

Enhancing Customer Loyalty in the Tourism Sector: A Systematic Literature Review to Identify Customer Loyalty Drivers

Ari Respati¹, Andriani Kusumawati², Edy Yulianto³, Agung Nugroho Luthfi Imam Fahrudi⁴

{ ariresp.ub@gmail.com¹, andriani_kusuma@ub.ac.id², edy_y_fia@ub.ac.id³,
agungn_fia@ub.ac.id⁴}

University of Brawijaya, Indonesia

Abstract. The main objective of this research is to identify the factors that influence customer loyalty in the tourism sector. The research uses a Systematic Literature Review (SLR) method. A total of 529 relevant articles were identified, with research activity in this area increasing notably after 2009, reaching its highest peaks in 2022, 2015, and 2019. Most of these publications originated from the United States, followed closely by China, Spain, and Taiwan. The study identifies several critical factors influencing customer loyalty, such as customer satisfaction, service quality, brand image, trust, perceived value, corporate social responsibility, customer experience, and customer identification. These findings provide valuable insights for enhancing customer retention strategies in the tourism industry. The implication is that this article provides a strong theoretical foundation for further research development in customer loyalty and offers practical guidance for the tourism industry to design more effective and innovative customer retention strategies.

Keywords: Customer Loyalty; Customer Satisfaction; Service Quality; Hospitality; Tourism

1 Introduction

The importance of client loyalty has been acknowledged by both industry professionals and researchers, who have recognized that acquiring new consumers is more costly than retaining existing ones [1]. Customer loyalty refers to the strong and unwavering dedication of consumers to a specific product, service, or brand [2]. Customer loyalty is crucial for achieving success in the fiercely competitive hotel industry in the present day [3]. Moreover, fostering client loyalty is an advantageous strategy for the hotel industry, which, being a well-established sector, should focus on increasing its market share rather than expanding the whole market. The benefits of loyalty include sustainable profit gains, reduced marketing costs, increased revenue growth per customer, lower operational costs, increased referrals, premium price increases, and competitive advantages [4]. A company can enhance its profitability by cultivating a base of loyal consumers, leading to increased sales [5]. Thus, customer loyalty plays a very important role in business success, especially in competitive industries, as it can reduce marketing costs, increase profitability, and provide a competitive advantage.

The tourism industry in Indonesia faces problems finding the right position in consumers' minds, and company officials believe that their brands are unknown to people and that individuals do not appreciate tourism brands. Additionally, companies in the tourism sector face a lack of customer loyalty, with customers often not returning to tourist destinations [6]. By

understanding this problem, which can be caused by brand weaknesses and consequently lead to dissatisfaction and disloyalty to the brand, company officials are looking for the right solutions.

Previous studies have extensively explored various factors influencing customer loyalty, making it an important goal for every company [7, 8, 9]. Although previous research has observed various variables, used quantitative methods, and different samples and locations to analyze and predict future customer loyalty, there is still no literature that has synthesized the variables that determine customer loyalty in the tourism industry using a systematic literature review method. Therefore, considering the increasing importance of brands in Indonesian tourism, which can lead to customer loyalty and ultimately increase market share and higher return on investment, this study aims to investigate the drivers of customer loyalty in the tourism sector using a systematic literature review (SLR) approach.

The article consists of five points, with the explanation of each point discussed in the article shown as follows: Section two examines the existing body of literature relevant to consumer loyalty. Section three details the study's methodology. Additionally, Section four provides the outcomes of a Systematic Literature Review (SLR) study and a thorough examination of research findings derived from an analysis of journals obtained from the Scopus database. The last section offers a concise overview of the findings and their potential impacts for future studies.

2 Literature Review

This study primarily examines customer loyalty in the tourism industry, a crucial factor associated with repeat consumers, creating business referrals, strong word-of-mouth information, and references and publications [7, 10]. Customer loyalty is a highly sought-after outcome in any business-to-customer interaction. Businesses aim to uncover optimal factors that attract clients and encourage them to become loyal [11]. Devoted clients exhibit a higher level of dedication and emotional connection to the firm. They are impervious to the allure of services and products offered by other companies. The stages of loyalty formation begin with cognitive loyalty built on customers' beliefs in the brand and end with actions recognized as behavioral loyalty [7]. This phenomenon might occasionally result in potential prejudice while attempting to construct a thorough comprehension of the variables that impact customer loyalty. Therefore, prior studies have tested various variables that drive customer loyalty, including customer satisfaction [12, 13, 14, 15, 16], Service Quality [1, 7, 13], Hotel Image [1, 7, 13], Switching Costs [7, 17, 18], Customer Emotion [19, 20], Responsiveness [21, 22], and so on. This study specifically and exclusively focuses on customer loyalty and examines more specifically empirical studies involving customer loyalty as the dependent variable.

Prior research has thoroughly investigated numerous aspects that possess the capacity to impact client loyalty, rendering it a significant goal for each tourism firm. Previous researchers have utilized diverse variables, quantitative methodologies, and varied samples as well as locations to aid future analysis and forecasting of customer loyalty. Nevertheless, a lack of literature has consolidated the factors that influence consumer loyalty in the tourism sector. The research aims to provide a thorough and detailed explanation of the variables discovered in earlier research as influential factors on customer loyalty within the tourism sector.

3 Methodology

This research employs a qualitative methodology using the SLR (Systematic Literature

Review) technique. Contrary to the quantitative approach, which typically employs logical reasoning to examine theories or hypotheses related to a particular subject, qualitative approaches operate in the opposite manner [23]. In addition, research is classified as qualitative when it employs primary qualitative tools instead of utilizing complex statistical or mathematical methods [24]. This research is categorized as qualitative due to the utilization of a literature review and the implementation of descriptive analysis to examine the topic.

SLR is an approach to systematically reviewing and evaluating relevant research on a topic. SLR has become a promising method for examining previous literature with the aim of integrating a field [25]. High-quality literature reviews can assist policymakers and entrepreneurs in decision-making, as well as help researchers reorganize reviewed literature. A systematic review is a methodical approach to gathering any related empirical data that fulfills pre-established conditions to investigate a particular research question or hypothesis [26]. SLRs are especially beneficial in situations when there is ambiguity surrounding a particular matter, as they enable a comprehensive analysis of all pertinent papers. Systematic Literature Review (SLR) entails synthesizing and comparing evidence to answer an explicit research question, assess quantitative publications, and substantially impact policy and practice.

The Scopus database was selected for this analysis because of its broad scope in all fields and the fact that it includes high-quality articles [23]. Prior to commencing the SLR protocol, it is imperative to ascertain its objectives since they serve as the fundamental foundation for the entire procedure. The research questions were devised to enhance the existing comprehension of customer loyalty in the tourism sector, namely:

RQ1: How many publications each year and which countries were used in previous empirical studies to discuss customer loyalty in the tourism industry?

