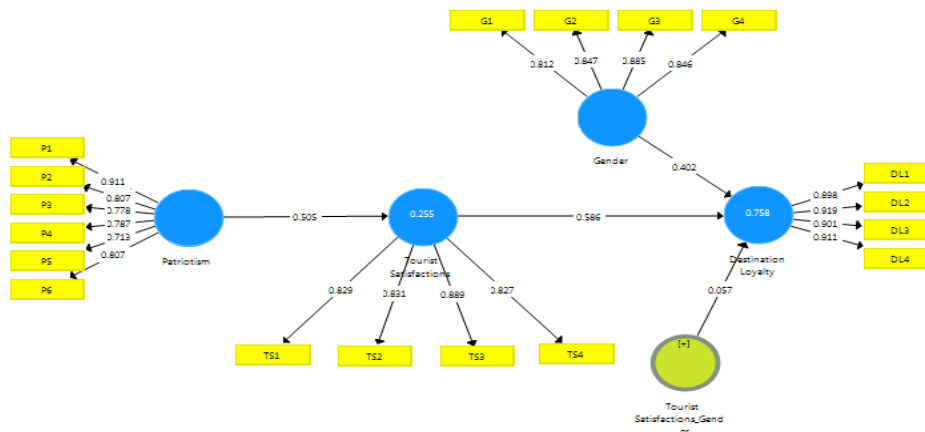


Figure 2. Measurement Model

This research uses the assumption that the P value is 0.05 to see direct or indirect relationships.

Table 1. Internal Consistency Reliability Test Results

| No. | Hypothesis | β /Coefficient | p-value | Information |
|-----|---|----------------------|---------|----------------------|
| 1. | Tourist Satisfaction - Destination Loyalty | 0.586 | 0.000 | Significant/Accepted |
| 2. | Patriotism - Tourist Satisfaction | 0.505 | 0.000 | Significant/Accepted |
| 3. | Tourist Satisfaction – Gender – Destination Loyalty | 0.057 | 0.042 | Significant/Accepted |
| 4. | Gender – Destination Loyalty | 0.402 | 0.000 | Significant/Accepted |

Source: Data processed (2022).

4.4. The Influence of Patriotism on Tourist Satisfaction

Based on the analysis results that influence *patriotism* to tourist satisfaction, it shows a result of 0.505. The results of the path coefficient value have a positive direction, which means the higher the patriotism. The results of this research are supported by a significance value or p-value of 0.000, which means there is a strong influence of the independent variable on the dependent variable. Hypothesis-1 (H1) shows that there is a significant influence of patriotism on tourist satisfaction.

Based on demographic data, it is stated that the largest number of respondents were aged 26 – 30 years (27.1%). It can be said that age has an important role in maintaining a sense of pride and love for the country, which is expressed through always visiting museums as a feeling of remembering that the struggle for history is very important.

Corresponding research was conducted by Vareiro et al. (2021). The results show that there is a significant impact in increasing visitors due to the specialization and integration of museums as an element of heritage and culture in providing destinations, which has become an important part of differentiation and development. The number of respondents who visited the museum was 97, predominantly male. It is clear that there is a gender factor that strongly influences their love of history.

Results of research carried out by Del Chiappa et al (2014), research conducted on 410 respondents showed the results that visitors felt high satisfaction, which was shown through positive emotions because they felt that what the museum provided could answer visitors' questions in the sense that the destination provided unique and attractive offerings so that visitors did not feel boredom.

Research conducted by Brida et al (2013) shows that there is a positive and significant impact of satisfaction on the destination, seen from the number of visitors who revisit the museum. This is because the museum (monument) provides something unique characteristic of the museum. Museums (monuments) display cultures that are history. The presence of museums means that people will not easily forget the importance of history. On the other hand, existing research done by Shen and Wu (2022) shows that 370 visitors received a significant positive influence, where this is shown by the variable in the form of patriotism, which has a positive influence on the attitudes and intentions of visitors so this means that there is relatively high satisfaction because it is proven that the national spirit is still there and remains within us, visitors.

