ORIGINAL PAPER

Antecedents of business tourist loyalty: the moderating role of familiarity and emotional and cognitive experiences

Enrique Marinao-Artigas[1] · Karla Barajas-Portas[2] ·
Leslier Valenzuela-Fernandez[3]

Abstract
This study verifies whether some environmental components of business destinations and inherent to the behavior of business tourists and act in a dyadic way as drivers of business tourist loyalty. Furthermore, it aims to test whether business tourists' familiarity and emotional and cognitive experiences played a moderating role. This objective is to be achieved using quantitative and experimental methodological designs. A structural equation model is used to validate the hypotheses in this study. A questionnaire consisting of 76 questions is administered to a non-probabilistic sample of foreign business executives who visited Mexico City in Mexico and Santiago de Chile. The results of this study prove that the dyadic path formed by perceived quality, reputation, trust, and satisfaction becomes the best synergistic support for business tourist loyalty. Moreover, familiarity with a business destination and the emotional and cognitive experiences of the business tourist strengthen perceived quality, reputation, trust, and satisfaction paths. The originality of this study lies in confirming, in an unprecedented way, a sequence of environmental components and inherent to business tourists' behavior as drivers of their loyalty to the business destination.

✉ Enrique Marinao-Artigas
enrique.marinao@usach.cl

1   Departamento de Administración Facultad de Administración y Economia, Universidad de
    Santiago de Chile, Santiago, Chile

2   Universidad Anáhuac, Ciudad de México, Mexico

3   Facultad de Economia y Negocios, Universidad de Chile, Santiago, Chile

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1 Introduction

Among the emerging economies in Latin America, Mexico has a per capita income of US$ 25,962 (7th place), and Chile has a per capita income of US$ 31,005 (2nd place) (IMF 2024). Looking at the Human Development Index (HDI), which measures, on a scale from zero to one, the level of income, education and life expectancy of the population, with a value of 0.781, Mexico is ranked 77th in the world ranking and in sixth place in Latin America. In turn, with a value of 0.819, Chile is ranked 44th in the world ranking and in first place in Latin America. According to this ranking, Mexico's 2024 HDI level is considered high, and Chile's is considered very high (UNDP 2024). For both countries, tourism is an important source of income that contributes to maintaining and improving their HDI. In fact, tourism represents 14.4% of Mexico's GDP and 11% of Chile's GDP (WTC 2024). The largest contribution to Mexico's national GDP is made by Mexico City with 14.6% and to Chile's national GDP by the city of Santiago with 38.72% (Statista 2024). As investment hubs (Statista 2022), both cities have become major business destinations for investors and visitors. Business tourism is characterized by in-person (Pinho and Marques 2021) or virtual (Deb et al. 2024) travel undertaken to attend corporate or association meetings, conferences, conventions, congresses, and public or trade exhibitions (Bradley et al. 2002). Security threats, mainly reflected in the country risk index, have had negative effects on tourism globally (Akamavi et al. 2023). However, the development of business tourism has continued to generate significant benefits for the tourism industry and economy. In fact, direct flights to and from New Zealand have increased. In addition, it has experienced an improvement in its Economic Policy Uncertainty Index (EPU) and has benefited from increased bilateral trade volume (Tsui et al. 2018). Similarly, it has been shown in the specialized literature that strong cultural and historical ties between business tourists and the destination represent attractive incentives for investment. Such is the case of France, where such ties have reduced the uncertainty of business tourists when making investments in the hotel industry (Cró and Martins 2020). In the specialized literature, it has been revealed that there are some corporate and environmental elements that, in an offline and online environment, such as reputation (Anggani and Suherlan 2020; Baka 2016; Iglesias-Sánchez et al. 2019), play a key role in making a place considered a business destination capable of attracting investors and visitor (Shirvani and De Luca 2019). In fact, in the United Kingdom it has been discovered that the strength of reputation associated with the characteristics of people, social facilities, accessibility to means of transport, business tourism facilities, economic activities and the physical environment are key attributes of the brand image of business tourism destinations (Hankinson 2005). Similarly, some essential elements of tourist behavior have been highlighted in an offline and online environment, such as the perceived quality of a destination (Cambra-Fierro et al. 2021; Ahmed et al. 2020), trust in destiny (Czernek-Marszałek 2021; Hassan and Soliman 2021; Williams et al. 2020; Al-Bourini et al. 2021; Gharibi et al. 2020), familiarity with the destination (Da et al. 2021; Kuhzady et al. 2020a, b; Tan and Chang 2015), the emotional experience (Zhou et al. 2023, 2020; Cheung et al. 2022) and cognitive of the tourist (Zhou et al. 2023, 2020; Cheung et al. 2022), satisfaction (Rondonuwu and Mandagi 2023; Chen et al. 2022; Sumaryadi et al. 2021; Saini

and Arasanmi 2021) and tourist loyalty (Dandotiya and Aggarwal 2023; Kuhzady et al. 2020a, b; Tan and Chang 2015). They also play a key role in creating places that are considered business destinations capable of attracting investors and visitors (Md Husin et al. 2023; Najar and Rather 2023; Buhalis et al. 2023; Micevski et al. 2021; Ruiz-Ortega et al. 2021; Bi et al. 2020; Hain et al. 2016; Tamagni and Zanfardini 2006). The essential elements of tourist behavior in the convention and event tourism literature reveal that, for a business destination, the loyalty of a business tourist is a key success factor and is a consequence of the satisfaction and perceived quality of services of the business destination (Swart and Roodt 2020). Furthermore, the tourism perspective reveals that tourist loyalty is a key antecedent of destination choice (Osti and Nava 2020); the heritage brand value of the place (Rahman et al. 2021); attachment and affection to the place (Liu et al. 2020); intention to repurchase (Laparojkit and Suttipun 2022), return, and recommend the destination (Suhartanto and Triyuni 2016); and the profitability of the destination's travel agencies (Elgarhy and Mohamed 2023). Numerous studies address tourist loyalty as a consequence of environmental elements (Díaz-Meneses and Amador-Marrero 2024; Ahn et al. 2021; Lv and McCabe 2020; Yamashita and Takata 2020) and essential elements of tourist behavior (Díaz-Meneses and Amador-Marrero 2024; Elbaz et al. 2023; Wang and Li 2023; Aljumah et al. 2022; Paulose and Shakeel 2022; Suhartanto et al. 2020); however, few studies consider business tourist loyalty to be a consequence of the mix formed by the dyadic relationship between environmental elements of the destination and essential elements of tourist behavior. In turn, the specialized literature on tourism argues that essential elements of tourist behavior, such as familiarity with the destination, moderate the effect of perceived quality on travel intention (Chi et al. 2020a, b) and the effect of celebrity endorsement on emotional arousal (Liu et al. 2023). Their findings indicate that emotional experience moderates the effect of culture-derived power on tourist destination evaluation (Jiang et al. 2020) and the effect of motivation to repair the mood on the valence of tourist memory (Kim et al. 2022). Some findings assert that cognitive experience moderates the effect of attributes in choosing a hotel (Kim and Park 2017) and that cognitive thinking moderates the effect of cognitive imagery on mental images (Loureiro et al. 2022). Despite this evidence, in the tourism field, there is little literature that analyzes the moderating role of familiarity with the business destination in the effect of perceived quality on reputation and in the effect of reputation on trust. Likewise, there is little literature that examines the moderating role of the emotional experience of the business tourist in the effect of perceived quality on reputation. There is also little literature that explores the moderating role of the cognitive experience of the business tourist in the effect of reputation and satisfaction on trust. Given the state of the art, the general objective of our research is to verify whether the mix of environmental components of the business destination and those inherent to the behavior of the business tourist act in a dyadic manner as drivers of business tourist loyalty. In turn, our research aims to answer the following questions: Does familiarity with the business destination and the emotional experience of the business tourist play a moderating role in the dyadic relationship between perceived quality and reputation of the business destination? Does familiarity with the destination and the cognitive experience of the business tourist play a moderating role in the dyadic relationship between reputation and trust

in the business destination? Does cognitive experience play a moderating role in the dyadic relationship between satisfaction and trust?

