



How Do Ecological Consumption, Perceived Value, and Satisfaction Affect Destination Loyalty? - A Description After the COVID-19 Pandemic of Thai Tourists in a National Park in Lampang, Thailand

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Abstract

Background and Aim: The recovery after COVID-19 in Thailand's tourism industry contributed to the country's economic expansion. As an alternative to the conventional economic perspective, sustainable tourism is growing in popularity. This study aims to identify how ecological consumption, perceived value, and satisfaction affect destination loyalty after the COVID-19 pandemic among Thai tourists in a national park in Lampang, Thailand.

Materials and Methods: The conceptual foundation for this study was derived through analyses of the previous studies. The 500 questionnaires are used to collect data about the qualitative study of variables. The hypothesis of this study was examined by applying structural equation modeling.

Results: The theoretical model was acceptable because it was congruent with empirical findings. For model testing, the following model fit congruence and goodness-of-fit indices were considered: chi-square=179.120, df=95, P=0.141, chi-square/df=1.888, RMSEA=0.047, RMR=0.028, GFI=0.984, AGFI=0.948, CFI=0.979. All hypotheses of research were accepted.

Conclusion: The hypothesis model and empirical data of the structural equation model show that ecological consumption, perceived value, and satisfaction strongly influence destination loyalty following COVID-19 among Thai tourists in a national park in Lampang, Thailand. Government agencies in Lampang and Thailand must increase ecological consumption, perceived value, and satisfaction to increase visitor loyalty through the National Park Service. The paper provides empirical support for behavior theories that explain loyalty, emphasizing the importance of concepts such as customer satisfaction, loyalty, and engagement in determining visitor retention.

Keywords: Ecological Consumption; Perceived Value; Satisfaction; Destination Loyalty; Tourism; National Park

Introduction

Tourism is one of the most important contributions to the global economy (Hu & Xu, 2023). Almost from the beginning, tourism growth was viewed exclusively in terms of its contribution to the nation's economy (Sisouvang, Phommavong & Pasanchay, 2023). Thailand's economic growth increased to 2.6% of GDP in 2022 from 1.5% in 2021 (the National Economic and Social Development Council Office, 2023). The revitalization of the tourism industry was largely responsible for it as well. According to the National Economic and Social Development Council Office, the Thai economy may increase by 2.7% to 3.0% in 2023 (the National Economic and Social Development Council Office, 2022). Private and public investment, rapid growth and sustained domestic demand, and the recovery of the tourism industry are the key growth drivers. In response to social and environmental issues, sustainable tourism has emerged as an alternative to the traditional economic perspective on visitor numbers (Meesubthong et al., 2020).

The worldwide tourism industry has seen significant change over the past few decades (Arora & Sharma, 2021). In the tourism sector, tourists choose a destination according to the experiences they

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hope to have there (Tran et al., 2023). Usually, the range of services and attractions offered in a specific location is used to classify the tourist market into many subcategories. The selection of a location is strongly influenced by the impressions it creates, both naturally and intentionally (Garanti & Berjozkina 2022). Tourists from all over the world are attracted to Thailand mostly by the sun and beaches, the great outdoors, an exciting new experience, and cultural integration (Kamkankaew et al., 2021). Due to its many environmental and exploratory attractions, Thailand has considerable tourism potential. Ecotourism, often known as ecological tourism, is a rapidly expanding industry that promotes the exploration and enjoyment of the world's natural and cultural wonders in a responsible manner. It encourages collaboration between humans and various forms of life as well as long-term sustainability. COVID-19 has had a considerable impact on the tourism industry, encouraging researchers to examine the industry and tourist behavior (Kamkankaew et al., 2022). In 2020, it was discovered that a new coronavirus epidemic identified as COVID-19 represented a global pandemic due to its rapid spread through human mobility (Udomsamuthirun et al., 2020). Its effects and damage may linger long after the epidemic has disappeared, and it is likely to reappear. The global economy and tourism have been seriously impacted by the COVID-19 epidemic, which has led to the stoppage of numerous industrial activities (Kamkankaew et al., 2021). Medicines have helped bring the global pandemic under control, but new virus strains are highly contagious and have spread all over the world, restricting the tourism industry's ability to recover completely. The Thai government has modified some public health standards in an effort to attract more tourists. It is commonly expected that the hospitality sector will be the primary driver of economic expansion in Thailand.

The Thai government has launched efforts to enhance public health and promote tourism, which has increased the number of people visiting Lampang's national parks. Lampang is in Thailand's upper north. It is the province with the third-largest economy in the upper north of Thailand (Srirojanakul & Kamkankaew, 2022). It is a great destination for tourists. In 2022, there will be a total of 237,746 visitors to the national parks in Lampang, a 10.46% increase from 2021, when there were 192,715 tourists (Department of National Parks, Wildlife and Plant Conservation 2023, 2022). One of the most significant objectives for Lampang's development is the improvement and sustainability of tourism. Nature tourism is one of the activities that attract travelers to Lampang. Lampang contains numerous national parks, including Chae Son National Park, Doi Khun Tan National Park, Tham Pha Thai National Park, Mae Wa National Park, Doi Jong National Park, and Khelang Banphot National Park. Furthermore, they all offer natural tourist attractions such as caves, waterfalls, nature trails, flora, geological formations to explore, wildlife viewing, whitewater rafting, and astronomy activities. Tourists' loyalty is demonstrated by their repeated visits and their encouragement of others to travel there. Destinations must cultivate and retain tourists to remain competitive.

