

Destination Service Quality, Tourist Satisfaction and Revisit Intention: The Moderating Role of Income and Occupation of Tourist

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Kamaleswar Boro*

Department of Business Administration, University of Science and Technology Meghalaya
kamaleswar.boro84@gmail.com

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Abstract

The purpose of this study is to understand tourist revisit intention by knowing their level of satisfaction in terms of different SERVQUAL dimensions. Recent studies on tourism have explored several service quality dimensions to know customer satisfaction and revisit intention. However, there has been lack of studies examining the moderating role of income and occupation on the relationship between customer's satisfaction and revisit intention. Therefore, the present study intends to fulfill this gap. The research design is descriptive and analytical in nature. SERVQUAL dimensions have been used for this study. Data was collected from 160 respondent tourist visiting Meghalaya, a popular destination for tourist in North East India. Structured Equation Modeling was used to analyze the data. The findings suggest a significant relationship in terms of SERVQUAL attributes with customer's satisfaction as well as revisit intention. SERVQUAL dimensions are crucial attributes for tourist satisfaction which in turn has an impact on revisit intention. To plan for a revisit, tourist must be first and foremost satisfied with the destination image and facilities available. The findings also show the moderating role of income on the relationship between customers' satisfaction and revisit intention. The study findings can be used by service provides in tourism industry to develop service quality dimensions which can deliver tourist satisfaction. The present study is unique as it explores the relationship of three conceptual frameworks namely; SERVQUAL dimensions, tourist satisfaction and revisit intention and also examines the moderating role of income and occupation on the relationship between tourist satisfaction and revisit intention.

Keywords:

SERVQUAL, Tourist satisfaction, Revisit Intention, Meghalaya

1 Introduction

When individuals leave their regular surroundings for personal or professional reasons, they are referred to as tourists and tourism can be defined as a social, cultural, and economic phenomenon (Lerario & Di, 2018). Individuals who travel other places are

termed as "tourist," and tourism refers to their activities, of leisure, official, medical, or any other purpose, of which may include tourism expenditures (Viet et al., 2020). As per World Travel and Tourism Data (2022) due to COVID-19, the world travel and tourism industry faced a loss of US\$4.9 trillion, which indicated a decline of 50% from pre covid scenario. It was estimated that travel and tourism industry sector contributed 10.3% to GDP growth globally in 2019 and 5.3% in 2020, which is a sharp decline than the preceding year due to restrictions in mobility. With things close to normal now, several limitations for movement of people, goods and services have improved and there has been a gradual increase in number of tourism related activities (World Travel and Tourism Council, 2021). It is urged that some major cultures are completely dependent on tourists for their livelihood, since tourism is one of the world's fastest-growing industries (Kim et al., 2020). By creating new employment possibilities, it has a tremendous positive impact on a country's socioeconomic and political growth (Haghkhah et al., 2011). In certain circumstances, it has also helped to foster a deeper knowledge of other cultures and ways of life by facilitating awareness and building respect for such unique and cultural diversity (Kim et al., 2020). In tourism, the importance of destination image has been extensively studied in the literature. Previous research has shown that destination image is an important aspect in attracting visitors, and a favorable destination image increases the likelihood of tourist visits (Kim et al., 2020). Tourists' perceptions of a particular destination will impact their choice of visit, subsequent appraisal of the trip, and their future plans for a revisit (Stavrianea, & Kamenidou, 2021). Furthermore, understanding the tourist evaluation process of service quality impacting destination image would aid in enhancing tourist satisfaction and experience. Service quality is trivial for any industry and the tourism sector is no exception. When tourist expectations exceed the performance delivered by a destination, perceived quality is less than required, and hence creates dissatisfaction experience among the tourist. As per Parasuraman et al., (1985) definitions of service quality, if consumers expectations are already high than the perceived service, or the performance of the service provider, customers may be never satisfied. Hence, there shall be customer dissatisfaction, urging for measurement and evaluation of perceived and expected services. Therefore, Edvardsen et al. (1994) urged that the first step in creating quality in any services is evaluation and measurement of the service provided. In light of the above arguments and considering the need of current scenario, it's important to monitor how satisfied tourists are with their experiences, as this may help predict how likely they are to return or recommend the destination to others (Foroudi et al., 2018). Tourism is recognized as a major sector of growth in all nations, as well as a primary source of wealth generation, livelihood, and income (Merli et al., 2019; Li et al., 2018). Satisfaction is an emotional reaction that results from cognitive reactions to an event (Smith, 2020; Monferrer et al., 2019; Chong, 2016). In the tourism literature, although research has previously established the relationship between satisfaction and revisit intention, and has been experimentally acknowledged that satisfaction has a substantial influence on producing a positive revisit intention among tourists (Hasan et al., 2019; Breiby and Slitten, 2018), there is a lack of comprehensive study investigating the relationship of the three constructs, including examining the moderating role of

