


“Inbound marketing and customer loyalty in the tourism sector”

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INBOUND MARKETING AND CUSTOMER LOYALTY IN THE TOURISM SECTOR

Abstract

The inbound marketing strategies employed by tourism companies have proven to be crucial in post-COVID-19 scenarios, facilitating their adaptability, visibility, and customer retention in adverse environments. The study aimed to determine the relationship between inbound marketing and customer loyalty in the tourism sector. It is a quantitative, correlational, and non-experimental study. The sample consisted of 380 tourists aged 18 and above who visited Trujillo, Peru, in the first quarter of 2022. Data collection utilized the survey technique with a questionnaire as the research instrument. Survey data were tabulated in MS Excel and analyzed using Jamovi 2.3.38, employing descriptive and inferential statistics. The correlation was assessed using the Spearman coefficient. The results highlighted that 40.8% of participants agreed that inbound marketing strategies implemented by Trujillo's tourism sector were highly effective, while 60.0% expressed strong loyalty to these companies. Ultimately, a significance level below 0.05 was identified between the variables, indicating a significant relationship between them. Consequently, the study concluded the existence of a direct and moderate relationship between inbound marketing and customer loyalty in the investigated group.

Keywords

loyalty, relationship, strategies, personalization,
retention, comprehensive tool, brand, interaction,
tourism

JEL Classification

M30, M31, Z33

INTRODUCTION

The global impact of the COVID-19 pandemic has had profound repercussions across various economic sectors, with tourism being among the most affected. In 2020, the World Health Organization (WHO) declared a health emergency due to the spread of the severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2), resulting in a significant halt to tourism activities worldwide and causing substantial economic losses.

According to reports from the United Nations World Tourism Organization (UNWTO, 2021) and the United Nations Conference on Trade and Development (UNCTAD, 2020), international tourism incurred estimated losses of 2.4 trillion dollars in 2020. The United States, a key player in the tourism sector, experienced considerable economic losses, reaching figures of up to 50 billion dollars. Despite the adversity, Spain emerged as a resilience exemplar by effectively reactivating its tourism sector through the application of innovation and technology, leading the reservation rankings.

This challenging scenario spurred the adoption of creative strategies, such as inbound marketing, to enhance tourist experiences and foster visitor loyalty. The 72% decline in the international tourism sector during 2020 highlighted the need to implement innovative approach-

es to adapt to the mobility restrictions imposed by countries (Moral-Moral, 2021). The pandemic crisis not only drastically transformed the dynamics of global tourism but also strategies like inbound marketing have emerged as crucial tools for the recovery and sustainability of this vital sector for the national economy.

1. LITERATURE REVIEW

According to Montiel Espejo (2021), the digital era transformed business dynamics, making inbound marketing a fundamental element in customer retention. The proliferation of digital presence catalyzed a reassessment of business strategies, emphasizing the need for approaches that go beyond pure customer acquisition (Aguirre & Montalva, 2022; Alfaro, 2022; Cardenas et al., 2023). In this changing context, inbound marketing has emerged as an essential tool by prioritizing the attraction and retention of users through relevant content and personalized experiences (Alvarado Ramirez & Muñiz Chiquito, 2020; Cardona, 2020; Granados Niebles et al., 2022).

Inbound marketing plays a vital role in business strategies, significantly influencing customer loyalty. Its ability to personalize content, build trust through transparent strategies, align with the deliberate buying cycle, and maintain continuous interaction with customers makes it a comprehensive tool (Chuquilin & Vasquez, 2021; Mohammad, 2022; Muñoz & Vasquez, 2022). Inbound marketing is defined as a strategy focused on attracting users by creating and disseminating relevant content (Sánchez et al., 2020; Reynaldo, 2021). Its essential components encompass various platforms designed for creating and publishing valuable content (Halligan & Shah, 2009). Within the realm of inbound marketing, these platforms serve as channels to establish a direct connection with the audience, sharing meaningful information and fostering active engagement (Castillo, 2022; Granados Niebles et al., 2022). Furthermore, collaborative content services play a crucial role, enabling real-time creation and sharing of resources that seek the opinions and feedback of participants (Sánchez et al., 2020; Rueda & De la Cruz, 2022). Therefore, inbound marketing positions itself as a tool that allows marketers to quickly obtain consumer information without intermediaries, promoting the building of strong relationships and the attrac-

tion of customers through personalized experiences and quality content (Palomino & Siancas, 2021; Napanga & Quiñones, 2021).

