RESEARCH ARTICLE

Research on Affecting of Service Quality with Customer Satisfaction: Case Exo Travel Danang

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Abstract

The impact of service quality on customer satisfaction at Exotissimo Travel Vietnam –Da Nang Branch was deployed to find out the factors in service quality that affected customer satisfaction. Consequently, the study has recommendations and proposals to the company leadership to better satisfy customer satisfaction. To perform this research, the authors has used two combined research methods: qualitative research and quantitative research. Qualitative research is built on the information and data collected from theories on tourism, economics, marketing, etc., previous research models company documents, and in-depth interviews with experts. Quantitative research was conducted through the interviewing process of 180 Exotissimo's customers with the questionnaire. The study has detected 5 factors in service quality including Tour guide, Tour price and other services, Tour Program, Transportation, and Brand Image. By SPSS 20.0 Analysis, the authors has expressed results in the research that all 5 factors influent customer satisfaction. In particular, the "tour program" is the most powerful factor affecting tourists' satisfaction. The following factors are respectively: "Brand Image", "Tour Prices and other services", and "Tour Guides". The lowest factor that affects satisfaction is "Transportation".

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1. Introduction

In a developing economy, tourism is considered an economic sector with an important position and role for the development of the national economy in many countries around the world, especially Asia and the Pacific. Tourism brings extremely strong foreign exchange earnings, creating jobs for millions of people, and boosting the entire economy. [1]

In Vietnam, the Government is always concerned about the development of the tourism industry. The 1992 Constitution stipulates that "the State and society develop tourism, expand domestic and international tourism activities". The Government has identified tourism as an integrated economic sector, developing tourism as an important strategic direction in our country's socio-economic development policies. Tourism development aims to contribute to the industrialization and modernization of the country and encourage the development of tourism business sectors under the unified management of the state. The strong growth of tourism in our country in recent years has led to the development of a series of related industries such as

aviation, hotel, restaurant, real estate, entertainment, and retail ... Domestic cash flow and especially FDI in these types are growing, the "Leading Crane" in Vietnam be mentioned as VIN Group, SUN Group, FLC, and NAVALAND. [2]

And Da Nang is considered one of the undeniable destinations for any tourists coming to Vietnam. A series of beautiful names are assigned to this city such as: "The most livable city in Vietnam", "The city of the bridges", "The most desirable tourist city". According to statistics from Google Hotel Search Data published in December 2019, Da Nang has risen to the top of the list of global destinations in 2020, followed by Sao Paolo (Brazil), Seoul (South Korea). Korea) and Tokyo (Japan). According to the Da Nang Statistical Office and the City Department of Tourism, by the end of June 2019, Da Nang City has welcomed more than 5.92 million visitors, tourists, and vacationers. In which: the number of international tourists is estimated at over 3.5 million, domestic tourists are estimated at 2.42 million. [3]

However, an alarming number that VTV has

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collected and broadcasted on television is that the number of international tourists returning to Vietnam, in general, is only 10-40%. Survey data in 2017 was 40% and in 2014 it was only about 33%). Some reasons pointed out is that tourism products are not attractive, lack of shopping entertainment activities, and ineffective service providers. [4]

We also understand that tourism is a "service industry" and the most important factor in choosing a service is customer satisfaction. Thus, whether or not the travel companies still not meet those satisfactions, making the number of tourists who do not return to Vietnam is increasing. With such a problem, I spent my time researching and conducting field surveys at Exotissimo Travel Vietnam- Da Nang branch to learn more about this company's quality of service. The topic that I choose is: "The impact of service quality on customer satisfaction at Exotissimo Travel Vietnam –Da Nang Branch". [5]

