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# THE STUDY OF DESTINATION IMAGE, SERVICE QUALITY, SATISFACTION AND BEHAVIORAL INTENTION – AN EXAMPLE OF DAPENG BAY NATIONAL SCENIC AREA

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## Abstract

The aim of the research is to understand the thoughts of tourists in Dapeng Bay National Scenic Area in the relationship among destination image, service quality, satisfaction, and behavioral intentions. Five hundred questionnaires handed out and four hundred and seven effective returned. Statistical methods of descriptive, factor analysis, and structural equation model were utilized. The result of the study found: destination image has positive impacts on service quality and satisfaction; service quality has a positive influence on satisfaction; satisfaction is positively affected on behavioral intention. According to the result, suggestions made to related management units, to build good destination image to increase service quality and satisfaction for tourists to have the positive evaluation of tourist destination, willing to visit, sharing the pleasant experience and recommend to others to visit.

Keywords: scenic area, destination image, service quality, satisfaction, behavioral intention

## Introduction

The vigorous development of tourism in Taiwan in past decades, according to the statistics of major do mestic tourist recreation area the number of visitors reached 274,392,314 in 2013, to 280,655,275 in 2016 (Tourism Bureau of Taiwan, 2017), the major domestic tourists continue to increase, the importance of domestic tourism

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also is increased. The main purpose of National Scenic Area in Taiwan is set to provide tourists sightseeing and natural tourism resources, meanwhile, the ultimate goal is to keep the local importance tourism resources to be planned and organized to be integrated to international standards and to be diversified and competitive (Tourism Bureau of Taiwan, 2013). Through years of development, national scenic areas have been one of the major choices of for tourist activities.

Dapeng Bay National Scenic Area is situated on the southwest coast of Taiwan with the only special natural lagoon landscape and ecological environment, because of its rich natural resources and strong historical and culture, thus, the government tried to develop it into a National Tourism field with the local community, culture, eco-tourism connotation, and hoping that through overall planning and supporting the development of the Dapeng Bay transition from the early traditional fishing industry to be the leisure industry, and promote the development of deep cultural sense of sightseeing. Therefore, the government of Taiwan, through the development of an open civil society participation in the way, by the Dapeng Bay International Development Co., Ltd. in 2004, made a formal civic engagement in Dapeng Bay National Scenic case construction on build-operate-transfer (BOT) base for overall development planning and management, which is the largest of Taiwan Recreational industry of BOT development projects, with four main themes: docklands, the bay area, golf area, ecological zones (Dapeng Bay National Scenic Area Administration Information Network, 2013). Based on

the above analysis, the Dapeng Bay National Scenic Area is more special and important field of leisure, thus, the major focus is to explore the concepts of visitors in the Dapeng Bay National Scenic in the view of related research.

Literature Review

Destination image refers tourists' mind of impression regarding the destination, and give feelings to the tourists beforehand (Fakeye & Crompton, 1991). Leisen (2001) believed that destination image means the expectation of tourists to destinations, and images will help tourists' considerations, choices, and decisions of the vacation destination. Baloglu and McCleary (1999) developed a framework of forming images on travel destinations, mainly divided into stimulus factors and personal factors, where stimulus factors incentives from external stimuli of previous experience, information sources, and distribution, on the other hand, personal factors, means the characteristics of social and psychological of tourists. Beerli and Martin (2004) review of the relevant researches regarding to the destination image, and found that contains nine factors: natural resources, tourist leisure and recreation, natural environment, general infrastructure, culture, history and art, social environment, tourist infrastructure, political and economic factors, and atmosphere of the place. Liu, Lin and Wu (2002) concluded the study of destination image into four factors: natural style, intellectual sensibility, country humanities, and recreational activities. Based on the above analysis, the tourist destination image is the perspectives from tourists, a study of destination image

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can provide tourism information to managers and strategies in the leisure industry, therefore, the first motivation of the research is to investigate the destination image of Dapeng Bay National Scenic Area.

