

南華大學企業管理學系管理科學碩士班碩士論文

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NANHUAUNIVERSITY

檢視線上消費者評論對於觀光客對目的地印象及
再回訪意願之影響

EXAMINING THE ROLE OF ONLINE CUSTOMER REVIEWS ON TOURIST
MOTIVATION TOWARD TO DESTINATION IMAGE AND RE - VISIT
INTENTION: THE CASE ECOTOURISM OF TIEN GIANG PROVINCE

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2、在論文研究方面：阮氏晶瑩君在學期間已完成下列論文：

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(2)學術期刊：

本人認為阮氏晶瑩君已完成南華大學企業管理學系管理科學碩士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資格，特向碩士資格審查小組推薦其初稿，名稱：檢視線上消費者評論對於觀光客對目的地印象及再回訪意願之影響，以參加碩士論文口試。

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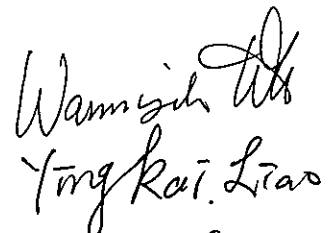
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 - i. Master thesis: Examining the Role of Online Customer Reviews on Tourist Motivation toward to Destination Image and Re-visit Intention: The case Ecotourism of Tien Giang Province
 - ii. Journal :

I believe that Nguyen Thi Kim Ngan has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, Examining the Role of Online Customer Reviews on Tourist Motivation toward to Destination Image and Re-visit Intention: The case Ecotourism of Tien Giang Province, for the oral defense.

Academic Advisor:



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NGAN NGUYEN TH KIM

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Title of Thesis : Examining the role of Online Customer Reviews on Tourist Motivation Toward to Destination Image and Re-Visit Intention: The Case Ecotourism of Tien Giang Province

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ABSTRACT

Nowadays, tourism is one of the fastest growing industries in the world in general and particular in Vietnam. More and more people travel far away from their living or event just near their house. Travelling can bring them out of stress. Tourism must always pay attention to sustainable development, that is the most important thing that every community and destination need to adopt for a long-term. Along with the development of science and technology today, the online information search is very popular, especially with visitors, online reviews from people who have experienced travel not only motivate visitors but also give them an overview of the destination before making a decision. Moreover, the satisfaction and attitude of visitors is also the important factor for the re-visit intention. Most of previous studies have investigated the impact of tourist satisfaction on their return and intent to introduce to other people, but there is very rare research about online customer reviews about tourism, especially in Tien Giang Province. Beside that, the moderator of big five personality and experiential value also have influence on tourism performance. Therefore, this research aims to examine how the role of online tourist reviews and destination image affect visitor's decision, which further impact the attitude and satisfaction and the re-visit intention of the visitors and examine the roles of moderator in tourism also.

Key words: Tourist, Online Reviews, Motivation, Destination, Tourist Satisfaction, Tourist Attitude, Re-Visit Intention, Big Five Personality, Experiential Value

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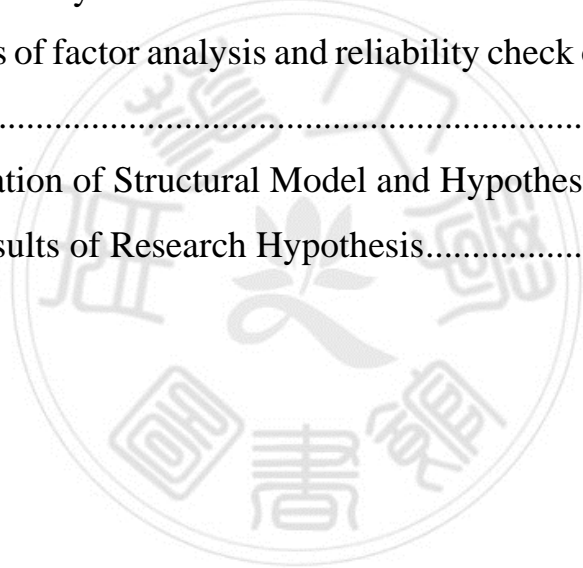
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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Nowadays, travelers increasingly understand the importance of tourism destinations, the environment and culture in the places they visit. This phenomenon has contributed positively to the development of tourism in general and especially Ecotourism in particular (Crouch & McCabe, 2003). Ecotourism development also contributes to improving people's livelihoods, generating income and solving employment issues for local people and environmental education, and contributing to the protection of the environment. Accordingly, the trend of tourism development based on nature in general and ecotourism in particular is becoming a trend not only in terms of economics but in terms of responsibility for sustainable development in tourism (Tisdell, 2011).

With these implications, today's ecotourism has become the choice of many people. With its inherent strengths and its diversification of tourism types, Vietnam has many types of tourism to serve the increasing demand of tourists, including: ecotourism, cultural tourism, exploring tourism. Capturing the country's economic development trend, Tien Giang is one of the provinces in the Mekong Delta that has made a great progress in the field of tourism services, rich natural resources are very convenient to develop tourism, especially ecotourism. In this case, attract tourist as well as intention to re-visit the destination is the top priority issue of the tourism industry.

Today, Word of mouth (WOM) is one of the most important factors in the current travel industry, word of mouth contributes to the control and measurement that most companies are interested in, it contributes to push

services and products to meet the diverse needs of customers (Glynn, Miller & Brockway, 1999; Mangold & Miller, 1999; Harrison-Walker 2001). Previous studies have shown that word of mouth has a direct influence on travel motivation and destination image (Brown, Treviño & Harrison, 2005). For example, Compete (2007) has argued that more than one third of travelers refer to reviews from others through word of mouth from forums, bulletin boards, etc., to get more general overview before making a decision (Sen & Lerman, 2007; Xia & Bechwati, 2008). Word of mouth significantly influences the formation of customer attitudes and intentions to return of visitor (Xia & Bechwati, 2008)

In addition to word of mouth, online customer reviews (OCRs) have become a new channel of information collection. With the development of information technology, customers are always reviewing the comments from person who has previous purchased via internet (Cheung, Lee & Rabjohn, 2008; Liang, 2016). Mudambi and Schuff (2010) has proved that the information from the reviews customer are very helpful for the firm to understand customer's attitudes (Dellarocas, Zhang, & Awad, 2007) and tourist tend to choose a destination that reflects their personality (Melamed, 1995), meanwhile personality has relation to human behavior. Recently, many people after they use a product or service, or travel to somewhere, they always share their experiences with friend and family.

Most of the previous studies stated the relationships between visitor satisfaction and status of tourism activities in some famous destination in Vietnam such as Ha Long Bay, Hanoi, Ho Chi Minh City. However, for Tien Giang tourism, it has different from the above context in term of the role online customer reviews, travel motivation, destination image, satisfaction, destination attitude, revisit intention. Firstly, eco-tourism is a new form of tourism in Vietnam in general and Tien Giang in particular in attracting the

attention of many tourists. Although quite well known in the southern region of Vietnam, but ecotourism in Tien Giang is not widely known especially for international visitor. Secondly, the value and quality of services are very important for tourist satisfaction, tourism products and services are diverse but not really sure satisfied visitors.

To study the development of Tien Giang tourism as well as to study the roles of OCRs on travel motivation and also which element affect to tourist satisfaction and encouraging the revisit intention, this study constructed a comprehensive research model to examine the interrelationships among the research variable: OCRs, travel motivation, destination image, perceived quality, perceived value, tourist satisfaction, attitude toward of the destination, revisit intention, personality and experiential value to assess and analyze this issue.

1.2 Research Objective

Based on the above research background and research motivations, this study collects data and conducts surveys of tourists in Tien Giang province. The main objective of the study can be summarized as follows:

1. To assess role of OCRs tourist motivation toward to destination image.
2. To assess and analysis the factors affecting to tourist satisfaction include perceived quality and perceived value.
3. To examine how attitude toward of the destination influences visitor's revisit intention.
4. To examine the moderating roles of big five personality for the influence of travel motivation on perceived quality, perceived value and tourist satisfaction and also for the influences of perceived quality, perceived value and tourist satisfaction on attitude and revisit, attitude toward travel destination.

5. To examine the moderating roles of experiential on the influences of perceived quality, perceived value and tourist satisfaction on attitude and revisit intention toward destination.

1.3 Subject and Research Scope

This research aims to propose a framework to understand the stimulus of OCSR to making travel decision at any destination. This study describes how perceived quality and value influence tourist satisfaction and how tourist attitude toward Tien Giang destination influence re-visit intention to travel. This research also examines the moderating roles of personality and experiential value in tourism.

The theme focuses to assess and analyze the affecting of online customer review to ecotourism for some famous destination in Tien Giang province include: Thoi Son islet; Tan Phong islet, Ngu Hiep Islet, Cai Be floating market; Cai Be orchards. Base on the subject of the as above, Table 1.1 presents the scope of this research in detail:

Table 1.1 The Scope of This Study

Items	Scope of The Study
Types of the research	The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions
Dependent variables	Re-visit intention.
Independent variables	Online customer reviews, destination image, perceived quality, perceived value, tourist satisfaction, attitude toward of the destination, re-visit intention, big five personality, experiential value
Moderating variables	Online customer reviews (OCRs)
Main variable	OCRs, attitude toward of the destination and return intention
Testing location and sample	Tourist in Tien Giang province, Vietnam.
Analyzed unit	Individual.
Research method	Using SPSS version 20 and AMOS 20 to run the data.

Source: Original Study

1.4 The Procedure and Research Structure

The study examines the role of OCRs of visitors in Tien Giang. First, the framework offers theoretical backgrounds in tourism, the theory of all dependent and independent as mentioned above. Then point out the research model, using quantitative research method to conduct surveys, collect data to draw final conclusions. The research process is describing in Figure 1.1 as below:

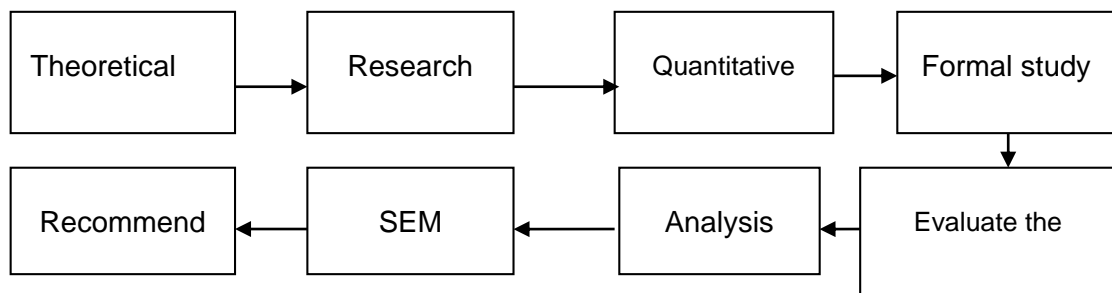


Figure 1.1 Research process.

Source: Original Study

CHAPTER TWO

LITERATURE REVIEW

2.1 Different Perspectives of Tourism

Tourism is defined as the activities of visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for any purpose including holidays, leisure and recreation, business, health, education or other purpose. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure. (UNWTO statistics Guidelines, 2010).

So far, it has not given a uniform concept because there are so many different concepts of tourism. Tourism is an economic phenomenon and complex society and in the process of development, its contents expanding and enriching. Tourism can be divided to three perspectives, according to Josep (2003) from the change space perspective, tourism is one of the forms of temporary migration from one area to another area, from one country to another country without changing residence or workplace; From an economic perspective,; tourism is an economic sector, services are tasked to serve the entertainment needs of the tour, rest, whether or not combined with therapeutic activities, sports, studies scientific and other needs; From the tourist's perspective , tourism is an inevitable product of economic development - human society to a certain stage of development, only in the context of market economy development, increase per capital income, increased leisure time due to the progress of science-technology, transport and information is growing, arising needs rest, sightseeing. The true nature of tourism is traveling to feel the material values and spiritual culture.

Finally, tourism as an activity that has many characteristics, including many participants, forming an complex overall. Tourism activity has characterized in economic sector and also including characterized in socioeconomic. In short, tourism is an opening concept and was exposed many ways. So that, depending on the research purpose that can use the suitable concept.

2.2 Recent Developments of World Tourism

Tourism is one of popular activities of each persons, it has become very popular in recent decades, especially in Europe. Human needs are different, some people like to have simple vacations but others want special vacations. Along with the development of technology, transportation infrastructure and transport means, tourism is getting easier and easier. Travel help change people's life (Guardian, 2009).

Below is some types of tourism to meet the diverse needs of people.

2.2.1 Sustainable Tourism

"Sustainable tourism is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems." (World Tourism Organization, 2012)

Sustainable development implies "meeting the needs of the present without compromising the ability of future generations to meet their own needs." (World Commission on Environment and Development, 1987). Sustainable tourism has implications for ecological and social-cultural and local people at destination. The purpose is to matching with economic development policies to minimize negative economic impacts.

2.2.2 Pro-poor Tourism

The purpose of this type of tourism is to help the poor in developing countries, which is becoming increasingly popular. Through small projects and efforts of the Ministry of Tourism to attract tourists. Research by the Institute of Overseas Development shows that about 25% of tourists' money can reach the poor. Mitchel (2009) gives examples of mountain climbing activities in Tanzania and cultural tourism in Luang Prabang, Laos, which raised money to help the poor.

2.2.3 Medical Tourism

When there is a significant price difference between countries for a given medical procedure, particularly in Southeast Asia, India, Eastern Europe, Cuba and Canada where there are different regulatory regimes, in relation to particular medical procedures (e.g. dentistry), traveling to take advantage of the price or regulatory differences is often referred to as "medical tourism"

2.2.4 Education Tourism

Due to the increasing popularity of teaching and learning from outside the classroom environment, educational tourism aims to enable people to travel abroad to obtain intellectual services. The purpose of educational tourism creates travel programs or activities at destination to learn culture or apply the learned knowledge in different environments.

2.2.5 Experiential Tourism

Experiential travel (or "immersion travel") is one of the major market trends in the modern tourism industry. It is an approach to travelling which focuses on experiencing a country, city or particular place by connecting to its history, people, food and culture.