4.5. The Influence of Tourist Satisfaction on Destination Loyalty

Based on the results of the analysis using the structural equation model (SEM) technique, the path coefficient value from tourist satisfaction to destination loyalty shows a result of 0.59. The results of the path coefficient value have a positive direction, which means that the higher the tourist satisfaction felt by visitors, the higher the destination loyalty value. The results of this research are supported by a significance value or p-value of 0.000, which means there is a strong influence of the independent variable on the dependent variable. Hypothesis-2 (H2) shows a significant influence of tourist satisfaction on destination loyalty. This result, if seen from the perspective of respondent characteristics, the largest number of respondents were female (60) (Jeong and Kim, 2019; Sangpikul, 2017; Yolal et al., 2017). Corresponding research conducted by Preko et al. (2020) shows that there is a significant impact from tourist experience on satisfaction, and there is a significant impact from satisfaction on loyalty when visitors are willing to pay more to be able to enjoy and visit the National Museum in Ghana. The number of respondents who visited the museum was 385, and they received feedback that was in line with expectations. The museum is not only a place of recreation but also a place of education and cultural exchange.

Some other opinions like Del Chiappa et al. (2014), research conducted on 410 respondents showed the results that visitors felt high satisfaction, which was shown through positive emotions because they felt that what the museum provided could answer visitors' questions in the sense that the destination provided unique and attractive offerings so that visitors did not feel boredom. A study by Brida et al. (2013) gives the meaning that satisfaction has a positive and significant impact on the destination, as seen from the number of visitors who revisit the museum. This is because the museum provides something unique characteristic of the museum. Museums display cultures that are history. The presence of museums means that people will not easily forget the importance of history.

4.6. The Influence of Tourist Satisfaction on Destination Loyalty with Gender as a Moderating Variable

The results of the analysis show a p-value of 0.042 with a path coefficient value of 0.057, which means that the higher the value of tourist satisfaction, the higher the value of destination loyalty with gender as a moderator variable. Previous research, Alonso et al. (2020), which was conducted on 427 respondents, of which 73% were male, aged between 18 and 55 years, stated that patriotism can have a positive influence on destination loyalty, where gender can be an important part in providing influence. Opinion from Huang and van der Veen (2019) research shows that from 699 respondents, gender is able to be a moderating variable. From these results, it is clear that the female gender has a large number, namely 51.2%, and the male gender is 48.8%, with an age range of 18 to 39 years.

5. CONCLUSION

This research shows that all influence tests have significant and positive results, which can be said to be the influence test that has the greatest value for tourist

satisfaction towards loyal destinations. Visitors feel satisfied with what is in the monument Tugu Pahlawan. This can increase destination loyalty or the desire to visit again, an inner desire to share what they have felt after visiting the museum. Apart from that, there is a gender factor that can be a moderator variable between tourist satisfaction and destination loyalty among respondents when visiting the monument Tugu Pahlawan in Surabaya. Gender is something that has a point that describes the emotions and behavior seen when deciding to visit a destination. This research has limitations: it focuses on visitors who have visited (at least once) or ever visited the monument Tugu Pahlawan, visitors who have and use social media so that visitors can feel satisfaction not only in the desire to visit again but also in the desire to share on social media.

5.1. Theoretical Implications

This research expands the meaning of important predictors of destination loyalty in the form of tourist satisfaction, patriotism, and gender. This section is an expansion that combines the motivations of visitors to the monument Tugu Pahlawan in East Java. This integration still pays attention to the rules and development of gap phenomena and research gaps that have been elaborated. It is hoped that the results of this research can contribute to the growing literature on TPB, social exchange theory, and positive psychology, which is related to behavior after having, feeling, carrying out, and having positive emotions because these three theories are the basis for someone to feel satisfaction and behavior.

5.2. Social Implications

Based on the research results, tourist satisfaction positively influences destination loyalty, patriotism positively influences tourism satisfaction, and gender is a moderator variable between tourist satisfaction and destination loyalty. This requires special attention because these results can increase destination loyalty among visitors at the monument Tugu Pahlawan in Surabaya. These results can be a consideration for making decisions for the community and the museum (monument).

