Perception of Service Quality and Value on International Tourist Revisit Intention: The Mediating Role of Tourist Image in Malaysia Islands

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Abstract - In today's world of intense competition, Revisit intention has been pointed out as an essential research subject in the competitive market of tourism destinations. Tourism destinations Management should focus on gaining tourist loyalty by enhancing tourist perceptions of service quality and increasing as perceived by the tourist value. Although previous studies have addressed the importance of service quality, perceived value, and tourist's image, the precise nature of the relationships that exist between these constructs and the understanding of their effect on tourist revisit intention still remains a key issue. The current study aims to investigate the Perception of service quality and value on international tourist revisit intention and The Mediating role of Tourist image in Malaysia Islands. This study is important to enable service provider to have a better understanding of international tourist Perception of service quality and value.

Keywords: Service Quality, Perceived Value, Revisit Intention, destination Image, International Tourist, and Malaysia.

I. INTRODUCTION

The rapid development of international tourism over the past three decades has fascinated the attention of governments, practitioners and researchers from different countries, including Malaysia (Connell, 2006). Acknowledging the great potential of the tourism industry, the Malaysian government has recognized it as one of the National Key Economic Areas in the Government Change Program that is anticipated to spearhead the country's transformation into a high-income nation by 2020 (Pemandu, 2010). Island destinations offer a distinctive attraction since they symbolize excellent residing laboratories and also offer closed situations to analyze the influence of tourism development on Island residents, tourists, the surroundings, and the economic climate (Carlsen & Butler, 2011). Simultaneously, Island development often faces numerous issues due to the complicated interaction of various factors, such as environmental, social, and economic issues (Kaltenborn et al., 2012), and how to convert an Island into a unique destination through tourism development has become an important issue in modern tourism (Wilkinson, 2012).

II. LITERATURE REVIEW

According to Cihar and Stankova (2006) perceived value, needs and preferences with regard to service quality should be added to any evaluation in order to produce a better-informed and context-based process. For instance, in the case of

international tourists, comprehensive and meaningful information on how users perceive service quality and perceived value are valuable to destination managers and can be effectively used to plan destination management and develop sustainable tourism. Previous researchers have indicated that service quality, tourist-perceived value, and destination image are some of the key success factors in gaining competitive advantage within service providers in tourism sector (e.g. Parasuraman et al, 1991; Zeithaml et al., 1996). These factors are becoming the priority for all managers in the increasingly intense competition for international tourist in the tourist-centered market today (Gronroos, 2001). Although previous researchers have studied service quality, satisfaction, perceived value and the precise nature of the relationships that exist between these tourists, understanding their effect on revisit intention still remains a key issue that require further investigation (McDougall & Levesque, 2000).

A. TOURIST REVISIT INTENTION

In present tourism literature, investigating tourists revisit intentions in attractive different kinds of tourism is one of the major areas (Lam & Hsu, 2006). The choices and requirements for tourist vary and modify with various outlooks continuously. For tourism entrepreneurs, how to completely comprehend the purchasing actions of tourists and predict their upcoming revisit intentions is one of the main important tasks. Based on a study by Wang (2004), the cost of appealing to repeat visitors is less than new visitor. In addition, compared with first-time visitors, repeat visitors often spend more money (Lehto et al., 2004) and stay longer (Wang, 2004).

The comprehending revisits intention is one the essential issue for destination administrators because repeat visitors might offer more income and reduce the travel expenses (Li et al., 2010). Several study's results recommend a significant relationship amongst tourist satisfaction, revisit intention, and positive recommendation (Som, & Badarneh, 2011), exploration Kandampully and Suhartanto (2000). In their study exposed that destination image and satisfaction were two important variables that affected visitors' behavior intention. Other researchers examined motivation and satisfaction influenced behavioral intention (Van et al., 2013). In their study, travel motivation such as: relaxation, family togetherness, safety and fun have positive relationship to revisit intention.

B. PERCEIVED SERVICE QUALITY

Service quality is the type of view, customers judge it based on their knowing of the Procedure of service delivery, which evaluate their requirement with the services they obtained by this judgment (Gronroos, 1984). In accordance with this distinction service quality depends on two aspects: Expected and perceived services. Gronroos (1984) recommended that earlier experiences in connection to specific services can impact the customer requirement, while perceived services start from customer perception from their services. In reality,

service quality is type of perspective linked to the customer's satisfaction, however, is not the same to it and generates through customer expectation in evaluation with the organizational operation (Parasuraman, 1988). Total quality management dimensions in nongovernmental sectors appear in Table 1 in accordance to quality professionals as follow:

TABLE 1

TOTAL QUALITY MANAGEMENT DIMENSIONS

Latent variable	Sources
Tangibles, reliability- responsiveness, Credibility, empathy and commitment	Parasuraman (1998)
Quick delivery, accuracy, aesthetic, informing, appropriate behaviour- legitimacy easiness	David Garvin (1993)
Humbleness, responsiveness- completeness, clarity, accuracy- carefulness cleanliness	Keith smith (1993)
Tangibles, validity and reliability- sensitivity- personnel knowledge and ability humbleness	Zeithaml (1996)
Speed- courtesy- easiness and cleanliness- friendly interaction	Jayson (1998)
Availability- quick and smoother interaction- communication retention communication quality- solidarity and honesty	Peter Sengh (1998)
Services accuracy and completeness guarantee, empathy and cooperation- services permanent responsiveness	Murray and Atkinson (1998)

Source: Azizzadeh (2013).