The development of the tourism industry, service quality is an important indicator of assessment for tourists. Lee (2009) pointed out that the managers should consider how to provide adequate service quality to meet customer demand, and thereby enhancing satisfaction. Parasuraman, Zeithaml and Berry (1985) believed that the service quality is an attitude of consumers, and the gap between the expectation of service and service received in the industry. Cronin and Taylor (1992) argued that the service quality is the level of actual feeling from the service received. Mayer (2002) addressed that service quality would present the economic interests of great impact if a good quality of service reached will improve tourist satisfaction. According to the review of the literature, service quality is an important factor to affect the satisfaction of tourists, thus, to understand the service quality for tourists in Dapeng Bay National Scenic Area is the second motive of the study.

Satisfaction commonly used in measuring business marketing and leisure tourism, satisfaction is the real experience of visitors after actual personal experience activities and originated in the personal feeling and emotion of heart after tourists interact with the destination (Baker & Crompton, 2000). Bingé, Sánchez and Sánchez (2001) pointed out that satisfaction is the overall rating through tourists travel process. Um, Chon and Ro

(2006) indicated that satisfaction not only related to the experience of tourists, but also the service received in the destination. Oliver (1980) believed that the customers will have some expectations before buying the product, if the actual experience did not reach the consumers' expectation, and generated a so-called disconfirmation, the prior expectation and post disconfirmation will all affect the satisfaction of consumers. According to the literature review, the researchers believed that satisfaction meant the total evaluation after experience the leisure activities, and developing a good tourist's satisfaction is an important responsibility of managers at Dapeng Bay National Scenic Area, therefore, the third motivation of the study is trying to discover the satisfaction of tourists.

Behavioral intention meant that when consumers use the product and evaluate the differences between beliefs and the performances of the products, and then make behavioral tendencies towards the products or companies (Engel, Blackwell & Miniard, 1995). Ladhari, Brun and Morales (2008) pointed out that behavioral intention is when consumers after receiving services, and will generating the actual feeling toward the conception of service, and subjectively judgment will decide the possibilities of action, for example, the recommendation to family, relatives or friends.

Lin (2010) pointed out that behavioral intention tourists considered an act of tourists after participating arising from the performance. Baker and Crompton (2000) believed that individual behavior can be predicted from the behavior intention when the

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appropriate evaluation of behavior intention was made, then the information obtained from the actual behavior would be very close. Furthermore, the empirical study of the post-purchase behavior of tourists on "the willingness of revisit" and "willingness to recommend them to others" as the main basis of evaluation (Bingé et al., 2001). Based on the above analysis, the present study suggests that behavioral intention are antecedents of behavior, if the tourists on the tour result with a positive evaluation and generate the positive behavioral intention, such as recommend others or revisit again and so on, therefore, the positive behavioral intention can be made, so that helps the operating performance of Dapeng Bay National Scenic Area, this would be the fourth motive of the study.

Hypotheses

Based on the literature review argue that destination image, service quality, satisfaction, and behavioral intentions are positively related. In the study of Su and Chin (2008) found that tourism destination image had a positive effect on service quality; Liang, Wang and Kuo (2009) discussed the relationship between travel image and service quality in national scenic area also discovered the cognitive travel image from tourists would influence the feeling of service quality positively. Based on the above researches concluded that the destination image can positively affect service quality, and therefore the study proposed hypothesis 1: Dapeng Bay Scenic Area visitors' destination image has a positive effect on service quality.

In the related studies of destination image and satisfaction, Lin (2010) discussed the impact on tourism image and satisfaction among tourists of National Forest Recreation Area, and the result showed that tourism image had a significant positive impact to satisfaction. Dai (2011) also found that the tourist image had a direct impact on satisfaction. Furthermore, in the research of Chung et al. (2011) indicated that destination image positively affected on satisfaction in festival activities. According to the studies above, proposed hypothesis 2: Dapeng Bay Scenic Area visitors' destination image will positively affect satisfaction.

In the study of Lee and Su (2008) unfold that service quality had a positive influence on satisfaction. Furthermore, service quality had an impact on satisfaction in the study of tourists in the national scenic area (Lin & Chen, 2009). More, the research in natural education park explored that service quality had a positive relationship with satisfaction (Chuang, Chen & Chen, 2010). Thus, the research proposed hypothesis 3: Dapeng Bay Scenic Area visitors' service quality will have a significant impact on satisfaction.