Profitable tourist destinations depend on regular visits. Service providers at tourist destinations work diligently to cultivate visitor loyalty. It is possible to address the issue of overcrowding in Thailand's national parks by promoting the parks as attractions. The loyalty of tourists to a destination is determined by their likelihood of returning and sharing their experience with others. In the field of tourism literature, the concept of "destination loyalty" is highly debated. Understanding, predicting, and influencing the intentions of tourists to visit particular destinations is crucial, and hence the concept of destination loyalty has been the topic of extensive study. Tourists who reduced their environmental impact and returned to the same destination provided favorable reviews for ecological consumption, perceived value, and overall satisfaction. Thus, it is necessary to build ongoing connections between eco-friendly consumption, value, satisfaction, and loyalty to a destination. To reach the goal of this study, this study needs to find out what factors influence visitors' decisions about where they want to stay for a long time. In this study, the concept of destination loyalty was investigated. This study aimed to determine what factors influence Thai tourists' loyalty to a national park in Lampang, Thailand, following the emergence of the devastating COVID-19 disease. This study's findings will assist Lampang's national park authorities and tourist organizations in evaluating the success of various attractions and monitoring visitors' devotion to them over time.

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Research Objective

This research aims to investigate the impact of ecological consumption, perceived value, and satisfaction on destination loyalty after the COVID-19 pandemic of Thai tourists in a national park in Lampang, Thailand.

Literature Review and Conceptual Framework

To fully understand what a variable is, it is important to look at both relevant studies and the concept and theory. Included in the literature review conducted for this section are the following details:

Destination loyalty

Destination loyalty has been attempting to identify the factors that encourage tourist loyalty (Chen & Gursoy, 2001). While the rational attitude approach assesses the chance that customers would switch to a competitor's brand or alter their consumption patterns in the future, the more emotional behavioral approach investigates why individuals purchase a brand frequently (Talaee Malmiri et al., 2021). Based on the study of consumer behavior, the attitudinal method seeks to anticipate the chance that a customer will switch to a new brand or alter their consumption patterns in the future (Almeida-Santana & Moreno-Gil, 2017). It is based on the premise that consumers act according to their own strongly held beliefs and preferences.

At the moment, destinations are more competitive than they have ever been, and this may continue in the future (Hu & Xu, 2023). Marketers should discover what keeps people coming back to the same destination year after year. Destinations are considered the key to establishing a long-term competitive edge for the tourism industry (Gursoy, Chen & Chi, 2014). In order to establish a favorable reputation among prospective tourists, tourist attractions must first discover and describe what sets them apart from similar destinations. Destinations are designed in a manner that caters to the requirements and desires of modern vacationers in order to encourage repeat visits from delighted customers (Campo-Martinez, Garau-Vadell & Martinez-Ruiz, 2010). Most people believe that loyalty is a complicated concept with both emotional and practical dimensions.

Chen & Gursoy (2001), a pioneer in the behavioral study of brand loyalty, identified the relationship between brand loyalty and repurchase intentions for the same brand. Ahead of his time, he also arranged consumer items according to how readily and intuitively consumers could use them and how well dealers understood their ins and outs. The enthusiasm he aroused for his cause could only be comprehended from a behaviorist perspective. The objective of these customer loyalty strategies is to identify and categorize loyal customers based on their behaviors and attitudes. A well-known brand's marketers design behavioral tactics to keep customers delighted and coming back for more (Kamkankaew, 2016).

The perceived value of Tourist

Besides consumer satisfaction, perceived value is a subjective perception of value (Yang, 2022). It is frequently regarded as a precursor to satisfaction and is determined by an assessment of the perceived difference between the advantages and costs of a purchase. According to Cretu & Brodie (2009), perceived value is the relationship between the customer's perception of the value they receive and the price they pay.

Monroe (2012) explained that value is what the consumer thinks a product is worth based on what the consumer thinks is given and what is received. This viewpoint considers not only the financial context of a discussion but also the consumer's overall perspective. According to Yang (2022), consumers discovered a greater emphasis on quantity, while others place a greater emphasis on quality. Therefore, the most important factor for each customer is the perceived value of the interaction between the delivered and received components. A customer's impression of value at the time of purchase is based on a set of values comprising observable dimensions (Wang & Chiu, 2023). The concept of value should be viewed in a broader context that includes customer commitment, product quality, and possible reward.

Based on the previous studies, Sabiote Ortiz, Frias-Jamilena, and Castaneda Garcia (2017) Jiang, Luk, & Cardinali (2018) Song & Qu (2019) Hassan, Quader, and Aktar (2022) Riva et al. (2022) are

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focused on the relationship between perceived value and ecological consumption. As such, this research can state the following hypothesis:

H1: Perceived value (PV) has an impact on the ecological consumption (EC) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand.

According to the studies of Kumar (2019), Zhiqi (2020), Mustikawati, Arafah, and Mariyanti (2022), and Su, Cheng, and Huang (2021), perceived value has an impact on satisfaction. It is hypothesized that:

H2: Perceived value (PV) has an impact on the tourist satisfaction (SF) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand.

The studies of Kim, Holland, and Han (2013), Song, Su, and Liaoning (2013), Hallak, Assaker, and El-Haddad (2018), and Sato et al. (2018) are just a few examples of the many studies that have been done to explain destination loyalty and perceived value. In this study, the effect of perceived value on how loyal Thai tourists are to a place is looked at. It is hypothesized that:

H3: Perceived value (PV) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand.

Ecological consumption (CE)

Some tourists are beginning to consider environmental concerns when making purchasing decisions (Shi, Wu & Kuang, 2018). This segment of society is not necessarily representative of ecological awareness. Green tourists are persons who travel with the intention of making purchases that minimize their harmful influence on the natural world (Pekovic, 2021).

