



Research Article

THE MEDIATING ROLE OF DESTINATION SATISFACTION IN THE EFFECTS OF SHOPPING ATTRIBUTES ON DESTINATION LOYALTY: THE CASE OF ALANYA**

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Abstract

The main purpose of this study is to reveal the effect of shopping attributes on destination satisfaction and destination loyalty and whether destination satisfaction has a mediating variable role in the relation between shopping attributes and destination loyalty. The study used quantitative research method and data were collected through questionnaires filled by domestic and foreign tourists who visited Alanya. A total of 479 questionnaires were obtained through convenient sampling method. Obtained data were quantitatively analyzed using SPSS 24 and AMOS 21 statistics software. According to the results of the analysis, significant results were obtained for the effects of shopping attributes of Alanya on the loyalty felt for Alanya as a destination. These results showed that shopping attributes had a positive effect on destination loyalty and destination satisfaction. In other words, increase in the satisfaction related to shopping attributes results with a positive and significant increase in the destination loyalty. In addition, destination satisfaction was observed to have a partial mediating variable role in the relation between shopping attributes and destination loyalty.

Keywords: Shopping Attributes, Destination Satisfaction, Destination Loyalty, Alanya.

Introduction

Tourists participate many activities in the destinations they visit. Although there are many activities differing according to the preferred tourism type, shopping may be said to be an activity frequently preferred (Lin & Lin, 2006). Tourists benefit from shopping opportunities in the destinations they visit for various reasons such as meeting their needs or having fun as a recreational activity. According to the data found in the report published by World Tourism Organization in 2014 specifically for shopping, shopping is an activity with an average expense of 920 (22 percent of all tourist expenses) and the second biggest tourism expense following accommodation (UNWTO, 2014).

As an important recreational tool, shopping has become an important factor in tourism sector as well (Law & Au, 2000). As a significant activity for both domestic and foreign tourists, shopping is the number one activity in which tourists spend money in certain parts of the world. Tourists shop during their travels in order to meet their needs as well as to buy gifts for their families and friends (Turner & Reisinger, 2001). Shopping which has an important share in the expenses of tourists also has a significant contribution in economy. For many visitors, a trip is not complete without shopping and generally tourists don't want to return home without buying something. Purchased product may be an item reminding the vacation or a product meeting a need (Timothy, 2005).

Rapid growth of tourism in Turkey and frequent shopping by tourists during their visits to tourism destinations provide a significant economic contribution in retail industry of tourism sector. To be able to offer services for the shopping behaviors of domestic and foreign visitors should be among the main objectives of tourism

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destinations as well as retail and trade industries. Shopping's contribution in the economy of local people as well as its being one of the means that tourists interact with local people proves that this activity should be seen as more than just shopping relations. Services provided for tourists during shopping may stay with tourists as a nice memory and experience so that they have a positive impression in their memories, and this could in turn create a positive effect on the perception of destination.

In the literature, there are studies on shopping attributes in shopping tourism destinations. However, studies examining the effect of tourist shopping on destination satisfaction and loyalty in destinations that stand out with other tourism types are limited. Regardless of the type of tourism, it is important to investigate the effect of the tourist's shopping experience in the destination on the destination experience. This research contributes to the literature with a model that reveals the effect of tourist shopping on satisfaction and loyalty in mass tourism destinations. Conceptual framework of the study summarize, and includes titles such as tourist shopping, shopping attributes, relation between destination satisfaction and destination loyalty. And methodology section includes area of research, research hypotheses, data collection and methods of analysis, sample selection, findings and conclusion.

Conceptual Framework

Relation between Shopping and Tourism

There has always been a close relation between tourism and shopping (Spencer, Kim & Holeck, 1999). As a pleasant activity during holidays (Azmi, Abdullah, Nurhidayati & Shaw, 2020), it creates an attractive and inviting environment, thus encouraging individuals to travel (Turner & Reisinger, 2001). Shopping mostly constitutes a significant source of attraction and motivation in traveling (Timothy, 2005). Shopping is not just an activity tourists engage in to meet their daily needs, it is also a pleasurable recreational activity (Tömöri, 2011). Shopping is regarded as one of the most significant activities many tourists engage in when they visit a destination (Kozak, 2016). In literature, it is considered to be an activity that tourists engage in frequently (Hobson, 1998; Lehto, Cai, O'Leary & Huan, 2004; Timothy & Butler, 1995; Verbeke, 1990;1991).

Butler (1991) summarizes shopping activities of tourists in two categories. The first category consists of tourism trips which have the primary goal of shopping and the second one is when shopping activities are secondary activities during a tourism trip. In other words, the relation between shopping and tourism is analyzed in two separate categories as shopping tourism in which the main goal of travel is shopping and as tourist shopping which is an activity tourists engage in during their travels to destinations as a touristic activity. Jansen Verbeke is the first to use the concept of shopping tourism in the relationship between shopping and tourism in literature. According to Verbeke (1991), the importance of shopping tourism is widely recognized. Although very few things are known about tourists' behaviors and expectations, shopping became a magical concept for tourism industry. Increase of interest in shopping tourism is indicated to be explained by the increase in the demand for recreational activities and especially individuals' pursuit of new experiences. That being said, many regions in the world made shopping a main attraction for themselves and adopted shopping as a positioning strategy to develop shopping products in the destinations and to put shopping in the center of their destination's promotions (Lehto, Chen & Silkes, 2013).

