



Institute of Social Informatics and Technological Innovations

**Service Quality, Satisfaction and Revisit Intention to Rural
Tourism Destination in Sarawak:
The Moderating Impact of Local Communities' Attitude**

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Service Quality, Satisfaction and Revisit Intention to Rural Tourism
Destination in Sarawak:
The Moderating Impact of Local Communities' Attitude

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DECLARATION

The work described in this thesis, entitled

**“Service Quality, Satisfaction and Revisit Intention to Rural Tourism Destination in
Sarawak: The Moderating Impact of Local Communities’ Attitude”**

is based on my original work.

The thesis has not been accepted for any degree and is not concurrently submitted in
candidature of any other degree.

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ABSTRACT

Due to the changing tourist expectations and strong competition from urban tourism, there is a necessity for entrepreneurs of rural tourism to fulfil customers' needs especially in service quality so that they can survive in tough environment. This study is an attempt to evaluate repeat visiting determinants through satisfaction on the different dimensions of service qualities such as accessibility, accommodation quality, destination's resources and attractions and outdoor activities. Local communities' attitudes toward tourists will be used as moderator to evaluate the constructs. In order to access the research model developed, SmartPLS 3.0 (v.3.2.6) is applied in this study used to analyse the data collected based on pathmodelling and then bootstrapping analysis. Besides, a total of 255 questionnaires collected back from Sarawak rural tourism destinations, which are Bario *Kelabit* Highland, *Annah Rais Bidayuh* Longhouse and *Telaga Air* Malay Village by using convenient sampling technique. Unsurprisingly, based on the results, accommodations, destination resources and attractors, outdoor activities and accessibility have significantly influence tourists' satisfaction. Furthermore, local communities' attitudes also moderated the relationship between outdoor activities with tourist's satisfaction. However, local communities' attitudes are not moderated the relationship between accommodations, destination resources and attractors, accessibility and tourist's satisfaction. On the basis of obtained empirical results from this study, it is suggested that some improvements should be made to Sarawak rural tourism destinations for them to become more competitive rural tourism destinations.

Keywords: Service quality, satisfaction, intention to revisit, local communities' attitude, rural tourism, Sarawak

Kualiti Perkhidmatan, Kepuasan, dan Keinginan untuk Melawati Semula Destinasi-Destinasi Luar Bandar dalam Sarawak: Kesan Sikap Komuniti Tempatan sebagai Moderator

ABSTRAK

Disebabkan oleh pilihan kegemaran pelancong selalu berubah dan persaingan yang kuat dari pelancongan bandar, pengusaha perlu memenuhi keperluan pelancong terutamanya kualiti perkhidmatan. Objektif kajian ini adalah untuk menilai mana satu komponen kualiti perkhidmatan seperti aksesibiliti, kualiti penginapan, sumber-sumber destinasi dan sumber tarikan dan aktiviti luar akan mempengaruhi kepuasan pelancong supaya mereka mengunjungi semula destinasi yang sama. Sikap komuniti tempatan terhadap pelancong juga digunakan sebagai moderator untuk menilai konstruk. SmartPLS 3.0 (v.3.2.6) digunakan dalam kajian ini untuk menganalisis data yang dikumpul berdasarkan kaedah pemodelan dan bootstrapping. Dengan ini, sebanyak 255 soal selidik dikumpulkan dari Tanah Tinggi Kelabit Bario, Rumah Panjang Bidayuh Annah Rais dan Kampung Melayu Telaga Air dengan menggunakan teknik persampelan kemudahan. Berdasarkan analisi hasil, kualiti penginapan, sumber-sumber destinasi dan sumber tarikan, aktiviti luar dan aksesibiliti dapat mempengaruhi kepuasan pelancong. Selain itu, sikap komuniti tempatan juga memoderasikan hubungan antara aktiviti luar dengan kepuasan pelancong tetapi tidak memoderasikan hubungan tiga konstruk lain. Berdasarkan hasil kajian empirikal yang diperolehi dari kajian ini, beberapa penambahbaikan perlu dirancangkan supaya destinasi-destinasi pelancongan tersebut menjadi lebih kompetitif.

Kata kunci: *Kualiti perkhidmatan, kepuasan, keinginan mengunjungi destinasi semula, sikap komuniti tempatan, pelancongan luar bandar, Sarawak*

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

The tourism industry has grown remarkably well as a key contributor to both the economic and social health sectors throughout the world. There is a rising trend of travellers who enjoy rural life which is rich in culture, artefacts and activities of the past. This is generally termed cultural or heritage tourism, and it is becoming the fastest growing segment in the tourism industry. This positive trend is proven by the rising volume of tourists seeking adventure, history, archaeology, culture, and enjoying interaction with local communities.

Due to the changing tourist expectations and strong competition from the urban tourism segment, there is a necessity for entrepreneurs of rural tourism to fulfil tourists' needs so that their business can prosper in the coming year despite the tough environment (Campón-Cerro et al., 2017). This issue is critical to rural tourism operators since tourists are increasingly demanding and expecting services of high quality; they would compare tourism products and facilities offered by various operators of other tourism segments before they make a final choice (Nygård, 2012). Therefore, the rural tourism industries need to emphasise providing quality service as well as focusing on service areas that may attract a large number of tourists and increase customer satisfaction. This will motivate tourists to revisit places of interest and recommend them to their friends by word of mouth, thus ensuring long-lasting profitability and survival of the rural tourism industry (Ismail et al., 2016). Kumra (2008) highlights that operators of tourism enterprises, be it private or

public, have to determine their target groups' expectation of the services offered. It is a must to improve the service quality by understanding customers' expectations, their current knowledge, word of mouth and their past experiences to increase customer satisfaction, which in turn will raise the possibility of tourists to revisit a destination (Hersh, 2010). Moreover, the local communities' attitudes towards tourists also play a key role in determining their intentions to revisit a rural destination (Reitsamer et al., 2016). Attitudes of local communities towards tourists are important ingredients in tourism development planning; local communities can participate in the decision-making process as a stakeholder by giving their views and feedback (Abas & Hanafiah, 2014; Hanafiah et al., 2013; Ling et al., 2011).

Based on the Eleventh Malaysia Planning (2015), almost 75% of Sarawak is consisting of rural land. However, the population living in rural areas dropped from 29.1% in the year 2010 to 26.3% in the year 2014. In addition, most of the jobs available involve manual labour such as hunters, farmers and fisherman, which make up the low-income group of the rural population, works of this nature is unattractive to young people. On the basis of the aforementioned facts, transformation of rural areas into rural tourism destinations can create more attractive jobs and increase the income of the local communities. Rural tourism is not only a driving force for regional development, but it can also act as a catalyst for rural regeneration to uplift the wellbeing of rural communities. Development of rural tourism can bring about great contributions to a rural region improving the living standard of local residents (Moscardo, 2008), creating more employments (Briedenhann & Wickens, 2004) developing better infrastructure and facilities (Scheyvens, 2002), increasing new investments (Topolansky Barbe et al., 2016), elevating the awareness of culture and better livelihood (Zhang, 2012), heightening the

importance of natural environmental reservation (Bandara, 2001), and improving social life (Sharpley & Jepson, 2011). In many rural destinations, the extra incomes spun off from tourism are a key factor to keep the household incomes stable. In some instances, the earnings from tourism are even higher than those from agriculture (Pažek et al., 2010).

The concept of service quality has been studied extensively in a variety of service industries, with a growing research attention on the tourism. However, these studies mostly mainly focus on the context of sport tourism or urban tourism and most of these studies were conducted in Taiwan (Lai et al., 2016; Pan, 2012), Hong Kong (Chan, 2015; Zhu, 2010), Thailand (Jankingthong & Gonejanart, 2012; Nilplub et al., 2016), the United States (Assaf & Tsionas, 2015; Boley & McGehee, 2014) and so on.

1.1.1 Rural Tourism in Malaysia

Tourism sector has been recognised as a very important economic contributor to the growth of domestic business, offering job opportunities to the citizens and raising their per capital income and living standards. The Malaysian government has taken the growth of this sector very seriously, after the first tourism boom in 1990, and the successful launching of Malaysian tourism activities through the ‘Visit Malaysia Year Campaign’. Undeniably, tourism has become a significant economic activity for Malaysia and this fact can be seen in the outstanding performance of Malaysia’s tourism industry in 2015. Based on the statistics obtained from the Tourism Malaysia official site, the tourist receipts were RM69.1 billion for the year 2015, which slightly exceeded the initial target of RM65 billion. In comparison, the Visit Malaysia Year 2014, recorded higher receipts of RM 72 billion, this excellent contribution came about as a result of the government’s bigger financial allocation for conducting various publicity and promotion activities. Even though

the amount recorded in the year 2015 represents a decline of 4%, compared with that of the year 2014, it is reasonable as there was no special allocation. The performance of the year 2015 is fair showing tourist arrivals with a 0.02% increase (Tourism Malaysia, 2016).

Considering the sizeable contribution of the tourism industry to Malaysia's economy, Tourism Malaysia, which is the primary agency of Malaysia's tourism, has aggressively promoted Malaysia as a preferred tourist destination with a number of promotional and marketing strategies. For example, at the international level, the theme 'Malaysia Truly Asia' continues to be the slogan for all types of advertising. To develop the untapped potential and promote tourism in the state, 'Zoom Malaysia' was promoted aggressively across the country since early year 2008. The campaign was later expanded to cover Singapore. At the same time, Tourism Malaysia continues to promote niche products, especially those with elements of eco-tourism and adventure sports to the long-haul travellers. The establishment of MyCEB raises the awareness that Malaysia is a good destination for meetings, incentives, conferences and exhibitions (MICE). The agency is also instrumental in the development and provision of many establishment of many MICE facilities and services in Malaysia. Tourism Malaysia continues to pay special attention to this segment (Tourism Malaysia, 2009).

However, these promotion events would certainly be wasteful if they are not harnessed to develop the potential of rural tourism that can contribute to the Malaysian economy. Various studies (Li et al., 2016; Mihailović & Moric, 2012; Nair & Azmi, 2008) had shown that several changes have occurred in the last two decades in the evolution of the rural tourism industry. As indicated by Wall (1994), there was a growth of visitation to many natural places, particularly in the developing countries. Rural tourism destinations are well-known among tourists who enjoy unique travel experiences, such as peaceful

relaxation, inspiration, recreation, local culture and entertainment (Lo et al., 2013). Developing rural tourism helps to energise the rural economy and in particular, plays an important role in creating a commercial channel for local produce (Liu, 2006), through which the rural residents can sell their value-added products and generate extra income for themselves.

Moreover, the Malaysia Ministry Deputy Secretary-General, Rashidi Hasbullah highlighted the importance of rural tourism by declared that “Rural tourism is seen as one of the potential segments to boost the tourism industry further up the value chain.” The comment is significant because of the potential social and economic benefits of rural tourism. Business activities of this segment are able to generate revenues which can be utilized to develop infrastructures for the rural and less economically developed areas (The Star Online, June 2014). Realising the tremendous potential in rural tourism, the Ministry of Tourism in Malaysia has been actively involved in promoting community-based activities such as Homestay Program, the purpose of which is to encourage interaction between the rural communities and tourists; this will help to increase the number of tourists visiting Malaysia (Abdul Razzaq et al., 2011). Besides, the Economic Planning Unit of Malaysia was assigned to prepare a 5-year Rural Tourism and Cultural Master Plan for country for the years 2016-2020. The emphasis of the plan is to transform the rural areas and to uplift the wellbeing of the rural communities by these programs: reenergising rural economic activities, enhancing human capital capabilities, extending provision of quality rural basic infrastructure and basic services, improving the provision of rural basic infrastructure and streamlining delivery system (Economic Planning Unit, 2015).

The latest tourism policy in the 10th Malaysian Plan from the years 2011 to 2015 was drafted by the Tourism Ministry; it sets out some guidelines to promote rural tourism

widely as one of the new niche products for the next 10 years. However, the promotion may fail to sustain the development of rural tourism if tourism operators do not understand on tourists' taste or meet their expectations of travel (Salleh et al., 2013). Therefore, in order to transform rural tourism into a sustainable industry and a high-income generating business, there is also a need to identify commercially viable services and products that are inherent in the local industry and local communities (Said et., 2011). It is clear nowadays that the new waves of tourists would say "no" to mass tourism (Wild Asia, 2006). They are more concerned with journeys of real quality experiences to natural places; they are more interested in processes, services or products that promise relaxation, adventure, and experience sharing. Therefore, tourism operators, either private or public, have to be clear about tourists' expectations, their knowledge, their past experiences, and word of mouth. A detailed understanding of the tourist profile will help tourism operators to improve the quality of services or products offering (Kumra, 2008).

Since rural tourism plays an important role in the Malaysian' economy development, it is necessary to provide a comprehensive tool for tour operators to understand the key factors of destination competitiveness and quality improvement. Within this context, this study aims at conducting a research to provide a more analytical understanding of tourist's needs. Another objective of the study is to identify service quality attributes that can influence the current satisfaction level of tourists and how tourists' satisfaction leads to their revisit intention from the perspective of the tourist.

1.2 Problem Statement

Despite the importance of rural tourism and its potential contributions to the country's economic growth as well as improving the local community's standard of living (Aliman et al., 2016; Hui et al., 2007), debate and extensive discussion are still ongoing; industry participants are stuck at the stage of argument about successful development of tourism destinations that will lead to sustainability of profitability (Chang, 2013; Chi & Qu, 2008; Cho et al., 2014; Kwok et al., 2016). Hence, it is noted that the issue pertaining to sustainability and profitability of rural tourism destinations remains unsolved. In fact, among the alternatives, study on service quality, satisfaction, and revisit intention from the viewpoint of demand side is seen to be imperatives (Han & Radder, 2011; Rajaratnam et al., 2015). According to past researchers (e.g., Awad, 2012; Lai et al., 2011), the ability of tourism destination to satisfy customers is the key factor for tourism destinations to increase the incomes from repeat tourists, provided the condition of service quality is maintained.

With the current competitive business environment, in this globalised and technology-oriented world, quality of services and customers satisfaction are always the key point to gain a competitive advantage in the tourism industry (Hoang et al., 2016; Tan & Omar, 2014; Woo, 2016). Undeniably, the tourism market has increasingly become more competitive (Thiumsak & Ruangkanjanases, 2016), and the Malaysian' tourism sector faces the same situation (Ahmad et al., 2014; Lo et al., 2013). Thus, based on the findings of past studies, good service quality is seen to be one of the contributing factors that may enhance the attractiveness of a tourism destination, and hence tourists' satisfaction (Dmitrović et al., 2009; Xiaoli & Chirapanda, 2013); this is a good way for the

tour business to stay competitive. On the other hand, poor service quality tends to result in dissatisfaction among tourists and leads generating negative word-of-mouth. These two unpleasant elements will ultimately reduce the tourists' revisit intention.

Clearly, consumers or best known as tourists in the context of rural tourism, do play a vital role in determining the success or failure of a destination. According to the evidence provided by various studies, a destination's ability to attract, retain, and increase tourists' revisit is the factor for a destination to remain competitive (Hsu et al., 2008; Tan & Omar, 2014). It is crucial to provide a good quality services to satisfy the requirement of tourists, as they become more demanding and look for feel-good experiences (Richards, 2001; Godbey, 2008). Nevertheless, a very limited study has been done to understand tourists' perceptions on service quality based on destination attributes, particularly in the context of rural tourism destinations towards satisfaction and revisit intentions (Rajaratnam et al., 2015). This scenario is certainly true for rural tourism destinations in Sarawak.

Moreover, researchers of past studies (Alegre & Garau, 2010; Arabatzis & Grigoroudis, 2010; Chui et al, 2010; Liu, 2006; Meng et al., 2008; Stickdorn & Zehrer, 2009; Yusof & Rahman, 2011) have pointed out the issue of declining number of tourists to tourism destinations; this is a major concern among the tourism destinations. It is believed that the dwindling number of tourists is due to dissatisfaction with the services or products delivered. In fact, service quality is recognised as a prerequisite for the success of a service sector (Chang & Tsai, 2016; Kwok, et al., 2016). It is propounded that a good service quality tends to lead to higher satisfaction among the tourists, which will produce revisit intentions. There is limited demand for rural tourism destinations and not all of them are suitable for all type of tourists as compared with urban tourism spot. However, the rule of thumb is this: the higher the rate of re-visitation to a destination, the more promising the

income generated from the tourism activities of that destination (Ramseook-Munhurrun et al., 2016). Hence, it is important to study the service quality based on the destination attributes that can meet the tourists' satisfaction and influence them to have revisit intentions.

On other side, there are significant participation of the local communities in delivering services in rural tourism destination. However, it still has questions to be answered to understand the behaviour of the local communities in overall service quality deliver process. One of the most relevant questions for this situation refers to the formation of attitudes and tolerance of local people towards tourists. In fact that negative effects of tourism on the region are described as increasing prices and asset values related to economic factors, as well as crowding, increased pollution and social disadvantages such as increased crime rate and a growing number of undesirable activities such as gambling and alcohol (Upchurch & Teivane, 2000). Due to these negative effects, the negative thoughts of local residents toward tourism are directly related to how they perceived threat against its own value and how their attitudes toward tourists (Baldiran, 2016). In consequences, conversely attitudes towards tourism were found to be negative if residents perceived the impacts as negative, or if the resources within a host community diminish as a result of tourist activity (Lankford et al., 2003; Perdue et al., 1990). The outcomes of resident dissatisfaction can be obvious; tourists are not welcomed by residents, which jeopardizes their positive holiday experience (Gursoy, Jurowski, & Uysal, 2002), and eventually affects revisit intentions and word-of-mouth recommendations (Yu et al, 2011).

Another issue is local communities' communication with tourists is weak and is not sufficiently developed in the tourism sector. This situation is due to the local communities are not having enough information about tourism and also lacking of interaction with

tourists as well as tourism industry (Baldiran, 2016). Therefore, local communities are not motivated to interact with tourists when they have limited knowledge to identify tourists' preferences, travel demands and their expectation. The experiences of tourists encounter and interactions may affect their satisfaction, wellbeing and future behaviors (Sharpley, 2014). Because both parties have their interests and expectations, there are mutual benefits as well as potential conflicts between the two parties (Bimonte & Punzo, 2011, 2016). It posted risk that tourists might have bad travel experiences as they tend to interpret it as negative attitude or hostility from local communities which will make tourists feel unwelcome/intimidated, and thus destructing any tourism value from local tourism industry. In a nutshell, the issues highlighted above are crucial for local tourism industry when developing strategies to defend their position and for the success of tourism destination.

From the literature perspective, in the context of Malaysia, the research on the relationship between or among service quality attributes, satisfaction and behavioural intentions, is still in the infancy stage. Most of these studies were reported in famous island tourism literature and covered places such as Langkawi Island, Tioman Island, (e.g., Abas & Mohd Hanifah, 2014; Hanafiah et al., 2013; Ling et al., 2011; Nair & Azmi, 2008; Yacob et al., 2011), lake-based tourism (Liu, 2006; Yusof & Rahman, 2011) and National Park (Goh & Yusoff, 2010; Said et al., 2013). There is very limited coverage in the context of rural tourism destinations; however, the cumulative impact of rural tourism on the economy and social aspects of the country might be equal to or even more significant than of island tourism. There is evidence in the context of island tourism that service quality plays a main role in meeting the tourists' satisfaction and prompting them to have intention to revisit the destination (Cronin et al., 2000; Tzetzis et al., 2014). However, these

relationships in the context of rural tourism remain undefined and relatively unexplored; this situation is particularly true pertaining to rural tourism destinations in Sarawak.

Overall, a number of issues have been highlighted in this section and it is imperative to study tourists' perceptions on elements that will bring tourists' satisfaction and cause them to have revisit intention, which will ensure successful developments of rural tourism destinations. Hence, this study examines the impacts of service quality based on four destination attributes towards tourists' satisfaction, and subsequently intention to revisit the destinations.

1.3. Research Aim

There is evidence in the context of rural tourism that service quality plays a main role in tourists' satisfaction and causing them to have the intention to revisit the destinations (Cronin et al., 2000; Tzetzis et al., 2014). Therefore, this research aims to explore the effects of the service evaluation variables of service quality on satisfaction level of the tourists in relation to their revisit intention. Therefore, a model is adapted and tested where perceived quality in a different dimension of quality in rural tourism services which is said to lead to tourists' satisfaction and the intention to return to the destinations in the future.

1.4 Research Objectives

The objectives of the research are listed below:

- i. To examine the relationship between service quality dimensions (i.e., accessibility quality, accommodation quality, destination resources and attractors, and outdoor activities) and satisfaction of tourists who make trips to rural tourism destinations in Sarawak.
- ii. To investigate the relationship between satisfaction of tourists and their intention to return to rural tourism destinations in Sarawak.
- iii. To study the effect of the local communities' attitudes as a moderator of the relation between service quality of destinations and satisfaction of tourists.

1.5 Research Questions

Emanating from the objectives, the following research questions are constructed:

- i. How do dimensions of service quality (i.e., accessibility quality, accommodation quality, destination resources and attractors, and outdoor activities) of destinations affect tourists' satisfaction?
- ii. How do local communities' attitudes moderate the relationship between service quality of destinations and satisfaction of tourists?
- iii. How does tourists' satisfaction affect their revisit intention?

1.6 Significance of the Study

By attaining the objectives, this study will contribute to the tourism and hospitality literature, from both academic and practical perspectives. This study mainly examines the effects of several service quality dimensions on related constructs such as satisfaction level of tourists and their intentions to revisit a destination in the future. The effects of the local communities' attitudes on these constructs will also be analysed. Hence, this study represents the first attempt to integrate the construct of the local communities' attitudes into the causal relationship of tourist' perceptions of rural destination service quality and satisfaction in relation to their future behavioural intentions. It serves to make an effort to advance the literature of tourism and hospitality in the rural tourism context. It will contribute to the knowledge of service quality in rural tourism destinations by extending the understanding of causal relationships between those variables, including local communities; attitude, tourist; satisfaction and their revisit intention to the destination.

From the practical perspective, and based on the empirical insights into the tourists' future behavioural patterns, the industries of the rural tourism sector will benefit from these study findings; the reason is this study provides practical information about the tourists' perceptions of service quality, satisfaction and their future intention. The industries can garner a better understanding when developing services as well as implementing marketing strategies to ensure a higher standard of service quality. This will in turn increase the tourists' satisfaction and raise the probability of tourists to revisit the rural tourism destinations. Moreover, it can help the managerial staff to establish standard procedures of service quality in the rural tourism industries.

1.7 Scope of the Study

Before exploring these issues, it is important to consider the scope of investigation in this study. This study aims to investigate the relationship between rural tourism service quality, tourists' satisfaction and their intention to return to the destination. There are four main constructs, namely accessibility, accommodation, destination resources and attractors, and outdoor activities. The evidence for this empirical study is supported by the distributed questionnaires collected from the tourists who are visiting the rural tourism destinations in Sarawak. The rural tourism destinations have natural physical features and other attractions, ethnic cultures and traditions, accommodation facilities and outdoor activities catered to tourists. The tourism sites chosen for this study include Bario *Kelabit* Highland, *Annah Rais Bidayuh* Longhouse and *Telaga Air* Malay Village.

1.8 Organisation of the Chapter

This thesis is divided into five chapters. The contents of the chapters in this study are as follows:

Chapter 1 presents a brief discussion related the background of this study, which includes the importance of service quality within the tourism industry, especially for those industries involving rural tourism destinations. It also provides a clear picture of the current situation of the Malaysian tourism industry, particularly the rural tourism segment. Besides that, problem statements, research objectives and questions of the study are identified and definitions of key terms are presented. After that, the significance of the study and scope of the study are explained.

Next, Chapter 2 contains the literature review, addressing the concepts of some variables in different dimensions of service quality, local communities' attitudes, tourists' satisfaction, and revisit intentions; it includes some reviews of literature of these constructs. Some underlying theories related to this study are provided. This chapter further presents the proposed theoretical framework which describes the construction of variables and the development of hypotheses for the purpose of examining the various aspects of service quality.

Chapter 3 discusses the research methodology of this study. The research sites are proposed and the research design is described which includes the methods and tools of data collection and data collecting procedures. This section also elaborates on the criterias that are used to collect data from various sources, the survey population, and the sample size. Furthermore, the questionnaire and pre-test of this study are presented; the data analysis measurement and techniques are also outlined.

Chapter 4 presents and discusses the analysis results from the empirical investigation undertaken in this study. The findings of the study and the respondent profiles are explained and the results are interpreted. Computer software packages, Statistical Package for Social science (SPSS for Windows) and Smart Partial Least Square 3.0 (v.3.2.6) are used to analyse data.

The last chapter, Chapter 5 lays out the conclusion, implications of the study, limitations of the study, directions for future research and recommendations for further research based on the results and discussion presented in Chapter 4.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter examines the causal relationship between the rural tourism destination and tourists' perceptions of service quality; it also covers relationship of service quality to relevant constructs such as satisfaction, attitudes of the local communities and future behavioural intentions pertaining to rural tourism. In addition, the chapter discusses the relevant literature regarding the conceptualisation and measurement of service quality. It presents an overview of the literature with issues surrounding the service quality of rural tourism destinations; this is quite similar to that of other researchers who highlighted the significance of service quality in their studies. Therefore, in order to proceed with this study, it is necessary to do a complete and critical review of the current literature.

2.2 Rural Tourism

It is difficult to define rural tourism since it is correlated to activities, culture and environment of specific regions of the country (Heikkilä et al., 2014). In this study, a rural tourism destination can be defined as a rustic destination which is largely set in a natural environment; it has various forms of local activities based on preservation of historical heritage, customs and traditions, and different types of arts and cultures of the local communities that create natural experiences for the tourists during their visitation (Ramakumar & Rajashree, 2008). Several researchers (Aref & Gill, 2009; Khound, 2013; Wani & Shafi, 2013) further explain the meaning of rural tourism by defining it as the

tourism which has demonstrated life in undisturbed natural areas, with arts and culture, heritage and tradition in a rustic setting. Thus, rural tourism brings different benefits to the local communities either in the form of economic gain or social well-being. At the other side, the interaction between the local communities and tourists also enrich the travelling experience of the tourists to rural tourism destination.

The contribution of rural tourism to the overall tourism market may be small, but the positive impacts on the rural economy and social life are significant- income streams for the tour operators, job opportunities for the local residents, new working practices for the workers, and additional funding for conservation (Heikkilä et al., 2014). The rural tourism brings benefits not only to the local communities; it also blesses many other segments of the society: new business opportunities for the youth, service retention, preservation of rural heritage and culture, landscape preservation and increased awareness and appreciation of the beauty of arts and crafts (Aslam, & Awang, 2016; Nyaupane et al., 2013; Peng & Lin, 2016). Frost (2014) indicates that it is vital to understand the barriers and obstacles faced by the rural tourism which may militate against more and more tourists visiting rural tourism destinations in order to promote economic development of rural areas.

Moreover, in a very generic sense, rural tourism is something that can conjure up a strong cultural, social and environmental consciousness in a person's mind. Kumra (2008) indicates that during the last few years, more and more tourists admire and are fascinated with the beauty of rural tourism. This expression can be clearly seen in tourists who enjoy sparsely populated locations with natural surroundings; engagement in a variety of seasonality and local events; and the preservation of traditions, cultures, customs and heritage. Furthermore, the popularity of rural tourism is evidenced by tourists' tendency in hunting for novelty and a variety of traditional cultures. It cannot be denied that heritage

tourism has gradually emerged as a primary ‘new’ area of tourism demand; this new market trend has caught the attention of stakeholders of the tourism industry, and policy makers are now interested in its development (Huh, 2002).

A major barrier to the successful development of rural tourism in Malaysia is poor service quality. The Malaysian government has invested massively in the rural tourism development as a means of restructuring the local community, but inconsistent service quality and the lack of service orientation have impeded the rural tourism trade. Researchers of past studies (Chen & Tsai, 2007; Dmitrović et al., 2009; Huang, 2011; Jamaludin et al., 2012; Kumra, 2008; Rajesh, 2013; Zhu, 2010) have often addressed the quality issues of rural tourism. In fact, maintaining the service quality of rural tourism destinations is one of the most important components to gain customer satisfaction (Allameh et al., 2015; Herstanti et al., 2014; Said et al., 2013; Shonk, 2006) and it gives the rural tour operators a long-lasting position in today’s highly competitive business environments (Tan & Omar, 2014).

In addition to that, multiple stakeholders should be aware of the intense competition coming from the urban tourism industry. It is vital for rural tour operators to understand and satisfy the needs of the tourists; it is a question of survival in a constantly changing business environment and achieving a sustainable future. Tourist satisfaction is one of the primary strategic factors in the successful marketing of a destination, which affects tourists’ destination choice and their decision to return (Yoon & Uysal, 2005). Various empirical studies of rural tourism were carried out in the past; the authors had shed some light on the importance of service quality in relation to tourists’ satisfaction (Hurst, 2009; Loureiroa & Gonzálezb, 2008; Osman & Sentosa, 2013; Said et al., 2013) and the intention of tourists to

revisit the destinations (Canny & Hidayat, 2012; Huang, 2011; Kwok, et al., 2016; Shonk & Chelladurai, 2009; Woo, 2016).

2.3 Service Quality Model

The concept of service quality has been widely outlined by researchers; it is the gap between customers' pre-purchase expectations in goods and services and the customer real perception towards the overall logistic service quality that they received (Grönroos, 1984, Brady & Cronin, 2001; Oliver, 1980; O'Neill, 2001; Rahman & Shil, 2012; Suneeta & Koranne, 2014; Ullah et l., 2016). In the current service literature, it is found that service quality is a multi-dimensional construct; there are various instruments available for measuring service quality, and the performance was discussed intensely in the literature (Pollack, 2009). Generally, among others, there are few well-known models of service quality developed by the researchers in the current service marketing literature, which has outlined below:

a. SERVQUAL Model (Parasuraman et al., 1985, 1988)

SERVQUAL model is the most general model adapted in the study in various setting, which the model is a major generic model developed by Parasuraman et al. (1985, 1988) with 22 items. SERVQUAL model suggests that service quality is measured in five main dimensions, which are tangibles, reliability, responsibility, assurance and empathy (Strawderman & Koubek, 2008). According to the research findings, customers perceive service quality as a comparison between their expectations and their perceptions towards the performance of the actual service they have received (Parasuraman et. al., 1988). The

SERVQUAL model has been theoretically and empirically studied by various researchers and scholars world-wide, across different countries and cultural backgrounds (Barroso et al., 2010; Chen, 2014; Chin & Tsai, 2013; Crick & Spencer, 2011; Ladhari, 2009; Pantouvakis, 2010; Stefano et al., 2015).

b. Technical-Functional Quality Model (Grönroos, 1984)

On top of that, Grönroos' technical-functional quality model, which was proposed by Grönroos in 1984, explains that the perceived service quality is the overall customer's perception of a bundle of service dimensions consisting of technical dimensions and functional dimensions. In other words, service quality is a kind of judgment or attitudes of tourists who compare between the service performances they have experienced with the service quality they had expected (Taner & Antony, 2006). Basically, there are three components of service quality identified in Grönroos (1984)'s study. The first component is technical quality. Technical quality can be defined as the quality a consumer receives as a result of the experience of interacting between the consumer and service provider, as it becomes the crux for the consumer to evaluate the quality of the service.

