

## **THE EFFECT OF TOURIST INVOLVEMENT AND SERVICE QUALITY ON LOYALTY THROUGH THE CREATION OF SHARED VALUE**

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### ***Abstrak***

*This study aimed to analyze the effects of tourist involvement and service quality on the loyalty of historical tourism visitors in Batam City, with shared value creation as a mediating variable. The study was motivated by the low interest in historical tourism despite Batam's potential historical attractions, such as Kampung Vietnam and the Raja Ali Haji Museum. A quantitative approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The sample consisted of 120 respondents obtained through online questionnaires distributed to tourists who had visited historical tourism sites in Batam. The results indicate that tourist involvement and service quality have significant positive effects on shared value creation, which in turn has a positive impact on visitor loyalty. Furthermore, shared value creation mediates the relationship between tourist involvement and service quality on loyalty. These findings suggest that enhancing service quality and encouraging tourist involvement are essential strategies for building loyalty in historical tourism destinations.*

**Keywords :** *Tourist Envolvement, Tourist Loyalty, Service Quality, Value Co-Creation*

### **1. INTRODUCTION**

Each region has different potential in terms of historical tourism, which is a unique feature. Historical tourism in Batam includes various sites related to the history of Indonesian independence, cultural heritage, and colonial heritage that give this city its unique identity. Regional income and the development of the tourism chain can increase along with the development of historical tourism (Cuandra, Suandri, Putra, & Pahlevi, 2025). In addition, Putri et al. (2024) explain that visiting historical sites increases tourists' interest and enthusiasm in learning about the place as a whole, which will ultimately lead to an increase in the number of tourists. The city of Batam is a favorite destination for foreign visitors due to its strategic location close to Singapore and Malaysia (Fahlevi, Putra, Sinambela, & Ingakadijaya, 2024). Its attractions include marine tourism (Mulawanti, Nasution, & Elizal, 2017), shopping tourism (Lapotulo, Afriani, Sukmamedian, & Saputra, 2024), MICE, Gastronomy (Hariyanto et al., 2023), Religious Tourism (Yuniningsih, Hayu Dwimawanti, Larasati, Hungwiset, & Lee, 2023) and Historical Tourism (Okta & Tumanggor, 2025). However, the appeal of historical tourism has not yet been maximized. Therefore, the development of historical tourism is urgently needed (Rezki & Tarwiyani, 2022).

Batam City is the most dominant gateway for tourists (kepri.bps.go.id) and it appears that Batam City is a favorite holiday destination for foreign tourists (Rezki & Tarwiyani, 2022) for marine tourism, shopping, MICE, culture, culinary, religious, and historical tourism. However, unfortunately, historical tourism remains less popular among tourists as it is often viewed merely as a storage site for ancient artifacts. Therefore, further research is needed to expand collections and design exhibitions (Ayu & Tika, 2024). Batam City has many valuable historical tourist attractions, such as the former

Vietnamese refugee camp on Galang Island (Fahlevi et al., 2024) and the Raja Ali Haji Museum (Sinaga, 2022). Looking at previous studies, it appears that research discussing visitor loyalty to historical tourism in Batam is still relatively scarce (Widowati, Lituhayu, Subowo, & Nirmala, 2025). Despite the rich historical assets owned by Batam City, such as Kampung Vietnam on Galang Island and the Raja Ali Haji Museum, historical tourism in Batam has not yet demonstrated strong visitor loyalty compared to other tourism sectors. Empirically, historical tourism sites in Batam tend to be perceived as passive attractions, with limited interactive activities, minimal opportunities for tourist involvement, and service experiences that are still focused on basic information delivery rather than participatory engagement (Sari, Hilmy, Werdiningsih, & Hendro, 2022). This condition potentially limits tourists' emotional attachment and reduces their willingness to revisit or recommend these destinations.