income and occupation of tourist. SERVQUAL model by Parasuraman et al., (1985) is one of the most used models to evaluate service quality across different industry verticals. One of the main purposes of this present study is to use SERVQUAL dimensions in order to ascertain the service quality of a destination. SERVQUAL model defines five attributes to measure the quality of services and include reliability, responsiveness, tangibility, empathy and assurance. In order for firms to offer quality dimensions across their service offerings, the five SERVQUAL dimensions have to be met. The SERVQUAL model also ascertains that once a service provider is able to deliver the five attributes of the model, it has the potential to overcome the gaps in quality which is often referred to as difference in customer perceptions and expectations. The present research is motivated by a number of reasons, including the following: in tourism sectors, international competition for building tourist destinations image have increased tremendously and has become cutthroat (DiPietro and Peterson, 2017). Service providers and government are looking for new ways to improve service efficiency and deliver best of tourism experience to visitors. Secondly effective utilization of tourist resources is a critical for development of tourism sector and build a component in this competition, and should not be overlooked (Lin et al., 2017).

2 Literature Review

2.1 SERVQUAL

Tourist satisfaction may be associated with the very concept of service quality of the tourist destination that implies to the overall quality of the tourist offer at a certain place. A tourist site is deemed to have quality if the whole tourism service, or offer, fits the demands of visitors and ultimately fulfils their expectations. Tourists and prospective visitors to tourist places have greater expectations now than in prior decades (Stavrianea, &Kamenidou, 2021). According to Zhao and Di Benedetto (2013) the role of service quality is critical while evaluating the experiences of visitor across any destination as well as understanding tourist dissatisfaction, attracting new tourists or ensuring revisit intention. Widayati et al., (2020) agree that offering excellent service within a destination is one of the most important criteria for success tourism marketing. Truong et al., (2020) urged that service quality in the tourism sector is receiving increasing attention, due to its economic viability, popularity and the SERVQUAL instrument has proved its significance in majority of tourism related research to assess and evaluate service quality. SERVQUAL approach has been used to evaluate service quality in a variety of tourist industries. For instance including sport tourism Kouthouris&Alexandris (2005) adopted SERVQUAL attributes to study sports tourism, Pakdil& Aydin (2007) used it for airline tourism, and Qin &Prybutok (2008) used SERVQUAL dimensions for studying restaurant tourism. However, prior research has also revealed that SERVQUAL does not cover all elements of tourism services quality that visitors seek (Ulker-Demirel&Ciftci, 2020), Gibson (2021). One of the major drawbacks of SERVQUAL model has been stated by Mura &Wijesinghe (2021) who examined SERVQUAL instrument in four tourist service sectors namely: hotel,

restaurant, skiing and airline and concluded that the scale is not appropriate across all tourism sectors. Stoffelen (2019) modified SERVQUAL model to study hotel industry and identified nine hotel characteristics, including assurance, dependability, and security, communication abilities of employees, extra-room amenities, desired and additional benefits, decor and accommodation appeal, staff attitude, empathy, and correctness, as well as hotel surroundings, including environmental factors, and attributes relating to food services.

Service quality is defined by Parasuraman et al., (1991) as the combination of tangibles, reliability, responsiveness, assurance and empathy. Studies like Kim, et al. (2017), Liu (2016), Lee (2016) and Sagas (2016) have used this model in their studies and considered as appropriate to study service quality dimensions. An individual tourist would developed more propensity to return to a particular destination if they are consistently provided with desired service quality. As stated by Liu and Lee (2016), higher the dimensions of service quality, greater would be the possibility of tourist revisit intention due to positive word of mouth. Lee et al. (2011) thus urged that evaluating increasing customer satisfaction and re-visitation intentions was the most effective approach for improving service quality.