The second component is functional quality. Functional quality refers to the technical outcomes that a consumer gets from a product or service. The third component is image. This is the image of the service provider, which is built up mainly by the qualities of technical and functional services (Seth et al., 2005). In short, technical quality refers to service result or outcome, whilst functional quality refers to the process or the way the service has been delivered (Lien & Kao, 2008). In addition, past studies have used images of service providers to moderate both functional and technical qualities to evaluate perceived level of service (Abd-El-Salam et al., 2013; Pantouvakis, 2010). To date,

Grönroos (1984)'s model has been widely used in many studies (De Keyser & Larivière, 2014; Lien & Kao, 2008; Wahlberg et al., 2016).

c. Hierarchical Model (Brady & Cronin, 2001)

Brady and Cronin (2001) developed the hierarchical model, which expanded Dabholkar et al., (1996)'s model into three dimensions and proposed nine sub-dimensions. In their model, Brady and Cronin (2001) combined the three-component model by Rust and Oliver (1994) and the multilevel conceptualisation of service quality by Dabholkar et al. (1996). They view that service quality is a hierarchical factor structure. In more specific, customers evaluate quality which consisting of three main dimensions which are interaction quality, physical environment quality and outcome quality. Each of these dimensions is formed by three corresponding sub-dimensions such as attitude, behaviour and experience (interaction quality); ambient conditions, design and social factors (physical environment quality); waiting time, tangibles and valence (outcome quality). Brady and Cronin's (2001) 'interaction quality' and 'physical environment quality' are similar to Parasuraman et al.'s (1988) process dimensions and the functional dimension of Grönroos (1984, 1995).

Brady and Cronin (2001) propose that sub-dimensions influence quality dimensions, i.e., sub-dimensions directly contribute to quality dimensions' perception. However, it has contradictions that have not been addressed (such as the direction of influence between levels of quality, as criticized by few researchers (e.g., Garcia & Caro, 2010; Seth et al., 2005). Although the model by Brady and Cronin (2001) received some criticism, it is recommended as "an excellent basis for proposing the attributes of service quality that can be measured" (Garcia & Caro, 2010, p.110). Several authors replicated or modified to

different extents of Brady and Cronin's (2001) model by incorporating the hierarchical and multidimensional approaches to service quality (e.g., Gong & Yi, 2018; Jones, 2005; Kim & Jin, 2002; Ko & Pastore, 2004; Caro & Garcia, 2007, 2008).

d. Chelladurai and Chang's Service Quality Model (Chelladurai & Chang, 2000)

Another widely accepted service quality model today is the one developed by Chelladurai and Chang (2000) in sports tourism. They suggest that service quality can be evaluated based on three critical factors: (a) core service, (b) physical context and (c) interpersonal interactions. Andam et al. (2015) further explains that the core of Chelladurai and Chang (2000)'s model consists of the following items: service performance of tourism-related activities, facilities' quality such as the accessibility, facilities' performance, and interpersonal aspects defined by the tourists-employees during the delivery of service. Nietos et al. (2015) also mention that the model emphasises service quality; it has different "elements" that cause tourists to have different experiences, depending on the nature of the tourism activities and its context. The model has been extended by Shonk and Chelladurai (2008). They theoretically propose to measure service quality based on four dimensions, which are access quality, accommodation quality, venue quality and contest quality.

In understanding the elements of service quality of tourism research, the model should cover different constructs that are related and unrelated to the tourism-related activities. This will allow tourists to evaluate service quality in different abstractions and form an aggregate evaluation of the tourists' overall travel experience (Tzetzis et al., 2014). Hence, a hierarchical model of service quality is proposed, so that tourists can evaluate service quality at multiple levels of abstractions and the results of which are more useful in the rural tourism context. With that, a set of service quality dimensions specific to rural

tourism context is identified based on the literature review. The four main dimensions identified to measure service quality are as follows: 1) Accessibility Quality, 2) Accommodation Quality, 3) Destination Resources and Attractors, and 4) Outdoor Activities. The major trust of this study is that customers are able to use these four dimensions to evaluate the aggregate perceived quality of the different services provided by the local service industries.

2.3.1 Accessibility quality

Accessibility quality is defined as the ability of a destination to provide tourists with appropriate and easy access into the geographical location of the destination and dispersal throughout the destination (Aguila & Ragot, 2014; Hall, 2004). It is a known fact that there are many sub-sectors in the tourism field such as destinations, venue, accommodation, attractions, and personnel who provide services. The fact is also proven by Uchiyama and Kohsaka (2016), who explain that every resource type of tourism has its unique location and spatial scale; for example, landscapes, historical sites, recreation or social-cultural attractions. Accessibility is the crucial aspect of a site's spatial characteristics.

To maintain accessibility quality, a destination has to make sure that the physical environment, transportation, facilities and infrastructure are accessible to all types of tourists. To access these places, transportation is claimed to be one of the crucial factors that will satisfy the tourists as it provides an essential link between the destination areas and facilities. Also, a destination should display sufficient signage or maps at various tourism spots to provide directions to places of interest (Haghkhah et al., 2011; Lee & Bai, 2016).

According to Litman (2003), accessibility refers to the ability to reach desired goods, services, activities and destinations such as availability, affordability and convenience of transport facilities, information or geographic distribution of activities and destinations. Yeoman et al. (2004) proved that destinations are more accessible because they are able to provide different sorts of transport services to tourists into a regional area. The accessibility level to a destination is high when tourists can easily travel to the destination; various modes of transportation exist to service the influx of tourists- plane, car, train, bus or automobile.

2.3.2 Accommodation Quality

Accommodation broadly refers to hotels in urban area; however, it can also refer to other types of accommodation such as cabins, motels, homestay, village-stay, and resorts (Ebrahimpour & Haghkhah, 2010; Haghkhah et al., 2011; Murphy, 1997; Shonk, 2006). In this study, accommodation means homestay provided by the local communities. Judging from the tourists' perceived quality of accommodation, several aspects should be considered, including evaluation based on interaction with staff and the accommodation's environment. The fundamental way to measure tourists' satisfaction towards accommodation should be based on the interactions that take place during the stay (Bimonte & Punzo, 2016). The concept of interaction quality applied in the study is similar to the amalgam of functional quality proposed by Grönroos' (1984) and interaction quality proposed by Brady and Cronin (2001). Interactions take place in relation to the accommodation provider's personnel and/or other guests staying at the place of accommodation (Tussyadiah & Pesonen, 2015). It occurs when the service provider of the accommodation and / or other guests stay together in the same accommodation (Haghkhah

et al., 2011). Additionally, Chelladurai and Chang (2000) suggest that accommodation quality should include helping behaviours and orientation of the employees such as prompt delivery of service as well as courtesy and care towards customers.

Besides, accommodation environment also can influence the perception of tourists towards to the accommodation quality (Ali & Amin, 2014; Balmer & Baum 1993; Han & Ryu, 2009). Previous service quality literatures suggest that variation in physical elements of accommodation such as facility design, facility condition, comfort of furnishing and foods supply can affect perceptions of an individual (Bitner, 1990; Brady & Cronin, 2001). The researchers have suggested that the facilities are all in reliable condition and user friendly for clients, thus giving a good impression to customers (Seth et al., 2005). In a nutshell, accommodation quality should include a quality environment and service for activities, a good attitude from service provider and an equal value between perceived quality and perceived price fairness of the venue for the customers (Canny & Hidayat, 2012; Ismail et al., 2016; Tzetzis et al. 2014) can also increase customer travel enjoyment.

In addition, tourists may evaluate the perceived quality based on the value of the accommodation in terms of the cost paid for the food, rooms and amenities (Bojanic, 1996; Han & Ryu, 2009; Shonk, 2006); it is also on the process of the preferential judgments resulting from the trade-off of the benefits (e.g., service, technical) and sacrifices (e.g., cost, time, & effort) associated with the services or products (Al-Sabbahy et al., 2004; Holbrook, 1994; Lindgreen et al., 2012). Wong (2011) further explains that consumers always want to maximize the perceived benefits and minimize the perceived sacrifices. Hence, the perceived value mostly comes from the perceived preferences of the evaluations of goods or services' attributes, their performance, and the goods or services usage consequences (Shen et al., 2016). The perceived value for this study refers to the monetary worth of the

variety of benefits a tourist received. Tourists tend to compare the price paid with the benefits received, taking into consideration the offers from competitors.

2.3.3 Destination Resources and Attractors

In the present study, destination is defined as the location where the tourism-related activities take place (Shonk, 2006), a group of attractions are centred, and a place where tourists' facilities and services are provided (Kim & Brown, 2012). Destination resources and attractors refer to the critical destination attributes which can attract tourists, thus building the basic foundation of sustainable tourism (Crouch & Ritchie, 1999). Furthermore, researchers of the past studies have revealed that the destination resources and attractors play an important role in attracting the tourists (Tubey & Tubey, 2014). Navarro (2015) also confirms that the availability of tourism resources and attractions are the significant factors that attract tourists. On the other hand, past studies have propounded that tourism resources and attractors are one of the major components that enable a destination to achieve its competitiveness (Cracolici et al., 2006; Lee & King, 2007; Ritchie & Crouch, 2010).

There are various resources and attractors available in a tourism destination, particularly a rural tourism destination. Crouch and Ritchie (1999) highlight that the core resources and attractors are inclusive of physiography, culture and history, a mix of activities, special events, and entertainment. Destination attributes include natural environmental resources, socio cultural resources and local facilities and infrastructure (Buhalis, 2000). Past studies found that attractors such as sightseeing, entertainment, culture and recreation are equally important in attracting tourists and at the same time enhancing the competitiveness of a destination (Balkaran & Maharaj, 2013; Goeldner et al.,

2000). Moreover, Mihalič (2013) suggests that environmental attractors might potentially serve as a primary attraction that can increase tourism demand. In rural tourism destinations, there is a variety of attractions available for tourists such as landscapes with varieties of beautiful flora and fauna, favourable conditions for sports activities and recreation (mountain hiking, jungle trekking, fishing, swimming, biking and picnicking), and interesting cultures (cultural festivals, dance and activities, monuments and historic sites).

Many destinations provide the natural environment and cultural heritage of primary attractions for leisure tourists. They have a powerful attracting force for the prospective tourists (Murphy et al., 2000), thus enhancing destinations' competitiveness level (Balkaran & Maharaj, 2013). Bonn et al. (2007) point out that travel experiences of tourists in the attractions' environment and ambience can bring a positive evaluation or positive image of the destinations and in the end leads to a greater likelihood of repeat visitation and recommendation. In fact, several researchers have investigated the crucial contributions of destination resources to firming the destination image, and subsequently enhancing tourists' travel experience (Brakus et al., 2009; Reitsamer et al., 2016).

In addition, salient factors of the physical environment also include cleanliness, facility design, facility layouts, infrastructure technical functions, and other wide varieties of tangible aspects of the service provision. According to Greenwell et al. (2002a), facility or infrastructure factors such as conditions of infrastructure and adequacy of infrastructures are significantly related to future behaviours of customers. They further explain that the condition of facilities in a site where the activities take place will result in avoidance behaviours to the destination or increase willingness to revisit it. Therefore, the focus of destination resources and attractors in study is on quality evaluations of natural attractions,

cultural heritage, destination environment and atmosphere, and facilities or equipment in a destination (Oriade, 2013).

2.3.4 Outdoor Activities

Outdoor activities are adopted as another construct in this study. Actual tourism-related activities are the core service provided in a destination utilised by tourists and thus offer them a more integrated experience (Buhalis, 2000; Dmitrovic' et al., 2009; Leiper, 1995). In this study, the outdoor activities can be defined as a set of activities (Ban & Ramsara, 2016) or structures for actions (Nilsson et al., 2001) that is taken together to produce value for a destination's customers (Ittner & Larcker, 1997). Generally, outdoor activities are conducted for gathering tourists; alternatively, tourists and the local communities are grouped together to do similar activities, which is part of social interactions in a society. Some of the activities and events are basically created to meet the demands of tourists who seek adventures and the beautiful scenery.

To evaluate outdoor activities, two components are highlighted in this study, which are varieties of activities (Dwyer & Kim, 2003) offered in a destination, and the process of activities provided (Shonk, 2006). Range of activities play an integral part in the rural destination. A wide range of recreational, educational, cultural activities and experiences in a rural tourism destination can be accessed by tourists. These activities are a type of internal attraction of a destination that is linked to tourist behaviours (Leiper, 1995; Wu & Zheng, 2014). Stokes (2008) suggests that a mix of activities include activities based on competitive bids and various grassroots community events. It is a unique experience and journey tourists can displace themselves from the familiar environment (Laws, 1995). Rithcie and Crouch (2010) highlight the importance of range of activities within a

destination produces some specific outcomes (Parahiyanti & Hussein, 2015). According to Kahn et al. (2002), when a variety of activities serves the purpose of tourists and fulfil their expectations, they will consider the service quality of a destination is within the acceptable range or even exceeds it.

Apart from that, the process quality of activities plays an important role as well. Process quality is one of the main constructs used to evaluate outdoor activities; it can be defined as the way of organising, monitoring, and controlling the activities (Shonk, 2006). A quality activities organiser recognises the importance of a systematic and safe process of the activities which is needed in order to maintain the competitive position (Eraqi, 2006). A time frame is required to plan and organise tourism activities and the related arrangements, including safety issues (Brillo, 2016). A planning process takes longer than the tourists' vacation duration and in the end it influences the overall tourism experience (Meng, 2006). In order to deliver a quality tourism experience, a systematic process of special events is required; the process can provide tourists with different experiences in different dimensions of leisure, social and cultural enjoyment if compared with the normal range of choices (Getz, 1991; Langgat et al., 2012).

2.3.5 Local Communities' Attitude

Generally, the term 'community' stands for spatial boundaries or an area; it also refers to a group of people who have a common interest (Godfrey, 1996). Researchers of past studies defined the term 'community' in tourism context inconsistently and in a varied manner; at the same time they reflected their common interest in their studies (Dangi & Jamal, 2016). As stated by Brehm et al. (2004), community can be explained as a group of individuals staying within the same geographic location and conducting the same working

life. Basically in this study, local communities are a group of people sharing the boundaries in an area (Abas & Hanafiah, 2014). In rural tourism context, local communities play a vital role in tourism development as sometimes they are also known as “service supplier” which helps to increase the total number of tourists’ arrivals. Furthermore, local communities also act as a focal point providing transportation, information, accommodation, facilities and services for visitors (Andereck & Nyaupane, 2011). Since the roles of local communities are effective in influencing tourist future behaviours, it is crucial to understand how the attitudes of local communities are linked with the tourists’ perspectives towards a destination.

In this study, attitude is a “psychological tendency that is expressed by evaluating a particular entity with some degrees of favour or disfavour” (Eagly & Chaiken, 1993, p.1). Brunt and Courtney (1999) indicate that congestion or any negative impacts brought by tourism tend to cause inconvenience to communities’ destination. The inconvenience caused may lead to annoyance or anger in the host community; and in turn it becomes a pivotal threat to the sustainable development of the industry in the long term. Sometimes, the local communities view that the visitation of their place by foreign outsiders may bring negative impacts to their social life and culture. If they hold the belief that arrivals of tourists would create harmful impacts for the community, they would not be happy to extend services to the tourists (Sinclair-Maragh et al., 2015).

In most of the tourism literature, researchers focus on tourists’ perspective, their motivation, needs and behaviour (Josiam et al., 2015; Palau-Saumell et al., 2013; Velázquez et al., 2011). Most researches focus on factors related to the industry players that influence tourism; and not much attention is given to how the local communities’ perceptions and attitudes can affect the image of a destination (Murphy, 1985; Zhang et al.,

2006). Host community attitudes pertaining to rural tourism deserve some studies, especially when this segment is still at the inception stages. The support and involvement of the local communities are critical, since normally tourism involves some degree of interaction between the host communities and tourists visiting the destination (Bimonte & Punzo, 2016).

Ap (1992) also pointed out that host-guest interaction can be a decisive element in successful development of tourism and it plays an important role as a planning considerations tool for operation of existing and future tourism projects and programs. The affiliation between local residents' attitudes and tourism is researched thoroughly by numerous researchers (Allen et al., 1993; Andereck & Nyaupane, 2011; Dyer et al., 2007; Hanafiah et al., 2013). However, limited researches had been undertaken on the roles of host-guest interaction when investigating elements that influence tourists' intention to revisit a destination in the future. Hence, this study attempts to understand the local communities' attitudes because these are a vital component in achieving the success of a tourism venture (Sharma & Dyer, 2009).

2.3.6 Tourists' Satisfaction

As a whole, satisfaction has been regarded as the primary goal for every industry in any sectors as satisfied customers tend to purchase more. Including the tourism sector, satisfaction has been a central subject of tourists' future behaviour (Adetola et al., 2016; Som & Badarneh, 2011). It is significant to retain customer loyalty (Ohn & Supinit, 2016), not only in the purchase of physical products (Andreassen & Lindestad, 1998); this factor is also important in the tourism context as normally tourists show their loyalty by repeating visits to the destinations or other places within the country (Kozak, 2002; Hussein, 2016).

In view of the findings of Carù and Cova (2003), tourists' satisfaction is a sensation of pleasure which is originally generated from tourism experiences when they actively take part in an activity. It creates meanings during the process of consumption of experiences. Furthermore, tourism industries focus only on creating functional level of products and services, and that is not sufficient. Their offerings have to be accompanied by "experiences" to differentiate them from those of their competitors (Pine & Gilmore, 1999; Walls et al., 2011).

In the hospitality and tourism industries, practically everything that tourists go through at a destination is considered an experience, be it "behavioral or perceptual, cognitive or emotional, expressed or implied" (Oh et al., 2007, p. 120). Satisfying the tourists' needs is crucial because the impact on their expectations will affect the intention or decision to select the next destination (Fuchs & Weiermair, 2004). Tourism satisfaction can be explained as the result of the comparison between a tourist's expectations of a destination with one's real travel experience to the area (Bigne & Andreu, 2004; Castañeda et al., 2007; Oliver, 1980; Rajesh, 2013; Ramseook-Munhurrin et al., 2016; Viassone, 2012; Yoon & Uysal, 2005). The extent of the satisfaction level of a tourist will be based on host-guest connection quality and the willingness of the tourist to engage in the multidimensional encounter (Walls et al., 2011). The multidimensional encounter includes products, services, and businesses (Lewis & Chambers, 2000). In addition, different types of tourists may desire different kinds of tourism experiences. Therefore, tourists' recall of the experiences is very subjective and does not exist as a type which forces managers to be alert all the time, even though they may deliver similar services (Tung & Ritchie, 2011).

Researchers of past studies indicate that service quality is linked to satisfaction (Bruwer & Kelley, 2015; Dires & Anteneh, 2016; Esu & Arrey, 2009; Huh, 2002; Lee et

al., 2004; Nuviala et al., 2012); some of the researchers go to the extent of claiming that service quality is an antecedent of consumer satisfaction (Almsalam, 2014; Bansal & Taylor, 2015; Cronin & Taylor, 1992; Han & Baek, 2004; Koufteros et al., 2014; Shing et al., 2012). In spite of some well-written documentation which states the relevance of satisfaction and service quality analysis, the issue has been posed: which service attributes should be used to evaluate satisfaction and which attributes used to assess quality (Bodet, 2006). Satisfaction is in turn believed to have an impact on a consumer's post purchase intention and future behavioural patterns (Getz et al., 2001). In tourism context, tourists' satisfaction is a fundamental prerequisite in the formation of the tourist's desires of future purchase and future revisit intention (Ali, 2015; Choo et al., 2016; Mittal & Kamakura, 2001). On the other hand, dissatisfaction of tourists may lead to unfavourable future behavioural intentions (Zeithaml & Bitner, 2000).

2.3.7 Revisit Intention

Despite little attention given to repeat visitation of destinations, it was not long before studies had begun to explore the important role of revisit destination in creating more dynamic and more distinguished trip experiences (Choo & Petrick, 2014; Hui et al., 2007; McKercher & Tony, 2012; Ranjbarian & Pool, 2015; Som & Badarneh, 2011). Generally, repeat visiting is one of the key factors in getting many beneficial rewards such as achieving positive word-of mouth, creating a better cost effective by repeated tourists and maximising economic profit (Som & Badarneh, 2011). Undoubtedly, the intention to revisit is a positive phenomenon which not only benefits an individual attraction but also the country's economy as a whole.

Future behavioural intention has been defined and measured in many different ways. According to Oliver (1999), future behavioural intention is one part of the loyalty model. Basically, loyalty can be conceptualised from three points of view, which are behavioural, attitudinal and compound (Luarn & Lim, 2003; Tran, 2011; Zins, 2001). Behavioural loyalty refers to post-purchase intention; attitudinal loyalty is consumers' willingness to recommend the services to others and repurchase intention and compound loyalty combines both of behavioral and attitudinal (Baumann et al., 2005; Rebekah & Bove, 2002; Russell-Bennett et al., 2007). The definition of behavioural intention in this study focuses on the behavioural points as it refers to the commitment of tourists repeatedly visiting the destination in spite of marketing efforts and situational influences that might cause changes directly in behaviour (Oliver, 1997; Tran, 2011).

Tourists' intention of revisiting a destination is becoming a topic of growing interest among scholars (Choo et al., 2016; Mechinda et al., 2006; Tubey & Tubey, 2014). It is one of the most crucial issues in the tourism industry, not least in the rural tourism sector, as increasingly domestic competition has added more pressure to rural tourism. Revisiting intention is crucial for the survival of rural tourism, especially in increasingly saturated marketplace. A review of the literature on intention of revisits or repurchases reveals that satisfaction of consumers has often been regarded as a desirable factor for repeat purchases and/or visits (Chi & Qu, 2008; Fornell et al., 1996; Hutchinson et al., 2009; Orel & Kara; 2014; Petrick, 2004; Yoon & Uysal, 2005). They agree that there is a strong association between satisfaction and intention to revisit.

2.4 Underlying Theories

Previous studies utilised several different theories to explain the relationship between service quality and satisfaction, and the relationship between satisfaction and repeat visiting intention; they include, but are not limited to the social exchange theory (Deery et al., 2012; Gursoy et al., 2002; Long & Kayat, 2011), expectation disconfirmation theory (Esu & Arrey, 2009; Haghkhah et al., 2011; Liu et al., 2005), attribution theory (Ng et al., 2011; Yüksel & Yüksel, 2008), equity theory (Armario, 2008; Oliver & Swam, 1989), value-percept theory (Chong et al., 2015; Su et al., 2008) identity theory (Trail et al., 2005; van Dick et al., 2008), and stakeholder theory (Bornhorst et al., 2010; Byrd et al., 2009). This study highlights three theories which are expectation disconfirmation theory, social exchange theory, and equity theory as skeletons for the proposed theoretical framework. These three theories receive the most attention from tourism scholars (Choo & Petrick, 2014; Pearce & Packer, 2013). Therefore, these approaches are used in this study to provide a better understanding about the relationship between service quality, satisfaction and intention behavioural patterns to tourism scholars and practitioners worldwide.

2.4.1 Expectation Disconfirmation Theory

Expectation disconfirmation theory is proposed by researchers of past studies (, 1980) stated that positive disconfirmation (satisfaction) occurs only when the performance exceeds expectations and vice versa. Oliver (1997) drew on the shortcomings of the adaptation level theory proposed by Helson (1964); he then developed the expectation disconfirmation theory which received the most acceptances among scholars to study

satisfaction. This approach is widely adapted to describe satisfaction by many researchers in different products and services (Chang & Wang, 2008; Esu & Arrey, 2009; Haghkhah et al., 2011; Huang, 2011; Huh, 2002; Kim & Damhorst, 2010; Lankton et al., 2016; Som & Badarneh, 2011; Zhu, 2010).

Expectation disconfirmation theory argues that the utilitarian functional theory is to explain the role of satisfaction construct which is one of the most notable determinants of repeat purchase behaviour and purchase intentions (Jiang & Rosenbloom, 2005; Williams & Soutar, 2009). The origin of the expectation disconfirmation approach dates back to the Oliver's study (1997); he suggested that this theory formed based on cognitive process of customer satisfaction. The author further asserted that before consumers are involved in a purchase transaction, normally they expect a certain level of service will be there. The reason for expectancy disconfirmation theory being linked to satisfaction is that, customer satisfaction and dissatisfaction are under cognitive and emotional processes, which developed naturally in response to expectancy confirmation or disconfirmation (Yüksel & Yüksel, 2008)

Apart from this, O'Neill (2001) also describes satisfaction as a term of disconfirmation approach, which is the evaluation between the expected performance and perceived performance. The theory implies that consumers will have pre-purchase expectations with regard to the service or product performance that is involved when consumers purchase goods and services (Yüksel & Yüksel, 2008). Their expectation level then becomes a standard in judging the products or services; this means the results coming from the product or service are always compared against the expectations once they have used the product or service. If the performance meets their expectation, confirmation occurs; otherwise negatively disconfirmation develops if the performance fails to meet

prior expectations. Therefore, to decide whether a consumer is satisfied or dissatisfied with particular products or services depends on the result (Shukla & Gekara, 2011).

In this study, the expectation-disconfirmation theory is applied in the research framework by relating service quality to the development of tourists' revisit intention; this is considering the fact that tourists' satisfaction will lead to visit and revisit intention. Hence, it is believe that tourists who are satisfied with the services and service quality provided by the rural tourism destinations will tend to have a more favourable revisit intention in the future. Therefore, in order to ensure the tourists' revisit in the future to the tourism destination, tourists' satisfaction is essential, and factors contributing to tourists' satisfaction should be identified.

2.4.2 Social Exchange Theory

As applied to local communities' attitude, social exchange theory is the most influential conceptual theory for understanding local communities' attitude since this theory is based on a series of interactions (Cropanzano & Mitchell, 2005; Zhang et al., 2006). As Ap (1992, p. 688) points out in his study, social exchange theory is a general "sociological theory concerned with understanding the exchange of resources between individuals and groups in an interaction situation". Social exchange theory states that people tend to evaluate an exchange by using the costs and benefits trade-off incurred from a transaction (Zhang et al., 2006). Therefore, if local communities believe that they are likely to gain benefits or the outcomes are more rewarding and valuable than the incurred cost or negative outcomes do not overweight the benefits, they are likely to participate in an exchange with tourists (Abas & Hanafiah, 2014). The theory has been applied widely in

many tourism researches (e.g., Deery et al., 2012; Gursoy et al., 2002; Látková & Vogt, 2012; Nunkoo & Gursoy, 2012; Trauer & Ryan, 2005; Ward & Berno; 2011).

Local communities seek benefits that are returned from exchange as equal or exceed the benefits they have offered such as the resources they provided to tour operators, tourism developers, and tourists (Teye et al., 2002). Wang and Pfister (2008) discovered that the residents have more positive attitudes towards tourists if they perceive that the benefits are more than the cost. But the converse is local residents tend to act in unfavourable attitude towards tourists when cost exceeds the benefit. Furthermore, the study findings from Okulicz-et al. (2016) revealed that local communities did not only enjoy direct economic benefits from tourists but they were looking forward in emotional values from tourists such as positive attitudes from tourists in return. Normally, what residents can offer when exchanging with tourists includes their hospitable and polite attitudes, tolerating inconveniences and their supportive manners with local service providers (Teye et al., 2002).

Social exchange theory is used to underpin this study by explaining the rationale that local communities tend to provide positive attitudes towards tourists and tourism development, based on the exchange of benefits and costs incurred. Local communities tend to be more supportive towards tourism activities and have positive attitudes towards tourists when they are aware that tourism activities generate income for them. Thus, the benefits of tourism development should outweigh the costs incurred to ensure a more favourable communities' attitude towards tourists and rural tourism development.

2.4.3 Equity Theory

Another theory, equity theory is applied in this study, which reveals that tourists' satisfaction can be deemed as a form of outcome from the trade-off of sacrifices and rewards in term of cost or value, effort and time received (Oliver & Swam, 1989). There is another explanation of equity theory by Adams (1963), tourists tend to measure their perceived input (time, money and efforts) for the trip in relation to the output (service quality), and compare the results with those of other individuals. The comparison between input and output determines whether tourists are satisfied with the trip. Equity theory has been applied by some scholars to explain tourists' satisfaction in the tourism context (Agyeiwaah et al., 2016; Correia et al., 2013; Hofmans et al., 2013; Hutchinson et al., 2009; Tang, 2014; Yoon & Uysal, 2005) to explain tourists' satisfaction in the tourism context.

Generally, equity theory is a form of justice theory; it describes satisfaction as a psychological tendency of an individual based on the perceptions of resources distribution (i.e. fair or unfair input) (Grissmann & Stokburger-Sauer, 2012). As quoted in Akhoondnejad's (2016) study, "a customer evaluates what is fair, right, or deserved for the perceived cost of the offering, including monetary payments and nonmonetary sacrifices such as time consumption, energy consumption, and stress experienced by customers" (Yang et al., 2011, p. 30). Therefore, satisfaction is formed when tourists receive more value than what they have spent in terms of money, times and effort (Jang & Feng, 2007) if compared with other tourists. If tourists perceive that input to outcome ratio is unfavourable in relation to the other tourists of the exchange, a feeling of dissatisfaction (inequity) will be perceived (Spell & Bezrukova, 2012). The theory suggests that the input to output ratio should be consistent across different tourists in an exchange between value and services to increase pleasure feelings of tourists (Allameh et al, 2015).

This is a fact, the equity theory drives the development of tourists' satisfaction from the service quality based on destinations' attributes provided. As such, in this study, the constructs such as accessibility quality, accommodation quality, destination resources and attractors, and outdoor activities are proposed to be the significant measures of service quality at a rural tourism destination. Tourists are deemed to be satisfied and have increased pleasure from the exchange of value and service quality experienced during their visit to the destinations. Hence, equity theory provides theoretical and practical basis to the reciprocal relationship between the tourists' exchange of value and services based on the four destinations' attributes of service quality to increase their pleasure and satisfaction level.