Previous studies on historical tourism in Batam have primarily focused on destination attractiveness, educational value, or heritage preservation, while empirical research that explicitly examines tourist loyalty from a behavioral perspective remains scarce. More importantly, existing studies have not comprehensively integrated tourist involvement and service quality as antecedents of tourist loyalty through the mechanism of value co-creation, particularly in the context of historical tourism destinations. As a result, it remains unclear whether the relatively low loyalty toward historical tourism in Batam is driven by insufficient tourist engagement, perceived service quality, or the absence of collaborative value creation between tourists and destination managers. Therefore, this study addresses this research gap by examining the effects of tourist involvement and service quality on tourist loyalty, with value co-creation as a mediating variable, in the context of historical tourism in Batam City. By linking empirical conditions at historical tourism sites with a behavioral research model, this study is expected to provide a more comprehensive understanding of how interactive experiences and service performance contribute to building sustainable tourist loyalty in historical tourism destinations.

## **2. LITERATURE REVIEW**

### **The influence of tourist involvement on tourist value co-creation**

Many studies have investigated the concept of tourist engagement with a destination and its subsequent impact on tourist loyalty and intention to revisit (Rasoolimanesh, Khoo-Lattimore, Md Noor, Jaafar, & Konar, 2021a). Previous research by Bryce et al. has also confirmed the importance of tourist engagement in the development of a tourism destination, proving that tourist engagement greatly influences the creation of shared value among tourists (Rasoolimanesh et al., 2021a). Additionally, tourist engagement consists of the relationship between an object or place and tourists (Loureiro & Sarmento, 2019). The main reason why engagement studies are ubiquitous and increasing is to understand the role of end users and dynamic behavior in the process of forming the value of a product, given their involvement (Afzal, Majid, Tariq, & Nasir, 2024). From the above explanation, the following hypothesis is formulated:

H1. Tourist involvement has a significant positive effect on the creation of shared value for tourists.

### **The influence of service quality on tourist value co-creation**

Several previous studies have also found that service quality has a significant positive impact on the Creation of Shared Value with Tourists (Meesala dan Paul, Miranda et al., 2017, Murali dkk., 2016, Vera dan Trujillo, 2013). Miranda dkk., (2018) emphasize

that service quality is the value of service perceived by customers by comparing the quality and service perceived with expectations (Darsono et al., 2017). Service quality has a significant positive impact on Shared Value Creation with Tourists (Abror et al., 2023; Miranda et al., 2018). When tourists have experienced good service quality, they are more likely to want to help tourism destination management create greater service value, such as by providing useful comments. (Abror et al., 2023). Miranda dkk. (2018) emphasize that service quality is the value of service perceived by customers by comparing the quality and service perceived with expectations. From the above explanation, the following hypothesis is formulated:

H2. Service quality has a significant positive effect on Co-Creation of Value.

#### **The influence of value co-creation on tourist loyalty**

According to (Eliza et al., 2024), the creation of shared value influences loyalty because business owners must optimize reciprocal features such as ratings and reviews to gain valuable insights from customers and ultimately increase satisfaction and loyalty. Meanwhile, according to (Abi et al., 2024), active customer involvement in the process has been proven to strengthen relationships and increase customer loyalty to services. Meanwhile, (Prihanto, 2023b) reveals that co-creation of value, described as striving for mutual benefit, seeking activities and progress together, and discussion in marketing, has been proven to increase loyalty. From the above explanation, the following hypothesis is formulated:

H3. Co-creation of value has a significant positive effect on loyalty.

#### **The influence of tourist involvement on loyalty mediated by value co-creation**

According to (Prihanto, 2023b), increasing value co-creation can support increased consumer engagement and loyalty because the creation of shared value among consumers will indirectly result in greater customer loyalty. Meanwhile, according to (Ratri, 2025), who conducted research at the Tasikmalaya Islamic Hospital, patients who are directly involved and given the opportunity to interact will be more loyal to a hospital. From the above explanation, the following hypothesis is formulated:

H4: Tourist involvement influences loyalty mediated by joint value creation.