The tourism industry, characterized by its experiential nature, provides a unique context for examining how inbound marketing tactics foster customer loyalty. As consumers seek meaningful experiences, the ability of inbound marketing to personalize content and anticipate customer needs becomes crucially relevant in this sector (Minaya & Sandoval, 2021; Montiel Espejo, 2021; Moral-Moral, 2021).

While customer loyalty is a strategic process to cultivate and maintain long-term relationships with clientele to ensure their continued allegiance to a specific brand or business entity (Alcaide, 2015; Pierrend, 2020), this phenomenon involves a series of deliberate actions that seek to strengthen the emotional and functional connection between the organization and its customers. These efforts encourage repeated transactions and sustained preference for the products or services offered (Ospina, 2020; Calderon & Martinez, 2022).

The connection between inbound marketing and customer loyalty is based on the premise that attracting new customers is more costly than retaining existing ones. This principle gained even more significance in tourism, where competition was intense, and customer retention translated into significant economic and reputational benefits (La Torre & Tejada, 2020; Espinoza Altamarino, 2023). In addition to economic benefits, customer loyalty in the tourism sector involves intangible aspects that directly impact the brand's reputation. Word-of-mouth communication and recommendations from loyal customers are crucial factors in tourism (Félix et al., 2021; Alfaro, 2022).

A critical dimension of this study lies in assessing customer experience in the context of inbound marketing and its impact on loyalty in the tourism sector, where the quality of the experience

plays a central role in customer decision-making. Understanding how inbound marketing strategies contribute to enhancing this experience became essential. Given that content created through inbound methodology aims to optimize the consumer acquisition experience, this purpose holds significant relevance for achieving greater brand notoriety and consolidating its position in the minds of potential customers (Chuquilin & Vasquez, 2021; Huarcaya Sigvas & Evanan Ore, 2022).

Technology and digital platforms have expanded opportunities for the effective implementation of inbound marketing strategies in the tourism sector. Data collection, message personalization, and precise market segmentation are aspects facilitated by technology, enabling tourism companies to tailor their strategies to the specific needs and preferences of customers (Minaya & Sandoval, 2021; Castillo, 2022).

The significance of customer loyalty as a determining factor for organizational success in the digital era underscores the need to adopt advanced strategies harnessing the potential of digital content and enhancing digital capabilities to increase competitiveness and market engagement (Pierrend, 2020; Mohammad, 2022). The proliferation of digital media provides organizations with opportunities to build their brand, reach their target audience, retain it, and promote products, where investment in these channels is crucial for business survival in the current digital landscape (Minaya & Sandoval, 2021; Palomino & Siancas, 2021; Pérez, 2022).

According to Chuquilin and Vasquez (2021), managers aim to strengthen trust and loyalty by concentrating on customer retention through valuable and personalized content. This approach not only optimized marketing resources but also inspired other companies to adopt innovative strategies. The exchange of successful experiences fosters collaboration and the development of effective practices in the digital marketing realm.

According to the literature analysis, the relevance of inbound marketing in organizations to solidify customer loyalty was grounded in alignment with market dynamics, with the tourism sector standing out as one of the prominent markets. However,

despite abundant literature on the implementation of inbound marketing, there is a lack of detail regarding the specific application of these strategies in tourist enterprises, emphasizing the imperative need for further investigation and understanding in this domain. Therefore, the objective is to ascertain the relationship between inbound marketing strategy and customer loyalty in the tourism sector of Trujillo.