2.5 Theoretical Framework

This study proposes a multi-dimensional model of service quality applicable to tourists (See Figure 1: Service Quality Dimensions in Rural Tourism). The multi-dimensional nature of rural tourism has already been advanced in the extant literature (Shonk & Chelladurai, 2009). The research framework as shown in Figure 1 consists of three main constructs-the independent variables, moderators and the dependent variables. The independent variables consist of accessibility quality, accommodation quality, destination resources and attractors and outdoor activities, whereas the moderator is local communities' attitudes. Lastly, the dependent variables are tourists' satisfaction and revisit behavioural intention on rural tourist destinations. Hence, the following conceptual model is constructed:

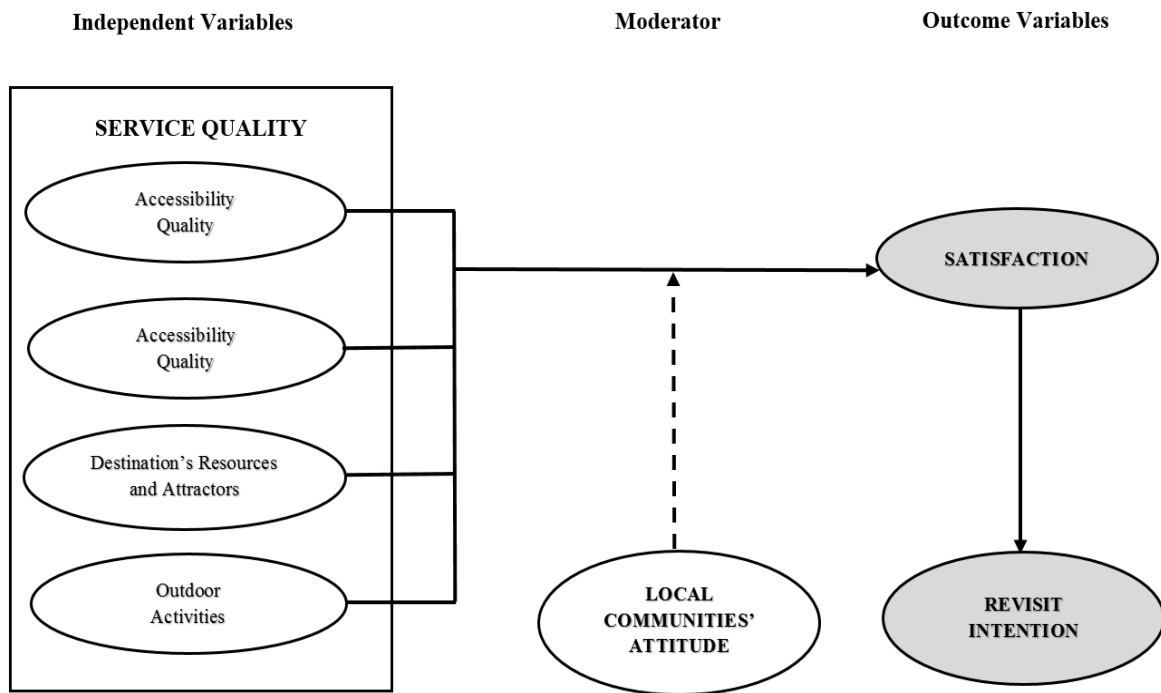


Figure 2.1: Research Framework

2.6 Gaps in the Literature

In a recent debate on the literature of tourism setting, one of the main concerns brought up by researchers was this: which service quality attributes or constructs of the services and products delivering process are tourists satisfied or dissatisfied? However, studies show no agreement on this matter. As highlighted earlier, researchers in the past have noted that tourism sites are most concerned about the declining number of tourists' arrival (e.g., Alegre & Garau, 2010; Arabatzis & Grigoroudis, 2010; Chui, et al., 2010; Stickdorn & Zehrer, 2009; Yusof & Rahman, 2011). Researchers reveal that the lack of tourists is due to many tourists becoming dissatisfied with the delivery of product and service quality from the industries in the tourism sector.

Results shown vary from the studies conducted when conducting empirical study on different tourism sites. Akama and Keiti (2003) found that tourists are most satisfied with the environment quality, whereas bad transportation and political issue caused dissatisfied feeling of tourists. Arabatzis and Grigoroudis (2009) found that infrastructure and recreation facilities are the most important criteria for quality destination. Besides, tourists also feel more satisfied with personnel and natural characteristics. Chui et al. (2010) in their study indicated that the cleanliness and hygiene of the destination, transportation, and interaction had been the main concerns of tourists. Liu (2006) conducted a study in lake-based tourism in Lake Pedu in Malaysia and found that tourist refused to visit Lake Pedu, due to the lack of local participation and in-house training of staff. Another two researchers, Alegra and Garau (2010) found that tourists emphasised the natural environment more than other elements. However some researchers (e.g., Cracolici & Nijkamp, 2009; Meng et al., 2008) found that tourists placed great weight on value, services and products, safety issues, accommodation quality, staff interaction, if compared with the natural environment and cultural elements of the destination.

In current service literatures, there are a number of key instruments that have been widely utilised to measure service or product quality performance. Among the popular models, SERVQUAL model introduced by Parasuraman et al. (1985, 1988) is the major generic model used to measure service quality. However, regardless of its extensive use, a myriad of conceptual, theoretical, empirical, and operational criticisms of SERVQUAL model have been identified and mentioned (van Dyke et al., 1997, 1999). Many researchers have suggested that SEVQUAL is unsuitable to measure service quality because the industry characteristics are varied. Al Bassam and Al Shawi (2011) noted that SERVQUAL model used to measure service quality is still considered as a debatable topic

among researchers due to the simple revision of the SERVQUAL scale items; it is not enough when measuring the service quality covered across different industry settings. The simple revision of SERVQUAL items is designed for a basic skeleton that can be adapted to fit the specific attributes of a particular organisation (Parasuraman et al., 1991). However, when it comes to evaluate a variety of services in different service industries in tourism sector, such as accommodation, tour, event or outdoor activities organised, retail shops, and others, the model apparently has some significant shortcomings.

Other researchers (Al Bassam, 2010; Ladhari, 2009) have also highlighted that there is a question on the validity of using SERVQUAL model as a generic instrument when measuring service quality across a variety of service settings, there is an increasing number of researchers (Al-Ababneh, 2013) who oppose to use SERVQUAL to measure service quality because of the differences between the industry characteristics. Dabholkar et al. (1995) indicate that “It appears that a measure of service quality across industries is not feasible; therefore, future research on service quality should involve the development of industry-specific measures of service quality”. This is further supported by the argument of Ladhari (2009) that industry-specific measurement might be much more suitable than single-generic measurement.

Indeed, past related literature reveals a great number of conflicting results; there is no consensus among researches with regard to which of the important constructs of service quality fulfil customer’s satisfaction. The conflicting results raise a question regarding tourists’ perception of delivery of services by the service provider or operator in tourism sector. The possible explanation is that most researchers do not simultaneously include all relative important constructs when studying customer satisfaction. This gap in the literature has generated a new call for research. Due to the literature gap, this study applies a multi-

dimensional service quality model based on the works of past researchers (Chelladurai & Chang, 2008; Chi & Qu, 2008; Parasuraman et al., 1985) which include all the service quality constructs such as value, interaction, product, accommodation, environment, outdoor activities, safety issues and accessibility. It is believed that this model can evaluate the aggregate service quality of rural tourism in a more comprehensive perspective.

Besides, this study has adopted local communities' attitudes as a moderator variable to testify the moderating relationship between tourist's satisfaction and their revisit intentions. Most of the scholars in the field of satisfaction agree that there is a strong association between satisfaction and intention to revisit (Baker & Crompton, 2000; Murray & Howat, 2002; Som & Badarneh, 2011; Tzetzis et al., 2014). However, in rural tourism, local communities play a vital role in tourism development as sometimes they are also known as "service supplier" which can influence tourists' intention to revisit even though they are satisfied with the service quality provided by local industries. Pizam et al. (2000) proved by this fact through a study of 388 working tourists in Israel; they found that the social relationship between local communities and tourists could affect their feelings and their intention to revisit the destination as well.

Researchers of past studies also indicate that service quality should be mainly determined by not only the tangible elements of facilities (Kim & Trail, 2010; Nuviala et al., 2012; Rasila & Gersberg, 2007) but also the attitudes and skills of the staff and local communities (Cheng et al., 2003; Ryu & Han, 2010; Urban, 2010). Even though local communities' attitudes play a decisive role in tourist's revisit intention, most researches do not pay much attention to how local communities' perceptions and attitudes can affect the image of a destination, until recently (Murphy, 1985; Zhang & Inbakaran, 2006). Since the roles of local communities are effective in influencing tourists' future behavioural patterns,

it is crucial to understand how the attitudes of local communities are linked with the visitors' perspectives towards the destination.

2.7 Justification of the Theoretical Framework

The framework proposes a model comprising four primary dimensions, which are accessibility quality, accommodation quality, destination resources and attractors and outdoor activities. The model suggests that tourists are best satisfied when they perceive there are good qualities in terms of the following destination services: a) accessibility to the destination; b) the accommodation during their stay; c) the resources and attractors offered in the destination; and d) the quality of outdoor activities. The overall quality of rural tourism is represented by these four dimensions and are said to lead to satisfaction. In turn, the tourists' satisfaction influences their intention to return to the destination. However, the local communities' attitudes can be a moderating variable to influence the relationships between service quality and satisfaction. Local communities' attitudes are a decisive factor which influences tourists to be either satisfied or dissatisfied with the destination; and this will affect their decision whether to return to the destination. The details of variables included in the model are explicated below.

2.8 Description of Variables

The study illustrates how the service quality influences tourists' satisfaction, and how the tourists' satisfaction influences their repeat visitation intention. Tourists evaluate the service quality of a destination based on accessibility quality of destination,

accommodation quality, destination resources and attractors and outdoor activities. Besides, local communities' attitudes are adapted as a moderator to monitor the relationships between service quality, local communities' attitudes and tourists' satisfaction.

2.9 Development of Hypotheses

Service quality has two significant roles in influencing tourists' behaviours. First, it affect tourists' decision-making process while choosing a destination; and second, it condition tourists' behaviours such as participation in activities of a destination (on-site experience) (Hsieh, 2012; Saxena & Ilbery 2010; Seth et al., 2005; Wang et al, 2007; Wattanakamolchai; 2008), evaluation (satisfaction) (Dmitrović et al., 2009; Hsieh, 2012; Huang, 2011; Salleh et al., 2013) and their behavioural intentions (revisit intention and positive word-of-mouth recommendation) (Ai Cam, 2011; Lee, 2009; Maroofi & Dehghan; 2012; Mat Som et al., 2011; Som et al., 2012). Tourists form perceptions based on the services they receive and their encounter with the service provider as well. Researchers of the past studies have also emphasised that a more sophisticated and understanding method is needed by tourism operators to satisfy customer needs (Darcy et al., 2010). Therefore, it is believed that customers' satisfaction is directly linked to service quality, since customer satisfaction begins to form based on the result of service transactions perceived by the tourists.

2.9.1 Accessibility Quality and Tourists' Satisfaction

Weed and Bull (2004) highlight that accessibility is a very crucial element within the context of tourism. Mill and Morrison (1992) also indicate that destination accessibility

can be one of determinants affecting tourists' satisfaction. This statement is in line with Edwards' (1993) study which reveals that tourists examine a long-haul tourist destination on the basis of how accessible the destination is. Good accessibility to a destination or within a destination area has the potential to raise the volume of tourists to the destination, attract new markets, enhance the tourists' experience of the destination; it may even encourage a more sustainable travel between the tourist's home and the destination. Huh (2002) and Woo (2016) have indicated that tourists rate expectation of accessibility very highly. A market survey conducted by the Commonwealth Department of Industry Tourism and Resources (2003) identified accessible tourism destinations as a part of niche experiences for tourists. Rivers, et al. (1991) argue that there is a positive relationship between convenience of location and a tourist's satisfaction; it can be one of the main factors when the tourists select a destination for the first time or for repeat patronage. Darcy (2010) also affirms that tourists are best satisfied when the information of destination is easily available and the accommodation location is highly accessible.

It is also supported by Turco et al. (2002) and Haghkhah et al. (2011), who mention that tourists can have more quality travel experiences when they can use all forms of transportations to easily reach the places they want to visit; they are highly concerned with accessibility to destination, activities and accommodation. A foundation of satisfied experiences for tourists is having an accessible destination that also includes appropriate accommodation, of which they can base themselves while travelling. Darcy (2007) indicates that a research was conducted in Australia (Australian Quadriplegic Association, 2002) to find the prerequisites that contribute to tourists' satisfaction; the finding surprisingly reveals that only one in three tourists was satisfied with the travel experience. Moreover, over 52 percent of tourists admitted the lack of suitable accommodation as the

main reason that deters them from travelling as frequently as they like; and 46 percent of tourists found that the information about accommodation location provided was not accurate.

Another market research shows what tourists really want most when they choose a destination to enhance their satisfaction level is this: they can easily access detailed and accurate information of their desired accommodation (Market and Communication Research, 2002). The same conclusion was reached by Ruys and Wei (1998); they offer direction for a quantitative analysis of accommodation accessibility quality in tourism market. The study concluded with two factors that can enhance the peace of mind and tourists' satisfaction: recognising the changing nature of the needs of tourists in accommodation sector, and providing accessible accommodation. It can be affirmed that tourists are best satisfied when the information of accommodation is accessible; they are able to negotiate directly with accommodation providers; and the accommodation location is highly accessible (McKercher, et al., 2003).

Apart from accessible destination and accommodation, the availability of accessible outdoor activities cannot be neglected too in evaluating accessibility quality of a destination. In the Jordanian tourism industry, Ali and Howaidee (2012) conducted a study to investigate the causal relationships between the components of tourism products and overall tourist satisfaction in Jerash, Jordan. The study supports the idea that destination facilities and accessibility of attraction directly influence tourist satisfaction. The study also confirms that service quality has a significant impact on tourist's satisfaction. Al-Ababneh (2013) measured the quality of tourism services and its impact on tourist satisfaction in Petra; the author points out that outdoor activities or events accessibility is a positive significant predictor of tourists' satisfaction. It shows the significant positive

relationship between outdoor activities or events accessibility and tourists' satisfaction. Therefore, based on the discussions highlighted above, the accessibility quality to destination, accommodation and outdoor activities can affect the perception of tourists toward service quality and satisfaction. Based on the aforementioned research findings, the research hypotheses developed are listed as follows:

H1: Accessibility quality has positive and significant impact to tourists' satisfaction

2.9.2 Accommodation Quality and Tourists' Satisfaction

Dubé and Renaghan (2000) emphasise that the ability of functional and interpersonal aspect of services provided by accommodation can be the top attributes to make the greatest contribution to customer satisfaction at the point of purchase and during the stay (e.g., Cooper, et al., 1993; Leblanc & Nguyen, 1996; Nam et al., 2011). Researchers of past studies emphasise that in order to sustain regular customers and attract new customers, the marketing efforts should directly highlight the environmental cues. This is supported by Leblanc and Nguyen's (1996) study, which shows that physical environment of accommodation is likely to influence tourists' perception towards the accommodation image, and thus it heavily influences customers' satisfaction and brand loyalty. Cooper et al. (1993) also claim that the accommodation market competes for tourists based on physical facilities of accommodation.

However, in a study conducted by Meng et al. (2008) in a nature-based resort in Southeast Virginia, the United States, they found that service delivery elements such as friendliness of the staff in accommodation are rated as the most important attributes in tourists' satisfaction compared to the unique environment of accommodation. Interaction quality in accommodation has an impact on tourists' overall perceived service quality,

especially host-guest interaction which can form tourists' favourable or unfavourable experience and both positive and negative emotions (Edvardsson, 2005). Marković and Raspor (2010) examined tourists' perceptions of service quality in the hotel industry in Croatia by using SERVQUAL scale; the study found that the hotel guests have high expectations of staff's problem-solving skill, promptly service, error-free service and friendly attitude. This finding is in line with the study of Nam et al. (2011); the findings show that staff behaviours have a strong impact on tourists' satisfaction. Besides that, the research of Choi and Chu (2001) clearly demonstrates that the service encounter or host-guest interaction is one of the major determinants influencing tourists' perceptions in relation to service quality, resulting in their overall satisfaction or dissatisfaction with the accommodation. Each interaction with tourists can be a main factor either to build or devastate tourist-accommodation relationship, and thus influence future behaviour such as revisit intention (Minghetti, 2003).

Furthermore, many studies have indicated that perceived value is a key determinant of satisfaction (Frías-Jamilena et al., 2013; Sanchez-Fernandez & Iniesta-Bonillo, 2007; Setijono & Dahlgaard, 2007). This relationship is particularly prominent in tourism context, given that perceived value in accommodation constitutes a major variable of tourists' satisfaction as demonstrated in the study of Ryu et al. (2012). It was highlighted by Malik (2012) that perceived value should be considered when measuring satisfaction, management strategies in products or services; failure to do this would cause a drop in tourists' satisfaction. Ryu et al. (2012) examined the relationship between perceived value and customer satisfaction by using self-administered questionnaire. The results reinforce the fact that customers' perceived value indeed significantly influences customers' satisfaction. The results are supported by the study of Milfelner et al. (2011), which shows

that customers' perceived value of a hotel strongly impacts their satisfaction. The findings also indicate that perceived value is an important element to gain a competitive edge, and satisfaction is a behavioural consequence of perceived value. Athanassopoulos (2000) points out that customer satisfaction is associated with 'value'. Therefore, the following hypothesis is proposed:

H2: Accommodation Quality has positive and significant impact to Tourists' Satisfaction.

2.9.3 Destination Resources and Attractors and Tourists' Satisfaction

There is increasing recognition of the significant roles of natural environment and cultural attractions in determining how an experience is perceived and explained, and thus how tourists' satisfaction is enhanced with an experience (Reisinger & Turner, 1998). Dwyer and Kim (2003) indicate that natural attractions of a destination together with the environmental framework can be used to reflect whether tourists enjoy the destination or otherwise. Dupeyras and MacCallum (2013) indicate that a successful tourism destination has the ability to provide unique experiences to tourists, which includes natural resources that can increase their satisfaction level. Moreover, destinations with recognised world heritage status have the competitive advantage over other destinations to attract tourists.

Many researchers have identified that tourists are best satisfied when they are motivated to explore local cultures or new cultures in tourism destinations (Huh, 2002; Lee, 2000; Thompson & Schofield, 2007). Hartman et al (2009) also indicate that local culture can be a determinant of tourists' satisfaction as it affects an aspect of experience on the overall perceptions and evaluation in the experiences of a destination. Accordingly, maintaining a highly attractive natural and cultural environment has to be a primary concern for maintaining tourists' satisfaction (Inskeep, 1991). The quality of natural and

cultural attractions in a destination is believed to be a part of quality destination and it can be a determinant of tourists' satisfaction (Prayang, 2008). In view of these findings, the following hypothesis is formulated:

H3: Destination Resources and Attractors have positive and significant impact to Tourists' Satisfaction.

2.9.4 Outdoor Activities and Tourists' Satisfaction

Due to the stiff competition among tour operators, the tourism industries have gained a competitive edge by catering to the customers' individual needs or demand when organising activities. In the study of Dmitrović et al. (2009), it was stressed that a strong competitive advantage for gaining customer satisfaction can be obtained depending on how well an event provider understands, recognises and responds to tourists' needs - not to mention which elements of the activities require improvement. Kotler and Armstrong (1999) point out that the quality of programme services and products can be a determining factor to attract and retain tourists. Furthermore, in a study conducted by Makeeva (2010), the author confirms that in order to maintain a long-lasting relationship with tourists, the products and services must be trustworthy enough to meet their expectations. The evidence shows the most effective ways to generate tourists' satisfaction, delivering superior value derived from unique experiences through activities (Parasuraman & Grewal, 2000). Hallmann et al. (2014) confirm that the range of activities significantly influence tourists' satisfaction and revisit intention. Another study conducted by Maroofi and Dehghan (2012), found that a mix of activities in a destination positively affect tourists' satisfaction.

Apart from that, the process quality of activities can be considered as the foremost factor in affecting customer satisfaction because tourists' involvement in coproduction of

the activities has effects on what has been delivered to them (Suneeta & Koranne, 2014). Researchers of past studies (Ayob et al., 2013; Baker & Compton; 2000; Suneeta & Koranne, 2014) have reported that from psychological perspective, satisfaction is considered a kind of experience which can only be derived from interaction with the destination. More specifically, tourists can be satisfied when they get involved with various natural practicing activities that are timely, efficient, systematic and well-planned. Furthermore, the activities process is visible to tourists; indeed, it is claimed that the process quality has a significant influence on tourists' satisfaction (Collins, 2005; Nilsson et al., 2001; Shonk, 2006). As a result, the following hypothesis is proposed:

H4: Outdoor Activities have positive and significant impact to Tourists' Satisfaction.

2.9.5 Local Communities' Attitudes Moderate the Relationship between Service Quality and Tourists' Satisfaction

Until recently, most researches focused on industries-related factors that influence tourism. There is a lack of researches that highlight how local communities' perceptions and attitudes can affect the image of destination for tourists (Murphy, 1985; Zhang et al., 2006). In this study, local communities' attitudes proposed as moderator to influence relationship between service quality and tourists' satisfaction. In rural tourism context, local communities play a vital role in tourism development as sometimes they are regarded as "service supplier" which can influence the total number of tourist arrivals. Therefore, the hospitality of local communities towards tourists has been recognised as being crucial for the success of tourism destination; it is one of the important factors that will influence tourists to return to a destination or to recommend that destination to others (Lawson et al., 1996; Thyne et al., 2006). Furthermore, these tourists may promote their attitudes towards,

impressions and feelings of the destination among their families, friends and colleagues by sharing their travel experiences with them. All of these are likely to affect the destination's ability to attract return tourists as well as to draw in new tourists (Zhang et al., 2006). In short, the moderating effect of communities' attitudes on service quality and satisfaction is proposed and is further divided into four separate moderating hypotheses which are tested individually.

2.9.6 Local Communities' Attitudes Moderate the Relationship between Accessibility Quality and Tourists' Satisfaction

Al-Ababneh (2013) has propounded that a better accessibility quality results in a higher tourists' satisfaction. In the context of rural tourism destinations, local communities are defined as one of the major service suppliers that often provide transportation services to meet tourists' needs (Andereck & Nyaupane, 2011). These services include bringing tourists from airport to the homestay, and also from one point to another attraction point within the rural destinations. A study by Pizam et al. (2000) reveals that the social relationship between local communities and tourists could significantly influence tourists' feelings, attitudes and satisfaction towards the destination. The study highlights that the stronger the tourists' feelings towards local communities, the more favourable their attitudes towards the destination, and subsequently the tourists are more satisfied with the stay and experience. Thus, local communities' positive attitudes towards tourism development is vital, and their involvement in providing accessibility facilities to tourists is said to be the crucial factor that leads to higher satisfaction among tourists. Based on the existing research discussed above, the following hypothesis is formulated:

H5: Local Communities' Attitudes moderate the relationship between Accessibility Quality and Tourists' Satisfaction.

2.9.7 Local Communities' Attitudes Moderate the Relationship between Accommodation Quality and Tourists' Satisfaction

According to past researchers (Marković & Raspor, 2010; Ryu et al., 2012), accommodation quality is confirmed as the imperative factor for tourists' satisfaction in the tourism sector. Homestay is often revealed as the common accommodation in rural tourism destinations. Unlike urban tourism, there is no hotel with stars rating in the rural destinations. As stated by Andereck and Nyaupane (2011), most of the times, local communities are the one who are involved in providing accommodation services to tourists visiting the rural destinations. It was posited that local communities' courtesy and helpfulness are said to be the key attributes for tourists in making a decision to visit a destination (Ariffin et al., 2013; Bimonte & Punzo, 2016; Xia & Xianping, 2012). Hence, it is believed that local communities' involvement in providing accommodation services tends to lead to a higher satisfaction among tourists. Thus, the hypothesis below is formed:

H6: Local Communities' Attitudes moderate the relationship between Accommodation Quality and Tourists' Satisfaction.

2.9.8 Local Communities' Attitudes Moderate the Relationship between Destination Resources and Attractors and Tourists' Satisfaction

Baker and Crompton (2000) indicate that satisfaction with travel experiences is able to be influenced by social-psychological factors such as disposition, mood, needs and extraneous event such as social group interactions, climate, and natural resources that are

beyond the control of services providers. However, researchers of past studies (Eraqi, 2007; Hanafiah et al., 2013; Ismail & Turner, 2008; Lo et al., 2013; Thongma et al., 2012) have deduced that the involvement of local communities plays an important role in forming customers' satisfaction with the rural tourism, given the fact that tourism involves some degree of interplay between local communities and tourists which results in either positive or negative influence on rural tourism development. Oriade (2013) has highlighted that destination resources include natural attractions, cultural heritage, destination environment and atmosphere. Local communities are the ones who are equipped with knowledge about the local destinations. Hence, it is important to note that, local communities' positive attitudes, in terms of involvement in knowledge contributing and revealing the destination resources to tourists, are able to increase the tourists' satisfaction level. It is believed that tourists may not know every single attraction point in the destination; however, communities may play the role as a tour guide or information provider to guide tourists in exploring the local destination. Hence, the following hypothesis is formed:

H7: Local Communities' Attitudes moderate the relationship between Destination Resources and Attractors and Tourists' Satisfaction.

2.9.9 Local Communities' Attitudes Moderate the Relationship between Outdoor Activities and Tourists' Satisfaction

Past studies have found that outdoor activities play a major role in satisfying tourists in tourism sector (Ayob et al., 2013; Hallmann et al., 2014; Parasuraman & Grewal, 2000). Similarly, researchers of the past studies (Kahn et al., 2002; Parahiyanti & Hussein, 2015) have elucidated the importance of a range of activities to fulfil customers' need and to provide a satisfactory experience to tourists. In fact, the majority of tourism activities are

conducted by the local communities. Hence, it is believed that local communities' positive attitudes towards tourism development tend to lead to a better development of outdoor activities to satisfy tourists. These positive attitudes significantly influence tourists' satisfaction level. One obvious example is that tourists are satisfied and happy with the services and hospitality provided by the group of communities with positive attitudes toward tourism development (Su & Wall, 2010). Hence, the following hypothesis is formed:

H8: Local Communities' Attitudes moderate the relationship between Outdoor Activities and Tourists' Satisfaction.

2.9.10 Tourists' Satisfaction and Tourists' Intention to Revisit

A large number of studies have inspected the relationship between satisfaction and future behavioural intention. Several studies confirm that the degree of future behavioural intentions can be reflected in tourists' revisit intention to the destination and the willingness to recommend it (Banki et al., 2014; Chen & Tsai, 2007; Choo et al., 2016; Mat Som et al., 2011; Mohamad et al., 2012; Thiumsak & Ruangkanjanases, 2016).

According to Canny and Hidayat (2012), tourists' satisfaction is recognised as a key determinant of behavioural intentions to recommend positive word of mouth about the destination and revisit intention. By using SERVQUAL model, they examined the tourists' satisfaction with the future behavioural intentions of destination recommendation, saying positive things about the destination and revisiting the destination. The results reveal that there is a significant positive relationship between tourists' satisfaction and future behavioural intentions. Marin and Taberner (2008) have added one more dimension of dissatisfaction instead of satisfaction to examine both satisfaction and dissatisfaction based

on evaluations of tourists' satisfaction and their revisit intention. Their results demonstrate that tourists' overall satisfaction is higher than dissatisfaction. The negative perceptions such as overcrowding, over-commercialisation and environmental deterioration affect the tourists' intention to revisit the destination.

Furthermore, an empirical test carried out by Jang and Feng (2007) by using a total of 1221 questionnaires in French households indicated that destination satisfaction was a direct antecedent of short-term revisit intention, but this is not the case for long-term revisit intention to the destination. However, it is still a valid reason to conclude that satisfaction has a positive relationship with revisit intention. Another similar research was conducted by Assaker and Hallak (2013), which extended Jang and Feng's model by putting tourists' novelty-seeking tendencies as the moderating variable to examine the relationship between satisfaction and revisit intentions. Their study argues that the relationship between satisfaction and revisit intentions is weaker for high novelty seekers if compared with low and medium novelty seekers. In other words, for high novelty seekers, tourist satisfaction is a weak predictor of revisit intentions as they seek variety and prefer to travel to new destinations for their next trip. The study also proves that tourists' satisfaction has a significant positive effect on both short-term and long-term revisit intentions in the same way.

Most of the researchers investigated the relationship between tourists' satisfaction and revisit intention in the European countries, but there are a few studies that had examined this area in the Asian countries (Chen & Tsai, 2007; Wang et al., 2010; Wu et al., 2014). Wu et al. (2014) carried out an empirical study of a theme park in Taiwan to test the inter-relationships between experiential value, experiential quality, experiential satisfaction, image and intention of revisit destination. They confirm that both theme park image and

experiential satisfaction are antecedents of revisit intention of the destination. It is in line with the study of Wang et al. (2010), who investigated tourists' experiences in heritage harbour destinations in Taiwan and their intentions to revisit the destination; it was demonstrated that satisfied tourists showed more willingness to come back to the destination again in the future. It is believed that satisfied customers are more likely to revisit the destination and in the long term; in addition they recommend the destination to other people who become new tourists to the destination (Chen & Tsai, 2007).

Even though not many studies have covered rural tourism, there are a few researchers (Jo et al., 2014; Loureiro & González, 2008; Osman, 2013; Park & Nunkoo, 2013; Rajaratnam et al., 2015) which had investigated the relationship of tourists' satisfaction and behavioural intention in rural tourism. Osman (2013) studied the direct effects of service quality, tourists' satisfaction and trust on tourists' loyalty in rural tourism in Malaysia, by using partial least square (PLS) method from 295 usable questionnaires. His findings show that the customer's satisfaction has positive influence and impact on tourists' loyalty in the Malaysian rural tourism destinations. Besides, Jo et al. (2014) also address the importance of emotional experience in tourists' satisfaction and revisit intention in rural tourism context. Their study seeks to investigate international tourists' revisit intention to the Hanok guesthouse and spread of positive feedback. The result of this study indicates that the relationship between satisfaction and behavioural intentions (revisit and WOM) to the Hanok guesthouse are largely dependent upon the unique emotional experiences that influence their satisfaction and encourage their repeat visitation.

Another research was conducted by Park and Nunkoo (2013) in 38 Korean rural tourism villages, by using 442 usable questionnaires to examine the causal relationships between service quality, satisfaction and loyalty, and investigate the moderating effects of

tourists' motivation. They found that the effect of satisfaction on loyalty is positively significant. Besides, the result also indicates that tourists' motivation moderates the relationship between the service quality and both satisfaction and tourists' loyalty behaviour. Another similar study was conducted by Loureiro and González (2008), which focused on the main antecedent of tourism loyalty in rural tourism lodging. They used PLS technique to explore the interrelationships between image, service quality, satisfaction, and trust. The result confirms that satisfaction has an indirect positive relationship with loyalty moderated by trust.

As aforementioned, the relationship between tourists' satisfaction and their intention behaviour is inseparable. Researchers of past studies argue that generally tourists who are willing to have a second visit to the same tourism destination were more satisfied with their first-time-trip (Kozak & Rimmington, 2000; Som & Badarneh, 2011). Oppermann (1997) also confirms the importance of tourists' past experiences; the satisfaction level is the primary concern in tourists' mind in selecting tourism destinations. On the other hand, low service quality and tourists' dissatisfaction may cause them to have bad impression on the service provider or even the destination, and thus leading to unfavourable behavioural intentions. Therefore, as discussed above, the following hypothesis is developed:

H9: Tourists' Satisfaction has positive and significant impact to Intention to Revisit Destination.

2.10 Summary

In conclusion, this chapter illustrates the relevant literature related to the conceptualisation and measurement of service quality, as shown from the research framework. The chapter also outlines the important effects of service quality on tourists' behavioural responses. It also highlights the relationship of service quality to related constructs such as satisfaction and revisit intention. Moreover, a moderating variable which is local communities' attitudes is presented in this study. Specifically, this study holds the belief that favourable service quality perceptions lead to tourists' satisfaction through local communities' attitudes, which in turn, drives tourists' intention to revisit the destination.

CHAPTER 3

METHODOLOGY

3.1 Introduction

In this chapter, the research methodology used to test the hypotheses in this study and will be explained in detail. First, the research design, surveyed population, and sampling method as well as the data collection methods are described. The section also details the sample size by describing how many subjects were involved in this study. Then, the questionnaire design of this study will be clearly described which include measurements or instruments for every variable. Besides that, the results of the pre-test will be addressed in this chapter. Lastly, the data analysis techniques and tools employed in this study which are used to analyze the collected data collected from the survey will be explained.

3.2 Research Site

The data was collected from targeted respondents who are visiting rural tourism destinations in Sarawak, Malaysia. Sarawak has been chosen as the research site for this study because Sarawak has been recognized worldwide for its richness in natural attractions which are able to provide enjoyment for tourists (e.g., mountain, river, jungle, forest, flora, and fauna) (Mohamad et al., 2012). Besides that, due to there have many rural areas in Sarawak, so this state may be seen as more flexible and agile to make rapid responses to change. In this study, famous rural tourism destinations such as Bario *Kelabit*

Highland, *Annah Rais Bidayuh* Long House and *Telaga Air* Malay Village were chosen as the targeted areas for data collection. These destinations are visited by many tourists throughout the year.