2 Literature review

2.1 Quality—reputation

Marketing literature has established that perceived quality and reputation are fundamental elements that define a business destination (Hankinson 2005). In this context, perceived quality, both in offline settings (Cambra-Fierro et al. 2022) and online (Ahmed et al. 2020), can be interpreted as a global judgment about the excellence that a destination offers. This judgment encompasses not only infrastructure and facilities but also both tangible and intangible attributes that contribute to the overall visitor experience. Additionally, studies in the field of managerial sciences have corroborated that perceived quality acts as a key determinant of service productivity. This productivity, understood as the combination of internal and external efficiency and effectiveness of a company, suggests that for a business destination to achieve a high level of productivity in its services, it is crucial that perceived service quality is conceptualized as an integral construct. This implies developing a value proposition that focuses on critical aspects such as the cost-quality relationship, the productivity of involved stakeholders, and the continuous feedback from business tourists (Hofmeister et al. 2024). Such an approach would not only enhance customer satisfaction but also strengthen the competitiveness of the business destination in the global market. On the other hand, offline (Baka 2016) and online (Anggani and Suherlan 2020; Iglesias-Sánchez et al. 2019) reputation can be considered as a reflection of visitors' attitudes towards a business destination (Braun et al. 2018). From this perspective, in the business and management literature it is stated that in the cities of Bangkok and Chiang Mai, Thailand, the quality of travel agents' web service affects their online reputation (Phonthanukitithaworn et al. 2021). Likewise, from the hospitality and tourism perspective, it is argued that in the hotel industry of the city of Macao, China, the perceived quality of service impacts the reputation of hotels (Lai 2019) and in the food service industry in the south-east of England, service quality affects the reputation of a restaurant's brand (Han et al. 2015). However, findings have shown that there is also an inverse relationship, i.e. that reputation can be a key antecedent of perceived quality. Thus, in the tourism literature it is stated that in the hotel industry in Hong Kong the reputation of tour operators has a direct impact on the quality of services perceived by tourists at the destination (Chen et al. 2013) and that in the rural tourism sector in Portugal the corporate reputation of rural accommodation influences the quality of services perceived by tourists (Loureiro and Kastenholz 2011). Given this reality, it could be inferred that between perceived quality and the reputation of a business destination there could be a dyadic relationship, i.e. a reciprocal relationship between both factors (Berg et al. 2001). In line with these findings, we propose the following hypothesis:

H1: The quality perceived by business tourists directly and positively influences reputation and vice versa.

2.1.1 Moderating role of familiarity in the effect of quality on reputation.

From a sociological perspective, familiarity offline (Da et al. 2021) and online (Kuhzady et al. 2020a, b; Tan and Wu 2016) refers to people's knowledge of a service based on their experiences and previous contacts (Luhmann 2000). In the tourism literature, findings indicate that familiarity through experience with Spain plays a moderating role in the effect of attitudes toward rural tourism on tourists' quality and satisfaction (Maestro et al. 2007). Similarly, familiarity with the city of Valencia in Spain moderates the effect of destination image on satisfaction and the effect of satisfaction on tourists' behavioral intentions (Sanz-Blas et al. 2019). Likewise, familiarity with Taiwan plays an important moderating role in the effect of destination brand equity on tourists' visit intentions (Horng et al. 2012). In turn, familiarity with the city of Guilin, China moderates the effect of destination brand equity on tourists' visit intentions (Shi et al. 2022). From this perspective, we propose the following hypothesis:

H1a: Familiarity with the business destination moderates the effect of perceived quality on reputation and moderates the reciprocal effect.

2.1.2 Moderating role of emotional experience in the effect of quality on reputation

Environmental psychology literature suggests that emotional experience offline (Zhou et al. 2023) and online (Cheung et al. 2022; Zhou et al. 2020) is represented by three dimensions: pleasure, arousal, and mastery (Mehrabian and Russell 1974). Given the disruptive trend of technological changes in the digital environment (Felicetti et al. 2024), this online space is essential to identify and understand the emotions and feelings that guide tourists' decision-making (Callarisa-Fiol et al. 2023). From this perspective, the business research literature reports that in the "new luxury" product sector in India, consumers' emotions of "luxury for the masses" products play a key moderating role in the effect of product functionality, exclusivity, and price on purchase intentions (Chatterjee et al. 2023). Likewise, the marketing literature reports that in the financial sector of Beijing, China, emotions play a key moderating role in the effect of equity factors on consumers' loyalty intentions (Zohaib et al. 2019). Similarly, the business research literature reports that in 18 service industries in the Netherlands, customers' emotions play a key moderating role in the effect of equity, brand, and relationship capital on customer loyalty (Ou and Verhoef 2017). Furthermore, in the travel and tourism marketing literature, it is reported that in the Internet tourism marketing sector of Tamsui, Taiwan, emotions play an important moderating role in the effect of information transmission on tourists' attention, interest, desire and action (Yeh et al. 2017). Given these findings, the following hypothesis is proposed:

H1b: The emotional experience of the business tourist moderates the effect of perceived quality on reputation and moderates the reciprocal effect.

2.2 Reputation-trust

In the context of managerial sciences, it has been highlighted that corporate reputation exerts a positive influence on the citizen behavior of customers. From this per-

spective, as a result of this impact, the business tourist can contribute to improving the services of the destination, assist other tourists in the acquisition and use of such services, and remain calm even when a service does not meet their expectations (De Nicola et al. 2024). Reputation not only affects the citizen behavior of customers but also their level of trust. In the relationship between a business tourist and a business destination, this trust manifests itself both in offline settings (Czernek-Marszałek 2021; Hassan and Soliman 2021; Williams et al. 2020) and online (Al-Bourini et al. 2021; Gharibi et al. 2020), being considered as the willingness of one party to trust its counterpart (Wu et al. 2016; Macintosh 2009). Within the marketing and destination management literature, it has been evidenced that the reputation of a destination positively impacts tourists' trust in the Egyptian tourism industry (Hassan and Soliman 2021), a pattern that is also observed in the Chilean tourism industry (Artigas et al. 2017). However, findings have shown that there is also an inverse relationship, meaning that trust can be a key antecedent of reputation. In this sense, management literature indicates that, in the Pakistani educational sector, employees' trust in their organization positively influences the institution's reputation (Kumari et al. 2021). Additionally, in the realm of higher education in Seoul and Daegu, South Korea, it has been reported that cognitive trust in a corporation favourably impacts the institution's reputation (Park et al. 2014). Given the lack of consensus, it can be deduced that there is a dyadic relationship between reputation and trust in a business destination, that is, a reciprocal relationship between both constructs (Ert and Fleischer 2019). Based on this background, we suggest the following hypothesis:

H2: Reputation directly and positively influences trust in business destination and vice versa.

2.2.1 Moderating role of familiarity in the effect of reputation on trust

Several studies have demonstrated the important moderating role played by familiarity. Indeed, in the international business literature, it has been found that in the automotive industry in the city of Castilla y León, Spain, familiarity moderates the relationships between the reputation of companies associated with a COO, ethnocentrism, animosity, and trust (Jiménez and San Martin 2010). Similarly, in the marketing communications literature, it is reported that in the US advertising sector, familiarity with a brand moderates the effect of advertising appeal on attitude toward the ad (Rhee and Jung 2019). In turn, in the social media literature, it is reported that in the mobile phone industry in China, offline familiarity plays an important moderating role in the effect of information reputation on trust in social media (Wang 2017). Similarly, in the e-marketing literature it is reported that in the German e-commerce industry, familiarity with the seller and the e-commerce system plays a moderating role in the effect of reputation on consumer trust (Einwiller 2003). The following hypothesis is proposed:

H2a. Familiarity with the business destination moderates the effect of reputation on trust in the business destination and moderates the reciprocal effect.

2.2.2 Moderating role of cognitive experience in the effect of reputation on trust

From a tourism perspective, offline (Zhou et al. 2023) and online (Cheung et al. 2022; Zhou et al. 2020) cognitive experience refers to how tourists perceive and relate to the physical attributes or features of a tourist area (Beerli and Martin 2004). In this regard, findings indicate that in China, environmental cognitive factors of a wetland park play an essential moderating role in the effect of environmental value perception on pro-environmental behavior (Bie and Xu 2018). Likewise, the perceived cognitive atmosphere in a Korean restaurant in the United States significantly moderates the effect of service quality on consumer satisfaction and loyalty (Ha and Jang 2010). Comparably, findings indicate that in the United States, online travel communities, cognitive and environmental stimuli play an important moderating role in the effect of knowledge contribution on the intention to continue sharing and promoting knowledge in the community (Lee and Hyun 2018). From this perspective, we propose the following hypothesis:

H2b: The cognitive experience of business tourists moderates the effect of reputation on trust in the business destination and moderates the reciprocal effect.

2.3 Reputation-satisfaction

From a tourism perspective, satisfaction results from the cognitive and emotional evaluation of a tourist's experience at a destination (Bigne et al. 2005). In the marketing literature, it is stated that in Ghana the reputation for environmental care of a pharmacy is a key antecedent of consumer satisfaction (Opoku et al. 2023). Similarly, from a management and business perspective, in the retail, hair and beauty sector in Ho Chi Minh City, Vietnam (Van et al. 2016) and in the hotel industry in China (Su et al. 2016) corporate reputation positively affects consumer satisfaction. Similarly, from a tourism perspective, it is argued that in Portugal the corporate reputation of a rural accommodation positively influences tourist satisfaction (Loureiro and Kastenholz 2011). Likewise, in the review literature on corporate reputation, it is confirmed that in Germany, a company's corporate reputation directly affects investor satisfaction (Helm 2007). This relationship is confirmed from the perspective of online business research in the area of air travel (Sengupta et al. 2015). However, the findings have shown that there is also an inverse relationship, that is, that satisfaction can be a key antecedent of reputation. Indeed, from the perspective of management and sustainability in the financial services sector in Jordan, it is confirmed that consumer satisfaction positively affects the corporate reputation of a bank (Kamal et al. 2022). Along these lines, from a service management approach in the health care sector in the city of Lima, Peru, it is argued that patient satisfaction positively influences the reputation of a health clinic (Cambra-Fierro et al. 2021). From the engineering business management approach in the education sector in Taiwan, student satisfaction also positively affects the reputation of higher education institutions (Moslehpour et al. 2020). This relationship is confirmed from a psychosocial point of view in the higher education sector in Malaysia (Irfan et al. 2020). Similarly, sustainable management literature in Pakistan's fast food sector states that consumer satisfaction positively affects McDonald's corporate reputation (Ali et al. 2021). A

business management approach in Indonesia's air service sector indicates that passenger satisfaction positively affects the corporate reputation of airlines (Wijaya and Yulita 2020). In the same way, previous studies in the French retail sector have found that consumer satisfaction positively affects the corporate reputation of retail stores (Tournois 2015). According to this background, it has been revealed that there is an inverse relationship between reputation and satisfaction (Walsh et al. 2006). From this perspective, we propose the following hypothesis:

H3: The reputation of a business destination directly and positively influences the satisfaction of business tourists and vice versa.

