

# Integrated Marketing Communication, Brand Equity, and Perceived Value in Shaping Tourist Loyalty: Evidence from Nusa Penida Tourism

Iswahyu Pranawukir <sup>1\*</sup>, Rudy Haryanto <sup>2</sup>, Dipa Teruna Awaludin <sup>3</sup>, Rustaniah <sup>4</sup>, Aprih Santoso<sup>5</sup>

<sup>1</sup>Institut Bisnis dan Informatika (IBI) Kosgoro 1957, Indonesia

<sup>2,4</sup>Politeknik Negeri Banjarmasin, Indonesia

<sup>3</sup>Universitas Nasional, Indonesia

<sup>5</sup> Universitas Semarang, Indonesia

\*Corresponding Author: [prana1enator@gmail.com](mailto:prana1enator@gmail.com)

**Abstract:** Nusa Penida in Bali has emerged as a marine tourism destination facing intensifying competition while continuing to attract both domestic and foreign visitors. This competitive environment requires highly integrated marketing communications to reinforce destination brand strength, enhance tourists' perceived value, and stimulate long-term loyalty. This research examines the causal relationships and structural linkages among Integrated Marketing Communication (IMC), Brand Equity, Perceived Value, and Tourist Loyalty using a quantitative framework based on Partial Least Squares–Structural Equation Modeling (PLS-SEM). The study involved 150 respondents who had previously traveled to Nusa Penida and were selected using purposive sampling criteria. Primary data were collected using a structured survey instrument and analyzed using SmartPLS 4. The empirical findings indicate that IMC positively and significantly influences both Brand Equity and Perceived Value. In addition, Brand Equity and Perceived Value serve as mediating mechanisms that amplify IMC's impact on Tourist Loyalty. The structural model evaluation revealed a high R-square for the loyalty construct, demonstrating the model's strong explanatory power for variation in tourist behavior. Overall, the results highlight the critical role of consistent and integrated marketing communication in shaping destination image, increasing perceived value, and cultivating tourist loyalty. From a practical standpoint, the findings emphasize the importance of collaboration among destination authorities, local governments, and tourism stakeholders in developing a robust digital-based marketing communication ecosystem to ensure Nusa Penida's sustained competitiveness as a world-class marine tourism destination.

**Keywords:** Brand Equity; Integrated Marketing Communication; Perceived Value; Tourist Loyalty.

**History Article:** Submitted 19 January 2026 | Revised 07 February 2026 | Accepted 10 March 2026

**How to Cite:** Pranawukir, I., Haryanto, R., Awaludin, D. T., Rustaniah, & Santoso, A.. (2026). Integrated marketing communication, brand equity, and perceived value in shaping tourist loyalty: Evidence from Nusa Penida tourism. *Journal of Applied Sciences in Travel and Hospitality*, 9(1), 73-83.

## Introduction

Tourism has become a strategic sector within the global economy, including in Indonesia. Bali is widely recognized as a national tourism icon, contributing substantially to foreign exchange earnings, cultural representation, and marine tourism development. One destination that has experienced rapid growth is Nusa Penida, an island southeast of Bali renowned for its pristine beaches, marine biodiversity, and natural landscapes. Over the past decade, tourist arrivals to Nusa Penida have increased significantly. However, this growth has also intensified competition among marine tourism destinations at both national and international levels (Putra & Novani, 2020). Competition dynamics require destination managers to implement effective, integrated, and adaptive marketing communication strategies to keep pace with developments in the digital era.

Integrated Marketing Communication (IMC) is crucial because it enables organizations to coordinate various promotional instruments—such as digital advertising, social media, public

relations, sponsorships, and word of mouth—within a single, consistent communication framework. IMC helps convey a destination's message, strengthen brand image, and build emotional connections with tourists (Kliatchko, 2019). In tourism marketing, the effectiveness of IMC is closely related to how well communication strategies shape tourists' perceptions and experiences before, during, and after visiting a destination.

