

Impact of Hospitality Service Quality on Tourist Satisfaction and Future Behavioral Intentions: An Empirical Study on Cultural Tourism in India

Dr. Saras Verma¹, Dr. Nitin Gupta², Dr. Garima Jain³

¹Associate Professor Bhikaji Cama Subharti College of Hotel Management Swami Vivekanand Subharti University Meerut, Uttar Pradesh, India

Email ID : dr.sarasverma@gmail.com

²Sr. Associate Professor Bhikaji Cama Subharti College of Hotel Management Swami Vivekanand Subharti University Meerut, Uttar Pradesh, India

Email ID : ninguptahm@gmail.com

³Assistant Professor Bhikaji Cama Subharti College of Hotel Management Swami Vivekanand Subharti University Meerut, Uttar Pradesh, India

Email ID : garimajaingoelhm@gmail.com

ABSTRACT

The cause of this paper is to look at the connection among the 5 dimensions of provider great on vacationer pride. As, vacationer pride is discovered to be an exquisite predictor for destiny behavioral intentions on the tourism destinations. Hence, the second one cause of this take a look at the connection among vacationer satisfactions on destiny behavioral intentions. And the remaining cause of this take a look at the mediating position of vacationer pride in measuring behavioral intention. This area study was conducted at Mahabodhi Temple, Bodhgaya, Bihar, India. An overall of 300 questionnaires have been allotted most of the home and foreign tourists, 271 questionnaires have been acquired which have been positioned forth for the cause of the take a look at. Regression analysis was carried on to evaluate the effect of service quality satisfaction and future behavioral intention of Foreign and Domestic Tourist.

Keywords: Behavioral intentions, Cultural heritage, Perceived value, Domestic and Foreign Tourist...

1. INTRODUCTION:

Travel and tourism enterprise is still developing amongst one in all the biggest industries within side the world. According to a document, the direct contribution of Travel & Tourism to GDP in 2014 changed into 2.36 trillion USD (3.1% of GDP) and forecasted to upward push via way of means of 3.7% to forty five trillion USD in 2015. This specifically displays the monetary pastime created via way of means of industries such as hotels, journey agents, airways and different passenger transportation services (except for commuter services). The direct contribution of Travel & Tourism to GDP is predicted to develop via way of means of 3.9% yearly to 3.6 trillion USD (3.3% of GDP) via way of means of 2025. Travel & Tourism generated 105,408,000 jobs without delay in 2014 (3.6% of overall employment) and that is forecast to grow via way of means of 2.0% in 2015 to 107,519,000 (3.6% of overall employment). By 2025, Travel & Tourism will account for 130,694,000 jobs without delay, a boom of 2.0% yearly over the subsequent ten years. Money spent via way of means of overseas site visitors to a country (or traveler exports) is a key factor of the direct contribution of Travel & Tourism. In 2014, the arena generated 1,383.8bn USD in traveler exports. In 2015, that is predicted to develop via way of means of 2.8%, and the arena is predicted to draw 1,172,740,000 global travellers arrivals. By 2025, global travellers arrivals are forecast to overall 1,796,210,000, producing expenditure of 2,140.1bn USD, a boom of 4.2% yearly as per report of WTTC Travel & Tourism Economic Impact 2015, pp 2-

5). Cultural or heritage tourism is an essential form of tourism whose explicit aim is history, religious heritage, art, architecture, monuments, museums, theatres, cultural festivals, eating habits and the way of life of the people in a defined topographical area. As cultural heritage tourism gradually becomes an important factor for travel destinations involved in the development of their cultural assets to attract more domestic and foreign tourists. Heritage tourism is an important aspect of India's tourism industry. It has numerous different cultural heritage destinations in different parts of the country such as: Monumental Heritage, Religious Heritage, Natural Heritage, Traditional Arts, Crafts, Music and Dance etc. Tourism zone is certainly considered one among the biggest employment turbines with inside the Country and it performs a completely vast function in selling inclusive boom of the less-advantaged sections of the society and poverty reduction. Foreign Tourist Arrivals (FTAs) in India at some stage in 2013 have been six ninety-seven million with a boom of 5.9% in comparison to the FTAs of six fifty-eight million at some stage in 2012 registering a boom of 4.3% over 2011. The Foreign Exchange Earnings (FEEs) from tourism in phrases of US greenbacks at some stage in 2013 become US\$ 18.445 billion with a boom of 4.0% compared to FEE of US\$ 17.737 billion at some stage in 2012 registering a boom of 7.1% over 2011 (Annual record 2013-14, ministry of tourism authorities of India). Bodhgaya is a relevant visitor and pilgrimage vacation spot of the Buddhist circuit in Bihar. People of all spiritual backgrounds consisting of Buddhists are attracted to the land of Buddha