Figure 1: Research Model

2.2 The Relationship between SERVEQUAL, Tourist Satisfaction and Revisit Intentions

A study by Raza et al., (2012) found that perceived value and service quality play an important role in influencing customer satisfaction and the chance of a revisiting the destination. Lee et al., (2011) stated the destination service quality as the most essential element in increasing customer satisfaction and their willingness to revisit a destination. There are several factors that contribute to a tourist's willingness to return to a destination, including natural beauty, local history and culture, hospitality, safety, quality of amenities available such as restaurants and shopping centre's, and convenience (Truong & King, 2009). Moon and Han (2018) through their study confirmed a significant association between the destination service quality, the tourist's satisfaction and their likelihood of return to a tourist spot. According to Kozak (2003), the distinctive characteristics of each visitor influence the overall satisfaction of visitors, their willingness to suggest a location, and their intention to return to that location. Tourist intention to return to a location is influenced by a variety of factors, including

the quality of the service and the location itself. As stated by Chen (2018), a tourist's choice to go for a tour depends on more than one decisive factor. According to Ettinger et al., (2018) factors like the destination's economy and socio-cultural climate have a significant impact on visitors' satisfaction and destination quality perception. As posited by Almeida-Santana and Moreno-Gil (2018) both internal and external factors influence individuals to go for a tourism visit.

Revisit intention according to Singh and Singh (2019) is strongly influenced by destination's attributes. Kozak (2003) opined that the quality of a location affects a visitor's happiness, referral intent, and desire to return. Yan et al., (2013) concluded that consumers who are happy with the destination service quality, pricing factors and perceived value are more likely to return to a tourist destination. Raza et al., (2012) opined that consumer happiness and intention to return are strongly influenced by perceived value and service quality. The most essential element in increasing customer satisfaction and their willingness to return to a destination as identified by Lee et al (2011) was service quality. An et al. (2019) researched tourist revisit intention and found that tourist satisfaction positively influences their desire to return to the place. This means that when visitors are pleased with a place, they are more inclined to return to that same location. A study done by Moon and Han (2018) discovered a significant relation between its destination attributes and tourist experience and satisfaction as well as a desire to return for more vacations. Each individual tourist has a unique set of characteristics that affect their overall feelings of satisfaction and whether or not they plan on going back in the future, (Kozak, 2003).

Hence, to keep tourist coming back to a destination, it is necessary to deliver consistent and exceptional customer service. Liu and Lee (2016), suggested that "the higher the service quality, the better is the word-of-mouth (WOM), which again enhances the possibility of returning," Lee et al. (2011), also stated that increasing customer satisfaction and emphasizing on re-visit intentions attributes was the most effective approach for improving service quality.

Yan et al. (2013) in their study in hotel industry to know customer revisit intention found that customers are more likely to return to a restaurant if they are happy with the food's quality, price, and value, as well as the staff's friendliness and ambience. Thus service quality dimensions have been found to impact the hotel industry as well. Latiff and Imm (2015) used 15 characteristics to gauge tourists' overall happiness, including food and beverage quality, hotel service quality, cleanliness, hospitality, tourist amenities, pricing, and economic value, entertainment, tranquilly, convenience, communication, security, and transportation.

The relationship between customer satisfaction and service quality were examined by Al-Ababneh (2013) using three key criteria to judge the quality of a destination such as, facilities, accessibility and attractions. From their study it was evident that all dimensions measuring the three criteria namely facilities, accessibility and attractions such as the quality of the restaurants, souvenirs, and tour guides, accessibility of maps, parking, hotels and bathrooms had an impact in the entire experience as well as making

decision to travel to a destination. The quality of a destination's amenities, such as transportation, housing, food and beverage, and shopping, as well as the area's cleanliness and visual beauty, were all considered while evaluating a trip and found to have significant impact on tourist satisfaction by several researchers like Latiff and Imm (2015); Jani and Nguni (2016); Tsaur et al., (2016) and Farooq et al., (2022), Tavitiyaman et al., (2022). Singh and Singh (2011) and Eid et al., (2019) used six categories to study destination features and these included infrastructure, superstructure, kind of activity, accessibility, environmental management and geographic conditions.

Literature suggest that there are several factors that contribute to a tourist's desire to return to a site, including natural beauty, safety of the place, local history, convenience, culture, hospitality, quality of facilities like restaurants and shopping centers, and transport and communication facilities (Truong & King, 2009). Visitors' willingness to return to a location is influenced by a variety of factors, including the quality of the service and the location itself.