In the study of service quality and behavioral intention of tourism activities had a positive impact (Hu, Cheng & Chang, 2009). In addition, explored tourist perception of service quality was positively related to behavioral intention (Lin, 2010). Therefore, stated hypothesis 4: Dapeng Bay Scenic Area visitors' service quality will positively affect the behavior intention.

In the studies between satisfaction

and behavioral intention, Huang, Hu and Yang (2010) proved that tourist satisfaction and behavior intention had a positive relationship. Su et al. (2011) found that the satisfied tourists of a botanical garden would have better behavioral intention. Based on the above studies, the research stated hypothesis 5: Dapeng Bay Scenic Area visitors' satisfaction will positively affect the behavior intentions.

In researches between destination image and behavioral intention, and found Lin, Chen and Liu (2003) found destination image would positively affect the tourist behavioral intention in a national scenic area; while other studies also supported that tourist destination image would significantly influence on behavioral intention (Chang, 2009; Chou, 2013). Hence, the study stated hypothesis 6: Dapeng Bay Scenic Area visitors' destination image will significantly affect the behavior intentions.

## Methods

### Research Sample

The subjects were visitors to Dapeng Bay Scenic Area with convenient sampling on August 20 to September 15 of 2013 with 500 questionnaires handed out and 424 returned, after deleting 17 invalids and left 407 copies valid, the recovery rate of 81.4%.

### Instrument

1. Destination Image Scale: the destination image scale primary was using the questionnaires formed from Liu, Lin, and Wu (2002), and Beerli and Martin (2004), total 21 questions with Likert five-point scale. The critical ratio (CR) of item analysis is between 4.61~10.60 (p <.05), and topics related to the value of the total score was higher than 0.4 and reached significant levels. Factor analysis is using principal components analysis, eigenvalue when factor greater than 1.0, extracted through direct oblique rotation, and factor loadings greater than 0.4, resulting in the extraction of four factors and named natural landscapes, exciting activities, local atmosphere, and recreation, and Cronbach's α of each were .87, .89, .87, and .84, and the total scale was .93, in which was greater than that .7, displayed good internal consistency and reliability. In addition, the cumulative of total variance is 66.82% and represent that the scale has construct validity. According to the literature review and theory studied, the scale also has content validity.

2. Service Quality Scale: Service quality scale was made by the reference from Parasuraman, Zeithaml and Berry (1988), and the characteristics of the research, Dapeng Bay scenic area. A total of 19 items formed with the Likert five-point scale to measure. The CR value of questions was in the range between 5.34 ~ 10.81 (p <.05), the total score of the questions was higher than 0.4, and matched the significant levels, therefore all the questions remained for the research. After factor analysis, extract eigenvalue greater than 1.0, factor loadings above 0.4, and resulting three factors, and the Cronbach's α of each factor, convenience (α = .89), response (α = .91), and tangible (α = .86), the total scale of service quality (α = .95), also had good consistency and reliability; meanwhile, the

cumulative of total variance is 68.50%, showed good construct validity. Moreover, the literature and theory revealed, the scale had content validity.

3. Satisfaction Scale: The questionnaires of satisfaction were formed according to the Westbrook and Oliver (1991), and with the consideration of the characteristics of the research with Likert five-point scale, and total 4 questions, a question of the example, "I feel interesting." The CR of these questions were ranged between 7.83 ~ 10.14 (p <.05), Cronbach's α is 0.85 indicated the good internal consistency; furthermore, based on the review literature, the scale also had content validity.

4. Behavior Intention Scale: Behavioral intention questionnaires were used according to Lee (2009), and Bingé, Sánchez and Sánchez (2001), with Likert five-point scale, total four questions, and a question of example, "recommend to other." The CR value of these questions was between 8.98~13.68 (p<.05). The Cronbach's α value is 0.84 in which fulfilled the reliability and also had content validity.