#### **The influence of service quality on loyalty mediated by value co-creation**

The relationship between service quality and customer loyalty shows that the higher the customer's perception of the quality of service provided, the more likely they are to remain loyal to the service provider (Tran, Taylor, & Wen, 2023). However, this relationship is not always direct (Cossío-Silva, Revilla-Camacho, Vega-Vázquez, & Palacios-Florencio, 2016); value co-creation acts as a mediator that strengthens the influence of service quality on loyalty. When customers are actively involved in the value creation process—such as through interaction, collaboration, or providing feedback on services—they feel more valued and have stronger emotional bonds (Zhu, Zhang, Zeng, & Liu, 2022). From previous studies, the following hypothesis can be formulated:

H5: Service Quality influences Loyalty mediated by Value Co-creation

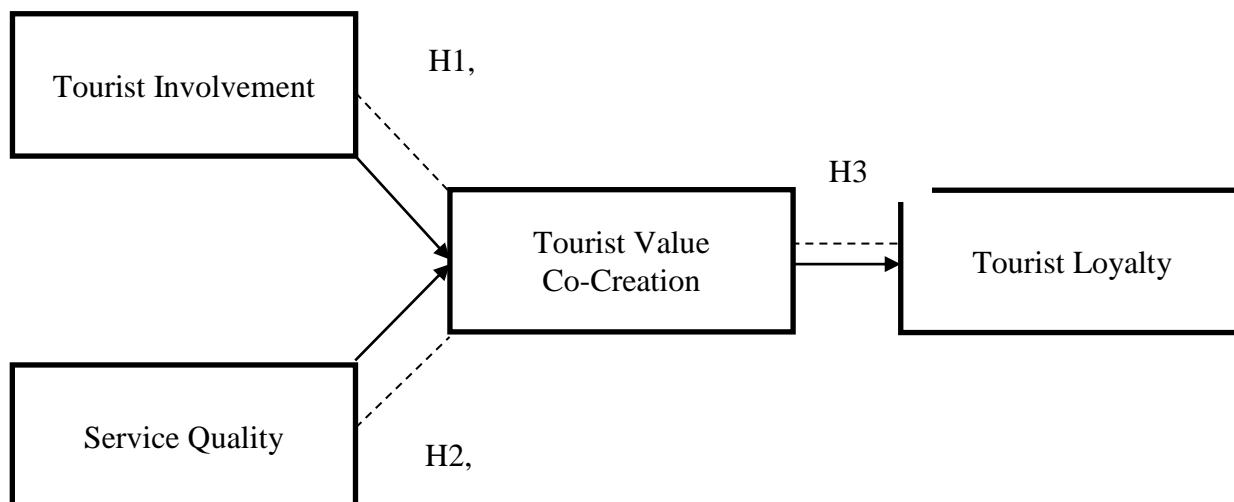


Figure 1. Conceptual Framework

### 3. RESEARCH METHOD

This study uses a quantitative approach with a survey method through the distribution of online questionnaires to tourists who have visited historical tourist destinations in Batam City. The sampling technique uses non-probability sampling with a total of 120 respondents, determined based on the formula by Hair & Alamer (2022), which is 10 times the number of indicators. The research instrument consisted of four main variables, namely tourist involvement adapted from He, Liu, & Li (2023), service quality adapted from Kowalska & Ostreġa (2020), co-creation of value adapted from Assiouras, Skourtis, Giannopoulos, Buhalis, & Koniordos (2019), and loyalty adapted from Abror et al. (2023), each of which was measured using a 5-point Likert scale. Data analysis was performed using Partial Least Squares-based Structural Equation Modeling (SEM-PLS) through SmartPLS 3.0 software to test the validity, reliability, and relationships between variables in the research model. First, descriptive statistics were performed to obtain an overview of the respondents. Second, validity, reliability, and variance inflation factor tests were performed to assess the suitability of the data. Third, hypothesis testing was performed to determine how independent constructs could influence dependent ones, both through direct (one-tailed) and indirect (two-tailed) hypothesis testing with bootstrapping tests.