2. LITERATURE REVIEW
2.1 Customer satisfaction

Customer satisfaction is a frequently used term in marketing. According to Kotler and Armstrong, customer satisfaction develops at the post-purchase stage of the buyer decision process when customers compare what they expect from the product prior to their purchase with the product's perceived performance. They will feel satisfied with their decision if the product meets or exceeds their expectation and experience the opposite state if the product is below their expectation. Adding to this notion, Oliver considered satisfaction as customers' feeling of fulfillment upon their assessment of attributes of a product or service while Lovelock and Wright (2016) defined it as an emotional reaction to a product or service. In the tourism context, Pizam, Neumann, & Reichel contended that customer satisfaction is "a result of the interaction between a tourist's experience at the destination area and the expectations he had about that destination" (p. 315). In other words, satisfaction depends on individuals' pre-expectation before the trip and the perceived value they receive during the trip. [6]

Customer satisfaction is a vital concept in tourism studies. Satisfied tourists will become evangelists for businesses who will have good words of mouth to their relatives or friends and turn them into new customers. Another benefit of tourist satisfaction is the loyalty. Studies reveal that the more satisfied tourists feel, the higher chance that they will repeat the purchase behavior and the greater intention they have of revisiting a destination. This benefit, as a result, could help businesses minimize cost that will be otherwise spent for marketing activities to get new customers. Moreover, satisfaction is argued to be associated with the sustainable behavior of tourists. Satisfied tourists tend to care more for the environment and exhibit a greater environmentally responsible behavior. [7]

Although tourist satisfaction has been well researched over decades, it is considered a complex phenomenon to examine due to its wide range of dimensions. Generally, there are three broad categories of tourist satisfaction that can be found in literature: satisfaction with the tour service and experience, satisfaction with the destination, and satisfaction with the tourism experience . Different category responds to a different research purpose. In this paper, we will explore customer satisfaction in connection with tour service elements including: (i) tour guide, (ii) tour price, (iii) tour program, (iv) transportation and (v) brand image (of tour service provider). [8]

2.2 Tour guide

Tour guide performance can influence tourist satisfaction during their trip. According to Black and Ham, a tour guide is "a person who guides groups or individuals on visits around the buildings, sites and landscapes of a city or region and who interprets in the language of the visitor's choice, the cultural and natural heritage and environment" (p.178). In addition to providing visitors with knowledge about the sites, tour guides perform many other functions. They create and maintain a positive impression of the destination and the tour provider, make logistics arrangement in the visitors' best interest, ensure visitors' safety and comfort through direct and regular interaction, and develop the emotional and spiritual connection between visitors and the sites. Therefore, the better tour guides can perform their functions, the greater travel experience visitors have during their trip, and consequently, the more satisfied tourists will feel. A good number of studies unveil the positive relationship between tour guide performance and customer satisfaction. Backed by these findings, we propose that:

H1: Tour guide has a positive effect on customer satisfaction. [9]

2.3 Tour price

One of the elements that customers care the most during the buying decision making process is price. Jacoby and Olson contended that price has two parts: real price and perceived price. Real price is the actual amount of money customers pay for a product or service while perceived price is customers' perception on benefits they can get from that product or service. If real price is what brings profit to businesses, perceived price is what makes customers satisfied with products or services businesses offer and keeps them coming back. Discussing on the price and customer satisfaction, some researchers mentioned the equity theory. According to the theory, parties entering a shopping relationship expect equity of treatment, which means what they get must be equal to what they give. If the expectation fails, they will feel dissatisfied. Adding to that sphere, Cronin, Brady and Hult argued that customer satisfaction is a mixture of service quality and price attributes. When researching some factors influencing customer satisfaction in tourism, Narayan, Rajendran and Sai adopted the term "value for money"

explaining that a tourist always desires quality for services they receive in correlation to the price they pay. This research's finding revealed that value for money, among some other factors, has a significant impact on customer satisfaction. The study on tourist satisfaction by Giao, Vuong, Phuong and Dat unfolded a similar result. Hence, the following hypothesis is proposed:

H2: Tour price has a positive effect on customer satisfaction.