RQ2: What are the determining factors for customer loyalty discussed in previous empirical studies?

3.1. Article Identification

The identification phase of articles entails the recognition of important words and concepts to assist in the extraction of pertinent information. Various search terms are employed to find articles pertaining to customer loyalty. The keywords "Customer Loyalty," "Hospitality", "Hotel," and "Tourism" were selected since they are in line with the research aims. The purpose of utilizing these overarching keywords is to encompass a wider array of articles, leading to substantial research on consumer loyalty within the tourism sector. Hence, the process of identifying keywords acts as the first step toward the subsequent stage, whereby articles are identified, extracted, analyzed, and synthesized. It is essential to mention that the exact key phrases utilized in this analysis exclusively pertain to pertinent articles.

3.2. Boolean Research

Boolean search operators are essential for obtaining articles pertinent to the study issue. The operators, such as AND, OR, publication date, type of material, and language, are utilized to streamline the search process efficiently. This study utilizes the Boolean operators AND and OR to establish connections between various concepts and refine the search. Additionally, this research focuses on the type of material of research articles and reviews while disregarding irrelevant documents. The article identification process is carried out without imposing restrictions based on research area, aspects, or publication years.

3.3. Evaluation of the Standard or Level of Quality

In this stage, an evaluation is conducted on the quality of the selected articles for the research. Several criteria are used to choose pertinent and outstanding articles, including:

- a) Articles must be original research that has been reviewed and written in English.
- b) Articles have the aim to analyze, test, investigate factors that impact loyalty of consumers in the tourism/hospitality industry.
- c) The research uses quantitative or mixed methods.

After electronically inputting the keywords, the preliminary search on the Scopus database produced 686 records. Multiple articles that did not match the selection criteria and quality evaluation were excluded. Before the screening procedure, 157 papers that did not meet criterion (a) were eliminated, resulting in 529 articles for examination. In order to maintain the alignment with the study focus, these articles were subjected to a review procedure that included screening based on abstracts and thorough analysis of the complete text. A total of 456 articles were eliminated during the initial screening phase due to their lack of relevance to criteria (b) and (c). Finally, 47 relevant articles were identified. The method of selecting articles involves identifying, screening the abstracts, and screening the full-texts, is presented in a PRISMA flow diagram (Figure 1).

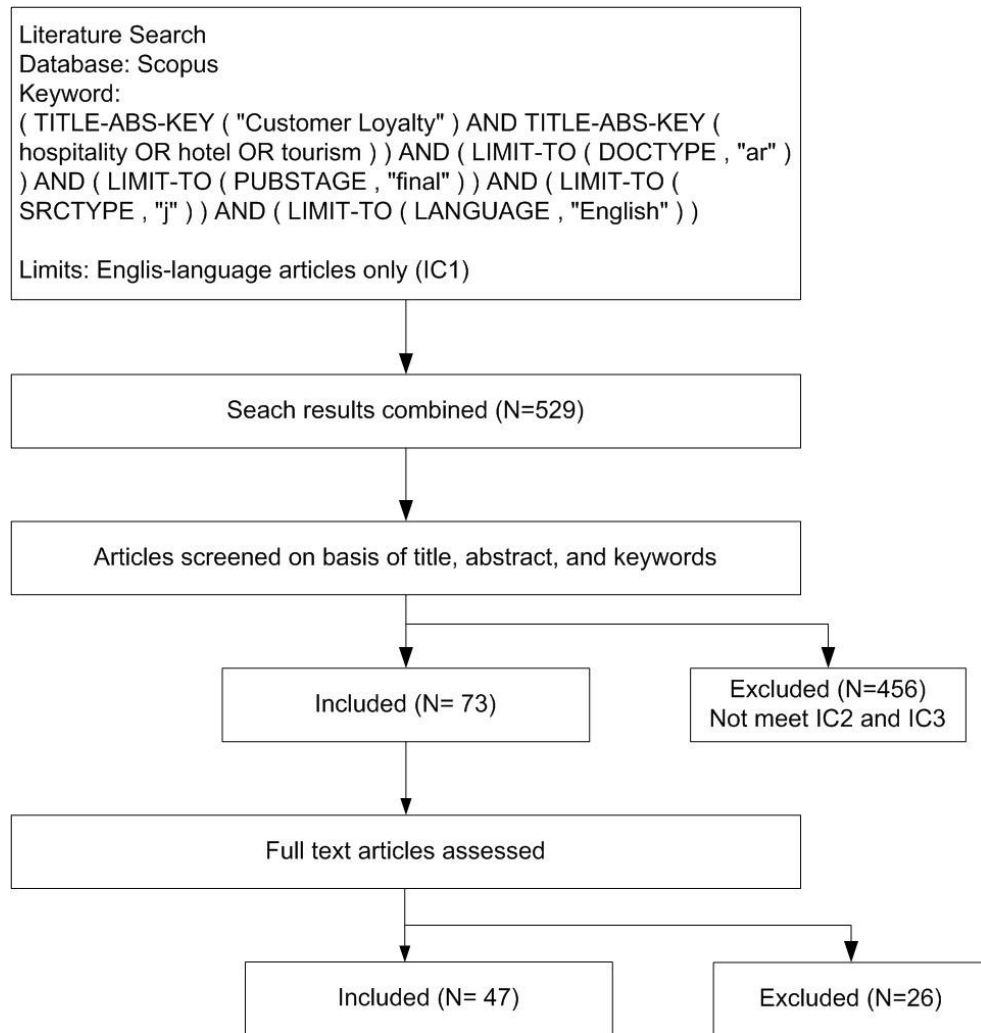


Figure 1. PRISMA Flowchart for Article Identification

3.4. Data Extraction and Synthesis

In this step, sample articles are carefully selected and ensured. A manual extraction technique is used to collect the necessary data for this research. Articles taken from the Scopus database are categorically examined using a deep interpretative approach to answer the research questions. The following section will expose the findings and thoughts derived from the assessed studies.

