

Article History

Received 12 Jan 2021

Reviewed 22 Jan 2021

Revised 21 Feb 2021

Accepted 26 Feb 2021

Satisfaction and Revisiting Behaviour of Tourists in India

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ABSTRACT

Despite the fact that the tourists choose and visit the destination after considering the available information, there are certain aspects of the destination which result in the satisfaction of tourists and their revisit behaviour towards a destination. The present paper aims to create a conceptual framework that incorporates the principles of service efficiency system and an efficiency to measure revisiting and recommendation behaviour at various tourist spots in the Union territory of Jammu and Kashmir in India. It used a formal questionnaire to interview 431 visitors to Jammu and Kashmir, India. Primary data was collected and subjected to a statistical software package for analysis. The dimension reduction (factor analysis) technique on the collected data decreased the 25 proposed variables into five new variable constructs. The finding showed that all new variables were relevant for influencing the overall satisfaction level, be them Indians or foreigners. Moreover, the results signified that the total satisfaction leads to the likelihood that families and friends will visit the union territory of Jammu and Kashmir. The data review research can contribute to successful tourism industry policies and strategy preparation.

Keywords: India, revisiting behaviour, tourist destinations, tourist satisfaction

I. INTRODUCTION

Tourism tends to be the largest sector in today's world. Being a significant component of economic growth to many nations in today's world, it has become imperative to portray good pictures of tourist destinations to be evaluated and chosen by the tourists within the country and around the world. These portrayed pictures of a destination must contain the views or perceptions of the visitors to the place. Typically, before choosing which destinations, tourists gather the necessary information from multiple available resources such as publications, travel agencies, and the Internet. The country's reputation would have a huge effect on its decisions (Melian-Gonzalez et al., 2003; Martin, 2004; O'Leary & Deegan, 2005). The references may include family and friendly reviews, travel agents word for word, and articles in numerous travel magazines. All these offer a vital contribution from those who visited the country of destination suggesting about visiting the place or not. Therefore, the level of service of the country of destination and the happiness of visitors must be investigated. Researchers (King et al. 1993, Ryan and Cliff 1997) observed that the service's efficiency should be based on satisfying consumer expectations and how well the services offered to suit customer demands (Calantone et.al.1989). The

views of visitors are important to consider, as they will promote the tourists' markets (Heung et al. 2000). The latest tourism literature focuses on tourism expectations and standards of satisfaction. Thus, this research will add to the comparatively low methodological literature on tourism satisfaction in the Indian and foreign tourists. The study aims to deploy a conceptual paradigm that incorporates Cronin and Taylor's, 1992 and Parasuraman et al. 1985) principles of the standard of service system with revision and suggestion.

Quality service provision and customer loyalty are well-known factors that fuel the tourist industry's growth (Stevens et al. (1995). The long-term association grows with visitors, which generates destination trustworthiness, with premium facilities and touristic satisfaction. There is a need not only to assess attitudes but also preferences concerning service quality studies Weber, (1997). Oliver (1980) on customer satisfaction/disappointment in his early work, Parasuraman et al. (1985) the level of service experienced by the consumer as a result of comparisons between anticipated service (ES) and perceived service (PS). Among the level of the service anticipated versus perceived service by the tourist (ESWPS), the perceived quality could be inferred as less than acceptable, and as a result, the rating would become wholly inadmissible, with an increasing difference between ES and PS. Also, the apparent ESWPS quality is more than adequate, with an improvement in ES and PS's difference towards optimum quality. They suggested a concept for quality of service in a field in which no previous study had been carried out.

Lee et. al. (1995) published a research study assessing the utility and use of the SERVQUAL instrument in calculating and comparing service efficiency at fine dining establishments. Nevertheless, its opponents should not use the SERVQUAL instrument Bojanic et.al. (1994). This is because perceptions, but desires are to be assessed, and the use of a different value has been brought into question. Cronin et al. (1992) examined four qualities of service analysis models: (1) performance quality assurance expectations; (2) performance expectation quality assurance; (3) performance quality assurance; and (4) performance quality assurance. They argued that Model 3 offered a rationale for service quality that was more positive. However, in addition to calculating assumptions, Parasuraman, Zeithaml, and Berry (1994) concluded that it is beneficial for its diagnostic worth to calculate expectations.

Tourist aspirations have a detrimental impact on perceived tour quality, but tourist enthusiasm positively influences overall tour quality (Lee et. al. 2011). Tourist satisfaction is a mediator of shifts in mood, considered a wide variety of conditions (Som et. al.2011). Destination personality encourages visitor happiness, tourist-destination recognition, favourable word-of-mouth, and revisit ambitions (Hultman et. al. 2015).