5.3. Suggestions

For the manager of Monument Tugu Pahlawan, it might be a wisdom that the existence of a monument is very meaningful. Apart from being a culture that must be preserved and maintained, the museum can provide positive value for visitors. So, the researcher's hope is that the research results may become policy material. For future researchers, these results cannot be generalized because this research was carried out under new normal conditions, and for student responses, of course, it would be different if the respondents were carried out with another background.

REFERENCES

- Al-Msallam, S., 2020. The impact of tourists' emotions on satisfaction and destination loyalty – an integrative moderated mediation model: Tourists' experience in Switzerland. *Journal of Hospitality and Tourism Insights*, 3(5), pp.509–528.
- Albaity, M., and Melhem, S. B., 2017. Novelty seeking, image, and loyalty—The mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism Management Perspectives*, 23, pp.30–37.
- Almeida-Santana, A., and Moreno-Gil, S., 2017. New trends in information search and their influence on destination loyalty: Digital destinations and relationship marketing. *Journal of Destination Marketing and Management*, 6(2), pp.150–161.
- Almeida-Santana, A., and Moreno-Gil, S., 2018. Understanding tourism loyalty: Horizontal vs. destination loyalty. *Tourism Management*, 65, pp. 245–255.
- Alonso Dos Santos, M., Velasco Vizcaíno, F., and Pérez Campos, C., 2020. The influence of patriotism and fans' fulfilment of sponsorship activation in the sponsor's image transfer process. *Sport in Society*, 23(2), pp.280–295.
- Alshira'h, A. F., Al-Shatnawi, H. M., Al-Okaily, M., Lutfi, A., and Alshirah, M. H., 2021. Do public governance and patriotism matter? Sales tax compliance among small and medium enterprises in developing countries: Jordanian evidence. *EuroMed Journal of Business*, 16(4), pp.431–455.
- Amornwitthawat, P., and Phongkhieo, N. T., 2019. Pro-environmental behaviours of visitors to Thailand's national parks and factors discriminating the behaviours. *Asia Pacific Journal of Tourism Research*, 24(10), pp.993-1004.
- Arieza, U., 2023. 8 Tempat Bersejarah di Surabaya yang Bisa Dikunjungi Saat 17 Agustus. Kompas.com. Available at: <https://travel.kompas.com/read/2023/07/31/204000527/8-tempat-bersejarah-di-surabaya-yang-bisa-dikunjungi-saat-17-agustus?page=all>
- Arlotta, A. I., 2020. Locating heritage value in building material reuse. *Journal of Cultural Heritage Management and Sustainable Development*, 10(1), pp. 6–15.
- Avrami, E., 2016. Making historic preservation sustainable. *Journal of the American Planning Association*, 82(2), pp.104-112.
- Bhat, S. A., and Darzi, M. A., 2018. Antecedents of tourist loyalty to tourist destinations: A mediated-moderation study. *International Journal of Tourism Cities*, 4(2), pp. 261–278.
- Bianchi, C., Milberg, S., and Cúneo, A., 2017. Understanding travelers' intentions to visit a short versus long-haul emerging vacation destination: The case of Chile. *Tourism Management*, 59, pp. 312–324.
- Biswas, C., Deb, S. K., Hasan, A. A. T., and Khandakar, M. S. A., 2020. Mediating effect of tourists' emotional involvement on the relationship between destination attributes and tourist satisfaction. *Journal of Hospitality and Tourism Insights*, 4(4), pp. 490–510.