Eco-consumerism is a comparatively recent consumer behavior that emphasizes sustainable brand relationships (Ibrahiem & Hanafy, 2020). Customers are always scrutinizing the businesses they visit, and any trace of environmental degradation can result in a negative cycle of purchases that eventually leads to a boycott of the business's products (Sudbury-Riley & Kohlbacher, 2018). Regarding the public and private nature of ecological behavior, there has been relatively little study done on the subject (Amin & Tarun, 2022). As a result of this increased awareness, many tourism businesses are investing in green initiatives that decrease their negative impact on the environment and improve their chances of long-term survival (Volgger, Cozzio & Taplin, 2022). In order to enhance their reputation, they actually invest in social and environmental assistance.

Despite frequent assertions to the contrary, travelers' activities frequently merely reflect their environmental concerns (Chinea Montesdeoca et al., 2022). It is confirmed by observable patterns of behavior, such as the reluctance of eco-conscious tourists to purchase green tourism products (Sisouvong, Phommavong & Pasanchay, 2023). This has motivated researchers to examine this phenomenon in greater depth. Modern business practices include green marketing, and the use of environmental concerns to create financial advantage. The difficulty is that if tourists begin to doubt the things for sale, they may begin to act in a manner that disregards the environment while making purchases (Saesow et al., 2022).

Focusing on ecological consumption and destination loyalty, Mody & Hanks (2020) Trinh & Dawes (2020) Khamtanet & Jitkuekul (2021) Rizomyliotis et al. (2021) found that ecological consumption has an impact on destination loyalty. Therefore, this research can state the following hypothesis:

H4: Ecological consumption (EC) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand.





Tourist Satisfaction

To achieve customer satisfaction, a product or service should either meet or exceed the customer's performance expectations (Akgunduz & Eser, 2022). Its importance in marketing and in influencing consumers, as well as the link between brand loyalty and keeping customers, is stressed (Kamkankaew, 2016). Extending the definition of satisfaction from a merely cognitive one to a behavioral position driven by latent inertia, Castillo Canalejo & Jimber del Rio (2018). argued that pleasure is a satisfaction mediator. This is based on a person's anticipation of the level of satisfaction they will experience after using the product or service, which is influenced by their perception of the intensity of that sensation. Customer satisfaction is the most important factor in keeping customers loyal over time because it is what keeps businesses and customers together (Pankhantod et al., 2021). In the long run, however, it will not be sufficient to maintain customer loyalty (Li, Shang & Su, 2023). Despite this, there is a consensus among academics that customer happiness is essential for fostering brand loyalty; nevertheless, the inclusion of new criteria as preconditions has lessened its theoretical significance (Lung-Ming & Bayarmaa, 2018).

Multiple-item surveys and aggregate ratings are standard methods for measuring customer satisfaction. Dabphet (2021) stated that satisfaction measurements based on outcomes or procedures would be more appropriate. Advocates of satisfaction contend that the sensation of happiness is transient and produced by a single, isolated event (Alegre & Cladera, 2009). The success of the following purchasing excursion will influence whether or not customers maintain a favorable view of the businesses and the goods they purchase (Biswas, et al., 2021)

Tourist satisfaction is a multi-step process depending on pleasurable purchases. The confirmation is more conclusive, and the tourist is more receptive to the relationship (Song, Su & Liaoning, 2013; Lung-Ming & Bayarmaa, 2018; Alrawadie et al., 2019; Gautam, 2022). Following the explored finding on the relationship between tourist satisfaction and destination loyalty, it can state the following hypothesis:

H5: Tourist satisfaction (SF) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand.

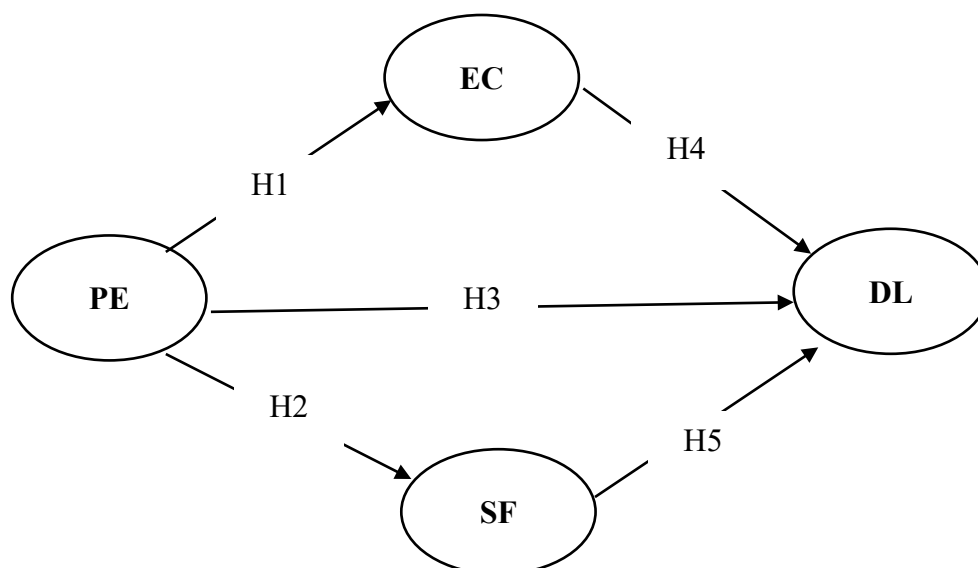


Figure 1: the conceptual framework of this study



Methodology

This section deconstructs and discusses the following parts of the research methodology: research paradigm, population and sample size, research instrument, and data analysis. This section provides an overview of the research methodology employed for this study.