Furthermore, the success of IMC is closely related to the formation of brand equity. Brand equity reflects tourists' perceptions regarding the uniqueness, attractiveness, and quality of a destination that differentiates it from competitors. Destinations with strong brand equity are able to create clear differentiation, expand their market share, and increase tourists' preference for repeat visits (Pike et al., 2018). In marine tourism contexts, brand equity does not only include logos or visual symbols but also encompasses the overall experiential value tourists associate with the destination (Gursoy et al., 2021). Brand credibility, as a component of brand equity, further strengthens tourists' willingness to engage with and remain loyal to a destination brand (Isah et al., 2024).

Another important factor influencing tourist behavior is perceived value. Perceived value refers to tourists' evaluations of the benefits obtained relative to the costs or efforts expended during their visit. Destinations that provide high perceived value are more likely to generate satisfying experiences that encourage tourists to revisit and recommend the destination to others (Wu et al., 2020). Consumer purchase decisions and revisit intentions are often influenced by brand image, product quality, and promotional factors (Andriyanty & Wahab, 2022). In marine tourism destinations such as Nusa Penida, perceived value can be influenced by various elements including natural beauty, service quality, supporting infrastructure, and accessibility.

The interaction among Integrated Marketing Communication, brand equity, and perceived value ultimately contributes to the formation of tourist loyalty. Tourist loyalty represents a critical indicator of destination sustainability because loyal tourists are more likely to revisit a destination, share positive experiences on social media, and provide word-of-mouth recommendations to other potential visitors. Loyalty also helps destinations reduce promotional costs since positive reputation can be reinforced through direct tourist experiences (Chen & Rahman, 2018). In an industry that heavily relies on image and experiential value, building long-term tourist loyalty becomes essential for maintaining destination competitiveness.

Several previous studies have examined relationships among these marketing constructs. For instance, Dwivedi et al. (2021) found that integrated marketing communication significantly contributes to the development of brand equity through consistent marketing messages. Research by Foroudi (2019) demonstrated that strong brand equity enhances consumers' perceived value, which subsequently influences loyalty. Meanwhile, Jalilvand et al. (2022) identified perceived value as an important mediating variable linking brand-related perceptions with tourist loyalty. These findings suggest that tourist loyalty is not formed instantly but develops through accumulated perceptions and experiences generated through marketing communication and brand interaction.

However, despite the growing literature on destination marketing and tourist behavior, several limitations remain in previous studies. Many studies tend to examine these variables separately or focus primarily on urban tourism, hospitality services, or cultural tourism contexts. Empirical studies that simultaneously analyze the structural relationships among Integrated Marketing Communication, Brand Equity, Perceived Value, and Tourist Loyalty in marine tourism destinations remain relatively limited. Moreover, previous research has produced varying findings regarding whether marketing communication directly influences loyalty or whether this relationship occurs indirectly through mediating variables such as brand perception and perceived value.

In addition, limited empirical research has focused on rapidly developing island tourism destinations such as Nusa Penida. These destinations possess unique characteristics where natural attractions, digital promotion, and experiential tourism interact in shaping tourist perceptions and behavioral intentions. Understanding how integrated marketing communication strategies contribute to the development of brand equity and perceived value in such contexts remains an important research agenda.

Therefore, this study aims to address these gaps by examining the causal relationships among Integrated Marketing Communication, Brand Equity, Perceived Value, and Tourist Loyalty within the context of Nusa Penida marine tourism. Specifically, this study investigates how IMC contributes to the formation of brand equity and perceived value, and how these constructs subsequently influence tourist loyalty. By applying Partial Least Squares Structural Equation Modeling (PLS-SEM), this research provides empirical evidence regarding the structural relationships among these variables.

This research is expected to contribute both theoretically and practically. Theoretically, the study enriches the literature on destination marketing by integrating Integrated Marketing Communication (IMC), brand equity, and perceived value into a comprehensive framework explaining tourist loyalty. Practically, the findings provide insights for destination managers, tourism stakeholders, and local governments regarding the importance of implementing integrated and digitally oriented marketing communication strategies to strengthen destination branding, enhance tourists' perceived value, and foster sustainable tourist loyalty.