2.4 Satisfaction-trust

In the tourism literature, it is stated that in South Korea, tourist satisfaction positively influences trust in the destination (Al-Ansi and Han 2019). Similarly, theoretical marketing studies indicate that consumer satisfaction is a key antecedent of trust in service providers (Singh and Sirdeshmukh 2000). In the same way, in the production and consumption literature, it is confirmed that in the telecommunications industry of the cities of Islamabad, Lahore and Karachi, Pakistan, consumer satisfaction positively affects their trust in service providers (Islam et al. 2021). However, findings have shown that there is also an inverse relationship, meaning that trust can be a key antecedent of satisfaction. Indeed, findings in the e-commerce literature claim that in the IdCorners travel blogging community in Indonesia (Wilis and Nurwulandari 2020) and in a group of students from public universities in the northeastern United States, trust in e-commerce has a positive effect on e-buyer satisfaction (Kim et al. 2009). Likewise, hospitality and tourism studies confirm that in the Bangladeshi gastronomic tourism sector, tourist trust positively influences their satisfaction (Hossain et al. 2023) and theoretical marketing studies also indicate that consumer satisfaction is a key antecedent of trust in service providers (Singh and Sirdeshmukh 2000). Given the lack of consensus, it could be suggested that there could be a dyadic relationship between business tourist satisfaction and trust in a business destination, i.e. a reciprocal relationship between both factors (Bigne and Blesa 2003). Based on this background, we suggest the following hypothesis:

H4: Satisfaction directly and positively influences trust in the business destination and vice versa.

2.4.1 Moderating role of cognitive experience in the effect of satisfaction on trust

Travel and tourism literature claims that in the UK business tourism sector, Cardiff's business infrastructure is a critical success factor (Haven-Tang et al. 2007). Previous interactive marketing studies have found that in the Spanish financial industry, a customer's cognitive activities play an important moderating role in the effect of their satisfaction on trust in e-banking (Sanchez-Franco 2009). Likewise, the psychology and marketing literature states that in the Spanish e-commerce industry, e-shoppers' cognitive involvement plays a key moderating role in the effect of their satisfaction on trust in online shopping (Martín et al. 2011). Furthermore, management and business studies have highlighted that in the mobile phone sector of Istanbul, Turkey, the

cognitive cost of price switching of a smartphone brand plays an important moderating role in the effect of its satisfaction on brand trust (Sahin and Kitapçi 2013). Thus, the following hypothesis is proposed:

H4a: Business tourists' cognitive experience moderates the effect of satisfaction on trust in the business destination and moderates the reciprocal effect.

2.5 Trust-loyalty

In the field of managerial sciences, it has been evidenced that both behavioral and attitudinal loyalty of consumers, as manifested in an increase in purchasing frequency, constitutes a primary strategic objective for executives globally (Sen et al. 2023). From this perspective, the specialized literature in tourism establishes that offline loyalty (Dandotiya and Aggarwal 2023) and online loyalty (Kuhzady et al. 2020a, b; Tan et al. 2015) among tourists can be conceptualized as a psychological manifestation that encompasses, on one hand, the intention to return to a destination (behavioral loyalty) and, on the other hand, the willingness to recommend it (attitudinal loyalty). This definition has been corroborated in the agritourism sector in the Bandung region, Indonesia (Leo et al. 2021). It is confirmed by the findings in the tourism industry of Bali Island, Indonesia stated in the Asian finance, economics and business literature (Lemy et al. 2020) and by the findings in the gastronomic tourism industry in Spain stated in the marketing literature (Hernández-Mogollón et al. 2020). Furthermore, this definition of loyalty is maintained in the online context confirmed by the findings in the tourism industry of the state of Odisha, India stated in the tourism, heritage and service marketing studies (Singh and Sibi 2023), in the discoveries in the tourism industry of Spain argued in the destination marketing and management literature (Buhalis et al. 2020) and in the discovery of evidence in the shopping tourism industry of Spain stated in the European tourism literature (Suhartanto and Triyuni 2016). The effect of trust on loyalty has been confirmed in the findings made in the tourism industry of India reported in the destination marketing and management literature (Xu et al. 2021), in the dairy industry of China reported in the business research literature (Özdemir et al. 2020), in the retail sector of the cities of Chennai, Coimbatore, Tiruchirappalli and Madurai, India reported in the total quality literature (Venkatakrishnan et al. 2023), in the tourism industry of China argued in the global business and finance literature (Chen and Lee 2021), in the telecommunication sector of Pakistan reported in the sustainable consumption and production literature (Islam et al. 2021) and in the retail sector of the city of London, UK reported in the marketing literature (Melewar et al. 2017). From this point of view, we propose the following hypothesis:

H5: Trust in the business destination directly and positively influences business tourist loyalty.

2.6 Satisfaction-loyalty

In the tourism literature, satisfaction has been found to be a key antecedent of tourist loyalty in the Egyptian health tourism industry (Elbaz et al. 2023). This relationship is confirmed in the tourism industry in Ghana (Amissah et al. 2022), in the agri-

tourism (Leo et al. 2021) and tourism (Suhartanto et al. 2020) sectors in the city of Bandung, Indonesia, in ecotourism sites in Western Australia (Li et al. 2021), in the tourism industry in South Korea (Joo et al. 2020), in the tourism industry in the city of Huanglongxi, China (Lv and McCabe 2020). This relationship is also confirmed by findings reported in the retail and consumer services literature on the Taiwanese e-retail sector (Hsu and Lin 2023), findings reported in the business research literature on the Japanese hotel industry (Matsuoka 2022), and evidence reported in the Asian finance, economics, and business literature on the tourism industry of Bhali Island, Indonesia (Lemy et al. 2020). Given this background, we suggest the following hypothesis:

H6: Satisfaction directly and positively influences business tourists' loyalty.

The set of hypotheses can be observed schematically in Fig. 1.

3 Methodology

This study used scales from previous studies to identify critical incidents, and a questionnaire that included each construct with its respective factors was administered. The questionnaire was administered to a non-probabilistic convenience sample of 30 people in Santiago de Chile and 30 in Mexico City. This procedure allowed us to confirm and complement the factors of each construct. Following De Wulf and Odekerken-Schröder (2003), a refinement procedure was performed for each scale. Feedback was obtained through focus groups formed with business tourists and interviews with tour operators and managers of travel agencies in Santiago and Mexico. In line
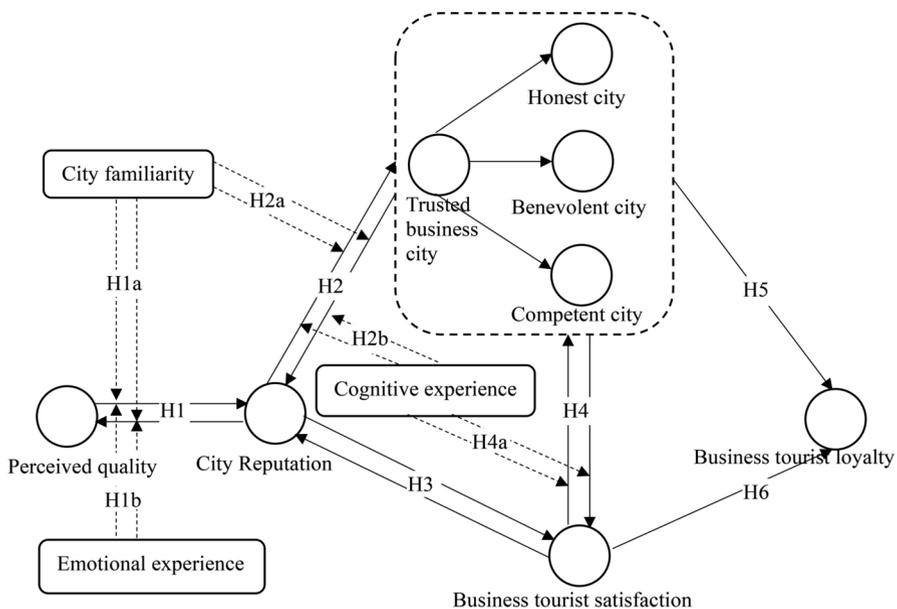

Fig.1 Hypothesis. Note: Ns: Not significant

with Book and Tanford (2020), each expert rated every item according to its dimensions. To do this, they considered three alternatives: *clearly representative*, *somewhat representative*, and *non-representative*. To close this procedure, we decided to retain the items that obtained a high level of consensus (Rahman et al. 2022). This procedure facilitated the identification of indicators that best reflected each of the scale dimensions used in this study. In this way, the scales were obtained to construct the questionnaire. A pretest was conducted using this initial questionnaire. The questionnaire was administered to a non-probabilistic convenience sample of 50 people each in Santiago and 50 in Mexico City. An exploratory factor analysis (EFA) was conducted using these data, and Cronbach's alpha was calculated for each of the resulting dimensions. The final scales were obtained using this procedure. The items were written as statements and answered using a seven-point Likert scale (see Table 1).