4 Results

4.1. Publication by Year and Country

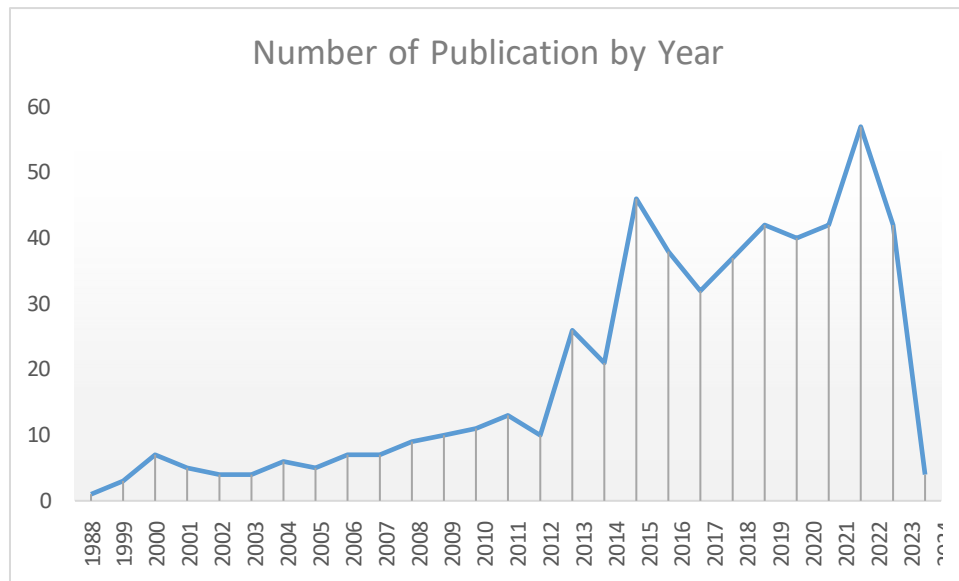


Figure 2. Publication by Year

Regarding publications by year, Figure 2 illustrates the trend of article publications from 1988 to 2024. Overall, the number of studies on customer loyalty in the tourism industry has varied but generally shows an increasing trend. Before 2009, the annual publication count remained below 10 articles. Moreover, there has been a notable and swift rise in variations in customer loyalty research from 2009 to 2024. This suggests an increasing interest among scholars in investigating the area of customer loyalty. Notably, 2022 saw the highest number of articles, with 57 publications. This was followed by 2015 and 2019, with 46 and 42 publications, respectively.

Documents by country or territory

Compare the document counts for up to 15 countries/territories.

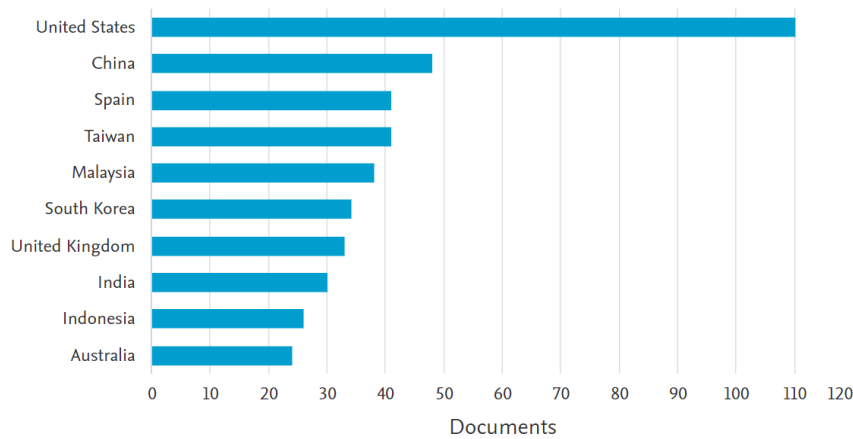


Figure 3. Publication by Country

Articles are sorted by their regional focus, with this information displayed in Figure 3. Most research occurs in developed countries. The distribution of these articles is spread across various regions, such as the United States with 110 articles, China with 48 articles, Spain and Taiwan with 41 articles each, Malaysia with 38 articles, South Korea with 34 articles, the United Kingdom with 33 articles, and India with 30 articles. Additionally, other regions have publications of less than 30 articles. This analysis shows that the greatest number of published articles originates from the United States, followed by China, Spain, Taiwan, Malaysia, South Korea, the United Kingdom, and India. Indonesia ranks 9th with 26 articles published. This frequency distribution indicates that research on customer loyalty in the tourism industry is spread across both developed and developing countries.

4.2. Factors Affecting Customer Loyalty

In this section, the focus will be on the variables that drive customer loyalty in the tourism industry, as outlined in the background. The study will examine customer loyalty as the dependent variable and analyze numerous independent variables in the context of the tourism business, drawing from prior journal papers. Prior publications have shown that research has employed diverse terminology to characterize the factors that impact consumer loyalty. Of the 47 sample articles examined in this study, 43 were classified into eight distinct groupings of characteristics that influence consumer loyalty, as shown in Table 3. The findings indicate that the majority of the factors influencing customer loyalty, as examined in prior research, are associated with customer pleasure. Specifically, 22 papers have concentrated on this particular aspect. Common terms frequently mentioned in these literature works are customer satisfaction, hotel customer satisfaction, and tourist satisfaction.

Table 3. Independent Variable Customer Loyalty

Variable Related	Variable Name	Total Articles	Selection of Current Authors
Customer	Customer	22	Channoi et al. [27]; Cheng et al. [12]; Cheng

Variable Related	Variable Name	Total Articles	Selection of Current Authors
Satisfaction	Satisfaction, Hotel Customer Satisfaction, Tourist Satisfaction		& Rashid [28]; Chiou et al. [29]; Danurdara [10]; El- Adly [14]; Kandampully & Suhartanto [13]; Karim et al. [30]; Kuo et al. [31]; Liat et al. [32]; Martínez & Rodríguez del Bosque [15]; Nobar & Rostamzadeh [6]; Osman & Sentosa [33]; Priyo et al. [34]; Qiu et al. [17]; Rahman & Kamarulzaman [18]; Rather & Hollebeek [35]; Saleem & Raja [36]; Suwanamas et al. [20]; Tabaku & Kruja [37]; Tamwatin et al. [16]; Yang et al. [38]
Service Quality	Service Quality, Relationship Quality, Website Quality, Tangibility, Tangibles, Assurance, Empathy, Reliability, Responsiveness	16	Al-Rousan & Mohamed [21]; Alshammare et al. [39]; Chiou et al. [29]; Kandampully et al. [1]; Karim et al. [30]; Lemy et al. [40]; Priyo et al. [34]; Rahman & Kamarulzaman [41,42]; Saleem & Raja [36]; Saleem et al. [43]; Suwanamas et al. [20]; Tabaku & Kruja [37]; Tamwatin et al. [16]; Wang [44]; Zebrga & Zaveri [22]
Image	Corporate Image, Hotel Image, Brand Image, Self-image Congruence	10	Channoi et al. [27]; Gürlek et al. [45]; Kandampully et al. [1]; Kandampully & Suhartanto [13,46]; Liat et al. [32]; Radwan & Radwan [7]; Saleem et al. [43]; Simakhajornboon & Sirichodnisakorn [9]; Tabaku & Kruja [37]
Trust	Trust, Customer Trust, Corporate Trust, E-Trust, Hotel Customer Brand Trust, Hotel Customer Trust	9	Alshammare et al. [39]; Esenyel & Girgen [47]; García de Leaniz & Rodríguez Del Bosque Rodríguez [48]; Martínez & Rodríguez del Bosque [15]; Narteh et al. [49]; Osman & Sentosa [33]; Rather & Hollebeek [35]; Simakhajornboon & Sirichodnisakorn [9]; Tabaku & Kruja [37]
Perceived Value	Perceived Value, Customer Perceived Value, Perceived CSR, Perceived Service Value	7	Channoi et al. [27]; Kim & Kim [50]; Kuo et al. [31]; Mohammed & Al-Swidi [8]; Rahman & Kamarulzaman [18]; Saleem et al. [43]; Tabaku & Kruja [37]
Customer Experience	Customer Experience, Customer Interaction, Experiential Value, Social Interaction, experience quality, Special Treatment Benefits	6	Esenyel & Girgen [47]; Hussein et al. [5]; Karim et al. [11]; Lee et al. [51]; Nobar & Rostamzadeh [6]; Susanti & Mandal [52]
Corporate Social Responsibility	Corporate Social Responsibility, CSR related to the environment, CSR related to	5	Gürlek et al. [45]; Kim & Kim [50]; Mohammed & Al-Swidi [8]; Radwan & Radwan [7]; Simakhajornboon & Sirichodnisakorn, [9]