Shopping is considered as the most popular activity for both domestic and foreign tourists (LeHew & Wesley, 2007; Lehto et al., 2013) and it also has an increasing importance in tourism sector (Law & Au, 2000). In some regions of the world, shopping is the number one activity among tourists' expenses (Turner & Reisinger, 2001). Considered as an important recreational and touristic activity, shopping has significant contributions in the economy (Timothy & Butler, 1995; Verbeke, 1990; Yüksel, 2004). Bringing in millions of dollars every year in the global economy, shopping has been widely recognized and became one of the most attractive activities during travels (Timothy, 2014). As a social phenomenon, shopping has a meaning beyond procurement of products (Tosun, Temizkan, Timothy & Fyall, 2007).

Tourist shopping is known to be the shopping activity of tourists who travel for any reason at the destinations they visit (LeHew & Wesley, 2007). According to Yüksel (2004), a tourist spends an important amount of their time and money for shopping. Tourist shopping contributes in the attractiveness and revenue of a destination. The studies indicate that tourists in general spend one third of their total travel expenses for shopping while Turner and Reisinger (2001) point out that tourists spend more money in shopping compared to food, accommodation or other activities (Turner & Reisinger, 2001). Economic effect of shopping activities is really felt and recognized by tourism destinations (Verbeke, 1994).

For many destinations adopting shopping as a positioning strategy, development of shopping products for tourists is at the center of their tourism strategies (Lehto et al., 2013). Although shopping is not the primary or single attraction for many holiday destinations, it is a universal touristic activity contributing in the general attractiveness of almost all regions of the world (Butler, 1991; Reisinger & Turner, 2001;2002; Timothy, 2014). Most of the time, shopping creates an important competitive advantage for countries or regions together with other attractions (Verbeke, 1994).

Shopping attributes and Relevant Studies

Shopping is a social phenomenon that goes beyond just buying products (Tosun et al., 2007). Shopping attributes consist of various factors which are important in the before and after shopping stages such as shopping area's accessibility hygiene, service quality, prices, etc. (Albayrak, Caber & Çömen, 2016).

Turner and Reisinger (2001) deal with shopping attributes in three dimensions: value, product display characteristics, and uniqueness. Kim and Littrell (1999), on the other hand, aim to determine the attitude of tourists against souvenirs and address evaluation criteria and souvenir characteristics in the selection of souvenirs in three dimensions: aesthetics, uniqueness, and portability. The study of Berry (1969) classifies the elements that motivate people to shop as price, quality, product diversity, fashion, sales personnel, location's convenience, other availability criteria, services, sales promotions, advertisement, store's atmosphere and reputation (Swanson & Horridge, 2004). And Blakney and Sekely (1994) address shopping attributes as price, product quality, service quality, availability, and quality of sales personnel.

In their study which aims to determine the characteristics of shopping satisfaction and to assess its importance in influencing the general satisfaction level obtained from shopping, Lin and Lin (2006) analyze shopping attributes under five factors: physical attractiveness, personnel service quality, product quality, uniqueness of the product, discount and display. The study of Heung and Cheng (2000) which aims to determine the characteristics of shopping satisfaction and to assess its importance in influencing the tourists' satisfaction level, on the other hand, specify four factors (tangible quality, personnel service quality, product value, product reliability) and fifteen items for shopping attributes.

Suhartanto et al. (2016) examined the relationship between tourist loyalty to a shopping destination and its two important determinants, shopping satisfaction and destination image. In this study, satisfaction with shopping features consists of 5 factors (value, service, convenience, attractiveness, and accessibility) and was measured using 14 items adapted from previous shopping literature (Yeung et al., 2004; Lin & Lin, 2006; LeHew & Wesley, 2007; Hurst & Niehm, 2012). These shopping attributes are product quality, product price, discounts, location of the store, service of store personnel, knowledge of store personnel regarding the product, reliability of shopping, hygiene of shopping area, convenience of shopping, product display, product brand, product diversity, product uniqueness, transportation to the shopping area and traffic.

Relation between Destination Satisfaction and Destination Loyalty

The concept of satisfaction in tourism sector as a labor-intensive industry plays an important role in tourism marketing. Baker and Crompton (2000) point out that satisfaction is completely experiential, in other words, it is a psychological state which can only be created in the process of interaction with the destination. Chi and Qu (2008) argue that destination managers need to create a high level of tourist satisfaction in order to create a positive tourist behavior after purchasing and to develop destination competitiveness. Measuring satisfaction is an important duty to carry out for tourism marketers since it is connected with the recurrent visits. Its primary function is to provide information regarding how well the destination meets the needs of tourists (Yue, 2008). Satisfaction studies in the field of tourism and recreation show that satisfaction of tourists regarding individual elements of the destination leads to their general satisfaction of destination (Chi & Qu, 2008).