- Blanco-moreno, S., Gonz, A. M., and Muñoz-gallego, P. A., 2022. Big data in tourism marketing: Past research and future opportunities marketing. *Spanish Journal of Marketing - ESIC*.
- Boon Liat, C., Nikhashemi, S. R., and Dent, M. M., 2020. The chain effects of service innovation components on the building blocks of tourism destination loyalty: The moderating role of religiosity. *Journal of Islamic Marketing*, 12(9), pp. 1887–1929.
- Gabriel, J., Marta, B., and Raffaele, D. (2013). The behaviour of repeat visitors to museums: review and empirical findings. *Quality & Quantity*, 48, pp.2817-2840.
- Castelló, E., and Mihelj, S., 2018. Selling and consuming the nation: Understanding consumer nationalism. *Journal of Consumer Culture*, 18(4), pp. 558–576.
- Chang, K. C., 2013. How reputation creates loyalty in the restaurant sector. *International Journal of Contemporary Hospitality Management*, 25(4), pp.536-557.
- Chen, C. F., and Phou, S., 2013. A closer look at destination: Image, personality, relationship and loyalty. *Tourism Management*, 36, pp. 269–278.
- Chi, C. G. Q., Chua, B. L., Othman, M. and Karim, S. A., 2013. Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. *International Journal of Hospitality & Tourism Administration*, 14(2), pp.99-120.
- Chiu, W., Zeng, S. and Cheng, P. S. T., 2016. The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research*, 10(2), pp.223-234.
- Chou, S. W., 2020. Understanding relational virtual community members' satisfaction from a social learning perspective. *Journal of Knowledge Management*, 24(6), pp.1425–1443.
- Del Chiappa, G., Andreu, L., and Gallarza, M. G., 2014. Emotions and visitors' satisfaction at a museum. *International Journal of Culture, Tourism, and Hospitality Research*, 8(4), pp.420–431.
- Deng, Q. and Li, M., 2014. A model of event–destination image transfer. *Journal of Travel Research*, 53(1), pp.69-82.
- Fredheim, L. H. and Khalaf, M., 2016. The significance of values: Heritage value typologies re-examined. *International Journal of Heritage Studies*, 22(6), pp.466-481.
- Gangl, K., Torgler, B., and Kirchler, E., 2016. Patriotism's impact on cooperation with the state: An experimental study on tax compliance. *Political Psychology*, 37(6), pp.867-881.
- Gurova, O., 2019. Patriotism as creative (counter-) conduct of Russian fashion designers. *Consumer Culture Theory*, pp.151-168.

- Hair, J., Hult, G., Ringle, C., and Sarstedt, M. 2014. *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks: SAGE Publications Ltd.
- Hasan, M. K., Abdullah, S. K., Lew, T. Y. and Islam, M. F., 2020. Determining factors of tourists' loyalty to beach tourism destinations: A structural model. *Asia Pacific Journal of Marketing and Logistics*, 32(1), pp.169-187.
- Hasan, K., Abdullah, S.K., Islam, F. and Neela, N.M., 2020. An integrated model for examining tourists' revisit intention to beach tourism destinations. *Journal of Quality Assurance in Hospitality & Tourism*, 21(6), pp.716-737.
- Hess, R., 2011. Playing with 'patriotic fire': Women and football in the antipodes during the great war. *International Journal of The History of Sport*, 28(10), pp.1388-1408.
- Huang, S. and van der Veen, R., 2019. The moderation of gender and generation in the effects of perceived destination image on tourist attitude and visit intention: A study of potential Chinese visitors to Australia. *Journal of Vacation Marketing*, 25(3), pp.375-389.
- Hultman, M., Skarmeas, D., Oghazi, P., and Beheshti, H. M., 2015. Achieving tourist loyalty through destination personality, satisfaction, and identification. *Journal of Business Research*, 68(11), pp.2227–2231.
- Jalilvand, M. R., Pool, J. K., Vosta, L. N., and Nafchali, J. S., 2014. The effect of marketing constructs and tourists' satisfaction on loyalty to a sport destination: A structural equation model and analysis. *Education, Business and Society: Contemporary Middle Eastern Issues*, 7(4), pp.316–332.
- Jazulli. (2015). Peran Undian Barang Dalam Pembangunan Monumen Tugu Pahlawan Surabaya 1952. *Avatara, e-Jurnal Pendidikan Sejarah*, 3(3), pp. 507–520.
- Jeong, Y. and 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), pp.940-960.
- Jeong, Y. and Kim, S., 2019. Exploring a suitable model of destination image: The case of a small-scale recurring sporting event. *Asia Pacific Journal of Marketing and Logistics*, 31(5), pp.1287-1307.
- Kara, D., Uysal, M. and Magnini, V.P., 2012. Gender differences on job satisfaction of the five-star hotel employees: The case of the Turkish hotel industry. *International Journal of Contemporary Hospitality Management*, 24(7), pp.1047-1065.
- Karimi, S., Shakery, A. and Verma, R., 2021. Online news media website ranking using user-generated content. *Journal of Information Science*, 47(3), pp.340-358.
- Kaur, A., Chauhan, A. and Medury, Y., 2016. Destination image of Indian tourism destinations: An evaluation using correspondence analysis. *Asia Pacific Journal of Marketing and Logistics*, 28(3), pp.499-524.