2. METHODS

To establish the relationship between the variables of inbound marketing and customer loyalty, the population of interest for this study comprised international tourists aged 18 and above who visited the city of Trujillo during the first quarter of 2022. According to the Ministry of Foreign Trade and Tourism (2022), the city of Trujillo welcomed approximately 37,670 international tourists. The study conducted a non-probabilistic sampling to obtain a sample of 380 respondents.

The data collection method chosen for this study involved the implementation of a questionnaire composed of 33 closed-ended items, utilizing a five-point Likert scale ranging from (1) "Never" to (5) "Always". Furthermore, Table A1 displays the questionnaire regarding the Inbound marketing variable, whereas Table A2 showcases the questionnaire related to customer retention. These questions were formulated considering the dimensions associated with the variables under investigation. The instrument's validity was ensured by applying the McDonald's reliability coefficient, yielding an optimal result of 0.90. Furthermore, an expert evaluation was conducted to ensure the proper wording of each item and its alignment with the relevant variables and indicators.

Information gathering was conducted through the implementation of a questionnaire. Data examination was carried out using tools such as MS Excel and Jamovi 2.3.38, applying descriptive and inferential statistics. The correlation assessment was performed using the Spearman coefficient. Before the data collection instrument was applied, informed consent was obtained from the participants, thereby ensuring the preservation of the confidentiality of the collected information.

3. RESULTS

3.1. Descriptive analysis of the inbound marketing variable

Tables 1 and 2 display the demographic details of the surveyed participants. Table 1 shows the frequencies corresponding to the assessment of inbound marketing and the gender of the participants; it is observed that the proportion of female respondents (26.6%) exceeds that of their male counterparts (14.2%) regarding the “very good” rating for inbound marketing. As a conclusive result, it is inferred that in the mentioned evaluation, the predominant gender is female.

Table 2 displays the frequencies related to the assessment of inbound marketing and the age of the participants; it is identified that, in the “very good” inbound marketing rating, the predominant age range of respondents is between 18 to 29 years, representing 30.5% of the total study sample.

Table 3 reveals that a significant percentage of survey participants (40.8%) agree that inbound marketing tactics implemented by companies in the tourism sector in Trujillo exert a direct influence on their expectations.

Table 4 displays the levels of inbound marketing distributed across its dimensions. Firstly, the “attract” dimension contributes to strategic success, serving as a key catalyst for customer retention and the maximization of advertising impact. The results reveal a significant positive inclination, with 44.7% expressing a “good” level of attraction.

On the other hand, “Convert” is a crucial dimension for evaluating the effectiveness of strategies, facilitating the measurement and optimization of the transformation of visitors into customers, thereby boosting business performance. The results show a favorable trend, with 38.4% of participants highlighting a “very good” conversion level.

Table 1. Inbound marketing assessment frequency by gender

Data		Inbound Marketing Assessment										TOTAL	
		Low inbound		Regular inbound		Good inbound		Very good inbound		High inbound		f	%
		F	%	f	%	f	%	F	%	f	%		
Gender	Famale	01	0.3	48	12.6	57	15.0	101	26.6	16	4.2	223	58.7
	Male	02	0.5	26	6.8	57	15.0	54	14.2	18	4.7	157	41.3
TOTAL		03	0.8	74	19.4	114	30.0	155	40.8	34	4.9	380	100

Table 2. Inbound marketing assessment frequency by age

Data		Inbound Marketing Assessment										TOTAL	
		Low inbound		Regular inbound		Good inbound		Very good inbound		High inbound		f	%
		f	%	f	%	f	%	f	%	f	%		
Age	18- 29 years	00	0.0	05	1.3	38	10.0	116	30.5	24	6.3	183	48.2
	30-44 years	00	0.0	29	7.6	36	9.5	27	7.1	09	2.4	101	26.6
	45-59 years	01	0.3	13	3.4	38	10.0	12	3.2	01	0.3	65	17.1
	60 or more	02	0.5	27	7.1	02	0.5	00	0.0	00	0.0	31	8.1
TOTAL		03	0.8	74	19.4	114	30.0	155	40.8	34	4.9	380	100