Bario *Kelabit* Highland, *Annah Rais Bidayuh* Long House and *Telaga Air* Malay Village comprise of rainforest with massive trees, beautiful rivers and waterfalls. Other attractions such as beautiful clear water courses where are perfect for picnics and swimming. Besides that, tourists who are interested in jungle trekking and mountain climbing can hike the mountains in this state. Also, the demographics of these places are special as they are famous for special ethnic groups. For instance, Bario *Kelabit* Highland is the homeland of the *Kelabit*, Orang Ulu in *Annah Rais Bidayuh* Long House and *Telaga Air* Malay Village is one of the most progressive villages occupied by the Malay Communities of Sarawak. Tourists who visited the destinations are able to enjoy their indigenous knowledge, unique culture and traditions of the special ethnics. Besides the natural and cultural attractions, these places also provide homestays which are all fully furnished and have attractive outdoor activities or events and festivals for tourists. It is clearly observed that Sarawak is the most appropriate choices of destination as the research site which are suitable for the objectives of this study. This study is carried out to investigate the impact of accessibility, accommodation, natural resources and attractors and outdoor activities in tourists' satisfaction where all of these elements are available in these destinations.



Figure 3.1: Bario *Kelabit* Highland



Figure 3.2: Annah Rais Bidayuh Longhouse



Figure 3.3: *Telaga Air Malay Village*

3.3 Research Design, Sample, and Procedure

3.3.1 Research Design

Quantitative research is primarily employed in this study. Quantitative research is an empirical study which numerical measurement and analysis are conducted to determine the existence of a possible relationship between dependent variables and independent variables (Zikmund et al., 2013). In a simpler explanation, quantitative research is to “explain a phenomenon by using objective measurement and statistical analysis of numeric data” (Ary, et al., 2002). Therefore, main elements in quantitative research include research objectives, hypotheses, analytical results and structured questionnaire.

The methodology chosen for the present study is survey research. Survey research is the most widely accepted method used in marketing academics and by practitioners to

explain, understand and predict human behaviour in a marketplace. Survey research gathers information from a number of respondents which is called as “sample” in order to predict the human behavior for a large population. Green and Salkind (2008) also pointed out the flexibility of survey research is that it is able to gather data from a large population and provides a broad picture that is generalizable to a large population by using the sample which has been drawn. Moreover, survey research is also cheaper, convenient and often obtains a high response rate (Zikmund et al., 2013). It is believed that survey research provides valuable and accurate information for this study.

3.3.2 Sample

The target population of this study involved both foreign and domestic tourists who are visiting Bario *Kelabit* Highland, *Annah Rais Bidayuh* Long House and *Telaga Air* Malay Village. The data was collected by using a convenient sampling method. The main criterion is that the respondents must be tourists aged over 16 years old who are visiting the chosen research sites. Tourists who are no more than 16 years old are excluded from the sample as it was expected that they might have difficulties to fully understand the questionnaire.

In order to select an appropriate sample, non-probability sampling method was used as it is unable to define or identify sampling frame of the population in this study. Due to the fact that there is no population from the drawn sample, a non-probability sampling method was used. Non-probability sampling is used when the “probability of any particular member of the population being chosen is unknown” (Zikmund et al., 2013). One of the non-probability sampling methods is widely used in quantitative study which is

convenience sampling method. This method was used in this study as it can assist in the fulfillment of the purpose of study.

Determining the sample size is important in factor analysis. However, different researchers have varied opinions since they have different guidelines which are supported by substantial literature for choosing the minimum sample size (Comrey & Lee, 1992; Hair et al., 1995; Tabachnick & Fidell, 2007). General guides including the work of Comrey and Lee (1992) have provided a guide to measure sample size. It is considered that a sample size of 100 is poor; a sample size of 200 is fair; a sample size of 300 is good; and a sample size of 500 is very good. Another set of recommendations by Hair et al. (2010) has also guided researchers regarding sample sizes which stated that the sample size should be 100 or greater than that. Tabachnick and Fidell (2007) also suggest that at least 300 sample size are to be considered sufficient to obtain necessary statistical power in factor analysis. However, other researchers (Guadagnoli & Velicer, 1988; Henson & Roberts, 2006; Sapnas & Zeller, 2002) have illustrated that the necessary sample sizes can actually be relatively small. In this study, the most common of rule of thumb of sample size by Hair et al. (2013) is used which is 10 to 15 subjects per variable. There are 7 variables which are identified in this study. Thus, the minimum sample size that is set in this study is to be a minimum of 70 respondents which is deemed as a more acceptable size.

3.3.3 Data Collection Procedure

There are a variety of data collection techniques that can be used to collect data in a quantitative research study. The data for this research was collected using a survey questionnaire. The questionnaire was created using modified items from related researches. Before distributing the questionnaire, a group of samples was formed and questionnaire

items will be explained by the researcher. Respondents are provided the opportunity to ask any questions or give opinions regarding the questionnaire. After the items in the questionnaire were modified based on the respondents' opinions in the focus group and further validated by Professor Rogers Harris, a total of 300 sets of questionnaires were distributed to tourists from December 2015 to January 2016. Tourists were given 10-15 minutes to respond to the questionnaire. No incentive has been offered for participating in answering the questionnaire. The data collection took approximately two months to complete.

3.4 Research Questionnaire

According to Groves et al. (2009), questionnaire is the most widely used self-administrative method to collect data especially data that aim to gather respondents' information, opinions and attitudes. Based on past literatures (Chelladurai & Chang, 2008; Grönroos, 1984; Parasuraman et al., 1985, 1988), a specific questionnaire was designed to analyze tourists' perception of service quality in rural destinations. Besides that, tourists' satisfaction and their destination revisit intention were also analyzed in the questionnaire. Questionnaires were randomly distributed to tourists in the selected research sites. The final draft questionnaire in this study is presented in Table 3.1.

The questionnaire contains five major parts. The first part of the questionnaire included questions regarding tourists' perceptions on the quality of their travelling experience in a specific destination. The respondents were asked about their experiences related to the accessibility quality in the destination, quality of accommodation, quality of main resources and attractors in the destination and quality of outdoor activities. The

second part of questionnaire asked about respondents' satisfaction level of the destination. The third part inquired tourists' revisit intention to the destination. The fourth part asked questions related to the local communities' behaviour related to tourists such as local communities' attitude, hospitality, and so on. The last part asked questions with regards to the respondents' demographic characteristics, including the age, gender, education level, marital status, occupation, household income and their motive of travelling.

3.5 Measures

A total of 49 items including minor wording changes in a few items are used in this study to measure tourists' satisfaction in rural tourism destination in Sarawak and how it affects their repeat visitation in these destinations. Four scales are employed in this study. Section I contained respondents' personal and demographic data, Section II measures the perception of tourists towards the destination's service quality. Section III is specifically designed to measure local communities' attitudes. Section IV measures tourists' satisfaction and lastly, Section V is designed to assess tourists' intention to revisit destination.

In order to analyze tourists' perceptions of service quality in rural tourism, a specific questionnaire was designed. All constructs in the model shown in Figure 2.1 were evaluated using multi-item scales which are designed to analyze all relevant dimensions of the constructs. By combining three or more items, the reliability can be increase and it can decrease measurement at the same time as compared to single item measures (Churchill, 1979; Petrescu, 2013). While the questionnaires were designed based on an extensive review of past literatures (De Keyser & Lariviere, 2014; Grönroos, 1984; Parasuraman et

al., 1985, 1988; Shonk & Chelladurai, 2008; Stefano et al., 2015; Strawderman & Koubek, 2008), all of the items were adapted so that the item content matched the study objectives and the context. Additionally, all items in the questionnaire were positively worded as recommended by Parasuraman et al (1991). They revealed that negative items involve items correlating with each other with summated score in item-analysis and it lowers the Cronbach's alpha value. It implies that respondents may be confused by negatively worded items. The detail of the questionnaire design and format are discussed in the following sections.

3.5.1 Service Quality

Section II measures the four dimensions of rural tourism service quality which are accessibility, accommodation, destination resources and attractors, and outdoor activities. The scale of service quality dimensions consists 27 items where 6 items measure accessibility quality, 6 items measure accommodation quality, 7 questions measure destination resources and attractors, and 8 questions measure outdoor activities. The questionnaire instruments were adapted from previous studies (Canny & Hidayat, 2012; Chi & Qu, 2008; Collins, 2005; Hallmann et al., 2014; Herstanti et al., 2014; Huang, 2011; Kim et al., 2006; Maroofi & Dehghan, 2012; Oriade, 2013; Shonk, 2006; Shonk & Chelladurai 2008; Yusof & Rahman, 2011). Some of the items for service quality include: It was easy for me to get to the destination, my accommodation is very comfortable, the destination offers attractive cultural events and festivals, the destination offers numerous outdoor activities and etc. The detail of the measurement items can be found in Table 3.1.

3.5.2 Local Communities' Attitude

The next section, Section III contains questionnaire items that describe the external factor which is the local communities' attitude that might affect tourists' satisfaction level. The 6-items scale of local communities' attitude in this study was adapted from Canny and Hidayat (2012), Collins (2005), Tseane (2006) and Yusof and Rahman (2011), which was commonly used to measure local communities' attitude in rural destination. The 6 items in this scale of local communities' attitudes are: local communities have promptness and hospitality in serving me, I get a polite and friendly service from the local communities, local communities were reliable in creating a sense comfort for me, local communities are serious in helping and satisfy me, local communities are able to provide information that you needed with ease and in-time, and local communities gave sincere interest in solving a problem.

3.5.3 Satisfaction

Section IV measures the level of tourists' satisfaction in the destination. The scale consists of 8 items, commonly used to measure satisfaction which was adapted from past literatures (Collins, 2005; Tran, 2011). The 8 items in this satisfaction scale are: I really enjoyed the visit, I am satisfied with my decision to visit the destination, I am happy with the experiences I have had at this destination, I have positive feelings regarding the destination, this trip experience is exactly what I need, My choice to purchase this trip was a wise one, I am kept entertained throughout the whole experiences, and This visit was better than expected. The detail of the measurement items is outlined in Table 3.1.

3.5.4 Intention to Revisit Destination

The scale of intention to revisit the destination consists 7 items which were based on the review of literatures (Artuğer, 2015; Aziz et al., 2011; Clemes et al., 2009; Collins, 2005; Sun, 2004; Tran, 2011; Wu et al., 2014). These 7 items assessed behavioral intentions toward the destination and include aspects of intending to purchase or revisit destination again. The 7 items on this scale are, namely, I will revisit the destination in the future, If I could have done it again, I would have chosen this destination, I will seek out the other trips to the destination, I have a strong intention to visit this destination again, It gives me sense of joy that I have decided to come, and I will consider the destination as the first one on the list when searching destinations for travelling and the probability that I come to the destination again for holidays is high.

All items for constructs were measured using a seven-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (7). By using this interval scale, respondents were asked to rate 49 questionnaire items by following the seven-point rating rule.

Table 3.1: Service Quality, Satisfaction, Local Communities' Attitudes, and Revisit Intention's Items and Sources

Constructs and Items	Sources
Service Quality Accessibility Quality i. It was easy for me to get to the destination. ii. Parking in destination is adequate and convenient. iii. Outdoor activities are located in a convenient location. iv. Access to outdoor activities is not a problem when staying in the destination. v. The transportation options to destination are adequate. vi. The accommodation in which I am staying is close to everywhere I want to go.	Canny & Hidayat, 2012; Chi & Qu, 2008; Collins, 2005; Hallmann et al., 2014; Herstanti et al., 2014; Huang, 2011; Kim et al., 2006; Maroofi & Dehghan, 2012; Oriade, 2013; Shonk, 2006; Shonk & Chelladurai 2008; Yusof & Rahman, 2011

Table 3.1 continued

<i>Accommodation Quality</i> i. My hotel/motel is very comfortable. ii. My hotel/motel is attractive. iii. Food and beverage workers are concerned with giving fast services. iv. Hotel staffs are willing to help me. v. I get a polite and friendly service from the staffs. vi. I get a reasonable price for food and accommodation.	
<i>Destination Resources and Attractors</i> i. The destination has a beautiful natural landscape. ii. The destination is clean and visually attractive. iii. The destination has a peaceful and restful atmosphere. iv. I think the environment provides me adequate refreshment. v. The destination offers attractive cultural events and festivals. vi. There have variety of unique cultural attractions in here. vii. The destination is providing proper safety precautions to make me feel safe and secure.	
<i>Outdoor Activities</i> i. The destination offers numerous outdoor activities. ii. The various events and activities were well planned. iii. The activities or events' process are attractive and enjoyable. iv. I get a polite and friendly service from instructors of activities. v. The instructors and staffs are always aware of our safety. vi. It is easy to get the information and make arrangements for the activities. vii. I get in-depth explanation from knowledgeable and experienced tour guides in destination. viii. The destination has provided enough maps and signs at different points for directions.	

Table 3.1 continued

Local Communities Attitudes i. Local communities have promptness and hospitality in serving me. ii. I get a polite and friendly service from the local communities. iii. Local communities were reliable in creating a sense of comfort for me. iv. Local communities are seriously in helping and satisfy me. iv. Local communities able to provide information that I needed with ease and intime. v. Local communities to give sincere interest in solving problem.	Canny & Hidayat, 2012; Collins, 2005; Tseane, 2006; Yusof & Rahman, 2011
Satisfaction i. I really enjoyed the visit. ii. I am satisfied with my decision to visit the destination. iii. I am happy with the experiences I have had at this destination. iv. I have positive feelings regarding the destination. v. This trip experience is exactly what I need. vi. My choice to purchase this trip was a wise one. vii. I am kept entertained throughout the whole experiences. viii. This visit was better than expected.	Collins, 2005; Tran, 2011
Intention to Revisit i. I will revisit the destination in the future. ii. If I could have done it again, I would have chosen this destination. iii. I will seek out the other trips to the destination. iv. I have a strong intention to visit this destination again. v. It gives me sense of joy that I have decided to come. vi. I will consider the destination as the first one on the list when searching destinations for travelling. vii. The probability that I come to the destination again for holidays is high.	Artuğer 2015; Aziz et al., 2011; Clemes et al., 2009; Collins, 2005; Sun, 2004; Tran, 2011; Wu et al., 2014

3.6 Pre-Test

Due to the questionnaire used in this study was developed specifically to meet research objectives; a pre-test by using administrative technique was conducted to access the reliability and validity of this study. By conducting pre-test, it is able to make necessary adjustments to the questionnaire as it is easy for respondents to give the necessary information. A pre-test of 20 respondents aged 16 years old and above, who had travelled to Bario Kelabit Highland, *Annah Rais Bidayuh* Long House, and *Telaga Air* Malay Village was conducted.

Besides, the questionnaires items are also modified based on suggestions from Prof Roger Harris, a visiting Professor at ISITI who are expert in making use of the technology for promoting rural tourism development in the form of education, health, enterprise development, cultural activities and agriculture. Close involvement with grass-roots activities, such as the multi-award winning eBario project, contributes to Dr. Harris' ability to offer advice that is strongly evidential and this has led to the formulation of practical and widely-adopted approaches that are anchored in a thorough understanding of the challenges in rural tourism development. Based on his solid background in rural tourism field, his opinion has been taken seriously when consulting questionnaire items.

Throughout the interview with Prof Roger Harris and respondents from target group, they were requested to comment or give opinion on the content, layout, wording and understandability of the questions in the questionnaire. They were also requested to identify any redundant scale items and any questions which are complicated, ambiguous or unclear. Based on their suggestions, some items needed to be revised or some minor wordings were modified, or completely redesigned in order to develop a more suitable

questionnaire to encourage respondents to provide accurate, unbiased and complete information for this study. The feedback received were used to refine the initial instrument scales and develop the final version of the survey instrument as listed in Table 3.2 which are the outcomes from pre-testing questionnaire. The revised version of the questionnaire is in Appendix 1.

Table 3.2: Outcomes of Pretesting Questionnaire

Section (Item No.)	Respondent 1	Respondent 2	Comments/Changes Made
II(10) Hotel staffs are willing to help me.	Hotel staffs seems like are not suitable for the rural tourism context.	It should be replaced by “resident” or “homestay operator/owner” which is more correct.	The homestay owners willing to help me.
II(11) I get a polite and friendly service from the hotel staffs.	Hotel staffs seems like are not suitable for the rural tourism context.	It should be replaced by “resident” or “homestay operator/owner” which is more correct.	I get a polite and friendly service from the homestay owner.
II(12) Reasonable price for food and accommodation.	The question is ambiguous.	The sentence is not complete.	I get reasonable price for food and accommodation.
II(17) Attractive cultural events and festivals.	The question is ambiguous.	The sentence is not complete.	The destination offers attractive cultural events and festivals.
II(16) The destination provides adequate of amenities in good condition.	No comment	Change “amenities” to “facilities and infrastructure” which easier to understand.	The destination provides adequate of facilities and infrastructures in good condition.
D(19) The destination is provides me a sense of safe and secure.	“A sense of safe and secure” is too confusing.	You should explain the meaning of “A sense of safe and secure” in detail.	The destination is providing proper safety precautions to make me feel safe and secure.

Table 3.2 continued

D(20) The destination offers numerous outdoor activities.	No comment	It will be better if provide example of “outdoor activities).	The destination offers numerous outdoor activities (e.g. water activities, sport activities, natural-based activities)
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3.7 Statistical Analysis

A quantitative approach was used to analyze the quantitative data collected by using questionnaire to test the hypotheses of this study. After sorting out the invalid questionnaire, computer software Statistical Package for Social Sciences (SPSS) version 21.0 for Microsoft Windows and SmartPLS 3.0 (v. 3.2.6) developed by Ringle et al. (2015) were utilized in this study. Summarized and numerically survey data was coded in The SPSS 21.0 to run basic statistical analyses, such as the characteristics of the demographic data through various frequencies tests and to build demographic profiles for tourists. Next, confirmatory factor analysis (CFA) and reliability of the measures were established to access the goodness of measures. After that, SmartPLS 3.0 (v. 3.2.6) was employed in the study as analysis tool to find the fundamental relationships among constructs in this study.

3.7.1 Descriptive Statistics

Section A of the questionnaire was designed to capture some basic demographic details of the respondents involved in the study. Descriptive statistics were used to present the basic summaries about the frequency of demographic data, together with simple visually graphics analysis. Through the descriptive statistical analysis, the characteristics of

the demographic data of the respondents, such as age, gender, marital status, income and education were presented in frequency distribution and percentages.

3.7.2 Factor Analysis

The broad purpose of factor analysis is working as a data reduction tool to removes redundancy or duplication from a set of observed correlated variables (Bartholomew et al., 2011; Marks, 1976). In other words, factor analysis is a multivariate statistical technique concerned with getting a small set of latent variables which preferably uncorrelated from a large set of observed variables that most of them possess high intercorrelation. Hair et al. (2011) were indicated that it is an interdependence technique which all variables are considered at the same time. In particular, factor analysis can be utilized to discover the patterns in a set of data, to confirm hypotheses, or to get a more manageable number of data from many variables (Norman & Streiner, 2003).

Generally, the two main type of factor analysis are exploratory factor analysis (EFA) and confirmatory factor analysis (CFA). The factor analysis chosen is depends on the purpose of the analysis being conducted (Hurley et al., 1997). EFA is used when without a pre-defined idea of the structure or the dimensions in a set of data whereas CFA attempts to be used for theory confirmation for testing specific hypothesis about the structure of a data set or the number of underlying dimensions of a data set (Child, 2006; Collins, 1995; Huang, 2011; Stewart, 1981). CFA was used in this study to investigate the interrelationship between manifest variables (observed variable) and latent variables (unobserved variable). Through CFA, it can determine how well manifest variables measure its underlying latent variables.

3.7.3 Reliability Analysis

Reliability analysis is used to analyze the stability and consistency of the measures (Haque & Khatibi, 2005). A questionnaire is considered reliable if it produces stable and consistent results when it re-tested or repeated measurements are made (Malhotra et al., 1996). The reliability of a measurement model could be measured by internal reliability (IR), composite reliability (CR) and average variance extracted (AVE). IR is used to evaluate the degree of scale items holding together in measuring of respective construct. The given formula as shown as below is used to calculate CR and AVE:

$$CR = (\sum K)^2 / [(\sum K)^2 + (\sum 1 - K^2)]$$

$$AVE = \sum K^2 / n$$

K = factor loading of every item and

n = number of items in a model

3.7.4 Correlation Analysis

Correlation is used as a statistical tool in this study to assess the linear relationship between variables. Pearson analysis was used in this study to reflect strength of relationships of variables and directions association between the variables (Frankfurt-Nachmias & Nachmias, 2001). Correlation is shown as “r” and the correlation value is between -1 and +1 to indicate how strong the relationship. The direction of correlation is directed by the sign of negative (-) and positive (+) in front of “r” (Zikmund et al., 2013). Positive value indicates there is a direct relationship between variables, whereas negative value shows the contrary relationship between variables. A value of 0 denotes no linear correlation between the variables. Basically, the closer the value is to +1 or -1, the stronger

the linear correlation. Table 3.3 may be used as a guideline to measure the strength of correlation based on Evans's Index (1996).

Table 3.3: Interpretation of Correlation Coefficient

R Value	Direction and Strength of Correlation
-1.0	Perfectly negative
-0.8	Strongly negative
-0.5	Moderately negative
-0.2	Weakly negative
0.0	No association
+0.2	Weakly positive
+0.5	Moderately positive
+0.8	Strongly positive
+1.0	Perfectly positive

Note: The sign of the correlation coefficient (ie, + or -) defines the direction of the relationship. The absolute value indicates the strength of the correlation (Evans, 1996).

3.7.5 Partial Least Square SEM

In recent years, the application of PLS-SEM has become widespread in different fields of academic literatures. Structural equation models (SEM) with latent variables is likely to be the choice of methodology for researchers to measure multidimensional model that consists of a lot of observable constructs or latent variable, as well as test the interrelationships among them (Bollen,1989). Generally speaking, PLS-SEM is a statistical tool for modelling complex multivariable relationships among observed and latent variables. It is originally developed by Wold (1966, 1982, 1985) and Lohmöller (1989) and it has taken up a prominent role as an alternative method for covariance-based structural equation model (CB-SEM) (Jöreskog, 1978). The objective of PLS-SEM is to maximize dependent variables (endogenous latent constructs)'s explained variance.

As a matter of fact, many researchers have great interests in applying PLS-SEM in management or organizational researches (e.g., Bass et al., 2003; MacKenzie et al., 2005;

Sosik et al., 2009). The application of PLS-SEM in marketing research is also discussed in depth by researchers (e.g., Hair et al., 2012; Henseler et al., 2009). Besides, for a related discussion in management information system, the researchers are including Chin et al. (2003) and Ringle et al. (2012). For tourism researches, it can be found there are a lot of empirical studies studying in the destination image, destination loyalty, destination competitiveness, impacts of tourism and local communities' attitudes and perceptions toward tourism development (Agapito et al., 2013; Assaker & Hallak, 2012; Guan & Jones, 2014; Ku, 2014; Nunkoo et al., 2013; Nunkoo & Ramkissoon, 2011)

The typical reasons of PLS-SEM would be appropriate using in different fields of studies are, firstly, PLS-SEM is a soft modelling technique with less strict distribution assumption about data distribution (Vinzi et al., 2010), whereas CB-SEM requires rigid distributional assumptions. Moreover, PLS-SEM is well known for its capability of handling small sample sizes (Hair et al., 2011). This is because PLS-SEM makes use of resampling method such as bootstrapping to statistically validate the estimated model by determining the model parameters' confidence interval. Bootstrapping is an inferential statistical method which means it can draw statistical inference in estimating sampling distribution from the original sample based on parametric assumptions (such as normality) (Aibinu & Al-Lawati, 2010; Chin, 1998; Mooney & Duval, 1993). Therefore, PLS-SEM useful becomes a great choice instead of using CB-SEM for structural equation modelling in applied research study especially when the sample size is small and data distribution is skewed or abnormal (Wong, 2011).

Besides, PLS-SEM allows great flexibility on presenting complex model which containing both of formative and reflective model. It is able to describe a complex set of research model in which the indicators are many, and there have complex multivariate

relationships among dependent variables and independent variables (Chin & Newsted, 1999; Vinzi et al., 2010). Additionally, the choice of either PLS-SEM or CB-SEM is depending on the research objectives. If the research goal is aimed to extent the existing structural theory and identifies key drivers of constructs, then PLS-SEM is a good approximation of CB-SEM results (Hair et al., 2011). It is appropriate for empirical studies in situation where little available theories were developed (Hwang et al., 2010; Wong, 2010) due to it can be used for theory development and prediction.

PLS-SEM assessment typically involves separate analysis in reflective measurement model such as outer model consisting corresponding indicators and structural model such as inner model consisting causal relationships between constructs (Ringle et al., 2005). To analyze reflective measurement model, reliability test and validity will be the main focuses to evaluate them. For evaluation of the structural model, the primary criteria of structural model are the R^2 measures and the significance of the path coefficients (Hair et al., 2011). To run the statistical analysis, SmartPLS 3.0 (v. 3.2.6) will be employed in this study (Ringle et al., 2015) as an analytical tool.

3.7.5.1 Composite Reliability (CR)

CR indicates the internal consistency of a latent construct. In order to achieve composite reliability of the constructs, an acceptable value for CR is 0.60-0.70 (Afthanorhan et al., 2014; Hair et al., 2011) in exploratory research. A value from 0.70-0.90 is regarded as satisfactory in more advanced stages of research (Nunnally, 1978; Nunnally & Bernstein, 1994).

3.7.5.2 Internal Reliability (IR)

IR is used to evaluate the degree of scale items holding together in measuring of respective construct (Gil-Garcia, 2008; Henseler et al., 2009). Cronbach's alpha (α) is most commonly applied to determine the internal consistency of scale (Zikmund et al., 2013). It is recommended that a Cronbach's Alpha need to be greater than 0.60 to achieve internal reliability (Churchill, 1979; Hair et al., 2014; Saade, 2007).

3.7.5.3 Convergent Validity

Convergent validity is achieved when all items in a measurement model are statistically significant. Convergent validity means that latent variable explains more than half of its indicators' variance (Hair et al., 2011). The convergent validity could also to be verified through Average Variance Extracted (AVE). AVE is the average percentage of variation explained by the scale items for a latent construct (Fornell & Larcker, 1981; Hair et al., 2011; Yusoff, 2011). The extracted values exceed 0.50 for every construct to demonstrate adequate convergent validity (Bagozzi & Yi, 1988; Fornell, 1992; Fornell & Larcker, 1981).

3.7.5.4 Discriminant Validity

For the assessment of discriminant validity, this validity is achieved when the measurement model is free from redundant items. There are two measures to examine the discriminant validity. One is Fornell Lacker criterion, which adopted and recommended by Fornell and Lacker (1981). The authors postulate that the discriminant validity was upheld when the AVE of each latent construct greater than the squared correlation between two constructs (Chau, 1997; Fornell & Lacker, 1981; Tran, 2011; Yee et al., 2008). Another

requirement for discriminant validity is an indicator's loading with its associated latent construct should be higher than cross loadings of the constructs (Hair et al., 2011).

3.8 Chapter Summary

In summary, this chapter has presented overview of methodology to carry out the survey of the study and the data analysis. It highlighted the research sites, sample and data collection method, instrument design, the measures of the study and pre-test. After that, the various data analysis and techniques, primarily the SPSS and PLS to test the relationships of the variables were also discussed. The next chapter will present and discuss the results of the analysis and hypothesis testing in detail.

CHAPTER 4

RESULTS OF ANALYSIS

4.1 Introduction

This chapter presents the findings from the statistical analysis outlined in Chapter Three. It begins with a summary of respondents' profiles and followed by the reporting of the several statistical data analyses. Statistical Package for Social Sciences (SPSS) 21.0 was used in this research to present the demographics details of the respondents involved in this study. After that, Sma SmartPLS 3.0 (v. 3.2.6) was employed to conclude the results from reliability and validity assessment of the scales, and also to test all structural models.

4.2 Profile of Respondents

From the 300 questionnaires that were handed out to three rural tourist destinations in Sarawak, Malaysia which are Bario *Kelabit* Highland, *Annah Rais Bidayuh* Long House, and *Telaga Air* Malay Village, 278 questionnaires were returned within two months of the data collection period. Out of 278 of questionnaires, 23 of them were not suitable for use in this study due to incomplete data. This resulted in a total of 255 usable surveys or 85.0% of usable response rate for further statistical data analyses. Results of the demographic characteristics of the respondents are presented in Table 4.1.

Table 4.1: Demographic Profile of Respondents

Respondents (N = 255)			
Demographic Variable	Category	Frequency (n)	Percentage (%)
Destination	Bario <i>Kelabit</i> Highland	100	39.2
	<i>Annah Rais Bidayuh</i> Long House	77	30.2
	<i>Telaga Air</i> Malay Village	78	30.6
Gender	Male	139	54.5
	Female	116	45.5
Marital Status	Single	127	49.8
	Married	128	50.2
Ethnicity	Malay	39	15.3
	Chinese	95	37.3
	Indian	36	14.1
	<i>Bumiputera</i>	40	15.7
	Non-Malaysian	45	17.6
Country of Origin	Malaysian	203	79.6
	Non-Malaysian	52	20.4
Education Level	Non-formal Education	20	7.8
	Primary Education	30	11.8
	Secondary Education	66	25.9
	Tertiary Education	139	54.5
Occupation	Government Servant	24	9.4
	Private Sector Employee	87	34.1
	Self-Employed	50	19.6
	Student	49	19.2
	Unemployed	15	5.9
	Retired	19	7.5
	Housewife	11	4.3

Based on the information provided from the table, the result pointed out 255 respondents are involved in this study. 39.2% of them visited Bario *Kelabit* Highland, 30.6% of them visited *Telaga Air* Malay Village and the remaining 31.7% visited to *Annah Rais Bidayuh* Long House. The gender of respondents showed a non-proportionate number of males and females as there are 139 (54.5%) male tourists and 116 (45.5%) female tourists. About half of them were married (50.2%) as opposed to single (49.8%).

A majority of respondents were Chinese which recorded 95 respondents (37.3%). The next is non-Malaysian (27 tourists or 16.8%) and *Bumiputera* (20 tourists, 12.4%) and

a similar percentage of Malay and Indian (17 tourists or 10.6%) was also represented in this sample. Malaysian tourists score the highest percentage (79.6%), consisting of West Malaysian (106 tourists, 41.6%) and East Malaysian (97 tourists, 38%). The remaining 52 tourists were non-Malaysians (20.4%).

Most of the respondents (36.1%) reported a monthly income of less than RM1, 500. 22% and 20% of respondents reported to have a monthly income between RM2, 001 and RM4, 500 and between RM1,501 and RM3,000 respectively, while 21.9% of respondents (36 respondents) reported their monthly income are more than RM4,501. From the total number of respondents, more than half of respondents (139 tourists, 54.5%) had tertiary education background. It followed by those with secondary education at 25.9% and primary education at 11.8%, while only 7.8% of respondents had non-formal education.