2.2.6 Ecotourism

Ecotourism is a type of nature-based and indigenous tourism linked to environmental education that contributes to sustainable conservation and development efforts with the active participation of local communities. Ecotourism is a sustainable form of tourism, combining environmental protection and economic development (Jeong, García-Moruno & Hernández-Blanco, 2013). Ecotourism is a type of nature conservation tourism, tourism activities that have a low impact on the environment, sustainability and environmental awareness education of visitors especially with community involvement (Ars & Bohanec, 2010).

2.3 Tourist Satisfaction

There are many concepts of customer satisfaction, many Authors agree with different opinions. The satisfaction or non-satisfaction of the tourists are many interested in emotions or frustrated by comparing the quality of service expected by customers (Kotler, 2001). Accordingly, customer satisfaction is a function of the quality of service as perceived by customers.

Customer satisfaction is a psychological state that customers feel about a company (Organization) when their expectations satisfied water meets or exceeds expectations through consumer through product or service (Oliver, 1997). Davidoff and Fogarty, (1994) has used the formula $S = P - E$ (Satisfaction = Perception - Expectation) to measure the gap between perceived value and expectations. If $P = E$, the perceived value will equal expectations value, visitors feel satisfied; if $P > E$, perceived value is more than the expected value, tourists feel exceeded satisfied; if $P < E$, the perceived value less than the value expected, visitors feel under satisfied.

According to Cadotte, Woodruff and Jenkins (1987) has a definition: "Satisfaction is the comparison of expectations with experience". Why should

make customer satisfied? Visitor's satisfaction can help businesses achieve significant competitive advantage. The tourists now understand what it feels like after joining the tour and the products or services that meet the expectations of tourists or not.

Visitor, there are expectations mainly from the travel experience in the past, information from family, friends and colleagues, in addition to information from marketing activities. If the expectations of the tourists are not met, they will not be satisfied, and most likely they will tell others about it. So, satisfaction is the most priority of any company. The operation and growth of any organization will be depended on this factor.

2.4 Overviews of Tourism in Tien Giang Province

2.4.1 Tourism in Tien Giang Province

Nowadays, tourism has become a key economic sector in many countries around the world including Vietnam. Tourism development led to the development of other services related such as accommodation, resort, hotel, transportation, airlines, taxis, train, boat, entertainment services including casino, theaters, parks.... solve the problem of employments for the people, particularly in rural areas such as Tien Giang provinces, improve the lives of people here. They took advantage of the strengths inherent natural resources such as geographical location, climate, land, combined with the creativity in tourism to create a unique tourism product with bold beautiful traditional mixed modern nature tourism product to the impression that any visitor once came to Tien Giang is also unforgettable. Besides, this place still as well as the causes of the above situation, and introduce exist the drawbacks make tourism has yet to promote all of its inherent potential. This article will give an overview of the development measures to improve the weaknesses that. Located at the southernmost tip of Viet Nam, Tien Giang is explored new lands more than 300

years ago by the Central residents from mining at the hands of the people, the land of weeds and predators, the moors ... has become the fertile rice fields, the orchards laden with fruits and ponds, shrimp and fish-filled lakes. It offers year-round sunshine, the storms and earthquakes do not have so tourists coming to visit four seasons. Tien Giang peaceful with beautiful natural scenery and spectacular Tien river will give visitors a great experience, it was bustling focus activities on the Cai Be floating market, garden, golf bird, business lines, canals lined orchards; islands, beaches peaceful, historical or cultural ... characteristic stamp of lands "nine dragons" rich, poetic.

Tien Giang has rich tourism potential, diverse and attractive, Tien Giang increasingly attracting more tourists in the country and internationally. Many individuals, organizations and businesses have a positive, proactive exploit, develop tourism and leisure program serves, besides, propaganda activities, promotion of Tien Giang - Ben Tre in particular and the Mekong delta in general has always been active. Tien Giang tourism in general and ecotourism in particular has been invested by the province, with the advantages of natural conditioning and natural resources. Therefore, the number of tourists coming here is increasing over the years. According to the Department of Culture - Sports and Tourism, in 2011 Tien Giang receives 1,058,650 tourists, of which international visitors are 525,000 visitors. Only in August 2011, the province welcomed 71.1 thousand visitors, up 0.7% over the previous month, up 17.2% over the same period in 2010.

According to the provincial Statistics Bureau, in 2012 the number of visitors to the province reached more than one million. The average increase of 12.33%, of which international visitors was 542,692, up 7.91%. The number of visitors has been slowing due to the difficult economic situation of people's need for recreation, entertainment and tourism. The business forms do not change, the tour between enterprises is relatively the same, enterprises in the

province do not create tours for themselves but mainly to connect tours from the travel business of Ho Chi Minh City and The provinces, Total revenue of hotels, restaurants, travel tourism achieved 278.601 billion, up 19.80% over the same period, of which tourism travel turnover is 105.626 billion accounted for 38 % of total tourism revenue in 2012.

2.4.2 The Structure of Tourist

According to statistics reported by Department of Culture, Sports and Tourism of Tien Giang, as of 2012 the amount of international tourists to Tien Giang up to 542.692 passengers. In particular, Japan is a country with a high proportion of the most tourists (17.01%); China (including Hong Kong): (11%); France (10.1%); UK (9.8%) and other countries such as the USA, Germany, Taiwan, Italy and Australia. In particular, most of them are tourists first time to Tien Giang (about 80% of international visitors) and 20% International tourist arrive second time and mainly is Asian guests. Domestic travellers: in 2012 the number of domestic tourists approximately 626.593 passengers, accounting for 53.6% of the total proportion of visitors to Tien Giang.

Table 2.1 The Number of Tourists Come to Tien Giang Period 2007 - 2012

(Unit: visitors)

Year	2007	2008	2009	2010	2011	2012
Total	704.185	795.779	866.401	960.991	1.058.650	1.169.285
- Outbound	454.066	464.443	410.756	472.839	525.000	542.692
- Inbound	250.119	331.336	455.645	488.152	533.650	626.593
1.Traveler	589.373	596.485	537.740	640.699	692.325	757.664
- Outbound	431.128	440.648	374.866	443.894	482.215	516.721
- Inbound	158.245	155.837	162.874	196.805	210.110	240.943
2.Hotel Guests	98.816	178.103	308.077	299.698	343.918	392.772
- Outbound	10.753	10.721	23.735	16.785	30.898	13.171
- Inbound	88.063	167.382	284.342	282.913	313.020	379.601
3.Transporto n Visitor	15.996	21.191	20.584	20.594	22.407	18.849
- Outbound	12.185	13.074	12.155	12.160	11.887	12.800
- Inbound	3.811	8.117	8.429	8.434	10.520	6.049

Source: Department of Culture, Sports and Tourism of Tien Giang

Table 2.2 The Number of International Tourists Come to Tien Giang Period
2007 - 2012

(Unit: visitors)

Year	2007	2008	2009	2010	2011	2012
TOTAL	454.066	464.443	410.756	472.839	525.000	542.692
England	36.291	32.680	32.654	42.125	48.685	53.286
France	40.078	47.994	38.569	47.032	52.136	54.643
America	17.974	17.171	18.125	16.526	18.956	20.685
Japan	94.681	74.825	85.124	89.852	91.253	92.314
China(+ Hong Kong)	54.075	59.260	45.854	56.241	58.302	59.632
Korea	33.083	24.659	26.789	26.920	28.014	29.520
Taiwan	14.443	11.345	14.259	15.647	17.541	18.021
Germany	17.105	17.580	16.285	16.304	18.874	19.890
Italia	5.440	6.415	4.625	6.237	10.891	11.925
Australia	24.011	24,127	20.148	21.863	24.500	25.804
Other country	116.885	148.387	108.324	134.092	155.848	156.972

Source: Department of Culture, Sports and Tourism of Tien Giang

2.4.3 Total Revenue

Total revenues from tourism in Tien Giang province are determined from two main sources. One is from the tourist resorts and the other is from the tourism business establishments. In particular, revenue from the tourism business establishments account for the bulk of total revenue:

Table 2.3 The Total Revenue Period 2007 - 2012

(Unit: billions)

Year	2007	2008	2009	2010	2011	2012
Total revenue	132.037	144.195	184.965	211.092	237.164	278.601
Traveller	26.444	26.868	32.806	35.215	40.854	105.626
Hotel	10.480	15.798	24.065	32.101	36.524	40.543
Beverage	53.615	55.926	85.692	97.902	110.508	85.213
Transporter	672	860	998	1.131	3.257	1.450
Other service	40.826	44.743	41.404	44.743	46.021	45.769

Source: Department of Culture, Sports and Tourism of Tien Giang

According to the Department of Culture, tables and Tien Giang Tourism offer, the total revenue collection of Tien Giang tourism in recent years increased continuously over the years. Total revenues from tourism in 2012 reached 278,601 billion, up 19.80% on average. In particular, revenues from travel services was 105 626 billion 38% proportion of total tourism revenue. The rest of the service sector also tends to rise continuously.

2.5 Hypotheses Development

2.5.1 Travel Motivation has Positive Affect to Destination Image

Travel motivation is an integral part of travel behavior, the need to see what has not been seen, and the need to know what has not been known lead the people to visit new places and motivates to go new destination (Venkatesh, 2006). In order to know the behavior of tourist, it is necessary to understand the characteristics of each individual, understand the positive and negative

factor impact on the destination choice of visitors (March & Woodside, 2005; Holloway, 2004). Researchers have shown that travel motivation, customer attitudes, and environmental factors influence the behavior of travelers (Venkatesh, 2006, Laws, 1995). According to Gartner (2008) motivation is the beginning of the decision-making process and it occurs when visitors want to explore the external environment, thus motivating visitors to satisfy the needs and this can be considered as one of the most important variables related to travel decision and satisfaction (Chang, 2007). From the point of view of destinations, the motivation will help increase the number of tourists, in addition to being able to attract and encourage revisit (Jang & Feng, 2007).

Nowadays, people participate in tourism for many reasons such as relaxing, exploring the nature and developing themselves, those are general factors of tourism motivation (Mak, Lui, Shan & Heinz, 2009). According to Ryan (1991), the motive forces of tourism is defined as the fulfillment, shopping, the opportunities to entertain, rest, maintain relationships among family members, education knowledge. An analysis on tourist motivation is important for destinations to understand leisure tourist destination choice (Scrogin, Hofler, Boyle & Walter 2010); it can also enhance destination image as Beerli and Martin (2004), and its interplay with tourist satisfaction and loyalty (Meng, Tepanon & Uysal, 2008). Yoon and Uysal (2005) asserts that in an increasingly competitive marketplace, the success of marketing destinations should be guide a by a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty. The role of the destination image is very important in the decision making process, and factors such as money, time and family are based on the destination image to meet the motivation of the decision maker (Gartner, 1993). At the same time it also affects the intention to travel for the first time as well as return to that destination (Chen & Tsai, 2007). From the above mention, the study has proposes the hypotheses as below:

H1: Travel motivation has positive impact on destination image.

2.5.2 Word of Mouth and Online Customer Review on Relationship between Travel Motivation and Destination Image

According to Gallarza, Saura & Garcia, (2002), the image of tangible products is more important than intangible products, because visitors do not have much experience of destination, so they just want to choose a destination with positive images. Despite the variety of tourism destinations, a positive image is critical for a destination to be selected (Litvin & Ling, 2001).

Developing a destination image is a top priority in the tourism industry. Word of mouth (WOM) and online customer reviews (OCRs) is one the most important ways and influential methods of selecting and developing destination images (Hanlan & Kelly, 2005). Over the years, there have been many studies on WOM in the marketing field, but research on eWOM in the travel sector is still limited (Litvin, Goldsmith & Pan, 2008). Destination images may originate from exposure to different sources of information (Litvin et al., 2008). The strategy of advertising image is based on available information sources, and these sources of information are influential in decision-making (Govers Go & Kumar, 2007). Therefore, tourists often use media resources and word of mouth messages to make the decision to travel. Hence, the influencing mechanism of information resources is an important issue for decision making. Being awareness of the mechanism is important for destination marketers to formulate effective promotional strategies in an attempt to develop suitable destination image which in turn may promote high sales and profit margin for the destination. In the tourism industry, informal sources like WOM is more effective than media sources such as telephone, radio, newspapers, journal or internet, because media is a communicational tool that sender need to send their meaning to the receiver, meanwhile WOM has no trade identity. Hence,

information transferred by word of mouth and by tourism destination can affect tourists' perceptions about a certain destination.

From time to time, many people like to collect the online customer's comment via internet before travelling, a new form of online customer review (OCRs) and electric word of mouth (eWOM). EWOM is “any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to multitude of the people and institutes via the Internet” (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004). eWOM has been considered by many scholars as a key source of information for online purchasing (Cui, Lui & Guo, 2012; Lee, Lee & Shin, 2011) and as a critical factor for facilitating the diffusion of online information (Sun, Youn, Wu & Kuntaraporn, 2006). Hennig-Thurau et al. (2004) stated that online customer base on eWOM when making decision, and also it effect to sales (Bae & Kim, 2013; Chevalier & Mayzlin, 2006). Chen (2011) also demonstrated that eWOM has a positive influence on customer loyalty. OCRs are defined as customer reviews and comments post on the company's website or another company's website (Mudambi & Schuff, 2010).

However, OCRs and eWOM are different from several important ways. First, eWOM is created by customers and marketers, while OCRs are created only by the consumer (Cheong & Morrison, 2008), in the context of eWOM any individual can use Facebook or Twitter's personal social network and they can control their information, but for OCRs, information can only be posted on general forums like eBay and Amazon. Secondly, eWOM can only share the information directly to specific recipients on social networks as mentioned above, while OCRs information is publicly available (Clare, 2012). Bae and Lee (2011) claimed that OCRs are a form of eWOM but it is more unique. OCRs provide more information to customers (Park, Lee & Han, 2007) and have more positive impact on customer intent than expert reviews (Dellarocas

et al., 2007), because most of consumers know marketer can manipulate eWOM, but for OCRs it's difficult to be controlled, their comments normally can direct inflect their opinions according to their own experiences.

As suggested by Senecal and Nantel (2004), OCRs might be a consequence of recommendations being possibly biased by commercial motives. On the other hand, online recommendation systems have been found to be more influential than customer and expert reviews in affecting customer product choice (Senecal & Nantel, 2004).