Travelers are more likely to return to a place because of its quality (Singh and Singh, 2019). Visitor satisfaction, recommendation intent, and return intent are all affected by a destination's attributes, (Kozak, 2003). Thus it is evident that tourist's evaluation of destination service quality is influenced by several independent variables and not limited to cost-benefit analysis of the visit, eateries, destination environment, and souvenirs to assess the quality of the service provided by destinations. Literature review also suggests several service quality dimensions, like personal and cultural factors, destination amenities, financial facility outreach, political environment that significantly impact customer satisfaction. For this present study, service quality (SERVQUAL) dimension by Parasuraman et al. (1991) has been considered to examine the extent of service quality in tourism industry. To gauge the level of customer satisfaction, SERVQUAL uses five criteria: tangibles, reliability, responsiveness, empathy and assurance (Parasuraman et al., 2002; Gustafsson et al., 2005).

Viet et al., (2020) investigated the role of customer satisfaction and destination image, cultural factors and perceived risk. They investigated diverse areas of research and found in most literature, the moderating role of income and educations have not been studied. The role of income and occupation has received less attention in past studies. Most researchers have focussed the impact of demographic variables on tourist visit intention. For instance, Zhang & Huang (2002) found the impact of demographic variable on tourist visit intention behaviour to be significant. Socio economic background of the tourist was found to have a significant impact on tourist intention to visit a destination. Chang (2020) found the demographic variables to impact tourist behaviour. Thus, it is evident from the literature that most studies have focused the impact of demographic variables on tourist visit intention but there is a lack of research pertaining to impact of demographic variables on tourist revisit intention.

2.3 Hypothesis

H1: There is a significant relationship between SERVQUAL dimension assurances with tourist satisfaction of a destination.

H2: There is a significant relationship between SERVQUAL dimension reliability with tourist satisfaction of a destination.

H3: There is a significant relationship between SERVQUAL dimension empathy with tourist satisfaction of a destination

H4: There is a significant relationship between SERVQUAL dimension tangibility with tourist satisfaction of a destination.

H5: There is a significant relationship between SERVQUAL dimension responsiveness with tourist satisfaction of a destination.

H6: There is a significant relation between tourist satisfaction and revisit intention

H7: The relationship between tourist satisfaction and revisit intention is moderated by income and occupation

3 Methodology

The research designs adopted for this study is descriptive, co-relational and exploratory. The study is descriptive enumerating the fact that it intends to provide an explanation of the phenomena of how destination service quality can lead to customer satisfaction which in turn can improve the chances of possible revisit intention of tourist. Hypothesis has been developed to test the relationship between variables as well as explore dimension that could enhance destination service quality. Both primary and secondary data has been used for the purpose of the study. The study can be considered quantitative as primary data has been gathered through survey questionnaire to fulfil the objective of the research. The study has been carried out in Meghalaya. The population included tourist visiting Meghalaya between the periods from October-2021 to January, 2022. The sample comprise of tourist visiting Meghalaya, Northeast India, between the periods of October-2021 to January, 2022. A sample of 160 tourist visiting Meghalaya were surveyed. The research instrument constituted of well developed questionnaire using SERVQUAL attributes. Convenience Sampling Technique has been used to select the sample respondents.

3.1 Jurisdiction of Study

Meghalaya was chosen as an area for this study as it is one of the most strategic tourist destinations across the entire North East India. The state has been known as the Scotland of India, with several scenic and natural attractions. Each year this destination has been able to attract substantial number of tourist both domestic as well as international tourist because of its suitable environment and natural beauty. Some of the major tourist attractions within the state of Meghalaya include Laitlum, Krang Suri

Falls, Chirapunji, Balpakram National Park, Nokrek National Park, Shillong Peak, Elephant Falls and Dawki among many others.

The primary reason for choosing Meghalaya for this study is partly because of researchers convenience to reach tourist visitors and know their perception regarding their visit and revisit intention to the destination. However, apart from researcher's convenience, the proposed study has also selected Meghalaya as the jurisdiction of study to understand from tourist perspective how services can be customized to enhance customer's experience post Covid. The study thus has made an effort to re-examine tourist experience post covid-19 and also try to fill the gaps if any in terms of delivering tourist services through use of SERVEQUAL dimensions.