in which they were given enlightenment. Tourism is the mainstay of the town, because the populace without delay or in a roundabout way prospers at the full-size visitor inflow with inside the town. It is a vast contributor to Bodhgaya's economy. Mahabodhi Temple is blanketed within side the international background web website online listing in 2002, and it's been the relevant enchantment of Buddhist pilgrimage in addition to different humans across the international. An attempt has been made to recognize the carrier excellent, visitor pride, and destiny behavioral intentions of the visitor travelling Mahabodhi temple. Hence, the motive of this look at is to empirically take a look at a version of carrier excellent, pride, and the destiny behavioral intentions of travelers, the version proposed that pride due to carrier excellent has an instantaneous impact at the destiny intentions of travelers, in addition to an oblique impact that is mediated through carrier excellent. Alternately, the version additionally exams whether or not carrier excellent has an instantaneous have an effect on destiny intentions of travelers and if an oblique have an effect on mediated through pride additionally exists. An enriched expertise of such relationships will offer the temple control committee and stakeholders of Mahabodhi temple Bodhgaya with a more suitable cap potential to use visitor reaction statistics in a problem-fixing approach to enhance the capacity for a revisit, advocate to others to go to the vacation spot, and fine phrase of mouth advertising of the destination. The aim of study is to examine the impact of tourist satisfaction on future behavioral intention and also identify the impact of perceived value of destination on future behavioral intentions of the domestic and foreign tourists.

2. Relevant Literature

A visitor vacation spot refers to an aggregate of numerous tourism services and products ate up beneath Neath the equal logo call providing customers and mixed revel in, that's for my part Understood consistent with the customers' reason of visit, tour itinerary, cultural background, and beyond revel in etc. (Buhalis, 2000; Fuchs & Weiermair, 2003). Tourist delight is one of the key additives of a success vacation spot advertising, which impacts the choice of vacation spot and the choice to go back (Yoon & Uysal, 2005). Though, Omerzel Gomezelj and Mihalic (2008) remind that some of vacation spot competitiveness fashions consist of additives which can be the constructing blocks of visitor delight however fail to combine them in a coherent and unified manner in a version that may be used as a trendy device and tool for benchmarking.

In the tourism to be had literature consistent with (Oliver, 1980) Satisfaction defines to the perceived distinction among pre expectation and publish revel in, after consumption – whilst revel in exceeds from expectation delight happens in any other case dissatisfaction. It may be nicely described in some other manner because the diploma to which one considers that a revel in indicates high quality emotions (Rust & Oliver, 1994). In tourism literature, delight is in particular known as a characteristic of pre-tour expectancies and publish-tour studies. When studies as compared to expectancies bring about emotions of enjoyment, the visitor is glad. However, after they bring