There are 3 measures of OCRs, which are volume, valence, and dispersion (Cui et al., 2012; Dellarocas & Narayan, 2006; Dellarocas et al., 2007). Firstly, OCRs volume is the number reviews of customer via internet. Dellarocas et al., (2007) stated that the rationale behind assessing the influence of volume is that the more a product is discussed, the higher the level of awareness among customers. Secondly, valence refers to the review which is positive or negative. Dellarocas et al., (2007) also stated that positive review will create a positive attitude and negative review may create negative attitude when choosing a product. Finally, dispersion refer to the message spreads into the communities (Chatterjee, 2001).

According to Vlachos (2012), about 87% of travelers find their trip through the internet and about 43% of tourists refer to online reviews from other travelers before making decision. Therefore, traveler's reviews is very important in purchasing travel services, as the quality of service is intangible, the visitors find it difficult to evaluate the quality of the products (Ye, Law, Gu & Chen, 2011). Furthermore, OCRs have been found to have a significant impact on brand reputation (Amblee & Bui, 2008), and trustworthiness of an online store (Awad & Ragowsky, 2008). Online reviews are currently a market phenomenon that is evolving, and play an important role in the decision making

(Liu & Park, 2015). From the above discussions, this study proposes the following hypothesis:

H2: Online customer reviews will moderate the influence of destination image toward to travel motivation.

2.5.3 The Impact of Travel Motivation and Destination on Perceived Quality, Perceived Value and Tourist Satisfaction

Tourism development countries are keen to attract more tourists to visit and tour. In addition to propaganda, advertising and tourism promotion with the goal of building the country's image to promote tourist destination. There are many different concepts about the destination image, Crompton (1979), it defined as "the sum of beliefs, ideas and impressions that a person has a destination". Baloglou and Bringnerg (1999), contended that people go to a destination they developed the pictures and set up the expectations based on previous experience, word of mouth, the report of journalism, advertising and popular belief.

Millman and Pizam (1995) cited in Tasci and Kozak (2006) defined the destination image as the sum of the attributes related to the travel experience, while Buhalis (2000) called destination image is aggregate expectations and perceptions a potential of travelers. According to Tasci and Kozak, (2006) destination image can be affected by the advertising information from destinations, media as well as many other factors (Tasci & Kozak, 2006). Destination image is also found to have a direct impact and indirect behavioral intentions and satisfaction (Alcamiz, Garcia & Blas, 2009).

Intention and behavior is usually looked at from two different perspectives: Revisit intention and ready to recommend to others. Baloglu and McCleary (1999) found that destination image in term of experiences, attractions, and entertainment value are positively related to positive word of mouth, which

followed by the readiness to recommend to others. Recently, Alcaniz, (2009) also proved that the image functions related to intention and image are associated with both two intentions and behavior. The image destination has significant impact on satisfaction and future behavior of tourists in coastal resorts in Spain (Bign'e, 2001), the scenic and coastal regions in Taiwan (Lin et al., 2003) and Eureka Spring in the US (Chi Qu, 2008). Chen and Tsai (2007) asserted that the destination image directly affect the quality of the trip, and indirectly affect the value perception, satisfaction and behavior in the future, the intention of the customer sightseeing tours coastal locations. The travel document indicating that the image of the destination is the premise of satisfaction and future behavior of visitors.

The positive relationship between destination image and satisfaction is well established in the tourism literature for different types of destinations, including island. Echtner and Ritchie (1991) noted that image is a key factor in destination choice for the first-time. From the above discussion, this study proposes the following hypothesis:

H3: Destination image and travel motivation has positive effect on perceived quality, perceived value and tourist satisfaction toward tourist destination.

2.5.4 The Relationship between Perceived Quality and Perceived Value

In view of the customer, quality of service means that the quality meets the expectations of customers, satisfy customer needs. Therefore, quality is determined by the customer. Because customer needs are diverse, so the quality can be divided by several levels, depending on the customer.

In the processes of tourism performance, the service quality is delivered to customer which mean that quality in tourism is created. For example, the services delivery to visitor such as: friendliness, polite, efficiency, staff ability,

reliability and the service outcomes are accommodation, beverage, facilities and entertainment.

Following Gronroos (1984), service have two quality dimensions: First is technical quality, which mean what the customer gets and this refers to the outcomes. The second is functional quality, which is considered to the way how he/she gets it, which refer to the processes.

Quality of service is the service provided to meet or to exceed the needs and expectations of customers, or in other words it is a different perception for a service that the two companies provide the same to travelers (Parasuraman et al., 1988). Customer's comments for the quality is very important. Han, Hyun and Kim (2014) and Zeithaml (1988), mentioned that for the aspects of consumers, customers are not necessarily to assess the level of quality, quality is important to be evaluated through their perceptions related to overall excellence or superiority of a service, relatively to other alternatives, with respect to its intended purpose.

In addition, the quality of products and services are related to other aspects of customer satisfaction such as: warranty, complaints and litigation (Ahire & Dreyfus, 2000). If the supplier can make customers satisfied with their quality of service, it is like that customers will continue to buy back the products or services from the same provider. Chen and Tsai (2007) defined perceived quality as the "visitor's assessment of the standard of the service delivery process in association with the trip experience". According to Woodruff (1997), the perceived value of customer is the customer's favorite evaluation for the characteristics of the product or service. Perceived value is a close combination between the desired value and the value received, which emphasizes that value comes from the customer's perception, preference and assessment. Cronin Brady & Hult (2000) contended that higher perceived quality typically leads to higher perceived value (Sweeney, Soutar & Johnson, 1999). Therefore quality

is a direct antecedent, as well as the best predictor, of perceived value (Petrick, 2004). From the above discussion, this study proposes the following hypothesis:

H4: Perceived quality has positive impact on perceived value.

2.5.5 The Relationship between Perceived Value and Tourist Satisfaction

According to Zeithaml's theory (1988) has defined perceived value as: "the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given, p.14". Based on this theory, Zeithaml indicates the four means of value:

1. Value is low price
2. Value is all the things what customers want in a product.
3. Value is the quality customers get for what the customer has to pay.
4. Value is what customers get for what they give.

The above meanings of values have provided the guidance to clients how to feel the service or product, besides giving instructions how to develop products or services to meet the needs and expectations of customers. Perceive the benefits of products or services, including the perception of value, the features of the products or services and the perceived benefits of other psychological feelings. Perceived values, not only are the possible values that calculated by the costs but also encompasses non-monetary costs such as time, effort physically and mentally, it also is the values but not the value in money.

Perceived values of a tourist destination denotes the relationship between the travel time or money invested and the experience gained through visiting that specific destination (Murphy & Shon, 2000). Generally tourists estimate the values of a destination on the basis of perceived benefits and costs arises from the destinations offerings. There are many factors that tourists may consider before selecting a destination, such as natural environment,

availability of attractions and amenities (Murphy et al., 2000), quality of different tourism services, service provider's reputation (Yuksel, 2001), among others.

According to the equity theory (Oliver & Swan, 1989), consumer satisfaction occurs when more value is received than what is spent by the consumer. Indeed, several researchers have found that when tourists perceive that the quality of services given to them is greater than the money paid by them, they will feel satisfied with the services received (Song, Van de Veen, Li & J. Chen, 2012). In essence, tourist satisfaction is directly affected by perceived value - visitors who perceive more destination values are more likely to experience greater satisfaction with the destination. From the above discussions, the following hypothesis is developed:

H5: Perceived value has positive affect to tourist satisfaction

2.5.6 The Relationship between Perceived Quality, Perceived Value, Tourist satisfaction and Return Intention

Nowadays, meeting the demand and satisfying customers is always an important objective for business activities in general and for the tourism industry in particular, the higher the satisfaction, the more willingness to buy. Many companies, for that reason, have started to observe a high customer defection even with high satisfaction levels (Turner, Lindsay & Yvette Reisinger, 2001). Customer satisfaction is also the main subject of travel behavior. Surveying customer satisfaction and their feedback can help managers find out the strategies to improve services (Danaher & Haddrell, 1996). These feedbacks are very effective in comparing the operation of destinations with others (Kotler, 2005). Therefore, satisfaction, being positive or negative, can be determined by performance and regarded as a vital basis of competitive issues (Peters, 1994). Moreover it also plays a very important role

in tourist's mind to choose the destination as well as the return intention of visitors (Yoon & Uysal, 2005). Visitor's satisfaction levels need to be studied extensively since the first purchase because it has a great impact on the intention to re-purchase intention and to provide positive WOM (Fornell, 1992). Customer satisfaction is significant to achieve loyalty when visitors intent to return the same destination (Kozak, 2002). Many studies have examined the antecedents of repeat purchase intentions. Quality, perceived value, and satisfaction all have been shown to be good predictors of behavioral intentions (Petrick, 2004). Lee (2009) found that perceived service quality, operationalized as a set of attributes, better predicts visitors' intentions to revisit the destination and their willingness to recommend it than an alternative model which defines perceived service quality as an overall construct. From the above discussions, the study proposes the following hypothesis:

H6: Perceived quality, perceived value and tourist satisfaction have impact on revisit intention.

2.5.7 Relationship between Attitude toward of the Destination and Revisit Intention

Attitude is related to permanent and summative stable evaluate of item are an important variable to influence on a wide range of customer behaviors (Kraus, 1995). According to Ajzen (2001), attitude toward a behavior is “The degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question, p14”. In order word, the more favorable the attitude toward the behavior, the stronger will be an individual's intention to perform the behavior.

The attitude of visitors is the psychological state of tourists being rated positive or negative when performing certain behaviors (Kraus, 1995). Vincent & Thompson (2002) suggested that visitor attitudes have cognitive, affective

and behavioral components. Tourists' first reaction to an unethical incident will be to engage in cognitive evaluations, which are represented here by their perceptions of the degree of severity of the unethical incident, the image that is publicised by the destination and on whom they place the blame (Moors, Ellsworth, Scherer & Frijda, 2013). Measurement of affective tourism destination image, based on four affective characteristics, was firstly applied to destinations by Baloglu and Brinberg (1997). It was developed on Russell and Pratt (1980) affective responses to physical environment and places. Visitor attitude can help predict effectively the decision to travel to a certain destination (Jalilvand & Samiei, 2012). Crompton (1979) found that attitude is influential in determining whether a potential destination is selected as part of the evoked set and in selecting a final destination. Lee (2009) also found that tourist attitude affects future tourist behavior. The study by Ekinici (2006) has shown that the attitudes of travelers to destinations affect their behavioral intentions. In addition, he also demonstrated that the positive attitude of visitors has significant relationship to make the tourist return and recommend it to other people. From the above mention, the study has proposed the hypotheses as below:

H7: Attitude toward of the destination has positive effect to revisit intention.

2.5.8 The Moderating Roles of Tourist's Personality

The big Five factor of personality refer to different thoughts, emotions, and behaviors that shape individuals' adaptation to the situation of their life (Arnould, Price & Zinkhan, 2002). It includes neuroticism, agreeableness, openness to experience, extraversion, emotional stability and conscientiousness. These main five factors has relationship to human behavior (Christian & Zehrer, 2012). Melamed, (1995) stated that people choose tourist place that reflects their personality. It is recommended personality may influence their travel

motivation and travel satisfaction. Scott and Mowen (2007) pointed out that there is a relationship between big five personality and the propensity to be an adventure traveler. They also concluded that big five personality increase travel motivation or just to enjoy the destination. Previous study have shown that aggressive personality straits can increase the likelihood of commitment behavior. According to attribute behavior theory (Fishbein & Ajzen, 1975), people having positive personality with higher levels of extraversion, agreeableness, emotional stability and openness to experience tend to behave positively. Therefore, when tourist have chance to evaluate travel destination, their perception including destination image, perceived quality, perceived value toward travel destination will be much higher for tourist have more positive personality. According to consumer identify model, if the personality of the destination in consistent with the personality of the tourist, then these will assist consumers in forming positive judgments toward the tourist destination (Ahn, Johnson, Mileni, Beidler, Long, McKinney, Weerapana, Sadagopan, Liimatta, Smith, Lazerwith, Stiff, Kamtekar, Bhattacharya, Zhang, Swaney, Van Becelaere, Stevens & Cravatt, 2009). Cronin et al., (2000) stated that customers' buying decisions depend on whether or not the perceived service value is worth the charged money, or cost customers have to pay for. In other word, the level of personality trait will moderate, the influences of travel motivation and destination image on perceived quality, perceived value and travel satisfaction.

According to Jani (2014) can be defined as stylistic and habitual patterns of cognition, affect, and behavior. These patterns of typical behavior are associated with how people function in a wide variety of life domains, such as work, education, family, and health (Soldz & Vaillant, 1999). Scott and Mowen (2007) argued that travelers with higher levels of aggressive (Positive) personality tend to become more adventure. This situation implies that, for travelers with higher levels of aggressive personality, when they perceive

higher levels of quality, value, travel destination and satisfaction toward destination, their attitude and revisit intention will be higher. The other hand, for travelers with lower levels of aggressive personality they may be more passive on travel events and consequently the influence of perceptions of quality, value and travel satisfaction on attitude and revisit intention will be low. In other word, the level of personality trait will moderate travellers perceptions toward quality, value and travel satisfaction on attitude revisit intention. Based on above discussions, the following hypothesis is developed:

H8: Tourist's personality will moderate the influence of destination image and travel motivation on perceived quality, perceived value and tourist satisfaction.

H9: Tourist's personality will moderate the influence of perceived quality, perceived value and tourist satisfaction on attitude toward destination and revisit intention.

2.5.9 Tourist Experiential Value Will Moderate the Influence of Perceived Quality, Perceive Value, Attitude toward Destination and Revisit Intention

According to Holbrook and Hirschman (1982), experiential perception may be more effective for attitude change and purchase intention. They further states that “hedonic consumption designates those facets of consumer behavior that related to the multisensory, fantasy and emotion aspects of one’s experience with product or service”. The satisfaction can be measured by the feeling of well-being, happy and conceptualize expressive of the visitor' experience (Coghlan & Pearce, 2010). Tourist will be more satisfied when they have experience related to attributes or functional matters at travel destination such as destination image, the arrangement or the organizer' service at the

destination. Besides, Tsauro, Yen & Hsiao (2013) explained that happiness is created from the activities that have been done by individuals which become their experience through experiential value. If the visitors have high levels of experiential values, they tend to do favorable behavior intention like revisit intention (Chua, 2014). In other word, if the visitors have high level of enjoyment and playfulness at destination, it will encourage the tourists to recommend to other people and to revisit the same place in the future. Based on above discussions, the following hypothesis is developed:

H10: Tourists' experiential value will moderate the influence of, perceived value on attitude toward destination and revisit intention.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Model

Based on the above research hypotheses development, this study develops a research framework as shown in Figure 3.1.