Tourist satisfaction is obviously vital for marketing strategies and economic development of destinations considering its effect on destination preference, expenses, repurchase intention, recommendation to family and friends (Yoon & Uysal, 2005). Seetanah, Teeroovengadum and Robin (2018) analyze the relation between satisfaction of tourists regarding the quality of airport services in a destination and their revisiting intentions, and find that satisfaction has an effect on revisiting intentions.

Many theories are established in the literature to measure satisfaction. These are "Dissonance Theory" developed by Festinger (1957), "Contrast Theory" developed by Sherif and Hovland (1961), "Equity Theory" developed by Adams (1963), "Perceived Value Theory" developed by Locke (1967), "Attribution Theory" developed by Weiner, Frieze, Kukla and Reed (1971), "Performance-Significance Theory" developed by

Fishbein and Ajzen (1975), “Comparison Level Theory” developed by LaTour and Peats (1979) and “Self-Congruity Theory” developed by Sirgy (1984). And the most widely accepted theory in the literature is Oliver’s (1977) “Expectation- Confirmation/Disconfirmation Theory”.

Oliver’s (1980) expectation-confirmation/disconfirmation theory is the most frequently used theory to measure tourist satisfaction including a comparative analysis of expectations and performance. According to this widely accepted theory, tourist satisfaction is a result of the interaction of a tourist’s experience at a destination and their expectations regarding the destination. According to this theory, the results after purchasing and consuming a product or a service are compared with the expectations at the beginning. If the results do not meet expectations, disconfirmation arises. Satisfaction arises when performance exceeds expectation, dissatisfaction arises when experience falls short of the expectation, and disconfirmation, i.e. disinterest, arises when expectation is equal to performance (Oliver, 1980).

In tourism industry, there are empirical proofs showing that satisfaction of tourists is a strong indicator of tourists’ intentions of revisiting and recommending the destination (Chi & Qu, 2008; Kozak, 2001; Kozak & Rimmington, 2000; Yoon & Uysal, 2005). As such, it may be said that a causal relation between satisfaction and loyalty has been established in the literature (Back & Parks, 2003; Oliver, 1980; 1999; Sui & Baloğlu, 2003; Valle, Silva, Mendes & Guerreiro, 2006; Yüksel & Yüksel, 2008; Yüksel, Yüksel & Bilim, 2010; Zeithaml, Berry & Parasuraman, 1996). The strong relation between customer satisfaction and loyalty caused maximizing visitor satisfaction to become one of the main objectives of destination managers (Yüksel et al., 2010). Tourist satisfaction is important for a successful destination marketing since it influences destination choice, product and service consumption and decisions of returning (Kozak & Rimmington, 2000). Destination management organizations or marketers may focus on improving quality of products or services and thus may increase general competitive advantages of a destination (Wong & Law, 2003).

Method

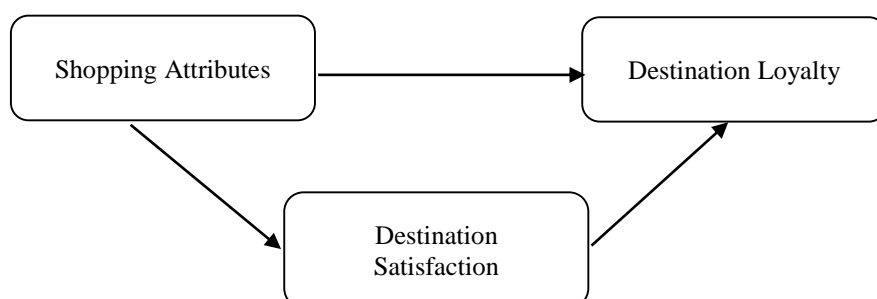
Research Objective and Hypotheses

According to diffusion theory, satisfaction of individuals in one part of their lives may have an effect on the satisfaction in other parts of their lives. In other words, satisfaction in a certain area would spread to other areas of life (Sirgy, Efraty, Siegel & Lee, 2001). According to this theory, a tourist’s satisfaction from their shopping experiences is thought to have an effect on the satisfaction of their visit to the destination. In this context, the objective of this study is to reveal the effect of shopping attributes on destination satisfaction and destination loyalty and whether destination satisfaction has a mediating variable role in the relation between shopping attributes and destination loyalty.

In the study, shopping attributes are analyzed as independent variable, destination satisfaction is analyzed as mediating variable and destination loyalty is analyzed as dependent variable. Mediation models are models that analyze the relation between dependent and independent variables with mediating variable which is the third variable (Yılmaz & Dalbudak, 2018). In mediation model, independent variable is symbolized with (X), dependent variable with (Y), and mediating variable with (M) (Gürbüz & Şahin, 2016). Independent variable is a variable that has an effect on the dependent variable. Dependent variable, on the other hand, is a variable that obtains its value according to the changes in the independent variable. And mediating variable is a variable in a position of mediator which plays a supporting role in explaining the effect of independent variable on dependent variable (Gürbüz & Şahin, 2016).

Relational screening model is used in the study. Karasar (2016) defines relational screening model as “the survey model aiming to determine whether there is covariance between two of more variables, and if there is covariance, to determine the level of this variance.” According to this model, research model is created as presented in Figure 1.