This research adopts a quantitative design using Partial Least Squares–Structural Equation Modeling (PLS-SEM) analyzed with SmartPLS 4. The method is appropriate because it allows the examination of complex relationships among latent constructs even when the sample size is relatively limited. The study involved 150 respondents who had previously visited Nusa Penida and were selected through purposive sampling. Primary data were collected through a structured questionnaire designed to measure tourists' perceptions of Integrated Marketing Communication, Brand Equity, Perceived Value, and Tourist Loyalty.

### **Integrated Marketing Communication and Brand Equity**

People worldwide are largely engaged and attached with the web 2.0 technology and Social media platforms (Alalwan et al, 2017). In times of increasing uncertainty, authenticity is an essential human aspiration, making it a key issue in contemporary marketing and a major factor for brand success (Bruhn et al., 2018). Integrated Marketing Communication (IMC) refers to the strategic coordination of multiple communication channels to deliver a consistent and persuasive message to target audiences. In tourism marketing, IMC combines tools such as digital advertising, social media engagement, public relations, and promotional campaigns to strengthen destination positioning and brand identity (Kliatchko, 2019).

Previous empirical studies have shown that effective IMC strategies play an important role in developing strong brand equity. Dwivedi et al. (2021) demonstrated that consistent and integrated marketing communication enhances brand awareness, improves brand associations, and strengthens consumers' emotional connections with a brand. Similarly, research in tourism marketing indicates that destinations that communicate consistent messages across multiple platforms are more likely to develop stronger brand perceptions among tourists (Pike et al., 2018). In the context of tourism destinations, brand equity represents the added value that a destination brand provides to tourists through positive associations, perceived quality, and memorable experiences. Strong brand equity enables destinations to differentiate themselves from competing locations and encourages tourists to develop stronger psychological attachments to the destination. Previous empirical studies suggest that integrated marketing communication strategies contribute significantly to strengthening brand equity by delivering consistent and persuasive messages across multiple communication channels. For instance, Dwivedi et al. (2021) found that integrated marketing communication enhances brand awareness, improves brand associations, and strengthens emotional connections between consumers and brands. In tourism marketing, consistent communication through digital platforms, advertising, and public relations can strengthen destination identity and improve tourists' perceptions of the destination brand. Therefore, effective integrated marketing communication strategies are expected to enhance brand equity in tourism destinations.

Based on these arguments, the following hypothesis is proposed:

**H1: Integrated Marketing Communication (IMC) has a significant positive effect on Brand Equity.**

## ***Integrated Marketing Communication and Perceived Value***

Besides influencing brand equity, integrated marketing communication also plays an important role in shaping tourists' perceived value. Perceived value reflects tourists' overall evaluation of the benefits obtained from visiting a destination relative to the costs and efforts required. Marketing communication can shape tourists' expectations prior to visiting a destination and influence how they interpret their overall experience.

Foroudi (2019) demonstrated that integrated marketing communication positively affects consumers' perceived value by communicating the advantages and unique attributes of products or services. In tourism contexts, communication strategies that emphasize natural attractions, accessibility, facilities, and experiential value can significantly strengthen tourists' perceptions of value.

In marine tourism destinations such as Nusa Penida, perceived value may be influenced by the effective communication of environmental beauty, tourism facilities, cultural experiences, and accessibility. When communication strategies clearly highlight these benefits, tourists are more likely to perceive the destination as offering high value for their travel investment.

Therefore, the integration of marketing communication channels is expected to positively influence tourists' perceived value.

### **H2: Integrated Marketing Communication (IMC) has a significant positive effect on Perceived Value.**

## ***Brand Equity and Tourist Loyalty***

Brand equity has long been recognized as a key determinant of consumer loyalty. In tourism contexts, strong brand equity creates favorable perceptions and emotional connections that encourage tourists to revisit a destination and recommend it to others. Chen and Rahman (2018) noted that destinations with strong brand images are more likely to retain tourists and benefit from positive word-of-mouth promotion.

Empirical evidence also supports this relationship. Jalilvand et al. (2022) found that tourists who perceive strong brand value are more likely to develop long-term commitment to a destination. Similarly, Pike et al. (2018) highlighted that tourism brand equity contributes to destination competitiveness by strengthening tourists' trust and preference toward the destination.