Table 3. Inbound marketing assessment frequency

Valuation	Frequency	Valid percentage	Cumulative percentage
Low Inbound	03	0.8	0.8
Regular Inbound	74	19.5	20.3
Good Inbound	114	30.0	50.3
Very good Inbound	155	40.8	91.1
High Inbound	34	8.9	100.0
TOTAL	380	100.0	

Table 4. Frequency of assessment of inbound marketing dimensions

Valuation	Attract		Convert		Close		Delight	
	f	%	f	%	f	%	f	%
Low Inbound	20	5.3	06	1.6	08	2.1	06	1.6
Regular Inbound	89	23.4	51	13.4	109	28.7	79	20.8
Good Inbound	170	44.7	100	26.3	172	45.3	154	40.5
Very good Inbound	100	26.3	146	38.4	90	23.7	133	35.0
High Inbound	01	0.3	77	20.3	01	0.3	08	2.1
TOTAL	380	100.0	380	100.0	380	100.0	380	100.0

“Close” emerges as an essential component to solidify successful transactions, facilitating the conversion of leads into customers and optimizing the effectiveness of business strategies. The results reveal a notable proportion of favorable responses, with 45.3% being classified as a “good” level in this dimension.

Finally, “Delight” is essential for customer retention. It provides outstanding experiences that generate customer loyalty, strengthen the brand, and establish lasting relationships, contributing to sustained success. The results indicate a favorable inclination, with 35.0% expressing a “very good” level in the generation of gratifying experiences.

3.2. Analysis of the customer loyalty variable

Table 5 presents the frequencies associated with the evaluation of customer loyalty in relation to the gender of the participants. It is noteworthy that the proportion of female respondents (36.8%) exceeds that of their male counterparts (23.2%) in

the “very good” rating category. This conclusive evidence suggests that, in the context of this evaluation, the predominant gender is female.

Table 6 displays the frequencies associated with the evaluation of customer loyalty in relation to the age of the participants. It is evident that the “very good” category of customer loyalty prevails mainly in the group of respondents aged 18 to 29, encompassing 34.2% of the total study sample.

Table 7 demonstrates a pronounced inclination toward customer loyalty. With a notable 60.0% of participants exhibiting a very high level of loyalty, followed by 20.5% at the considered good level, a solid base of repeat customers in the city is confirmed. However, it is imperative to address the 9% indicating a low level of loyalty, emphasizing the need to implement specific strategies to improve retention in this segment.

Regarding its dimensions, the results shown in Table 8 reveal that the most predominant dimen-

Table 5. Customer loyalty assessment frequency by gender

Data		Customer Loyalty Assessment										TOTAL	
		Low loyalty		Regular loyalty		Good loyalty		Very good loyalty		High loyalty		f	%
		f	%	f	%	f	%	f	%	F	%		
Gender	Female	01	0.3	16	4.2	47	12.4	140	36.8	19	5.0	223	58.7
	Male	00	0.0	17	4.5	31	8.2	88	23.2	21	5.5	157	41.3
TOTAL		01	0.3	33	8.7	78	20.6	228	60.0	40	10.5	380	100

Table 6. Customer loyalty assessment frequency by age

Data		Customer Loyalty Assessment										TOTAL	
		Low loyalty		Regular loyalty		Good loyalty		Very good loyalty		High loyalty		F	%
		f	%	f	%	f	%	f	%	F	%		
Age	18-29 years	00	0.0	05	1.3	19	5.0	130	34.2	29	7.6	183	48.2
	30-44 years	00	0.0	05	1.3	28	7.4	58	15.3	10	2.6	101	26.6
	45-59 years	00	0.0	14	3.7	21	5.5	29	7.6	01	0.3	65	17.1
	60 or more	01	0.3	09	2.4	10	2.6	11	2.9	00	0.0	31	8.2
TOTAL		01	0.3	33	8.7	78	20.5	228	60.0	40	10.5	380	100