2.4 Tour program

For a tour service provider to stay competitive in the market, tour program design is extremely important as it can influence customer satisfaction, which will then lead to repurchase intention and promote customer loyalty. Tourists travel for many purposes, and for a different purpose, they look for different elements that can make them happy and satisfied. Luo et al. discovered that education, aesthetics, and escapism significantly contribute to travelers' satisfaction. For some tourists, the motivation to take part in tourism activities is to spend quality time with their family members and friends, thereby they value travel itinerary plans that can fulfil their need. In the context of spiritual retreat tourism, Ashton unveiled six factors that influenced tourist satisfaction including transcendence, novelty, physical, escape, relaxation, and self-esteem. Examining tourist satisfaction in connection with cultural experience, Jelinčić and Matečić suggested some elements that are of great significance to tourists namely tourists' participation in the attractions, authentic and extraordinary experiences, emotional engagement, and ability to draw meaning from the attraction. Meanwhile, the study by Chan et al. disclosed that leisure activities affect the most on visitors' satisfaction with the tour experience. In sum, tourists get involve in leisure activities for various reasons, and what tour providers should do is to understand those reasons and design a suitable travelling program to satisfy them. Hence, we propose that:

H3: Tour program has a positive effect on customer satisfaction

2.5 Transportation

Transportation is an indispensable part of tourism industry, which explains why its role has been well researched and acknowledged in tourism literature. By enhancing existing tourism activities and creating new attractions to destinations, transport contributes significantly to the development of tourism industry. Moreover, transport links tourist-generating regions with tourism-generating regions by facilitating tourists' movement from their place of origin to the chosen destination and within the destination. As such, tourists take transportation seriously during their decision-making process. Prior studies also reveal that the effective transport system can contribute to develop interesting experiences for tourists, thereby enhance their satisfaction. Upon this backdrop, we propose that:

H4: Transportation has a positive effect on customer satisfaction.

2.6 Brand image

Brand image is a widely used term in the fields of marketing and consumer behavior. According to Kotler and Armstrong, brand image is the perception of customers resulted from their past experience with the brand. Andreassen and Lindestad shared a similar point of view when they argued that brand image is what customers think about a brand based on the accumulation of experience of purchase. Some researchers defined brand image as what pops up in customers' mind when they notice a brand, which could be formed out of advertisements they watched, words they heard from their network, or their attitude of belief . Upon these definitions, it is agreed that brand image is of great importance for the success of businesses as a positive brand image affects customers' intention to purchase or repurchase a product or service. [10,11,12,13,14]

Many studies attempted to examine a connection between brand image and customer satisfaction. A study by Hayati et al. revealed that good company image increases customers' satisfaction. Some prior studies also contended that brand image predicts customer satisfaction and positively impacted customer satisfaction. In tourism field, several studies have found that image influences tourist satisfaction. As such, a following hypothesis is developed:

H5: Brand image has a positive effect on customer satisfaction. [15,16,17,18,19,20]

3. METHODOLOGY
3.1. Research method
3.1.1 Qualitative research

Using methods of analysis, synthesis, comparison ... from the research documents, synthesizing theory and related research topics at home and abroad to build theoretical basis for research. In addition, the research employs an expert interview method to consult with experts with experience in this area. From there, synthesize ideas and suggestions on factors affecting customer satisfaction for a travel company. [21,22,23,24,25]

3.1.2 Quantitative research

Use SPSS 20 software for reliability testing Scale through Cronbach's Alpha Analysis, EFA Discovery Factor Analysis: Bartlett's test of sphericity, KMO (Kaise Mayer-Olkin) to consider the appropriateness of the EFA; Pearson correlation analysis between the factors, regression analysis to determine the linear regression model. [26,27,28,29,30]

3.2 Research Process
Step 1-Construct a proposed model

Summarize the factors in 6 reference models of previous studies. After that, the authors analyzed and filtered out 5 suitable factors to propose research models. The factors were selected include Tour Guides,

Tour Price, Tour Program, Transportation and Brand Image.