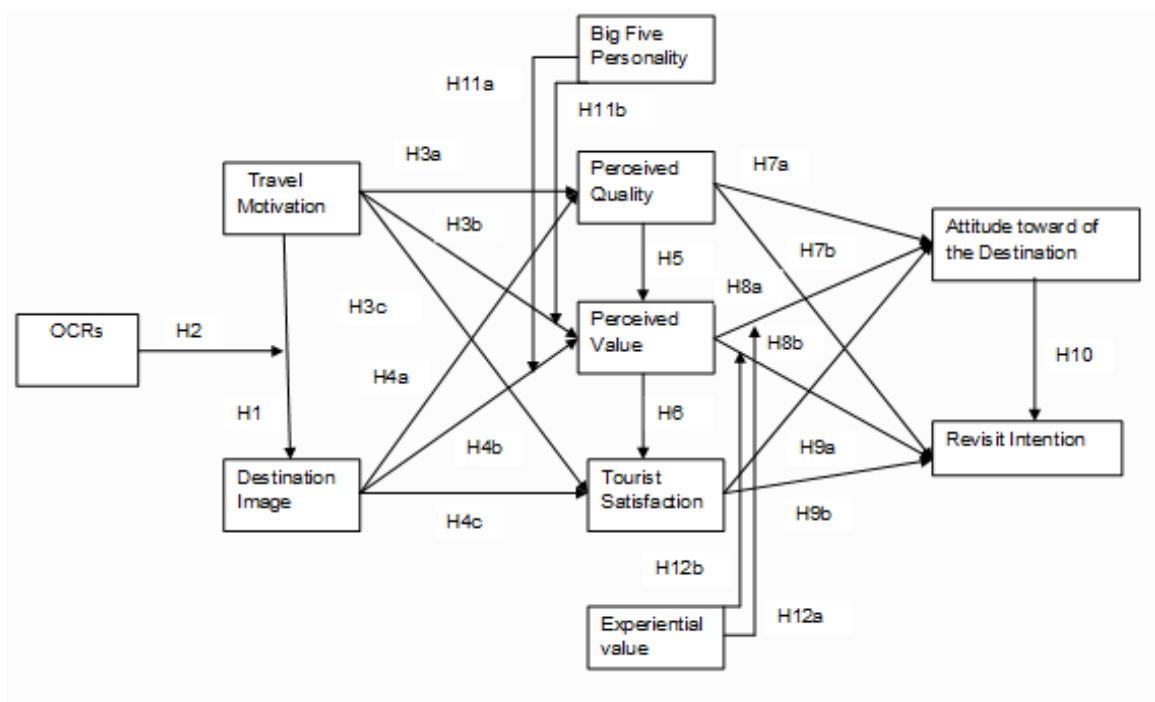


Figure 3.1 Research Model

Source: Original Study

3.2 Sampling and Data Collection

The survey will be conducted by sending 253 questionnaires to tourist who have been in Tien Giang, Vietnam. The purpose of this study is to test the theoretical model, measuring all the constructs to test the hypotheses. The quantitative data will collected from tourists have been traveling to Tien Giang in recent years.

3.3 Research Instruments

This study proposed 10 research constructs and assessing the relationships among constructs. These construct are online customer reviews, travel motivation, perceived quality, perceived value, tourist satisfaction, attitude toward of the destination and revisit intention, personality and experiential value. For each construct, the detail of questionnaire items are show:

3.3.1 Travel Motivation

Understanding travel motivation and behavior is fundamental to travel business that competes for this potential growth market (Crompton, 1979; Jang & Wu, 2006). Then, this study adopted the travel motivation dimensions of Ranees Esichaikul (2012). The travel motivation of this study will be measured with 11 items modified from Ranees Esichaikul (2017). All the items use the five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaires are showing as below:

Table 3.1 Measurement of Travel Motivation

Travel motivation
(TM1) Tien Giang is a good place for rest and relaxation
(TM2) Tien Giang is a new place for visit
(TM3) Tien Giang is a good place for learn and experience new things
(TM4) Tien Giang can get away from stress
(TM5) Tien Giang can escape from day - by - day activities
(TM6) Good place to meet people and socialization
(TM7) Travelling in Tien Giang improve health and well - being
(TM8) Travelling in Tien Giang take challenge/ experience and adventure
(TM9) Travelling in Tien Giang seek intellectual enrichment
(TM10) Travelling in Tien Giang can exercise physically
(TM11) Travelling in Tien Giang can visit family and friends

Source: Original Study

3.3.2 Online Customer Reviews

Online customer reviews is the one of method sharing information from person to person via internet as mentioned above. It contributes to the promote product or service from the feedback of the customer (Glynn et al. 1999; Mangold & Miller, 1999; Harrison-Walker 2001). This research also adopted the measure items from Mangold (2011) to conduct analysis this factor. This dimension of online customer review will be measured by 5 items. All the items will be measured by five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaire as below:

Table 3.2 Measurement of Online Customer Reviews

Online Customer Reviews
(OCRs1) I often read other tourist online reviews to know what Tien Giang make good impressions on others.
(OCRs2) To make sure I choose the right destination (e.g. Tien Giang), I often read other tourist's online travel review.
(OCRs3) I often consult other tourist's online travel reviews to help choose an attractive destination (e.g. Tien Giang)
(OCRs4) I frequently gather information from tourist' online travel reviews before I travel to a certain destination (e.g. Tien Giang)
(OCRs5) When I travel to a destination (e.g. Tien Giang), tourist's online travel reviews make confident in traveling to the destination.

Source: Original Study

3.3.3 Destination Image

According to Tasci et al., (2007), destination image is an interactive system of thoughts, opinions, feelings, visualizations, and intentions toward of the destination. Then, this research also adopted the destination image dimensions Lee and Lockshin (2011) to conduct analysis this factor. This destination image will be measured by 6 items. All the items use the five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaire as below:

Table 3.3 Measurement of Destination Image

Destination Image
(DI1) I feel Tien Giang is safe and secure
(DI2) I feel Tien Giang is an exotic place
(DI3) I feel Tien Giang has beautiful scenery and natural attraction
(DI4) I feel Tien Giang has pleasant climate
(DI5) I feel Tien Giang has many cultural and historical attractions
(DI6) As a tourism destination, Tien Giang offers good value for money.

Source: Original Study

3.3.4 Perceived Quality, Perceived Value and Tourist Satisfaction

This research also adopted the item of perceived quality, perceived value and tourist satisfaction from Aliman (2016) to conduct analysis those factor. The dimension of perceived quality was measured by 6 items, the dimension of perceived value was measured by 4 items and tourist satisfaction was measured by 9 items. All the items use the five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaire as below:

Table 3.4 Measurement of Perceived Quality

Perceived Quality
(PQ1) I perceive the quality of accommodation in Tien Giang is so good
(PQ2) I perceive the quality of food in Tien Giang is very delicious
(PQ3) I perceive the quality of transportation in Tien Giang is very convenience
(PQ4) I perceive the quality of the local environment Tien Giang is so facile
(PQ5) I perceive the quality of the tourist centers in Tien Giang is so good
(PQ6) I perceived the quality of tourist guides from Tien Giang is so professional

Source: Original Study

Table 3.5 Measurement of Perceived Value

Perceived value
(PV1) In terms of money, travelling to Tien Giang is so cheap
(PV2) In terms of time, travelling to Tien Giang is so convenience
(PV3) In terms of effort, travelling to Tien Giang is so good
(PV4) I consider travelling to Tien Giang is expensive.

Source: Original Study

Table 3.6 Measurement of Tourist Satisfaction

Tourist Satisfaction
(TS1) I really enjoyed the visit to Tien Giang
(TS2) I am satisfied with my decision to visit Tien Giang
(TS3) I prefer this destination.
(TS4) I have positive feelings regarding Tien Giang
(TS5) This experience in Tien Giang is exactly what I need.
(TS6) My choice to purchase Tien Giang trip was a wise one
(TS7) This was a pleasant visit Tien Giang
(TS8) This visit was better than expected.
(TS9) I rate Tien Giang as a better destination as compared to similar tourist destinations

Source: Original Study

3.3.5 Attitude toward of the Destination

The study measured attitude toward of the destination using 3-item scale for the study of Jalilvand et al., (2013). All the items use the five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaire items are show as below:

Table 3.7 Measurement of Attitude toward of the Destination

Attitude toward of the Destination
(ATD1) I feel Tien Giang very good to travel
(ATD2) I feel Tien Giang very valuable to travel
(ATD3) I'm very pleasant to travel in Tien Giang

Source: Original Study

3.3.6 Revisit Intention

The study used 3-item scale as developed by Blodgett, Hill, and Tax (1997) and used in prior study by Kim, Park, Kim, and Ryu, (2013). All the items use the five - point Likert scale to measure from 1=strongly disagree to 5=strongly agree. The questionnaire as below:

Table 3.8 Measurement of Revisit Intention

Revisit Intention
(RI1) I intend to revisit Tien Giang in the near future.
(RI2) It is very likely that I will revisit Tien Giang
(RI3) I would like to visit Tien Giang more often.

Source: Original Study

3.3.7 Big Five Personality

The study measured big five personality with 5 factors, they are extraversion, agreeableness, conscientiousness, neuroticism and openness to experience. The measurement items of big five personality was adapted from Rammstedt and John, (2007). All measurement items will use five-point Likert scales from 1=strongly disagree to 5=strongly agree. The questionnaire items are as follow:

Table 3.9 Measurement Big Five Personality

Big Five Personality
Extraversion
(BFPE1) I see myself as someone who is open minded.
(BFPE2) I see myself as someone who is outgoing, sociable.
Agreeableness
(BFPA1) I see myself as someone who is generally trusting
(BFPA2) I see myself as someone who has high level of compliance.s
Conscientiousness
(BFPC1) I see myself as someone who is a dutiful person.
(BFPC)2 I see myself as someone who is doing a thorough job
Neuroticism
(BFPN1) I see myself as someone who is relaxed, handles stress well
(BFPN2) I see myself as someone who is emotionally stable.
Openness to Experience
(BFPO1) I see myself as someone who tends to do rather than think.
(BFPO2) I see myself as someone who has plenty of aesthetics few artistic interests.

Source: Original Study

3.3.8 Experiential Values

The study measured experiential value with 3 factors, there are emotion value, functional value and social value. The measurement items of experiential value was adapted from Sweeney and Soutar (2001). All measurement items will use five-point Liker scales from 1=strongly disagree to 5=strongly agree. The questionnaire items are as follow:

Table 3.10 Measurement Experiential Values

Emotional Value
(EVE1) Tien Giang gave me feeling of well-being (EVE2) I was exiting when I visit Tien Giang (EVE3) Tien Giang make me elated (EVE4) Tien Giang make me feel happy
Functional value
(EVF1) Tien Giang has consistent quality (EVF2) The arrangement of Tien Giang is well done (EVF3) Tien Giang provides acceptable standard of quality (EVF4) This place is well organized
Social Value
(EVS1) Visiting Tien Giang gives social approval from others (EVS2) Visiting Tien Giang make me feel acceptable to others (EVS3) Visiting Tien Giang improves the way a person is perceived (EVS4) Visiting Tien Giang give a good impression on other people

Source: Original Study

3.4 Data Analysis Procedure

Preliminary evaluation of the scale in this study will be based on scales used in previous studies. Therefore, these scales will be used in preliminary quantitative studies to further evaluate reliability including Cronbach's alpha reliability coefficient and confirmatory factor analysis (CFA). The software used for this research will be is SPSS 20.0 and AMOS 20.0.

3.4.1 Descriptive Analysis

In this research, the descriptive analysis was used to understand the characteristics of each variable. Firstly, respondent's profile will be illustrated by using descriptive statistic techniques in term of frequency of distribution. After that, the study will point out the mean and standard deviation of each variable.

3.4.2 Factor Analysis and Reliability Tests

This study applied the principal component factor analysis to identify dimensionality and condense the data into certain factors. After factor analysis was done, item-to-total correlation and internal consistency analysis (Cronbach's alpha) was employed to confirm the reliability of each research factors. Factor analysis can be used to explore underlying variance structure of correlation coefficients.

Item to total correlation and coefficient alpha were also assessed to identify the internal consistency and reliability of the constructs. Item to total correlation measures the correlation of each item to the sum of the remaining items. This approach assumes that the total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item.

The method of extracting coefficients to use is the principal components with the varimax perpendicular rotation and the pause when extracting the elements with an eigenvalue value equal 1. The scale is accepted factor loading more 0.7, is highly satisfactory for most of research purposes (Hair et al., 2006) and if α slower than 0.3, then it implies that there is low reliability.

3.4.3 Hypotheses Testing Techniques

In this research the Partial Least Squares path modeling algorithm was adopted for measurement model and the structural model. PLS is less restrictive in regard to its normal distribution assumption, sample size restriction according to Karin (2009) and multicollinearity situation than other options (Ribink, Liligander & Streakens, 2004; Anderson & Swaminathan, 2011).



CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Descriptive Analysis

To show off information about characteristics of respondents and the results, preliminary analyses were conducted in this section.

4.2 Response rates

The data were gathered through questionnaire survey four - month - period from January 2016; May 2016 in Tien Giang, Vietnam. A total of 450 survey questionnaires are sent to the travelers who has been travel in Tien Giang. Given the responses of 253 filled in questionnaires, a response rate of 56.2% is obtained. There are no missing data from the 253 questionnaires; hence there were 253 are usable.

4.3 Characteristics of Respondents

Table 4.1 is the attributes of the sample responses. There are four major points in this study: (1) Gender, (2) Age, (3) Education, (4) Income, (5) How can the tourist knows Tien Giang province. As shown in the table, there are more males respondents than female, which stand at 54.5 percentages. Besides, most respondents are young people from 21-30 year old, which make up 47.4 percentages of sample. The amount of people earning from 301 -600USD per month achieves 51.8 percentages, which is approximate to 131 persons. Finally, most of the tourist refer to the internet to know Tien Giang tourism .which stand at 71.1% and 28.9% of them refers to word of mouth before they making decision on travelling to Tien Giang.