Variable Related	Variable Name	Total Articles	Selection of Current Authors
	society, CSR Related to stakeholders, CSR Related Transparency, Customer Perception of CSR		
Customer Identification	Customer Company Identification, Customer Hotel Identification, Customer Identification, Hotel Customer Brand Identification	4	García de Leaniz & Rodríguez Del Bosque Rodríguez [48]; Martínez & Rodríguez del Bosque [15]; Rather & Hollebeek [35]; Yang et al. [38]

5 Discussion

The results show that the variables that affect customer loyalty include Customer Satisfaction, Service Quality, Image, Trust, Perceived Value, Customer Experience, Corporate Social Responsibility, and Customer Identification. The following is an explanation for each variable.

5.1. Customer Satisfaction

The topic of customer satisfaction has garnered significant attention in studies due to its impact on establishing enduring customer connections, which can then lead to business sustainability [12]. The Customer Satisfaction variable becomes the key driver of customer loyalty with the highest focus, consisting of 22 articles, revolving around customer satisfaction, hotel customer satisfaction, and tourist satisfaction. This category focuses on consumer satisfaction. With the widespread availability of services, there is rarely a provision of monopoly services where customers have little or almost no influence on their purchases. The topic of customer satisfaction has garnered significant attention in studies due to its impact on establishing enduring customer connections [12]. Service firms strive to achieve customer satisfaction as it brings numerous long-term advantages, including favorable word-of-mouth, client loyalty, and sustained profitability [14]. Customers that receive high-quality service regard it as valuable and are willing to pay a premium price since it is associated with superior perceived value [10].

Customer satisfaction can build customer loyalty through different mechanisms. Firstly, when customers are happy with the product or service provided, they are more prone to return to the same product or service in subsequent instances. Customer satisfaction can also reduce the desire to seek other alternatives, thus increasing loyalty. Additionally, satisfied customers are likely to give positive recommendations to others, which can enhance brand image and attract new potential customers. Overall, customer satisfaction provides a positive experience for customers, building a strong relationship between customers and the brand, and ultimately increasing customer loyalty.

5.2. Service Quality

The Service Quality variable becomes the second highest focused driver of customer loyalty, consisting of 16 articles, revolving around service quality, relationship quality, website quality, tangibility, tangibles, assurance, empathy, reliability, and responsiveness. Service quality reflects consumers' perceptions of the extent to which the service provided meets or even exceeds their expectations [16, 34]. Service quality involves aspects such as words, services, quality, and customer satisfaction levels [34]. Service quality plays a very important role in the success of service companies, especially in the hospitality industry, as it can increase customer loyalty, which in turn contributes to the company's financial performance [1]. Therefore, focusing on service quality and efforts to improve customer loyalty is a key strategy for service companies, especially in the hospitality industry, to achieve long-term success.

Service quality can enhance customer loyalty by creating a positive experience for customers. When companies are able to provide quality service, customers tend to feel valued and satisfied with their interactions. This can build trust between the company and the customer, as well as increase customer loyalty. Additionally, good service quality can also create a positive impression of the company's brand, making customers more likely to reuse the same product or service in the future. Thus, improving service quality can be an effective strategy in building and maintaining customer loyalty.

5.3. Image

The Image variable becomes the third highest focused driver of customer loyalty, consisting of 10 articles, revolving around corporate image, hotel image, brand image, and self-image congruence. Image is the perception held by consumers about a particular brand, which includes their beliefs and feelings towards the brand [7, 9, 46]. Image plays an important role in influencing consumers' perceptions of a company's services and facilities, which in turn can affect consumer choices and purchasing decisions [7]. A clear and consistent image can help a company retain a loyal customer base [9]. Therefore, it is very important to maintain a good image to remain consistent with what is desired by the company and to retain customers [46].

Hotel image can enhance customer loyalty in several ways. First, a positive image can create customers' perceptions of the quality and value provided by the hotel. This can make customers feel more confident and satisfied with their experience, which in turn can increase loyalty. Additionally, a good image can also create an emotional bond between customers and the hotel, where customers feel emotionally attached and more likely to return to the same hotel in the future. Furthermore, a good image can also help the hotel differentiate itself from competitors and attract new customers interested in the hotel's positive reputation. Thus, improving the hotel image can be an effective strategy in enhancing customer loyalty.

5.4. Trust

The Trust variable becomes the fourth highest focused driver of customer loyalty, consisting of 9 articles, revolving around trust, customer trust, corporate trust, e-trust, hotel customer brand trust, and hotel customer trust. Consumer trust is the belief that the products or services provided by a company can be relied upon to meet the long-term interests of consumers [15]. This trust is considered an important factor in forming and maintaining long-term relationships between companies and consumers, especially in the context of service markets

[15]. When consumers trust a service provider, they believe that the services provided are in line with the functionality or value promised [47].

Customer trust can enhance customer loyalty by building a strong relationship between customers and the company. When customers trust the company, they are more likely to be loyal because they feel confident that the company will meet or even exceed their expectations. Trust also creates a sense of security for customers, making them feel comfortable continuing to interact with the company. Additionally, customer trust can reduce the uncertainty perceived by customers, making them more likely to continue using products or services that are known and trusted. Thus, building customer trust can be an effective strategy in enhancing customer loyalty.

5.5. Perceived Value

The Perceived Value variable becomes the fifth highest focused driver of customer loyalty, consisting of 7 articles revolving around perceived value, customer perceived value, perceived CSR, and perceived service value. Customer perceived value is believed to be one of the main contributors to customer loyalty [8]. Perceived value is defined as customers' evaluation of the net value of a service based on what is received and what is given [31]. Customers' perception of the value received from a company can persuade them to repurchase products or services from that company [8, 31]. To remain competitive in the market, companies must provide products and services that offer better value than their competitors to customers [18]. Therefore, understanding how customers assess the value of a company's products and services is crucial for managers. Many companies use the concept of perceived value to improve how they deliver services to customers and gain a better position in the market [18]. Thus, customer-perceived value has a positive relationship with customer loyalty.