Figure 1. Research Model



Research hypotheses are established as follows:

H₁: Shopping attributes has a positive effect on destination loyalty.

H_{1a}: Value among shopping attributes has a positive effect on destination loyalty.

H_{1b}: Service among shopping attributes has a positive effect on destination loyalty.

H_{1c}: Availability among shopping attributes has a positive effect on destination loyalty.

H_{1d}: Attractiveness among shopping attributes has a positive effect on destination loyalty.

H₂: Shopping attributes has a positive effect on destination satisfaction.

H_{2a}: Value among shopping attributes has a positive effect on destination satisfaction.

H_{2b}: Service among shopping attributes has a positive effect on destination satisfaction.

H_{2c}: Availability among shopping attributes has a positive effect on destination satisfaction.

H_{2d}: Attractiveness among shopping attributes has a positive effect on destination satisfaction.

H₃: Destination satisfaction has a positive effect on destination loyalty.

H₄: Destination satisfaction has a mediating role in the relation between shopping characteristics and destination loyalty.

H₅: There is a significant difference between domestic and foreign tourists in terms of satisfaction from shopping attributes.

Data Collection

Sample of the study consists of domestic and foreign tourists who stayed in Alanya between July and October 2022. According to the statistics of Ministry of Culture and Tourism, the number of tourists visiting Alanya between January and October 2022 is 7,707.563. Convenience sampling method was preferred in the study among non-probabilistic sampling techniques. In this context, tourists willing to fill the questionnaire were analyzed in the frame of convenient sampling method among the ones visiting Alanya between July and October 2022. Needed sample number remains fixed when sample size exceeds 50.000 (Kozak, 2018). Accordingly, the number of people to be included in the study was determined as 384 considering 95% reliability level and 479 persons were contacted in the process of research.

Questionnaire technique was used in the study as data collection tool. Questionnaire consists of three sections in total. In the Introductory Information Form found in the first section, there are multiple-choice questions regarding participants' gender, marital status, age, education level, occupation, nationality, number of visits to Alanya and period of stay. The second section includes 15-item "Expectation and Perception Scale Regarding Shopping attributes" consisting of 4 dimensions which was developed by Suhartanto et al. (2016) and the third section includes one-dimensional 3-item "Destination Satisfaction Scale" developed by Yüksel et al. (2010) as well as one-dimensional 6-item "Destination Loyalty Scale" developed by Zeithaml et al. (1996). The questionnaire form used in the study was approved by the Social and Human Sciences Field Scientific Research and Publication Ethics Committee of Alanya Alaaddin Keykubat University with the decision dated 16.11.2022 and numbered 98394.

Data Analysis

Study data were quantitatively analyzed using SPSS 24 and AMOS 21 statistics software. In this context, confirmatory factor analysis, arithmetic mean, standard deviation, skewness and kurtosis values, reliability coefficients, frequency analysis, Pearson correlation, regression and Hayes (Process) Analysis (Hayes, 2013) were conducted. All of the analyses were assessed to be in 95 percent reliability range and $p < 0.05$ significance level. Skewness and kurtosis values were analyzed and the results showed that data meets the condition of normal distribution. As a result of Cronbach Alpha reliability analysis, reliability coefficient of Shopping Attributes Scale was found as $\alpha = 0.909$, reliability coefficient of Destination Satisfaction Scale was found as $\alpha = 0.870$ and reliability coefficient of Destination Loyalty Scale was found as $\alpha = 0.925$. Thus, scale reliabilities were concluded to be high ($0.87 < \alpha$) (Kozak, 2018).

The CFA results for the shopping attributes, destination satisfaction and destination loyalty scales are given in Table 1. According to the literature CMIN/DF being lower than 5 (Kelloway, 1998); NFI, CFI, IFI and TLI being higher than 0.90 (Hooper, Coughlan & Müllen, 2008) and RMSEA being lower than 1 (Schermelleh-

Engel, Moosbrugger & Müller, 2003) are indicated as acceptable goodness of fit values. As a result of confirmatory factor analysis (CFA), 4-dimensional structure of the shopping attributes scale was confirmed with the stipulated items. Goodness of fit values were analyzed and the following were found: CMIN/DF:4.364 ($p=,000$); NFI:0.919; CFI:0.936; IFI:0.936 and RMSEA:0.084. The goodness of fit values for the destination loyalty scale are also as follows: RMSEA: 0.046, CFI: 0.998, CMIN/df: 2.030 ($p=0.000$), NFI: 0.996, CFI: 0.998 and IFI: 0.998 indicating that the results are at an acceptable level of fit. Finally, when examining the goodness of fit values for the destination satisfaction scale, it can be seen that the values are as follows: RMSEA: 0,083, CFI:0,896, CMIN/df: 4,254 ($p=0.005$), NFI:0,920, CFI:0,896 and IFI:0,920. These results indicate that the results are at an acceptable level of fit.