about emotions of annoyance, the visitor is disappointed (Reisinger & Turner, 2003). Previous research proposes that perceptions of carrier high-satisfactory and price have an effect on delight, and delight in addition have an effect on loyalty and publish-behaviors (Anderson & Sullivan, 1993; Bignie, Sanchez, & Sanchez, 2001; Chen, 2008; Chen & Tsai, 2007; Choi & Chu 2001; Cronin & Taylor, 1992; De Rojas & Camarero, 2008; Fornell, 1992; Oliver, 1980; Petrick & Backman, 2002; Tam, 2000). For instance, the glad travelers can also additionally display high quality destiny aim approximately the vacation spot like revisit a vacation spot, propose it to others, or explicit high quality feedback approximately the vacation spot. In contrast, disappointed travelers might not go back to the equal vacation spot in destiny and might not propose this vacation spot to different travelers. In opposite, disappointed travelers can also additionally explicit terrible feedback approximately a vacation spot and damage its marketplace reputation (Reisinger & Turner, 2003) completed. Perceived price refers to “typical valuation of the application of an items or offerings of the purchaser primarily based totally on perceptions of what's attained and what's given” (Zeithaml, 1988). (Lovelock, 2000) described it a trade-off among perceived charges and perceived benefits. Holbrook (1999) indicates a typology of evaluation primarily based totally on 3 dimensions: extrinsic vs. intrinsic, self-orientated vs. different-orientated, lively vs. reactive, and Existing studies research propose that perceived price can be a higher interpreter of repurchase intentions than both high-satisfactory or delight (Cronin et al., 2000; Oh, 2000). A researcher (Gale, 1994) indicates Perceived price may be studied with both a self-reported, one-dimensional scale. On the opposite hand a few different researchers advised multidimensional scale to degree Perceived price (Sheth, Newman, & Gross, 1991; Petrick & Backman, 2002). Though, the rationality of one-dimensional degree is continuously criticized because of its announcement that customers have a not unusual place significance of price. Instead, multidimensional scale can triumph over the rationality hassle with the aid of using operationalizing perceived price, for example, a 5-dimensional assemble inclusive of social, functional, epistemic, emotional, and conditional responses (Sheth et al., 1991). In the opposite studies Petrick and Backman (2002) suggest SERVQUAL scale which incorporates 5 dimensions: i.e. high-satisfactory, financial fee, non-financial fee, reputation, and emotional response. Previous research has endorsed that perceived high-satisfactory and financial fee are major precursors of perceived price of tourism offerings (Duman & Mattila, 2005), and perceived price is a key antecedent to delight and behavioral intentions (Dodds, Monroe, & Grewal, 1991; Cronin et al., 2000; McDougall & Levesque, 2000). Satisfactory behavioral intentions typically denote client's conative loyalty. Customer loyalty is a crucial aim most of the purchaser advertising network as it's far a key detail for a company's long lasting sustainability or viability. A higher information of client retention may be introduced with the aid of using measuring loyalty. Customers with Retaining current typically has a miles lesser related fee tag than triumphing new ones. Moreover, dependable clients are greater possibly to propose relatives, buddies or different

potential clients to a product/carrier with the aid of using acting as loose word-of-mouth selling agents (Shoemaker & Lewis, 1999). Both attitudinal and behavioral measures outline and verify Loyalty. The attitudinal degree mentions to a particular want to keep an affiliation with a carrier company whilst the behavioral view states to the idea of repeat sponsorship. Oliver (1999) defines client loyalty into 4 stages: cognitive loyalty, affective loyalty, conative loyalty, and movement loyalty. In reality, movement loyalty is hard to degree and consequently maximum researchers use behavioral intentions, i.e. conative loyalty as a compromise of movement loyalty (Yang & Peterson, 2004). The extent of vacation spot loyalty is typically discovered in travelers' intentions to go back to the vacation spot and of their willingness to propose it (Chen & Tsai, 2007; Oppermann, 2000). On the basis of above literature reviews, following hypothesis were proposed-**H1: Service quality is positively related with tourist satisfaction**

H1a: Reliability is positively related with tourist satisfaction

H1b: Assurance is positively related with tourist satisfaction

H1c: Tangible is positively related with tourist satisfaction

H1d: Empathy is positively related with tourist satisfaction

H1e: Responses is positively related with tourist satisfaction

H2: Tourist satisfaction is positively related with future behavioral intention.

H2a: Tourist expectation is positively related with future behavioral intention.

H2b: Tourist perception is positively related with future behavioral intention.

H2c: Perceived performance is positively related with to future behavioral intention.