Table 1: Variables

Indicator	Statements	Construct	Source
Assurance1	During my journey to Meghalaya, I received excellent customer service from knowledgeable staff.	Assurance	Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
Assurance2	The degree of service excellence increases my trust in the services offered during my visit to Meghalaya.		
Assurance3	To make my stay more comfortable, a thorough, professional, and competent tour and hotel escorts were supplied.		
Assurance4	The staff spoke to me fluently and in a way I could understand.		
Responsiveness1	The staff really wanted to solve problems.	Responsiveness	Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
Responsiveness2	The staff offered sufficient and clear information regarding the service they give.		
Responsiveness3	Staffs were able to fulfill my demands quickly and efficiently.		
Responsiveness4	The staff gave me with detailed information on the available entertainment.		
Responsiveness5	Staff demonstrated genuine eagerness and interest in supporting and assisting me.		
Responsiveness6	Staff advised me on how to make the most of my leisure time.		
Reliability1	Delivered services were accurate from the start.	Reliability	Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
Reliability2	Tourists received services as promised.		
Reliability3	Scheduled tours were completed as planned.		
Reliability4	During my stay in the destination, there were no issues with the service.		
Tangibility1	Vehicles that were modern and technologically advanced were available.	Tangibles Facility	Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
Tangibility2	The infrastructure is well-designed and of excellent quality.		
Tangibility3	The meals offered are of exceptional quality.		
Tangibility4	The accommodations and facilities were attractive and well-designed.		
Tangibility5	The motel I stayed at and the tour guide's physical appearance were neat and clean.		

Empathy1	Services were provided by pleasant and friendly personnel.	Empathy	Parasuraman et al. (1988), Chen & Tsai (2007) and Akroush et al., (2016).
Empathy2	My specific requirements and exceptions were addressed as planned.		
Empathy3	Personal safety was regarded as a critical factor in all services given.		
Revisit1	I will recommend this trip to others based on my positive experience.	Revisit	Castro et al., (2007) and Nowacki (2005)
Revisit2	I will advise people to visit this location and its surrounds.		
Revisit3	I plan on returning to this location.		
Satisfaction1	I had a great time at the destination.	Satisfaction	Weaver., (2002), Foster (1999), Chen et al., (2013)
Satisfaction2	I am pleased with my choice to visit the location and this is my preferred location.		
Satisfaction3	I have good feelings about the destination.		
Satisfaction4	I need this experience more than anything.		
Satisfaction5	It was a good decision on my part to choose this vacation.		
Satisfaction6	This visit was enjoyable.		

4 Findings

4.1 Evaluation of Outer Model

The outer model of assessment in SmartPLS provides an evaluation of internal consistency; reliability and validity by examining construct reliability and validity. In SmartPLS, it can be confirmed by examining average variance extracted; composite reliability and item loadings under each construct. The table shows the output of reliability and validity of measurement of outer model. Composite reliability score of .07 or higher indicate internal consistency. Indicator reliability is assured when square of outer loading is 0.70 or higher however according to Hulland (1999) indicator reliability score of 0.4 or higher is acceptable for exploratory research. For convergent validity average variance extracted values must be 0.5 or higher to be acceptable (Bagozzi, 1988). Likewise to establish discriminant validity the square root of AVE of each latent variable must be higher than correlation among the latent variables.

Table 2: Evaluation of outer model

<i>Variable</i>	<i>Indicators</i>	<i>Loadings</i>	<i>Indicator Reliability</i>	<i>Composite Reliability</i>	<i>AVE</i>
Reliability	Reliability1	0.943	0.88	0.76	0.76
	Reliability2	0.945	0.89		
	Reliability3	0.832	0.69		
	Reliability4	0.798	0.63		
	Reliability5	0.83	0.68		

Responsiveness	Responsiveness1	0.955	0.91	0.952	0.8
	Responsiveness2	0.934	0.87		
	Responsiveness3	0.885	0.78		
	Responsiveness4	0.929	0.86		
	Responsiveness5	0.756	0.57		
Empathy	Empathy1	0.76	0.57	0.701	0.70
	Empathy2	0.903	0.81		
	Empathy3	0.843	0.71		
Tangibility	Tangibility1	0.972	0.94	0.697	0.69
	Tangibility2	0.975	0.95		
	Tangibility4	0.441	0.19		
Satisfaction	Satisfaction1	0.727	0.52	0.701	0.70
	Satisfaction2	0.926	0.85		
	Satisfaction3	0.868	0.75		
	Satisfaction5	0.815	0.66		
Revisit	Revisit1	0.875	0.76	0.84	0.84
	Revisit2	0.946	0.89		
	Revisit3	0.927	0.85		
Assurance	Assurance1	0.944	0.89	0.732	0.68
	Assurance2	0.690	0.47		