Table 4.1 Characteristics of the Respondents (N = 253)

Classification	Respondents	
	Frequency	Percentage (%)
<u>Gender</u>		
Male	138	54.5%
Female	115	45.5%
<u>Age</u>		
< 20	80	31.6%
21 - 30	120	47.4%
31 - 40	25	10%
40 - 50	20	8%
> 50	8	3%
<u>Income (USD/month)</u>		
< 300	68	26.9%
301 - 600	131	51.8%
601 - 900	30	11.9%
901 - 1200	13	5.1%
1200	11	4.3%
<u>Education</u>		
High school	88	34.8%
College	53	20.9%
University	93	36.8%
Master	10	4%
Master above	9	3.5%
<u>How can the tourist know Tien Giang province?</u>		
Social network	180	71.1%
Word of mouth	73	28.9%

Source: Original Study

4.4 Descriptive Analysis of Research Variables

Table 4.2 indicates the descriptive statistics by questionnaire items for sample. There are eleven items of Travel Motivation, Five items of Online Customer Reviews, six items of Destination image, six items of Perceived Quality, four items of Perceived Value, nine items of Tourist Satisfaction, three items of Attitude toward of the Destination, three items of Revisit intention, ten items of Big Five Personality (two items of Extraversion, two item of Agreeableness, two items of Conscientiousness, two items of Neuroticism, two items of Openness to Experience.

Table 4.2 provides descriptive statistics with respect to each of the research variables for 253 respondents, including mean values and standard deviations. The results of the means and standard deviations as shown in Table 4.2, the results indicate that all respondents tend to report higher levels (the value of mean all above 3) for most items of the constructs of this research framework. Particularly, in the constructs of destination image, big five personality, online customer reviews, perceived quality with mean highest scores in a five-point scale, such as item OCRs1 (M=3.83), item DI1(M=3.82), item PFPA1 (M=3.75) and item PQ2 (M=3.7). However, all respondents tend to report lower levels of item PV4 (M=2.96), BFPA2 (M=2.95).

Table 4.2 Descriptive Analysis for Questionnaire Items

Item	Description (5 - point scale)	Mean	Std. Dev
<u>Travel Motivation</u>			
TM1	Tien Giang is a good place for rest and relaxation.	3.47	1.139
TM2	Tien Giang is a new place for visit.	3.38	1.144
TM3	Tien Giang is a good place for learn and experience new things.	3.51	1.079
TM4	Tien Giang can get away from stress.	3.64	1.120
TM5	Tien Giang can escape from day - by - day activities.	3.54	1.089
TM6	Good place to meet people and socialization.	3.55	1.074
TM7	Travelling in Tien Giang improve health and well - being.	3.58	1.129
TM8	Travelling in Tien Giang take challenge/ experience and adventure.	3.48	1.053
TM9	Travelling in Tien Giang seek intellectual enrichment.	3.53	1.078
TM10	Travelling in Tien Giang can exercise physically.	3.40	1.131
TM11	Travelling in Tien Giang can visit family and friends.	3.40	1.232

Table 4.2 Descriptive Analysis for Questionnaire Items

Item	Description (5 - point scale)	Mean	Std. Dev
<u>Online Customer Reviews</u>			
OCRs1	I often read other tourist online reviews to know what Tien Giang make good impressions on others.	3.83	1.209
OCRs2	To make sure I choose the right destination (e.g. Tien Giang), I often read other tourist's online travel review.	3.74	1.138
OCRs3	I often consult other tourist's online travel reviews to help choose an attractive destination (e.g. Tien Giang).	3.55	1.173
OCRs4	I frequently gather information from tourist' online travel reviews before I travel to a certain destination (e.g. Tien Giang).	3.60	1.104
OCRs5	When I travel to a destination (e.g. Tien Giang), tourist's online travel reviews make confident in traveling to the destination.	3.67	1.131
<u>Destination Image</u>			
DI1	I fell Tien Giang is safe and secure.	3.82	1.053
DI2	I feel Tien Giang is an exotic place.	3.44	1.092
DI3	I feel Tien Giang has beautiful scenery and natural attraction.	3.58	1.034
DI4	I feel Tien Giang has pleasant climate.	3.53	1.025
DI5	I feel Tien Giang has many cultural and historical attractions.	3.52	1.014
DI6	As a tourism destination, Tien Giang offers good value for money.	3.43	1.016
<u>Perceived Quality</u>			
PQ1	I perceive the quality of accommodation in Tien Giang is so good	3.49	1.090
PQ2	I perceive the quality of food in Tien Giang is very delicious.	3.70	.994
PQ3	I perceive the quality of transportation in Tien Giang is very convenience.	3.63	1.006
PQ4	I perceive the quality of the local environment Tien Giang is so facile.	3.57	1.016
PQ5	I perceive the quality of the tourist centers in Tien Giang is so good	3.35	1.068
PQ6	I perceived the quality of tourist guides from Tien Giang is so professional.	3.39	1.098
<u>Perceived value</u>			
PV1	In terms of money, travelling to Tien Giang is so cheap.	3.49	1.233
PV2	In terms of time, travelling to Tien Giang is so convenience.	3.67	.996
PV3	In terms of effort, travelling to Tien Giang is so good.	3.62	1.003
PV4	I consider travelling to Tien Giang is expensive.	2.96	1.199

Table 4.2 Descriptive Analysis for Questionnaire Items

Item	Description (5 - point scale)	Mean	Std. Dev
<u>Tourist Satisfaction</u>			
TS1	I really enjoyed the visit to Tien Giang.	3.51	1.160
TS2	I am satisfied with my decision to visit Tien Giang.	3.55	1.040
TS3	I prefer this destination.	3.62	1.079
TS4	I have positive feelings regarding Tien Giang.	3.55	1.059
TS5	This experience in Tien Giang is exactly what I need.	3.52	1.037
TS6	My choice to purchase Tien Giang trip was a wise one.	3.43	1.027
TS7	This was a pleasant visit Tien Giang.	3.47	1.033
TS8	This visit was better than expected.	3.45	1.070
TS9	I rate Tien Giang as a better destination as compared to similar tourist destinations.	3.29	1.145
<u>Attitude toward of the Destination</u>			
ATD1	I feel Tien Giang very good to travel.	3.66	1.128
ATD2	I feel Tien Giang very valuable to travel.	3.52	1.026
ATD3	I'm very pleasant to travel in Tien Giang.	3.53	1.033
<u>Revisit Intention</u>			
RI1	I intend to revisit Tien Giang in the near future.	3.47	1.163
RI2	It is very likely that I will revisit Tien Giang	3.51	1.049
RI3	I would like to visit Tien Giang more often.	3.42	1.072
<u>Big Five Personality</u>			
BFPE1	I see myself as someone who is reserved.	3.37	1.317
BFPE2	I see myself as someone who is outgoing, sociable.	3.51	1.204
BFPA1	I see myself as someone who is generally trusting.	3.75	1.136
BFPA2	I see myself as someone who is tends to find fault with others.	2.95	1.272
BFPC1	I see myself as someone who is tends to be lazy.	3.06	1.155
BFPC2	I see myself as someone who is does a thorough job.	3.48	1.146
BFPN1	I see myself as someone who is relaxed, handles stress well.	3.35	1.161
BFPN2	I see myself as someone who is get nervous easily.	3.33	1.175
BFPO1	I see myself as someone who is has few artistic interests.	3.37	1.236
BFPO2	I see myself as someone who has an active imagination.	3.52	1.223

Table 4.2 Descriptive Analysis for Questionnaire Items

Item	Description (5 - point scale)	Mean	Std. Dev
<u>Experiential Values</u>			
EVE1	Tien Giang gave me feeling of well-being.	3.55	1.125
EVE2	I was exiting when I visit Tien Giang.	3.49	1.097
EVE3	Tien Giang make me elated.	3.49	1.060
EVE4	Tien Giang make me feel happy.	3.47	1.014
EVF1	Tien Giang has consistent quality.	3.40	.952
EVF2	The arrangement of Tien Giang is well done.	3.34	.966
EVF3	Tien Giang provides acceptable standard of quality.	3.28	1.030
EVF4	This place is well organized.	3.30	1.005
EVS1	Visiting Tien Giang gives social approval from others.	3.58	1.027
EVS2	Visiting Tien Giang make me feel acceptable to others.	3.59	1.010
EVS3	Visiting Tien Giang improves the way a person is perceived.	3.53	1.037
EVS4	Visiting Tien Giang give a good impression on other people.	3.58	1.023

Source: Original Study

4.5 Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of the constructs, several data purification processes are conducted in this research, including factor analysis, correlation analysis, and coefficient alpha analysis. For factor analysis examines the basic structure of the data. Correlation analysis confirms the multi-collinearity among variables, and coefficient (Cronbach's) alpha accesses the internal consistency of each variable.

For each research construct, factor analysis is adopted first to select the items with higher factor loading, and then to compare with the theoretically suggested items. After factor analysis, item-to-total correlation, coefficient alpha, and correlation matrix are calculated to provide the internal consistency measurements to each constructs.

Factor analysis was conducted for all constructs as the data were taken and adapted from former research and following criterions were followed for the factor analysis:

1. Factor loading: Higher than 0.6

2. Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO): Higher than 0.5
3. & Bartlett's test Sig below than 0.05
4. Eigen value: Higher than 1
5. Explained variance (accumulative): Higher than 0.6
6. Cronbach's coefficient alpha (α): Higher than 0.7
7. Item-to-total correlation: Higher than 0.5

The results of the factor analysis and reliability for each variable are shown in Table 4.3 to 4.11

4.5.1 Travel Motivation

There are total eleven items in this construct using to explain the travel motivation, which are listed in below table 4.3. In general, the KMO value for all factors in this construct is 0.915 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.3 presents the results of factor loadings for the measurements of travel motivation factors. The results show that the variance explained by this factor is 55.277 %. The results also show that the Cronbach's α value for the factor is 0.918 All variables within this factor have a high coefficient of item-to-total correlation (0.543-0.738).

Table 4.3 Results of factor analysis and reliability check on Travel Motivation

Research Construct	Research Item	FL	EV	AE	ITC	α
Travel Motivation KMO=0.915 BTV=0.000			6.080	65.277		0.918
	TM6 Tien Giang is a good place to meet people and socialization	0.799			0.738	
	TM8 Travelling in Tien Giang take challenge/ experience and adventure	0.787			0.725	
	TM10 Travelling in Tien Giang can exercise physically	0.775			0.721	
	TM3 Tien Giang is a good place for learn and experience new things	0.773			0.715	
	TM9 Travelling in Tien Giang seek intellectual enrichment	0.771			0.713	
	TM5 Tien Giang can escape from day - by - day activities	0.757			0.692	
	TM7 Travelling in Tien Giang improve health and well - being	0.746			0.677	
	TM2 Tien Giang is a new place for visit	0.733			0.666	
	TM4 Tien Giang can get away from stress	0.712			0.644	
	TM1 Tien Giang is a good place for rest and relaxation	0.694			0.628	
	TM11 Travelling in Tien Giang can visit family and friends	0.612			0.543	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.2 Online Customer Reviews

There are total five items in this construct using to explain the online customer reviews, which are listed in below table 4.4. In general, the KMO value for all factors in this construct is 0.848 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents this data in this factor are well suitable to perform factor analysis. Table 4.4 presents the results of factor loadings for the measurements of online customer reviews. The results show that the variance explained by this factor is 75.098 %. The results also show that the Cronbach's α value for the factor is

0.917. All variables within this factor have a high coefficient of item-to-total correlation (0.746-0.817).

Table 4.4 Results of factor analysis and reliability check on Online Customer Reviews

Research Construct	Research Item	FL	EV	AE	ITC	α
<u>Online Customer Reviews</u> KMO=0.848 BTV=0.000			3.755	75.098		0.917
	OCRs4 I frequently gather information from tourist' online travel reviews before I travel to a certain destination (e.g. Tien Giang)	0.889			0.817	
	OCRs2 To make sure I choose the right destination (e.g. Tien Giang), I often read other tourist's online travel review.	0.886			0.816	
	OCRs5 When I travel to a destination (e.g. Tien Giang), tourist's online travel reviews make confident in traveling to the destination.	0.861			0.776	
	OCRs1 I often read other tourist online reviews to know what Tien Giang make good impressions on others.	0.859			0.776	
	OCRs3 I often consult other tourist's online travel reviews to help choose an attractive destination (e.g. Tien Giang)	0.837			0.746	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.3 Destination Image

There are total six items in this construct using to explain the destination image, which are listed in below table 4.5. In general, the KMO value for all factors in this construct is 0.885 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents

that data in this factor are well suitable to perform factor analysis. Table 4-5 presents the results of factor loadings for the measurements of destination image. The results show that the variance explained by this factor is 69.193 %. The results also show that the Cronbach's α value for the factor is 0.911. All variables within this factor have a high coefficient of item-to-total correlation (0.687~0.805).

Table 4.5 Results of factor analysis and reliability check on Destination Image

Research Construct	Research Item	FL	EV	AE	ITC	α
<u>Destination Image</u> KMO=0.885 BTV=0.000			4.152	69.193		0.911
	DI2 I feel Tien Giang is an exotic place	0.873			0.805	
	DI5 I feel Tien Giang has many cultural and historical attractions	0.861			0.788	
	DI3 I feel Tien Giang has beautiful scenery and natural attraction	0.839			0.760	
	DI6 As a tourism destination, Tien Giang offers good value for money.	0.833			0.751	
	DI4 I feel Tien Giang has pleasant climate	0.803			0.714	
	DI1 I feel Tien Giang is safe and secure	0.779			0.687	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.4 Perceived Quality

There are total six items in this construct using to explain the perceived quality, which are listed in below table 4.6. In general, the KMO value for all factors in this construct is 0.844 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.6

presents the results of factor loadings for the measurements of perceived quality. The results show that the variance explained by this factor is 67.639 %. The results also show that the Cronbach's α value for the factor is 0.904. All variables within this factor have a high coefficient of item-to-total correlation (0.652~0.790).