The first thing to be addressed in this study is the satisfaction level in tourists and the factors establishing a relation of tourist satisfaction with the possibility of revisiting and recommending it. The second segment discusses objects on visitor motives and the picture of the destination.

II. REVIEW OF LITERATURE

Various researchers have worked and established that any research on the appearance of a destination must begin by analysing visitor motives and behaviour. There is an increasing awareness that discusses visitors' reasons and aspirations. Research studies as Crompton, 1979; Shoemaker, 1994; Fodness, 1994; Todd, 1999; Jang & Cai, 2002; Beerli & Martin, 2003; Bansal & Eiselt, 2004 strengthens the fact that motives and behaviour of the tourists should be studied to decide tourist satisfaction at a destination. In general, motivation implies a lack of gratification that causes a person to behave in a way that satisfies their needs. An empirical analysis of tourists' motives is significant because decision-makers can recognise characteristics that complement tourism and destination motivations.

Crompton (1979) created a "push-pull model" that claims that two different factors affect the probability of a destination to be chosen by a tourist. The push-force drives a traveller backward, while the pull-force offers a particular location-specific attraction for a tourist. Thus, the push factor applies to a person's intangible hopes, needs, and aims, and the pull factor encompasses a destination's observable features. People fly to fulfil their physiological requirements (food, environment, and health), social and psychological (adventure and relaxation). In reality, tourists' incentive is always seen to be various, and every destination offers visitors a range of attractions (products and services).

Shoemaker (1994) acknowledged three different tourist market segments—family holiday-makers, adventurous travellers, and gamblers, representing various people. This grouping is fundamentally reliable with previous research projects, which were expected to identify tourists by their motives.

It is generally accepted as the value of a tourist destination image as it influences the subjective view, the person's subsequent behaviour, and destination choice. The research results of earlier surveys indicate that perceptions of tourist about a destination and the level of satisfaction will differ based on their home countries and the nature of their destination and their satisfaction; according to Guthrie and Gale (1991), "Imagination is more important than tangible resources and perceptions than reality" (Kozak, 2002). Body and mind are valuable methods to determine tourism motives (Prebensen et al. 2010). Many visitors are expected to concentrate on staying in hotels with swimming pools and spas (Mahika, 2011).

The third could be to spend time socialising with other people at the beach (Onofri & Nunes, 2013; Williams et al., 2016). As a result, beach resorts have become popular with holidaymakers worldwide (Phillips & House, 2009; Sangpikul, 2018; Williams et al., 2016; Smith, 2018). Coastal countries in the region have moved from the conventional maritime industry to focus on the service sector and tourism. There are some countries, most notably Thailand, Indonesia, Singapore, and Malaysia, that derive a large portion of their national GDP from tourism and recreation-related activities. Research studies in the tourism literature (Choo et al., 2016; Song et al., 2012; Kim & Han, 2010; Han & Kim, 2010) have analysed attitudes as one of the tourist predictors of revisit intentions. In a study, an attitude to the object was described as the individual's subjective evaluation of the object, while an attitude to the behaviour was reported as the individual's subjective evaluation regarding behaviour. The distinction here is that the former is a definition relevant to the object, while the latter is behaviour (Lobb et al., 2007; Hasan et al., 2017; Huang & Hsu, 2009). The destination market would involve advertisers,

planners, and managers to explore all dimensions for designing better marketing and operational strategies (Abdulla et. al. 2019). Perception of destination risks does not impact tourists' attitudes to revisit or their plan to revisit. As visitors, not only will their country's happiness and destination picture affect their reassessment plans, it will also affect actual presence (Hasan et. al., 2019). The price of the product and the clients' overall satisfaction with the product positively impact a customer's revisit intention and positively affect customers' loyalty (Cakici et. al. 2019).

It turns out that re-visitors' feedback analysis takes more words in a phrase and is more constructive than the bad reviews of the visitors making the first remarks (Park et. al. 2020). Satisfaction with the standard of accommodation is one of the many variables that occur when EU people decide to revisit the same country. It is argued the tourists' roots, the lifetime of travel, motivation, age, and hardness of travel play into the traveller's intentions to return within the EU more greatly than with satisfaction attributes (Janecek et. al. 2020). It was observed that tourists' co-creation behaviour mediated the enhancement between tourists' experience and the internal consumer factors, including perceived importance, memorability, and attitude (Meng, & Cui, 2020).