Perceived value can enhance customer loyalty by giving customers the perception that the products or services they receive have a value that is equal to or exceeds the price they pay. When customers feel that they are getting good value from the products or services they purchase, they are likely to be satisfied and loyal to the brand or company. Perceived value can also create a long-term relationship between customers and the company, where customers feel they are getting sustainable benefits from the relationship. Additionally, perceived value can make customers more tolerant of mistakes or shortcomings that may occur, as they believe that the value they receive is more important than any minor issues that may arise. Thus, enhancing perceived value can be an effective strategy for building and maintaining customer loyalty.

5.6. Customer Experience

The Customer Experience variable becomes the sixth highest focused driver of customer loyalty, consisting of 6 articles, revolving around customer experience, customer interaction, experiential value, social interaction, experience quality, and special treatment benefits. Customer experience is the distinctive, innovative, and memorable moments and feelings experienced during consumption, which influence recommendations and future purchasing patterns [11]. Customer experience can be defined as the quality of the client's experience as excellence or greatness that is clear, and the client's subjective reaction to the unfamiliar and entirely direct experience with the company [6]. Customer experience is crucial for competitive advantage, diversity, and loyalty [11]. Consumers tend to have a lasting memory of a product or service that offers a favorable and memorable experience, even when they encounter similar alternatives [52]. Consumers who have a positive experience with a product or service, whether they are aware of it or not, will actively encourage others to use the same product or service

[52].

Customer experience can enhance customer loyalty in various ways. The positive experience provided by a company to its customers can create a strong emotional bond between the customer and the brand, making customers more likely to reuse the same product or service in the future. Additionally, a good customer experience can create a positive impression of the company's brand, making customers more loyal and becoming loyal brand advocates. A good customer experience can also enhance customer satisfaction, which is a crucial factor in building loyalty. Thus, enhancing customer experience can be an effective strategy for improving customer loyalty.

5.7. Corporate Social Responsibility

The Corporate Social Responsibility (CSR) variable becomes the seventh highest focused driver of customer loyalty, consisting of 5 articles revolving around corporate social responsibility, CSR related to the environment, CSR related to society, CSR related to stakeholders, CSR related transparency, and customer perception of CSR. The significance of corporate social responsibility (CSR) has emerged as a crucial subject of examination for researchers and professionals in recent years [7, 50]. CSR is related to a company's commitment to its social obligations [50]. Organizations can integrate CSR principles into their business strategies to create a competitive advantage over their competitors, enhance relationships with their partners, and attract more customers [7]. A socially responsible image can differentiate a brand and increase customer loyalty [45]. Corporate social responsibility enhances the long-term viability of the hospitality business and fosters customer loyalty [50]. Reputable research has indicated that Corporate Social Responsibility (CSR) has a direct impact on fostering customer loyalty [7, 45, 50].

Corporate Social Responsibility (CSR) can enhance customer loyalty through several mechanisms. First, when a company engages in CSR activities that benefit society or the environment, it can create a positive perception among customers. Customers tend to prefer interacting with companies that care about social and environmental issues, and they can feel more emotionally connected to such companies. Additionally, customers may feel that by supporting companies that engage in CSR, they are contributing to social good, which can increase their loyalty. Furthermore, companies involved in CSR also tend to be more transparent and accountable in their operations, which can increase customer trust and, in turn, enhance customer loyalty. Thus, CSR can be an effective strategy in increasing customer loyalty.

5.8. Customer Identification

The Customer identity variable ranks as the eighth most significant determinant of customer loyalty. It encompasses four articles that explore customer company identity, customer hotel identification, customer identification, and hotel customer brand identification. Customers who have a strong connection to a company are more likely to buy its products regularly and develop a tighter bond with the company [48]; this, in turn, enhances customer loyalty [15]. Consumers' loyalty is not easily influenced by minor changes in product development or services because they associate themselves not only with the company's offerings but also with the company as a whole. This loyalty extends to all the products and services provided by the company [15].

Customer Hotel Identification, or customer identification with the hotel, can enhance customer loyalty through various ways. When customers feel they have a strong emotional or

psychological relationship with the hotel, they are more likely to be loyal and loyal to the brand. Strong identification can also create a sense of ownership or attachment that makes customers feel that the hotel is part of their identity or lifestyle. This can make them more likely to return to the same hotel. Furthermore, CHI can also help hotels better understand customer needs and preferences, thus providing more personalized and satisfying services, which can increase customer loyalty. Thus, strengthening Customer Hotel Identification can be an effective strategy for increasing customer loyalty.

In addition to the variables commonly found in previous articles, as listed in Table 3, several independent variables influence customer loyalty but are rarely used. Table 4 shows the rarely used independent variables in customer loyalty research in the tourism industry.

Table 4. Independent Variables That are Rarely Used in Customer Loyalty Research

Variable Name	Number of Articles	Sample of Recent Authors
Switching Costs	3	Qiu et al. [17]; Radwan & Radwan [7]; Rahman & Kamarulzaman [18]
Customer Emotion	2	Suwanamas et al. [20]; Xing et al. [19]
Hotel Customer Commitment	2	García de Leaniz & Rodríguez Del Bosque Rodríguez [48]; Rather & Hollebeek [35]
Blockchain Payment Services	1	Karim et al. [30]
Bonding	1	Narteh et al. [49]
Commitment	1	Narteh et al. [49]
Communication	1	Narteh et al. [49]
Competence	1	Narteh et al. [49]
Confidence Benefits	1	Lee et al. [51]
Conflict Handling	1	Narteh et al. [49]
Corporate Ability	1	Kim & Kim [50]
Corporate Citizenship	1	Wang [53]
Customer Attitude	1	Karim et al. [11]
Favorable Corporate Reputation	1	Kim & Kim [50]
Intangibles	1	Tamwatin et al. [16]
Marketing Innovation	1	Danurdara [10]
Price Perception	1	Radwan & Radwan [7]
Privacy & Security	1	Karim et al. [30]
Relational Norms	1	Rahman & Kamarulzaman [42]
Relationship Investment	1	Qiu et al. [17]
Resource Capabilities	1	Ramanathan & Ramanathan [54]
Rural Homestay Fine Service	1	Xing et al. [19]
Social Benefits	1	Lee et al. [51]
Social Media Engagement	1	Mohammed & Al-Swidi [8]

One rarely used variable is Switching Costs, which only appeared in 3 articles and research from 2015 to 2022, as conducted by researchers such as Radwan & Radwan [7], Qiu et al. [17], Rahman & Kamarulzaman [18]. Additionally, 21 other variables are only used once, such as Blockchain Payment Services [30], Bonding [49], Confidence Benefits [51], and Social Media Engagement [8]. These variables are rarely used in customer loyalty research in the tourism

industry due to the complexity and variation of customer experiences that are difficult to measure consistently. Some variables, such as blockchain payment services, marketing innovation, and social media engagement, may not yet be fully integrated or understood in the unique and diverse context of tourism. Thus, further research is needed to understand their impact more deeply. These variables may also require different methodological approaches or more specific research instruments to measure their influence in the tourism context accurately.