- Kazumi, T. and Kawai, N., 2017. Institutional support and women's entrepreneurial self-efficacy. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(3), pp.345-365.
- Kim, Y., Yim, K., and Ko, Y. J., 2013. Consumer patriotism and response to patriotic advertising: Comparison of international vs. national sport events. *International Journal of Sports Marketing and Sponsorship*, 14(3), pp.74–96.
- Klugman, M., 2016. Female spectators, agency, and the politics of pleasure: An historical case study from Australian rules football. *International Journal of the History of Sport*, 33(17), pp.2086–2104.
- Lai, P.H., Chuang, S.T., Zhang, M.C. and Nepal, S.K., 2020. The non-profit sharing economy from a social exchange theory perspective: A case from World Wide Opportunities on Organic Farms in Taiwan. *Journal of Sustainable Tourism*, 28(12), pp.1970-1987.
- Leavy, Patricia. 2017. *Research Design Quantitative, Qualitative, Mixed Methods, Arts-Based, and Community-Based Participatory Research Approaches*. New York: The Guilford Press.
- Liputan6, 2022. *Gubernur Khofifah: PDRB Sektor Pariwisata Jatim 2022 Naik Signifikan*. Liputan6.com. Available at: <https://www.liputan6.com/surabaya/read/5150980/gubernur-khofifah-pdrb-sektor-pariwisata-jatim-2022-naik-signifikan>
- Meleddu, M., Paci, R. and Pulina, M., 2015. Repeated behaviour and destination loyalty. *Tourism Management*, 50, pp.159-171.
- Mensah, J., 2022. Community perception of heritage values regarding a global monument in Ghana: Implications for sustainable heritage management. *Journal of Humanities and Applied Social Sciences*, 4(4), pp.357–375.
- MgxeKwa, B. B., Scholtz, M., and Saayman, M., 2019. A typology of memorable experience at Nelson Mandela heritage sites. *Journal of Heritage Tourism*, 14(4), pp.325–339.
- Mjelde, J.W., Kim, H., Kim, T.K. and Lee, C.K., 2017. Estimating willingness to pay for the development of a peace park using CVM: The case of the Korean demilitarized zone. *Geopolitics*, 22(1), pp.151-175.
- Mohaidin, Z., Wei, K.T. and Murshid, M.A., 2017. Factors influencing the tourists' intention to select sustainable tourism destination: a case study of Penang, Malaysia. *International Journal of Tourism Cities*, 3(4), pp.442-465.
- Özel, Ç.H. and Kozak, N., 2017. An exploratory study of resident perceptions toward the tourism industry in Cappadocia: A Social Exchange Theory approach. *Asia Pacific Journal of Tourism Research*, 22(3), pp.284-300.
- Papikyan, H., 2023. Femmes arméniennes et pédagogie froebélienne: entre patriotisme éducatif et professionnalisation des institutrices préscolaires. *Paedagogica Historica*, 59(2), pp.233-249.
- Pekkanen, T. L., and Penttilä, V., 2021. The responsibility of an ethnocentric consumer – nationalistic, patriotic or environmentally conscientious? A critical