Research paradigm: In consideration of the research objective, this research proposes to investigate the impact of ecological consumption, perceived value, and satisfaction on destination loyalty after COVID-19 of Thai tourists in a national park in Lampang, Thailand. This research can be achieved using the positivism paradigm to generate the research methodology. Quantitative research is illustrated by the conceptual framework.

Population and Sample size: The sample population consisted of 237,746 tourists who visited Lampang's national parks throughout the investigation period in 2022 (Department of National Parks, Wildlife and Plant Conservation 2023, 2022). Chae Son National Park, Doi Khun Tan National Park, Tham Pha Thai National Park, Mae Wa National Park, Doi Jong National Park, and Khelang Banphot National Park were among these national parks.

The sample for this research was calculated using the formula of Taro Yamane (Yamane, 1967) with a 95% confidence level. After calculating the sample size, the number of samples was ascertained to be 400. After completing their visits to the tourist attraction under investigation, a total of 500 visitors to the national parks were given a questionnaire that they were asked to answer on their own before returning to their hometown. The survey was made and given according to Dillman (2000) suggestions, since collecting data from the internet is hard to do in a number of important ways. Due to the fact that respondents were urged to finish answering each question before going on to the next, the instrument was able to collect data without any discrepancies. Given the inherent challenges of paper surveys, this study opted to collect this information online using Google Forms.

Research Instrument: The research instrument was a structured questionnaire with 16 questions designed to determine ecological consumption, perceived value, satisfaction, and destination loyalty. In this study's questionnaire, respondents stated that several other empirical investigations have been conducted (Kim, Holland, and Han, 2013; Lung-Ming & Bayarmaa, 2018; Song & Qu, 2019; Khamtanet & Jitkuekul, 2021; Su, Cheng, and Huang, 2021; Hassan, Quader, and Aktar, 2022; Riva et al., 2022). Typically, questionnaires used a seven-point Likert scale, with responses ranging from strongly disagree (1) to strongly agree (7). 30 tourists who represent an array of tourist categories pre-tested the survey to verify its reliability. Cronbach's alpha coefficient assessments for ecological consumption, perceived value, satisfaction, and destination loyalty were all in the very good to excellent range (0.765 to 0.854), indicating strong reliability for additional testing.

Table 1 Results of measure validation

Constructs	Cronbach's Alpha Coefficient
EC1: Products that are environmentally friendly are essential to me as a consumer.	0.781
EC2: Many of the things I do show that I care about the environment and its future.	0.769
EC3: Glass, plastic, paper, newspaper, and metal cans will be stored in separate recyclables at my home.	0.767
EC4: I have made it a personal goal to educate myself as much as possible on environmental issues.	0.784
PV1: The best part of my trip to Lampang is the national park, which is surrounded by such beautiful scenery.	0.815
PV2: Lampang's national park is a great place to unwind because it has kept many of its natural, basic features	0.843

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Constructs	Cronbach's Alpha Coefficient
PV3: On my visit, the staff of Lampang's national park extended a warm welcome to me.	0.811
PV4: To make my journey as easy as possible, I am making use of all the facilities provided by Lampang's national park.	0.767
SF1: It was a good decision to preserve the national park in Lampang.	0.766
SF2: The stunning natural environment of the national park in Lampang is what attracted me there.	0.785
SF3: The national parks in Lampang are just what I imagined them to be.	0.778
SF4: The national parks in Lampang are better than I expected.	0.795
DL1: I would recommend others to visit the national park in Lampang.	0.854
DL2: The national park in Lampang will be my first priority for future travel.	0.851
DL3: The national park in Lampang is a distinctive travel destination.	0.765
DL4: I will visit the national park in Lampang in the future.	0.853

Data Analysis: Normal distributions were determined to include the mean score, standard deviation (S.D.), skewness (SK), and kurtosis (KU). Multicollinearity was examined by a series of statistical techniques, including correlation analysis, a variance inflation factor (VIF), and tolerance values. Subsequent to hypothesizing measurements, this study employed confirmatory factor analysis (CFA) and the average variance extracted (AVE) to examine the validity of the model used to perform the measurements. Analysis using structural equation modeling (SEM) was employed to examine the research hypothesis.

Results

The research objective considers the result of this investigation. Identifying and analyzing the impact of ecological consumption, perceived value, and satisfaction on Thai tourists' destination loyalty after COVID-19 in Lampang National Park, Thailand. The main test that will show if the proposed theory will be accepted or not has been done successfully. This research is focused primarily on descriptive statistics for verifying the normal distribution of each variable, correlation analysis, assessing the model's validity, and structural equation modeling. After COVID-19 in Lampang National Park, Thailand, the research objective of all of these studies will be to look at the evidence and confirm the effects of ecological consumption, perceived value, and satisfaction on Thai tourists' loyalty to a destination.

Descriptive statistics of the variables

This is to investigate the impact of ecological consumption, perceived value, and satisfaction on Thai tourists' destination loyalty after COVID-19 in Lampang National Park, Thailand. In table 1 that follows, this study reported the mean score (mean), standard deviation (S.D.), skewness (SK), and kurtosis (KU). Our parameters show skewness in the range of 0.696 to 0.830 and kurtosis in the range of 0.733 to 1.148, which agrees with the normality with -3 to +3 skewness (Finney & DiStefano, 2006) and -3 to +3 kurtosis (Westfall & Henning, 2013).