Table 1. Results of Confirmatory Factor Analysis (CFA) for the Scales

Scale	RMSEA	NFI	CFI	IFI	CMIN/df
Shopping Attributes	0,084	0,919	0,936	0,936	4,364
Destination Loyalty	0,046	0,996	0,998	0,998	2,030
Destination Satisfaction	0,083	0,920	0,896	0,920	4,254

Findings

First of all, analysis of demographic findings shows that participants' distribution by gender is equal, half of them are married, two thirds of them have not received college education and only one fifth of them are not working (Table 2)

Table 2. Distribution of Socio-demographic Characteristics of Participants

		n	%
Gender	Woman	248	51.8
	Man	231	48.2
Marital Status	Married	198	41.3
	Single	181	37.8
	Other	100	20.9
Age	18-25	87	18.2
	26-35	162	33.8
	36-45	143	29.9
	46-55	55	11.5
	56+	32	6.7
Education	Primary School/Secondary School	73	15.2
	High School	228	47.6
	University	146	30.5
	Graduate Degree	32	6.7
Occupation	Self-employed	119	24.8
	Private Sector Employee	106	22.1
	Other	99	20.7
	Public Officer	69	14.4
	Student	36	7.5
	Housewife	21	4.4
	Not working	15	3.1
	Retired	14	2.9
Total		479	100

Nationalities of participants showed Russians at the top of the list as they were in the distribution of tourists visiting Alanya according to their nationalities. They were followed by Germans and Turks. According to the number of visits to Alanya, it may be said that half of them visited Alanya for the first time. Analysis of periods of stay showed that 80 percent of participants stayed in Alanya for 1-2 weeks (Table 3).

Table 3. Distribution of Participants by Nationality, Number of Visits to Alanya and Period of Stay

		n	%
Nationality	Russian	130	27.1
	German	112	23.4
	Turk	83	17.3
	Other	53	11.1
	British	39	8.1

	Dutch	28	5.8
	Polish	24	5.0
	Ukrainian	10	2.1
Number of Visits to Alanya	First visit	243	50.7
	1-3 times	146	30.5
	3-5 times	38	7.9
	More than 5 times	52	10.9
Period of Stay	1-3 days	32	6.7
	4-7 days	191	39.9
	8-14 days	186	38.8
	15-30 days	40	8.4
	31 days and more	30	6.3
Total		479	100

First of all, the relations between variables were analyzed to determine whether destination satisfaction has a mediating role in the relation between shopping attributes and destination loyalty. Since significant relations need to be found between independent variable and dependent variable, between independent variable and mediating variable and between mediating variable and dependent variable in order to determine mediation role (Baron & Kenny, 1986). According to this, Table 4 shows the findings of Pearson correlation analysis regarding relations between shopping attributes, destination satisfaction and destination loyalty.

Table 4. Relations between Shopping Attributes, Destination Satisfaction and Destination Loyalty

		Shopping Attributes	Destination Satisfaction	Destination Loyalty
Shopping attributes	Pearson r	1	0.522	0.594
	p		0.000	0.000
Destination Satisfaction	Pearson r		1	0.828
	p			0.000
Destination Loyalty	Pearson r			1
	p			

As seen in Table 4, there are medium level positive ($r=0.522$) and significant ($p=0.000$) relations between shopping attributes and destination satisfaction; medium level positive ($r=0.594$) and significant ($p=0.000$) relations between shopping attributes and destination loyalty, and high level positive ($r=0.828$) and significant ($p=0.000$) relations between destination satisfaction and destination loyalty.

Research Hypotheses

Simple linear regression analysis was conducted to determine the effect of value among shopping attributes on destination loyalty and obtained findings are presented in Table 5.

Table 5. Effect of Shopping attributes on Destination Loyalty

	Non-standardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Fixed)	0.904	0.213		4.242	0.000	
Value	0.232	0.062	0.215	3.748	0.000	2.526
Service	0.166	0.053	0.156	3.134	0.002	1.909
Availability	-0.035	0.058	-0.027	-0.608	0.543	1.460
Attractiveness	0.397	0.067	0.340	5.928	0.000	2.529

* Dependent Variable: Destination Loyalty; Adj. $r^2=0.384$; $F(4, 474)=73.803$; $p=0.000$.

According to this, value among shopping attributes is found to have a positive ($b=0.232$) and significant ($p=0.000$) effect on destination loyalty. Regression equation variables is found as “Destination loyalty= $0.904+Value*0.232$ ”. According to this, 1 point increase in value mean causes destination loyalty to increase 0.232 point. In addition, the power of the relation between value and destination loyalty is $\beta=0.215$. As such, it may be said that there is a weak and significant relation between value and destination and 4.6% of destination loyalty ($\beta_2=0.046$) originates from value.