Table 4.6 Results of factor analysis and reliability check on Perceived Quality

Research Construct	Research Item	FL	EV	AE	ITC	α
Perceived Quality KMO=0.844 BTV=0.000			4.058	67.639		0.904
	PQ3 I perceive the quality of transportation in Tien Giang is very convenience	0.865			0.790	
	PQ4 I perceive the quality of the local environment Tien Giang is so facile	0.843			0.757	
	PQ5 I perceive the quality of the tourist centers in Tien Giang is so good	0.834			0.751	
	PQ6 I perceived the quality of tourist guides from Tien Giang is so professional	0.831			0.747	
	PQ2 I perceive the quality of food in Tien Giang is very delicious	0.803			0.717	
	PQ1 I perceive the quality of accommodation in Tien Giang is so good	0.753			0.652	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.5 Perceived Value

There are total four items in this construct using to explain the perceived value, which are listed in below table 4.7. In general, the KMO value for all factors in this construct is 0.644 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.7

presents the results of factor loadings for the measurements of perceived value. The results show that the variance explained by this factor is 54.319%. The results also show that the Cronbach's α value for the factor is 0.652. All variables within this factor have a high coefficient of item-to-total correlation (0.527-0.652).

Table 4.7 Results of factor analysis and reliability check on Perceived Value

Research Construct	Research Item	FL	EV	AE	ITC	α
Perceived Value KMO=0.644 BTV=0.000			2.173	64.319		0.652
	PV2 In terms of time, travelling to Tien Giang is so convenience	0.906			0.652	
	PV3 In terms of effort, travelling to Tien Giang is so good	0.845			0.618	
	PV1 In terms of money, travelling to Tien Giang is so cheap	0.788			0.527	
	PV4 I consider travelling to Tien Giang is expensive.	Delete this item because factor loading < 0.6				

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.6 Tourist Satisfaction

There are total nine items in this construct using to explain the tourist satisfaction, which are listed in below table 4.8. In general, the KMO value for all factors in this construct is 0.935 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.8 presents the results of factor loadings for the measurements of tourist satisfaction. The results show that the variance explained by this factor is 76.494 %. The results also show that the Cronbach's α value for the factor is 0.961. All variables within this factor have a high coefficient of item-to-total correlation (0.755-0.887).

Table 4.8 Results of factor analysis and reliability check on Tourist Satisfaction

Research Construct	Research Item	FL	EV	AE	ITC	α
Tourist Satisfaction KMO=0.935 BTV=0.000			6.884	76.494		0.961
	TS6 My choice to purchase Tien Giang trip was a wise one	0.917			0.887	
	TS3 I prefer this destination.	0.907			0.877	
	TS7 This was a pleasant visit Tien Giang	0.904			0.872	
	TS2 I am satisfied with my decision to visit Tien Giang	0.893			0.862	
	TS8 This visit was better than expected.	0.888			0.856	
	TS5 This experience in Tien Giang is exactly what I need.	0.881			0.845	
	TS4 I have positive feelings regarding Tien Giang	0.865			0.825	
	TS1 I really enjoyed the visit to Tien Giang	0.806			0.759	
	TS9 I rate Tien Giang as a better destination as compared to similar tourist destinations	0.803			0.755	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.7 Attitude toward of the Destination

There are total three items in this construct using to explain the attitude toward of the destination, which are listed in below table 4.9. In general, the KMO value for all factors in this construct is 0.699 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.9 presents the results of factor loadings for the measurements of attitude toward of the destination,. The results show that the variance explained by this factor is 84.372 %. The results also show that the Cronbach's α value for the factor is 0.907. All variables within this factor have a high coefficient of item-to-total correlation (0.611~0.886).

Table 4.9 Results of factor analysis and reliability check on Attitude toward of the Destination

Research Construct	Research Item	FL	EV	AE	ITC	α
Attitude toward of the Destination KMO=0.699 BTV=0.000			2.531	84.372		0.907
	ATD2 I feel Tien Giang very valuable to travel	0.954			0.886	
	ATD3 I'm very pleasant to travel in Tien Giang	0.913			0.797	
	ATD1 I feel Tien Giang very good to travel	0.887			0.611	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.8 Revisit Intention

There are total nine items in this construct using to explain the revisit intention, which are listed in below table 4.10. In general, the KMO value for all factors in this construct is 0.718 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.10 presents the results of factor loadings for the measurements of revisit intention. The results show that the variance explained by this factor is 86.157 %. The results also show that the Cronbach's α value for the factor is 0.919. All variables within this factor have a high coefficient of item-to-total correlation (0.794-0.897)

Table 4.10 Results of factor analysis and reliability check on Revisit Intention

Research Construct	Research Item	FL	EV	AE	ITC	α
<u>Revisit Intention</u> KMO=0.718 BTV=0.000			2.585	86.157		0.919
	RI2 It is very likely that I will revisit Tien Giang.	0.957			0.897	
	RI1 I intend to revisit Tien Giang in the near future.	0.920			0.818	
	RI3 I would like to visit Tien Giang more often.	0.907			0.794	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.9 Big Five Personality

There are total ten items in this construct using to explain the big five personality, which are listed in below table 4.11. In general, the KMO value for all factors in this construct is 0.874 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.11 presents the results of factor loadings for the measurements of big five personality. The results show that the variance explained by this factor is 55.576 %. The results also show that the Cronbach's α value for the factor is 0.909. All variables within this factor have a high coefficient of item-to-total correlation (0.542-0.772).

Table 4.11 Results of factor analysis and reliability check on Big Five Personality

Research Construct	Research Item	FL	EV	AE	ITC	α
Big Five Personality KMO=0.874 BTV=0.000			5.558	65.576		0.909
	BFPO2 I see myself as someone who has plenty of aesthetics few artistic interests.	0.841			0.772	
	BFPC2 I see myself as someone who is doing a thorough job	0.834			0.774	
	BFPA1 I see myself as someone who is generally trusting	0.824			0.759	
	BFPO1 I see myself is someone who tends to do rather than think.	0.811			0.743	
	BFPN2 I see myself as someone who is emotionally stable.	0.773			0.716	
	BFPE2 I see myself as someone who is outgoing, sociable.	0.760			0.686	
	BFPN1 I see myself as someone who is relaxed, handless stress well	0.695			0.598	
	BFPE1 I see myself as someone who is open minded.	0.635			0.562	
	BFPC1 I see myself as someone who is a dutiful person.	0.619			0.555	
	BFPA2 I see myself as someone who has high level of compliance.	0.612			0.542	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.5.10 Experiential Value

There are total twelve items in this construct using to explain the experiential value, which are listed in below table 4.12. In general, the KMO value for all factors in this construct is 0.821 over 0.5. Bartlett test values is 0.000, which indicates correlations between the variables are significant. Hence it represents that data in this factor are well suitable to perform factor analysis. Table 4.12 presents the results of factor loadings for the measurements of experiential value factors. The results show that the construct of ‘emotional value’, the variance explained by this factor is 82.404%. The results also show

that the Cronbach's α value for the factor is 0.929. All variables within this factor have a high coefficient of item-to-total correlation (0.681~0.874). For the factors of "functional value", the variance explained by this factor is 81.337 %. The results also show that the Cronbach's α value for the factor is 0.923. All variables within this factor have a high coefficient of item-to-total correlation (0.805~0.848). For the factors of "social value", the variance explained by this factor is 80.363 %. The results also show that the Cronbach's α value for the factor is 0.918. All variables within this factor have a high coefficient of item-to-total correlation (0.752~0.839).



Table 4.12 Results of factor analysis and reliability check on Experiential Value

Research Construct	Research Item	FL	EV	AE	ITC	α
Experiential Value KMO=0.821 BTV=0.000	<u>Emotional Value</u>		3.296	82.404		0.929
	EVE2 I was exiting when I visit Tien Giang	0.931			0.874	
	EVE3 Tien Giang make me elated	0.919			0.849	
	EVE4 Tien Giang make me feel happy	0.894			0.810	
	EVE1 Tien Giang gave me feeling of well-being	0.886			0.800	
	<u>Functional Value</u>		3.253	81.337		0.923
	EVF3 Tien Giang provides acceptable standard of quality	0.916			0.848	
	EVF2 The arrangement of Tien Giang is well done	0.908			0.830	
	EVF1 Tien Giang has consistent quality	0.894			0.808	
	EVF4 This place is well organized	0.889			0.805	
	<u>Social Value</u>		3.215	80.363		0.918
	EVS2 Visiting Tien Giang make me feel acceptable to others	0.913			0.839	
	EVS3 Visiting Tien Giang improves the way a person is perceived	0.910			0.832	
	EVS4 Visiting Tien Giang give a good impression on other people	0.905			0.825	
	EVS1 Visiting Tien Giang gives social approval from others	0.856			0.752	

FL= Factor Loading; EV= Eigen Value; AE= Accumulative Explained; ITC=Item to Total Correlation

Source: Original Study

4.6 Analysis Result

This study using the parameter estimates of the path between research constructs to test the hypotheses. The result confirmed that the structural model is appropriate with high predictive power. The structural model as shown as figure 4.1 and table 4.13 below:

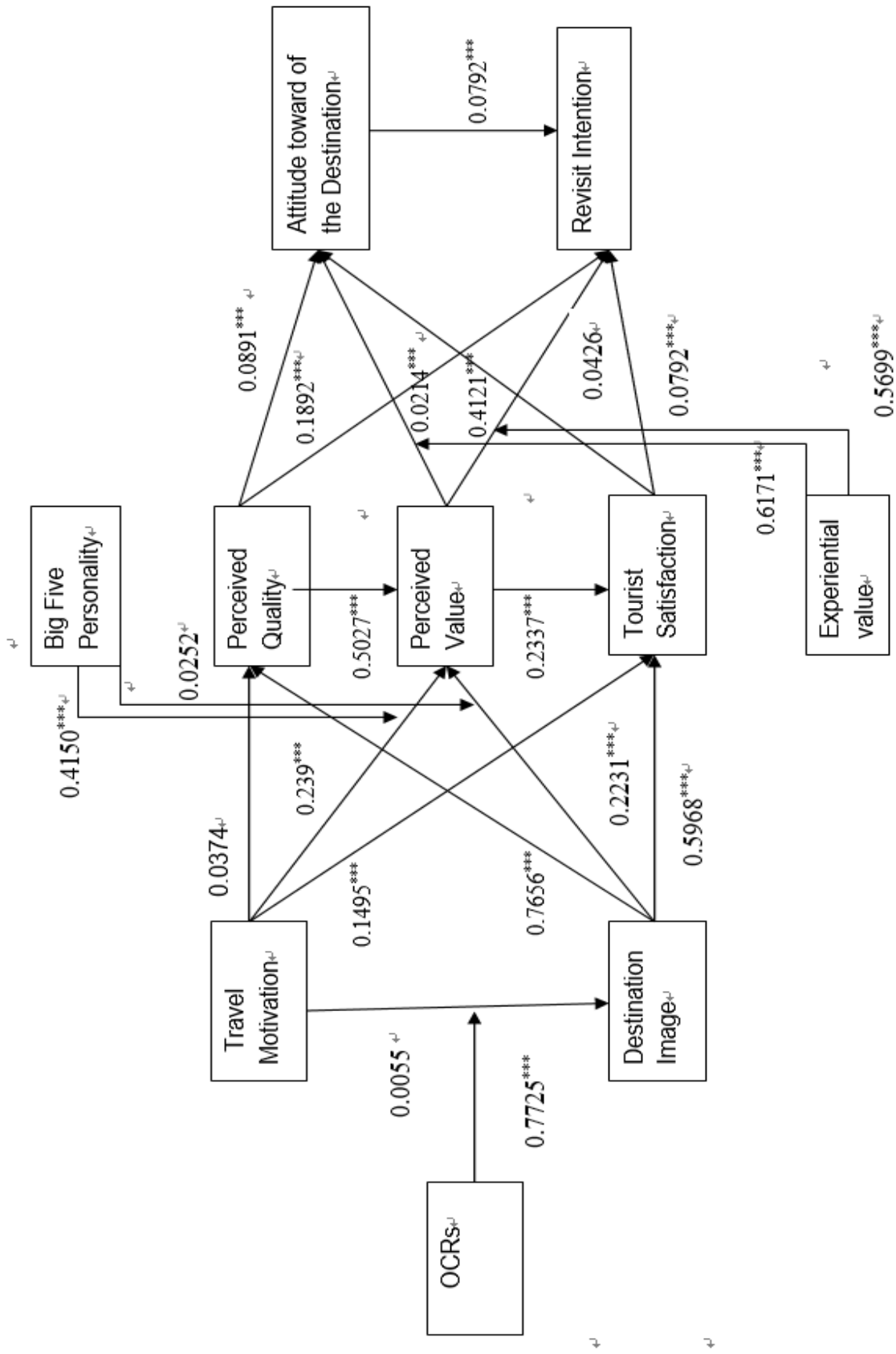


Figure 4.1 The Measurement of this Study

Source: Original Study

The empirical results as showed in figure 4.1 and table 4.13 indicate that travel motivation have not significant influence on family destination image ($\beta=0.0055$, $t=0.0462$) and perceived quality ($\beta =0.0374$, $t=1.8703$), but it have significant influence on perceived value ($\beta 0.2394$, $t=3.6212$) and tourist satisfaction ($\beta=0.1495$, $t=9.3824$). Furthermore, the interaction between travel motivation and online customer reviews have significant influence on travel motivation ($\beta=0.7725$, $t=3.5797$), on destination image ($\beta=0.0055$, $t= 0.0462$). These results indicated that when online customer reviews are dominated, the influence of travel motivation and destination image will be applied. Then, destination image have significant influence on perceived quality ($\beta=0.7656$, $t=46.8186$), perceived value ($\beta=0.2231$, $t=2.9197$), tourist satisfaction ($\beta=0.5968$, $t=29.4227$). Perceive quality have significant influence on perceived value ($\beta=0.5027$, $t=14.9986$), perceived value also have significant influence on tourist satisfaction ($\beta=0.2337$, $t=10.6071$). The results seem to suggest that travel motivation is not directly influence perceived quality. However it can impact indirectly through destination image. In other words, travel motivation will be closely related to destination image, which further impact on perceived quality, perceived value and tourist satisfaction. Besides, perceived quality ($\beta=0.0891$, $t=7.6018$), perceived value ($\beta=10.0214$, $t=5.1553$), have significant influence on attitude toward of the destination, but tourist satisfaction ($\beta=0.0426$, $t=1.1497$) not significant influence on attitude toward of the destination. Then, perceived quality ($\beta= 0.1892$, $t=6.3665$), perceived value ($\beta=0.4121$, $t=5.3498$) and tourist satisfaction ($\beta = 0.5588$, $t=23.0787$) have significant influence on revisit intention. Finally, attitude toward of the destination have significant influence on revisit intention ($\beta=0.0792$, $t=3.9705$).