4.3 Goodness of Measures

The research model for the present study can be seen in Figure 4.1. The model presents a comprehensive model to test the direct relationship between service quality and satisfaction, satisfaction and intention to revisit, and moderating impact of local communities' attitudes towards the relationship between service quality and satisfaction. As shown in Figure 4.1, it has four independent variables namely accessibility quality, accommodation quality, destination resources and attractors and outdoor activities, two dependent variables namely satisfaction and intention to revisit destination, and a contingent variable (moderator) namely local communities' attitudes.

The analysis techniques of Partial Least Square – Structural Equation Modeling (PLS-SEM) and confirmatory factor analysis (CFA) were conducted to assess the items'

reliability and validity. Firstly, assessment of the items loading, composite reliability (CR), and Cronbach Alpha were conducted to measure the internal consistency and reliability of the variables. Next, convergent validity was tested by Average Variance Extracted (AVE) on variables. Finally, discriminant validity confirmed whether a construct and its indicators differ from another construct and its indicators.

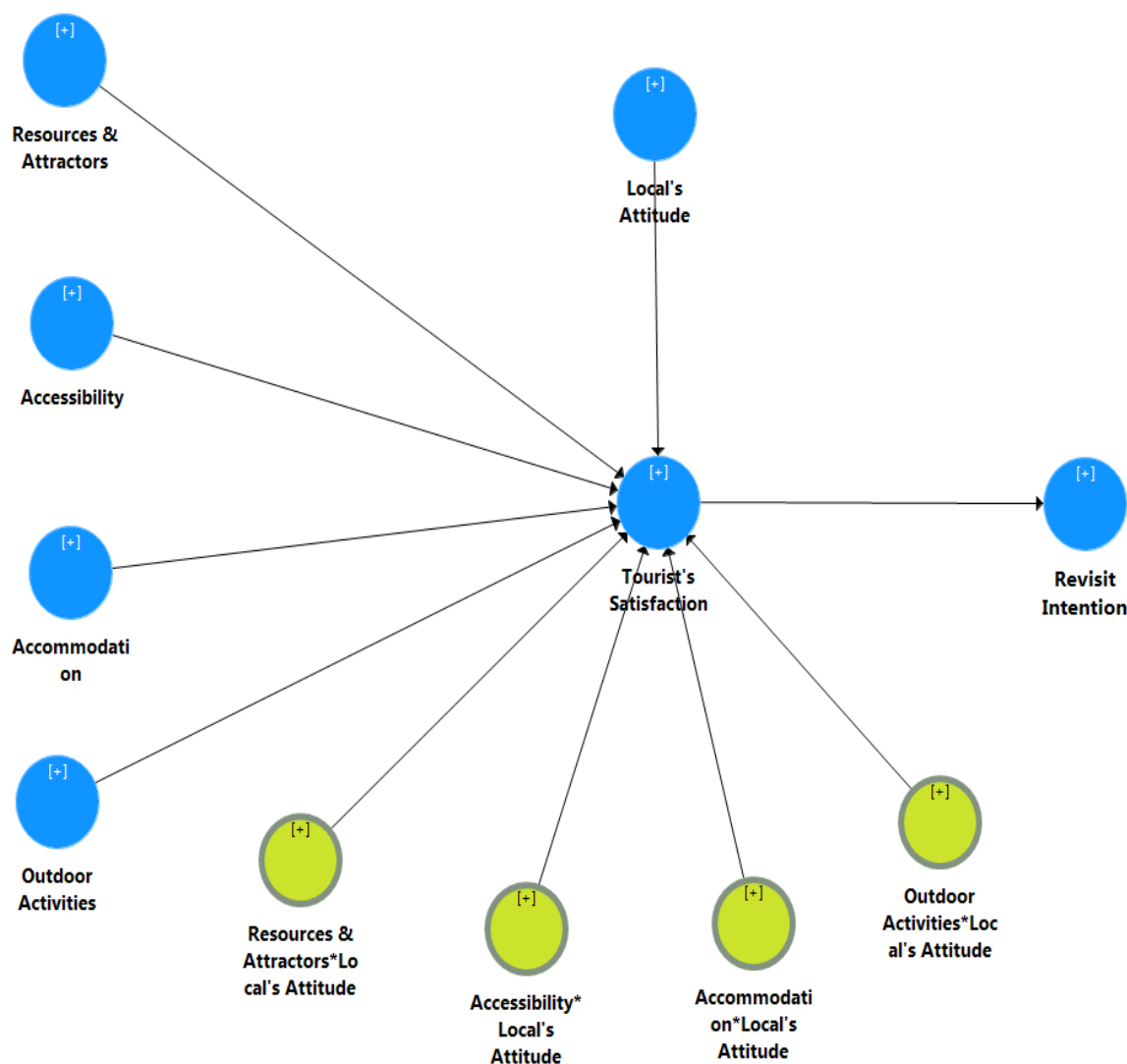


Figure 4.1: Research Model

4.3.1 Assessment of the Measurement Model

The measurement analysis is including three confirmatory factor analyses (CFA) in this study to check the reliability and validity assessment of the model. The measurement model was evaluated by examining convergent validity (average variance extracted/ AVE) and discrimininant validity of the scales. Additionally, internal consistency of model was tested by using Cronbach's coefficient (a) as well.

In order to test reliability of individual item, the loading and cross loading magnitude are inspecting in this study. Based on a widely accepted rule of thumb which proposed by past researchers (Chin, 1998; Hair et al., 2010; Memon & Rahman, 2014), the manifest variables should have an outer loading of 0.7 or more for individual reliability. For assessment of internal consistency of the constructs, composite reliability (CR) should be observed and it is based on the rationale of Fornell and Larcker (1981), who asserted that CR is most appropriate for testing internal consistency of the scale and it should greater than 0.7. Moreover, this study also assessed convergent validity to test the degree of constructs whether sufficiently representing by their distinct indicators by observing Average Variance Extracted (AVE), which is the variance shared between indicators and their constructs (do Valle & Assaker, 2015; Fornell & Lacker, 1981). The generally agreed-upon guideline for acceptable value of AVE is 0.5 (Bagozzi et al., 1991; Gefen & Straub, 2005; Hair et al., 2011).

The results of the factor analysis have presented in the Table 4.3. The table summarizes both of first iteration and final iteration procedure. The final iteration was performed to refine a better measurement model with higher value of loadings. Hence, it can be confirmed that the model fulfilled criteria of discriminant validity and convergent validity.

Table 4.2: Results of Measurement Model

Model Construct	Measurement Item	Loading	CR ^a	AVE ^b	Loading	CR ^a	AVE ^b
		First Iteration			Final Iteration		
Destination Resources and Attractors	Desti_Res_Attract_13	0.763	0.868	0.487	0.800	0.869	0.572
	Desti_Res_Attract_14	0.694			0.723		
	Desti_Res_Attract_15	0.791			0.847		
	Desti_Res_Attract_16	0.725			0.766		
	Desti_Res_Attract_17	0.648			0.626		
	Desti_Res_Attract_18	0.593			Omitted		
	Desti_Res_Attract_19	0.665			Omitted		
Outdoor Activities	Activities_20	0.572	0.844	0.407	Omitted	0.836	0.561
	Activities_21	0.486			Omitted		
	Activities_22	0.625			Omitted		
	Activities_23	0.681			0.680		
	Activities_24	0.710			0.764		
	Activities_25	0.732			0.805		
	Activities_26	0.685			0.742		
	Activities_27	0.575			Omitted		
Accommodation Quality	Accommodation_07	0.539	0.845	0.479	Omitted	0.840	0.569
	Accommodation_08	0.698			Omitted		
	Accommodation_09	0.707			0.662		
	Accommodation_10	0.716			0.780		
	Accommodation_11	0.763			0.837		
	Accommodation_12	0.706			0.727		
Accessibility Quality	Accessibility_01	0.577	0.821	0.438	Omitted	0.813	0.527
	Accessibility_02	0.563			0.520		
	Accessibility_03	0.781			0.800		
	Accessibility_04	0.732			0.812		
	Accessibility_05	0.720			0.734		
	Accessibility_06	0.562			Omitted		
Local Communities' Attitude	Locaal_Attitudes_28	0.705	0.878	0.545	0.705	0.883	0.559
	Locaal_Attitudes_29	0.792			0.792		
	Locaal_Attitudes_30	0.776			0.776		
	Locaal_Attitudes_31	0.767			0.767		
	Locaal_Attitudes_32	0.708			0.708		
	Locaal_Attitudes_33	0.732			0.732		
Satisfaction	Satisfaction_34	0.704	0.906	0.517	0.747	0.892	0.578
	Satisfaction_35	0.727			0.749		
	Satisfaction_36	0.701			Omitted		
	Satisfaction_37	0.743			0.748		
	Satisfaction_38	0.735			0.769		
	Satisfaction_39	0.737			0.779		

Table 4.2 continued

	Satisfaction_40	0.764			0.769		
	Satisfaction_41	0.650			Omitted		
	Satisfaction_42	0.674			Omitted		
Revisit	Revisit_Intent_43	0.742	0.880	0.516	0.744	0.883	0.522
Intention	Revisit_Intent_44	0.749			0.752		
	Revisit_Intent_45	0.818			0.827		
	Revisit_Intent_46	0.724			0.743		
	Revisit_Intent_47	0.533			0.534		
	Revisit_Intent_48	0.683			0.674		
	Revisit_Intent_49	0.744			0.748		

Note:

a Composite Reliability (CR) = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (square of the summation of the error variances)}

b Average Variance Extracted (AVE) = (summation of the square of the factor loadings)/ {(summation of the square of the factor loadings) + (summation of the error variances)}

4.3.1.1 Loadings and Cross Loadings

Table 4.3 summarizes the items loading and cross loading to use for understanding individual item reliability. A rule of thumb of items' internal consistency is those items should have loadings of 0.5 or more (Bagozzi et al., 1991; Hair et al., 2011; Henseler et al., 2009). If the item is not exceeding 0.5, the item should possibly drop from the analysis. Instead of that, the value of loading item itself should be greater than another cross loading value. From Table 4.3, all the loading values indicate a sufficient degree of indicator reliability as all indicator loadings are greater than 0.50 threshold (Hair et al., 2011).

Table 4.3: Loadings and Cross Loadings

	Access	Accomm	LCA	OA	R&A	RI	SAT
Accessibility_02	0.520	0.193	0.224	0.305	0.101	0.251	0.160
Accessibility_03	0.800	0.353	0.393	0.424	0.317	0.323	0.401
Accessibility_04	0.812	0.415	0.377	0.414	0.391	0.339	0.451
Accessibility_05	0.734	0.358	0.357	0.419	0.250	0.286	0.347
Accommodation_09	0.328	0.662	0.428	0.369	0.399	0.421	0.393
Accommodation_10	0.318	0.780	0.453	0.427	0.370	0.281	0.414
Accommodation_11	0.384	0.837	0.578	0.453	0.506	0.390	0.593
Accommodation_12	0.391	0.727	0.421	0.434	0.442	0.314	0.448
Local_Attitudes_28	0.319	0.341	0.705	0.455	0.379	0.410	0.456
Local_Attitudes_29	0.353	0.484	0.792	0.430	0.459	0.423	0.567
Local_Attitudes_30	0.383	0.549	0.776	0.433	0.552	0.404	0.584
Local_Attitudes_31	0.375	0.518	0.767	0.442	0.603	0.453	0.537
Local_Attitudes_32	0.371	0.437	0.708	0.444	0.451	0.384	0.459
Local_Attitudes_33	0.334	0.475	0.732	0.476	0.481	0.451	0.593
Activities_23	0.363	0.374	0.420	0.680	0.321	0.366	0.400
Activities_24	0.373	0.446	0.426	0.764	0.379	0.430	0.438
Activities_25	0.413	0.421	0.465	0.805	0.365	0.399	0.430
Activities_26	0.457	0.429	0.473	0.742	0.348	0.381	0.456
Desti_Res_Attract_13	0.272	0.483	0.554	0.338	0.800	0.344	0.578
Desti_Res_Attract_14	0.305	0.349	0.539	0.392	0.723	0.379	0.514
Desti_Res_Attract_15	0.316	0.442	0.496	0.344	0.847	0.345	0.571
Desti_Res_Attract_16	0.250	0.455	0.484	0.291	0.766	0.325	0.534
Desti_Res_Attract_17	0.371	0.447	0.398	0.446	0.626	0.281	0.457
Revisit_Intent_43	0.334	0.263	0.423	0.342	0.348	0.744	0.441
Revisit_Intent_44	0.353	0.333	0.402	0.371	0.360	0.752	0.470
Revisit_Intent_45	0.341	0.418	0.519	0.451	0.379	0.827	0.528
Revisit_Intent_46	0.303	0.453	0.412	0.401	0.362	0.743	0.520
Revisit_Intent_47	0.181	0.121	0.127	0.255	-0.001	0.534	0.198
Revisit_Intent_48	0.207	0.209	0.218	0.268	0.164	0.674	0.269
Revisit_Intent_49	0.300	0.393	0.538	0.487	0.405	0.748	0.535
Satisfaction_34	0.379	0.448	0.508	0.424	0.461	0.456	0.747
Satisfaction_35	0.391	0.436	0.528	0.414	0.535	0.434	0.749
Satisfaction_37	0.328	0.518	0.602	0.424	0.551	0.481	0.748
Satisfaction_38	0.395	0.486	0.565	0.420	0.536	0.500	0.769
Satisfaction_39	0.420	0.483	0.531	0.486	0.551	0.524	0.779
Satisfaction_40	0.359	0.475	0.541	0.460	0.578	0.433	0.769

Note: Access = Accessibility Quality; Accom=Accommodation Quality; OA = Outdoor Activities; R&A = Destination Resources and Attractors; LCA = Local Communities' Attitudes; RI = Revisit Intention; Sat = Satisfaction

4.3.1.2 Convergent Validity

Convergent validity is another reliable measure to make sure all individual indicators are consistent in their measurements (Hair et al., 2010). It is assessed by composite reliability (CR) and average variance extracted (AVE). The recommended minimum cut off point is 0.70 for CR (Nunually, 1978) and 0.50 for AVE (Chin, 1998).

All latent variables had high CR with more than 0.70 minimum cut off point. CR value for Destination Resources and Attractors is 0.869. Outdoor Activities is 0.836. Accommodation Quality is 0.840. Accessibility Quality is 0.813. Local Communities' Attitudes is 0.883. Satisfaction is 0.892. Revisit Intention is 0.883. Similarly, all of constructs performed sufficient AVE values higher than 0.50 of minimum cut off point. The AVE value for Destination Resources and Attractors is 0.572. Outdoor Activities is 0.561. Accommodation Quality is 0.569. Accessibility Quality is 0.527. Local Communities' Attitudes is 0.559. Satisfaction is 0.578. Revisit Intention is 0.522.

Again from the table, all the CR values and AVE values were exceeded acceptable threshold of 0.7 and 0.5 respectively. Hence, convergent validity is well established in this study, indicating that more than half of its indicators' variance are able to be explained by the latent variable (Hair et al., 2011). The final iteration of CR values and AVE values for every variable are shown as Table 4.2.

4.3.1.3 t-Value

As shown in Table 4.4, the summary result of t-value of each measurement items was presented. Within the overall model, t-value is a critical ratio to provide the basis for testing the proposed hypotheses (Hsieh et al., 2014). The t-value for every measurement items is ranging from 4.131 to 36.655.

Table 4.4: Summary Results of the Model Constructs

Model Construct	Measurement Item	Standard Estimate	t-Value
Accessibility Quality	Accessibility_02	0.520	4.347
	Accessibility_03	0.800	22.664
	Accessibility_04	0.812	21.656
	Accessibility_05	0.734	14.853
Accommodation Quality	Accommodation_09	0.662	13.675
	Accommodation_10	0.780	23.278
	Accommodation_11	0.837	50.935
	Accommodation_12	0.727	19.276
Destination Resources and Attractors	Desti_Res_Attract_13	0.800	33.897
	Desti_Res_Attract_14	0.723	20.716
	Desti_Res_Attract_15	0.847	45.346
	Desti_Res_Attract_16	0.766	29.455
	Desti_Res_Attract_17	0.626	11.947
Outdoor Activities	Activities_23	0.680	11.373
	Activities_24	0.764	16.642
	Activities_25	0.805	26.757
	Activities_26	0.742	20.489
Local Communities' Attitude	Local_Attitudes_28	0.705	12.578
	Local_Attitudes_29	0.791	30.730
	Local_Attitudes_30	0.776	28.664
	Local_Attitudes_31	0.768	25.362
	Local_Attitudes_32	0.708	16.233
	Local_Attitudes_33	0.732	22.594
Satisfaction	Satisfaction_34	0.747	27.137
	Satisfaction_35	0.749	26.146
	Satisfaction_37	0.748	17.594
	Satisfaction_38	0.769	27.734
	Satisfaction_39	0.779	30.043
	Satisfaction_40	0.769	27.624
Revisit Intention	Revisit_Intent_43	0.744	21.899
	Revisit_Intent_44	0.752	24.140
	Revisit_Intent_45	0.827	36.181
	Revisit_Intent_46	0.743	21.633
	Revisit_Intent_47	0.534	6.507
	Revisit_Intent_48	0.674	10.047
	Revisit_Intent_49	0.748	21.441

4.3.1.4 Discriminant Validity

Another measure, discriminant validity was assessed to determine the external consistency of the measurement model (Fornell & Lacker, 1981; Chin, 2010). To do this, table 4.5 was demonstrated which the AVE value is calculated manually and written in the bold on the diagonal of the table. The square AVE values are: Accessibility Quality (0.726), Accommodation Quality (0.754), Local Communities (0.747), Outdoor Activities (0.749), Destination Resources and Attractors (0.756), Revisit Intention (0.723), and Satisfaction (0.760). To confirm discriminant validity of the model, AVE value for each construct should be greater than the square of the correlation between two constructs (Brady & Robertson, 2001; Wong, 2013). In another word, the square AVE values should be greater than the off-diagonal entry in their corresponding column and row (Burton-Jones & Hubona, 2006). For example, square AVE value for R&A is 0.756. The number is greater than correlation values in the column of R&A (0.396, 0.575, 0.656 and 0.473) and also greater than those in the row of R&A (0.444 and 0.705). Same observations were also made for other latent variables' square AVE values (Access, Accom, LCA, OA, RI and SAT). Therefore, it can be concluded that discriminant validity of this study is well established.

Table 4.5: Discriminant Validity of Constructs

	Access	Accom	LCA	OA	R&A	RI	SAT
Accessibility Quality	0.726						
Accommodation Quality	0.472	0.754					
Local Communities Attitudes	0.476	0.631	0.747				
Outdoor activities	0.538	0.559	0.596	0.749			
Destination Resources and Attractors	0.396	0.575	0.656	0.473	0.756		
Revisit Intention	0.412	0.465	0.564	0.527	0.444	0.723	
Satisfaction	0.498	0.625	0.719	0.577	0.705	0.622	0.760

Note: Diagonals represent the square root of the average variance extracted (AVE) while the other entries represent the correlations.

Access = Accessibility Quality; Accom=Accommodation Quality; OA = Outdoor Activities; R&A = Destination Resources and Attractors; LCA = Local Communities' Attitudes; RI = Revisit Intention; Sat = Satisfaction

4.3.1.5 Reliability Test

Items with large residuals or standardized factor loading and cross-loading value which less than 0.5 were removed from the analysis. At first, the items for components analyses were started with 49 items. After that, 13 items were eliminated from analysis because of low loading of items. The deleted 13 items are including 2 items out of 6 items of accessibility quality, 2 items out of 6 items accommodation quality, 2 items out of 7 items of destination resources and attractors, 4 items out of 8 items of outdoor activities and 3 items out of 9 items of satisfaction. The rest of 36 items covering 7 constructs subjected to factor analysis had significant loadings ranging from 0.520 to 0.847.

After delete the items with low loading, all of the remaining items were then subjected to reliability analysis. Testing of items reliability was done with the assessment of Cronbach's Coefficient Alpha. As recommended by Nunnally (1978), the scores of the items should surpass the 0.7 guideline. Based on the variables with Cronbach's Alpha that summarised in Table 4.6, all the alpha levels are ranging from 0.706 to 0.854, which all items surpassing the 0.70 cutoff. In summary, the 4 items measuring accessibility quality had an alpha of 0.706. The 5 items measuring accommodation quality had an alpha of 0.747. The 5 items measuring destination resources and attractors had an alpha of 0.809. The 4 items measuring outdoor activities had an alpha of 0.738. The 6 items measuring local communities' attitudes had an alpha of 0.842. The 6 items measuring satisfaction had an alpha of 0.854. Lastly, the 7 items measuring revisit intention had an alpha of 0.849. It can be concluded that all of the variables were judged to demonstrate sufficient reliability.

4.3.1.6 Coefficient of Determination (R^2)

In addition, R^2 also used to examine the proportion of variance of the observed variables explained by latent variables (Henseler et al., 2009; Yoon, 2002). The bigger explained variance, the more of latent variables explains to its total variance (Huang, 2011). Maddala (2001) also pointed out the discovery of the impacts of multicollinearity is also able to realize via R^2 analysis. Chin (1998) proposed that R^2 for all dependent variables to be at least 0.33 and above. The R^2 value for revisit intention is 0.386 and satisfaction is 0.668 which all are greater than the recommended level as shown as Table 4.6. Hence, it provides supports to assess their significance level for the entire path (Chin, 1998b; Guzman-Parra et al., 2016).

Table 4.6: Results of R-Square

	R Square
Revisit Intention	0.386
Tourist's Satisfaction	0.668

Table 4.7: Results of Reliability Test

Model Construct	Measurement Item	Cronbach's Alpha	Loading	Number of Items
Accessibility Quality	Accessibility_02	0.706	0.520-0.812	4(6)
	Accessibility_03			
	Accessibility_04			
	Accessibility_05			
Accommodation Quality	Accommodation_09	0.747	0.662-0.837	4(6)
	Accommodation_10			
	Accommodation_11			
	Accommodation_12			
Destination Resources and Attractors	Desti_Res_Attract_13	0.809	0.626-0.847	5(7)
	Desti_Res_Attract_14			
	Desti_Res_Attract_15			
	Desti_Res_Attract_16			
	Desti_Res_Attract_17			
Outdoor Activities	Activities_23	0.738	0.680-0.805	4(8)
	Activities_24			
	Activities_25			
	Activities_26			
Local Communities' Attitude	Local_Attitudes_28	0.842	0.708-0.791	6(6)
	Local_Attitudes_29			
	Local_Attitudes_30			
	Local_Attitudes_31			
	Local_Attitudes_32			
	Local_Attitudes_33			
Satisfaction	Satisfaction_34	0.854	0.747-0.779	6(9)
	Satisfaction_35			
	Satisfaction_37			
	Satisfaction_38			
	Satisfaction_39			
	Satisfaction_40			
Revisit Intention	Revisit_Intent_43	0.849	0.534-0.827	7(7)
	Revisit_Intent_44			
	Revisit_Intent_45			
	Revisit_Intent_46			
	Revisit_Intent_47			
	Revisit_Intent_48			
	Revisit_Intent_49			

*Final items numbers (initial numbers)

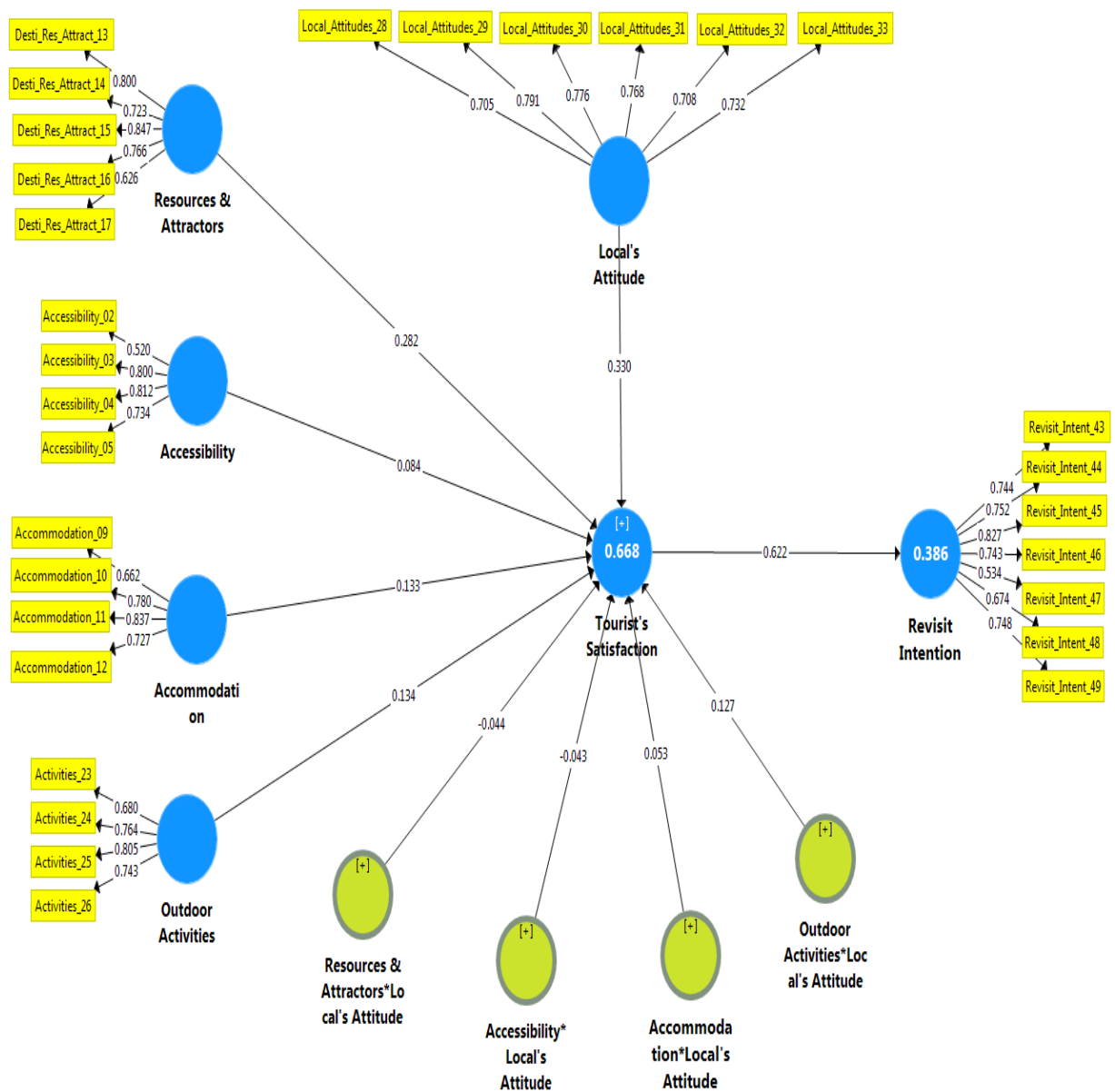


Figure 4.2: Research Model with Beta Value

4.4 Assessment of the Structural Model

After adequate reliability, convergent validity, and discriminant validity are confirmed in the model, next step is to test the hypotheses of structural model. The hypotheses testing with results are shown in following section.

4.4.1 Hypotheses Testing

After confirmed the data is reliable and valid by running a series of reliability and validity analysis, assessment of the structural model has been carried out to test the relationship among four dimensions of service quality, local communities' attitude, tourists' satisfaction and their intention to revisit to rural tourism destination in Sarawak. Four main determinants relating to dependent variables were identified as accessibility quality, accommodation quality, destination's resources and attractors, and outdoor activities. This analysis is the fundamental examination of the structural model to test estimate coefficients (path) and critical ratio (t-value), which providing the basis of whether accept or reject the proposed hypotheses (Maroofi & Dehghan, 2012). Generally, the confidence interval should be greater than 95% (t-value=1.645) to accept a hypothesis (Altman et al., 2013; Gardner & Altman, 1986) and the next one is 99% (t-value=2.33). The results are presented in Table 4.8.

4.4.2 Finding of Hypotheses Testing

The visual results and detailed results of hypotheses testing are indicated in Figure 4.3 and Table 4.8 respectively.

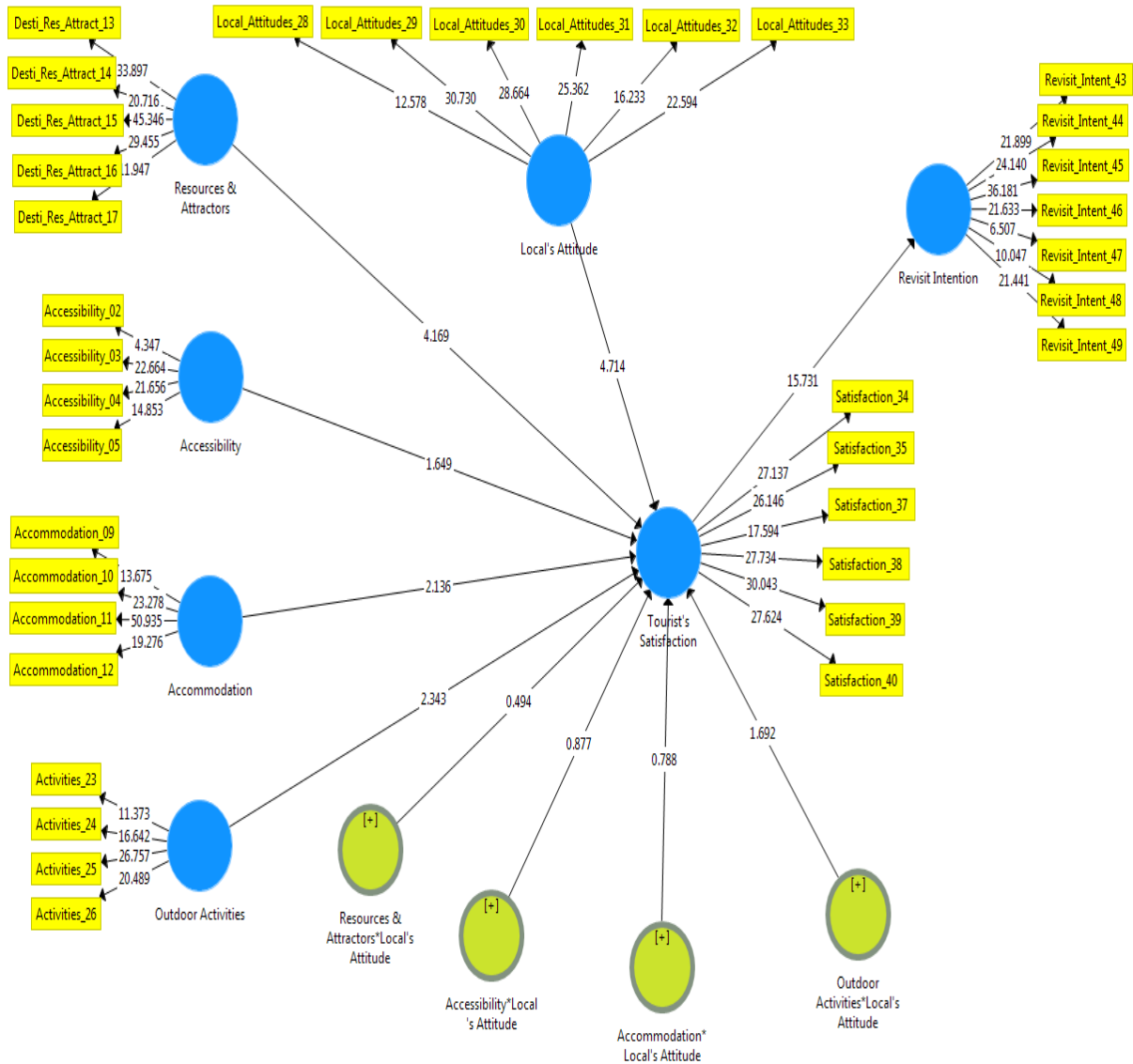


Figure 4.3: Research Model with *t*-Value

Note:

*Blue circle(s) pointed to satisfaction and revisit intention indicate direct relationship;
Purple circle(s) pointed to satisfaction and revisit intention indicate moderating relationship.*

Table 4.8: Path Coefficients and Hypothesis Testing

Hypothesis	Relationship	Beta	Std. Error	t-value	Decision
H1	Accessibility Quality is positively related to tourist's satisfaction.	0.084	0.050	1.649*	Supported
H2	Accommodation Quality is positively related to tourist's satisfaction.	0.133	0.062	2.136*	Supported
H3	Destination resources and attractors are positively related to tourist's satisfaction.	0.282	0.068	4.169**	Supported
H4	Outdoor activities are positively related to tourist's satisfaction.	0.134	0.057	2.343**	Supported
H5	The relationships between accessibility quality and satisfaction are moderated by the local communities' attitude.	-0.043	0.050	0.877	Not Supported
H6	The relationships between accommodation quality and satisfaction are moderated by the local communities' attitude.	0.053	0.067	0.788	Not Supported
H7	The relationships between destination resources and attractions and satisfaction are moderated by the local communities' attitude.	-0.044	0.089	0.494	Not Supported
H8	The relationships between outdoor activities and satisfaction are moderated by the local communities' attitude.	0.127	0.075	1.692*	Supported
H9	Tourists' satisfaction influences tourists' intention of revisit.	0.622	0.040	15.731**	Supported

Note: $p < 0.01^{**}$, $p < 0.05^{*}$

4.4.2.1 The Relationship between Accessibility Quality and Tourists' Satisfaction

The t-test of the regression shows that there is sufficient evidence to substantiate that accessibility quality of destination is positively related to tourists' satisfaction ($\beta = 0.084$; $t = 1.649$; $p < 0.05$). Therefore, Hypothesis 1 is supported by the statistical result as expected.