In addition, service among shopping attributes is found to have a positive ($b=0.166$) and significant ($p=0.002$) effect on destination loyalty. Regression equation variables is found as “Destination

loyalty=0.904+Service*0.166”. According to this, 1 point increase in service mean causes destination loyalty to increase 0.166 point. In addition, the power of the relation between service and destination loyalty is $\beta=0.156$. As such, it may be said that there is a weak and significant relation between service and 2.4% of destination loyalty ($\beta_2=0.024$) originates from service. And availability among shopping attributes is found to have no significant ($p=0.543$) effect on destination loyalty. Finally, attractiveness is found to have a positive ($b=0.397$) and significant ($p=0.000$) effect on destination loyalty. Regression equality between variables is found as “Destination loyalty=0.904+Attractiveness*0.397”. According to this, 1 point increase in attractiveness mean causes destination loyalty to increase 0.397 point. In addition, the power of the relation between attractiveness and destination loyalty is $\beta=0.340$. As such, it may be said that there is a weak and significant relation between attractiveness and destination and 11.6% of destination loyalty ($\beta_2=0.116$) originates from attractiveness.

Simple linear regression analysis was conducted to determine the effect of value among shopping attributes on destination satisfaction and obtained findings are presented in Table 6. According to this, value among shopping attributes is found to have a positive ($b=0.131$) and significant ($p=0.035$) effect on destination satisfaction. Regression equation variables is found as “Destination satisfaction=1,562+Value*0.131”. According to this, 1 point increase in value mean causes destination satisfaction to increase 0.131 point. In addition, the power of the relation between value and destination satisfaction is $\beta=0.130$.

Table 6. Effect of Shopping Attributes on Destination Satisfaction

	Non-standardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Fixed)	1,562	0,214		7,286	0,000	
Value	0,131	0,062	0,130	2,112	0,035	2,526
Service	0,151	0,053	0,151	2,829	0,005	1,909
Availability	-0,015	0,058	-0,012	-0,252	0,801	1,460
Attractiveness	0,366	0,067	0,334	5,436	0,000	2,529

* Dependent Variable: Destination Satisfaction; Adj. $r^2=0.294$; $F(4, 474)=49,350$ $p=0.000$.

In addition, service among shopping attributes is found to have a positive ($b=0.151$) and significant ($p=0.005$) effect on destination satisfaction. Regression equation variables is found as “Destination satisfaction=1,562+Service*0.151”. According to this, 1 point increase in service mean causes destination satisfaction to increase 0.151 point. In addition, the power of the relation between service and destination satisfaction is $\beta=0.151$. And availability among shopping attributes is found to have no significant ($p=0.801$) effect on destination satisfaction. Finally, attractiveness is found to have a positive ($b=0.366$) and significant ($p=0.000$) effect on destination satisfaction. Regression equality between variables is found as “Destination satisfaction=1,562+Attractiveness*0.366”. According to this, 1 point increase in attractiveness mean causes destination satisfaction to increase 0.366 point.

Simple linear regression analysis was conducted to determine the effect of destination satisfaction on destination loyalty and obtained findings are presented in Table 7. In addition, destination satisfaction is found to have a positive ($b=0.881$) and significant ($p=0.000$) effect on destination loyalty. Regression equation variables is found as “Destination loyalty=0,244+destination satisfaction*0.881”. According to this, 1 point increase in destination satisfaction mean causes destination loyalty to increase 0.881 point.

Table 7. Effect of Destination Satisfaction on Destination Loyalty

	Non-standardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Fixed)	0,244	0,109		2,241	0,025	
Destination Satisfaction	0,881	0,027	0,828	32,283	0,000	1,000

* Dependent Variable: Destination Loyalty; Adj. $r^2=0.686$; $F(1, 477)=1042,174$ $p=0.000$.

Based on these findings;

Table 8. Assessment of Hypotheses Regarding the Model

H₁	Shopping attributes has a positive effect on destination loyalty.	Was confirmed.
H_{1a}	Value among shopping attributes has a positive effect on destination loyalty.	Was confirmed.
H_{1b}	Service among shopping attributes has a positive effect on destination loyalty.	Was confirmed.
H_{1c}	Availability among shopping attributes has a positive effect on destination loyalty.	Was denied.

H_{1d}	Attractiveness among shopping attributes has a positive effect on destination loyalty.	Was confirmed.
H₂	Shopping attributes has a positive effect on destination satisfaction.	Was confirmed.
H_{2a}	Value among shopping attributes has a positive effect on destination satisfaction.	Was confirmed.
H_{2b}	Service among shopping attributes has a positive effect on destination satisfaction.	Was confirmed.
H_{2c}	Availability among shopping attributes has a positive effect on destination satisfaction.	Was denied.
H_{2d}	Attractiveness among shopping attributes has a positive effect on destination satisfaction.	Was confirmed.
H₃	Destination satisfaction has a positive effect on destination loyalty.	Was confirmed.

Mediating Role of Destination Satisfaction in the Relation between Shopping Attributes and Destination Loyalty

According to the correlation analysis conducted, it has been observed that shopping attributes, destination satisfaction, and destination loyalty increase together significantly. In addition, these findings also showed that analyses may be conducted to determine mediating role of destination satisfaction. Hayes (Process) Analysis (Hayes, 2013) was conducted in order to determine whether destination satisfaction has a mediating role in the relation between shopping attributes and destination loyalty. Hayes analysis, known as the Process analysis, is a statistical method used to examine the mediating effects of a variable in a causal relationship between two other variables. In Hayes analysis, the relationship between two variables (the independent and dependent variables) is analyzed through a series of regression models, with the mediating variable included in the analysis. The analysis estimates the direct and indirect effects of the independent variable on the dependent variable through the mediating variable (Hayes, 2013). The findings obtained from the analysis are presented in Table 9.