3. Research Methods followed

3.1. Research Questionnaire

Three latent variables service quality, visitor satisfaction, and future behavioral intentions were included in the survey. Service quality is broken down into five sub-factors: dependability, assurance, tangibles, empathy, and responsiveness. Each sub item has four items, bringing the total number of service quality sub items to 20. Furthermore, there are three criteria for both visitor pleasure and intended future behavior. The exploratory factor analysis was initially employed to explore the variables.

3.2. Collection of data

Data were gathered using a convenient sampling technique. A total of 300 questionnaires were given out to both local and international visitors to the Mahabodhi Temple in Bodhgaya, Bihar, India. Finally, out of total distributed only 271 were received and all were found to be valid.

3.3. Sample profile of tourist respondents

Gender	Male	154
	Female	117
Age	Below 20 years	21
	20-30 years	75
	31-40 years	82
	41-60 years	52
	Above 60 years	41
Marital Status	Married	175
	Unmarried	96
Education	Graduation	169
	Post-graduation	63
	Others	39
Nationality	International	181
	National	90
Source: Primary Data		

3.4. Tourist information

Information about Bodhgaya	Relatives	125
	Regular visitors	101
	Newspaper/magazine/books	26
	Internet	19
	TV. Others	
Purpose of visit	Religious purpose	71
	To see cultural heritage	48
	For Leisure	152

4. Data Analysis

4.1. Factor analysis- Exploratory

We used exploratory factor analysis to extract the quality of service dimension. The KMO and Bartlett's test tables show (Kaiser-Meyer-Olkin scale of sample validity of 0.876, about $\chi^2 = 1289.6$, $DOF = 121$, $p = 0.000$) and are strongly correlated because the variables are not related. Indicates that it is not. The total number of indicators described 71.98 percent of the total variance across the five groups, as reported in the SERVQUAL model as reliability, certainty, tangibility, empathy, and response.

The type and structure, and the dimensionality reduction of latent variable quality of service, were determined by exploratory factor analysis. The above latent variables have 20 items, which have been reduced to five dimensions: reliability, concrete safety, empathy, and responsiveness. This dimensionality reduction corresponded to an item that also had five dimensions of quality of service.

4.2. Measurement model

A measurement model has been implemented to test the validity of the content of quality of service latent variables. The service quality model was built using the rotated component matrix data revealed by the exploratory factor analysis table and adopted by the pattern matrix model builder under the confirm factor analysis plug-in. The CFA model was run using the service as a five-dimensional latent variable, each with four members. In the parsimonious step, the CMIN/DF, GFI, NFI, CFI RMSEA values were resulting in relatively poor model performance. The improved model run adjusted the model with the item in the form of change indexes moderately. The final results of the CFA measurement resulted into good fit model as CMIN = 2.13, GFI = 0.929, NFI = 0.910, CFI = 0.924, RMSEA = 0.032, chi-square = 347.3, DF = 134.

4.3. Multiple regression analysis

4.3.1. Impact of service quality on tourist satisfaction- findings and discussion

The impact of the service quality was measured on the tourist satisfaction by using the multiple regression analysis. The coefficient of correlation was found to be 71.9 % ($R = .719$), coefficient of determination as 51.6% ($R^2 = .516$) and a corrected goodness-of-fit, in essence, the model accuracy measure for linear models indicated as 50% (Adjusted $R^2 = .500$). This means that the model is accurately fit as indicated in the table 3 under the model summary. The service quality latent variables such as- (responsiveness, tangible, reliability, assurance, empathy) are the predictor variables in the measurement of the causal effect with the response variable (tourist satisfaction). In the measurement of cause and effect relationship between the service quality and the tourist satisfaction, the findings of the study indicated that the reliability is explaining the variance of 19.7 % on tourist satisfaction with standardised beta value = 0.197 and it was found to be significant with p-value = 0.023. The assurance is explaining the impact of 21% on tourist satisfaction with beta value of .21 and p-value = 0.018. Tangibility is explaining the variance of 23.4 % with beta value = 0.234 & p-value = 0.000. Empathy and Responsiveness is explaining the impact of 19.8 % and 30.4% with beta value .198 and .304 with p-value 0.009 and 0.000.