III. RESEARCH METHODS

A well-structured questionnaire with a three-section has been developed. Section I contains 25 travel qualities suited to the visitors' satisfaction in recommending Jammu and Kashmir to family and friends from the research published by Heung and Qu (2000). To seek the views of respondents about the study area, only 25 (out of 31) essential items were selected in the context of Jammu and Kashmir. For instance, "Positive image after 1997 handover" and "Interesting open street markets" were not involved. Attributes were measured on 7 points. Likert scale varies from 'strongly disagree' to 'strongly agree.'

In section II, a variety of separate topics was covered. The question emerges as to whether visitors have been to Jammu and Kashmir, India before, whether the media have affected their choice of destination, their pleasure with their travel, and their chance to visit Jammu and Kashmir, India again and to guide others.

Section III also included socio-demographic variables such as "Gender," "marital status," "Age," "Occupancy," "yearly income," and "place of residence."

To ensure the draft questionnaire's steadfastness and usefulness, a pilot trial was performed at Jammu and Kashmir, India. A sample size of 50 was collected for a pilot study. The consistency, readability, and understanding of all the tourists who replied to the questionnaire were observed. Consequently, there was no amendment.

Systematic random sampling was the method used to gather data. Researchers interviewed visitors leaving Jammu and Kashmir, India, from both Terminals 1 and 2. Researchers were able to speak both French and Chinese, thereby reducing language difficulties. To eliminate selection prejudices, visitors left the evening, night, and afternoon. A total of 500 visitors to Jammu and Kashmir, India, were targeted,

and a total of 431 complete responses were received through Google forms and other electronic mediums of data collection.

IV. DATA ANALYSIS AND DISCUSSION

To achieve such sampled features, population statistics were first analysed. In particular, summarising information was collected on the sample's genders, age, income, residential location, and occupation. The experience attained to the tourists in Jammu and Kashmir, India, was assessed with a 25-item unit. For these 25 attributes to be represented more meaningfully, the component analysis was used to minimise a reduced number of variables. The critical study of variable parameters was used to derive the variables better and analyse the varimax rotation effects. Only individual importance factors more significant than one have been used, and five factors have been derived in total. For more analysis, we have obtained the factor findings using the regression approach.

A multiple regression analysis was consequently employed to research which variables derived had a more significant effect on visitors. Finally, the respondents' general happiness was paired with the probability that they were suggested and reviewed using straightforward regression analysis.

As shown in Table 1, 56.8% of respondents, the majority 20–29 years of age, are male. Most citizens typically receive less than two lacs, which two reasons can explain: visitors are not open to disclosing their income to the open surveys. Secondly, based on age, a significant group of visitors are either students or dependents on the family for their financial needs. As a large part of the student population is grouped between 20-29 years of age, the respondents are majorly the school going students sparing time to participate in the survey. Around 21.8% of those claiming their annual income above earn nine lacs Indian rupees. Furthermore, 52.8% of the responding population was from India.

Table 1 the demographic profile (N ¼ 431).

Characteristics	N	Percentage
Gender Male		
	245	56.8
Female	186	43.2
Age		
Below 20	45	10.4
20–29	187	43.4
30–39	83	19.3
40–49	54	12.5
50 and above	62	14.4
Monthly income		
2 lacs and below	177	41.1
2–5 lacs	53	12.3
5-7 lacs	57	13.2
7-9 lacs	50	11.6
Above 9lacs	94	21.8

Region of residence		
Foreign	203	47.1
Indian	228	52.9

Table 2 shows the effects of the dimension reduction (factor analysis) on the 25 elements of the attribute. The five factors achieved can be taken into account as factors affecting visitors' interpretation of their experience in Jammu and Kashmir, India.

The decision for return visits would also be affected. In total, the five variables constitute approximately 63% of the variance. The first factor, named "Diversity and safety," includes variables representing the variety of food and commodities and individuals' safety. The second factor, "Charm and culture," contains a total of seven factors related to attractions to the tourists, like scenic locations, nightlife, cultural activities, atmospheric conditions, and people's friendliness. Facts 2, "Charm and culture" The third aspect of 'Hotel services' is the convenience and satisfaction of services and facilities provided by the hotel. Another factor named 'Cost-Effectiveness' is the rationality of hotel lodging prices, food supplies, and airfares. In contrast, the last factor in 'People and comfort' consists of variables concerning shopping and transportation ease, migration, customs and police officer's productivity and helpfulness, and Jammu and Kashmir, India clean and tidy in general.