- discourse analysis of “buy domestic” campaigns. *International Marketing Review*, 38(2), pp.300–320.
- Pesona Kota Surabaya, 2015. 6 Monumen Surabaya Yang Wajib Dikunjungi. Available at: <https://pesonakotasurabaya.wordpress.com/2015/09/23/6-monumen-surabaya-yang-wajib-dikunjungi>
- Popovic, O. B., Nikic, V., Bulatovic, I., and Delibasic, M., 2018. Modeling perceived quality, customer satisfaction and probability of guest returning to the destination. *Montenegrin Journal of Economics*, 14(1), pp.69–78.
- Prayag, G., 2012. Paradise for who? Segmenting visitors' satisfaction with cognitive image and predicting behavioural loyalty. *International Journal of Tourism Research*, 14(1), pp.1-15.
- Preko, A., Gyepi-Garbrah, T. F., Arkorful, H., Akolaa, A. A., and Quansah, F., 2020. Museum experience and satisfaction: Moderating role of visiting frequency. *International Hospitality Review*, 34(2), pp.203–220.
- Priporas, C.V., Stylos, N., Vedanthachari, L.N. and Santiwatana, P., 2017. Service quality, satisfaction, and customer loyalty in Airbnb accommodation in Thailand. *International Journal of Tourism Research*, 19(6), pp.693-704.
- Qari, S., Konrad, K.A. and Geys, B., 2012. Patriotism, taxation and international mobility. *Public Choice*, 151, pp.695-717.
- Rahman, A., 2012. Kenangan Masa Silam Tugu Pahlawan. East Java Traveler. Available at: <https://www.eastjavatraveler.com/mengurai-kenangan-tugu-pahlawan/>
- Rajesh, R., 2013. Impact of tourist perceptions, destination image and tourist satisfaction on destination loyalty: A conceptual model. PASOS. *Revista de Turismo y Patrimonio Cultural*, 11(3), pp.67-78.
- Ranjbarian, B. and Pool, J.K., 2015. The impact of perceived quality and value on tourists' satisfaction and intention to revisit Nowshahr city of Iran. *Journal of Quality Assurance in Hospitality & Tourism*, 16(1), pp.103-117.
- Reino, S., J. Frew, A. and Mitsche, N., 2014. A benchmarking framework for eTourism capability of destinations' industries. *Journal of Hospitality and Tourism Technology*, 5(2), pp.126-142.
- Rocha, C.M. and Fink, J.S., 2015. Patriotism, national athletes and intention to purchase international sports products. *International Journal of Sports Marketing and Sponsorship*, 16(2), pp.57-71.
- Roszkowska, E., 2020. ‘A woman will never become a genuine climber’: An outline of the history of Polish female’s alpinism. *The International Journal of the History of Sport*, 37(9), pp.771-790.
- Sangpikul, A., 2018. The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), pp.106-123.