Table 3
Showing impact of service quality on tourist satisfaction

Model Summary					
R	R Square	Adjusted R Square	Sig. F Change	Hypothesis Decision	
.719 ^a	0.516	.500	.000		
Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	
	B	Std. Error	Beta		
(Constant)	2.543	.891			--
Reliability	.092	.084	.197	.023	Supported
Assurance	.199	.092	.210	.018	Supported
Tangible	.189	.082	.234	.000	Supported
Empathy	-.089	.120	.198	.009	Supported
Responsiveness	.276	.097	.304	.000	Supported
Source: Primary Data					
Note:					
Predictor: (constant), Responsiveness, Tangible, Reliability, Assurance, Empathy					
Dependent variable: Tourist Satisfaction					

4.3.2. Impact tourist satisfaction on future behavioral intention- findings and discussion

The impact of the service quality was measured on the tourist satisfaction by using the multiple regression analysis. The coefficient of correlation was found to be 85 % ($R = .850$), coefficient of determination as 72.2% ($R^2 = .722$) and a corrected goodness-of-fit, in essence, the model accuracy measure for linear models indicated as 60.6 % (Adjusted $R^2 = .606$). This means that the model is accurately fit as indicated in the table 4 under the model summary. The tourist satisfaction latent variables such as- tourist expectation, tourist perception, perceived performance are the predictor variables in the measurement of the causal effect with the response variable (future behavioral intention). The findings of the study indicated that the tourist expectation is explaining the variance of 34.5% on tourist satisfaction with standardised beta value = 0.345 and it was found to be

significant with p-value = 0.000. The tourist perception is explaining the impact of 22.3% on future behavioral intention with beta value of 0.223 and p-value = 0.000. Perceived performance is explaining the variance of 18.7 % with beta value = 0.187 & p - value = 0.000.

Table 4					
Impact tourist satisfaction on future behavioral intention					
R	R Square		Adjusted R Square	Sig. F Change	
.850 ^a	.722		.606	.000	
Model	Unstandardized Coefficients		Standardized Coefficients	Sig.	
	B	Std. Error	Beta		
(Constant)	3.745	.891			--
Tourist expectation	.099	.087	.345	.000	Supported
Tourist perception	.298	.123	.223	.000	Supported
Perceived performance	.245	.110	.187	.000	Supported
Source: Primary Data					
Note:					
Predictor: (constant), Tourist expectation, Tourist perception, Perceived performance					
Dependent variable: Future behavioral intention					

5. Conclusion

The tourism industry is one of the largest job creators in the country and it plays a very important role in promoting

REFERENCES

1. Atilgan, E., Akinci, S., & Aksoy, S. (2003). Mapping service quality in the tourism industry. *Managing Service Quality: An International Journal*, 13(5), 412-422.
2. Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
3. Bowen, D., & Clarke, J. (2002). Reflections on tourist satisfaction research: Past, present and future. *Journal of Vacation Marketing*, 8(4), 297-308.
4. Brady, M. K., & Cronin Jr, J. J. (2001). Some new thoughts on conceptualizing perceived service quality: a hierarchical approach. *Journal of marketing*, 65(3), 34-49.
5. Cole, S. T., & Illum, S. F. (2006). Examining the mediating role of festival visitors' satisfaction in the relationship between service quality and behavioral intentions. *Journal of Vacation Marketing*, 12(2), 160-173.
6. Enrique Bigné, J., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, 22(4), 303-315.