4.2 Discriminant Validity

Discriminant validity was established by observing the FornellLarcker Criterion, where the process uses AVE to observe the extent of discriminant validity. As per decision rule, the square root of AVE of each construct has to be higher than its correlation with any other construct. The FornellLarcker Criterion computed below establishes discriminant validity as the square root of each latent variable is found to be greater than its correlation with any other construct. The diagonal values represent the square root of AVE of each latent variable with the other, which again is seen to be higher than the correlation values against each latent variable.

Table 3: Discriminant Validity

FornellLarcker Criterion							
	Assurance	Empathy	Responsiveness	Reliability	Tangibility	Satisfaction	Revisit Intention
Assurance	0.827						
Empathy	0.428	0.838					
Responsiveness	-0.313	0.362	0.895				
Reliability	0.442	0.532	0.632	0.872			

Tangibility	0.312	0.621	0.482	0.671	0.835		
Satisfaction	0.355	0.336	0.491	0.421	0.431	0.837	
Revisit Intention	0.443	0.441	0.54	-0.354	0.456	0.63	0.916

4.3 Evaluation of Inner Model

In SMART PLS evaluation of outer model include assessing the path coefficients, R-Square, f-Square and test of significance.

4.4 Path Analysis

The bootstrap process delivers the path analysis of the model. It shows the variation explained by exogenous variables to endogenous variables. For instance, SERVQUAL dimensions, Assurance, Empathy, Reliability, Responsiveness, Tangibility is able to explain 66.1% of variance of satisfaction. Likewise, satisfaction as an independent variable can explain 77.7% of variance in revisit intention of tourist. The path analysis also shows the item loadings of each construct which aids in the process of establishing the validity of the model.