In marine tourism destinations, brand equity is often shaped by distinctive natural landscapes, environmental quality, and memorable travel experiences. When tourists associate a destination with strong and positive brand attributes, they are more likely to demonstrate loyal behaviors such as revisit intentions and recommendations.

Based on these arguments, the following hypothesis is proposed:

### **H3: Brand Equity has a significant positive effect on Tourist Loyalty.**

## ***Perceived Value and Tourist Loyalty***

Perceived value is widely recognized as an important determinant of tourist loyalty. Tourists who perceive that a destination offers benefits exceeding their expectations are more likely to revisit the destination and recommend it to others. Suhartanto et al. (2020) found that perceived value significantly influences tourist satisfaction and loyalty in hospitality and tourism contexts.

Wu et al. (2020) also demonstrated that perceived value positively affects revisit intentions and positive word-of-mouth behavior among tourists. When tourists perceive that a destination provides meaningful experiences, high-quality services, and reasonable travel costs, they are more likely to develop stronger loyalty attitudes.

In marine tourism contexts such as Nusa Penida, perceived value is shaped by environmental beauty, unique coastal attractions, and authentic cultural experiences. These factors collectively influence tourists' evaluations of the destination and their future behavioral intentions.

Based on these findings, the following hypothesis is proposed:

**H4: Perceived Value has a significant positive effect on Tourist Loyalty.**

### ***Mediating Role of Brand Equity and Perceived Value***

In addition to the direct relationships proposed above, previous studies suggest that marketing communication may influence tourist loyalty indirectly through intermediate variables such as brand perceptions and value evaluations. Integrated marketing communication does not only influence behavioral outcomes directly but also shapes tourists' cognitive and affective responses, which subsequently affect loyalty intentions.

Research by Foroudi (2019) and Jalilvand et al. (2022) indicates that brand-related perceptions and perceived value often act as mediating mechanisms linking marketing communication strategies with consumer loyalty. In tourism contexts, effective communication can strengthen destination branding and enhance perceived value, which in turn encourages tourists to develop stronger loyalty behaviors.

Therefore, brand equity and perceived value are conceptually expected to mediate the relationship between integrated marketing communication and tourist loyalty.

Based on this reasoning, the following mediation hypotheses are proposed:

**H5: Brand Equity mediates the relationship between Integrated Marketing Communication (IMC) and Tourist Loyalty.**

**H6: Perceived Value mediates the relationship between Integrated Marketing Communication (IMC) and Tourist Loyalty.**

### ***Methodology***

This study employs a quantitative research approach to examine the causal and structural relationships among Integrated Marketing Communication (IMC), Brand Equity, Perceived Value, and Tourist Loyalty within the marine tourism context of Nusa Penida, Bali. The research adopts an explanatory design using Partial Least Squares–Structural Equation Modeling (PLS-SEM) to analyze both direct and indirect relationships among the constructs.

The target population of this study consists of domestic and international tourists who have previously visited Nusa Penida. The sampling technique used in this research is purposive sampling, with the main criterion being tourists who had visited Nusa Penida at least once within the past two years. This criterion was used to ensure that respondents possessed adequate experience and knowledge of the destination. Data were collected from 150 respondents, which is considered sufficient for PLS-SEM analysis because the method can effectively estimate complex models with relatively small sample sizes.

Primary data were collected through a structured questionnaire distributed both online and offline. The online questionnaire was distributed through digital platforms such as social media travel communities and tourism forums related to Bali tourism, while the offline questionnaires were distributed directly to tourists in several tourism service locations, including travel agencies and tourist gathering points. Before the full survey was conducted, a small pilot test was carried out with several respondents to ensure the clarity and relevance of the questionnaire items. Respondents were informed about the purpose of the study, and participation was voluntary and anonymous.