Considering a non-probability convenience sample, in both countries a team of two people used a tablet to collect the responses. The final questionnaire of 76 questions was administered to the foreign business executives, intercepting them upon their arrival at the district facilities and business centers. There was the possibility of changing the language of the questionnaire according to the participant's choice. Mainly from Spanish to English or vice versa. The questionnaire was administered, in person, from November 2022 to January 2023, to a total of 1,801 business executives who visited the business and investment districts and clusters. Of these, 441 registered in Santiago de Chile and 1,360 in Mexico City (see Table 2). In Santiago de Chile, the questionnaire was administered to foreign business executives who visited the "Sanhattan" financial district and the "Ciudad Empresarial" Financial Center. In Mexico City, the questionnaire was administered to foreign business executives who visited the "Centro Banamex", "Expo Bancomer Santa Fe", "Club de Banqueros" and "Club de Industriales". In both countries, these places were chosen because they are recognized as the business and investment districts and clusters most visited by foreign business executives.

A psychometric analysis of the data was conducted to verify the optimal validity, reliability, and dimensionality of the scales (Farooq and Vij 2022). A psychometric analysis of the data obtained was carried out. Using the SPSS statistical package in version 26, a Confirmatory Factor Analysis (CFA) and reliability analysis were carried out using Cronbach's α, construct reliability, and average variance extracted (AVE). Varimax rotation was checked for components that did not adhere to the dimensions. All components showed an optimal degree of dimensionality with values greater than 0.4 (Chi et al. 2020a, b). Given these values, there was no need to eliminate the indicators from the scale. Using CFA (see Table 3) and in line with the three criteria revealed by Kyriazos and Poga-Kyriazou (2023), we verified whether each indicator was convenient for obtaining a good fit to the theoretical model.

Next, we examined whether it was necessary to eliminate the indicators that showed weak convergence with their respective latent variables. A Student's *t*-test greater than 2.28 (*p* value < 0.001) was used as a criterion. Next, we verified that the standardized coefficients of each indicator were greater than 0.5. Then, we verified that the coefficient of determination of R^2 values was greater than 0.3. Once this procedure was completed, none of the indicators was eliminated according to the three established criteria. Through three tests: Cronbach's α (limit 0.7), composite reli-

Table 1 Measurement Scales

Perceived quality		
Cqu1	I'd visit this city because they say it's of recognized quality	Mukher-
Cqu2	I'd visit this city because they say it's of a superior quality	jee et al.
Cqu3	I'd visit this city because they say it's top performer	(2018),
Cqu4	I'd visit this city because they say it's of concrete answers	Loureiro
Cqu5	I'd visit this city because they say it's affordable prices	and
		González
		(2008)
City familiarity		
Cif1	I'd visit this city because is familiarity	Tan
Cif2	I'd visit this city because is known	and Wu
Cif3	I'd visit this city because is distinguished	(2016),
Cif4	I'd visit this city because is popular	Gefen
Cif5	I'd visit this city because is celebrated	(2000)
City reputation		
Cre1	I'd visit this city because a good reputation	Has-
Cre2	I'd visit this city for its unrivaled reputation	san and
Cre3	I'd visit this city because people respect it	Soliman
Cre4	I'd visit this city because people speak well of it	(2021),
Cre5	I'd visit this city because of its historic reputation	Jin et al.
		(2008)
Trusted city		
Honest city		
Hoc1	I'd visit this city because it assumes its commitments	Has-
Hoc2	I'd visit this city because it's clear and opportune	san and
Hoc3	I'd visit this city because it's reliable	Soliman
Hoc4	I'd visit this city for its transparency	(2021),
Benevolent city		Choi
Bec1	I'd visit this city because it cares about the welfare of its visitors	et al.
Bec2	I'd visit this city because it knows how its decisions affect visitors	(2016),
Bec3	I'd visit this city because it acts for the benefit of the visitors	Jarven-
Bec4	I'd visit this city because it is open to the needs of visitors	paa et al.
Competent city		(2004)
Coc1	I'd visit this city because it has the ability to carry out its activities	
Coc2	I'd visit this city because it has knowledge of its activities	
Coc3	I'd visit this city because it has the ability to carry out its activities	
Coc4	I'd visit this city because it offers precise information on its activities	
Business tourist satisfaction		
Vsa1	I'd visit this city because is the best to be visited	Aldas-
Vsa2	I'd visit this city because it's what one expects to know	Manzano
Vsa3	I'd visit this city because it meets my expectations	et al.
Vsa4	I'd visit this city because it is just as one thinks	(2011),
Vsa5	I'd visit this city because it's the best choice	Loureiro
		and
		González
		(2008)
Business tourist loyalty		

Table 1 (continued)

Vlo1	I'd visit this city because it is a city to which you want to return	Opper-mann (2000), Aldas-Manzano et al. (2011)
Vlo2	I'd visit this city because it difficult to return just once	
Vlo3	I'd visit this city because it difficult to choose another	
Vlo4	I'd visit this city because it is easy to recommend it to others	
Vlo5	I'd visit this city because it is easy to highlight its positive things	
Emotional experience		
Ee1	I'd visit this city because is entertaining	Servidio (2015); Nicoletta and Servidio (2012)
Ee2	I'd visit this city because is lively	
Ee3	I'd visit this city because is pleasant	
Ee4	I'd visit this city because is happy	
Ee5	I'd visit this city because is enthusiastic	
Cognitive experience		
Installations		
Cei1	I'd visit this city for its safe facilities	Chi and Qu (2008), Lin et al. (2007)
Cei2	I'd visit this city for its varied facilities	
Cei3	I'd visit this city for its comfortable facilities	
Environments		
Cee1	I'd visit this city for its public safety	Chi and Qu (2008), Lin et al. (2007)
Cee2	I'd visit this city for its transportation system	
Cee3	I'd visit this city for its clear signage system	
Events and Recreation		
Cev1	I'd visit this city for its cultural attractions	Chi and Qu (2008), Lin et al. (2007)
Cev2	I'd visit this city for its folkloric attractions	
Cev3	I'd visit this city for its historical attractions	

ability of the construct (limit 0.7) (Cheung et al. 2024), and analysis of the Average Variance Extracted (AVE) (limit 0.5) (Schuberth 2021) the reliability of the scales was verified. The obtained values indicated that the established minimum reliability parameters were satisfied. Finally, validity was verified by considering content and construct validities. The scales showed adequate content validity because a bibliographic review and analysis of critical incidents were conducted with experts in business tourism. This is complemented and corrected through feedback from focus groups associated with business tourism. To confirm whether "trustworthy business destination" was a multidimensional construct, the rival models procedure was used (Flavián et al. 2022). In other words, a unidimensional model (first order) was compared with a multidimensional model (second order). The results showed that the second-order model exhibited a better fit than the first-order model (see Table 4). The analysis of the multidimensional model of "trusted business destination" showed optimal fit values: IFI=0.996; CFI=0.996; RMSEA=0.045; Normed χ^2=4.70. Therefore, the multidimensionality of the constructs was confirmed.

Table 2 Sample profile

Gender	%	Civil status	%
Male	56.9	Single	52.9
Female	41.8	Married	41.7
Other	1.3	Other marital status	5.4
Total	100	Total	100
Age	%	Estudies	%
Between 18 and 24	4.3	University studies	1.9
Between 25 and 34	90.3	Postgrade	78.6
Over 35	5.4	Incomplete University Studies	19.5
Total	100	Total	100
Employment situation	%	Family income	US$ %
Working	16	Income Under the 1875	79.6
Look for Work	58	Income Over the 1875	14.8
Student	26	Don't know/No answer	5.6
Total	100	Total	100

*1US$=798.6 Chilean pesos as of May 19, 2023

**1US$=17.78 Mexican pesos as of May 19, 2023

In line with Bagozzi et al. (2020), convergent validity was confirmed by observing that all standardized coefficients in the CFA were statistically significant (p value<0.001), with a value greater than 0.5. To check the normality of the data, univariate normality is observed through the skewness and kurtosis test. All variables showed absolute skewness and kurtosis values of less than three (Seijas-Macias et al. 2023). Therefore, the minimum values established by these reliability parameters were satisfied (see Table 5).