### 4. RESULT AND DISCUSSION

Based on Table 4.2, which shows the distribution of respondents by gender, most of the respondents in this study were women, namely 74 people (62.2%), while men numbered 45 people (37.8%). Therefore, it can be concluded that women are more interested in visiting and learning about history directly from historical tourist sites in Batam City. Based on age groups, the 18-25 age group dominated with 73 people (60.8%), followed by the 26-35 age group with 32 people (26.7%). Meanwhile, the over-45 age group was the smallest, with only 4 people (3.3%). This shows that historical tourism in Batam is more popular among the younger generation than among older age groups. In addition, the table above shows that respondents with a high school education accounted for 64 people (53.8%), followed by university graduates with 39 people (32.8%) of the total respondents. Elementary school and diploma holders had the lowest numbers visiting historical tourism sites in Batam. This shows that historical tourism is more popular among people who have non-vocational education or who read books more

often for daily learning. The table also shows that most tourists spend around 500 thousand rupiah (48.3%), while 20% spend between 1.5 million and 3 million rupiah. This indicates that historical tourism in Batam tends to appeal to tourists with a medium budget.

**Table 1. Construct Assessment (Validity, Reliability, and Variance Inflation Factors)**

<b>Item, Konstruk dan Sumber</b>	<b>VIF</b>	<b>LF</b>	<b>AVE</b>	<b>CL</b>	<b>CA</b>	<b>CR</b>
<b>Loyalty – Patrisia et al., (2023)</b>						
I will visit this historical attraction in the future.	2.129	0.874		0.874		
I would recommend it to others	4.023	0.938	0.827	0.938	0.895	0.935
I will share my positive experience.	3.417	0.915		0.915		
<b>Service Quality - Kazmi et al., (2020)</b>						
Overall, the historical tour was very clean.	1.991	0.871		0.892		
The attitude of staff at historical tourist attractions as a whole	1.572	0.801	0.732	0.871	0.816	0.891
Level of English/Language in historical tourist attractions is high	1.823	0.892		0.801		
<b>Tourist Involvement – Yao (2021)</b>						
I often participate in activities at historical tourist sites.	2.031	0.760		0.760		
When I interact with others, I forget about the situation around me.	1.287	0.842	0.656	0.842	0.750	0.851
When I interact with them often, I feel happy.	1.843	0.826		0.826		
<b>Value Co-creation – Assiouras et al., (2019)</b>						
The historical tourism staff accepted my ideas and suggestions.	1.696	0.859		0.859		
Historical tour guides provide sufficient information.	1.769	0.844	0.724	0.844	0.809	0.887
I am willing to take the time to share ideas and suggestions.	2.157	0.849		0.849		

*Source : Data Analyzed, 2025*

Based on the above test results, it can be seen that all independent variables have VIF values less than 10, so the non-CMV assumption is fulfilled. On the other hand, the table above explains that of the 12 indicators, those with LF values greater than 0.6 and AVE greater than 0.5, the convergent validity test through loadings factors is considered valid. In addition, all Cross Loading values are greater than 0.7, so the data is considered valid in terms of discrimination through the Cross Loading test. Finally, it can be seen in the table above that the Cronbach's alpha value is greater than 0.6 and the Composite reliability is greater than 0.6, so it can be concluded that all variables are data whose validity or reliability can be confirmed.

**Table 1. Hypotheses Test**

<b>Independent</b>	<b>Mediation</b>	<b>Dependent</b>	<b>Coef</b>	<b>T</b>	<b>P</b>	<b>Acc?</b>
Tourist involvement		Value co-creation	0.434	4.692	0.000	Yes
Service quality		Value co-creation	0.433	4.608	0.000	Yes
Value co-creation		Tourist Loyalty	0.469	3.759	0.000	Yes
Service quality	Value co-creation	Tourist Loyalty	0.203	2.787	0.005	Yes
Tourist involvement	Value co-creation	Tourist Loyalty	0.203	2.929	0.003	Yes