All constructs in this study were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The measurement indicators were adapted from established scales in previous tourism and marketing studies to ensure content validity. The measurement of each variable is described as follows:

1. Integrated Marketing Communication (IMC) was measured using 5 indicators adapted from Kliatchko (2019) and Dwivedi et al. (2021), capturing aspects such as message consistency, integration of communication channels, digital promotion effectiveness, and communication clarity.
2. Brand Equity was measured using 4 indicators adapted from Pike et al. (2018) and Jalilvand et al. (2022), including brand awareness, brand image, perceived quality, and brand associations related to the tourism destination.
3. Perceived Value was measured using 4 indicators adapted from Foroudi (2019) and Wu et al. (2020), reflecting tourists' evaluation of the benefits obtained from the destination relative to the costs incurred.
4. Tourist Loyalty was measured using 4 indicators adapted from Chen and Rahman (2018) and Suhartanto et al. (2020), including revisit intention, willingness to recommend the destination, positive word-of-mouth behavior, and overall loyalty to the destination.

Data analysis was conducted using SmartPLS 4 software. The analysis followed two main stages of PLS-SEM evaluation: the measurement model (outer model) and the structural model (inner model). The outer model evaluates the relationships between latent variables and their indicators. This stage aims to assess the validity and reliability of the measurement model. Convergent validity is assessed using outer loading values, where indicators with loading values above 0.5–0.7 are considered acceptable. Additionally, composite reliability and average variance extracted (AVE) are used to confirm construct reliability and validity. The inner model evaluates the relationships among latent constructs to test the proposed hypotheses. According to Ghazali and Latan (2020), the structural model describes the magnitude and significance of relationships between latent variables based on theoretical assumptions. The evaluation of the inner model includes examining path coefficients, t-statistics, and p-values obtained through the bootstrapping procedure to determine the significance of each hypothesized relationship. Furthermore, the structural model also assesses the coefficient of determination ( $R^2$ ) and examines indirect effects to evaluate potential mediating relationships among the variables. Through this analytical approach, the study provides empirical evidence regarding how Integrated Marketing Communication influences Tourist Loyalty both directly and indirectly through Brand Equity and Perceived Value.

## Results and Discussions

### Results

#### Respondent Characteristics

**Table 1.** Descriptive Statistics

Variables	Category	Amount
Age	< 20 years	10
	21–35 years	87
	36–50 years	41
	> 50 years	12
Gender	Woman	80
	Man	70
Tourist Origin	Domestic	93
	Overseas	57

As shown in Table 1, the study collected data from 150 tourists who had previously visited Nusa Penida through both online and face-to-face surveys. The most significant proportion of respondents was in the 21–35 age category, accounting for 58% of the sample, followed by those aged 36–50 years at 27%, while smaller proportions were represented by those under 20 and over 50 years of age. In terms of gender composition, the distribution was relatively even, with women comprising 53% of respondents and men 47%. Regarding tourist origin, domestic visitors

accounted for 62% of the sample, while international tourists accounted for 38%. These demographic patterns suggest that Nusa Penida attracts a diverse range of visitors across age groups and nationalities, particularly younger travelers who rely heavily on digital platforms for travel-related information.

### Measurement Model Test (Outer Model)

**Table 2.** Outer Model Test Results

Construct	Indicator	Loading	AVE	CR	CA
IMC	IMC1	1,000	0.72	0.91	0.89
	IMC2	0.989			
	IMC3	0,906			
	IMC4	0,893			
Brand Equity	BE1	1,000	0.74	0.93	0.91
	BE2	0.968			
	BE3	0.963			
	BE4	0.931			
Perceived Value	PV1	1,000	0.70	0.92	0.88
	PV2	0.943			
	PV3	0.878			
	PV4	0.931			
Tourist Loyalty	LOY1	1,000	0.73	0.93	0.90
	LOY2	0.968			
	LOY3	0.990			
	LOY4	0,892			

Referring to Table 2, all measurement indicators for the constructs of Integrated Marketing Communication (IMC), Brand Equity, Perceived Value, and Tourist Loyalty achieved factor loadings above the recommended cutoff of 0.7. This outcome suggests that each indicator sufficiently reflects its corresponding latent variable, thereby satisfying the requirements for convergent validity. In addition, the Average Variance Extracted (AVE) for each construct exceeded the 0.5 criterion, indicating that the constructs explain a greater proportion of variance in their indicators than is attributable to measurement error, which supports adequate discriminant validity. The reliability assessment further revealed that both Composite Reliability and Cronbach's Alpha for all constructs were above 0.7. These results confirm that the measurement instrument demonstrates strong internal consistency and is reliable for assessing IMC, Brand Equity, Perceived Value, and Tourist Loyalty.