Table 4.13 Evaluation of Structural Model and Hypothesis Testing

Hypo	Path	Standardize Estimate	t-value	p- value
H ₁	Travel motivation -> Destination image	0.0055	0.0462	_
H ₂	Online customer reviews * Travel motivation -> Destination image	0.7725	3.5797	***
H _{3a}	Travel motivation -> Perceived quality	0.0374	1.8703	_
H _{3b}	Travel motivation -> Perceived value	0.2394	3.6212	***
H _{3c}	Travel motivation -> Tourist satisfaction	0.1495	9.3824	***
H _{4a}	Destination Image -> Perceived Quality	0.7656	46.8186	***
H _{4b}	Destination Image -> Perceived value	0.2231	2.9197	***
H _{4c}	Destination Image -> Tourist satisfaction	0.5968	29.4227	***
H ₅	Perceived Quality -> Perceived value	0.5027	14.9986	***
H ₆	Perceived value -> Tourist satisfaction	0.2337	10.6071	***
H _{7a}	Perceived quality -> Attitude toward of the destination	0.0891	7.6018	***
H _{7b}	Perceived quality -> Revisit intention	0.1892	6.3665	***
H _{8a}	Perceived value -> Attitude toward of the destination	0.0214	5.1553	***
H _{8b}	Perceived value -> Revisit intention	0.4121	5.3498	***
H _{9a}	Tourist Satisfaction -> Attitude toward of the destination	0.0426	1.1497	_
H _{9b}	Tourist Satisfaction -> Revisit intention	0.5588	23.0787	***
H ₁₀	Attitude toward of the destination -> Revisit intention	0.0792	3.9705	***
H _{11a}	Destination image * Big five -> Perceived value	0.0252	0.2073	_
H _{11b}	Travel motivation * Big five -> Perceived value	0.4150	3.2419	***
H _{12a}	Perceived value * Experiential value -> Attitude toward of the destination	0.6171	5.9660	***
H _{12b}	Perceived value * Experiential value -> Revisit intention	0.5699	5.1904	***

Source: Original Study

For the roles of big five personality and experience value. The results showed that big five personality have significant influence on relationship between travel motivation ($\beta=0.4150$, $t=3.2419$) and perceived value, but it's not significant influence on relationship between destination image and perceived value ($\beta=0.0252$, $t=0.2073$). Therefore, this results seem to indicate that if tourist personality is more aggressive (in term of neuroticism,

agreeableness, openness to experience, extraversion, emotional stability and conscientiousness), the influence of travel motivation to perceived value will be strengthened. Simultaneously the influence of destination image on perceived value will also be amplified if tourist is more aggressive.

In addition, the interaction of experience value between perceived value and attitude toward destination image and revisit intention. The results indicated that, experience value also have significant influence on attitude toward of the destination ($\beta=0.6171$, $t=5.9660$) and revisit intention ($\beta=0.5699$, $t=5.1904$). Therefore, these results seem to indicate that when experience value are dominated, the influence of perceived value on attitude toward destination and revisit intention will be also amplified.



CHAPTER FIVE

CONCLUSIONS AND SUGGESTIONS

5.1 Research Conclusions

The main purpose of this study is to assess the role of OCRs on the relationship between tourist motivation and destination image and to analysis the factors affecting tourist satisfaction, perceived quality and perceived value. This study also aims to examine how the attitude toward destination influence visitor's revisit intention. Finally, this study plans to examine the moderating roles of big five personality for the influence of travel motivation and destination, perceived value, and finally, the moderating roles of experiential on the influences of perceived value on attitude and revisit intention toward destination.

This study was proposed a framework to understand the stimulus of OCRS to making travel decision at any destination and also described how perceived quality and value influence tourist satisfaction and how tourist attitude toward Tien Giang destination influences re-visit intention to travel. Besides, this research also examines the moderating roles of personality and experiential value in tourism. This research was conduct by using newly development methods. The two hundred and fifty three collected responses from a survey via online and email were analyzed using Smart PLS. Finally, the results was summarized in table as below:

Table 5.1 The Results of Research Hypothesis

Hypo	Path	p- value
H ₁	Travel motivation -> Destination image	Not support
H ₂	Online customer reviews * Travel motivation -> Destination image	Support
H _{3a}	Travel motivation -> Perceived quality	Not support
H _{3b}	Travel motivation -> Perceived value	Support
H _{3c}	Travel motivation -> Tourist satisfaction	Support
H _{4a}	Destination Image -> Perceived Quality	Support
H _{4b}	Destination Image -> Perceived value	Support
H _{4c}	Destination Image -> Tourist satisfaction	Support
H ₅	Perceived Quality -> Perceived value	Support
H ₆	Perceived value -> Tourist satisfaction	Support
H _{7a}	Perceived quality -> Attitude toward of the destination	Support
H _{7b}	Perceived quality -> Revisit intention	Support
H _{8a}	Perceived value -> Attitude toward of the destination	Support
H _{8b}	Perceived value -> Revisit intention	Support
H _{9a}	Tourist Satisfaction -> Attitude toward of the destination	Not support
H _{9b}	Tourist Satisfaction -> Revisit intention	Support
H ₁₀	Attitude toward of the destination -> Revisit intention	Support
H _{11a}	Destination image * Big five -> Perceived value	Not support
H _{11b}	Travel motivation * Big five -> Perceived value	Support
H _{12a}	Perceived value * Experiential value -> Attitude toward of the destination	Support
H _{12b}	Perceived value * Experiential value -> Revisit intention	Support

Source: Original Study

The first hypothesis stated that the level of travel motivation will influence the level of destination image. The study results suggest that this hypothesis is not supported. This reason of this results may be that when they visit Tien Giang, the landcape may difference with what they was expected.

The second hypothesis stated that online customer will moderate the influence of destination image toward to travel motivation. This study results support the hypothesis. The results are also inline with Vlachos (2012). This author argued that most of travler find their trip through the internet and refer

to online reviews before making decision. The third hypothesis also stated that destination image and travel motivation has positive effect on perceived quality, perceived value and tourist satisfaction toward tourist destination. This study results support the hypothesis. Chen and Tsai (2007) also mentioned that destination image directly affect the quality of the trip, satisfaction and value perceptions. The fourth hypothesis perceived quality has positive impact on perceived value and the fifth hypothesis is perceived value has positive affect to tourist satisfaction. These results also support the hypothesis. According to Cronin (2000) contended that higher perceived quality will lead to higher perceived value. Oliver and Swan (1989) stated that visitor satisfaction occurs when more value is received.

The sixth hypothesis stated that perceived quality, perceived value and tourist satisfaction have impact on revisit intention. And the seventh hypothesis is attitude toward destination has effect on revisit intention. The result also support the hypothesis, Lee (2009) also stated that tourist attitude impacts future tourist behavior, they may return the same destination to travel. The eighth hypothesis is is tourist's personality will moderate the influence of destination image and travel motivation on perceived quality, perceived value and tourist satisfaction., The result suggest that this hypothesis not support.. The ninth hypothesis is tourist's personality will moderate the influence of perceived quality, perceived value and tourist satisfaction on attitude toward destination and revisit intention. The result suggests that this hypothesis support. According to Scott and Moven (2007) argued that travelers with higher levels of aggressive personality tend to become more adventure. The last hypothesis stated that tourists' experiential value will moderate the influence of, perceived value on attitude toward destination and revisit intention. According to Chua (2014) stated that if visitor have high levels of experience values, they tend to do favorable behavior intention like revisit.

Base on the result showed as above table. Tourists who have high travel motivation will not create a good destination image because after they visited Tien Giang, they may not satisfy. The results showed that tourist will likely to reviews the comments from internet to motive them making final decision when they choose destination. In addition, tourist who have higher travel motivation and destination image, will likely to have high perceived quality, perceived service and satisfaction, but travel motivation will not lead tourist to have high perceived quality.

For the factors affecting to tourist satisfaction, the results indicate that perceived quality and perceived value is supported. Tourists with higher perceived value, perceived quality and tourist satisfaction have significant higher attitude toward of the destination and revisit intention.

5.2 Managerial Implications

Based on the results given above, this study would like to offers sereval suggestion. First, online customer reviews provides all the necessary information for planning the travel and motive the tourist to make decision before and during the journey, so the adoption of travelers about the innovation is already valued as essential to elements for competitiveness among destinations. However, tourism application should improve some aspects related to functionality and information to cover all perspectives offered by online customer reviews, and then it becomes interesting for the travelers.

Nowadays, with the development of technology, transportation of tourist is getting easier and easier. The travellers can seek and share a lot of information via online environment. For the travelers who do not have travel experience and even they do not have experience in selection destination, they can base on online reviews from previous experience on from others such as social network or online feedback. Online customer reviews can affect the

customer decisions to select destination. Therefore, it can be an indirect support to the destination managers who trying to make a beautiful picture of positive destination image and also improve the quality, service and value to satisfy the tourist. Especially, encourages tourist' intention to revisit. When tourist satisfy about their travel decision in term of entertainment, beverage service, transportation and accommodation, a sense of satisfactory will be made as a signal of positive online customer reviews. It would be very useful for them to manage the destination performance. The more tourists have received a good service, products and other attributes, the more good attitude will be provide by tourism destination. It means that the percentage that the intention to revisit is quite high.

Ecotourism in Tien Giang more and more attracts tourists. The enterprise in the field of tourism should focus on online customer reviews to build destination image, in addition, they need to improve the quality of service to satisfy the needs of visitors. Tourism activities can buld a good experience for travelrs. Hence, they can recommend to other, encourage revisit intention in the future.

A joyful travel experience with stunning out services provide by the destination encourages positive attitude toward the destination and arouses a psychological intention in tourist to share their good experience with other via online environment. So the destination manager must be top priority in mind that providing a pleasant experience for tourist is the most important thing. Besides, to selecting the recommend from tourist to know whether or not they have satisfied with their trip, the destination managers can build the online tourism communities. This website's community is the main forum where travelers can share information in the internet and the travelers may freely share all their own experiences, their own feeling in the community and also promote enterprise propagation through online customer reviews. The managers may

try to stimulate the tourist to join in discussing in the online community, the more volume of travellers reviews on about a certain destination will disseminate among potential tourists, so the high possibility of choosing the destination will be increase.

Nowadays, with the popularity of information technology, more and more people would like go to the internet to capture their experience by posting on the social network, tourist's blog and reviews, etc. So that, the managers of destination should encourages the travelers to publish tourist reviews. According to Zhu and Lai (2009), destination can give some prizes to the member of the community if they publish a tourist reviews or writes a blog for instance. Finally, serving company should pay attention to personality of customers and do not try to judge all of customer as a general look.

Many researches on personality stated that there are five fundamental dimensions of personality. There is a significant body of literature supporting this five-factor model of personality which are extraversion, agreeableness, conscientiousness, neuroticism and openness (McCrae & Costa, 1997). The result suggests that each one should be known with their own personality and they must treated as good as it is possible. So that, every destination must treat its customers based on their own personality to motive them make decision and encourage them to revisit in the future.

This study also tries to evalauates the effects of tourist personality o the influence of destination image and travel motivation on perceived value and tourist sarisfaction. The results indicate that tourist with the more aggreeive personality interm of extraversion, agreeableness, conscientiousness, emotional disability and openness to experience will amplify the magntute of influence from destination image and travel motivation on perceived quality, perceived value and tourism satisfaction.

This study can support the service firm to better serve tourist and increase their experiential value through interaction between tourist and the firm. According to Gunn (1988) tourism can be considered as a good study experience since tourism is basically a human experience. In addition, this study also proposes the moderating roles of experiential value on the influence of perceived quality, perceived value and tourist satisfaction on attitudes toward destination and revisit intention. The results indicate that tourists with high level of experiential value will enlarge the influence of perceived quality, perceived value and tourist satisfaction on attitude towards destination and revisit intention. This result is in line with Chua (2014), if visitor have high level of experience value they tend to do favorable behavior intention like revisit intention.

5.3 Limitations and Future Research Directions

Although the results of this study are fruitful, it still suffered from several limitations. Firstly, the sample size in this study used 253 respondents as the same of this empirical research. Because we focus on the online customer reviews and tourist satisfaction in Tien Giang destination, so the sample was collected from the people who have traveled in Tien Giang before. That's why half of them are Vietnamese, and some of them are ASEAN citizen. Besides, most of respondents are young people, so that their opinion may not represent for the old and ASEAN tourist' opinion. Further research can add more respondents from other group of people from different nations such as America, England, France, etc., to get more empirical validation research area.

Secondly, the conceptual model still has three hypotheses that are not supported by quantitative research. Future research may combine interviewing the tourists may get additional insights.

Thirdly, during the process of the research, the study found out the impact of the culture, nationality and multiculturalism on using online customer reviews. Therefore, the decision making process may need to be studied in depth.