Step 2- Develop a preliminary scale

Based on the proposed model in step 1 and some previous reference models. The authors has construct the preliminary scale with 25 observed variables. [31,32,33]

3.2. Data sampling
3.2.1. Sample size

With EFA (Exploratory Factor Analysis): Based on the research of Hair, Anderson, Tatham and Black (1998) the minimum sample size is 5 times the total number of observed variables. With 26 observed variables, then N > 130 (5 * 26). [34,35,36,37]

3.2.2 Quantitative survey

The sampling method chosen is convenient sampling, the data is collected through the form of direct interview and email. As follows:

- E-mail: The authors has sent 150 questionnaire emails to customers who have used travel services at EXOTISSIMO Travel Company- Da Nang Branch.

- Direct interview: The authors depend on tour guide help support to distribute 50 questionnaires to international tourist who are in tour process. [38,39,40]

3.2.3 Research survey collection

After sending 150 emails, the authors has received 130 replies and all responses were regular. About the results of direct interview, the authors has collected 50 responses. The authors has filtered 180 complete answers, encoded and entered data into SPSS 20.0 software for analysis.

4. RESULTS
4.1. Assess the reliability of the scale by Cronbach's Alpha

The authorss selected a scale rating of $0.6 \leq$ Cronbach's Alpha ≤ 0.95 and correlation variables - total> 0.3 (Hoang, 2008, Nguyen, 2013)

Based on the above set of conditions ($0.95 \geq$ Cronbach's Alpha ≥ 0.6 and total correlation coefficient> 0.3) 26 observed variables in the authors's research model are satisfied and will be retained for use in EFA discovery factor analysis.

4.2 Exploratory Factor Analysis (EFA)
4.2.1 Exploratory Factor Analysis for independent variables

The results of factor analysis show that the KMO index is 0.804> 0.5, which proves that the data used for factor analysis is perfectly appropriate. The Bartlett test result is 1385,653 with a Sig significance = 0.000 <0.05, that means the variables are correlated with each other and satisfy factor analysis conditions.

By performing an analysis of "principal components" with VARIMAX rotation. The results show that 23 observed variables in the independent group were initially grouped into 5 groups. The total value of

extracted variance = 57,927%> 50%: satisfactory, then it can be said that these 5 factors explain 57,927% of data variability. The value of Eigenvalues coefficient of all factors satisfies the requirement> 1, the fifth factor with the lowest Eigenvalues is 1,358.

From the factor rotation matrix in the table above, it can be seen that all "Factor Loading" are greater than 0.5, and there is no case of the variable uploading both factors at the same time with the load factor close together. So factors that ensure the convergence and differentiation when analyzing EFA. In addition, there is no disturbance of factors, meaning that one question cannot be confused with another. So after factor analysis, these independent factors remain the same, without being added or reduced.

4.3.1. Correlation between dependent and independent variables

From the results in the table 18, the value of sig between dependent variables and independent variables is less than 0.05 (sig = 0,000), in addition the correlation coefficient r is also in the range of [0.4-0.59]. From these, it can be concluded that the independent variable has a linear correlation and a moderate correlation with the dependent variable.

4.3.2 Correlation between independent variables together

In addition, sig values representing linear correlations between independent variables together are almost always less than 0.05. Particularly, only the relationship between the pair of GIA-CT variables has the value sig = 0.53> 0.05, but the correlation coefficient between this pair of variables is only r = 0.145 <0.4. From there, it can be confirmed that no multi-collinear phenomenon occurs between the observed variables in the research model.

4.4 Multiple linear regression analysis
4.4.1 Test the suitability of the regression model

Adjust R squared: Adjust R squared value = 0.546> 0.5, this reflects the influence of the independent variables on the dependent variable is 54.6%, this is a good value for the survey data set. Durbin Watson: With k=5 (Independent variables) and N= 180 (Research sample), the authors have looked up the Durbin Watson value table with dU= 1.623; dL= 1.725. With DW= 1.808 < 2, so dU =1.623 is selected absolutely, and confirm that "No evidence of autocorrelation", it is proof for good data.