4.4.2.2 The Relationship between Accommodation Quality and Tourists' Satisfaction

The result pertaining to Hypothesis 2 is showing that accommodation quality was perceived to have a significant impact on tourists' satisfaction. The t-value reveals that accommodation quality was significantly at the 5% level ($\beta = 0.133$; $t = 2.136$; $p < 0.05$) which means accommodation quality of destination is positively related to tourists' satisfaction. Therefore, Hypothesis 2 is supported by the statistical result.

4.4.2.3 The Relationship between Destination Resources and Attractors and Tourists' Satisfaction

Based on the result presented in Table 4.8, surprisingly it indicates that destination resources and attractors was not significant at $p < 0.05$ level ($\beta = 0.282$; $t = 4.169$; $p < 0.05$). The results showed that destination resources and attractors of destination are positively related to tourists' satisfaction. Therefore, Hypothesis 3 is supported by the statistical results.

4.4.2.4 The Relationship between Outdoor Activities and Tourists' Satisfaction

Outdoor activities are significant at 1%, as shown in Table 4.8. The finding supports Hypothesis 4, indicating that outdoor activities in destination have a positive

relationship with tourists' satisfaction ($\beta = 0.134$; $t = 2.343$; $p < 0.01$). Therefore, Hypothesis 4 is supported by the statistical results.

4.4.2.5 Local Communities' Attitudes moderate the Relationship between Accessibility Quality and Tourists's Satisfaction

The path coefficient of relationship between the accessibility quality and tourist's satisfaction after moderating by local communities' attitudes is -0.043 and the critical ratio t-value is 0.788 which is not significant in 1% of significance level ($\beta = -0.043$; $t = 0.788$; $p < 0.01$). In view of that, it is concluded that local communities' attitudes will not be significantly associated with accessibility quality and tourists' satisfaction. Therefore, Hypothesis 5 is not confirmed by the statistical results.

4.4.2.6 Local Communities' Attitudes moderate the Relationship between Accommodation Quality and Tourists' Satisfaction

According to Table 4.8, it shows that local communities' Attitudes is moderating accommodation quality and tourists' satisfaction with $\beta = 0.053$; $t = 0.788$; $p < 0.01$. Therefore, there was no sufficient evidence to substantiate that Hypothesis 6 is accepted, indicating that local communities' attitudes are not moderating relationship between accommodation quality and tourists' satisfaction.

4.4.2.7 Local Communities' Attitudes moderate the Relationship between Destination Resources and Attractors and Tourists' Satisfaction

However, the relationship between destination resources and attractors and tourists' satisfaction moderating by local communities' attitudes is not significant ($\beta = -0.044$; $t =$

0.494; $p < 0.01$). Accordingly, the results signified that local communities' attitudes had no moderating effect on destination resources and attractors and tourists' satisfaction. Hence, this provides evidence that hypothesis 7 is not supported by statistical result.

4.4.2.8 Local Communities' Attitudes moderate the Relationship between Outdoor Activities and Tourists' Satisfaction

The hypothesis is supported by the empirical result with $\beta = 0.127$; $t = 1.692$; $p < 0.05$. This indicates that local communities' attitudes moderate the relationship between outdoor activities and tourists' satisfaction. Hence, Hypothesis 8 is empirically supported in this study.

4.4.2.9 The Relationship between Tourists' Satisfaction and Revisit Intention

In this study, tourists' satisfaction is contributing significantly at the significance level of 1%. It can conclude that, tourists' satisfaction was found to positively affect revisit intention of tourist to destination ($\beta = 0.622$; $t = 15.731$; $p < 0.01$). Therefore, Hypothesis 9 is supported by the statistical results.

4.5 Results of Moderation Analysis in PLS Plot

The coefficients obtained from the PLS algorithm was used in order to plot the interaction between four attributes of services quality and local communities' attitude. The interest is placed on the gradient of the slopes. The slope which has the steeper gradient indicates that the positive relationship is indeed stronger when the moderator received higher value.

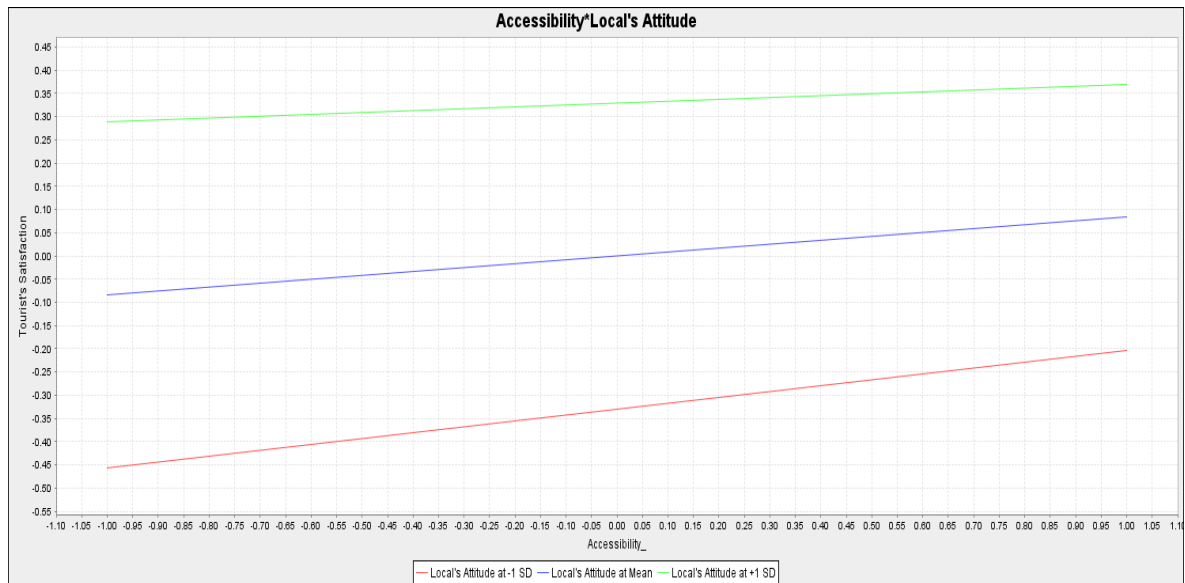


Figure 4.4: Accessibility Quality and Local Communities' Attitude Interaction Plot

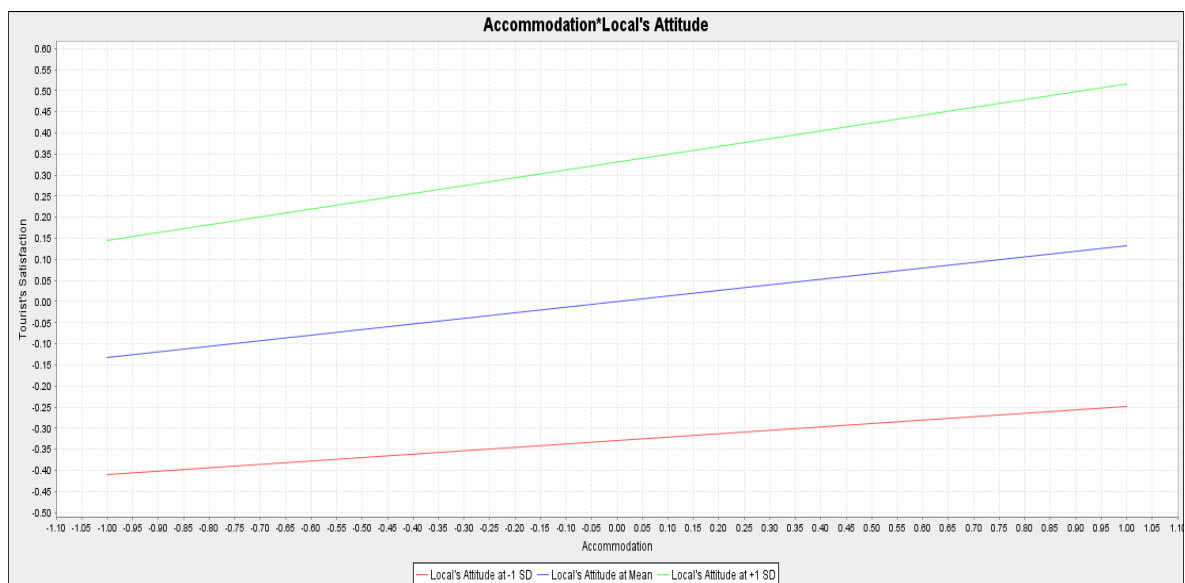


Figure 4.5: Accommodation Quality and Local Communities' Attitude Interaction Plot

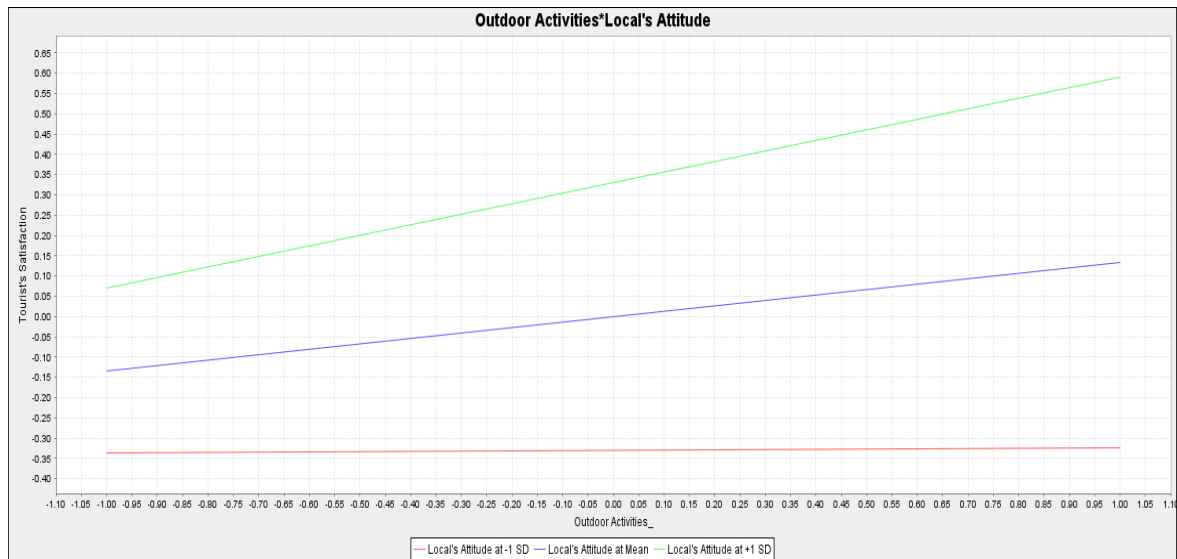


Figure 4.6: Outdoor Activities and Local Communities' Attitude Interaction Plot

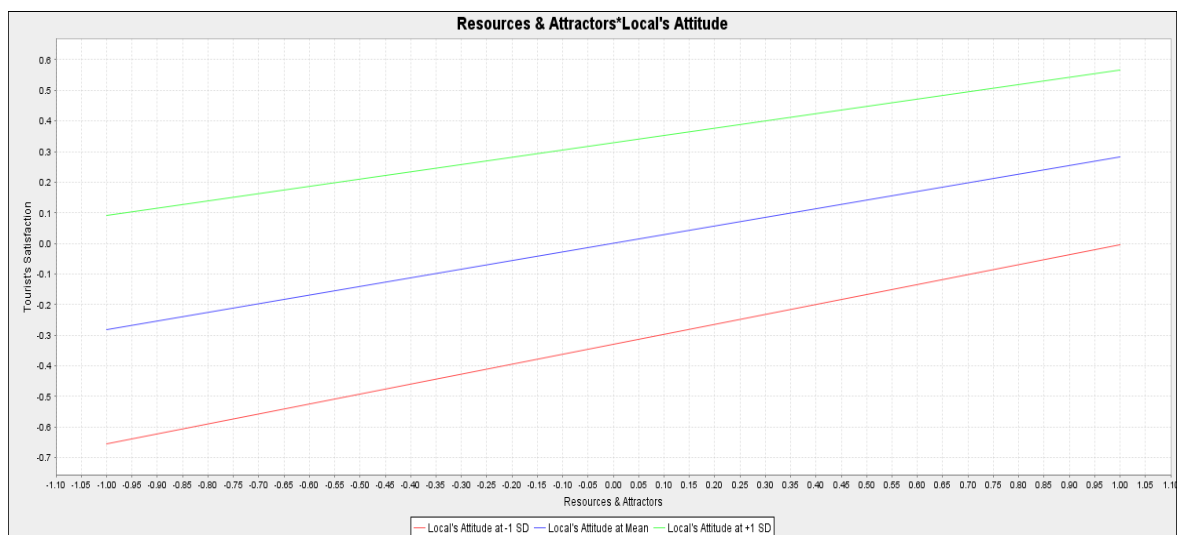


Figure 4.7: Destination Resources and Attractors and Local Communities' Attitude Interaction Plot

By referring to Figure 4.4 to Figure 4.7, the relationship between four attributes of service quality with local communities' attitude are positive for all three lines as indicated by their positive slope. Hence, stronger of local communities' attitude towards tourists, tourists will be more satisfied with the trip. For Figure 4.4, Figure 4.5 and Figure 4.7 the

upper line (in green), which represents a stronger level of the local communities' attitude has a flatter slope while the lower line (in red), which represents a weaker level of the local communities' attitude, has a steeper slope. Hence, the simple slope plot supports previous discussion on the negative interaction term: stronger of local communities' attitude to tourists entails a weaker relationship between accessibility quality and tourists' satisfaction, accommodation quality and tourists' satisfaction and destination resources and attractors and tourists' satisfaction and vice-versa.

On other hand, Figure 4.6 showing that the line labelled those weaker local communities attitudes to tourists (red line) has a flatter gradient compared to stronger local communities to tourists (green line), which also supporting previous discussion that local communities' attitude moderates the relationship between outdoor activities and tourists' satisfaction. It is indicating that the positive relationship between outdoor activities with tourists' satisfaction is indeed stronger when local communities' attitudes toward tourist are strong and vice versa.

4.6 Summary

This chapter is presenting the analytical results after conducting a preliminary examination of the data set. The results indicated that the model was both reliable and valid. The final part of this chapter is to test the significance level (P-Value) and critical ratio (t-value) of hypotheses proposed. There are six out of nine relationships are supported which are H1, H2, H3, H4, H8, and H9. The other three hypotheses are not supported are H5, H6, and H7. The next chapter will further discuss about the hypotheses testing results and implications of these findings in detail.

CHAPTER 5

DISCUSSION AND CONCLUSIONS

5.1 Introduction

Chapter 5 delineates an in-depth discussion related to the research findings derived from the analyses conducted in Chapter 4. This chapter begins with the backdrop of study. After that, each hypothesis will be explained and relate the results with findings from past literatures. The next part highlights research implications in both theoretical implications and practical implications. The last session presents the limitations of the study and suggests directions for future studies.

5.2 Discussion

As more and more tourists are involved in rural tourism destination, the number of tourists' arrival in rural tourism settings has sharply increased in recent decades. Unquestionably, understanding what drives tourists' satisfaction is necessary as satisfied tourists tend to spread positive comments to their family and friends and to repeat their visitation to same destination (Baker & Crompton, 2000; González et al., 2007; Hall et al., 2016).

A review of the tourism literature reveals that very few studies have analysed the causal relationship among service quality, satisfaction and intention to revisit in the rural tourism context. However, service quality is the most dominant variable influencing satisfaction and thus, their intention to return to the same destination as the better service quality received by tourists the higher of the degree of satisfaction they will perceive

(Kwok et al., 2016; Ramadlani, 2013; Tian-Cole et al., 2002). It was also believed that satisfied tourists are more likely to revisit the destination and in the long term, these tourists will attract new tourists by recommending the destination (Banki et al., 2014). Furthermore, local communities have been empirically examined as a proposed moderating variable in this study as local communities exhibiting positive attitudes such as empathy, caring, positive hospitality and being helpful toward tourists will most likely improve tourists' satisfaction and to encourage repeated visitations and vice versa (Su & Wall, 2010).

This study contributes to the literature by providing an intergrading vision of the relationships that exist between service quality and satisfaction, intention to revisit, and relationship between service quality and satisfaction after moderated by local communities' attitude. A total of eight hypotheses was tested. The empirical results show that five out of five hypotheses with direct relationship were supported and one out of four hypotheses with moderator was supported. Further explanation on the hypotheses will be discussed in the following section.

5.2.1 The Relationship between Accessibility Quality and Tourists' Satisfaction (H1)

Based on the statistical results, Hypothesis 1 was supported. The empirical findings have strengthened findings from some previous studies of Al-Ababneh (2013), Turco et al. (2002), and Forozia et al. (2013) who supported the linkage between accessibility quality and tourist's satisfaction. Ab Karim and Chi (2010) confirmed that favorable location and good accessibility of destination emerged as important considerations when choosing a tourist destination. The result was also supported by Ali and Howaidee (2012) as clarified that destination accessibility directly influenced tourist's satisfaction. Other researchers

such as Haghkhah et al. (2011) indicated accessibility in destination, transportation and accommodation had direct positive and significant relationship with tourist's satisfaction, their revisit intention and ultimately growth of the region tourism industry.

Beqiri et al. (2014) also noted that the ease of gaining transportation access into and around a destination is found to be an important determinant attribute as well. Where accessibility is difficult (whether it is due to lengthy travel times, high costs, entry barriers and formalities, unpleasant travel connections or schedules, etc.), it can decrease the willingness number of tourists to visit the place (Ritchie & Crouch, 2010). De Nisco et al. (2015) concur that destination's resources are hardly relevant to the issue of tourist's satisfaction unless they are accessible to potential tourists and tourism operators alike.

5.2.2 The Relationship between Accommodation Quality and Tourists' Satisfaction (H2)

The result is also in congruent with previous studies (Dubé & Renaghan, 2000; Kastenholz et al., 2013; Marković & Raspor, 2010; Milfelner et al., 2011; Nam et al., 2011; Ryu et al., 2012). Undeniably, accommodation is a fundamental logistical requirement to contribute and enhance overall visit experience. Noted here again, in the context of this study, accommodation quality is evaluated by physical environment, interaction between host and guest, and the perceived value (money) of accommodation. The accommodation provided in study sites are mostly homestay in a reasonable and affordable price. The homestay in the study sites are equipped with basic amenities such as bed, mosquito net, fully-functioning toilet, electricity and etc which are able to fulfil tourists' basic needs. Furthermore, traditional home cooked meals provided three times a day to tourists if tourists

In fact, it is not surprising to find that accommodation quality impacts tourists' satisfaction in the studied sites. The relationship was supported by many researchers such as Dubé and Renaghan (2000) who emphasized the strong linkage between accommodation quality in functional and interpersonal aspect of services and tourist's satisfaction during their stay. Nam et al. (2011) are also demonstrate that accommodation quality has a significant effect on tourists' satisfaction. Ryu et al. (2012) underscore the importance of the physical environment of accommodation and stated that the distinct characteristics of accommodation (e.g., physical environment) gave tourists an idea of the quality of accommodation delivered as part of the travel experience and affect their satisfaction. The human interaction dimensions and physical appearance of accommodation need to be emphasized in order to develop customer delight and satisfaction since tourists' perception on the quality of accommodation is mostly based on service providers' promptness, friendliness, and behaviour (Ali et al., 2018; Ryu et al., 2012; Walls et al., 2011)

5.2.3 The Relationship between Destination Resources and Attractors to Tourists'

Satisfaction (H3)

Besides that, this study found that destination resources and attractors are significantly linked to tourist's satisfaction. The result is consistent with previous studies (Chen, 2001; Crouch, 2011; Mihalić, 2000). For many destinations, the natural environment is one of the primary attractions for leisure tourists. Huh (2002) opined there is a rising trend among travellers that enjoy the unique rural life which has the richness in term of natural resources and variety of nature exploring activities.

It can justify those local tourists who seek for adventurous experiences such as eco tour, camping, hiking, jungle trekking, swimming and so on. They are more concerned about the natural-explored adventures in unspoiled nature environment, relaxing atmosphere, and different types of cultural attractions. Albacete-Sáez et al (2007) indicated that a tourism destination perceived by tourists is that it must be a destination that provides tourism infrastructure, distinct natural, environmental, and cultural resources free from pollution and mass development. Instead of basic resources and infrastructure in destination, tourists are also expecting destinations to offer a multifaceted set of travel experiences in natural environment and cultural experiences. Therefore, these turn into preconditions to generate more attractive and memorable destination experiences (Brakus et al., 2009; Cracolici & Nijkamp, 2009; Reitsamer et al., 2016). Tourists have increasingly sought out extraordinary “staged” experience (Oh et al., 2007) that go beyond mere consumption of products or services experiences (Reitsamer et al., 2016). Mikulincer and Shaver (2007) also identified that the memorability of consumption unique experiences such as adventurous experiences is an imperative prerequisite for the formation of favourable destination experiences and tourists’ satisfaction.

5.2.4 The Relationship between Outdoor Activities and Tourists’ Satisfaction (H4)

The results find statistically significant relationship between outdoor activities and tourist’s satisfaction. The result was also consistent with previous studies such as Dmitrović et al. (2009), Hallmann et al. (2014), Makeeva (2010), Maroofi and Dehghan (2012), who found outdoor activities to be a fundamental attribute that directly contributes in the level of tourists’ satisfaction. In the study sites, there are varieties of outdoor activities such as village walk, hot spring, canoeing, harvesting, forest/ nature walking,

local wedding ceremony, local festival celebration, snorkelling, fishing, and etc. The activities are provided by experienced local communities in a systematic way. They even provide different packages of activities options with different level of difficulty and prices to fulfil the preferences of tourists.

Ritchie and Crouch (2010) posited that the activities dimension of destination attractiveness appears to be growing in its importanceness as the tourists are increasingly seeking new experiences that are more exciting. A wide range of recreational, activity based, educational, cultural activities and experiences can be easily accessed by tourists in destination which is able to provide a powerful attracting force for prospective tourists, (Murphy et al., 2000), thus, enhances their satisfaction level. Besides, outdoor activities are also able to identify opportunities to bring together local residents and tourists to celebrate the unique and special features of a destination. Varieties of activities in destinations successfully attracted more tourists and they can also influence tourists' choice of destination.

5.2.5 Local Communities' Attitudes moderate the Relationship between Accessibility Quality and Tourists' Satisfaction (H5)

The earlier hypothesis has been proven by empirical result in this study in which the accessibility quality has a positive influence and significant impact to tourists' satisfaction. The relationship between accessibility quality and tourist's satisfaction has been proven by many researchers (e.g., Al-Ababneh, 2013; Haghkhah et al., 2011; Turco et al., 2002). However, when it comes to deal with local communities' attitudes, the result surprisingly shows the empirical result from finding did not support the relationship

between accessibility quality and tourists' satisfaction after moderated by local communities' attitudes.

A possible explanation is that one of the major foundations of a good accessibility quality in a destination is the transport component and road-related-issues. Central Europe (2013) indicated that transport options are important in a destination for the destination to be reached easier and also easy to travel within their sustainable accessibility report. They also pointed out that connectivity between tourists and transport actions can affect their choice of destination, length of stay and even, their overall satisfaction of the trip. From here, we can see that tourists are more concerned of the easy access to attractions. The destination sites in this study are Bario *Kelabit* Highland which is reachable by flights and *Annah Rais Bidayuh* Longhouse and *Telaga Air Malay* Village which are situated near to the main city of Sarawak, and they are reachable by public transportation and private car. Therefore, local communities were not considered as a significant factor to enhance tourists' satisfaction.

5.2.6 Local Communities' Attitudes moderate the Relationship between Accommodation Quality and Tourists' Satisfaction (H6)

Surprisingly, local communities' attitudes do not moderate accommodation quality and tourists' satisfaction. The previous studies mentioned that local communities are the main stakeholders of a rural tourism destination (Ling et al., 2011) especially in the hospitality industry. As in a rural tourism destination, local communities are regarded as a service supplier as well as the focal point to provide homestays to tourists (Andereck & Nyaupane, 2011). The three study sites in this study offer a variety of choices of homestay since the homestay owners are from the local communities. However, the empirical result

in this study seems have surprisingly determined that local communities' attitude is found to be not to be a key attribute for tourists in the selection of destination choice. The contrasting result is not consistent with findings from previous studies (Bimonte & Punzo, 2016; Hassanli et al., 2016; Marković & Raspor, 2010).

The previous results in this study show that accommodation quality has been significantly linked to tourists' satisfaction. But, once it comes with local communities, the satisfaction level of tourists does not seem to have risen. A possible explanation of the result might be because tourists expect more from the surroundings and sharing characteristics with typical local constructions (Albacete-Sáez et al., 2007) but do not include the friendliness of the local communities. In simpler explanation, their main concern in accommodation is more on tangible elements such as physical facilities, and cleanliness of facilities. Moreover, lacking of interaction between local and tourists due to discrepancy of local's knowledge and information level on the surroundings and communication ability becomes a stumbling block in increasing tourists' satisfaction. Although local inhabitants are open and hospitable to tourists, they are not involved in the tourism activities of the destination which cause them to lose opportunities to interact with tourists.

5.2.7 Local Communities' Attitudes moderate the Relationship between Destination Resources and Attractors and Tourists' Satisfaction (H7)

Based on the result obtained from the hypothesis testing, local communities' attitudes did not moderate the relationship between destination resources and attractors and tourists' satisfaction. Most of the tourism literature suggested that local communities perceive that tourists' arrival bring various positive environmental impacts to them such as

the preservation of natural resources and cultural heritage. However, some of researches (Breugel, 2013) have produced contradictory results. They reported that local communities tend to be more negative toward tourists as they feel that tourists' arrival can cause over-exploitation of natural resources and loss of social and cultural identity and values (Naser et al., 2011) and loss of social and cultural identity and values (Soldić Frleta, 2014). It can be explained by Social Exchange Theory, since local communities show a positive attitude towards tourists when they deem that benefits exceed the cost. Conversely, they tend to react negatively to tourists when they believe that tourists create more cost than personal economic benefit (Wang & Pfister, 2008). The unwelcome attitude of local communities can ruin the image of destination and thus brings unfavourable feelings of tourist toward the destination.

However, this study revealed that local communities' attitudes do not have any effects on the relationship between destination resources and attractors and tourists' satisfaction. The plausible explanation is that for tourists who come to a destination, they often aim for adventurous experiences. They are best satisfied when they are motivated to explore other unexpected and unique travel experiences such as outdoor activities, maximal exercises and extreme sports instead of natural resources, cultural heritage and relaxation. These activities mostly do not involve local communities' participation, thus it reduces the interaction between tourists and local communities. Another explanation is local communities are not motivated to interact with tourist when they have limited knowledge to identify the preferences of tourists. Smith and Brent (2001) indicated that local communities often possess rich knowledge of natural resources and environment, social and cultural traditions but they have minimal knowledge in travel demands and expectations of tourists (Scheyvens, 2003). Due to this reason, local residents are not a

major concern or considered as a main motive for tourists when planning to have a unique travelling experience in a rural tourism destination.

5.2.8 Local Communities' Attitudes moderate the Relationship between Outdoor Activities and Tourists' Satisfaction (H8)

The statistical result shows that local communities' attitudes moderate outdoor activities and tourists' satisfaction. Previous research (Ayob et al., 2013; Hallmann et al., 2014; Parasuraman & Grewal, 2000) findings demonstrate that outdoor activities are significant to increase tourist's satisfaction. Like aforementioned, most of the outdoor activities are provided by local communities in rural tourism destinations. As a homestay guest, tourists will be able to participate in various activities with host family and they can become the guide for outdoor activities throughout the tourists' stay. It is unavoidable that the interactions between tourists and local communities are carried out in outdoor activities as a range of activities is able to identify opportunities to bring together local residents and tourists to celebrate the unique and special features of a destination.

Positive attitudes from local communities provide a meaningful experience to tourists during the interaction in outdoor activities. Pizam et al. (2000) accentuated that higher intensity of social relationships between local communities and tourists during the activities can increase favourable feelings towards local communities which indirectly enhance the satisfaction level of tourists towards destination experience. Su and Well (2010) explained that local communities' positive attitudes are positively associated with tourists' favorable attitudes towards the locals and the destination which affect their on-site experience, site evaluation and future destination decisions. Ariffin et al. (2013) opined that a high level of hospitality from the local communities towards tourists during the

activities is able to enhance tourists' satisfaction. Even though the actual services delivered might not be good, tourists will be delighted and impressed with the overall service quality and evaluate it as good service quality.

5.2.9 The Relationship between Tourists' Satisfaction and Revisit Intention (H9)

As expected, the statistical result for the relationship between tourists' satisfactions and revisit intention is statistically significant. This finding is in accordance with previous research (Banki et al., 2014; Kaplanidou & Gibson, 2010; Mensah, 2013; Yoshida & James, 2010; Zabkar et al., 2010). The findings indicated that when tourists are satisfied with destination they have visited, it is most likely they will revisit the same destination in the future. Um et al. (2006) demonstrated that tourists who intended to revisit a destination is a form of satisfaction. As proven by Qu et al. (2010), favorable and satisfied travel experiences are able to create a positive image of the destination and the tourists will be more likely to recommend the destination to their family and friends. In turn, it builds a favorable image to potential tourists which will eventually affect their choice of destination.

