

Supplementary material: Questionnaire

Exploring the Antecedents of Cruisers' Destination Loyalty: Cognitive Destination Image and Cruisers' Satisfaction

María Dolores Benítez-Márquez ^{1,*}, Guillermo Bermúdez-González ², Eva María Sánchez-Teba ³
and Elena Cruz-Ruiz ²

¹ Department of Applied Economics (Statistics and Econometrics), Faculty of Economics and Business, University of Malaga, 29070 Malaga, Spain

² Department of Business Management, Faculty of Commerce and Management, University of Malaga, 29071 Malaga, Spain; gjbermudez@uma.es (G.B.-G.); ecruz@uma.es (E.C.-R.)

³ Department of Business Management, Faculty of Economics and Business, University of Malaga, 29070 Malaga, Spain; emsanchezteba@uma.es

* Correspondence: bemarlo@uma.es

Abstract: This study is one of the few of its kind that explores the individual impact of each of the cognitive attributes of a tourist destination's image on cruisers' destination loyalty and overall satisfaction. It also analyzes the mediating role of satisfaction between each of the attributes and loyalty. Variance-based structural equation modeling (PLS-SEM) was used for this analysis, based on a survey of 457 cruisers visiting the city of Malaga. The results confirm that three of the five attributes, the destination's environment image, the perceived value image of services and the accessibility image have a direct influence on cruisers' overall satisfaction, where environment image has the most significant impact. Moreover, the results support the mediating role of satisfaction in certain cases. There is total mediation between perceived value and loyalty, as well as between accessibility image and loyalty while there is only partial complementary mediation between environment image and loyalty. The confirmation that overall satisfaction influences loyalty enables management organizations to develop more efficient loyalty strategies for their respective destinations.

Keywords: cognitive destination image; cruise; satisfaction; loyalty; behavioral intention; structural equation modeling; PLS-SEM

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Table S1. Survey items about the city of Malaga (Andalusia, Spain).

Please, response to age and gender and concerning the city of Malaga (Andalusia, Spain) express your grade of agreement or disagreement with the following statements (items)									
Sex	Male ◦	Female ◦	Age _____						
1=Totally disagree, 2=Strongly Disagree, 3=Agree, 4=Neither agree nor disagree, 5=Agree, 6=Strongly Agree, 7= Totally Agree									
Malaga presents the characteristic of ...			ENVIRONMENT						
... pleasant weather			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... clean and tidy environment			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... friendly and helpful local people			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... safe and secure environment			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... picturesque views (monuments/landscape)			1◦	2◦	3◦	4◦	5◦	6◦	7◦
Malaga offers ...			ATTRACTIONS AND ENTERTAINMENT						
... a wide arrays of shows/exhibitions			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... a variety of entertainment			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... tempting cultural events (Easter parades, bullfights, ...)			1◦	2◦	3◦	4◦	5◦	6◦	7◦
Malaga offers ...			INFRASTRUCTURE AND SERVICE						
... wide selection of restaurants/cuisine			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... wide variety of shopping options			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... wide choice of accommodations			1◦	2◦	3◦	4◦	5◦	6◦	7◦
Malaga provides ...			PERCEIVED VALUE						
... reasonable price for food and accommodation			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... good value for money			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... reasonable price for attractions and activities			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... good bargain shopping			1◦	2◦	3◦	4◦	5◦	6◦	7◦
Concerning Malaga, ...			ACCESSIBILITY						
... it provides appropriate signposting			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... it was easy the access to city center			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... it provides appropriate disabled access			1◦	2◦	3◦	4◦	5◦	6◦	7◦
... it contains an appropriate tourism information points			1◦	2◦	3◦	4◦	5◦	6◦	7◦
1=Extremely Dissatisfied, 2=Moderate Dissatisfied, 3=Slightly Dissatisfied, 4=Neutral, 5=Slightly Satisfied, 6=Moderately Satisfied, 7=Extremely Satisfied			SATISFACTION						
Overall satisfaction towards the visit to Malaga city			1◦	2◦	3◦	4◦	5◦	6◦	7◦
1=Totally disagree, 2=Strongly Disagree, 3=Agree, 4=Neither agree nor disagree, 5=Agree, 6=Strongly Agree, 7= Totally Agree			LOYALTY						

Intention to revisit Malaga	1◦	2◦	3◦	4◦	5◦	6◦	7◦
Intention to travel to Malaga	1◦	2◦	3◦	4◦	5◦	6◦	7◦