Table 2 descriptive statistics of the variables

variables	Mean	S.D.	SK	KU	Meaning of Mean
Ecological consumption (EC)	5.180	0.514	0.696	1.124	Agree
Perceived value (PV)	5.673	0.675	0.719	1.148	Agree
Satisfaction (SF)	5.866	0.758	0.830	0.733	Agree
Destination loyalty (DL)	5.213	0.625	0.758	0.796	Agree

Note: seven-point Likert scale, with strongly disagree (1) to strongly agree (7)

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According to Table 2, all of the variables are rated as Agree as follows; satisfaction (SF) (Mean=5.866; S.D.=0.758; SK=0.830; KU=0.733); perceived value (PV) (Mean=5.673; S.D.=0.675; SK=0.719; KU=1.148); destination loyalty (DL) (Mean=5.213; S.D.=0.625; SK=0.758; KU=0.796) and ecological consumption (EC) (Mean=5.180; S.D.=0.514; SK=0.696; KU=1.124) respectively. The standard deviation was determined to be zero for all variables. It indicates that each and every value variable was completed to the mean. The range of twice the standard error of the skewness of each variable surrounded the skewness ranges of all variables. It demonstrated that the values were still not at their highest. However still, the ranges of the kurtosis of all variables were surrounded by the range of twice the standard error of the kurtosis of the variables. It showed that the variables had not attained their maximum value (Barbosa Cabral, de Souza & Leao, 2022). The resulting variable data distributions were then usually normal. Correlation analysis can be investigated to look into all variables in the next section.

Correlation analysis

The correlation among the expanded variables is evaluated using correlation analysis. Table 2 presents the outcomes of the study's correlation analysis according to the determined correlation values and the identified significance level. Ecological consumption (EC), perceived value (PV), and satisfaction (SF) must all demonstrate positive correlations with the dependent variable, destination loyalty (DL) before hypothesis testing might apply. Based on the data, this study may conclude that the correlation value increases linearly with a significance level of .001.

Table 3 the result of the Correlation analysis

	DL	EC	PV	SF
DL	1.000			
EC	0.743**	1.000		
PV	0.785**	0.748**	1.000	
SF	0.748**	0.808**	0.820**	1.000

Note: ** means a statistical significance level of 0.01

The strongest correlation is between the perceived value (PV) and satisfaction (SF) with the correlation being positive ($r=0.820$, sig level $=.001$). The weak correlation is between ecological consumption (EC) and destination loyalty (DL), with the correlation being positive ($r=0.743$, sig level $=.001$). The data shows that the correlation values (r) between the variables are highly correlated with a linear combination of the other covariates than 0.700 which is represented by multicollinearity. The Variance Inflation Factor (VIF) values and tolerance values were used to test the expected multicollinearity. Table 3, it is shown that the Variance Inflation Factor (VIF) values have not more than 10. The VIF values of this study are 1.134 to 1.149. The tolerance values are below 1.00 which are 0.705 to 0.857. Thus, it can be concluded that there is no multicollinearity (Hair, et. al., 2010). Confirmatory factor analysis (CFA) and the average variance extracted (AVE) can be investigated to look into all variables in the next section.

Table 4: the result of multicollinearity testing

Variables	VIF values	Tolerance values	Meaning
Ecological consumption (EC)	1.149	0.705	Not Multicollinearity
Perceived value (PV)	1.236	0.857	Not Multicollinearity
Satisfaction (SF)	1.134	0.773	Not Multicollinearity

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Confirmatory factor analysis

Conversely, we employed a confirmatory factor analysis (CFA) to evaluate the validity of the measurement model, as this is the first step in the two-stage model-building procedure recommended for structural equation modeling (SEM). Maximum likelihood was utilized because it is the most standard circuit for structural equation modeling. Based on the following indices, the findings of the confirmatory factor analysis of the model showed that the measurement model was compatible with the empirical data (Byrne, 2010; Hair et al., 2010): chi-square value=192.651, degrees of freedom (df)=108, P value=0.148, relative chi-square value (chi-square /df)=1.783, the root mean square error of approximation (RMSEA)=0.043 and the root mean square residual (RMR)=0.026, the Goodness-of-fit index (GFI)=0.902 and the adjusted goodness of fit index (AGFI)=0.904 and comparative fit index (CFI)=0.908. Composite construct reliability (CR) estimates ranging from 0.839 to 0.883 above the recommended cut-off of 0.70 (Fornell & Larcker, 1981) were acceptable. The average variance extracted (AVE) had to be greater than the 0.50 cut-off for all proposed constructs (Bagozzi & Yi, 1988); results from 0.514 to 0.606 satisfied the requirements. The reliability and confirmatory factor analysis of the model of the first-order test are shown in Table 5.

Table 5 the result of the confirmatory factor analysis

Latent Variable and Observed variable	Standardized Factor loading	AVE	CR
Ecological consumption (EC)		0.529	0.847
EC 1	0.736**		
EC 2	0.761**		
EC 3	0.766**		
EC 4	0.794**		
Perceived value (PV)		0.514	0.839
PV 1	0.782**		
PV 2	0.737**		
PV 3	0.741**		
PV 4	0.744**		
Satisfaction (SF)		0.526	0.845
SF 1	0.765**		
SF 2	0.785**		
SF 3	0.787**		
SF 4	0.704**		
Destination loyalty (DL)		0.606	0.883
DL 1	0.829**		
DL 2	0.764**		
DL 3	0.864**		
DL 4	0.840**		

Chi-square value=192.651, df=108, P value=0.148, chi-square /df=1.783, RMSEA=0.043, RMR=0.026, GFI=0.902, AGFI=0.904, CFI =0.908

Note: ** means a statistical significance level of 0.01

All 16 observable variables were found to have factor-loading standard values that were positively skewed and statistically significant at the 0.01 level. These values ranged from 0.704 to 0.864. This study assessed average variance extracted (AVE) and composite reliability (CV) for each construct in order to determine convergent validity. The values of table 4 for the average variance extracted (AVE) and composite reliability (CV) were deemed to be within acceptable limits (Byrne, 2010; Hair et al., 2010); the lowest AVE value shown was 0.514, and the lowest CR value observed was 0.839. Findings show that our measuring model has enough discriminant validity because the AVE





value and CV value for any dimensions were greater than the reciprocal of the correlation between those dimensions. Confirmatory factor analysis (CFA) and the average variance extracted (AVE) can be investigated to look into all variables in the next section.