Baloglu and Mangaloglu (2001) reported that tourists' satisfaction increases the likelihood of returning to same destination through trust. Shafiee et al. (2016) also has proven tourists' satisfaction as a mediating variable which mediates the relationship between destination image, word-of-mouth, and intention to revisit. As Som and Badarneh (2011) contended, tourists' satisfaction is conducted to influence future behavioral intention. The possible explanation to this relationship is when tourists perceived to have high satisfaction in the current visit, tourist' likelihood of their individual repeat visit can be positively provoked and indeed, it may influence others when they are promoting their own positive perceptions of the trip and their second visit intention.

5.3 Implications

The empirical validation of the relationship among service quality, satisfaction, intention to revisit and moderating variable, local communities' attitude on a sample of tourists at various rural tourism destinations in Sarawak have substantiated the hypotheses in this study. In this respect, the result of this study may offer some valuable theoretical and practical implications for researchers and rural tourism stakeholders. The detail of implications is discussed in following section.

5.3.1 Theoretical Perspective

From a theoretical perspective, the purpose of this study is to construct a service quality model which covered several perspectives in order to measure the extent of tourists' satisfaction, such as accessibility quality, accommodation quality, destination resources attractors and the outdoor activities. This paper argues that tourism initiatives introduced in Malaysia's rural setting have somewhat neglected the importance of providing quality of products and services. Hence, the findings of this study are very much likely to advance the knowledge in the field. This paper is an attempt to present a service quality model to assess the determining factors that affect repeat visiting through satisfaction on the different dimensions of service qualities in order to understand the relationship between destinations' service quality, satisfaction, and tourists' revisit behavioral intention.

Besides that, a new perspective of local communities' attitude was presented in this study. There is inadequate attention paid to the attitudes of local communities towards tourists which can affect the satisfaction of tourists and future intention to revisit on rural tourism destination. Therefore, the local communities' attitudes as a moderator have been

investigated on this study to see how local communities' attitudes play their role in the relationship between service quality and satisfaction. Hence, this model can be served as skeleton model which is expected to assist in bridging the gap between the claim for complex and multidisciplinary knowledge which are needed for the functioning of the destination management and extend the extent of knowledge on the rural destinations.

5.3.2 Practical Perspective

On the basis of obtained empirical results from this study, it is suggested that some improvements should be made to Sarawak rural tourism destination for it to become a more competitive rural tourism destination. The fundamental principle of the destination management process is that it involves bringing together stakeholders to clearly articulate the strategic direction and actions for the development, marketing and management of a destination for the future. All kinds of management activities and actions should include preservation of natural resources, maintaining quality of accommodation, creating and integrating value in tourism activities and enhancing the accessibility of destination so that tourist destination could achieves a better competitive market position. Moreover, the model allows destination competitiveness to be monitored over time. This can provide a moving picture of destination competitiveness at different points in time especially for the environment and policy maker who want to deliver maximum competitive advantages that can support long-term sustainable tourism growth.

Apart from that, the implication for this study is that the findings from this study can be used as a guideline for the rural tourism destination in order to clearly understand their current and desired tourists' preferences which can assist them in developing, managing and marketing a destination to ensure both short-term and long-term

sustainability goals are achievable. It is essential for stakeholders or policy makers to understand a destination target market's behavior, characteristics, decision-making process, needs and preferences are vital in developing suitable strategies for a destination's development and market. Moreover, the results of this study can help tourism authorities in choosing the right tourism development paradigms in specific rural areas. For instance, customization and diversification of activities are a priority in delivering quality tourism experiences which meet or exceed tourists' expectations. It is a key to enhance the accessibility of destination by providing more transportation modes. A good infrastructure such as road or railway cannot be neglected since accessibility is also an important element. Such concerns have to emphasise in maintaining and upgrading accommodation and to ensure constant staff, environmental, and facilities monitoring of accommodation.

5.4 Potential Limitations and Direction for Future Research

The findings are limited to the service quality attributes included in the study. Therefore, it is recommended that conducting a qualitative study for future works as it would help to reveal some other components of service quality. It is also suggested that future researches can broaden the data set since more data could offer further valuable insights by combining several study sites. Besides that, the service quality model should focus on the importance of different service attributes such as awareness, expectations, motivation, involvement and so on which could be improved by seeking to better quantitatively measure and the relative importance of various factors in determining the tourist's satisfaction. Future researches can not only focus on direct measures of satisfaction but also on additional factors such as social, demographic factors, economic

impact, weather, seasonality and other factors to form a more integrated and comprehensive measurement to measure tourists' satisfaction.

Another limitation of the study is that the results may not be generalized for other rural tourism destinations. Future research would aim to replicate this study by using different samples and extend the study scope by including multiple destinations and different nationalities of tourists to increase generalization. It is a need to conduct more valid assessments of service quality, satisfaction and revisit intention by comparing the destination with more than two destinations and examine it from multiple nationalities' perspective (e.g., local vs foreign tourists) with regards to the potential factors which affect tourists' satisfaction and their revisit intention to destination.

5.5 Recommendations to Ministry of Tourism

- Establishment of a tourism development bank to boost promotion and development and the bank is necessary to institute a separate banking service for the rural tourism industry. It can offer mortgage assistance by financing incremental cost of new or existing projects through rural tourism development infrastructure fund to assist tourism entrepreneurs who wish to develop or expend projects that contribute to the development of rural tourism industry.
- Establishment of an award system in the industry to recognise individuals, companies and destinations for their contribution towards promotion and development of rural tourism in the country. The award system is expected to be an important tool to reinforce policy directions. Awards could be directed to encourage

desired trends like recognising companies promoting or investing in less-visited areas.

- The Ministry of Tourism could be integrated as a department under the Ministry of Economic Affairs so that it can be governed within the government's broader economic development, growth framework, and for better inter-governmental coordination.
- Make improvements in the existing marketing and promotion activities, tackling the increasing regional or non-tariff tourists, tax incentives, infrastructure development and waste management, among others.
- In collaboration with the Ministry of Rural and Regional Development, respective state governments and the Association of Homestay Malaysia to enhance the execution of Malaysia Homestay Program by providing training to local communities in hospitality service and also trained with specific skills such as reflexology while efforts to encourage entrepreneurship through the production and sale of local products and handicrafts served to add value to the homestay experience for tourists.
- Besides, as part of an innovative effort to aggressively and creatively promote the Homestay program throughout the country, it suggested that Homestay Program can be digitalization for example promotes Malaysia's Homestay through mobile phones. Through this advance technology, Homestay operators in Malaysia will be able to reach a wider segment of potential local and international tourists. Also, it can be promoted through website which the website shall provides tourists with location map and information of homestay owners as well as cost and packages.

- Allocate more funds to encourage rural communities to be involved in providing facilities for community based tourism, such as homestay programmes, recreational centres and tourism centres with public toilets; developing, upgrading or commercialising eco-tourism products, ranging from conservation of local species to promoting native cultures, arts and handicrafts.

5.6 Conclusions

This study sets out to mainly explore the impact of current service quality from different dimensions of rural tourism services and to present a conceptual framework for measuring tourists' satisfaction and intention to revisit. The study is unique since this study provides an overall model of service evaluations in tourist satisfaction and intention to revisit integrating by a moderator which is the local communities' attitude in Sarawak rural tourism destination context. Following the review of literature, four main variables in this study are examined, namely, destination resources and attractors, outdoor activities, accessibility and accommodation. They have been examined and are well-publicized over recent years' of studies (Hallmann, Müller, & Feiler; 2014; Kozak & Rimmington, 2000; Ritchie & Crouch, 2010). Unsurprisingly, based on the results, accommodations, destination resources and attractors, outdoor activities and accessibility have significantly influence tourists' satisfaction. Furthermore, local communities' attitudes also moderated the relationship between outdoor activities with tourist's satisfaction.

The stakeholders of rural tourism destination in Sarawak should be concerned in upgrading the infrastructures and the preservation of accommodation and natural resources there and encourage the development of more varied tourism activities dedicated to

destination sites. For policy makers, they should emphasize in improving different aspects in tourist destinations such as the development of appropriate access for tourists to and within a destination, reduce traffic congestions and pollution, enhance the road condition to ensure road safety, extensions of airline networks and frequency of flights. On top of that, local communities are becoming increasingly important in tourism development activities as well. Local communities are encouraged to organize themselves at all levels to effectively participate in tourism planning and management and also good in the sense of cooperation with policy makers. They should increase their knowledge and skills in determining their potential in terms of tourism resources. They should also be educated in the knowledge of tourists' preferences so that they are able to decide on suitable services to be made available to tourists.

It is believed that the result of this study could be meaningful for management when they are developing strategies for monitoring and improving service quality to enhance tourists' satisfaction and finally motivate them to return to the destination. Furthermore, the proposed model of this study could be a theoretical frame for future researches' reference.

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APPENDICES

APPENDIX A: QUESTIONNAIRE



SURVEY QUESTIONNAIRE

Dear Sir/ Madam

This survey is carried out as part of the researchers' Master in Tourism at the Universiti Malaysia Sarawak (UNIMAS). The questionnaire attempts to obtain the respondents' view of the service quality in the tourism destination and their satisfaction level and intention to revisit the destination.

Kindly answer ALL the questions in the questionnaire and return it to the enumerator. It should take you not more than 15 minutes to complete the questionnaire.

Please note that all responses are confidential and only aggregate data is used in the analysis. Your confidentiality and anonymity is assured. Thank you for your assistance in this matter.

Your sincerely,

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Section I / Seksyen I:

A. Demographic Characteristics

Ciri-ciri Demografi

Please answer by placing a tick (✓) at the appropriate box or by writing the correct answer to the question, to the best of your ability.

Sila jawab dengan meletakkan tanda (✓) dalam kotak yang berkenaan atau menulis jawapan yang betul dengan kemampuan anda yang terbaik.

1. Gender/ Jantina:

- ☐ Male / Lelaki
☐ Female/ Perempuan

2. Age/ Umur:

- ☐ 21-30 years/ 21-30 tahun
☐ 31-40 years/ 31-40 tahun
☐ 41-50 years/ 41-50 tahun
☐ 51 & above years/ 51 tahun & ke atas

3. Marital Status/ Status Perkahwinan:

- ☐ Single/ Belum Berkahwin
☐ Married/ Sudah Berkahwin

4. Ethnicity/ Etnik:

- ☐ Malay/ Melayu
☐ Chinese/ Cina
☐ Indian/ India
☐ Others/ Lain-lain (Please specify/ Sila nyatakan: _____)

5. Where is your country of origin? / Mana negara asal anda? _____

6. Education Level/ Pendidikan

- ☐ Non-formal education/ Pendidikan tidak formal
☐ Primary education/ Pendidikan rendah
☐ Secondary education/ Pendidikan menengah
☐ Tertiary education/ Pengajian tinggi
☐ Others/ Lain-lain (Please specify/ Sila nyatakan: _____)

7. Occupation/ Pekerjaan:

- ☐ Government servant/ Kakitangan kerajaan
☐ Private sector employee/ Kakitangan swasta
☐ Self-employed/ Bekerja sendiri (Please specify/ Sila nyatakan: _____)
☐ Student/ Pelajar
☐ Unemployed/ Tidak Bekerja
☐ Retiree/ Bersara
☐ Others/ Lain-lain (Please specify/ Sila nyatakan: _____)

8. Monthly Income/ Pendapatan Bulatan (MYR/USD/Others/Lain-lain): _____

Section II: Service Quality

Seksyen II: Kualiti Perkhidmatan

The following statements describe the service quality regarding the destination that you are currently visiting or visited.

Pernyataan di bawah menerangkan kualiti perkhidmatan mengenai destinasi yang anda sedang melawat atau sudah dilawati.

Strongly Disagree (Sangat Tidak Bersetuju)	Disagree (Tidak bersetuju)	Slightly Disagree (Sedikit Tidak Bersetuju)	Average (Sederhana)	Slightly Agree (Sedikit Bersetuju)	Agree (Bersetuju)	Strongly Agree (Sangat Bersetuju)
1	2	3	4	5	6	7

Please circle one number which represents your answer for each item.

Sila bulatkan satu nombor yang mewakili jawapan anda untuk setiap item.

No	Items (Item)	Scale (Skala)						
1.	It was easy for me to get to the destination. <i>Ia adalah mudah bagi saya untuk pergi ke destinasi.</i>	1	2	3	4	5	6	7
2.	Parking in destination is adequate and convenient. <i>Tempat letak kereta di destinasi adalah mencukupi dan sesuai.</i>	1	2	3	4	5	6	7
3.	Outdoor activities are located in a convenient location. <i>Aktiviti-aktiviti luar terletak di lokasi yang memudahkan saya pergi.</i>	1	2	3	4	5	6	7
4.	Access to outdoor activities is not a problem when staying in the destination. <i>Akses kepada aktiviti-aktiviti luar tidak menjadi masalah ketika menginap di destinasi.</i>	1	2	3	4	5	6	7
5.	The accommodation in which I am staying is close to everywhere I want to go. <i>Penginapan di mana saya tinggal berhampiran dengan mana-mana tempat saya mahu pergi.</i>	1	2	3	4	5	6	7
6.	The transportation options to destination are adequate. <i>Pilihan-pilihan pengangkutan ke destinasi adalah mencukupi.</i>	1	2	3	4	5	6	7
7.	Food and beverage workers are concerned with giving fast services. <i>Makanan dan minuman pekerja mementingkan pemberian perkhidmatan yang cepat.</i>	1	2	3	4	5	6	7
8.	My accommodation is very comfortable. <i>Penginapan saya sangat selesa.</i>	1	2	3	4	5	6	7
9.	My accommodation is attractive. <i>Penginapan saya adalah menarik.</i>	1	2	3	4	5	6	7
10.	Homestay owner are willing to help me. <i>Pemilik hometstaysanggup membantu saya.</i>	1	2	3	4	5	6	7

11.	I get a polite and friendly service from the homestay owner. <i>Saya mendapatkan perkhidmatan sopan dan ramah daripada pemilik homestay.</i>	1	2	3	4	5	6	7
12.	I get a reasonable price for food and accommodation. <i>Saya mendapat harga yang berpatutan untuk makanan dan penginapan.</i>	1	2	3	4	5	6	7
13.	The destination has a beautiful natural landscape. <i>Destinasi ini mempunyai landskap semula jadi yang indah.</i>	1	2	3	4	5	6	7
14.	The destination is clean and visually attractive. <i>Destinasi ini bersih dan menarik</i>	1	2	3	4	5	6	7
15.	The destination has a peaceful and restful atmosphere. <i>Destinasi ini mempunyai suasana yang aman dan tenang.</i>	1	2	3	4	5	6	7
16.	The destination provides adequate of facilities and infrastructures in good condition. <i>Destinasi menyediakan kemudahan infrastruktur yang cukup dan dalam keadaan baik.</i>	1	2	3	4	5	6	7
17.	The destination offers attractive cultural events and festivals. <i>Destinasi ini menawarkan acara kebudayaan dan perayaan yang menarik.</i>	1	2	3	4	5	6	7
18.	There have variety of unique cultural attractions in the destination. <i>Destinasi ini mempunyai pelbagai tarikan budaya yang unik.</i>	1	2	3	4	5	6	7
19.	The destination is providing proper safety precautions to make me feel safe and secure. <i>Destinasi ini menyediakan langkah-langkah keselamatan yang betul menyebabkan saya berasa selamat dan terjamin.</i>	1	2	3	4	5	6	7
20.	The destination offers numerous outdoor activities (e.g. water activities, sport activities, natural-based activities). <i>Destinasi ini menawarkan pelbagai aktiviti luar (aktiviti air, aktiviti sukan, aktiviti yang berkaitan alam semula jadi)</i>	1	2	3	4	5	6	7
21.	I get a polite and friendly service from instructors of activities. <i>Saya mendapatkan perkhidmatan yang sopan dan ramah dari instraktor aktiviti.</i>	1	2	3	4	5	6	7
22.	The various events and activities were well planned. <i>Aktiviti-aktiviti di destinasi tersebut telah dirancang dengan baik.</i>	1	2	3	4	5	6	7
23.	The activities or events' process are attractive and enjoyable. <i>Aktiviti-aktiviti atau proses activity-aktiviti sangat menarik dan menyeronokkan</i>	1	2	3	4	5	6	7
24.	It is easy to get the information and make arrangements	1	2	3	4	5	6	7

	for the activities. <i>Ia adalah mudah untuk saya mendapatkan maklumat dan membuat persediaan untuk aktiviti-aktiviti.</i>							
25.	The instructors and staffs are always aware of my safety. <i>Pekerja yang bertanggungjawab dalam activity-aktiviti sentiasa menjaga keselamatan saya.</i>	1	2	3	4	5	6	7
26.	I get in-depth explanation from knowledgeable and experienced tour guides in destination. <i>Saya mendapatkan penjelasan yang mendalam dari pemandu pelancong yang berpengetahuan dan berpengalaman.</i>	1	2	3	4	5	6	7
27.	The destination has provides enough maps and signs at different points for directions. <i>Destinasi ini telah menyediakan peta dan tanda-tanda yang cukup di tempat-tempat yang berbeza untuk menunjukan arahan kepada pelancong.</i>	1	2	3	4	5	6	7

Section III: Local Communities' Attitudes

Seksyen III: Sikap Komuniti Tempatan

The following statements describe the external factors that might affect the tourist' satisfaction.

Pernyataan di bawah menerangkan faktor-faktor luaran yang mungkin menjejaskan kepuasan pelancong.

Strongly Disagree (Sangat Tidak Bersetuju)	Disagree (Tidak bersetuju)	Slightly Disagree (Sedikit Tidak Bersetuju)	Average (Sederhana)	Slightly Agree (Sedikit Bersetuju)	Agree (Bersetuju)	Strongly Agree (Sangat Bersetuju)
1	2	3	4	5	6	7

Please circle one number which represents your answer for each item.

Sila bulatkan satu nombor yang mewakili jawapan anda untuk setiap item.

No	Items (Item)	Scale (Skala)						
28.	Local communities have promptness and hospitality in serving me. <i>Orang tempatan berlayan saya dengan ketetapan waktu sentiasa dan hospitality.</i>	1	2	3	4	5	6	7
29.	I get a polite and friendly service from the local communities. <i>Saya mendapatkan perkhidmatan sopan dan ramah daripada orang tempatan.</i>	1	2	3	4	5	6	7
30.	Local communities were reliable in creating a sense of comfort for me. <i>Orang tempatan dipercayai dapat mewujudkan keselesaan kepada saya.</i>	1	2	3	4	5	6	7
31.	Local communities are seriously in helping and satisfy me. <i>Orang tempatan serius dalam membantu dan memuaskan</i>	1	2	3	4	5	6	7

	<i>hati saya.</i>							
32.	Local communities able to provide information that I needed with ease and in-time. <i>Orang tempatan dapat memberikan maklumat yang saya mahu dengan mudah dan dalam masa.</i>	1	2	3	4	5	6	7
33.	Local communities to give sincere interest in solving problem. <i>Orang tempatan memberi kepentingan dalam menyelesaikan masalah dengan ikhlas hati.</i>	1	2	3	4	5	6	7

Section IV: Tourists' Satisfaction

Seksyen IV: Kepuasan Pelancong

The following statements describe tourists' satisfaction in the destination.

Pernyataan di bawah menerangkan kepuasan pelancong di destinasi.

Strongly Disagree (Sangat Tidak Bersetuju)	Disagree (Tidak bersetuju)	Slightly Disagree (Sedikit Tidak Bersetuju)	Average (Sederhana)	Slightly Agree (Sedikit Bersetuju)	Agree (Bersetuju)	Strongly Agree (Sangat Bersetuju)
1	2	3	4	5	6	7

Please circle one number which represents your answer for each item.

Sila bulatkan satu nombor yang mewakili jawapan anda untuk setiap item.

No	Items (Item)	Scale (Skala)						
34.	I really enjoyed the visit. <i>Saya benar-benar menikmati perjalanan ini.</i>	1	2	3	4	5	6	7
35.	I am satisfied with my decision to visit the destination. <i>Saya berpuas hati dengan keputusan saya untuk melancong destinasi ini.</i>	1	2	3	4	5	6	7
36.	I am happy with the experiences I have had at this destination. <i>I am happy with the experiences I have had at this destination.</i>	1	2	3	4	5	6	7
37.	I have positive feelings regarding the destination. <i>Saya mempunyai perasaan positif mengenai destinasi.</i>	1	2	3	4	5	6	7
38.	This trip experience is exactly what I need. <i>Pengalaman perjalanan ini adalah apa yang saya mengharapkan.</i>	1	2	3	4	5	6	7
39.	My choice to purchase this trip was a wise one decision. <i>Pilihan saya untuk membeli perjalanan ini adalah satu keputusan yang bijak.</i>	1	2	3	4	5	6	7
40.	This was a pleasant visit. <i>Ini merupakan lawatan yang menyenangkan.</i>	1	2	3	4	5	6	7
41.	I am kept entertained throughout the whole experiences. <i>Saya sentiasa dihiburkan di seluruh perjalanan.</i>	1	2	3	4	5	6	7
42.	This visit was better than expected.	1	2	3	4	5	6	7

	<i>Perjalanan ini adalah lebih baik daripada yang dijangkakan.</i>						
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Section V: Intention to Revisit Destination

Seksyen V: Niat untuk Melawati Semula Destinasi

The following statements describe the intention of you to revisit the destination.

Pernyataan di bawah menerangkan niat anda untuk melawat semula destinasi.

Strongly Disagree (Sangat Tidak Bersetuju)	Disagree (Tidak bersetuju)	Slightly Disagree (Sedikit Tidak Bersetuju)	Average (Sederhana)	Slightly Agree (Sedikit Bersetuju)	Agree (Bersetuju)	Strongly Agree (Sangat Bersetuju)
1	2	3	4	5	6	7

Please circle one number which represents your answer for each item.

Sila bulatkan satu nombor yang mewakili jawapan anda untuk setiap item.

No	Items (Item)	Scale (Skala)						
43.	I will revisit the destination in the future. <i>Saya akan melancong destinasi tersebut lagi dalam masa akan datang.</i>	1	2	3	4	5	6	7
44.	If I could have done it again, I would have chosen this destination for travelling. <i>Jika saya boleh melakukannya sekali lagi, saya akan memilih destinasi ini untuk perjalanan.</i>	1	2	3	4	5	6	7
45.	I will seek out the other trips to the destination. <i>Saya akan mencai perjalanan lain ke destinasi tersebut.</i>	1	2	3	4	5	6	7
46.	I have a strong intention to visit destination again. <i>Saya mempunyai hasrat yang kuat untuk melawat destinasi ini lagi.</i>	1	2	3	4	5	6	7
47.	I will consider the destination as the first one on the list when searching destinations for travelling. <i>Saya akan mempertimbangkan destinasi ini sebagai pilihan pertama apabila saya mencari destinasi untuk perjalanan.</i>	1	2	3	4	5	6	7
48.	The probability that I come to the destination again for holidays is high. <i>Kebarangkalian bahawa saya datang ke destinasi lagi untuk bercuti adalah tinggi.</i>	1	2	3	4	5	6	7
49.	This trip gives me sense of joy that I have decided to come. <i>Perjalanan ini memberikan saya perasaan yang gembira menjadikan saya membuat keputusan untuk datang destinasi tersebut lagi.</i>	1	2	3	4	5	6	7

Thanks for your cooperation.

Terima kasih atas kerjasama anda.

APPENDIX B: Descriptive Statistics

Statistics

		Destination	Gender	Age	Marital_ Status	Ethnicity	Origin	Education	Occupation	Income
N	Valid	255	255	255	255	255	255	255	255	255
	Missing	0	0	0	0	0	0	0	0	0
	Mean	1.914	1.455	3.020	1.502	2.831	1.788	3.271	3.176	2.541
	Std. Error of Mean	.0521	.0312	.0734	.0314	.0846	.0476	.0596	.0987	.1024
	Median	2.000	1.000	3.000	2.000	2.000	2.000	4.000	3.000	2.000
	Mode	1.0	1.0	2.0	2.0	2.0	1.0	4.0	2.0	1.0
	Std. Deviation	.8327	.4989	1.1720	.5010	1.3512	.7596	.9523	1.5762	1.6354
	Variance	.693	.249	1.374	.251	1.826	.577	.907	2.484	2.674
	Range	2.0	1.0	4.0	1.0	4.0	2.0	3.0	6.0	6.0
	Minimum	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0	1.0
	Maximum	3.0	2.0	5.0	2.0	5.0	3.0	4.0	7.0	7.0
	Sum	488.0	371.0	770.0	383.0	722.0	456.0	834.0	810.0	648.0

Frequencies

Frequency Table

Destination		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<i>Bario Kelabit Highlands</i>	100	39.2	39.2	39.2
	<i>Annah Rais Bidayuh Long House</i>	77	30.2	30.2	69.4
	<i>Telaga Air Village</i>	78	30.6	30.6	100.0
Total		255	100.0	100.0	

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	139	54.5	54.5	54.5
	Female	116	45.5	45.5	100.0
Total		255	100.0	100.0	

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-20 years old	10	3.9	3.9	3.9
	21-30 years old	105	41.2	41.2	45.1
	31-40 years old	47	18.4	18.4	63.5
	41-50 years old	56	22.0	22.0	85.5
	51 & above years old	37	14.5	14.5	100.0
Total		255	100.0	100.0	

Marital_Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	127	49.8	49.8	49.8
	Married	128	50.2	50.2	100.0
Total		255	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	39	15.3	15.3	15.3
	Chinese	95	37.3	37.3	52.5
	Indian	36	14.1	14.1	66.7
	<i>Bumiputera</i>	40	15.7	15.7	82.4
	Non-Malaysian	45	17.6	17.6	100.0
Total		255	100.0	100.0	

Origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	West Malaysia	106	41.6	41.6	41.6
	East Malaysia	97	38.0	38.0	79.6
	Non Malaysian	52	20.4	20.4	100.0
Total		255	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,500	92	36.1	36.1	36.1
	RM1,501-RM3,000	51	20.0	20.0	56.1
	RM3,001-RM4,500	56	22.0	22.0	78.0
	RM4,501-RM6,000	22	8.6	8.6	86.7
	RM6,001-RM7,500	14	5.5	5.5	92.2
	RM7,501-RM9,000	12	4.7	4.7	96.9
	RM9,001 and above	8	3.1	3.1	100.0
Total		255	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Non-formal Education	20	7.8	7.8	7.8
	Primary Education	30	11.8	11.8	19.6
	Secondary Education	66	25.9	25.9	45.5
	Tertiary Education	139	54.5	54.5	100.0
	Total	255	100.0	100.0	

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government servant	24	9.4	9.4	9.4
	Private sector employee	87	34.1	34.1	43.5
	Self-employed	50	19.6	19.6	63.1
	Student	49	19.2	19.2	82.4
	Unemployed	15	5.9	5.9	88.2
	Retired	19	7.5	7.5	95.7
	Housewife	11	4.3	4.3	100.0
	Total	255	100.0	100.0	

APPENDIX C: PLS Outputs

Overview

	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy
Accessibility	0.527128	0.81282		0.706479	0.527127	
Accommodation	0.528058	0.847939		0.778562	0.528058	
Local's attitudes	0.558523	0.883388		0.84173	0.558523	
Outdoor activities	0.561286	0.836039		0.737683	0.561286	
Resources& Attractors	0.571763	0.868598		0.809054	0.571763	
Revisit Intention	0.522051	0.882891	0.386165	0.849197	0.522051	0.187478
Satisfaction	0.578192	0.891574	0.647787	0.854172	0.578192	0.053294

Cross Loadings

	Accessibility	Accommodation	Local's attitudes	Outdoor activities	Resources & Attractors	Revisit Intention	Satisfaction
Accessibility_02	0.519713	0.192792	0.224265	0.304681	0.100541	0.251059	0.159621
Accessibility_03	0.800066	0.353412	0.39286	0.424365	0.316702	0.323388	0.401566
Accessibility_04	0.811882	0.414904	0.377441	0.413995	0.391134	0.33898	0.451455
Accessibility_05	0.734242	0.358281	0.357294	0.419447	0.249556	0.285966	0.346913
Accommodation_09	0.327857	0.661868	0.427604	0.369421	0.399391	0.421172	0.392799
Accommodation_10	0.318088	0.779937	0.452539	0.427058	0.370012	0.28112	0.414011
Accommodation_11	0.383759	0.836602	0.577703	0.453051	0.505973	0.389487	0.592914
Accommodation_12	0.391195	0.726676	0.421007	0.433764	0.442036	0.313526	0.448191
Activities_23	0.362606	0.373602	0.41957	0.679547	0.32138	0.3661	0.399862
Activities_24	0.37252	0.445791	0.425719	0.763833	0.379202	0.430221	0.437067
Activities_25	0.413325	0.421197	0.465335	0.805021	0.365229	0.398739	0.430541
Activities_26	0.457016	0.42945	0.472589	0.742872	0.348437	0.381138	0.456555
Desti_Res_Attract_13	0.271859	0.483308	0.55385	0.337499	0.799763	0.344169	0.578028
Desti_Res_Attract_14	0.305193	0.348905	0.539007	0.39153	0.722996	0.378788	0.514229
Desti_Res_Attract_15	0.315593	0.441993	0.49602	0.343831	0.84653	0.34482	0.571371
Desti_Res_Attract_16	0.250181	0.45481	0.484386	0.290824	0.766361	0.32537	0.534531
Desti_Res_Attract_17	0.371422	0.446683	0.398346	0.445626	0.62653	0.280829	0.458041
Local_Attitudes_28	0.318716	0.341082	0.704967	0.455036	0.379144	0.410078	0.45632
Local_Attitudes_29	0.353412	0.483767	0.791482	0.430007	0.459199	0.423205	0.566451
Local_Attitudes_30	0.383277	0.549059	0.775642	0.433094	0.551711	0.404134	0.583524
Local_Attitudes_31	0.374989	0.518357	0.767508	0.441766	0.603247	0.452576	0.537395
Local_Attitudes_32	0.370909	0.437414	0.708013	0.443716	0.450691	0.383933	0.459072

Local_Attitudes_33	0.333928	0.475027	0.731958	0.476368	0.480999	0.450514	0.592502
Revisit_Intent_43	0.333627	0.263084	0.422941	0.342233	0.348448	0.743902	0.441604
Revisit_Intent_44	0.353016	0.33261	0.401966	0.371382	0.359655	0.75232	0.470252
Revisit_Intent_45	0.341177	0.417702	0.518923	0.45051	0.379089	0.827172	0.528096
Revisit_Intent_46	0.302708	0.453433	0.412425	0.400516	0.36241	0.742601	0.519919
Revisit_Intent_47	0.180923	0.121459	0.12664	0.255283	-0.0009	0.534042	0.197757
Revisit_Intent_48	0.206942	0.209257	0.218199	0.268012	0.164198	0.674054	0.268985
Revisit_Intent_49	0.299516	0.393418	0.537655	0.486449	0.405015	0.748202	0.534373
Satisfaction_34	0.378504	0.447793	0.508104	0.423487	0.461091	0.456283	0.747114
Satisfaction_35	0.391162	0.436328	0.527606	0.414176	0.534625	0.433543	0.749165
Satisfaction_37	0.328056	0.518245	0.602301	0.423834	0.551244	0.480852	0.748031
Satisfaction_38	0.394675	0.486387	0.565126	0.420302	0.53576	0.500075	0.769056
Satisfaction_39	0.420491	0.483474	0.530758	0.486117	0.551322	0.52442	0.778818
Satisfaction_40	0.359049	0.475272	0.541304	0.46003	0.57795	0.433273	0.769317