Source : *Data Analyzed, 2025*

**Tourist involvement has a positive effect on shared value creation**

The value of P Value  $TE > VCC$  is 0, where the value is greater than 0.05, so it can be concluded that the hypothesis of tourist involvement having a positive effect on shared value creation is correct. Therefore, Hypothesis 1 is proven to be true. This result is consistent with the research (Abou-Shouk, Zouair, Abdelhakim, Roshdy, & Abdel-Jalil, 2024; Fadilah Kemala & Andi Azhar, 2025; Rasoolimanesh, Khoo-Lattimore, Md Noor, Jaafar, & Konar, 2021b; Rasoolimanesh, Md Noor, Schuberth, & Jaafar, 2019). Abou-Shouk et al. (2025) revealed that the adoption of tourist involvement affects tourist loyalty, integrating a research model that combines the antecedents and consequences of adoption of immersive technology (e.g., Virtual Reality) in the United Arab Emirates. Rasoolimanesh (2019) concluded that tourist engagement has an indirect impact on tourist loyalty. This study provides a significant theoretical contribution to the literature and confirms the important role of the psychological aspects of tourist involvement. Furthermore, Rasoolimanesh in another study also shows that tourist involvement influences visitor loyalty at Kinabalu National Park, Sabah, Malaysia. This study also adds that gender plays a role in the influence of these two variables, where female tourists show higher loyalty compared to male tourists (Rasoolimanesh et al., 2021a). Finally, Kemala & Azhar stated that tourist involvement has a positive effect on loyalty because, basically, when a customer is involved with a brand, they feel connected to the brand and are more likely to use it again. The results of the hypothesis testing shown in the table above are supported by previous research. Therefore, Hypothesis 1 (Tourist involvement has a positive impact on co-creation value) is proven to be true. Tourists who are directly involved in historical tourism activities and learn about them can have a unique experience that encourages a psychological desire to return to that historical tourism site.

**Service quality has a positive effect on shared value creation**

The value of P Value  $SQ > VCC$  is 0, where the value is greater than 0.05, so it can be concluded that the hypothesis of tourist involvement has a positive effect on shared value creation. Thus, Hypothesis 2 (service quality has a positive impact on shared value creation) is proven to be true. This result is consistent with previous studies (Arumdani, 2025; Rizkiani & Ferdinan, 2023; Zhou et al., 2021). Rizkiani explains in her thesis that the service quality dimension in M-Banking affects shared value creation. The enjoyment felt, used, and shown provides a sequence of influence on the two variables. The results in the table above also confirm previous studies which explain that the hypothesis of tourist involvement has a positive effect on shared value creation. Thus, Hypothesis 2 (Service quality has a positive impact on shared value creation) is proven to be true. The good quality provided by historical tourist destinations in Batam City facilitates collaboration between companies and customers, thereby creating shared value in the form of products, services, or experiences.

### **The value of co-creation has a positive effect on loyalty**

The value of P Value  $TE > VCC$  is 0, where the value is greater than 0.05, so it can be concluded that the hypothesis of tourist involvement has a positive effect on the value of co-creation. Thus, Hypothesis 3 (the value of co-creation has a positive impact on loyalty) is proven to be true. This result is consistent with other studies (Fatmawati et al., 2024; Satria, 2024; Prihanto, 2023). Fatmawati et al., (2024) explain that shared value creation has a significant positive effect on consumer loyalty to Kopi Kenangan MSMEs in Semarang City. Additionally, Afaf (2023) found that shared value creation directly influences loyalty in a significant positive way. This study examines the quality of livestream services for customers on Shopee, the largest online shopping platform in Indonesia. Research (Prihanto, 2023a) also confirms that there is a significant relationship between shared value creation and loyalty among KRL Commuter Line passengers. The higher the shared value creation, the higher the consumer loyalty. The results of the hypothesis testing and previous studies confirm that hypothesis 3 (joint value creation has a positive impact on loyalty) is true. The higher the contribution of customers and the openness of management to accept ideas and suggestions regarding historical tourism in Batam City, the greater the customer loyalty to these tourist attractions will be.