6 Conclusion

In summary, this research provides a comprehensive overview of the factors influencing customer loyalty in the tourism industry. The study analyzes the literature trends on customer loyalty over 27 years, identifying significant variables based on previous research. The results show that a total of 529 articles related to customer loyalty were found in Scopus-indexed journals. The research trend also indicates an increase in the number of published articles after 2009, peaking in 2022, followed by 2015 and 2019. The majority of these articles were published in the United States, followed by China, Spain, and Taiwan.

This study identifies the main variables described and elaborated based on previous research. Customer loyalty, which is the focus of the dependent variable, is divided into eight groups, namely customer satisfaction, service quality, image, trust, perceived value, corporate social responsibility, customer experience, and customer identification. In these groups, the most frequently used variable is customer satisfaction, including hotel customer satisfaction and tourist satisfaction. Furthermore, the second most frequently used variable is service quality, which includes aspects such as relationship quality, website quality, tangibility, assurance, empathy, reliability, and responsiveness.

Additionally, this study found rarely used variables that drive customer loyalty, including blockchain payment services, bonding, commitment, communication, competence, confidence benefits, conflict handling, corporate ability, corporate citizenship, customer attitude, favorable corporate reputation, intangibles, marketing innovation, price perception, privacy & security, relational norms, relationship investment, resource capabilities, rural homestay fine service, social benefits, and social media engagement. These variables are rarely used in research on customer loyalty in the tourism industry due to the complexity and variation in customer experiences that are difficult to consistently measure. These variables may also require a different methodological approach or more specific research instruments to accurately measure their influence in the tourism context.

This study has significant implications in the field of customer loyalty. By identifying and categorizing the various factors that influence customer loyalty, this study provides a strong theoretical foundation for future research. From a practical perspective, this article offers valuable insights for tourism industry players. Findings on key variables, such as customer satisfaction, service quality, and brand image, can be used to design more effective customer retention strategies. Overall, this study contributes to customer loyalty by providing a strong theoretical foundation and practical insights that can help the tourism industry design more effective customer retention strategies.

This study emphasizes the importance of future research to develop existing literature on customer loyalty in the tourism industry and to identify untouched research areas for future academic exploration. The research provides a current overview of customer loyalty performance while guiding researchers to previously unexplored areas that have not received attention in previous studies. In a geographical context, it is important for future research to expand their studies beyond the United States, considering the significant research gap in observations conducted in other countries. Additionally, the study highlights the limited number

of studies that examine customer loyalty in a cross-country context. With easier access and availability of data, it is suggested that future research expand more into cross-country studies to enhance our understanding of customer loyalty in the tourism industry globally. Although there are eight main variables that influence customer loyalty, there are still many other variables that are rarely used. Hence, additional investigation is required to broaden the discourse and enhance current understanding through the use of quantitative methodologies and infrequently employed independent variables.

This research has several limitations. First, there may be relevant references inadvertently overlooked from the selected electronic database, which could affect the completeness of this systematic literature review. Furthermore, even with the implementation of a rigorous literature review procedure, there is a potential for bias in our study. Furthermore, this study primarily concentrates on the identification and summarization of the elements that impact customer loyalty. In future systematic literature reviews, it may be beneficial to combine and analyze the impact of each of these characteristics in order to offer more comprehensive recommendations for future research. Additionally, this research only uses journals from the Scopus database, so future research may consider incorporating journals from other leading databases, such as the Directory of Open Access Journals (DOAJ) and Thomson Reuters.

References

- [1] J. Kandampully, T. D. Juwaheer, and H. H. Hu, "The influence of a hotel firm's quality of service and image and its effect on tourism customer loyalty," *International Journal of Hospitality and Tourism Administration*, vol. 12, no. 1, pp. 21–42, 2011, doi: 10.1080/15256480.2011.540976.
- [2] R. L. Oliver, "Whence Consumer Loyalty?," *Journal of Marketing*, vol. 63, no. 4_suppl1, pp. 33–44, Oct. 1999, doi: 10.1177/00222429990634s105.
- [3] A. S. Mattila, "How affective commitment boosts guest loyalty (and promotes frequent-guest programs)," *Cornell Hotel and Restaurant Administration Quarterly*, vol. 47, no. 2, pp. 174–181, 2006, doi: 10.1177/0010880405283943.
- [4] F. Reichheld, *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Boston, MA: Harvard Business School Press, 2001.
- [5] A. S. Hussein, R. D. V. Hapsari, and I. Yulianti, "Experience quality and hotel boutique customer loyalty: Mediating role of hotel image and perceived value," *Journal of Quality Assurance in Hospitality and Tourism*, vol. 19, no. 4, pp. 442–459, 2018, doi: 10.1080/1528008X.2018.1429981.
- [6] H. B. K. Nobar and R. Rostamzadeh, "The impact of customer satisfaction, customer experience and customer loyalty on brand power: Empirical evidence from hotel industry," *Journal of Business Economics and Management*, vol. 19, no. 2, pp. 417–430, 2018, doi: 10.3846/jbem.2018.5678.
- [7] H. Radwan and I. Radwan, "Study on the Factors Contributing to Customer Loyalty in Budget Hotels in Cairo and Alexandria, Egypt," *African Journal of Hospitality, Tourism and Leisure*, vol. 11, no. 1, pp. 26–45, 2022, doi: 10.46222/ajhtl.19770720.209.
- [8] A. Mohammed and A. Al-Swidi, "The influence of CSR on perceived value, social media and loyalty in the hotel industry," *Spanish Journal of Marketing - ESIC*, vol. 23, no. 3, pp. 373–396, 2019, doi: 10.1108/SJME-06-2019-0029.
- [9] P. Simakhajornboon and C. Sirichodnisakorn, "the Effect of Customer Perception of Csr Initiative on Customer Loyalty in the Hotel Industry," *Humanities, Arts and Social Sciences Studies*, vol. 22, no. 2, pp. 384–396, 2022.
- [10] A. B. Danurdara, "Marketing Innovation and Customer Loyalty: The Role of Customer