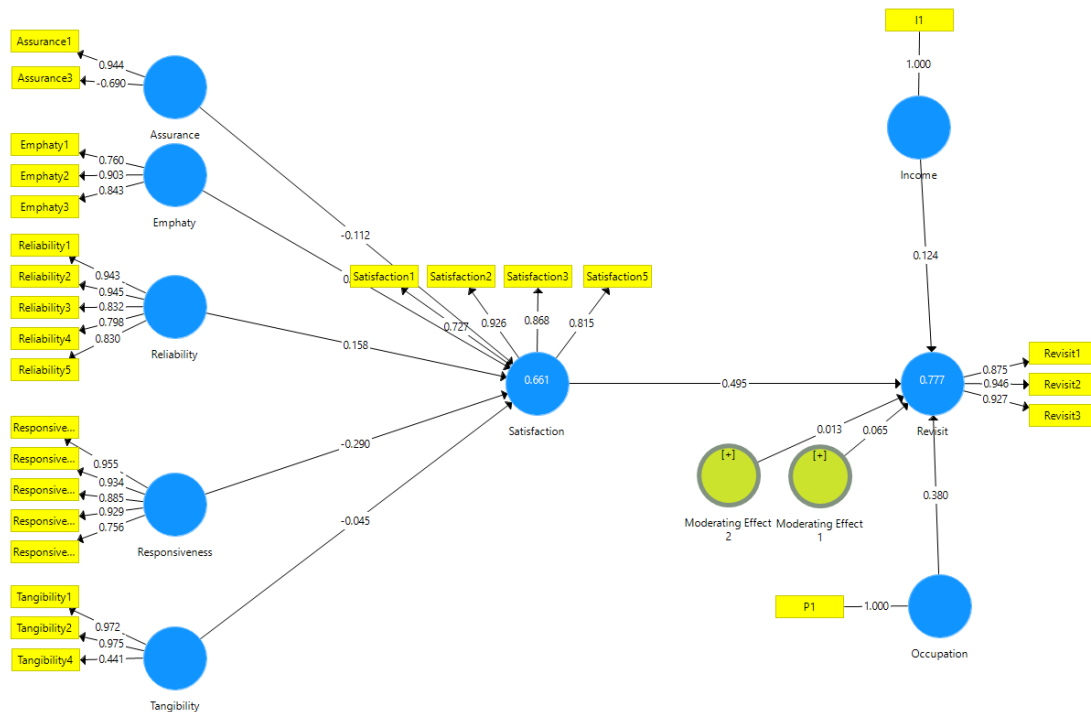


Figure 2: Path Analysis

4.6 Test of Significance

Table 4: Test of Significance

<i>Hypothesis</i>	<i>Std. Beta</i>	<i>P-Values</i>	<i>Result</i>
Assurance -> Satisfaction	0.112	0.01	Supported
Responsiveness -> Satisfaction	0.290	0.00	Supported
Reliability -> Satisfaction	0.158	0.00	Supported
Empathy -> Satisfaction	0.883	0.00	Supported
Tangibility ->Satisfaction	0.045	0.021	Supported
Satisfaction -> Revisit	0.495	0.030	Supported
Income -> Revisit	0.124	0.00	Supported
Occupation -> Revisit	0.0017	0.70	Not-Supported

In terms of SERVQUAL dimensions impacting tourist satisfaction, the inner model suggests that empathy has the strongest effect on tourist satisfaction, followed by responsiveness, reliability, assurance and tangibility. The relationship between satisfaction and revisit intention of tourist destination is found to be moderated by level of income of the visitors. However, the moderating role of occupation in the relationship between tourist satisfaction and revisit intention could not be established.

4.7 R-Square

Table 5: R Square

	<i>R Square</i>	<i>R Square Adjusted</i>
Revisit	0.77	0.765
Satisfaction	0.661	0.643

R-Square represents the coefficient of determination of endogenous variables. The computed R-Square for Revisit Intention, is 0.77 which indicate that the latent variable **satisfaction** is able to explain 77% of the variance in revisit intention by tourist. Furthermore, as satisfaction is also an endogenous variable in terms of SERVQUAL attributes acting as exogenous variables, therefore, it is indicative from the analysis that 66% of the variance could be explained by five SERVQUAL attributes namely assurance, responsiveness, reliability, empathy and tangibility in defining the destination service quality.

4.8 F-Square

Table 6: F Square

<i>Direct Effect</i>	<i>F-Square</i>	<i>Effect Size</i>
Satisfaction -->	0.321	Medium

F-Square reveals the effects size of exogenous variables in terms its contribution to the R-Square. In this case, it is found that the effect size is 0.321 which indicate that the effect size of level of satisfaction is medium.

4.9 Q-Square

Table 7: Q Square

	<i>SSO</i>	<i>SSE</i>	<i>Q-Square</i>	<i>Result</i>
Revisit	294	117.06	0.602	Acceptable
Satisfaction	392	222.168	0.433	Acceptable

The predictive relevance of the model can be ensured through Q-Square. Usually as per decision rule Q-Square vale above zero indicates a good predictive relevance. In this analysis, the Square values computed for endogenous variable Revisit and Satisfaction is 0.602 and 0.433 indicating good predictive relevance of the model.

4.10 Moderating Effects

With respect to moderating role played by income and occupation in the relationship between satisfaction and revisit intention, it was found that only income moderate the relationship. The occupation of tourist does not moderate the relationship between customer's satisfaction of destination visit and their revisit intention. There is a positive moderation of income in the relationship between customer satisfaction and revisit intention. Once tourists are satisfied with the destination service quality dimensions, the level of income of the visitors or tourist, facilitate or enhance the revisit intention of tourist to a destination.

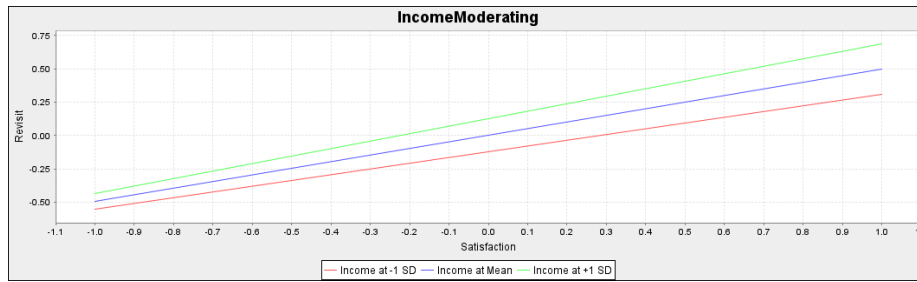


Figure 3: Slope Analysis of Income as moderating variable

The interaction effect slope analysis shows the moderating role played by income indicates the positive relationship between tourist satisfaction and revisit intention is strengthened by income of the tourist. The above graph shows that as income increases, the chances of revisit intention also increase only if tourists are satisfied with the destination. With positive values of income or increase in income of tourist and satisfaction, there is a likely chance of tourist for a revisit.