## Results

### *Structural Model Of The Destination Image, Service Quality, Satisfaction, And Behavioral Intention*

According to Huang (2004) indicated that when absolute value in the structural equation model is greater than 3, which meant as extreme skewness; in addition, if kurtosis absolute value bigger than 10 would be a problem, after statistics, the absolute value of skewness was 0.23~0.75; peak of

the absolute value from 0.10~1.52 were within the acceptable range, therefore, Maximum Likelihood (ML) was used to estimate the model.

The standardized parameter values between -0.02~0.92, in which were not too close to 1 (0.95 thresholds). The standard errors were between 0.04~0.17, indicating that the error was not large and there was no negative variation error either. The t values of the latent variables in the measurement model were all significant. Based on the above results, meaning that the overall model could be fitted for structural model analysis.

The empirical data for the model of fitness were acceptable, the chi-square degree of freedom ($\chi^2$/df = 3.05, less than 5 is good (Schumacker & Lomax, 2004); comparative fitness index (CFI = .96), meant the model is stable while it is higher than .95 (Bentler, 1995; Hu & Bentler, 1999); root mean square error of approximation (RMSEA = .07), is less than .08, represented that is in the range of acceptable (McDonald & Ho, 2002).

Figure 1. shows the study model. The relationship between the latent variables of destination image positively affected the service quality with the path coefficient of 0.88 (t <.050), therefore, H1 was supported. The destination image did not affect the satisfaction significantly, the path coefficient is 0.09 (t> .05), thus H2 was not supported. Service quality had a positive impact on satisfaction, the path coefficient of 0.73 (t <.05), so H3 was supported. Service quality did not positively impact behavioral intention, the path coefficient is 0.16 (t> .05), so
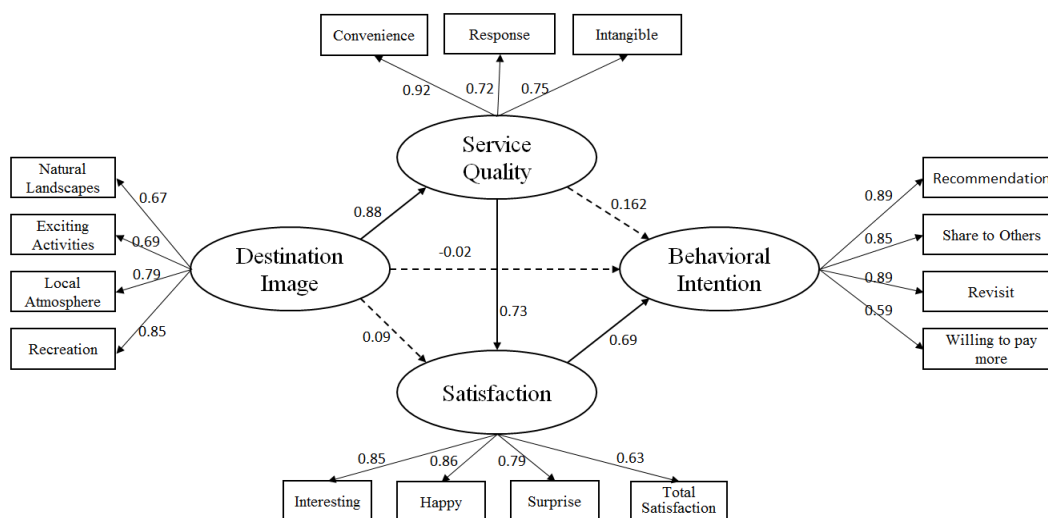
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Figure 1. Destination Image, Service Quality, Satisfaction and Behavioral Intention

H4 was not supported. Satisfaction was positively influenced to the behavioral intention, the path coefficient is 0.69 (t <.05), therefore, H5 was supported. The destination image did not significantly affect behavioral intention, the path coefficient is -0.02 (t >.05), thus, H6 was not supported.

Destination image was measured by four observation variables, namely, natural landscape, exciting activities, local atmosphere and recreation, among which the path coefficient of recreation was the highest. Service quality was measured by three observation variables, convenience, response and tangible, convenience with the most favorable path coefficient. Satisfaction with four observation variables to be measured respectively, interesting, happy, surprises and overall satisfaction, happy had the highest path coefficient. Four variables for behavioral intention, there was the recommendation, share to others, revisit

and willing to pay more, recommendation and revisit had the highest path coefficient (see Figure 1).