- Satisfaction of SMEs in Hospitality Sector in Indonesia,” *Quality - Access to Success*, vol. 23, no. 188, pp. 56–61, 2022, doi: 10.47750/QAS/23.188.08.
- [11] R. Al Karim, F. A. Sobhani, M. K. Rabiul, N. J. Lepee, M. R. Kabir, and M. A. M. Chowdhury, “Linking Fintech Payment Services and Customer Loyalty Intention in the Hospitality Industry: The Mediating Role of Customer Experience and Attitude,” *Sustainability (Switzerland)*, vol. 14, no. 24, 2022, doi: 10.3390/su142416481.
 - [12] B. L. Cheng, C. C. Gan, B. C. Imrie, and S. Mansori, “Service recovery, customer satisfaction and customer loyalty: evidence from Malaysia’s hotel industry,” *International Journal of Quality and Service Sciences*, vol. 11, no. 2, pp. 187–203, 2019, doi: 10.1108/IJQSS-09-2017-0081.
 - [13] J. Kandampully and D. Suhartanto, “Customer loyalty in the hotel industry: The role of customer satisfaction and image,” *International Journal of Contemporary Hospitality Management*, vol. 12, no. 6, pp. 346–351, 2000, doi: 10.1108/09596110010342559.
 - [14] M. I. El-Adly, “Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty,” *Journal of Retailing and Consumer Services*, vol. 50, pp. 322–332, 2019, doi: 10.1016/j.jretconser.2018.07.007.
 - [15] P. Martínez and I. Rodríguez del Bosque, “CSR and customer loyalty: The roles of trust, customer identification with the company and satisfaction,” *International Journal of Hospitality Management*, vol. 35, pp. 89–99, 2013, doi: 10.1016/j.ijhm.2013.05.009.
 - [16] U. Tamwatin, J. Trimetsoontorn, and W. Fongsuwan, “The effect of tangible and intangible service quality on customer satisfaction and customer loyalty: A SEM approach towards a five-star hotel in Thailand,” *Journal for Global Business Advancement*, vol. 8, no. 4, pp. 399–419, 2015, doi: 10.1504/JGBA.2015.074019.
 - [17] H. Qiu, B. H. Ye, B. Bai, and W. H. Wang, “Do the roles of switching barriers on customer loyalty vary for different types of hotels?,” *International Journal of Hospitality Management*, vol. 46, pp. 89–98, 2015, doi: 10.1016/j.ijhm.2015.01.015.
 - [18] M. A. Rahman and Y. Kamarulzaman, “The mediating effect of satisfaction on customer loyalty in outsourcing relationships and its determinants,” *Journal of Social Sciences Research*, vol. 2018, no. Special Issue 6, pp. 1062–1074, 2018, doi: 10.32861/jssr.spi6.1062.1074.
 - [19] B. Xing, S. Li, and D. Xie, “The effect of fine service on customer loyalty in rural homestays: The mediating role of customer emotion,” *Frontiers in Psychology*, vol. 13, 2022, doi: 10.3389/fpsyg.2022.964522.
 - [20] C. Suwanamas, J. Trimetsoontorn, and W. Fongsuwan, “The effect of perceived service quality on customer emotions, customer satisfaction and customer loyalty: A PLS-SEM approach towards a luxury hotel in Bangkok, Thailand,” *Journal for Global Business Advancement*, vol. 8, no. 4, pp. 374–398, 2015, doi: 10.1504/JGBA.2015.074018.M.
 - [21] R. Al-Rousan and B. Mohamed, “Customer loyalty and the impacts of service quality: The case of five star hotels in Jordan,” *World Academy of Science, Engineering and Technology*, vol. 67, pp. 216–222, 2010.
 - [22] F. W. Zebrga and B. Zaveri, “Effect of service quality on customer loyalty: A study of hotels in Ethiopia,” *International Journal of Management*, vol. 11, no. 3, pp. 668–677, 2020, doi: 10.34218/IJM.11.3.2020.068.
 - [23] M. A. Mauludina, Y. Azis, C. Sukmadilaga, and H. Susanto, “Determinants of SOE’s performance: A systematic literature review,” *Cogent Business and Management*, vol. 10, no. 2, 2023, doi: 10.1080/23311975.2023.2234138.
 - [24] D. Strijker, G. Bosworth, and G. Bouter, “Research methods in rural studies: Qualitative, quantitative and mixed methods,” *Journal of Rural Studies*, vol. 78, pp. 262–270, 2020,

- doi: <https://doi.org/10.1016/j.jrurstud.2020.06.007>.
- [25] S. Kraus, M. Breier, and S. Dasí-Rodríguez, "The art of crafting a systematic literature review in entrepreneurship research," *International Entrepreneurship and Management Journal*, vol. 16, no. 3, pp. 1023–1042, 2020, doi: 10.1007/s11365-020-00635-4.
 - [26] H. Snyder, "Literature review as a research methodology: An overview and guidelines," *Journal of Business Research*, vol. 104, pp. 333–339, 2019, doi: <https://doi.org/10.1016/j.jbusres.2019.07.039>.
 - [27] R. Channoi, M. D. Clemes, & D. L. Dean, "A comprehensive hierarchical model of beach resort hotel stays," *Journal of Hospitality and Tourism Management*, vol. 37, pp. 107–116, 2018, doi: <https://doi.org/10.1016/j.jhtm.2017.10.011>.
 - [28] B. L. Cheng, & M. Z. A. Rashid, "Service quality and the mediating effect of corporate image on the relationship between customer satisfaction and customer loyalty in the Malaysian hotel industry," *Gadjah Mada International Journal of Business*, vol. 15, no. 2, pp. 99–112, 2013, doi: <https://doi.org/10.22146/gamaijb.5474>.
 - [29] M. R. Chiou, S. L. Chao, & H. Y. Hsieh, "The Moderating Role of Service Recovery on Customer Loyalty in the Context of Cruise Passengers," *Maritime Policy and Management*, vol. 48, no. 2, pp. 150–166, 2021, doi: <https://doi.org/10.1080/03088839.2020.1742396>.
 - [30] R. Al Karim, M. K. Rabiul, M. Ishrat, P. Promsivapallop, and S. Kawser, "Can Blockchain Payment Services Influence Customers' Loyalty Intention in the Hospitality Industry? A Mediation Assessment," *Administrative Sciences*, vol. 13, no. 3, 2023, doi: 10.3390/admsci13030085.
 - [31] N. Te Kuo, K. C. Chang, Y. S. Cheng, and C. H. Lai, "How Service Quality Affects Customer Loyalty in the Travel Agency: The Effects of Customer Satisfaction, Service Recovery, and Perceived Value," *Asia Pacific Journal of Tourism Research*, vol. 18, no. 7, pp. 803–822, 2013, doi: 10.1080/10941665.2012.708352.
 - [32] C. B. Liat, S. Mansori, G. C. Chuan, & B. C. Imrie, "Hotel Service Recovery and Service Quality: Influences of Corporate Image and Generational Differences in the Relationship between Customer Satisfaction and Loyalty," *Journal of Global Marketing*, vol. 30, no. 1, pp. 42–51, 2017, doi: <https://doi.org/10.1080/08911762.2016.1262932>.
 - [33] Z. Osman, & I. Sentosa, 2013, "A study of mediating effect of trust on customer satisfaction and customer loyalty relationship in Malaysian rural tourism," *European Journal of Tourism Research*, vol. 6, no. 2, pp. 192–206, 2013, doi: <https://doi.org/10.54055/ejtr.v6i2.132>.
 - [34] J. S. Priyo, B. Mohamad, and R. R. Adetunji, "An examination of the effects of service quality and customer satisfaction on customer loyalty in the hotel industry," *International Journal of Supply Chain Management*, vol. 8, no. 1, pp. 654–663, 2019.
 - [35] R. A. Rather, & L. D. Hollebeek, "Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty," *International Journal of Contemporary Hospitality Management*, vol. 31, no. 3, pp. 1432–1451, 2019, doi: <https://doi.org/10.1108/IJCHM-10-2017-0627>.
 - [36] H. Saleem, & N. S. Raja, "The impact of service quality on customer satisfaction, customer loyalty and brand image: Evidence from hotel industry of Pakistan," *Middle - East Journal of Scientific Research*, vol. 19, no. 5, pp. 706–711, 2014, doi: <https://doi.org/10.5829/idosi.mejsr.2014.19.5.21018>.
 - [37] E. Tabaku, & D. Kruja, "An integrated framework for customer loyalty in the hotel sector," *Serbian Journal of Management*, vol. 14, no. 1, pp. 205–221, 2019, doi: <https://doi.org/10.5937/sjm14-18253>.