Table 9. Findings Regarding Mediating Role of Destination Satisfaction in the Relation between Shopping attributes and Destination Loyalty.

Model	Independent Variable(s)	Dependent Variable	b	β	t	p	95% Reliability Range (b)	
							Lower Limit	Upper Limit
(1) Before Mediating Variable	Shopping attributes	Destination Loyalty	0.831	0.594	16.107	0.000	0.729	0.932
	Shopping attributes	Destination Satisfaction	0.686	0.522	13.359	0.000	0.585	0.787
(2) After Mediating Variable	Destination Satisfaction	Destination Loyalty	0.758	0.713	25.143	0.000	0.699	0.818
	Shopping attributes	Destination Loyalty	0.310	0.222	7.824	0.000	0.232	0.388

As seen in Model 1 in Table 9, there is a positive and significant effect of shopping attributes on destination loyalty ($p=0.00$) before destination satisfaction is included as mediating variable. The power of this effect is shown as $b=0.831$; $\beta=0.594$. In addition, b value's lower and upper limits in 95% reliability range were found to be 0.729 and 0.932 respectively.

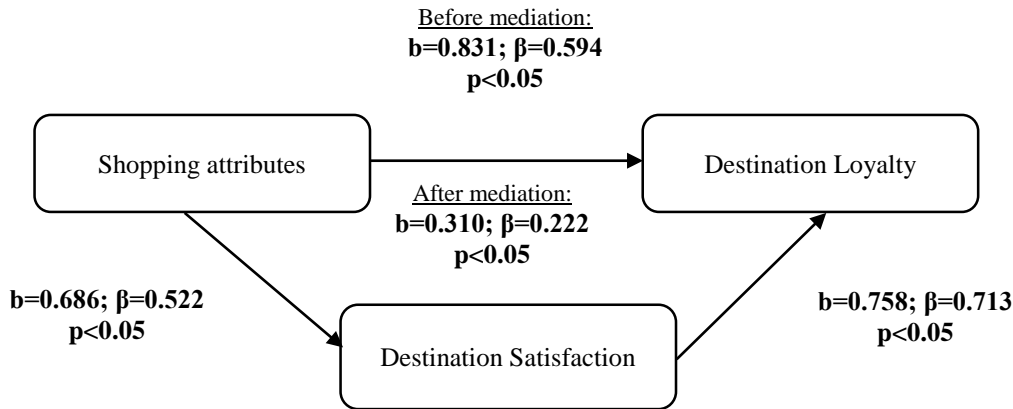
And as seen in Model 2, there is a positive and significant effect of shopping attributes on destination satisfaction ($p=0.00$) after destination satisfaction is included as mediating variable. The power of this effect is shown as $b=0.686$; $\beta=0.522$. In addition, b value's lower and upper limits in 95% reliability range were found to be 0.585 and 0.787 respectively. In addition, again as seen in Model 2, destination satisfaction has a positive and significant effect on destination loyalty ($p=0.00$). The power of this effect is shown as $b=0.758$; $\beta=0.713$. In addition, b value's lower and upper limits in 95% reliability range were found to be 0.699 and 0.818 respectively. These findings show that the effect of shopping attributes is conveyed in a significant way through destination satisfaction.

However, in order to consider destination satisfaction as a mediating variable, the direct effect of shopping attributes should become insignificant when destination satisfaction is included in the relation (Baron & Kenny, 1986). When the last row of the findings related to Model 2 in Table 9 is analyzed in this sense, the effect of shopping attributes on destination loyalty is seen not to become insignificant and it is observed to be still significant ($p=0.00$) The power of this effect is shown as $b=0.310$; $\beta=0.222$. In addition, b value's lower and upper limits in 95% reliability range were found to be 0.232 and 0.388 respectively. Thus, it was observed that the effect is not only conveyed through destination satisfaction, and the effect of shopping attributes on

destination loyalty weakens (b and β values weaken), however it continues to be significant. These findings showed that destination satisfaction has a “partial mediating variable” role in the relation between shopping attributes and destination loyalty (Baron & Kenny, 1986)

Moreover, again as seen in Table 9, the power of effect of shopping attributes on destination loyalty (total effect of X on Y) is $b=0.831$ before destination satisfaction is included as mediating variable. The power of effect (total effect of X on Y) is reduced to 0.310 after destination satisfaction is included as mediating variable. Remaining power ($b=0.831-0.310=0.521$) was conveyed through destination satisfaction (indirect effect of X on Y). This finding shows that 62.7% of the effect of shopping attributes on destination loyalty is conveyed through destination satisfaction and this confirms partial mediating variable finding. The obtained findings are presented in Figure 2 on the model.

Figure 2. Presentation of the Findings Regarding Mediating Role of Destination Satisfaction in the Relation between Shopping Attributes and Destination Loyalty on the Model



Based on these findings;

“H₄: Destination satisfaction has a mediating variable role in the relation between shopping attributes and destination loyalty.” was confirmed.