Following Ragb et al. (2020), discriminant validity was tested using a confidence interval test and a chi-square difference test (see Table 6).

For tourism studies, common variance bias is a sensitive indicator of the validity of a study (Kock et al. 2021). In line with Sajons (2020), common variance bias was assessed by means of an independent variable (common cause), plus two instrumental variables (z1; z2), incorporated into the structural equation model (Antonakis et al. 2010). If these three variables are correlated and the model fit values are not acceptable, this is an indication that common variance bias exists. The result obtained from this iteration shows that these three variables are not correlated. Acceptable fit values are obtained: (IFI=0.937; CFI=0.937; RMSEA=0.080, χ^2=5570.8). Given these results, common variance bias is not a problem for this study. Given the values obtained from the applied tests, the proposed model had a reasonable degree of general validity.

4 Results

Using the AMOS SPSS statistical package, version 26, key indicators were obtained using structural equation modeling (SEM) to understand the assumptions of this study. The values obtained from the fit of the overall model (IFI=0.981, CFI=0.981,

Table 3 Factorial confirmatory analysis of scales

Scales	Variables		Factor loadings	Explained variance (%)	Eigen-values %	Standard error
Perceived quality	Ciq1		0.901	80.77	4.03	1.41
	Ciq2		0.927			1.48
	Ciq3		0.924			1.45
	Ciq4		0.917			1.46
	Ciq5		0.820			1.50
City familiarity	Cif1		0.836	73.30	3.66	1.68
	Cif2		0.793			1.13
	Cif3		0.903			1.44
	Cif4		0.853			1.23
	Cif5		0.892			1.35
City Reputation	Cir1		0.927	82.42	4.10	1.69
	Cir2		0.929			1.64
	Cir3		0.924			1.64
	Cir4		0.927			1.65
	Cir5		0.828			1.41
Trusted city	Honest city	Hoc1	0.936	88.97	3.56	1.65
		Hoc2	0.947			1.58
		Hoc3	0.949			1.77
		Hoc4	0.940			1.81
	Benevolent city	Bec1	0.952	88.84	3.55	1.79
		Bec2	0.956			1.79
		Bec3	0.952			1.69
		Bec4	0.909			1.50
	Competent city	Coc1	0.909	82.81	3.31	1.43
		Coc2	0.908			1.40
		Coc3	0.916			1.62
		Coc4	0.907			1.95
Business tourist satisfaction	Vis1		0.934	86.14	4.31	1.78
	Vis2		0.939			1.61
	Vis3		0.910			1.50
	Vis4		0.918			1.51
	Vis5		0.939			1.69
Business tourist loyalty	Vil1		0.918	84.33	4.22	1.42
	Vil2		0.916			1.46
	Vil3		0.909			1.54
	Vil4		0.918			1.38
	Vil5		0.931			1.50
Emotional experience	Ee1		0.772			1.15
	Ee2		0.809			1.18
	Ee3		0.852	70.96	3.55	1.46
	Ee4		0.888			1.40
	Ee5		0.885			1.35
Cognitive experience	Installations		0.877			1.52
			0.881	81.42	2.44	1.22
			0.947			1.27

Table 3 (continued)

Scales	Variables	Factor loadings	Explained variance (%)	Eigen-values %	Stan-dard error
	Environments	0.910			1.63
		0.926	77.02	2.31	1.51
		0.794			1.15
	Events and Recreation	0.875			1.31
		0.859	74.64	2.24	1.09
		0.858			1.44

Table 4 Multidimensional analysis

Indicators			Trusted city	First-order	Second order
Recommended value					
Absolute	NCP		Minimum	2123.174	133.399
	ECVI		Minimum	1.249	0.154
	RMSEA		<0.08	0.148	0.045
Incremental	NFI		High (close to 1)	0.930	0.995
	IFI		High (close to 1)	0.931	0.996
	CFI		High (close to 1)	0.931	0.996
Parsimony	AIC		Minimum	2249.174	277.399
	Normed χ^2		[1; 5]	40,318	4.70
Cognitive experience					
Absolute	NCP		Minimum	2490.352	38.336
	ECVI		Minimum	1.428	0.075
	RMSEA		<0.08	0.23	0,044
Incremental	NFI		High (close to 1)	0.796	0.996
	IFI		High (close to 1)	0.798	0.997
	CFI		High (close to 1)	0.798	0.997
Parsimony	AIC		Minimum	2571.352	135.336
	Normed χ^2		[1; 5]	93.23	4.48

RMSEA=0.047, normalized χ^2=4.91) and the inverse model (IFI=0.981, CFI=0.981, RMSEA=0.047, normalized χ^2=4.96) were within acceptable ranges (see Fig. 2).

Figure 2 shows that the results confirm hypothesis 1, that is, the quality perceived by business tourists directly and positively influences the reputation of the business destination (β 0.90; *p* value 0.001) and vice versa (β 0.92; *p* value 0.001). In turn, hypothesis 2 is confirmed; that is, the reputation of the business destination directly and positively influences trust in the business destination (β 0.65; *p* value 0.001) and vice versa (β 0.78; *p* value 0.001). In addition, hypothesis 3 is corroborated, that is,

Table 5 Reliability and validity of constructs

	Scales		Factor load	Cron-bach's alpha	Composite reliability	Average variance extracted	Univariate normality	
							Skew	Kurtosis
Perceived quality	Ciq1		0.90	0.94	0.95	0.81	−0.94	0.44
	Ciq2		0.93				−1.03	0.57
	Ciq3		0.92				−1.03	0.70
	Ciq4		0.92				−1.02	0.69
	Ciq5		0.82				−1.23	1.23
City familiarity	Cif1		0.84	0.90	0.93	0.73	−1.17	0.60
	Cif2		0.79				−1.40	2.50
	Cif3		0.90				−1.28	1.36
	Cif4		0.85				−1.59	2.92
	Cif5		0.89				−1.31	1.76
City reputation	Cir1		0.93	0.95	0.96	0.82	−0.95	0.07
	Cir2		0.93				−1.03	0.43
	Cir3		0.92				−0.93	0.13
	Cir4		0.93				−0.93	0.05
	Cir5		0.83				−1.01	0.71
Trusted city	Honest city	Hoc1	0.94	0.96	0.97	0.89	−0.90	−0.03
		Hoc2	0.95				−0.94	0.20
		Hoc3	0.95				−0.90	−0.21
		Hoc4	0.94				−0.95	−0.18
	Benevolent city	Bec1	0.95	0.96	0.97	0.89	−0.95	−0.11
		Bec2	0.96				−0.86	−0.30
		Bec3	0.95				−0.90	−0.06
		Bec4	0.91				−0.95	0.28
	Competent city	Coc1	0.91	0.92	0.95	0.82	−1.03	0.68
		Coc2	0.91				−1.03	0.67
		Coc3	0.92				−1.06	0.42
		Coc4	0.91				−0.97	−0.30
Business tourist Satisfaction	Vis1		0.93	0.96	0.97	0.86	−1.09	0.16
	Vis2		0.94				−1.23	0.84
	Vis3		0.91				−1.24	1.03
	Vis4		0.92				−1.17	0.83
	Vis5		0.94				−1.15	0.49
Business tourist loyalty	Vil1		0.92	0.95	0,.96	0.84	−1.31	1.45
	Vil2		0.92				−1.28	1.15
	Vil3		0.91				−1.23	0.90
	Vil4		0.92				−1.30	1.51
	Vil5		0.93				−1.36	1.28
Emotional experience	Ee1		0.77				−1.45	2.23
	Ee2		0.81				−1.28	1.73
	Ee3		0.85	0.89	0.92	0.71	−0.72	0.06
	Ee4		0.89				−0.72	−0.01
	Ee5		0.89				−0.85	0.51

Table 5 (continued)

	Scales		Factor load	Cron-bach's alpha	Composite reliability	Average variance extracted	Univariate normality	
							Skew	Kurtosis
Cognitive experience	Installations	Cei1	0.88				−1.15	0.49
		Cei2	0.88	0.89	0.93	0.81	−1.46	2.11
		Cei3	0.95				−1.23	1.41
	Environment	Cee1	0.91				−1.29	0.98
		Cee2	0.93	0.85	0.91	0.77	−1.17	0.93
		Cee3	0.79				−1.29	1.76
	Events and Recreations	Cev1	0.88				−1.36	1.85
		Cev2	0.86	0.95	0.90	0.75	−1.31	1.91
		Cev3	0.86				−1.34	1.56

the reputation of a business destination directly and positively influences the satisfaction of business tourists (β 0.94; *p* value 0.001) and vice versa (β 0.18; *p* value 0.001). Hypothesis 4 is validated; therefore, business tourist satisfaction directly and positively influences trust in the business destination (β 0.34; *p* value 0.001) and vice versa (β 0.91; *p* value 0.001). At the same time, hypothesis 5 is validated, that is, trust in the business destination directly and positively influences business tourist loyalty (β 0.12; *p* value 0.001). Furthermore, hypothesis 6 is confirmed, that is, satisfaction directly and positively influences business tourist loyalty (β 0.85; *p* value 0.001).