- Setyaningrum, P., 2022. *Tugu Pahlawan Surabaya, Monumen yang Didirikan untuk Mengenang Peristiwa Pertempuran Surabaya 10 November 1945*. Kompas.com. Available at: <https://surabaya.kompas.com/read/2022/11/08/130913678/tugu-pahlawan-surabaya-monumen-yang-didirikan-untuk-mengenang-peristiwa?page=all>
- Shahrabani, S. and Teitler Regev, S., 2019. Willingness to pay for airline security. *International Journal of Culture, Tourism and Hospitality Research*, 13(2), pp.153-166.
- Sharma, R. and Gupta, A., 2020. Pro-environmental behaviour among tourists visiting national parks: Application of value-belief-norm theory in an emerging economy context. *Asia Pacific Journal of Tourism Research*, 25(8), pp.829-840.
- Shen, K., and Wu, Y., 2022. The moderation of gender in the effects of Chinese traditionality and patriotism on Chinese domestic travel intention. *Tourism Review*, 77(3), pp.925–944.
- Sluga, G., 2016. Nationalism, the First World War, and sites of international memory. *History of Education Review*, 45(2), pp.212-227.
- Soliman, M., 2021. Extending the theory of planned behavior to predict tourism destination revisit intention. *International Journal of Hospitality & Tourism Administration*, 22(5), pp.524-549.
- Stavrianea, A. and Kamenidou, I.E., 2021. Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), pp.1-20.
- Stylidis, D., Woosnam, K.M., Ivkov, M. and Kim, S.S., 2020. Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*, 22(5), pp.604-616.
- Suki, N.M., 2014. Moderating role of gender in the relationship between hotel service quality dimensions and tourist satisfaction. *Journal of Quality Assurance in Hospitality & Tourism*, 15(1), pp.44-62.
- Sun, D.Y.K., 2019. Reading Yani Tseng: Articulating golf, Taiwanese nationalism, and gender politics in twenty-first-century Taiwan. *The International Journal of the History of Sport*, 36(7-8), pp.731-747.
- Talae Malmiri, A. R., Norouzi Isfahani, R., BahooToroody, A., and Abaei, M. M., 2021. A systematic approach for predicting loyalty behavior of tourist destinations. *Journal of Tourism Futures*, pp.1–15.
- Tamaim, I., 2021. *Tugu Pahlawan, Sejarah, Bentuk dan Lokasinya*. Alonesia.com. Available at: <https://www.alonesia.com/nasional/pr-1911618907/tugu-pahlawan-sejarah-bentuk-dan-lokasinya?page=2>
- Tasci, A.D., 2017. A quest for destination loyalty by profiling loyal travelers. *Journal of Destination Marketing & Management*, 6(3), pp.207-220.
- Templeton, A.J., Goonan, K. and Fyall, A., 2021. COVID-19 and its impact on visitation and management at US national parks. *International Hospitality Review*, 35(2), pp.240-259.

- Thompson, J., Baxter, I.W.F., Curran, R., Gannon, M.J., Lochrie, S., Taheri, B. and Yalinay, O., 2017. Negotiation, bargaining, and discounts: generating WoM and local tourism development at the Tabriz bazaar, Iran. *Current Issues in Tourism*, pp.1-8.
- Vareiro, L., Sousa, B.B. and Silva, S.S., 2021. The importance of museums in the tourist development and the motivations of their visitors: An analysis of the Costume Museum in Viana do Castelo. *Journal of Cultural Heritage Management and Sustainable Development*, 11(1), pp.39-57.
- Villarino, J., and Font, X., 2015. Sustainability marketing myopia: The lack of persuasiveness in sustainability communication. *Journal of Vacation Marketing*, 21(4), pp.326–335.
- Wang, T.L., Tran, P.T.K. and Tran, V.T., 2017. Destination perceived quality, tourist satisfaction and word-of-mouth. *Tourism Review*, 72(4), pp.392-410.
- Webster, C., Yen, C.L. and Hji-Avgoustis, S., 2016. RFRA and the hospitality industry in Indiana: Political shocks and empirical impacts on Indianapolis' hospitality and tourism industry. *International Journal of Tourism Cities*, 2(3), pp.221-231.
- Wells, J.C. and Lixinski, L., 2016. Heritage values and legal rules: Identification and treatment of the historic environment via an adaptive regulatory framework (part 1). *Journal of Cultural Heritage Management and Sustainable Development*, 6(3), pp.345-364.
- Yolal, M., Chi, C.G.Q. and Pesämaa, O., 2017. Examine destination loyalty of first-time and repeat visitors at all-inclusive resorts. *International Journal of Contemporary Hospitality Management*, 29(7), pp.1834-1853.
- Yusuf, N., Jamjoom, Y. and Saci, K., 2024. Entrepreneurial orientation across gender in Saudi Arabia: evidence from the Adult Population Survey (APS) of Global Entrepreneurship Monitor (GEM). *Journal of Entrepreneurship in Emerging Economies*, 16(1), pp.134-158.
- Zayarnyuk, A., 2013. Peasant Activists Reflect on World War I: War Poems by Ukrainian Peasant Soldiers from Habsburg Galicia. *Canadian Slavonic Papers*, 55(1-2), pp.71-97.
- Zhang, H., Fu, X., Cai, L.A. and Lu, L., 2014. Destination image and tourist loyalty: A meta-analysis. *Tourism management*, 40, pp.213-223.