equitable growth of the less favored sections of society and reducing poverty. Bodhgaya is a major tourist and pilgrimage destination on the Buddhist circuit of Bihar. People of all religions, including Buddhists, are drawn to the country of the Buddha, where he attained enlightenment. Tourism is the mainstay of the city as the population grows directly or indirectly from the large influx of tourists to the city. It is an important contributor to the economy of Bodhgaya. A rich understanding of these relationships will provide temple management and Mahabodhi Bodhgaya temple stakeholders with enhanced capabilities in applying tourist feedback data in a resolution approach. issues to improve return potential, referrals to others to visit the destination and a positive word of mouth from the Mahabodhi Temple. Service quality has been recognized as the foundation for maintaining the competitiveness of destinations in the tourism industry. Moreover, in addition to satisfying tourists, good service quality also differentiates the destination from other destinations, enhances the image of the destination and creates a loyal tourist to perform. defining behaviors after the visit, such as future return visits and positive word-of-mouth about the destination. The relationship between service quality and tourist satisfaction is perhaps the most studied relationship in tourism work. Tourists who feel satisfied with the services, products and other resources provided by tourist attractions can lead to repeated visits, as well as positive word-of-mouth effects, such as visitors. relatives and friends.

7. Future Research and Limitations of the study

This is a small study with widespread impact. Future studies will use a large sample size to investigate the relationship between the quality of service of tourists arriving at the Mahabodhi Temple in Bodh Gaya during peak and off-peak seasons, tourist satisfaction, and future behavioral intent. To understand the perceptions of tourists, this study uses only quantitative methods. As a result, future studies will compare the results and quantitative methods to improve the academic research of tourism research related to quality of service, tourist satisfaction, and various tourists' future behavioral intentions. It is suggested to carry out related research in combination with qualitative methods at multiple tourist destinations in India

7. Jankingthong, W., & Gonejanart, P. (2012). The relationships of factors affecting post-purchase behavioral intentions in tourism sector. *Silpakorn University Journal of Social Sciences, Humanities, and Arts*, 12(1), 72-90.
8. Kouthouris, C., & Alexandris, K. (2005). Can service quality predict customer satisfaction and behavioral intentions in the sport tourism industry? An application of the SERVQUAL model in an outdoors setting. *Journal of Sport & Tourism*, 10(2), 101-111.
9. Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260-269.
10. Lee, S., Jeon, S., & Kim, D. (2011). The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*, 32(5), 1115-1124.
11. Liu, C. H., & Yen, L. C. (2010). The effects of service quality, tourism impact, and tourist satisfaction on tourist choice of leisure farming types. *Afr. J. Bus. Manage*, 4(8), 1529-1545.
12. Meng, S. M., Liang, G. S., & Yang, S. H. (2011). The relationships of cruise image, perceived value, satisfaction, and post-purchase behavioral intention on Taiwanese tourists. *African Journal of Business Management*, 5(1), 19-29.
13. Oliver, R. L. (1999). Whence consumer loyalty?. *the Journal of Marketing*, 33-44.
14. O'Neill, M. A., Williams, P., MacCarthy, M., & Groves, R. (2000). Diving into service quality: the dive tour operator perspective. *Managing Service Quality: An International Journal*, 10(3), 131-140.
15. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *the Journal of Marketing*, 41-50.
16. Prayag, G. (2009). Tourists' evaluations of destination image, satisfaction, and future behavioral intentions—the case of Mauritius. *Journal of Travel & Tourism Marketing*, 26(8), 836-853.
17. Ross, G. F. (1993). Service quality and management: the perceptions of hospitality employees. *Journal of Tourism Studies*, 4(2), 12-23.
18. Spreng, R. A., & Mackoy, R. D. (1996). An empirical examination of a model of perceived service quality and satisfaction. *Journal of Retailing*, 72(2), 201-214.
19. Tian-Cole, S., & Crompton, J. (2003). A conceptualization of the relationships between service quality and visitor satisfaction, and their links to destination selection. *Leisure studies*, 22(1), 65-80.
20. Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure Research*, 34(1), 1.
21. Wilson, A., Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2012). *Services marketing: Integrating customer focus across the firm* (No. 2nd Ed.). McGraw Hill.
22. Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
23. Zeithaml, V. A., Parasuraman, A., & Berry, L. L. (1990). Delivering quality service: Balancing customer perceptions and expectations. *Simon and Schuster*. New York: The Free Press, ch. 2, pp. 20-26.