Given the normal distribution of the data, it is possible to develop an appropriate analytical procedure for the moderation test of familiarity with the business destination and the emotional and cognitive experiences of business tourists (Chi et al. 2020a, b). Considering that the regression coefficients are not affected by differences in the variances of the independent variable or differences in the measurement error of the dependent variable (Cohen et al. 2003), they are used as the main indicators to measure the moderation effect (Dawson 2014). The two-way interaction (Chi et al. 2020a, b) was assessed using the AMOS SPSS statistical package, version 26. For hypothesis 1a, given the optimal value of the statistics analyzed (β 0.10; SE 0.006; CR 18.20; *p* value 0.001), familiarity with the business destination moderates the effect of perceived quality on business destination reputation. However, the moderation of familiarity on the reverse effect is not significant.

The effect of perceived quality on business destination reputation changed linearly concerning familiarity with the business destination (see Fig. 3). The linear effect represents a gradual and constant change in the effect of perceived quality on business destination reputation as familiarity with the business destination changes.

For hypothesis 1b, given the optimal value of the statistics analyzed (β 0.003; SE 0.001; CR −3.499; *p* value 0.001), the emotional experience of the business tourist moderates the effect of perceived quality on the reputation of the business destination. However, the moderation of the emotional experience on the inverse effect is negative (β −0.002; SE 0.006; CR 21.56; *p* value 0.001).

Accordingly, the effect of perceived quality on a business destination's reputation changes linearly with respect to the business tourist's emotional experience (see Fig. 4). The linear effect represents a gradual and steady change in the effect of per-

Table 6 Discriminant validity

Bi-variate relationship	Confidence intervals	Difference χ² (df)	
Full model			
Perceived quality-City reputation	0.893–0.913	5080.8 (1)	4870.6(443)
Perceived quality-Business tourist satisfaction	0.843–0.863	5067.2 (1)	
Perceived quality-Honest city	0.875–0.891	5028.1 (1)	
Perceived quality-Benevolent city	0.847–0.867	5103.0 (1)	
Perceived quality-Competent city	0.879–0.891	4917.7 (1)	
Perceived quality-Business tourist loyalty	0.814–0.826	4911.2 (1)	
City reputation-Business tourist satisfaction	0,853–0,881	5303.3 (1)	
City reputation-Honest city	0.907–0.935	5291.2 (1)	
City reputation-Benevolent city	0.880–0.912	5430.7 (1)	
City reputation-Competent city	0.909–0.929	5063.1 (1)	
City reputation- Business tourist loyalty	0.840–0.860	5045.4 (1)	
Honest city -Benevolent city	0,953–0,985	5554.5 (1)	
Honest city- competent city	0.947–0.936	5067.7 (1)	
Honest city—Business tourist satisfaction	0,876–0,904	5298.4 (1)	
Honest city- Business tourist loyalty	0.851–0.871	5027.6 (1)	
Benevolent city-Competent city	0,954–0,978	5210.0 (1)	
Benevolent city—Business tourist satisfaction	0.866–0.902	5478.5 (1)	
Benevolent city-Business tourist loyalty	0.853–0.857	5127.7 (1)	
Competent city—Business tourist satisfaction	0.884–0.908	5082.6 (1)	
Competent city-Business tourist loyalty	0,872–0,884	4925.2 (1)	
Business tourist satisfaction- Business tourist loyalty	0.936–0.952	5227.1 (1)	
Trusted city model			
Honest city-Benevolent city	0.966–0.974	2333.8 (1)	1670.6 (51)
Honest city-competent city	0.942–0.966	1859.8 (1)	
Benevolent city-Competent city	0.950–0.974	2009.0 (1)	

All coefficients significant at a 0.001 level
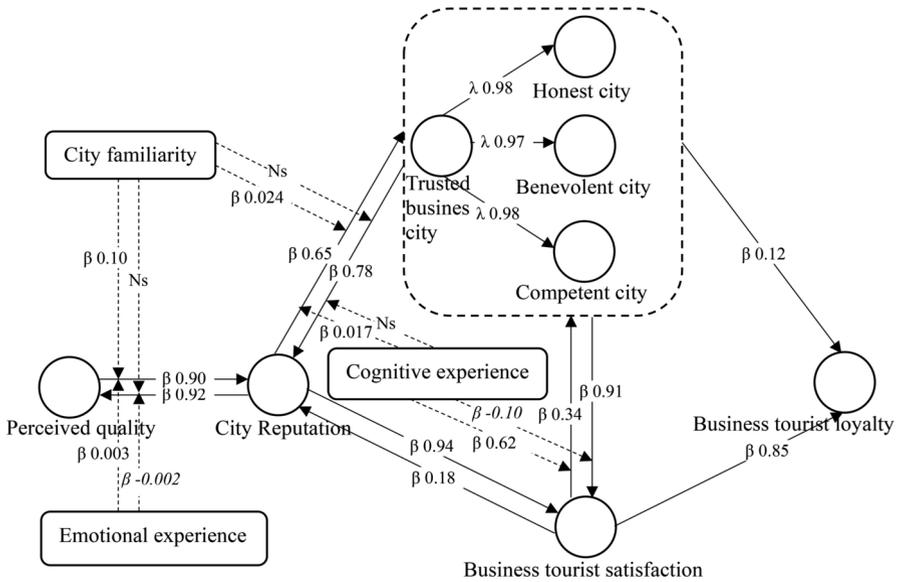
Fig. 2 The estimated structural model
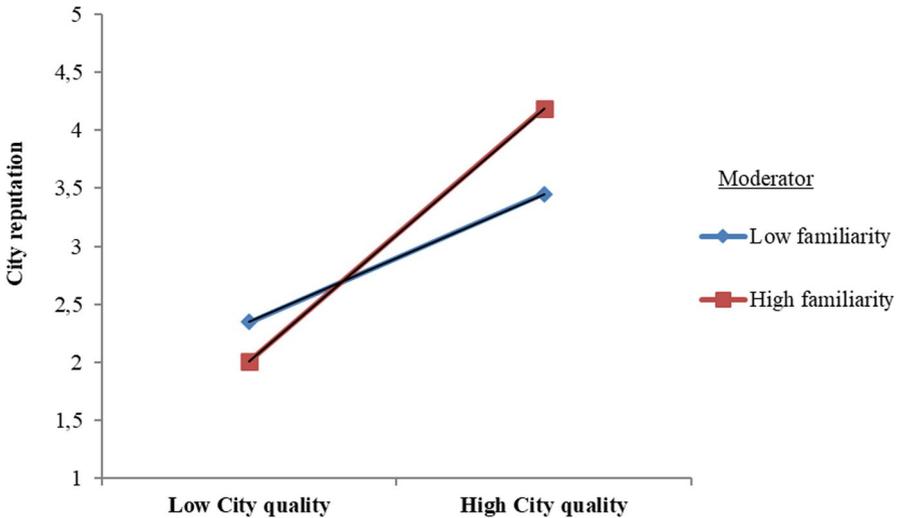
Fig. 3 Familiarity moderation: on the effect of quality on reputation

ceived quality on business destination reputation as the business tourist's emotional experience changes. However, it changes inversely when measuring the moderation of emotional experience on the effect of reputation on perceived quality.

For hypothesis 2a, given the optimal value of the analyzed statistics (β 0.024; SE 0.006; CR 3.72; *p* value 0.001), familiarity with a business destination moderates the
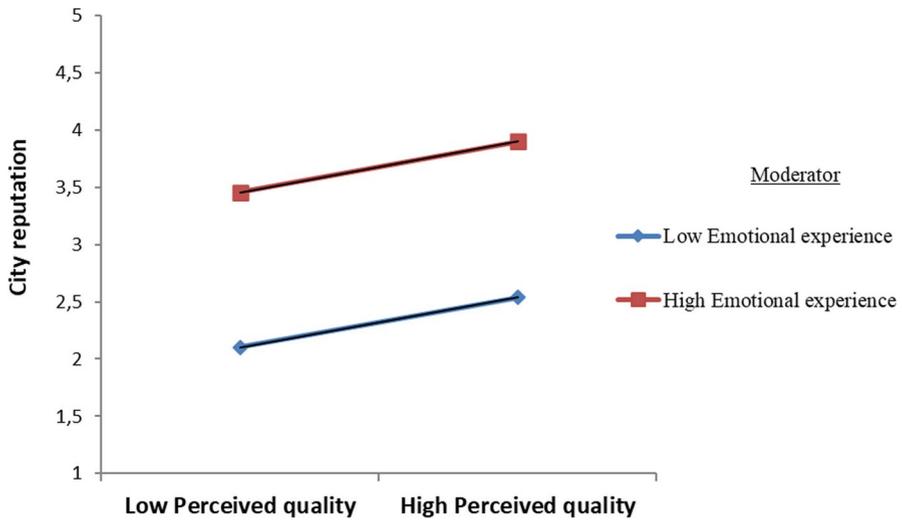
Fig. 4 Emotional experience moderation: on the effect of quality on reputation
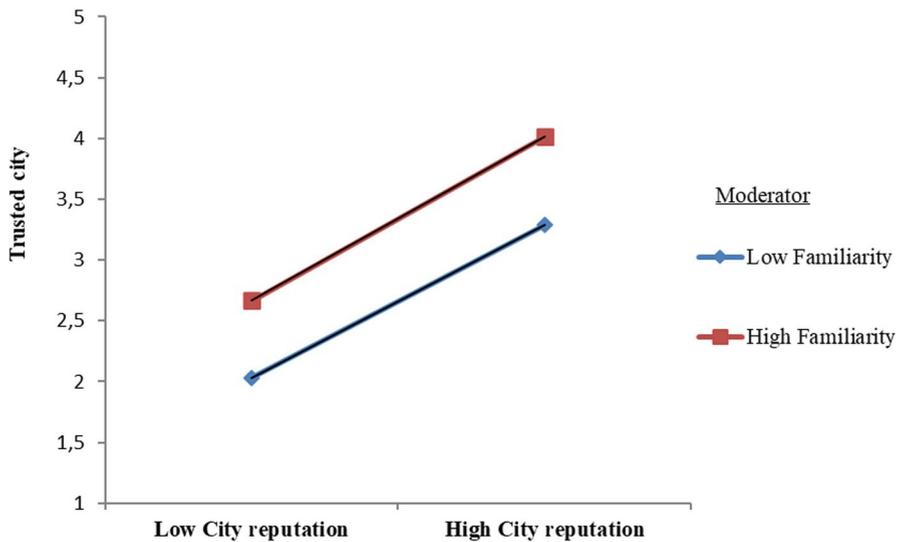
Fig. 5 Familiarity moderation: on the effect of City reputation on Trusted city