C. PERCEIVED VALUE

Perceived value is defined as ''the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given'' (Zeithaml, 1988), i.e. a trade-off between perceived benefits and perceived costs (Lovelock, 2000). Recent research studies suggest that perceived value may be a better predictor of repurchase intentions than either satisfaction or quality (Oh, 2000). Perceived value can be analysed with either a self-reported, unidimensional measure (Gale, 1994) or a multidimensional scale (Petrick & Backman, 2002). Past studies have suggested that perceived quality and monetary price are two main antecedents of perceived value of tourism services (Duman & Mattila, 2005), and perceived value is an important antecedent to satisfaction and behavioural intentions (Cronin et al., 2000; McDougall & Levesque, 2000).

D. TOURIST IMAGE

The often cited description of an image is a conceptualization which demonstrates the set of beliefs, ideas and impressions that a general public has of a product, service, destination, individual, company (Lee et al., 2010). Assael (1984) likewise conceptualized image as the global understanding that the public evolves on the foundation of details that is obtained and processed over time. Numerous images (service quality, corporate, destination, and product and brand images) are already broadly mentioned in the literature. Lawson and Baud Bovy (1977) determine the concept of destination image as the appearance of all aim knowledge,

bias, imagination and emotional feelings of an individual or group about a specific location. Other researchers specify the image as the sum of all beliefs, ideas and thoughts that people associate with a destination (Crompton, 1979). Bigné et al. (2001) identify the destination image as the subjective meaning of fact by the tourist. Hence, the image tourists have about a destination is mostly subjective due to the fact it is based on the perceptions each tourist has of all of the destinations they have been to or have notice of (San Martín & Rodriguez, 2008). Quite simply, the destination image is considered by the features of its resources and points of interest that encourage tourists to visit that destination (Beerli & Martín, 2004).

III. CONCEPTUAL RESEARCH FRAMEWORK

This study shows the impacts of the independent variables (perceived service quality & perception value) (IVs) and tourist image (MV) on tourist revisit intention (DV) integrated in in Malaysia Islands. From the below conceptual research framework, the research hypotheses for the current study are formulated. The relationship between independent variables and the dependent variable with the mediating role of tourist image is illustrated in Figure 1:
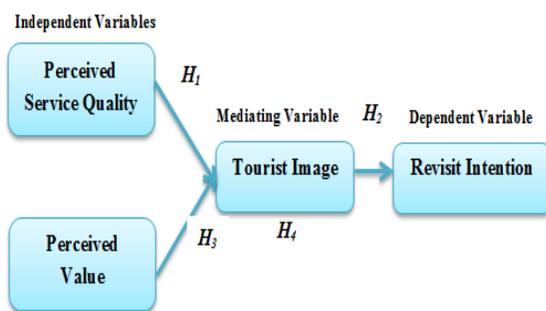

Fig. 1: Conceptual Research framework with Hypothesized Relationships

A conceptual framework of this research indications the direct and indirect relationship of the independent variables, mediating variables and dependent variables. The conceptual framework led researchers to develop four main hypotheses. Therefore, the research hypotheses are presented as follows:

H_1: Perceived service quality has a positive influence on revisit intention.

H_2: Tourist image has a positive influence on revisit intention.

H_3: Perceived value has a positive influence on revisit intention.

H_4: Tourist image mediates the relationship between perceived service quality and perceived value on revisit intention.

IV. CONCLUSIONS

Fulfilling the demands of international tourists in today's world of fierce competition has become a dilemma. Therefore, there is the need for tourism destination Management to expand its focus to improving the tourist perceptions of overall service quality and increasing tourist perceived value. Greater competitiveness is positively correlated to higher levels of quality, better perception of value and tourist satisfaction, resulting in a thriving image and increasing tourist revisit retention. Consequently, it is essential service providers constantly enhance both service quality and perceived value. Managers must be committed to implementing quality standards that assure quality of services. The process through which services are provided to tourists must continuously be scrutinized to ensure tourists have access to services at any given time. Furthermore, to differentiate the provisions from that of business rivals, management should guarantee that the benefits inherent in service consumption are constantly advertised to international tourists. Moreover, persuading tourists that they are receiving high value from the firm should be a strategic advertising goal. In addition, an auspicious attitude in the form of image assessments should encourage tourists to repel alternative packages from competitors. Image is a highly regarded source of competitive benefit. When destinations incorporate relative appeal in their image, that corporate image becomes considerably distinctive compared to rival companies within the same industry. A positive image will also assert a positive impact on the trust of other interested groups. Destination image influences the decision-making process as well as conditions affecting after-decision-making behaviors of tourists. Thus the influence of destination image is not invariably confined to the selection of destinations, but also has an emotional impact on the behavior of tourists on the whole. Therefore, actions taken to raise or develop the image of a destination ensure loyal visitors revisit or recommend to others, thus being crucial to the success of destination tourism development.

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