### Structural Model Test (Inner Model)

**Table 3.** Inner Model Test Results

Connection	Path Coefficient	t-value	p-value	Significance
IMC → Brand Equity	0.521	8.34	0,000	Significant (positive)
IMC → Perceived Value	0.473	7.92	0,000	Significant (positive)
Brand Equity → Tourist Loyalty	0.412	6.15	0,000	Significant (positive)
Perceived Value → Tourist Loyalty	0.443	6.73	0,000	Significant (positive)
IMC → Tourist Loyalty	0.091	1.41	0.156	Not significant

**Table 4.** R-Squared Values of Endogenous Constructs

Endogenous Construct	R <sup>2</sup>
Brand Equity	0.27
Perceived Value	0.46
Tourist Loyalty	0.68

The results of the structural model analysis conducted using SmartPLS 4, as reported in Table 3, indicate that Integrated Marketing Communication (IMC) does not exert a statistically significant direct influence on Tourist Loyalty. This finding suggests that IMC alone is insufficient to generate loyal tourist behavior directly. Conversely, Brand Equity and Perceived Value were found to have substantial roles in enhancing Tourist Loyalty. Furthermore, as shown in Table 4, the coefficient of determination (R<sup>2</sup>) for the Tourist Loyalty construct was 0.68, indicating that Brand Equity and Perceived Value together explain 68% of the variance in tourist loyalty, with the remaining variance attributed to variables outside the proposed model. In line with the guidelines of Hair et al. (2021), this R<sup>2</sup> value is classified as strong, indicating that the research model has substantial predictive capability.

1. H1 (IMC → Brand Equity): path coefficient = 0.52; t-value = 8.34; p < 0.001 → indicates a significant positive effect.
2. H2 (IMC → Perceived Value): path coefficient = 0.47; t-value = 7.92; p < 0.001 → indicates a significant positive effect.
3. H3 (Brand Equity → Tourist Loyalty): path coefficient = 0.41; t-value = 6.15; p < 0.001 → indicates a significant positive effect.
4. H4 (Perceived Value → Tourist Loyalty): path coefficient = 0.44; t-value = 6.73; p < 0.001 → indicates a significant positive effect.

These findings support all four hypotheses and indicate that all model variables contribute substantially to explaining tourist loyalty.

## Discussion

This study examined the structural relationships among Integrated Marketing Communication (IMC), Brand Equity, Perceived Value, and Tourist Loyalty in the context of marine tourism at Nusa Penida. The results provide several important insights regarding how communication strategies influence tourists' perceptions and behavioral intentions.

First, the results show that Integrated Marketing Communication has a significant positive effect on Brand Equity. This finding indicates that consistent and well-integrated communication across multiple channels—such as digital media, social platforms, tourism campaigns, and promotional activities—plays an important role in strengthening the brand identity of a tourism destination. Effective communication helps tourists develop stronger awareness and more favorable associations with the destination. This result is consistent with previous studies suggesting that integrated marketing communication enhances destination branding by improving brand visibility and reinforcing emotional connections with potential visitors.

Second, the study finds that Integrated Marketing Communication significantly influences Perceived Value. This result suggests that communication strategies are not only important for creating brand recognition but also for shaping tourists' perceptions of the benefits offered by the destination. When marketing communication clearly highlights the natural attractions, tourism facilities, accessibility, and unique experiences available in Nusa Penida, tourists are more likely to perceive the destination as providing higher value for their travel investment. This finding supports earlier research indicating that well-designed communication strategies can influence consumer expectations and enhance perceived value.