Latent Variable Correlations

	Accessibility	Accommodation	Local's attitudes	Outdoor activities	Resources & Attractors	Revisit Intention	Satisfaction
Accessibility	1						
Accommodation	0.47226	1					
Local's attitudes	0.47578	0.631165	1				
Outdoor activities	0.537753	0.558836	0.596244	1			
Resources & Attractors	0.396281	0.575381	0.656335	0.472824	1		
Revisit Intention	0.411685	0.465094	0.563567	0.526674	0.44346	1	
Satisfaction	0.498199	0.62517	0.718603	0.576713	0.7052	0.621533	1

Outer Model t-statistic

	Accessibility	Accommodation	Local's attitudes	Outdoor activities	Resources& Attractors	Revisit Intention	Satisfaction
Accessibility_02	4.158478						
Accessibility_03	21.53015						
Accessibility_04	21.61944						
Accessibility_05	15.21152						
Accommodation_09		13.58393					
Accommodation_10		23.39463					
Accommodation_11		51.58579					

Accommodation_12		18.72378					
Activities_23				11.58359			
Activities_24				16.8198			
Activities_25				26.40006			
Activities_26				20.23584			
Desti_Res_Attract_13					33.50822		
Desti_Res_Attract_14					20.95633		
Desti_Res_Attract_15					47.36218		
Desti_Res_Attract_16					31.41144		
Desti_Res_Attract_17					11.92024		
Local_Attitudes_28			12.78001				
Local_Attitudes_29			30.93392				
Local_Attitudes_30			28.38056				
Local_Attitudes_31			23.89139				
Local_Attitudes_32			15.83598				
Local_Attitudes_33			23.16135				
Revisit_Intent_43						22.98973	
Revisit_Intent_44						24.87175	
Revisit_Intent_45						37.77652	
Revisit_Intent_46						22.82917	

Revisit_Intent_47						6.509798	
Revisit_Intent_48						10.08486	
Revisit_Intent_49						21.2037	
Satisfaction_34							26.98481
Satisfaction_35							26.67584
Satisfaction_37							17.02012
Satisfaction_38							29.6797
Satisfaction_39							30.83374
Satisfaction_40							29.4365

Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
Accessibility -> Satisfaction	0.086186	0.085990	0.047920	0.047920	1.798543
Accessibility * Local's attitudes -> Satisfaction	-0.020712	-0.001264	0.057056	0.057056	0.363019
Accommodation -> Satisfaction	0.110907	0.109820	0.049952	0.049952	2.220274
Accommodation * Local's attitudes -> Satisfaction	-0.000557	-0.026034	0.082687	0.082687	0.006736
Local's attitudes -> Satisfaction	0.335658	0.330350	0.064733	0.064733	5.185238
Outdoor activities -> Satisfaction	0.131251	0.140962	0.053626	0.053626	2.447533
Outdoor activities * Local's attitudes -> Satisfaction	0.183686	0.150731	0.108952	0.108952	1.685930
Resources & Attractors -> Satisfaction	0.279348	0.277294	0.059380	0.059380	4.704397
Resources & Attractors * Local's attitudes -> Satisfaction	-0.059503	-0.014550	0.102695	0.102695	0.579407
Satisfaction -> Revisit Intention	0.621537	0.627399	0.039509	0.039509	15.731505

Inner Model T-Statistic

	Revisit Intention	Tourists' Satisfaction
Accessibility		1.798543
Accessibility * Local's attitudes		0.363019
Accommodation		2.220274
Accommodation * Local's attitudes		0.006736
Local's attitudes		5.185238
Outdoor activities		2.447533
Outdoor activities * Local's attitudes		1.685930
Resources & Attractors		4.704397
Resources & Attractors * Local's attitudes		0.579407
Revisit Intention		
Satisfaction	15.731505	

APPENDIX D:

Dimensions of Services Quality Identified by Researchers:

No.	Author(s) (Year)	Study Site	Dimensions	Sample Size	Findings
1	Canny & Hidayat (2012)	Borobudur Temple, Magelang, Central Java Indonesia	• Service Quality • Tourist Satisfaction • Future Behavioral Intentions	200 domestic local tourists	• Service quality has a positive influence on tourist satisfaction and a positive influence also exists between tourist satisfactions on future behavioral intentions. • The result of this study also revealed that tangible was the most influencing dimension of service quality.
2	Collins (2005)	Super 12 Rugby Union match in New Zealand	• Service Quality (Interaction Quality, Physical Environment Quality, Outcome Quality,) • Satisfaction • Value • Fanship • Future Attendance • Recommend Service	1,200 respondents	• The primary dimensions of interaction quality, physical environment quality, and outcome quality all positively affected perceived service quality perceptions • Increased favourable perceptions of Service quality had a positive effect on perceptions of value, as well as perceptions of satisfaction. • Satisfaction is also affected by increased perceptions of value, and of fanship. • Service quality has both a direct effect and an indirect effect, through value, on satisfaction. • The intention to recommend the service to others is positively affected by increases in satisfaction as well as fanship • The intention to attend future sporting events is similarly positively affected by increases in satisfaction and increased levels of fanship

3	Huang (2002)	The 2011 HP Byron Nelson Golf Championship, in Irving, Texas	• Service Quality • Perceived Value • Brand Image (Sporting Event Image & Corporate Brand Image) • Satisfaction • Behavioral Intention (behavioral intentions toward the sporting event & behavioral intentions toward the sponsoring corporations)	562 respondents	• Service quality had a positive influence on both perceived value and sports tourist satisfaction. • The image of the sporting event and sponsoring corporations is built by the service quality that the sports tourists perceive. • The findings indicate that the relationship between satisfaction and sporting event image was statistically significant. • the relationship between satisfaction and corporate brand image was not statistically significant. • That the image of a sporting event does have influence on the image of the event's sponsoring corporations • The link between perceived value and corporate brand image was statistically significant, whereas the link between perceived value and sporting event image was statistically insignificant. • Service quality had no direct effects on behavioral intentions towards both the sporting event and sponsoring corporations. However, service quality had an indirect effect via value and corporate brand image on behavioral intentions toward the sponsoring corporations. • When tourist satisfied with the services received, the sports tourists more likely to recommend the sporting event to others and revisit the sporting event.
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4	Marin & Taberner (2008)	The Island of Majorca in the Balearic Islands	• Satisfaction • Dissatisfaction	2,423 sun and sand tourists from Germans, British and Spanish	• That the experiences of dissatisfaction lower the tourist's overall satisfaction, and that negative perceptions tied to over-commercialization, overcrowding and environmental deterioration considerably lower the visitor's intention to return to the destination.
5	Maroofi & Dehghan (2012)	Tourism destination in the west of Iran	• Destination Reflect • Tourists' Generally Satisfaction • Quality Satisfaction • Destination Loyalty	345 questionnaires	• Destination reflect directly affected quality satisfaction • Destination reflect and quality satisfaction were both direct significant events of generally satisfaction. • Generally, satisfaction and quality satisfaction in turn had direct and positive effect on destination loyalty.
6	Said et al. (2013)	Niah National Park (NNP) located in Sarawak, Malaysia	• Service quality (Ecotangibles, Assurance, Reliability, Responsiveness, Empathy, Tangibles) • Visitors' expectations (Word of mouth, Persona Need, Past Experiences) • Visitors' Perceptions Satisfaction	80 sets of questionnaires	• Negative service gaps (differences between visitors' perceptions and expectations) pattern in almost all sixteen attributes and all six dimensions of services. • The levels of service quality in NNP are not meeting visitors' expectations, especially on the dimension of ecotangibles.
7	Yusof & Rahman (2011)	Lake Kenyir resorts, Malaysia	• Service Quality (Sustainable, Tangible, Reliability, Responsiveness, Assurance, Empathy)	127 tourists	• Assurance and sustainable constructs have the highest performance and that tourists are very satisfied with the visual attraction and natural attraction followed by the non crowded and unspoiled characteristics of the location.

8	Raktida (2009)	Bangkok, Thailand	• Personal factors (Demographics & motivation) • Stimulu factors (Information sources & Past experiences) • Image (Expectation) • Actual Experience • Satisfaction/Dissatisfaction • Intention to return • Willingness to recommend	300 Indian tourists	• The tourists enjoyed shopping the most, followed by attractions, activities, and friendliness of Thai people. • The study found Indian tourists who a bought package tour (PKIT) to Bangkok rated travel agents and travel magazines more important as informational sources in decision-making on the Bangkok area trip than Indian tourists who travel independently (INIT). • The higher satisfaction travelers had toward their trips, the more likely they would revisit a destination.
9	Al-Ababneh (2013)	Petra historical site	• Service Quality (Destination Attractions and Environment, Destination Facilities, Accessibility of the Destination) • Tourist Satisfaction	180 usable questionnaires	• Service quality directly impacted tourist satisfaction throughout destination facilities, destination accessibility and destination attraction.
10	Parahiyanti & Hussein (2016)	Ijen Car Free Day (ICFD)	• Event Brand Awareness • Event Brand Image • Event Brand Quality • Event Revisit Intention	205 visitors of Ijen Car Free Day (ICFD)	• Event brand awareness has positive and significant influence to event brand image, event brand quality, and event revisit intention. • Event brand image is also proven giving positive and significant influence to event brand quality and event revisit intention. • In contrary, event brand quality does not show significant influence to event revisit intention.
11	Choi & Chu (2001)	33 hotels in Hong Kong	• Hotel Factors (Staff Service Quality, Room Qualities, General Amenities, Business Services, Value, Security and	402 usable questionnaires	• ‘Staff Service Quality’, ‘Room Qualities’ and ‘Value’ were the three most influential factors in determining

			International Direct Dial Facilities) • Customer Satisfaction • Repeat Patronage		travelers' overall satisfaction levels and their likelihood of returning to the same hotels.
12	Ryu, Lee, & Kim et al. (2012)	Chinese restaurant located in a Southeastern state in the USA	• Foodservice Quality Dimensions (Physical Environment, Food, and Service) • Restaurant Image • Perceived Value • Satisfaction • Behavioral Intentions	300 questionnaires	• The quality of the physical environment, food, and service were significant determinants of restaurant image. • Also, the quality of the physical environment and food were significant predictors of customer perceived value. • The restaurant image was also found to be a significant antecedent of customer perceived value. • Customer perceived value is indeed a significant determinant of customer satisfaction, and customer satisfaction is a significant predictor of behavioral intentions.
13	Langgat et al. (2012)	Tamu Besar Kota Belud, Sabah.	• Motivation Factors • Event Expectations • Facilities Satisfaction • Activities Satisfaction	141 respondents	• The result of the study reveals that the main motivation of the visitor to participate is to experience the cultural event. In general, the event has met the visitor expectation and they are satisfied of the facilities and activities provided during the event

14	Jakpar et al. (2012)	Kuching, Sarawak	• Product Quality • Price Discounting • Customer Satisfaction	108 respondents	• The results infer that that the customer's satisfaction towards the discounted product quality is based on the three attributes most namely perceived quality, performance and reliability. • The Perceived quality- on image, brand name, and advertising is positively related to the level of satisfaction towards the quality of discounted product; were all supported as the relationships between the variables were statistically significant.
15	Zeinali & Jarpour (2015)	Ghorogh cCoastal Park, Hashtpar city, Iran	• Destination attractions • Accessibility of the destination • Destination facilities and services • Price to the consumer • Image of the destination • tourist's satisfaction	200 usable questionnaires	• The main results indicate that destination facilities affect tourist satisfaction, directly and indirectly. • Destination accessibility and costs of tourists affect tourist satisfaction, directly.
16	Tzetzis et al. (2014)	North Greece	• Service Quality (Access Quality, Venue Quality and Contest Quality) • Satisfaction • Behavioral Intentions (Intention to Return and Word-Of-Mouth)	202 individuals	• Satisfaction fully mediated the relationship between access, venue quality and intention and partially mediated the relationship between contest quality and intentions. • Satisfaction partially mediated all the relationships between the quality dimensions and word-of-mouth communications.

17	Shonk (2006)	Columbus, Ohio	• Access Quality (Access to Destination, Sport Venue & Hotel) • Accommodation Quality (Environment, Interactions, & Value) • Venue Quality (Environment, Interactions, & Value), • Contest Quality (Process of the Contest & the Product of the Contest). • Tourist Satisfaction • Intention to Return	215 tourists	• Overall perceived perception of sport tourism quality (ST Quality) which significantly contributes to a tourist's perceptions of satisfaction. Moreover, Satisfaction was found to significantly contribute to a tourist's decision to return to a sporting event and/or to a particular destination.
18	Assaker & Hallak (2013)	French, English, and German	• Novelty Seeking • Tendencies • Satisfaction • Return Intention	450 European visitors	• Tourists' novelty-seeking tendencies have a moderating effect on the causal relationships among destination image, satisfaction, and revisit intentions. • The effect of destination image on visitor satisfaction, as well as satisfaction on short-term revisit intentions, is significantly weaker for high novelty seekers as compared to low novelty seekers.
19	Jang & Feng, 2007	France and Canada	• Temporal Destination Revisit Intention • Short-Term Revisit Intention • Mid-Term Revisit Intention • Novelty Seeking • Satisfaction	• 1221 French household • 163 tourists to Canada	• Satisfaction was a direct antecedent of short-term revisit intention, but not of mid-term or of long-term revisit intention, and that novelty seeking was a significant antecedent of mid-term revisit intention that was connected to long-term revisit intention.

20	Jo et al. (2014)	Korean Hanok Guesthouses, Seoul's Bukchon	• Service Quality (Staffs & Facilities) • Perceived Value (Emotional & Functional) • Satisfaction • Behavioral Intentions (Revisit & WOM)	414 Tourists	• The study supported the important role of service quality in influencing value and the role of value in explaining visitor satisfaction and behavioral intentions. • Visitors evaluated their satisfaction with Hanok guesthouses along the perceived value (emotional value had greater impact on satisfaction than functional value), and their evaluation drove their behavioral intentions.
21	Wu et al. (2015)	Janfusan Fancyworld of Taiwan	• Experiential Quality (Interaction Quality, Physical Environment Quality, Outcome Quality, & Access Quality) • Experiential Value (Functional Value & Emotional Value) • Experiential Satisfaction • Theme Park Image • Revisit Intention	424 visitors	• Physical environment quality is identified as the most primary dimension of experiential quality perceived by theme park visitors, followed by outcome quality interaction quality and access quality • Emotional value does not positively influence experiential satisfaction. • Both experiential satisfaction and theme park image are antecedents of revisit intention.
22	Danaher & Arweiler (1996)	New Zealand	• Service Quality (Transportation, Accommodation, Outdoor Activities, Attractions) • satisfaction • Likelihood of Recommending	189 tourists	• Satisfaction with accommodation, outdoor activities, and attractions has the strongest impact on overall satisfaction with the holiday, while only satisfaction with outdoor activities affects the likelihood of recommending New Zealand as a vacation destination.

23	Meng et al. (2008)	South-east Virginia	• Destination Attributes Importance (Friendliness, Accessibility, Food, Location, Natural Scenery, Activity, & Lodging) • Destination Attributes Performance (Friendliness Services/ Quality, Outdoor activities, Lodging, & Natural Scenery) • Overall Tourist Satisfaction (Worth Time & Effort, Worth Price, Visiting Experience, & Satisfaction) • Motivation (Activities for Seeing and Doing, Relaxation/ Familiarity, Family/ Friend Togetherness, & Novelty/ Romance)	177 tourists	• Friendly/quality services and lodging performance are significant factors in determining the overall satisfaction, whereas food and location are of significant importance in the satisfaction evaluation. • Travel motivation, ‘family/friend togetherness’ in particular, although not a statistical significant factor, practically explains its influence on the overall tourist satisfaction of a resort destination.
24	Hsieh (2013)	Jiayo Bikeway in Taiwan	• Destination Image (Environment, Facilities, & Event Planning) • Tourists Satisfaction (Psychology, Education, Social Relationship, Physiology, & Aesthetic) • Destination Attraction (Sport dimension, Space Dimension, & Time Dimension) • Revisit Intention	572 respondents	• The attraction construct affects revisit intention most, then Image construct, satisfaction construct is the least one. • Tourism satisfaction not only influence revisit intentions but also on tourism attraction and tourism image.
25	Almsalam (2014)	Damascus, Syria	• Consumer Satisfaction • Customer Expectation • Service Quality	250 customers	• The finding shows that customer expectation and perceived service quality have a positive effect on customer satisfaction.

26	Armenski et al. (2011)	Belgrade, Novi Sad and Sombor	• Interaction between Residents and Tourists • Tourists' Experience • Perception of the Visited Destination • Residents' Acceptance and Tolerance for Tourist.	113 tourists	• The results showed that cultural incidents are very important for the acceptance of tourists by the local residents. • The quality of interaction between tourists and residents contributes to both tourists' experience and perception of the visited destination and residents' acceptance and tolerance for tourist.
27	Reisinger & Turner (2002)	Gold Coast, Australia	• Cultural Values • Rules of Social Behavior • Form of Interaction • Perception of Service • Satisfaction with Interaction	618 Asian tourists	• An assessment of the results suggests that differences in rules of behavior (feeling display) followed by the differences in cultural values (family/competence) have an effect on satisfaction and that these two dimensions together determine Asian tourist satisfaction. • The direct paths from cultural values and rules of behavior to satisfaction are significant and indicate that differences in values and rules contribute directly and significantly to satisfaction. • On the other hand, the direct paths from values and rules to interaction are insignificant and indicate that differences in values and rules did not have a direct and significant effect on interaction. • Second, differences in perceptions (communication) do not have a direct effect on Asian tourist satisfaction. On the other hand, differences in perceptions have a direct effect on interaction. • Interaction has a weak but significant effect on satisfaction. Although differences in cultural values have a significant effect on satisfaction, this effect is weak, while the path between cultural values and interaction is insignificant.

28	Reisinger & Turner (2000)	Gold Coast, Australia	• Courtesy • Idealism • Understanding the Tourist • Display of Feelings • Greetings • Satisfaction.	102 Thai tourists	• Courtesy, Idealism, Understanding the Tourist, Display of Feelings and Greetings have a significant effect on satisfaction.
29	Reisinger & Turner (2008)	Gold Coast, Australia	• Rules of behaviour • Forms of Interaction • Perception of Service • Satisfaction with Interaction	130 Mandarin-speaking tourists	• Self-actualization, responsiveness and courtesy, understand the tourist, Social Interaction, Display of Feelings, and Social Obligation have a significant effect on satisfaction with interaction.
30	Yu & Goulden (2006)	Mongolia	• Travel attributes (Culture, Employee attitude, Facility, History, Nightlife, Sanitation Service) • Satisfaction	530 visitors	• Tourists perceived nature as the most valued attribute of Mongolia. Nomadic lifestyle and the ger camps were highly regarded by the tourists. Tourists were satisfied with the historical and cultural attractions in Mongolia. • Lodging facilities, local food, hospitality, employees' attitude and service quality were perceived as satisfactory by the tourists. However, tourists expressed less satisfaction with tourist facilities (other than lodging) transportation, sanitation and nightlife in Mongolia.
31	Chi & Qu (2008)	Eureka Springs, Arkansas	• Attribute Satisfaction • Destination Image • Overall Satisfaction. • Destination Loyalty	345 questionnaires	• The results supported the proposed destination loyalty model: (1) destination image directly influenced attribute satisfaction; (2) destination image and attribute satisfaction were both direct antecedents of overall satisfaction; and (3) overall satisfaction and attribute satisfaction in turn had direct and positive impact on destination loyalty.

32	Zhu (2011)	Shenzhen, China	• Tourist Characteristics • Perceived Performance • Assessed Value • Expectations • Complaint • Tourist Satisfaction • Destination Loyalty	3953 valid questionnaires	• The results supported the perceived performance and the assessed value do have a positive effect on tourist satisfaction as well as destination loyalty but the tourist characteristics did not have positive effect on tourist satisfaction.
33	Žabkar et al. (2010)	Slovenia	• Destination Attributes (Destination Accessibility, Amenities, Attractions, Available Packages, Activities, & Ancillary Activities) • Perceived Quality • Satisfaction • Behavioral Intentions	1056 visitors	• Destination attributes affect the perceived quality of tourist offerings, which positively relates to satisfaction as well as visitors' behavioural intentions. The link between satisfaction and behavioural intentions was also confirmed. • They recommend to future studies to test the universality of such a model apart from (destination-specific) attributes set used as indicators for the perceived quality. Perceived value, e.g., could be a mediator in the model between perceived quality and behavioral intention.
34	Park & Nunkoo (2013)	38 rural tourism Korean villages	• Motivation (Refreshment, Excitement, Rurality, Learning, Socialization, & Family togetherness) • Technical Services • Functional Services • Program • Satisfaction • Loyalty	442 usable questionnaires	• Loyalty is positively affected by tourist satisfaction. • Satisfaction was found to be positively influenced by the technical service, program of service quality. However, functional services have no impact on satisfaction. • Motivation moderated the relationship of the service quality and satisfaction as well as loyalty on rural tourism.

35	Nuviala et al. (2012)	Spanish	• perceived quality, • satisfaction • perceived value	2,027 customers	• The technical factors and service staff received the highest evaluations. However, information provided to users was the weakest point. • Customer satisfaction and perceived value were also assessed positively. • Combat activities scored highest for quality, and lowest for satisfaction. • Both satisfaction with the service and the perceived value of the service depended chiefly on an intangible factor such as activities.
36	Oh (1999)	US city	• Service Quality • Perceived Price • Perceptions • Satisfaction • Customer Value • Repurchase Intention • Word of Mouth (WOM)	545 guests	• Perceived service quality, customer value, and customer satisfaction appeared to have important relationships in customers' decision process. They were directly or indirectly related to repurchase as well as positive WOM communication intentions. • In addition, price exerted a negative influence on perceived value through perceived price. Perceptions affected service quality, perceived value, repurchases intention and WOM intention both directly and indirectly.
37	Osman (2013)	Rural tourism in Malaysia	• Service Quality • Customer Satisfaction • Trust • Customer Loyalty	295 usable questionnaires	• The findings showed that service quality, customer satisfaction and trust have significant and positive influence on customer loyalty in Malaysia rural tourism. • The findings imply that the relationship of service quality, satisfaction and trust on customer loyalty will lead to rural tourism operators' profitability.

38	Dmitrovic (2008)	No mention	• Quality • Image • Costs and Risks • Perceived Value • Tourist Satisfaction • Complaint behaviour • Loyalty	No mention	• The model includes eight latent constructs, with tourist satisfaction being the central one. The analysis of the antecedents (quality, image, value, and costs and risks) of customer satisfaction provides insights into the processes underlying the creation of satisfaction, while the outcome constructs (complaint behavior and loyalty) indicate the consequences of (dis)satisfaction.
39	Jamaludin et al. (2012)	Perak, Malaysia	• Destination Image • Tourist Satisfaction • Destination Methodology	241 usable questionnaires	• Destination image building directly affects destination loyalty through tourist satisfaction.
40	Chen & Tsai (2007)	Kengtin, Taiwan	• Trip Quality • Overall Satisfaction • Perceived Value • Destination Image • Behavioral Intention	393 tourists	• Destination image have both direct and indirect effects on behavioral intentions. In addition, the path “destination image-trip quality-perceived value-satisfaction behavioural intentions” appears evident in this study.
41	Huh (2002)	Virginia Historic Triangle	• Cultural/ Heritage Attributes (General Tour Attraction, Heritage Attraction, Maintenance Factors, and Culture Attraction) • Tourist Satisfaction	251 tourists	• Heritage Attraction had the highest influence on tourists’ overall satisfaction. The second highest influential dimension was Culture Attraction. The third highest influential dimension was General Tour Attraction. The last influential dimension was Maintenance Factors.

42	Jankingthong & Gonejanart (2012)	No mention	• Corporate Social Responsibility • Destination Image • Service Quality • Perceived Value • Tourist Satisfaction • Tourist Complaints	No mention	• The study identifies the key drivers of post-purchase behavioral intention as well as their relationships, thus representing a significant step forward in the explanation of post-purchase behavioral intentions. • factors influencing post-purchase behavioral intention include the direct effect of CSR, service quality, perceived value and tourist satisfaction which have a positive relationship with post-purchase behavioural intention and tourist complaints which have a negative relationship with post-purchase behavioral intention and the indirect effect of CSR, destination image, service quality and perceived value on post-purchase behavioral intention through tourist satisfaction and the indirect effect of destination image and service quality on post-purchase behavioural intention through service quality and perceived value, respectively.
43	Haghkhah et al. (2011)	No mention	• Service Quality (Access Quality, Accommodation Quality) • Tourists Satisfaction • Intend to Return	No mention	• Quality of accessibility, accommodation, venue and their components contribute directly in satisfaction of tourists, their intend to return and eventually development of tourism industry in a region
44	Lien & Kao (2008)	Taiwan	• Service Quality (Technical Quality & Functional Quality) • Satisfaction	442 usable responses	• The results indicate that technical quality is more influential on the satisfaction of utilitarian services, and functional quality is a more important determinant factor of satisfaction in hedonic services than in utilitarian services.

45	De Nisco et al. (2015)	Campania (Italy)	• Accommodation and Restaurants • Accessibility • Tourism Services • Entertainment Facilities • Quality of Life • Heritage and Cultural Services • Satisfaction	1.936 questionnaires	• All the items identified had a positive impact on the perceived satisfaction, with significant level of correlation. • Results showed that the highest correlations were reported for the quality and organization of the historical attractions, the comfort of the accommodation, the quality of the local food and the availability of events, indicating the importance of these attributes.
46	Beqiri et al. (2014)	Velipoja Beach, Albania	• Service Quality (Destination, Hotels, Restaurants, Entertainment for Youth, and Entertainment for Children) • Tourist Satisfaction • Tourist Loyalty	87 usable responses	• The results of the study indicate that service quality dimensions (such as destination, hotels, and entertainment) have a significant impact on tourist satisfaction and tourist loyalty. • There is positive relationship between tourist satisfaction and tourist loyalty. Lastly, data reveal that female tourists are more loyal than male tourists while Albanian residents are more loyal than Western European residents.
47	Karim & Chi (2010)	France, Italy, and Thailand	• Destinations' Food Image • Travelers' Visit Intention • Information Sources • Travelers' Purchase Decisions	294 individual	• Italy had the most favorable food image and the highest potential to be visited in the future. Significant positive relationships were found between food image and visit intentions. • Travellers' purchase decisions were significantly influenced by different types of information sources.
48	Ali et al. (2016)	Malaysia Theme Parks	• Delight (Physical Setting, Satisfaction, Interaction with Staffs, & Interaction with other customers) • Loyalty	292 Visitors	• Physical setting, interaction with staff and interaction with other customers had a significant impact on both customer delight and satisfaction. • Customer delight influenced customer satisfaction and customer loyalty.

49	Frías-Jamilena et al. (2013)	Spain's Andalusia region	• Information Sources • Holiday • Hospitality • Appeal of Different Types of Promotional Tools • Perceived Value • Satisfaction	243 guests	• Satisfaction with the information sources used and the perception of the appeal of the different types of sales promotions offered by hotels have an influence on satisfaction with the holiday and hospitality. This influence is shaped by the type of information source consulted and the type of sales promotion used, as well as by the tourist's past experience.
50	Athanassopoulos (2000)	Turkey	• Attitudes Change	• 97 Greek first-time travellers • 82 Greek citizens	• The major results showed that travel to Turkey had a negative impact on Greek tourist's perceptions of the host population.
51	Kastenholz, et al. (2013)	Linhares & Janeiro, Portugues	• Host – guest interaction (views of local population & agents of supply)	• 45 interviewees (visitors) • 35 in Linhares (local) • 10 in Janeiro (local)	• Social interaction is one of the most relevant aspects of the rural tourism experience n for both local tourism suppliers and communities. • Host–guest interaction is an important feature of the rural tourism experience for all stakeholders involved.
52	Ayob et al. (2013)	Malaysia	• Event Attributes or Features (i.e., Activities, Facilities, and Amenities) • Overall Satisfaction • Future Intention	508 questionnaires	• Findings revealed that visitors' event experiences fully mediate the relationship between event features and post-consumption behaviors (overall satisfaction and future intention).

53	Hallmann et al. (2014)	Germany, Austria, and Switzerland	• Supplying Factors and Resources • Core Resources and Attractors • Destination Management • Destination Policy, Planning, and Development • Qualifying and Amplifying Elements • Perceived Satisfaction	1050 winter sport tourists	• From the tourist's perspective, infrastructure, accessibility, hospitality, mix of activities available within the destination, and the image of the destination are important factors for perceived satisfaction. Moreover, tourists were looking to spend their holidays at a place they consider to be safe.
54	Pizam et al. (2000)	Israel	• Intensity of Social Relationship between Hosts and Tourists • Satisfaction	388 tourists	• The higher the intensity of the social relationship between hosts and working tourists, the more favorable were the tourists' feelings towards their hosts, and the more positive was the change in attitudes towards hosts and the destination. • The higher the intensity of social relationship between hosts and tourists, the higher was the satisfaction of these tourists with their stay and experience.
55	Shafiee et al. (2016)	Foursquare	• Destination Image • Overall Image • Satisfaction • Revisit Intention • Word of Mouth	165 questionnaires	• All dimensions of Destination image have significant and positive effect on overall image and overall image has significant and positive effect on satisfaction and intention to revisit destination and Word of Mouth in Foursquare. The effect of tourism satisfaction on intention to revisit and Word Of Mouth is positive and significant.

APPENDIX E:

Definition of Key Terms

The definition for every key term is shown as below:

- i. **Rural tourism:** A rustic destination which is largely depending on natural environment, and it is engaged with various forms of local activities based on preservation of historical heritage, custom and traditions, as well as different of arts and cultures of local communities that enabling creates natural experiences for the tourists in their visitation (Ramakumar & Rajashree, 2008).
- ii. **Intention to revisit:** The commitment of tourists repeatedly visits the destination in spite of marketing efforts and situational influences that might cause changes directly in behavior (Oliver, 1997).
- iii. **Satisfaction:** The result of the comparison between a tourist's previous expectations generated from the destination with his or her real travel experience to the area (Oliver, 1980).
- iv. **Service quality:** The gap between customers' pre-purchase expectations in goods and services and the customer real perception towards the overall logistic service quality that received (Oliver, 1980).
- v. **Accessibility quality:** The ability of the destination to provide appropriate of access methods to tourists for easier them into geographical location and dispersal throughout the destination (Hall, 2004).
- vi. **Accommodation quality:** Accommodation broadly refers to hotels in urban area, however it can also refer to other accommodations such as cabins, motels, homestay, villagestay, resorts, and cabin (Murphy, 1997). In this study, accommodation quality is evaluated based on the interactions between host-guest

- vii. that take place during the stay (Grönroos, 1984), accommodation environment (Balmer & Baum, 1993) and value of the accommodation.
- viii. **Destination Resources and Attractors:** Destination resources and attractors refer to the critical destination attributes which attract tourists and to build the basic foundation of sustainable tourism (Crouch & Ritchie, 1999). Destination attributes are including natural environmental resources, socio cultural resources and local facilities and infrastructure (Buhalis, 2000).
- ix. **Outdoor activities:** A set of activities (Ittner & Larcker, 1997) or structure for actions (Nilsson et al., 2001) that taken together to produce values for its customers (Ittner & Larcker, 1997).
- x. **Local Communities:** A group of individual staying within the same geographic location and conducting same working life (Brehm et al., 2004)
- xi. **Local Communities' Attitudes:** The psychological tendency of local communities that is expressed by evaluating tourists with some degrees of favor or disfavor (Eagly & Chaiken, 1993).