Hypothesis Testing

The hypothesis was tested using structural equation modeling to investigate the impact of ecological consumption, perceived value, and satisfaction on destination loyalty after COVID-19 of Thai tourists in a national park in Lampang, Thailand. According to Table 6, the modified structural equation model is compatible with the empirical data. It meant that the research hypothesis, that the theoretical model was consistent with the actual evidence, was acceptable. Considered the result of the fixed congruence and goodness-of-fit indices for the model for hypothesis testing: chi-square value=179.120, degrees of freedom (df)=95, P-value=0.141, relative chi-square value (chi-square/df)=1.885, the root mean square error of approximation (RMSEA)=0.047, the root mean square residual (RMR)=0.028, the Goodness-of-fit index (GFI)=0.984, the adjusted goodness of fit index (AGFI)=0.948, the comparative fit index (CFI)=0.979. Once all indices were within the predetermined criteria, it was concluded that the model was consistent with the empirical data (Byrne, 2010; Hair et al., 2010)

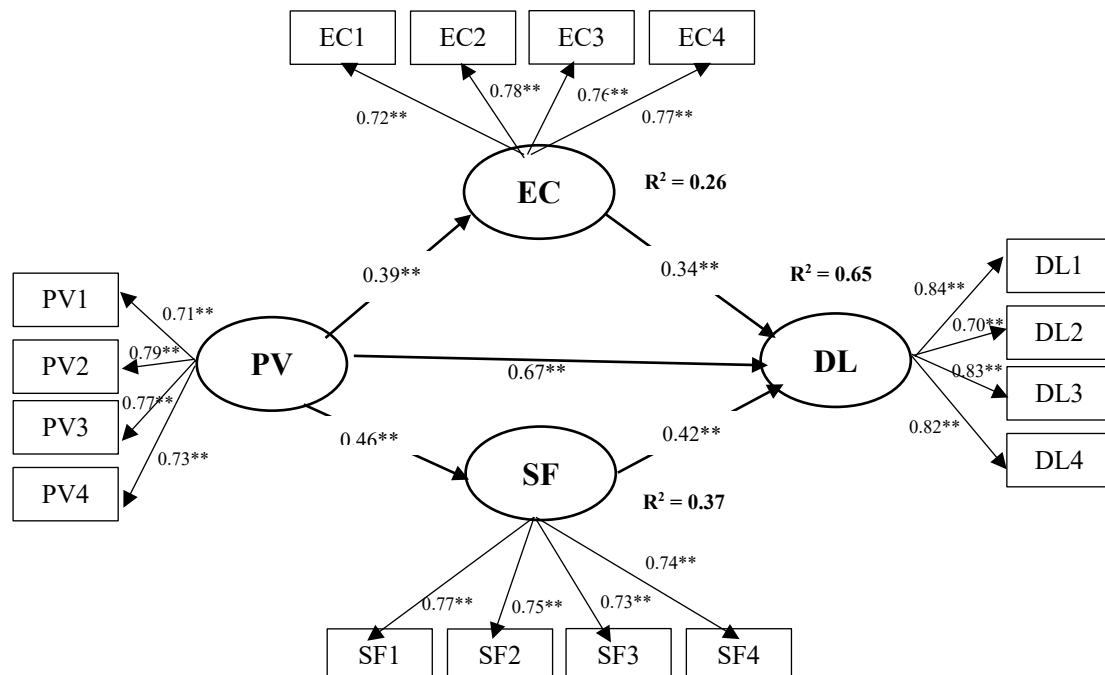
Table 6: the result of the fixed congruence and goodness-of-fit indices for the model for hypothesis testing

Fix index of item objective congruence and goodness-of-fit indices	Recommended criteria Index	Observed value	Result
chi-square value	-	179.120	-
degrees of freedom (df)	-	95	-
P-value	≥ 0.0500	0.141	Supported
chi-square /df	≤ 2.000	1.885	Supported
RMSEA	≤ 0.050	0.047	Supported
RMR	≤ 0.050	0.028	Supported
GFI	≥ 0.900	0.984	Supported
AGFI	≥ 0.900	0.948	Supported
CFI	≥ 0.900	0.979	Supported

Note: Recommended criteria Index cited in Byrne, 2010 & Hair et al., 2010

The hypothesis testing of this study is presented as follows: perceived value (PV) has an impact on the ecological consumption (EC) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand with a statistical significance level of 0.01 and the effect size is 0.39. It means that hypothesis 1 was supported. For hypothesis 2, perceived value (PV) has an impact on the tourist satisfaction (SF) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand with a statistical significance level of 0.01 and the effect size is 0.46. It means that hypothesis 2 was accepted. For hypothesis 3, perceived value (PV) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand with a statistical significance level of 0.01 and the effect size is 0.67. It means that hypothesis 3 was verified. For hypothesis 4, ecological consumption (EC) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand with a statistical significance level of 0.01 and the effect size is 0.34. It means that hypothesis 4 was validated. Finally, tourist satisfaction (SF) has an impact on the destination loyalty (DL) of Thai tourists after the COVID-19 pandemic in a national park in Lampang, Thailand with a statistical significance level of 0.01 and the effect size is 0.42. It means that hypothesis 5 was confirmed.