Table 2. Five Factors of Perception Characteristics

Measures and Factors	Variance Explained (%)	Factor Loading	Mean
Factor 1: Diversity and safety	38.7		
Food variety		0.719	6.00
Food Quality		0.666	5.74
Local food commodities		0.725	5.85
Product Quality		0.644	5.82
Destination safety		0.451	6.37
Factor 2: Charm and culture	8.2		
Eye-catching sightseeing		0.725	5.42
Stimulating nightlife		0.693	5.00
Natural resources		0.738	5.06
Blend of cultures		0.519	5.84
Happening Cultural events		0.684	5.17
Soothing Weather		0.468	5.17
Friendliness in residents		0.432	5.71
Factor 3: Hotel services	6.2		
Comfortable accommodation		0.728	5.67
Satisfactory services		0.835	5.68
Quality of facilities		0.833	5.67

Staff efficiency		0.665	5.75
Factor 4: Cost Effectiveness	5.3		
Reasonable room rates		0.759	4.76
Reasonable commodities pricings		0.812	4.94
Reasonable food and drinks prices		0.726	5.21
Reasonable air travel		0.743	4.85
Factor 5: People and accessibility	4.7		
Cooperativeness of Immigration/customs/police		0.667	5.78
Cleanliness		0.517	6.33
Procedures for Immigration and customs		0.710	5.77
Availability of shopping centres		0.584	6.09
Availability of public Transportation		0.667	6.09

Table 3 displays the average values depending on the latest five parameters. The first column in the table shows that people and accessibility assigned with the highest mean value of 6.013. "The variation and safety," which is like the first new factor, is rated two at a medium value of 5.959.

The 'Hotel Facilities' is number 3 with a mean rating of 5.690. The lowest value of 4.939 is "Cost-effectiveness. Indeed, both mean values are far higher than normal. At the same time, there are still rooms to change, such as "Cost-effectiveness. Jammu and Kashmir, India, has diverse races and cultures. Some visitors will conveniently catch something they want for food or merchandise. Therefore, the mean of "Charm and cultures" is 5.338.

Based on the Asian visitors (Table 3 second column), the ranking is similar to the complete survey. The non-Asian visitors (Tables 3, column three), however, are more concerned with "Diversity and safety" compared with the "People and Accessibility" factor. The findings seem anticipated as most visitors worldwide consider Jammu and Kashmir; India is one of the favourite destinations for travellers and tourists. This is an appreciable aspect achieved by the transparent regulations of the governing bodies. The Indian community is also more valuable than the foreigners. Again, all classes have above-average mean values.

In comparison, a separate T-Test of the two tests (Table 3, column 4) additionally checks a substantial gap in the opinions of two distinct classes of people. The non-Asian group averages were more than the Asian group. The lowest is the 'Cost-effectiveness' component, which is 5.218.

Table 3. Mean of the Five Factors

	Overall	Asia	Non-Asia	t-Statistics
Variety and safety	5.959	5.731	6.161	—5.362

Charm and culture	5.338	5.045	x		
Hotel services	5.690	5.504	x		
Prices	4.939	4.624	x	5.218	—5.665
People and accessibility	6.013	5.872	x	6.138	—3.503

*Significant at 5%.

The findings in Table 4 describe that average satisfaction depends on the five parameters derived as independent variables. Both variables are essential depending on the whole data collection. The data is divided in Asia and other nations, but except for the non-Asia community, the same findings can be achieved; the only negligible factor is the single variable "Cost-Effectiveness". The price might not be the biggest challenge if they can afford to travel to Jammu and Kashmir, India. Indeed, compared with their hometown, they may find it reasonably fair.

Table 4. Regression Analysis: Satisfaction as Dependent Variable

	Overall	Asia	Non-Asia
Variety and safety	0.316	0.331	0.302
Charm and culture	0.542	0.522	0.561
Hotel services	0.268	0.205	0.317
Prices	0.154	0.213	0.076*
People and accessibility	0.246	0.28	0.19
F statistics	69.306	31.625	31.025
Constant	5.796	5.772	5.836
R ² values	0.449	0.445	0.411
Adjusted R ² values	0.443	0.431	0.398

*Significant at 20% and the rest of the statistics are significant at 5%.

Table 5 indicates that the overall degree of tourism satisfaction with Jammu and Kashmir has a considerable positive impact on the probability that the destination will be recommended to others and the likelihood that the tourists will revisit it. For the suggestion probability model, R² is 0.594, while R² is 0.401 for the revisiting probability model (see Table 6).