Conclusions

*Findings of the Study*

After the statistical analysis, the study model of the destination image, service quality, satisfaction, and behavior intention had been completed, and the estimation parameters in the model have reached the standard. Three of the six hypotheses of this study were supported.

Destination image and service quality.

The study found that the destination image would positively affect the service quality, in which was similar to the study of Castro, Armario, and Ruiz (2007), without consideration of the market segmentation, the tourist destination image had the positive impact

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on service quality in Spain. In addition, the study of Penghu National Scenic Area visitors' destination image also had a positive effect on service quality. Therefore, managers of Dapeng Bay National Scenic Area by improving destination image to enhance visitors feeling on service quality.

Service Quality And Satisfaction.

In the study indicated that the service quality would affect the satisfaction, in which meant, the higher evaluation of service quality, the higher the satisfaction level. The result was the same as Lin and Chen (2009), the study found that the feelings of tourists in service quality of the national scenic area would positively impact on the satisfaction. In addition, Chen et al. (2011), the research on the tourists of Jin Men National Park, service quality provided would be positively influenced on satisfaction. Based on the result of the study, managers of Dapeng Bay Scenic Area should increase the service quality to improve the satisfaction of tourists.

Satisfaction And Behavioral Intention.

As a result of the study, discovered that the satisfaction would impact the behavioral intention significantly. The result had the agreement with the study of Chen and Chen (2010), on historical site tourists, satisfaction would positively affect the behavioral intention. The result of the study would suggest Dapeng Bay managers should improve the satisfaction of tourists to increase tourists' behavior intention.

Destination Image, Satisfaction, And Behavioral Intention.

The findings of the study displayed that the destination image could not directly affect the satisfaction and behavioral intention, in which was similar to the studies of Bingé, Sanchez and Sanchez (2001) and Chen and Tsai (2007). The reason may be service quality acted as a mediator among destination image to satisfaction and behavioral intention, thus destination image would affect satisfaction and behavioral intention indirectly through service quality, the study of mountain climbing participants had the similar result (Hsu & Chung, 2011).

Service Quality And Behavioral Intention.

The results show that the service quality could not directly affect the behavioral intention significantly, which was similar to the study of national park tourists (Chen et al., 2011).

*Managerial Implications*

After data collection and statistical analysis, structural evaluation model of the destination image, service quality, satisfaction, and behavioral intention was formed. Analysis and discussion of the study were completed, managerial implications were as follow:

1. This study has successfully constructed the structural model of tourists, destination image could not directly affect behavioral intention, and however, destination image could indirectly affect behavioral intention through service quality and satisfaction. It is necessary to consider the results of visitors' concepts on service quality and satisfaction to specific scenic areas

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in the implementation of various marketing activities or tourists evaluations. For an example, when introducing new activities to the specific scenic area, the consideration on the account of the suitability of this activity to the destination image, the service quality level provided, and the satisfaction evaluation of the tourists to the activities. Only considering the activities of these three variables at the same time, can we achieve the effect of enhancing the tourists' behavioral intention.

2. The study found that the tourist destination image could positively affect the service quality, variable of recreation in destination image had the highest path coefficient (see Figure 1), but, the factor had the lowest average. This phenomenon meant that if the tourists destination image had increased, could improve service quality; however, in the view of tourists, the highest path coefficient in recreation, and had lowest in feeling; in which represented that the managerial concepts of recreation must have changed or adjusted, to en-

hance recreation image of tourists under limited resources, such as local specialized products, establishing natural landscape and traffic images, so that the feelings of service quality from tourists could increase effectively.

3. This study found that the service quality of visitors would affect satisfaction (see Figure 1), convenience had the highest in path coefficient, while the lowest in average. This phenomenon displayed that if the service quality of visitors was improved, the satisfaction would be increased more efficiently. However, in the view of tourists, the highest in path coefficient, the lowest in feelings, thus the management of service quality must improve or adjust to increase the feelings on tourists, such as provide convenience parking or shuttle bus service, offer flexible operation hours on interesting experiential activities to promote satisfaction of tourists efficiently.

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