Table 7. Customer loyalty assessment frequency

Valuation	Frequency	Valid percentage	Cumulative percentage
Low Loyalty	01	0.3	0.3
Regular Loyalty	33	8.7	8.9
Good Loyalty	78	20.5	29.5
Very Good Loyalty	228	60.0	89.5
High Loyalty	40	10.5	100.0
TOTAL	380	100.0	

Table 8. Frequency of assessment of customer loyalty dimensions

Valuation	Personalization		Differentiation		Satisfaction		Loyalty		Habituality	
	f	%	f	%	f	%	f	%	F	%
Low Loyalty	00	0.0	09	2.4	04	1.1	02	0.5	02	0.5
Regular Loyalty	16	4.2	53	13.9	76	20.0	35	9.2	66	17.4
Good Loyalty	149	39.2	165	43.4	219	57.6	94	24.7	94	24.7
Very Good Loyalty	155	40.8	114	30.0	78	20.5	212	55.8	187	49.2
High Loyalty	60	15.8	39	10.3	03	0.8	37	9.7	31	8.2
TOTAL	380	100.0	380	100.0	380	100.0	380	100.0	380	100.0

sion defining customer loyalty in tourism businesses in the city of Trujillo (Peru) is “Satisfaction,” with a considerable 57.6%. This finding indicates that positive perception and customer satisfaction play a crucial role in establishing customer loyalty in the local tourism industry. Although other dimensions, such as “Loyalty” and “Habituality,” also show significant figures, attention focused on customer satisfaction should take priority in loyalty strategies in this specific context.

3.3. Inferential analysis

The Kolmogorov-Smirnov normality test is used to assess whether a data sample follows a normal distribution, as it explores discrepancies between the empirical and theoretical distribution at the current point in time.

Table 9 displays the *p*-value results for the inbound marketing variable, which is 0.008 (*p* < 0.05), and for the customer loyalty variable, which is <0.001 (*p* < 0.05). Since both values are less than α (<0.05), the decision criterion is met, concluding that the data do not follow a normal distribution. Therefore, a non-parametric statistical test is chosen for analysis.

Table 9. Normality test

Variables	GI	Statistical	p-value
Inbound marketing	380	0.0854	0.008
Customer loyalty	380	0.1402	< 0.001

3.4. Hypothesis testing

Next, the correlation between the dimensions of inbound marketing, comprising the stages of attract, convert, close, and delight, is examined in relation to customer loyalty. Furthermore, the intrinsic relationship between inbound marketing and customer loyalty is investigated. This analysis aims to shed light on the influence and interconnection between specific inbound marketing strategies and the level of loyalty exhibited by customers, providing a deeper understanding of the mechanisms that impact customer retention.

Table 10 reveals a significant correlation coefficient of 0.563 with a bilateral significance of 0.00. This result indicates a moderate positive correlation between the implemented inbound marketing strategies and the level of customer loyalty, suggesting that the effective deployment of attraction and retention techniques influences customer loyalty in the Trujillo tourism context.

Table 10. Relationship between inbound marketing and customer loyalty

Test	Coefficient	GI	p-value	N
Spearman’s Rho	0.563***	378	<0.001	380

Note: * *p* < 0.05 (significant), ** *p* < 0.01 (very significant), *** *p* < 0.001 (highly significant).