Note: ** means a statistical significance level of 0.01

Figure 2 the analysis results of the structural equation model of the impact of ecological consumption, perceived value, and satisfaction on destination loyalty after COVID-19 of Thai tourists in a national park in Lampang, Thailand.

Based on figure 2 of the causal model construction of factors resulting in the impact of perceived value (PV) on ecological consumption (EC), the can be described as 26.0 percent ($R^2=0.26$). Consequently, the impact of perceived value (PV) on tourist satisfaction (SF) variance can be described as 37.0 percent ($R^2=0.37$). Furthermore, the causal model development of factors resulting in the affected of perceived value (PV), ecological consumption (EC), and tourist satisfaction (SF) is the factor that affects destination loyalty (DL), and variables in the model can report for 65.00 percent ($R^2=0.65$) of the variance of destination loyalty (DL).

Table 7 Direct effect, indirect effect, and the total effect of the model's parameters

Effect variable	EC			SF			DL		
Casual variable	DE	IE	TE	DE	IE	TE	DE	IE	TE
PV	0.39	0.16	0.55	0.46	0.19	0.65	0.67	0.19	0.86
EC	-	-	-	-	-	-	0.34	-	0.34
SF	-	-	-	-	-	-	0.42	-	0.42

Conclusion

According to the complementarity analysis of the hypothesis model and the empirical data of the structural equation model, which were used to investigate the impact of ecological consumption, perceived value, and satisfaction on destination loyalty following COVID-19 among Thai tourists in a national park in Lampang, Thailand, the statistics gathered from the analysis accorded with the standardized measurement model with respect to conformity and goodness of fit. From the constructed structural equation model, it can



be inferred that ecological consumption, perceived value, and satisfaction strongly influence destination loyalty among COVID-19 Thai tourists Lampang's national park.

Discussion

From the resulting model for this study above, it can be explained that ecological consumption, perceived value, and satisfaction affect destination loyalty after COVID-19 of Thai tourists in a national park in Lampang, Thailand. For the result of hypothesis 1, it was confirmed with an effect size of 0.39 and a statistical significance level of 0.01. The result of hypothesis 1 is approved by several studies by Sabiote Ortiz, Frias-Jamilena, and Castaneda Garcia (2017) Jiang, Luk, & Cardinali (2018) Song & Qu (2019) Hassan, Quader, and Aktar (2022) Riva et al. (2022). Perceived value can be defined as a tourist's perception of the benefits they receive in relation to the expenses that they experience from ecological consumption. As a result for hypothesis 2 is supported with an effect size of 0.46 and a statistical significance level of 0.01. The studies of Kumar (2019), Zhiqi (2020), Mustikawati, Arafah, and Mariyanti (2022), and Su, Cheng, and Huang (2021) supported hypothesis 2. Taking into account the overall settings of the experience as well as the many different perspectives from which the tourist experiences it, the value that is experienced by the tourist is dependent on what the tourist perceives to be delivered and received. The quality of the experience is essential to the level of happiness that tourists experience. Furthermore, previous studies by Kim, Holland, and Han (2013), Song, Su, and Zhang (2013), Hallak, Assaker, and El-Haddad (2018), and Sato et al. (2017) collectively lend encouragement to hypothesis 3, which states that tourists' perceptions of a destination's value have a positive effect on the destination loyalty with the effect size of 0.67 and a statistical significance level of 0.01. The value that tourists receive throughout their journey is consistent with their expectations after they return. Visitors use what they already know to decide if an attraction is a complex set of sounds and sights or not. How a tourist feels about a place affects whether or not they will go back there again, either by making them want to or not wanting to. As a result hypothesis 4 is approved with an effect size of 0.34 and a statistical significance level of 0.01. A number of researchers, including Mody & Hanks (2020) Trinh & Dawes (2020) Khamtanet & Jitkuekul (2021) Rizomyliotis et al. (2021) investigated that ecological consumption has an impact on destination loyalty which is supported by hypothesis 4. Eco-friendly tourists take vacations with the purpose of lightening their impact. Today's tourists advocate sustainable consumption, which highlights the importance of sustainable tourism in contributing to decreasing negative effects on the environment and enhancing a destination's reputation. Tourists who are concerned about the environment may be unwilling to return to eco-friendly destinations since this research revealed that ecotourism models should be transformed into eco-friendly practices. In the context of the last hypothesis of this study, hypothesis 5 stated that tourist satisfaction has an impact on destination loyalty (DL), this hypothesis was verified by several studies (Song, Su & Liaoning, 2013; Lung-Ming & Bayarmaa, 2018; Alrawadieh et al., 2019; Gautam, 2022). The effect size of 0.39 and a statistical significance level of 0.01 were represented as the results. Satisfied tourists are more likely to return, therefore it's essential to provide at least as much value as was represented. Travelers are content when the benefits they receive justify the money they spend visiting a destination. The satisfaction of travelers is an indicator of how satisfied they were with their trip generally. This is a post-decision analysis, so it is reasonable to be loyal to the final chosen option of destination.

Research contribution

This study's research served as the foundation for a theoretical model that clarified the connection between ecological consumption, destination loyalty, satisfaction, and perceived value among COVID-19 Thai tourists visiting Lampang's national park.