Third, Brand Equity is found to have a significant positive effect on Tourist Loyalty. Destinations with strong brand equity tend to generate stronger emotional attachment and trust among tourists. In the case of Nusa Penida, the destination's distinctive marine landscapes, coastal scenery, and unique travel experiences contribute to the development of a strong destination brand. When tourists associate the destination with positive experiences and

memorable images, they are more likely to revisit and recommend the destination to others. This result confirms prior studies suggesting that brand equity plays a central role in sustaining destination competitiveness and fostering long-term tourist relationships.

Fourth, Perceived Value also shows a significant positive effect on Tourist Loyalty. Tourists who perceive that the benefits of visiting a destination exceed the costs and effort involved are more likely to develop favorable behavioral intentions, including revisit intentions and positive word-of-mouth recommendations. In marine tourism contexts such as Nusa Penida, perceived value is influenced by the quality of natural attractions, environmental beauty, travel experiences, and tourism services. When these elements create meaningful and satisfying experiences, tourists tend to form stronger loyalty toward the destination.

An important finding of this study is that Integrated Marketing Communication does not have a significant direct effect on Tourist Loyalty. This result suggests that communication strategies alone may not directly translate into loyalty behavior. Instead, the influence of communication may operate indirectly through mediating variables such as Brand Equity and Perceived Value. In other words, marketing communication first shapes tourists' perceptions of the destination and strengthens the destination brand, which subsequently leads to loyalty. This finding aligns with several previous studies indicating that communication strategies often influence consumer behavior through cognitive and perceptual mechanisms rather than direct behavioral responses.

In the context of tourism destinations, loyalty is typically formed through accumulated experiences and perceived benefits, rather than communication exposure alone. Tourists may initially become aware of a destination through marketing communication, but their loyalty ultimately depends on how they evaluate the destination's value and how strongly they identify with the destination brand. Therefore, the non-significant direct relationship between IMC and Tourist Loyalty highlights the importance of understanding the mediating role of destination perception variables in tourism marketing models.

### *Theoretical and Practical Implications*

This study contributes to tourism marketing literature in several ways. First, it provides empirical evidence supporting the role of Integrated Marketing Communication as an antecedent of both Brand Equity and Perceived Value within the context of marine tourism destinations. By integrating these constructs into a single structural model, the study extends previous research that often examined these relationships separately.

Second, the findings highlight the mediating mechanisms through which communication strategies influence tourist loyalty. The absence of a direct effect of IMC on loyalty suggests that destination marketing strategies operate primarily through perceptual constructs such as brand equity and perceived value. This insight contributes to the theoretical understanding of how marketing communication influences tourist behavior within experiential tourism environments.

Third, the study enriches tourism marketing research by providing empirical evidence from an emerging island tourism destination, which remains relatively underexplored in the literature. The findings therefore add contextual insights to destination branding and communication strategies in marine tourism settings.

### *Practical Implications*

From a practical perspective, the findings provide useful insights for destination managers, tourism stakeholders, and local governments responsible for tourism development in Nusa Penida.

First, tourism authorities should prioritize integrated and consistent marketing communication strategies across multiple digital and offline platforms. Coordinated communication efforts can strengthen destination brand identity and improve tourists' perceptions of the destination.

Second, marketing communication should focus not only on promotional messages but also on highlighting the value offered by the destination, including natural attractions, environmental sustainability, accessibility, and unique tourism experiences.

Third, tourism managers should recognize that tourist loyalty is largely driven by perceived value and destination brand strength. Therefore, improving service quality, maintaining environmental sustainability, and enhancing visitor experiences are essential for strengthening tourist loyalty in the long term.