From the regression coefficient table it can be seen that:

- Sig value: Sig of each independent variable t is 0.000; 0.000; 0.000; 0.003; 0.000, all <0.05, so all the independent variables are significant in the model

- Beta coefficient: The highest Beta coefficient belongs to the CT variable with 0.299, followed by the variable HA (0.268), GIA (0.234), HDV (0.207) and finally PT (0.166). That said, CT variable has the strongest

impact and PT variable has the weakest impact on the HL-dependent variable of the model.

- In the above research model, it can be seen that the VIF coefficient is respectively: HDV = 1,143; GIA = 1,159; CT = 1,248; PT = 1,196 and HA = 1,215 are less than 2. Therefore, it can be asserted that the research model does not occur multi-collinear phenomenon.

5. DISCUSSION

The research has developed a model with 5 factors affecting customer satisfaction at Exotissimo Da Nang included Tour guides, Tour price and other services, Tour program, Transportation, Brand Image.

The evaluation of 180 international tourists on the quality of tourism services of Exotissimo Travel Vietnam-

Da Nang branch with an average rating of 3.34. This score means that the customer has assessed the quality of the service in a tendency to agree. Among 5 factors of service quality affecting customer satisfaction, the tour program element has the largest impact on customer satisfaction with the regression coefficient of 0.299, the factors respectively are Brand Image (0.268), Tour Prices and other services (0.234), and Tour Guides (0.207). The lowest factor that affects satisfaction is transportation with regression coefficient of 0.166. But all of these affect customer satisfaction and any change of any of the above 5 factors can make a change to customer satisfaction about the quality of our services at Viet Nam EXOTISIMO Exotissimo Travel Vietnam-Da Nang branch .
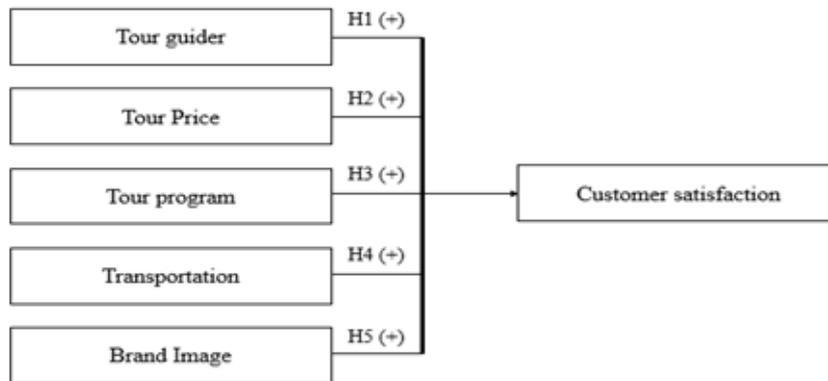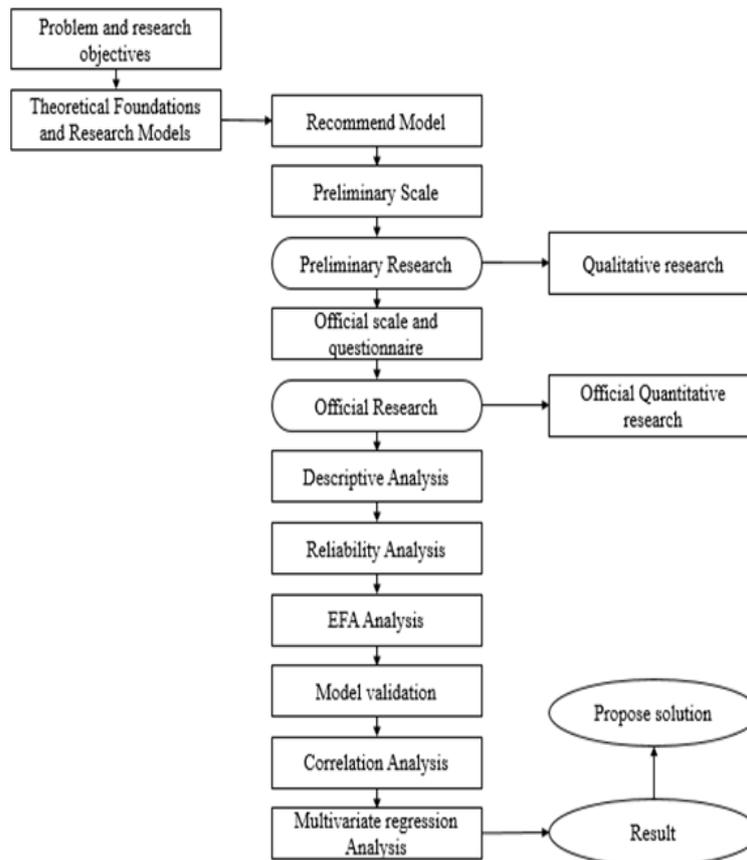