Table 5. Regression Analysis: Recommendation as Dependent Variable

	Overall	Asia	Non-Asia
Satisfaction	0.900*	0.880*	0.932*
F statistics	631.154	299.776	303.561
Constant	0.471	0.602	0.261

R^2 values	0.595	0.599	0.573
Adjusted R^2 values	0.594	0.597	0.571
×Significant at 5%.			

Both models clarified the variance of the related dependent variable. The results of very close R^2 values are again the same for the segmented data.

The first model clearly shows how happy visitors are with their trips, and they are eager to tell the first-hand experience of their encounters with their relatives and friends and encourage Jammu and Kashmir, India. The notion of Jammu and Kashmir's revisiting soon is also sponsored by the second model. The findings are also highly positive in both models. During the interviews, some first-time visitors revealed that they could not decide to visit back in very soon in the future, but they have a deep desire to enjoy the vacation in Jammu and Kashmir, UT. That is because there are not many attractions and that the land is comparatively small. Tourists are also prepared to inform their families and friends in Jammu and Kashmir. All these considerations illustrate the significance of both models.

Table 6. Regression Analysis: Revisiting as Dependent Variable

	Overall	Asia	Non-Asia
Constant	0.473	0.155	0.591
Satisfaction	0.849×	0.928×	0.812×
<i>F</i> statistics	287.732	218.451	100.407
R^2 values	0.401	0.521	0.308
Adjusted R^2 values	0.4	0.518	0.305
×Significant at 5%.			

V. CONCLUSION

Substantial facilities and vigorous marketing are not enough to spot Jammu and Kashmir as a tourist destination and the world's much-loved tourist spot. It is essential to deliver quality products and service-oriented employees to cater to tourists visiting Jammu and Kashmir. It must include the group of people working both tourism and hospitality sectors such as airlines, excursions, restaurants, retail services, food & beverages, arts, entertainment, and leisure activities. Being situated in one of the world's largest tourism markets, if its tourism sector's service level remains highly esteemed, Jammu and Kashmir will be highly benefited.

A typical marketing misconception is that clients' appeal is five to six times greater than the popularity of new ones. However, few studies have been carried out during the post purchase selection period on the correlation between travel enjoyment and the purpose to conduct. "Repeat visits, especially a varied pattern in the visiting schedules, has largely been studied for tourism and hospitality research" Since

preservation of visitors is always seen as critical as attracting new tourists, the design of advertising campaigns and tour packages must provide awareness of tourist enjoyment. A tourist satisfaction research is the first step towards recognising Jammu and Kashmir, India visitors' needs and concerns, and improving their tourism sector's service standard. Attractions and cultural activities are all essential attributes that affect tourists' overall satisfaction levels, trailed by diversity and security, hotel facilities, people and accessibility, and prices. The results should be taken into account by the Jammu and Kashmir, India Tourist Promotion Board, and certain unique features highly anticipated by tourists. Jammu and Kashmir, India, therefore, provides a more substantial opportunity to improve travel experiences and thus improve understanding. This research methodology is not country-specific and can be extended in other ways to the study of tourist satisfaction. As seen in this report, the regression analysis indicates that the price is the only difference in Asia and other non-Asian communities. The price is a concern for the Asian community since they find the accommodation, the food, and the ticket very costly. The Jammu and Kashmir, India Tourism Board should figure out how to bundle Jammu and Kashmir as an excellent place to visit as a brand that offers value for money to draw more Asian visitors. Offering the cheapest fares for transportation and creating economical packages with tie-ups will create the destination's desired image. Also, the service quality in airlines and hotels should be considered best available to the tourists.

There is a positive correlation between the probability of a referral and assessment and overall satisfaction. Both models demonstrate an excellent outcome. More ambitious attempts at implementing tourism techniques are required. However, these tourists propagate optimistic word of mouth (WOM) to other tourists and return shortly for a vacation. One of the activities held every year at the beginning of June is the Jammu and Kashmir, India Great Sale. This is one of Jammu and Kashmir, India's activities as one of the world's shopping paradises. The Jammu and Kashmir, India Tourist Promotion Board, would also see if it will vary from the other countries and cope with the neighbouring countries. Price is not the only challenge, but the service as well. So, people with the slogans "Go for extra miles" ought to train the sales or the front lines. This research could also be used to evaluate whether or not these individuals fulfilled the services anticipated or whether the questionnaires could be changed further.

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Conflict of interest

The authors claim having no conflict of interest in the research work.