Finally, Table 11 reveals significant correlation coefficients of 0.567, 0.558, 0.565, and 0.511, respectively,

Table 11. Relationship between the dimensions of inbound marketing and customer loyalty

Test	Dimensions	Coefficient	gl	p-value	N
Spearman's Rho	Attract	0.567***	378	<0.001	380
	Convert	0.558***	378	<0.001	380
	Close	0.565***	378	<0.001	380
	Deligth	0.511***	378	<0.001	380

Note: * $p < 0.05$ (significant), ** $p < 0.01$ (very significant), *** $p < 0.001$ (highly significant).

all with a bilateral significance of 0.00. These results indicate robust positive associations between each dimension of inbound marketing and customer loyalty, suggesting that effective strategies at each stage significantly strengthen customer loyalty in the tourism sector of the city of Trujillo (Peru).

4. DISCUSSION

Inbound marketing emerges as an invaluable element for businesses in the tourism sector, providing a methodology that goes beyond simple promotion and comprehensively addressing the critical stages of attracting, converting, closing, and delighting. This holistic approach not only contributes to strengthening visibility and customer acquisition but also plays a crucial role in long-term loyalty. The creation of relevant and personalized content within the inbound marketing framework serves as an effective tool for crafting meaningful experiences, nurturing long-term relationships, and substantially impacting customer retention and loyalty in the dynamic tourism sector.

In the specific context of tourism businesses in the city of Trujillo, effective management of the sales area, supported by inbound strategies, emerges as an essential measure to ensure the vitality of digital communication channels. Given the prominence of potential customer traffic in the virtual environment and their complete familiarity with delivery services, the quality of the experience in order reception and delivery becomes a determining factor for loyalty, aiming to transform these customers into passionate brand advocates.

The impact of inbound marketing on customer retention is evident in the assessment that tourists provide to companies through digital platforms. The expression of experiences by tourists not only directly influences the potential experiences of others but also underscores the interconnection between individual perceptions and the formation of trust in the context of digital tourism marketing.

When considering the relationship between inbound marketing and customer loyalty, the findings align with previous research, such as that of Mohammad (2022), which emphasizes the effective management of inbound marketing as a generator of increased visibility, stronger customer relationships, the generation of higher-quality leads, and a positive impact on business growth and profitability. Furthermore, the inbound marketing strategy, according to Granados Niebles et al. (2022), aims to foster organic interest in individuals toward organizations, products, or services by disseminating relevant and valuable content.

Breaking down the specific dimensions of inbound marketing reveals alignment with previous research. In the "Attract" dimension, the creation of personalized and valuable content contributes to sparking the interest of future customers, supporting the connection between the quality of engaging content and the customer loyalty process in the tourism sector of Trujillo, as noted by Palomino and Siancas (2021). Regarding the "Convert" dimension, generating interest through relevant information is intrinsically linked to added value and the acquisition of products or services, supporting the findings of Minaya and Sandoval (2021). As for the "Close" dimension, online marketing strategies contribute to brand value generation by strengthening the connection with highly potential consumers, improving attention and communication, as identified by Rueda and De la Cruz (2022).

Finally, in the "Delight" dimension, attention and the act of pampering customers emerge as essential to turning them into advocates and promoters of the brand, supporting the importance of maintaining continuous interaction to strengthen the connection with them, according to the findings of Minaya and Sandoval (2021). These results suggest the relevance and comprehensive effectiveness of inbound marketing in the specific context of the tourism sector in Trujillo (Peru).

CONCLUSION

The objective of this study was to determine the relationship between variables related to inbound marketing and the level of customer loyalty. The paper revealed a significant and direct relationship between inbound marketing and customer loyalty, as the results obtained from statistical assessments showed a significance level below 0.05. This finding implied a statistically significant relationship between both variables, thus supporting the premise that the effective implementation of inbound marketing positively influences customer loyalty and retention.

A detailed understanding of inbound marketing strategies in the tourism sector has been of paramount importance in the previous business landscape. This knowledge facilitated the optimization of visibility, attraction, and customer retention, all essential elements for sectoral sustainability and competitiveness. Furthermore, it is essential to note that the level of customer loyalty in the tourism sector is crucial in strategic decision-making. This informed knowledge allowed the design of effective strategies to enhance customer loyalty, which is essential for the sustainability and competitiveness of the sector.