effect of reputation on business destination trust. However, the moderation of familiarity on the inverse effect is not significant.

In other words, the effect of reputation on trust in a business destination changes linearly in relation to destination familiarity (see Fig. 5). The linear effect represents a gradual and constant change in the effect of reputation on trust in a business destination and becomes more reliable as destination familiarity changes.

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For hypothesis 2b, given the optimal value of the analyzed statistics (β 0.048; SE 0.001; CR 3.969; p value 0.001), the cognitive experience of business tourists moderates the effect of reputation on business destination trust. However, the moderation of cognitive experience on the reverse is not significant.

Specifically, the effect of reputation on business destination trust changes linearly with respect to a business tourist's cognitive experience (see Fig. 6). The linear effect represents a gradual and steady change in the effect of reputation on business destination trust as business tourists' cognitive experiences change.

For hypothesis 4a, given the optimal value of the analyzed statistics (β 0.620; SE 0.001; CR 43.702; p value 0.001), cognitive experience moderates the effect of business tourist satisfaction on business destination trust. However, the moderation of cognitive experience on the inverse effect is negative (β −0.101; SE 0.010; CR −7.217; p value 0.001).

Therefore, the effect of business tourist satisfaction on business destination trust changes linearly in relation to the business tourist's cognitive experience (see Fig. 7). The linear effect represents a gradual and steady change in the effect of business tourist satisfaction on business destination trust as the business tourist's cognitive experience changes. However, this changes inversely when measuring the moderation of cognitive experience on the effect of trust on business tourist satisfaction.

5 Discussion and conclusions

This study confirms that the environmental components of a business destination, particularly its reputation, and the intrinsic factors related to the behavior of business tourists—such as perceived quality, trust, and satisfaction—function dyadically as key drivers of business tourist loyalty. A comprehensive understanding of loy-
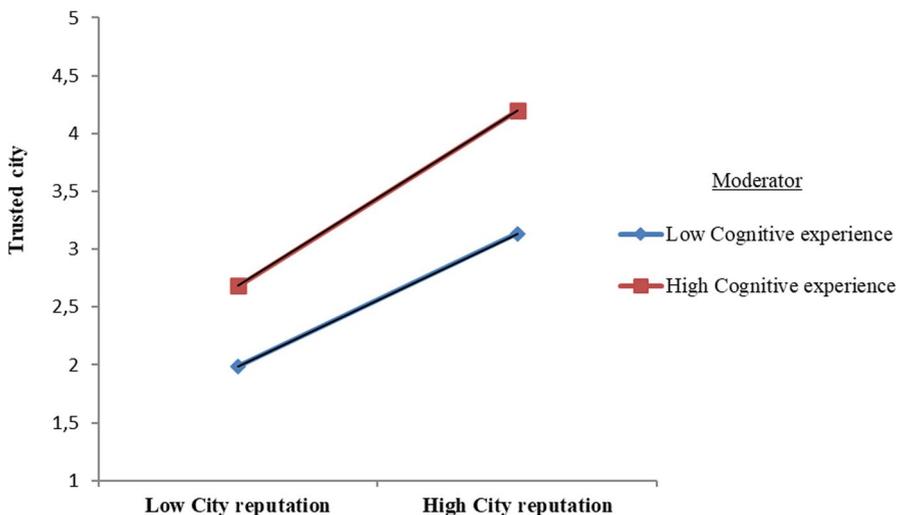
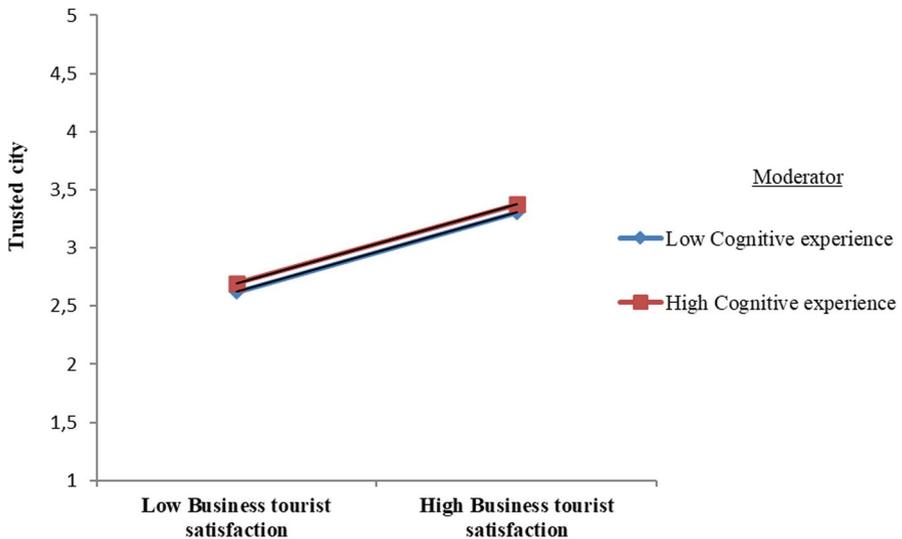Fig. 6 Cognitive experience moderation: on the effect of City reputation on Trusted city

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Fig. 7 Cognitive experience moderation: on the effect of Business tourist satisfaction on trusted city

alty is essential for developing effective strategies in the management of business destinations. According to Sen et al. (2023), achieving behavioral loyalty—where tourists return to the business destination—and attitudinal loyalty—reflected in their recommendations of the destination—poses a significant challenge for stakeholders involved in such destinations, especially since both forms of loyalty can lead to increased purchasing frequency. Moreover, this study emphasizes that the environmental characteristics of a business destination, including its reputation, along with factors intrinsic to the behaviors of business tourists, such as perceived quality, trust, and satisfaction, act synergistically to drive loyalty. A thorough understanding of these dynamics is vital for crafting effective management strategies for business destinations, as loyalty translates into higher purchase rates and repeat visits. In line with the findings of Sen et al. (2023), achieving behavioral loyalty, demonstrated through repeat visits, and attitudinal loyalty, evidenced by recommendations, is a considerable challenge for stakeholders in these destinations. Therefore, it is crucial for these stakeholders to develop strategies that not only enhance service quality and the overall tourist experience but also strengthen reputation, trust, and satisfaction. This approach would ensure sustainable loyalty over time and provide a significant competitive advantage in an increasingly demanding global market.