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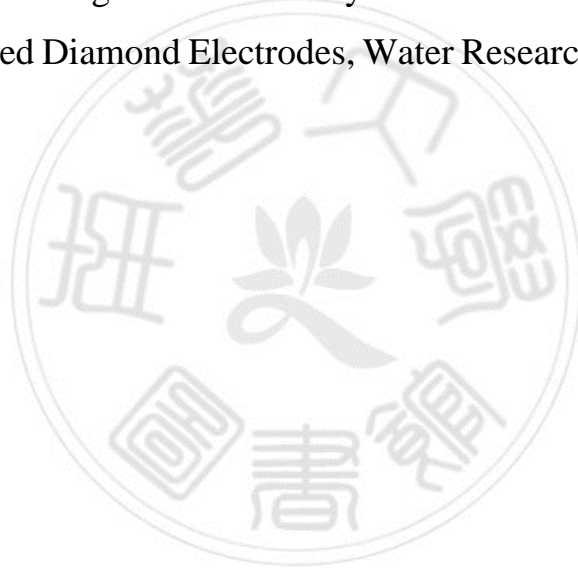
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APPENDIX

QUESTIONNAIRE

PHIẾU KHẢO SÁT

Section 1. Travel Motivation (động lực du lịch)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Travel Motivation, and then CIRCLE the level of agreement on each of the items below base on your opinion</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Stongly agree (Hoàn toàn đồng ý)
1. Tien Giang is a good place for rest and relaxation. (Tiền Giang là một điểm đến lý tưởng để thư giãn và nghỉ ngơi)	1	2	3	4	5
2. Tien Giang is a new place for visit. (Tiền Giang là một địa điểm mới để du lịch.)	1	2	3	4	5
3. Tien Giang is a good place for learn and experience new things. (Tiền Giang là một điểm đến tốt để học hỏi và trải nghiệm những điều mới mẻ.)	1	2	3	4	5
4. Tien Giang can get away from stress. (Du lịch đến Tiền Giang có thể giúp tôi xả stress.)	1	2	3	4	5
5. Tien Giang can escape from day - by - day activities. (Du lịch đến Tiền Giang giúp tôi thoát khỏi những hoạt động đời thường của mình.)	1	2	3	4	5
6. Good place to meet people and socialization. (Du lịch tại Tiền Giang giúp tôi có thể gặp gỡ và giao lưu với mọi người.)	1	2	3	4	5
7. Improve health and well - being. (Du lịch giúp tôi cải thiện sức khỏe và cảm thấy thoải mái tinh thần hơn.)	1	2	3	4	5
8. Take challenge/ experience and adventure. (Có những trải nghiệm mới cũng như thử thách thú vị)	1	2	3	4	5
9. Seek intellectual enrichment. (Du lịch giúp tôi mở mang kiến thức và trí tuệ của mình)	1	2	3	4	5
10. Exercise physically. (luyện tập thể chất của mình)	1	2	3	4	5
11. Visit family and friends. (Tôi có thể thăm bạn bè và gia đình khi đi du lịch.)	1	2	3	4	5

Section 2. Online Customer Reviews (Nhận xét trực tuyến của khách hàng)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Online Customer Reviews, and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
1. I often read other tourist online reviews to know what destination make good impressions on others. (Tôi thường xuyên tham khảo ý kiến online của những du khách khác để biết họ ấn tượng như thế nào ở Tiền Giang.)	1	2	3	4	5
2. To make sure I choose the right destination (e.g. Tien Giang), I often read other tourist's online travel review. (Để đảm bảo Tiền Giang là sự lựa chọn đúng đắn, tôi thường tham khảo những nhận xét online của du khách.)	1	2	3	4	5
3. I often consult other tourist's online travel reviews to help choose an attractive destination (e.g. Tien Giang). (Tôi thường xuyên tham khảo những đánh giá online của du khách để giúp tôi chọn một điểm đến hấp dẫn (điểm hình là ở Tiền Giang))	1	2	3	4	5
4. I frequently gather information from tourist' online travel reviews before I travel to a certain destination (e.g. Tien Giang). (Tôi thường xuyên thu thập thông tin từ những đánh giá online của du khách trước khi tôi đến một địa điểm nhất định (ví dụ như tiền giang).)	1	2	3	4	5
5. When I travel to a destination (e.g. Tien Giang), tourist's online travel reviews make confident in traveling to the destination. (Khi đi du lịch tại Tiền Giang, những đánh giá online giúp tôi tự tin hơn cho quyết định của mình.)	1	2	3	4	5
Section 3. Destination Image (Hình ảnh điểm đến)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Destination Image, and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
1. I fell Tien Giang is safe and secure. (Tôi cảm thấy Tiền Giang là một điểm đến an toàn).	1	2	3	4	5
2. I feel Tien Giang is an exotic place. (Tôi cảm thấy Tiền Giang có nhiều điểm du lịch kỳ lạ)	1	2	3	4	5
3. I feel Tien Giang has beautiful scenery and natural attraction. (Tôi cảm thấy Tiền Giang có cảnh quan đẹp và thiên nhiên hấp dẫn.)	1	2	3	4	5
4. I feel Tien Giang has pleasant climate. (Tôi cảm thấy thời tiết ở Tiền Giang rất dễ chịu.)	1	2	3	4	5
5. I feel Tien Giang has many cultural and historical attractions. (Tôi cảm thấy Tiền Giang có lịch sử và nền văn hóa rất thu hút)	1	2	3	4	5
6. As a tourism destination, Tien Giang offers good value for money. (Tiền Giang cung cấp dịch vụ xứng đáng với chi phí du khách bỏ ra.)	1	2	3	4	5

Section 4. Perceived Quality (Cảm nhận chất lượng)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Perceived Quality and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
1. I perceive the quality of accommodation in Tien Giang is so good. Tôi cảm thấy chất lượng lưu trú ở Tiền Giang là rất tốt.	1	2	3	4	5
2. I perceive the quality of food in Tien Giang is very delicious. (Tôi cảm thấy chất lượng ẩm thực ở Tiền Giang là rất tốt.)	1	2	3	4	5
3. I perceive the quality of transportation in Tien Giang is very convenience. (Tôi cảm thấy chất lượng của giao thông ở Tiền Giang là rất tốt.)	1	2	3	4	5
4. I perceive the quality of the local environment Tien Giang is so facile. (Tôi cảm thấy môi trường ở Tiền Giang rất tốt và sạch sẽ.)	1	2	3	4	5
5. I perceive the quality of the tourist centers in Tien Giang is so good. (Tôi cảm thấy chất lượng của các trung tâm lễ hành ở Tiền Giang rất tốt.)	1	2	3	4	5
6. I perceived the quality of tourist guides is so professional. (Tôi cảm thấy hướng dẫn viên du lịch ở Tiền Giang rất chuyên nghiệp.)	1	2	3	4	5
Section 5. Perceived Value (Cảm nhận giá trị)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Perceived Value and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
1. In terms of money, travelling to Tien Giang is so cheap. (Du lịch ở Tiền Giang rất rẻ.)	1	2	3	4	5
2. In terms of time, travelling to Tien Giang is so convenience. (Thời gian du lịch đến Tiền Giang rất thuận tiện)	1	2	3	4	5
3. In terms of effort, travelling to Tien Giang is so good. (Về khả năng chi trả, du lịch Tiền Giang rất tốt.)	1	2	3	4	5
4. I consider travelling to Tien Giang is expensive. (Tôi nghĩ du lịch đến Tiền Giang rất đắt)	1	2	3	4	5

Section 6. Tourist Satisfaction (Sự hài lòng của du khách)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Tourist Satisfaction and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Stongly agree (Hoàn toàn đồng ý)
1. I really enjoyed the visit to Tien Giang. (Tôi rất thích du lịch đến Tiền Giang.)	1	2	3	4	5
2. I am satisfied with my decision to visit Tien Giang. (Tôi hài lòng với quyết định của mình khi đi du lịch Tiền Giang.)	1	2	3	4	5
3. I prefer this destination. (Tôi thích điểm đến này)	1	2	3	4	5
4. I have positive feelings regarding Tien Giang. (Tôi có cảm xúc tích cực về Tiền Giang)	1	2	3	4	5
5. This experience is exactly what I need. (Những trải nghiệm khi đến Tiền Giang đúng với những gì tôi cần.)	1	2	3	4	5
6. My choice to purchase this trip was a wise one. (Mua chuyến đi này là sự lựa chọn khôn ngoan của tôi.)	1	2	3	4	5
7. This was a pleasant visit. (Đây là một chuyến đi thú vị.)	1	2	3	4	5
8. This visit was better than expected. (Chuyến đi này tốt hơn những gì tôi mong đợi.)	1	2	3	4	5
9. I rate Tien Giang as a better destination as compared to similar tourist destinations. (So với những điểm du lịch khác, Tiền Giang là điểm đến tốt hơn.)	1	2	3	4	5
Section 7. Attitude toward of the Destination (Thái độ về điểm đến)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Attitude toward of the Destination and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Stongly agree (Hoàn toàn đồng ý)
1. I feel Tien Giang very good to travel. (Tôi cảm thấy Tiền Giang là một điểm du lịch tốt.)	1	2	3	4	5
2. I feel Tien Giang very valuable to travel. (Tôi cảm thấy du lịch Tiền Giang rất có giá trị)	1	2	3	4	5
3. I'm very pleasant to travel in Tien Giang. (Tôi rất hài lòng khi đi du lịch Tiền Giang.)	1	2	3	4	5

Section 8. Revisit Intention (Ý định quay trở lại)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Revisit Intention and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
1. I intend to revisit Tien Giang in the near future. (Tôi sẽ quay lại Tiền Giang trong tương lai gần)	1	2	3	4	5
2. It is very likely that I will revisit Tien Giang. (Tôi rất thích nếu tôi được quay lại Tiền Giang.)	1	2	3	4	5
3. I would like to visit Tien Giang more often. (Tôi rất vui nếu sẽ được quay lại Tiền Giang nhiều lần.)	1	2	3	4	5
Section 9. Big Five Personality (Nhóm 5 tích cách chủ yếu)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Big Five Personality and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
Extraversion (Hướng ngoại)					
1. I see myself as someone who is reserved. (Tôi thấy mình là người kín đáo.)	1	2	3	4	5
2. I see myself as someone who is outgoing, sociable. (Tôi thấy mình là một người cởi mở, hòa đồng.)	1	2	3	4	5
Agreeableness (Sự đồng thuận)					
1. I see myself as someone who is generally trusting. (Tôi thấy mình là người đáng tin tưởng)	1	2	3	4	5
2. I see myself as someone who is tends to find fault with others. (Tôi thấy mình là người hay tìm lỗi của người khác.)	1	2	3	4	5
Conscientiousness (Chu đáo)					
1. I see myself as someone who is tends to be lazy. (Tôi thấy mình là một người có khuynh hướng lười biếng.)	1	2	3	4	5
2. I see myself as someone who is does a thorough job. (Tôi thấy mình là người rất kỹ lưỡng trong công việc.)	1	2	3	4	5
Neuroticism (Tinh thần)					
1. I see myself as someone who is relaxed, handles stress well. (Tôi thấy tôi là người sống rất thoải mái, có thể giải quyết tỏa thẳng tốt.)	1	2	3	4	5
2. I see myself as someone who is get nervous easily. (Tôi cảm thấy tôi là người dễ hồi hộp.)	1	2	3	4	5
Openness to experience (Cởi mở)					
1. I see myself as someone who is has few artistic interests. (Tôi cảm thấy mình là người thích nghệ thuật)	1	2	3	4	5
2. I see myself as someone who has an active imagination. (Tôi cảm thấy mình là người có trí tưởng tượng.)	1	2	3	4	5

Section 10. Experiential Value (Giá trị kinh nghiệm)	Levels of agreement (Mức độ hài lòng)				
<p>Hãy đọc những câu hỏi khảo sát liên quan đến động lực du lịch dưới đây, sau đó chọn mức độ đồng ý của bạn cho từng câu hỏi dựa trên ý kiến cá nhân.</p> <p>Please take a short look on the questions below related with the Experiential Value and then CIRCLE the level of agreement on each of the items below base on your opinion.</p>	Strongly disagree (Hoàn toàn không đồng ý)	Disagree (Đồng ý)	Neutral (Trung lập)	Agree (Đồng ý)	Strongly agree (Hoàn toàn đồng ý)
Emotional Value (Giá trị cảm xúc)					
Tien Giang gave me feeling of well-being. (Tiền Giang cho tôi cảm giác rất tốt.)	1	2	3	4	5
I was exiting when I visit Tien Giang. (Tôi rất hứng thú khi du lịch tại Tiền Giang.)	1	2	3	4	5
Tien Giang make me elated. (Du lịch Tiền Giang làm tôi rất phấn khởi.)	1	2	3	4	5
Tien Giang make me feel happy. (Du lịch Tiền Giang làm tôi rất vui.)	1	2	3	4	5
Functional value (Giá trị chức năng)					
Tien Giang has consistent quality. (Tiền Giang có chất lượng du lịch ổn định)	1	2	3	4	5
The arrangement of Tien Giang is well done. (Du lịch tại Tiền Giang được sắp xếp rất tốt.)	1	2	3	4	5
Tien Giang provides acceptable standard of quality. (Tiền Giang cung cấp chất lượng dịch vụ tiêu chuẩn.)	1	2	3	4	5
This place is well organized. (Du lịch Tiền Giang được tổ chức rất tốt)	1	2	3	4	5
Social Value (Giá trị xã hội)					
Visiting Tien Giang gives social approval from others. (Du lịch Tiền Giang được xã hội chấp thuận.)	1	2	3	4	5
Visiting Tien Giang make me feel acceptable to others. (Tôi cảm thấy được mọi người chấp nhận khi du lịch tại Tiền Giang.)	1	2	3	4	5
Visiting Tien Giang improves the way a person is perceived. (Du lịch tại Tiền Giang giúp cải thiện cách nhìn nhận của một người.)	1	2	3	4	5
Visiting Tien Giang give a good impression on other people. (Du lịch tại Tiền Giang tạo ấn tượng tốt cho người khác.)	1	2	3	4	5

Section 11. Cosmetics Preference

I sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated in strict confidential. For our information, would you please indicate your response on the following questions:

Chân thành cảm ơn các bạn đã dành thời gian hoàn thành phiếu khảo sát. Những thông tin này sẽ được giữ kín và chỉ phục vụ cho bày nghiên cứu của tôi. Mời bạn vui lòng cung cấp thêm những thông tin dưới đây:

Gender (giới tính) Male (nam) Female (nữ)

Age (tuổi)

Less than 20 From 21-30 From 31-40 From 41-50 More than 50
Dưới 20 Từ 21-30 Từ 31-40 Từ 41-50 Trên 60

Income USD/month (Thu nhập mỗi tháng)

Less than 300 From 301-600 From 601-900 From 901-1200 More than 1200
Dưới 300 Từ 301-600 Từ 601-900 Từ 901-1200 Trên 1200

Education (Giáo dục)

High school College University Master Master above
Phổ thông Cao đẳng Đại học Thạc sĩ Thạc sĩ trở lên

How can the tourist know Tien Giang province? (làm thế nào bạn biết đến du lịch Tiền Giang)

Soicial network Word of mouth
Trực tuyến Truyền miệng