Figure 1: Proposed research model

Figure 1: Research Process

Table 1: preliminary scale

NO		CONTENT		SOURCE
I. TOUR GUIDES				
1		Tour guides were friendly and enthusiastic		Black and Ham (2005),
2		Tour guides have good health		Black and Ham (2005),
3		Tour guides were polite		Black and Ham (2005),
4		Tour guides have good personality		Black and Ham (2005),
5		Tour guides showed a sense of responsibility		Black and Ham (2005),
6		Tour guides were fluent in the language of the tour group		Black and Ham (2005),
7		Tour guides took good care of customers' needs		Black and Ham (2005),
8		Tour guides are knowledgeable about destination culture, history, and lifestyle of local people.		Black and Ham (2005),
9		Tour guides resolve customer complaints quickly.		Black and Ham (2005),
II. TOUR PRICE				
1		Tour price is reasonable		Giao, Vuong, Phuong and Dat (2021)
2		The price of other services is reasonable		Giao, Vuong, Phuong and Dat (2021)
3		There are usually promotions for customers		Giao, Vuong, Phuong and Dat (2021)
III. TOUR PROGRAM				
1		Tour itinerary is designed professionally and reasonably		Jelinčić and Matečić (2021)
2		Type of tours are diverse, that make customer choose package easily		Jelinčić and Matečić (2021)
3		Rest stop were prepared and they served tourist thoughtful		Jelinčić and Matečić (2021)
IV. TRANSPORTATION				
1		Good driving skills		Virkar & Mallya (2018)
2		Good vehicle quality, ensuring necessary equipment.		Virkar & Mallya (2018)
3		Drivers are responsible and enthusiastic		Virkar & Mallya (2018)
V. BRAND IMAGE				
1		Referring to travel, you immediately think of EXOTISSIMO		Qomariah (2017)
2		You recognize the EXOTISSIMO logo immediately		Qomariah (2017)
3		Working style of staff at EXOTISSIMO company is very professional		Qomariah (2017)
4		Easily contact, book tours and use the services quickly and conveniently		Qomariah (2017)
VI. CUSTOMER'S SATISFACTION				
1		I'm really satisfied with the service quality of EXOTISSIMO- Da Nang Branch		Sarra et al.(2015); Wang (2016)
2		I will use the company's services next time		Sarra et al.(2015); Wang (2016)
3		I would recommend EXOTISSIMO's service to my friend and familiar		Sarra et al.(2015); Wang (2016)

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Table 2: Reliability analysis results using Cronbach's Alpha

No	Factor	Cronbach's Alpha
1	Tour guides	0.831
2	Tour price and other service	0.830
3	Tour program	0.723
4	Transportation	0.769
5	Brand image	0.727
6	Customer's satisfaction	0.813

Table 3: KMO for independent variables

KMO		.804
Bartlett's Test of Sphericity	Approx. Chi-Square	1385,653
	df	253
	Sig	.000