AUTHOR CONTRIBUTIONS

Conceptualization: Luis Miguel Saavedra-Azabache, Gaby Jesús Vilchez-Linares, Segundo Edwin Cieza-Mostacero.

Data curation: Segundo Edwin Cieza-Mostacero.

Formal analysis: Segundo Edwin Cieza-Mostacero.

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APPENDIX A

Table A1. Inbound marketing survey

Dimensions		Inbound Marketing	Valuation				
			1	2	3	4	5
Attract	1	It is easy for me to find information on Google about travel agencies in the city of Trujillo.					
	2	The travel agencies in the city of Trujillo appear in the top results on Google.					
	3	I easily find the social media profiles of travel agencies in the city of Trujillo.					
	4	I have discovered a social media network for travel agencies in the city of Trujillo through influencers.					
Convert	5	I have provided my personal information in exchange for promotions at the travel agencies in the city of Trujillo.					
	6	I have been directed to a virtual platform of the travel agencies in the city of Trujillo through interaction with their social media.					
	7	The virtual platforms of the travel agencies in the city of Trujillo have an option that allows me to make a purchase.					
	8	The virtual platforms of the travel agencies in the city of Trujillo have an option that allows subscriptions.					
	9	The design of the virtual platforms of the travel agencies in the city of Trujillo is user-friendly.					
Close	10	The virtual platforms of the travel agencies in the city of Trujillo are manageable.					
	11	I have received information of interest via email from travel agencies in the city of Trujillo.					
	12	The travel agencies in the city of Trujillo have sent me emails that helped me finalize my purchase, such as reminders.					
	13	I have constantly communicated with the travel agencies in the city of Trujillo until successfully completing my purchase.					
	14	It has been a key factor in finalizing my purchase that the travel agencies in the city of Trujillo provide me with useful information about their services.					
	15	I consider the information provided by the travel agencies in the city of Trujillo to be relevant to what I am looking for at a given moment.					
Delight	16	The travel agencies in the city of Trujillo have sent me emails after making a purchase.					
	17	I have received updates from the travel agencies in the city of Trujillo after making a purchase.					
	18	I have received messages for special occasions from the travel agencies in the city of Trujillo after making a purchase.					
	19	The travel agencies in the city of Trujillo have provided me with information about additional services to complement my purchase.					
	20	I have interacted with the social media of the travel agencies in the city of Trujillo where I made my purchase.					
	21	The travel agencies in the city of Trujillo respond to the comments I make on their social media.					
	22	I am an active follower of the social media of the travel agencies in the city of Trujillo.					
	23	I find the content published by the travel agencies in the city of Trujillo appealing.					

Table A2. Customer loyalty survey

Dimensions		Customer loyalty	Valuation				
			1	2	3	4	5
Personalization	1	I consider that the shopping experience with the travel agencies in the city of Trujillo has successfully met my expectations.					
	2	I can identify a travel agency in the city of Trujillo where I made a purchase just by seeing an image of it.					
Differentiation	3	When it comes to tourism company brands, I associate some travel agencies in the city of Trujillo with them.					
	4	I believe that the service provided by the travel agencies in the city of Trujillo is excellent.					
Satisfaction	5	I consider the services offered by the travel agencies in the city of Trujillo to be good.					
	6	I find the price-quality relationship of the travel agencies in the city of Trujillo to be appropriate.					
	7	I trust the travel agencies in the city of Trujillo to make a purchase in the future.					
	8	I believe that the travel agencies in the city of Trujillo provide trendy services.					
Loyalty	9	Due to my high satisfaction with the shopping experience, I feel a connection with the travel agencies in the city of Trujillo.					
	10	I recommend the services provided by the travel agencies in the city of Trujillo to others.					
Habituality	11	I frequently purchase services from travel agencies in the city of Trujillo.					
	12	I plan to buy services from the travel agencies in the city of Trujillo again.					