- [38] A. J. F. Yang, Y. J. Chen, & Y. C. Huang, "Enhancing customer loyalty in tourism services: the role of customer-company identification and customer participation," *Asia Pacific Journal of Tourism Research*, vol. 22, no. 7, pp. 735–746, 2017, doi: <https://doi.org/10.1080/10941665.2017.1319398>
- [39] G. I. Alshammare, M. S. B. A. Halim, & G. A. A. Alsheikh, "Online Booking Services Assisted By Technology To Improve Customer Loyalty in Jordanian Five-Star Hotels," *International Journal of Professional Business Review*, vol. 7, no. 3, 2022, doi: <https://doi.org/10.26668/businessreview/2022.v7i3.0551>
- [40] D. Lemy, E. Goh, & J. Ferry, "Moving out of the silo: How service quality innovations can develop customer loyalty in Indonesia's hotels," *Journal of Vacation Marketing*, vol. 25, no. 4, pp. 462–479, 2019, doi: <https://doi.org/10.1177/1356766718819658>
- [41] M. A. Rahman, & Y. Kamarulzaman, "The influence of relationship quality on customer loyalty in the context of outsourcing relationships in the Malaysian hotel industry," *International Journal of Applied Business and Economic Research*, vol. 13, no. 5, pp. 3379–3392, 2015, doi: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-84992402724&partnerID=40&md5=aa26c937d73cc0ca825e4fb1bb67af79>
- [42] M. A. Rahman, & Y. Kamarulzaman, "Predictors of customer loyalty in the Malaysian hotels' outsourcing relationships," *International Review of Management and Marketing*, vol. 6, no. 8, pp. 205–211, 2016, doi: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85008172784&partnerID=40&md5=4ba00216d72d1239a9b526ba34b7e5e1>
- [43] M. A. Saleem, A. Yaseen, & A. Wasaya, "Drivers of customer loyalty and word of mouth intentions: moderating role of interactional justice," *Journal of Hospitality Marketing and Management*, vol. 27, no. 8, pp. 877–904, 2018, doi: <https://doi.org/10.1080/19368623.2018.1469447>
- [44] C. J. Wang, "From emotional labor to customer loyalty in hospitality: A three-level investigation with the JD-R model and COR theory," *International Journal of Contemporary Hospitality Management*, vol. 31, no. 9, pp. 3742–3760, 2019, doi: <https://doi.org/10.1108/IJCHM-01-2019-0072>
- [45] M. Gürlek, E. Düzgün, and S. M. Uygur, "How does corporate social responsibility create customer loyalty? the role of corporate image," *Social Responsibility Journal*, vol. 13, no. 3, pp. 409–427, 2017, doi: 10.1108/SRJ-10-2016-0177.
- [46] J. Kandampully and D. Suhartanto, "The role of customer satisfaction and image in gaining customer loyalty in the hotel industry," *Journal of Hospitality and Leisure Marketing*, vol. 10, no. 1–2, pp. 3–25, 2003, doi: 10.1300/J150v10n01_02.
- [47] I. Esenyel and M. Girgen, "Customer interactions on social media and their impact on trust and loyalty: The moderating role of product learning," *Management Science Letters*, vol. 9, no. 9, pp. 1497–1506, 2019, doi: 10.5267/j.msl.2019.5.003.
- [48] P. M. García de Leaniz and I. Rodríguez Del Bosque Rodríguez, "Exploring the Antecedents of Hotel Customer Loyalty: A Social Identity Perspective," *Journal of Hospitality Marketing and Management*, vol. 24, no. 1, pp. 1–23, 2015, doi: 10.1080/19368623.2014.891961.
- [49] B. Narteh, G. C. Agbemabiese, P. Kodua, and M. Braimah, "Relationship marketing and customer loyalty: Evidence from the Ghanaian luxury hotel industry," *Journal of Hospitality Marketing and Management*, vol. 22, no. 4, pp. 407–436, 2013, doi: 10.1080/19368623.2012.660564.
- [50] S. B. Kim and D. Y. Kim, "The influence of corporate social responsibility, ability, reputation, and transparency on hotel customer loyalty in the U.S.: a gender-based approach," *SpringerPlus*, vol. 5, no. 1, 2016, doi: 10.1186/s40064-016-3220-3.

- [51] Y. K. Lee, W. K. Ahn, and K. Kim, "A study on the moderating role of alternative attractiveness in the relationship between relational benefits and customer loyalty," *International Journal of Hospitality and Tourism Administration*, vol. 9, no. 1, pp. 52–70, 2008, doi: 10.1080/15256480801910517.
- [52] C. E. Susanti and P. Mandal, "Influences of experience dimensions on consumer loyalty: The case of travel agencies in East Java," *International Journal of Business Excellence*, vol. 13, no. 3, pp. 340–354, 2017, doi: 10.1504/IJBEX.2017.087229.
- [53] C. J. Wang, "Do ethical and sustainable practices matter?: Effects of corporate citizenship on business performance in the hospitality industry," *International Journal of Contemporary Hospitality Management*, vol. 26, no. 6, pp. 930–947, 2014, doi: <https://doi.org/10.1108/IJCHM-01-2013-0001>
- [54] U. Ramanathan, & R. Ramanathan, "Investigating the impact of resource capabilities on customer loyalty: A structural equation approach for the UK hotels using online ratings," *Journal of Services Marketing*, vol. 27, no. 5, pp. 404–415, 2013, doi: <https://doi.org/10.1108/JSM-12-2011-0186>