### **The effect of service quality on loyalty is mediated by shared value creation**

The P value is 0.005, which is not greater than 0.5. Therefore, it can be concluded that service quality indirectly affects tourist loyalty, mediated by shared value creation. These results are consistent with similar studies examining the influence of service quality on loyalty (Anggraini et al., 2024b; Budiarno et al., 2022; Exreana et al., 2021). The research results presented by (Anggraini et al., 2024b) explain that tourist loyalty can be influenced by service quality. This study is similar to the research being conducted by the author, which involves tourist respondents in Batam City. However, the population selection is niche (specific), namely tourists in the Kampung Tua Bakau Serip Tourism Village. (Budiarno et al., 2022) also studied Indomaret Point Colombo Yogyakarta customers and concluded the same thing. Customer Satisfaction has a significant positive effect on Customer Loyalty. Finally (Exreana et al., 2021) also stated that there is a positive coefficient between the influence of Service Quality and Tourist Loyalty at Benteng Resort Batu Putih. From the explanation of the table above and supported by previous research, it can be concluded that the hypothesis of tourist involvement has a positive effect on Loyalty. Therefore, Hypothesis 4 (Service quality has a positive impact on loyalty) is proven to be true. Good service will have a positive impact on customer memory, thereby increasing loyalty.

### **The Effect of Tourist Involvement on Loyalty mediated by Co-creation Value**

Based on the table above (1), it can be explained that the P Value is 0.003. Since this value is not greater than 0.5, hypothesis 5 is considered proven true. This result is in line with studies discussing the relationship between similar variables, such as (Koduah, Odoom, Adams, & McCarthy, 2024; Prihanto, 2023a; Ratri & Aini, 2025). Prihanto (2023) states that customer involvement (tourist involvement) influences customer loyalty, mediated by shared value creation. Customer loyalty can be increased by enhancing customer involvement supported by shared value creation at PT. Kereta Api Commuter Indonesia (KCI). (Ratri & Aini, 2025) also explain that patient involvement at the Hj. Siti Muniroh Hospital Polyclinic is related to patient loyalty and is mediated by shared value creation. Hospitals must pay attention to the role of patient involvement in creating shared value. Another study also explains that the relationship between patient

involvement and consumer loyalty can be mediated by shared value creation in healthcare at Korle-Bu Teaching Hospital and the Accra Regional (Ridge) Hospital, Ghana (Koduah et al., 2024). Through the results of indirect hypothesis testing and supported by previous researchers, it can be concluded that hypothesis 5 (the effect of tourist involvement on loyalty is mediated by shared value creation) is proven to be true. The higher the level of tourist involvement and their desire to evaluate historical tourism in Batam City, the higher the customer loyalty.

## **5. CONCLUSIONS AND SUGESTIONS**

### **Conclutions**

The following are the conclusions from the overall findings of this study:

1. Tourist involvement and service quality have been proven to have a positive and significant effect on shared value creation in historical tourist destinations in Batam City.
2. Shared value creation also has a positive and significant influence on tourist loyalty to historical tourist destinations.
3. The higher the level of tourist involvement in activities and interactions at historical tourist destinations, the more likely tourists are to feel valued, have memorable experiences, and show loyalty to those destinations.
4. Good service quality, such as responsive, informative, and comfortable service, encourages positive travel experiences and strengthens tourist loyalty.
5. Value co-creation has been proven to play an important mediating role in bridging the influence of tourist involvement and service quality on tourist loyalty.
6. These findings confirm that historical tourism management strategies in Batam need to focus on enhancing interaction between managers and tourists through a participatory approach.
7. Efforts such as providing opportunities for tourists to participate in the development of educational content, organising cultural activities, and empowering tour guides to be communicative and responsive are important for increasing tourist loyalty in a sustainable manner.

### **Sugestions**

competitive. Therefore, managers need to continuously improve service standards through human resource training, cleanliness, facility comfort, and the use of technology to support the tourist experience. Active collaboration between tourists and destination managers will encourage the creation of higher value for both parties and can build emotional bonds that encourage repeat visits. The recommendation for further research is to expand the scope of the variables studied. Considering that the variables in this model only explain part (about 52%) of the variation in tourist loyalty, it is recommended to add other variables such as destination image, tourist satisfaction, attractiveness, and accessibility in future research models. In addition, it is recommended to use a mixed methods approach in order to explore the qualitative dimensions of tourist experiences that are not captured by quantitative approaches alone. Finally, expanding the study area to other cities or regions can also provide useful comparisons in the development of national historical tourism management strategies.

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