Comparison of Domestic and Foreign Tourists in terms of Shopping Attributes Satisfaction

Independent Samples t-test was conducted in order to compare domestic and foreign tourists in terms of shopping attributes satisfaction and the obtained findings are presented in Table 10. According to this, general satisfaction and satisfaction related to value and attractiveness among shopping attributes showed significant variance for domestic and foreign tourists ($p<0.05$). When the mean scores are analyzed, satisfactions of foreign tourists were found to be significantly higher.

Table 10. Comparison of Domestic and Foreign Tourists in terms of Shopping Attributes Satisfaction

	Tourist	n	\bar{x}	s	Variance	S. Error	t	Sd	p
Shopping attributes	Domestic	83	3.53	0.73	-0.31	0.08	-3.943	477	0.000
	Foreign	396	3.84	0.64					
Value	Domestic	83	2.97	1.01	-0.65	0.12	-5.556	103.433	0.000
	Foreign	396	3.63	0.78					
Service	Domestic	83	3.64	1.00	-0.20	0.11	-1.932	477	0.054
	Foreign	396	3.85	0.84					
Availability	Domestic	83	4.00	0.71	-0.15	0.08	-1.753	477	0.080
	Foreign	396	4.14	0.69					
Attractiveness	Domestic	83	3.53	0.82	-0.21	0.10	-2.224	477	0.027
	Foreign	396	3.74	0.79					

However satisfactions related to service and availability among shopping attributes didn’t show significant variance for domestic and foreign tourists ($p> 0.05$). Based on these findings, due to particularly significant variance found in general “H₅: There is a significant difference between domestic and foreign tourists in terms of satisfaction from shopping attributes.” was confirmed.

Conclusion and Discussion

The results of analysis of whether destination satisfaction has a mediating role in the relation between shopping attributes and destination loyalty showed that destination satisfaction has a “partial mediating variable” role in the relation between shopping attributes and destination loyalty. This finding reveals that destination satisfaction has great importance in the relation between shopping attributes and destination loyalty. Although the direct effect of shopping attributes on destination loyalty has not become insignificant, two thirds of this effect was realized through destination satisfaction.

Despite an important percentage of tourists’ time and money is spent on shopping, the role of shopping as a touristic activity has not been adequately recognized (Verbeke, 1994). Studies conducted in this subject tried to shed a light on the factors that may have an effect on shopping behavior of tourists. The study of Heung and Qu’a (1998) concludes that Asian tourists spend more time and money for shopping while European and North American tourists spend more money for accommodation; similarly, Yüksel’s (2003) study conducted in Turkey reveals that domestic and foreign tourists have significantly different expectations and needs concerning the stores in the destination. The present study similarly concludes that satisfaction of shopping attributes differ significantly between domestic and foreign tourists.

The findings show that the effect of shopping attributes is conveyed in a significant way through destination satisfaction. In this sense, this study provides important empirical proofs for the mediating effect of destination satisfaction in the relation between shopping attributes and destination loyalty of tourists visiting Alanya. However, different destinations may show different characteristics, so similar findings are not guaranteed when the model is tested in a different touristic destination. It is known that research findings cannot be generalized. However, Alanya study area which is visited by millions of international tourists every year provides valuable information for other areas in the world with similar characteristics. Due to the model’s importance in understanding and developing tourist loyalty for a destination, the following studies may analyze the subject according to tourist typology, tourist’s purpose of visit and destination. Future studies may provide a more in-depth understanding about what effects the determined characteristics have on post-purchase behavior of the tourists. This would be beneficial not only theoretically, but also in terms of managerial implementations. Many factors such as tourists’ motivation, transportation systems, facilities and security have effect on shopping satisfaction. Therefore, more studies need to be conducted in order to include these factors in the measurement of tourist’s shopping satisfaction (Tosun et al., 2007).

It is widely known that shopping is one of the main attractions in visiting a destination (Timothy, 2005) as well as one of the most common touristic activities (Keown, 1989; Turner & Reisinger, 2001). As such, shopping opportunities should be developed and necessary arrangements should be made in a region in order to enable more satisfied tourists and to leave a pleasant travel experience impression in their memories. This is important not only to enable tourist satisfaction and loyalty, but also to ensure that the destination remains as a sustainable and competitive tourism destination and to increase economic benefits to the region. Since external factors other than shopping attributes have effect on tourist’s shopping satisfaction, the relevant authorities should provide a safe and clean shopping environment and facilitate tourists’ shopping satisfaction by managing and supporting store locations for these to be attractive (Suhartanto, 2016). Retailers who want to attract tourists to their stores should know and develop shopping attributes in order to provide an positive shopping environment for the consumer.

The study has some efficient and practical elements for management implementations in developing destination satisfaction and creating tourist loyalty for the destination with shopping attributes. It emphasizes the importance of shopping as an important determinant of tourist loyalty for the destination. It reveals that tourists’ shopping attributes has an important contribution in the tourists’ intentions of revisiting and recommending the destination. And since the mediating role of destination satisfaction in the relation between destination loyalty and shopping attributes has not been addressed in the previous studies, it contributes in the literature in this sense.

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