This study has shown that the perceived quality by business tourists positively influences the reputation of a business destination. Perceived quality should not be limited to a global judgment of the excellence offered by a destination (Cambra-Fierro et al. 2022; Ahmed et al. 2020); it is essential that it is conceptualized as an integral construct. This involves developing a value proposition that considers critical aspects such as the cost-quality relationship, the productivity of the stakeholders involved in the destination, and the continuous feedback from business tourists. Only through this holistic understanding can a high level of productivity in the services offered be achieved (Hofmeister et al. 2024). By prioritizing a comprehensive approach to

perceived quality, business destinations can not only enhance their reputation but also foster a superior experience for business tourists, which in turn promotes the loyalty of these travelers. This positive influence of quality on reputation aligns with the findings of Phonthanukitithaworn et al. (2021). However, it has also been confirmed that the reputation of the business destination positively affects the quality perceived by business tourists. This effect is consistent with the results obtained by Chen et al. (2013). This is how the existing dyadic relationship between quality and reputation demands permanent challenges for the different actors in the business destination. Ensuring the excellence of the services offered by host cities through their infrastructure, facilities and tangible and intangible attributes will be a real challenge for the different actors linked to business tourism. In this sense, the accommodation services offered online or offline by travel agencies will require fluid coordination with hotels that have a high standard and the capacity to offer a pleasant environment, quality of service and high-level comfort for business tourists. Likewise, food services offered by restaurants will require the use of ingredients of the highest quality and hygiene in the preparation of dishes with distinct flavors and aromas, including, as an option, distinctive ingredients from the host city. In addition, given that a solid network of air and land transportation will provide business tourists with alternatives that will optimize their travel times, it is expected that there will be synchrony between the number and schedule of flights offered by airlines for arrival and departure from host cities with car rental services, transportation applications, and public and private means of transportation. To achieve such synchrony, it is assumed that each host city has quality airports and roads with signage that allow for quick and safe travel. Likewise, for event production companies, given that each meeting, seminar or business event to be held will be a very sensitive initial point of contact, the challenge will be to create memorable experiences for business tourists. This challenge should also be considered by universities when providing their facilities or when participating in these events with their experts. Furthermore, the online and offline services offered by banks and financial institutions must be technologically expeditious, for example, they must have the necessary infrastructure to support high-speed Internet to carry out financial transactions in real time at a national and international level. By improving the overall value judgment of the excellence offered by the host city, the reflection of the attitudes of business tourists will be improved and vice versa. This study found that familiarity with the business destination partially moderates the effect of perceived quality on reputation. This partial moderation is consistent with the results obtained by Shi et al. (2022). In this sense, the synergistic effect achieved by disseminating and highlighting the main tangible and intangible attributes of the host country and therefore the host city online and offline will make it possible to familiarize the business destination in the orbit of international business tourists, thus revitalizing the effect of perceived quality on reputation. The moderation of familiarity in the reciprocal effect is not significant.

Given that the emotional experience of business tourists partially moderates the impact of perceived quality on the reputation of business destinations, it is essential to identify and understand the emotions and feelings that influence the decision-making of these travelers, both in offline environments (Zohaib et al. 2019) and online (Felicetti et al. 2024; Callarisa-Fiol et al. 2023). This understanding is crucial for

designing effective strategies that not only enhance perceived quality but also enrich the emotional experience of the tourist, thereby strengthening the reputation of the business destination. The moderation of emotional experience in the reciprocal effect is not significant.

Given that this study has confirmed that reputation positively affects trust in business destinations, and that previous findings indicate that reputation also positively influences customer civic behavior (De Nicola et al. 2024), the role of reputation as a key success factor for a business destination is evident. As a result of the effect of reputation on trust, the business destination will be perceived as more honest, benevolent, and competent. Furthermore, as a result of the impact of reputation on civic behavior, business tourists can contribute to enhancing the services received at the destination, assisting other tourists in acquiring and utilizing those services, and maintain composure even when a service does not meet their expectations. This positive influence of reputation on trust aligns with the findings of Kumari et al. (2021). However, it has been found that trust in the business destination positively affects reputation. This effect is in line with the results obtained by Hassan and Soliman (2021). The dyadic relationship between reputation and trust requires that the host country and therefore the host cities be able to offer a safe, reliable and excellent environment so that the business tourist's contact with each of its tangible and intangible attributes effectively becomes the best reflection of their attitudes and can influence trust in the business destination and vice versa. Similarly, it has been found that familiarity with the business destination partially moderates the effect of reputation on trust in the business destination. Partial moderation is consistent with the findings of Rhee and Jung (2019). In this sense, disseminating and highlighting the main tangible and intangible attributes of the host country and therefore of the host city will be a key factor in achieving familiarity among business tourists. In this way, the effect of reputation on trust can be revitalized. The moderation of familiarity in the reciprocal effect is not significant. Similarly, it has been found that the cognitive experience of business tourists partially moderates the effect of reputation on trust in the business destination. This partial moderation is in line with the findings of Bie and Xu (2018). If business tourists perceive and relate positively to the physical attributes or characteristics of a host country and therefore of a host city, the effect of reputation on trust will be revitalized. The moderation of cognitive experience on the reciprocal effect is not significant. In turn, it has been found that the reputation of the business destination positively affects business tourist satisfaction. This effect is consistent with the findings of Opoku et al. (2023). However, it has been shown that business tourist satisfaction positively affects the reputation of the business destination. This relationship is in line with the findings made by Kamal et al. (2022). The dyadic relationship between reputation and satisfaction requires that the host country and therefore the host cities assume a key transversal role in maintaining the strength of this relationship. As regards the environmental dimension of the business destination, it is important to develop strategic and consistent actions over time that allow for the creation of a positive reputation for its financial institutions, hotels, restaurants, event production companies and commercial activities, universities, public and private transportation, and state tax collection agencies. Without a doubt, a positive reputation will significantly affect the satisfaction of business tourists and vice versa.

Furthermore, it has been verified that business tourist satisfaction positively affects trust in the business destination. This effect is in line with the revelation made by Islam et al. (2021). However, it has also been proven that trust in the business destination positively affects business tourist satisfaction. This relationship is in line with the results obtained by Hossain et al. (2023). The dyadic relationship between satisfaction and trust requires a positive cognitive and emotional evaluation of the tangible and intangible attributes of the host country and therefore of the host cities to achieve business tourist satisfaction and significantly impact trust and vice versa. Similarly, it has been found that the cognitive experience of the business tourist partially moderates the effect of the business tourist's satisfaction on trust in the business destination. Partial moderation is in line with the results obtained by Sahin and Kitapçi (2013). However, the moderation of cognitive experience on the effect of trust on satisfaction is negative. As a consequence, by reversing the direction of this relationship, the partial moderating effect of the cognitive experience on the effect of satisfaction on trust in the business destination is confirmed. Likewise, the evidence obtained in this paper indicates that trust in the business destination positively affects business tourist loyalty. This result is consistent with the findings reported by Leo et al. (2021). Similarly, it has been proven that business tourist satisfaction positively affects business tourist loyalty. This causal effect is consistent with the findings reported by Elbaz et al. (2023). This is how the dyadic path formed by perceived quality, reputation, trust and satisfaction becomes the best synergistic support for business tourist loyalty. Achieving this loyalty is key for a business destination since it can influence their choice (Osti and Nava 2020) and the desire to return and recommend it (Suhartanto and Triyuni 2016). In turn, achieving this loyalty from business tourists can mean an increase in the heritage value of a business destination (Rahman et al. 2021), can foster attachment and affection with the place (Liu et al. 2020), improve the intention to repurchase (Laparojkit and Suttipun 2022) and increase the profitability of the business destination's travel agencies (Elgarhy and Mohamed 2023). According to our findings, familiarity with a business destination and the emotional and cognitive experiences of business tourists strengthen the perceived quality, reputation, trust and satisfaction path. This is not the case for the reverse path.

6 Limitations and future lines of research

Since this study was conducted in two business destinations in Latin America, there may be significant socioeconomic, cultural and attitudinal biases. We suggest replicating this study for business destinations in North America or Europe to address this. The design of this study is cross-sectional. Although the empirically tested theoretical model is robust and consistent, it only provides a snapshot. However, the business world is volatile and dynamic. Given this context, a longitudinal study should be conducted that considers the same sample and temporality as the first study to observe changes in the participants. Since we only considered sociodemographic variables for the description of the sample, for future research the attitudinal profile of the respondents could be considered. For example, trusting versus distrustful business managers in a business destination. It would be interesting to analyze the effects that

this dichotomous attitude could have on other factors inherent to the behavior of business managers. Similarly, since it could influence the perception of the location of companies, it would be interesting to consider the company affiliation, the frequency with which they travel nationally or internationally.

7 Implications

This study has important implications for different stakeholders in the business destination. For example, for CEOs of business destinations, since it sheds light on the synergistic route they could manage to achieve business tourist loyalty. Likewise, the reception of business tourists in emerging economies with a reputation as safe and reliable business destinations could directly benefit the economic and financial dynamism of host cities, positively affecting the HDI of their population. Therefore, it is not enough to have only suitable facilities for business meetings; cities also need to have tourist attractions such as museums and historical sites that complement formal business activities. Likewise, the direct implications for the business sector would be reflected not only in the increase in volume and investment transactions in the financial sector, but also, on the one hand, in the increase in passengers on airlines and public and private means of transport and, on the other, in the increase in hotel and restaurant customers visiting host cities. Likewise, these auspicious benefits could be extended to event production companies and commercial activities, which could have an active participation in the organization of international investment business conferences and seminars. In turn, implications are opened for universities, whose participation space should be occupied not only by experts in the area of management, but also by making their academic infrastructure available to carry out specialized seminars to highlight the positive effects of foreign direct investment for business destinations. For an emerging economy, the increase in bilateral trade will not only benefit the host city but will also allow for increased tax collection for the benefit of the host country.

Data availability The data from this research will be available upon request of interested parties.

Declarations

Conflict of interest The authors declare that they have no conflict of interest.

Informed consent   Research Ethical Report and Informed Consent reviewed and authorized by the Institutional Ethics Committee of the University of Santiago of Chile No 253/2021.

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