Table 4: Total Variance Explained for independent variables

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative (%)	Total	% of Variance	Cumulative (%)
1	,178	22,512	22,512	5,178	22,512	22,512
2	,659	11,562	34,073	2,659	11,562	34,073
3	,202	9,572	43,646	2,202	9,572	43,646
4	,926	8,375	52,021	1,926	8,375	52,021
5	,358	5,906	57,927	1,358	5,906	57,927
6	925	4,022	61,949			
7	860	3,740	65,689			
8	787	3,420	69,109			
9	766	3,331	72,440			
10	720	3,132	75,572			
11	683	2,971	78,543			
12	602	2,615	81,158			
13	576	2,504	83,662			
14	523	2,274	85,936			
15	457	1,986	87,922			
16	420	1,827	89,749			
17	417	1,811	91,561			
18	380	1,652	93,213			
19	357	1,552	94,765			
20	329	1,429	96,195			
21	320	1,393	97,588			
22	305	1,326	98,913			
23	250	1,087	100,0			

Table 5: Rotated Component Matrix for independent variables

Rotated Component Matrixa					
	Component				
	1	2	3	4	5
HDV2	,798				
HDV7	,762				
HDV5	,718				
HDV4	,677				
HDV6	,662				
HDV1	,618				
HDV3	,607				
GIA4		,824			
GIA1		,819			
GIA2		,806			
GIA3		,724			
PT1			,801		
PT2			,790		
PT4			,741		
PT3			,639		
CT3				,749	
CT1				,730	
CT4				,664	
CT2				,640	
HA3					,817
HA4					,727
HA2					,702
HA1					,629

Table 6: Pearson correlation coefficient

		HL	HDV	GIA	CT	PT	HA
HL	Pearson Correlation	1	,424**	,441**	,512**	,401**	,505**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	180	180	180	180	180	180
HDV	Pearson Correlation	,424**	1	,262**	,181*	,181*	,268**
	Sig. (2-tailed)	.000		.000	.015	.015	.000
	N	180	180	180	180	180	180
GIA	Pearson Correlation	,441**	,262**	1	.145	,212**	,280**
	Sig. (2-tailed)	.000	.000		.053	.004	.000
	N	180	180	180	180	180	180
CT	Pearson Correlation	,512**	,181*	.145	1	,362**	,305**
	Sig. (2-tailed)	.000	.015	.053		.000	.000
	N	180	180	180	180	180	180
PT	Pearson Correlation	,401**	,181*	,212**	,362**	1	,150*
	Sig. (2-tailed)	.000	.015	.004	.000		.045
	N	180	180	180	180	180	180
HA	Pearson Correlation	,505**	,268**	,280**	,305**	,150*	1

		.000	.000	.000	.000	.045	
	Sig. (2-tailed)						
	N	180	180	180	180	180	180

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,739a	,546	,533	,49314	1,808

Table 8. Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.244	.254		-.962	.337		
	HDV	.178	.047	.207	3.791	.000	.875	1.143
	GIA	.193	.045	.234	4.247	.000	.863	1.159
	CT	.277	.053	.299	5.234	.000	.801	1.248
	PT	.158	.053	.166	2.977	.003	.836	1.196
	HA	.248	.052	.268	4.762	.000	.823	1.215

6. CONCLUSION

Building a team of guides with sufficient professional qualifications as well as high general knowledge to fit the increasingly needs of tourists and the competitive tourism market.

Have policies to remind tour guides to improve the quality of their health such as regular exercise, nutritious eating and prepare good health before the tour occur. In addition to cash rewards, branches may also consider giving Gym cards to employees to improve their health.

The price and marketing team should develop sales promotion strategies to attract lower-income audiences and be grateful to their valuable customers.

The company should make recommendations on the website to let customers know the cost will increase during the "tourist season". As such, customers will not be surprised at the price offered by the company during these periods

The company should have close contact and expanding the scale of relationships with related partners to find out the partner which have a good price for customer

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