Implication contribution

The best practice resulting from this research is to use data to shape strategies for customer retention and loyalty. The results showed that government agencies that direct the administration of national parks in Lampang and Thailand must primarily increase ecological consumption, perceived





value, and satisfaction in order to attain or increase visitor loyalty. The quality of the perceived value affects satisfaction and eco-consumption, and as these profiles are more closely related to nature, ecologically conscious consumption is on the rise.

To be loyal to the National Park in Lampang and to Thailand as an ecotourism spot, you have to understand how important natural richness is. Ecotourism groups look at the natural freshness of national parks as a sign of their value. This is because national parks are considered ecological products because of their natural freshness or beauty. Not only do these not guarantee satisfaction, but they additionally contribute little to no value. Ecotourism products are a blend of interaction with nature and value consciousness. It is the responsibility of the National Park Service to supplement its services. Thus, in order to enhance their impression of ecotourism as hospitable, government agencies must provide numerous and effective service channels in an attempt to decrease the problem of assisting and supporting ecotourism. Pick from an assortment of natural tourists. According to the research, ecotourists who engage in passive tourism desire to cultivate ties with government institutions that expedite this service without harming nature.

The presence of loyalty is implied by the dosimetry implied by appearance indicators of satisfaction and perceived value. In practical terms, it can reduce losses and operating expenses by requiring government entities that direct national park administration to reconsider and reallocate the great majority of resources that would otherwise be misappropriated. Depending on the desired performance, these benefits may be more considerable than those for other characteristics. This is due to the fact that the standards for National Park Management infrastructure emphasize simplicity over magnificence.

Academic contribution

The paper contributes to the literature by providing empirical support for the behavior theories that explain loyalty through its investigation into the significance of destination loyalty, which, due to its fundamentally emotional reaction, outlines the relationship between perceived value and consumption, including environmental responsibility and consumption as represented by the constructs of connection with nature and ecological consumption. In many explanations of human behavior, consumer satisfaction is assumed to directly correlate with customer loyalty.

The greater the significance of the life lessons learned on the holiday, the greater the likelihood of the tourist returning. This model emphasizes the importance of concepts in the loyalty creation process, including the more conventionally recognized characteristics like customer satisfaction, loyalty, and engagement in determining visitor retention. The process of consumer response to their psychological traits can indeed be properly appreciated, along with an empirical basis, through an analysis of the interrelationships between constructs linked to nature, assessment, and motivation of the consumer, such as loyalty and the important role of individuality in the loyalty formation process. Due to its great managerial value and the fact that it is strongly tied to the consumer's psychological condition and natural environment, this topic is interesting to investigate. Growing awareness of the importance of learning more about the psychological foundations of loyalty has been a focus for many years. The chance to help bridge the many knowledge gaps that exist in significant facets like tourism is both a privilege and a driving force for this study. Recently, and specifically in the field of ecotourism, a study wants to look at how a place's ability to explain things affects people's loyalty to it as a tourist destination. It contributes to scientific progress by establishing a connection between ecological principles, the natural environment, environmentally friendly consumption, and the foundations of loyalty.

The eco-tourists appreciation for nature has no negative effect on their feelings of self-worth, happiness, or loyalty. Our article is confident that the Thai tourist will communicate positively about the natural beauty he experienced during the trip, demonstrating that a strong connection to nature and a strong commitment to sustainable consumption are not mutually incompatible. Consumption ecology says that there are a lot of differences in how loyal tourists are, but that this is not statistically significant. The same applies to each of these frameworks' other components. Through the assessment of models,

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Citation:



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eco-consumption was found to have weak correlations with ecological consumption, perceived value, satisfaction, and destination loyalty

Implication contribution

- Government agencies must provide service channels to increase their impression of ecotourism as hospitable.
- Loyalty can reduce losses and operating expenses by reallocating resources under National Park Management.

Academic contribution

- Consumer response to psychological traits is linked to constructs such as nature, assessment, and motivation, such as loyalty and individuality.
- This study aims to bridge knowledge gaps in ecotourism by connecting ecological principles, the natural environment, and environmentally friendly consumption.
- Strong connection to nature and sustainable consumption are not mutually incompatible.

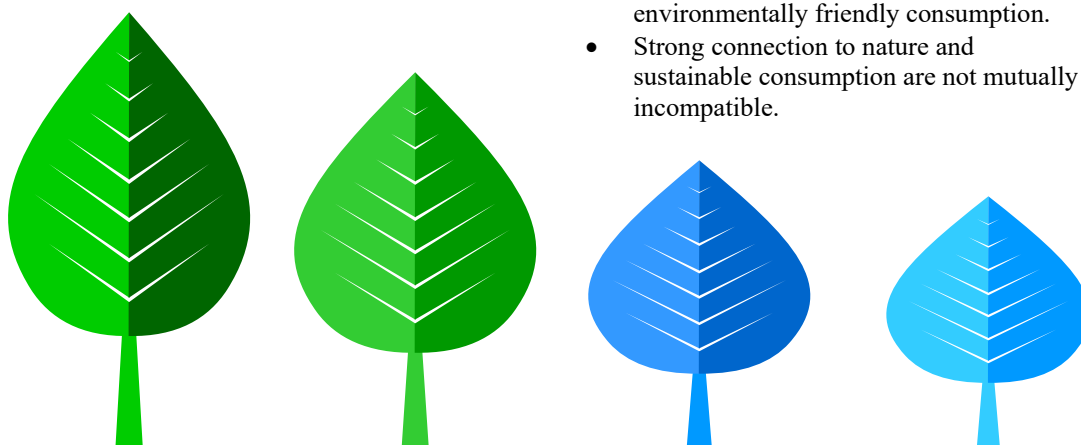


Figure 3: the summarize of research contribution

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