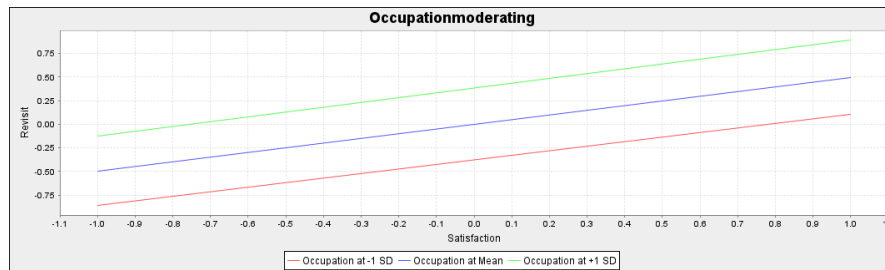


Figure 4: Slope Analysis of Occupation as moderating variable

The slope of interaction effects of occupation in the relationship between tourist satisfaction and revisit intention is found to be insignificant. The parallel lines indicate that there is no true moderation of occupation in the relationship between tourist satisfaction and revisit intention. However, the slope indicates that there is a positive relationship between tourist level of satisfaction and revisit intention and their relationship is not impacted by the occupation of tourist. Hence, we conclude that irrespective of level of occupation of tourist, the relationship between tourist satisfaction and revisit intention remains unaltered.

5 Conclusion

SERVQUAL model and its dimensions act as a yardstick to examine and evaluate service quality of different services sector. It can be used as a standard model to evaluate the quality of services by incorporating several dimensions, which can help service providers to design and redesign their services as per requirements. The present study has examined the impact of SERVQUAL model on customer satisfaction in the tourism industry and could establish a positive and significant relationship between the two. In this empirical study a framework to evaluate the relationship among three

construct namely service quality, satisfaction and revisit intention has been developed. The findings support the fact that there is a positive and significant relationship among the three variables. It is evident from the empirical analysis that perceived service quality can be enhanced and improved through SERVQUAL dimensions, which in turn can impact customer satisfaction and increase the propensity of tourist for a revisit to the destination. Thus, it is also indicative that SERVQUAL attributes are appropriate in measuring destination service quality and increasing destination image of a particular tourist places. In other words, tourist revisit intentions primarily rely on their level of satisfaction and the extent of service attributes that the destination has to offer.

The study also empirically examined the moderating role of income and occupation on the relationship between tourist satisfaction and revisit intention. The analysis and findings support that income moderate the relationship between customer satisfaction and tourist revisit intention. The results suggest that when tourists are satisfied with the service quality attributes available in a particular destination, their revisit decision also rely on their income. Occupation however was found to be non-significant in terms of impacting the relationship between tourist satisfaction of quality attributes and their intention to revisit. The present study findings has been found to be in line with conclusions drawn by past researchers like Al-Ababneh (2013); Latiff and Imm, (2015); Jani et al., (2015); (2016); Tsaour et al., (2016); Singh and Singh, (2019); Liu and Lee (2016); Chen (2018) who stated that service quality of a destination has a significant and positive impact on tourist satisfaction which in turn influence revisit intention of travellers.

6 Implication of the Study

The study findings can be used by hotel authorities, travel agencies, and travel and tourism department of Meghalaya, to enhance and increase customer's satisfaction and bring delight to travellers. The study besides contribution to the body of existing knowledge, re-establishes SERVQUAL as one of the important criteria to measure service quality across different industry including the tourism industry. The dimensions included in the study and its findings provide insights for management to reorient their services accordingly and increase revisit intention of tourist in future. Through the study findings, destination image service quality can be improved which will lead to increased customer satisfaction and revisit intention.

7 About the author

Kamaleswar Boro is currently serving as Assistant Professor, University of Science and Technology, Meghalaya, India. He has completed his Ph.D from Tezpur Central University, Tezpur, Assam. Prior to his Ph.D, he has done his MBA from Jamia Millia Islamia University, and B.Sc from Hindu College, Delhi University.

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