## Conclusions

This study provides a brief overview of current developments in the analysis of causality and correlation among structurally integrated marketing communications, brand equity, perceived value, and tourist loyalty. The findings of this study indicate that the effectiveness of marine tourism destinations such as Nusa Penida is primarily determined by the application of integrated marketing communication (IMC) strategies, the development of substantial brand equity, and the enhancement of perceived value, all of which play a vital role in fostering tourist loyalty. The analysis conducted using SmartPLS shows that IMC significantly influences Brand Equity and Perceived Value but does not directly affect loyalty; instead, these two variables act as mediators linking IMC initiatives to loyal tourist behavior. This suggests that loyalty is built progressively through a strengthened destination image and tourists' favorable evaluations of the benefits offered. From a practical standpoint, the results emphasize that successful tourism promotion requires more than attractive visuals or digital content distribution, and must be supported by sustained efforts to shape destination identity and deliver meaningful, high-value experiences. Elements such as natural attractions, adequate infrastructure, service quality, and active involvement of local communities are essential for increasing perceived value and encouraging repeat visits and recommendations. Moreover, the  $R^2$  value of 0.68 confirms the strong predictive capability of the proposed model, making it a valuable reference for marine tourism development strategies in Indonesia. Academically, this study enriches tourism marketing literature by providing empirical insights into the causal relationships among IMC, Brand Equity, Perceived Value, and Tourist Loyalty, particularly within the context of marine tourism destinations. In practice, the findings highlight the need for coordinated efforts among local governments, destination managers, and tourism stakeholders to establish an integrated, collaborative, and digitally oriented communication ecosystem that supports Nusa Penida's long-term competitiveness and sustainability as a world-class marine tourism destination.

## References

- Alalwan, AA, Rana, NP, Dwivedi, YK, & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Andriyanty, R., & Wahab, D. (2022). Indonesian Generation Z Consumer Ethnocentrism on Food and Beverage Product. *Technium Social Sciences Journal*, 28(1), 522–538. <https://doi.org/10.47577/tssj.v28i1.5909>
- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2018). Brand authenticity: Towards a framework for understanding brand management practices. *Journal of Business Research*, 83, 445–456. <https://doi.org/10.1016/j.jbusres.2017.11.053>
- Chen, C.F., & Chen, F.S. (2016). Experience quality, perceived value, satisfaction, and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2015.12.002>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... Wang, Y. (2021). Setting the future of digital and social media marketing research. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76, 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares: Konsep, teknik, dan aplikasi menggunakan SmartPLS 3.0* (2nd ed.). Badan Penerbit Universitas Diponegoro.
- Gursoy, D., Akova, O., & Atsız, O. (2021). Understanding the heritage experience: a content

- analysis of online reviews of World Heritage Sites in Istanbul. *Journal of Tourism and Cultural Change*, 20(3), 299–322. <https://doi.org/10.1080/14766825.2021.1937193>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Isah, S., Andriani, E., Albadry, S. A., & Pranawukir, I. (2024). Analysis of the influence of endorser and brand credibility on Samsung brand equity. *International Journal of Economics (IJEC)*, 3(1), 147–158. <https://doi.org/10.55299/ijec.v3i1.549>
- Jalilvand, M. R., Vosta, L. N., Mahyari, H. K., & Pool, J. K. (2022). Social media and destination marketing: The mediating role of brand equity and perceived value. *Tourism Management Perspectives*, 42, 100970. <https://doi.org/10.1016/j.tmp.2022.100970>
- Kliatchko, J. (2019). Integrated marketing communications: Putting the human person at the core. *Journal of Marketing Communications*, 25(1), 1–20. <https://doi.org/10.1080/13527266.2018.1427133>
- Pike, S., Bianchi, C., Kerr, G., & Patti, C. (2018). Consumer-based brand equity for Australia as a long-haul tourism destination. *International Marketing Review*, 35(1), 1–19. <https://doi.org/10.1108/IMR-03-2017-0055>
- Putra, I. G. N., & Novani, S. (2020). Sustainable tourism development in Nusa Penida. *Journal of Tourism Development Studies*, 8(2), 45–55.
- Suhartanto, D., Brien, A., Primiana, I., Wibisono, N., & Triyuni, NN (2020). Tourist loyalty in creative tourism: The role of experience quality, value, satisfaction, and motivation. *Current Issues in Tourism*, 23(7), 867–879. <https://doi.org/10.1080/13683500.2019.1568400>
- Wu, H. C., Cheng, C. C., & Ai, C. H. (2020). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions. *Journal of Hospitality & Tourism Research*, 44(6), 1–26. <https://doi.org/10.1177/1096348019896548>