Tourism and Recreation

A research on determining the effect of the satisfactions perceived by domestic tourists on intention to visit*

Yerli turistlerin algıladıkları memnuniyetlerinin tekrar ziyaret niyetlerine etkisinin belirlenmesine yönelik bir araştırma

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ARTICLE INFO/ MAKALE BİLGİSİ	ABSTRACT
	In this study, it is aimed to measure the perceptions of destination satisfaction of domestic tourists visiting Side town in Antalya and to determine the effect of perceived satisfaction on the intention to visit the destination again. 500 questionnaires prepared in this context were delivered to domestic tourists who visited Side destination between 1 September-30 November 2019 by face-to-face communication. 35 of the returned questionnaires were excluded from evaluation since the same answer option was coded for each question and 25 of them were excluded from evaluation since more than 50% of the answer codes were left blank. According to the results of the study (SPSS); accommodation service satisfaction (ASS), transportation service satisfaction (TSS), destination cleanliness and protection satisfaction (DCPS), destination tourist activity and attraction satisfaction (DTAAS), destination hospitality satisfaction (DHS) and destination touristic price satisfaction (DTPS) were determined as the dimensions of the scale of satisfaction evaluation of domestic tourists. Satisfaction levels of domestic tourists were realized from accommodation businesses, tourist activities and attractions, transportation services, hospitality, cleanliness and protection and tourist prices in order. Domestic tourists rated their intention to visit the destination again at a high and positive level ($\bar{x}$=3,96). In addition, it was determined that cleanliness and protection, tourist activities and attractions, hospitality and price dimensions of satisfaction had a significant and positive effect on the intention to visit the destination again.
	ÖZET
	Çalışmada Antalya ili sınırları içerisinde yer alan Side beldesini ziyaret eden yerli turistlerin destinasyon memnuniyet algılarının ölçülmesi ve algılanan memnuniyetlerinin destinasyonu tekrar ziyaret niyetlerine etkisinin belirlenmesi amaçlanmaktadır. Bu kapsamda hazırlanan 500 anket 1 Eylül-30 Kasım 2019 döneminde Side destinasyonunu ziyaret eden yerli turistlere yüz yüze iletişim kurularak uygulanmıştır. Geri dönüş sağlanan anketlerden 35 tanesi her soruya aynı cevap seçeneğinin kodlanması ve 25 tanesi ise cevap kodlamalarının %50'sinden fazlasının boş bırakılmasından dolayı değerlendirme dışında bırakılmıştır. Araştırma sonuçlarına (SPSS) göre; konaklama hizmetleri memnuniyeti (KHM), ulaşım hizmetleri memnuniyeti (UHM), destinasyon temizlik ve korunmuşluk memnuniyeti (DTKM), destinasyon turistik aktivite ve çekicilik memnuniyeti (DTAÇM), destinasyon misafirperverlik memnuniyeti (DMM) ve destinasyon turistik fiyat memnuniyeti (DTFM) yerli turistlerin memnuniyet değerlendirmelerine ilişkin ölçeğinin boyutları olarak belirlenmiştir. Yerli turistlerin memnuniyetleri sırasıyla; konaklama işletmelerinden, turistik aktivitelerden ve çekiciliklerden, ulaşım hizmetlerinden, misafirperverlikten, temizlik ve korunmuşluktan ve turistik fiyatlardan gerçekleşmiştir. Yerli turistlerin destinasyonu tekrar ziyaret niyetlerini değerlendirmeleri ise orta ve olumlu düzeyde ($\bar{x}$=3,96) gerçekleşmiştir. Ayrıca memnuniyet boyutlarından temizlik ve korunmuşluk, turistik aktiviteler ve çekicilikler, misafirperverlik ve fiyat boyutlarının destinasyon tekrar ziyaret niyetini anlamlı ve olumlu etkilediği belirlenmiştir.

1. Introduction

Tourism has shown stable development in recent years, becoming a rapidly growing global economic sector (Abdulla et al., 2019). The development rate of tourism, and its economic, social, and cultural effects going beyond the limits render tourism and touristic moves a vital component of globalism (Arasli & Baradarani, 2014). The tourism sector, which is a source of employment for many people and has strong relations with numerous other industries, has a multiplier effect that impacts various industries at different rates. The development of tourism and its multiplier effect give rise to the development of other sectors, thus improving both the social and economic state in societies while also boosting societies' life standards (Ngoc & Trinh, 2015). Countries and destinations that seek further benefit from these developments are in intense competition to draw potential tourists (Trung & Khalifa, 2019). The increased demand and competition between destinations in international tourism in recent years have also increased the importance of improving destination image, ensuring tourist satisfaction, and the tourist intention to revisit (Qu et al., 2011; Huete-Alcocer & Lopez-Ruiz, 2019). Various factors boosting destinations' competitiveness, and the dimensions of destination service quality are critical to gaining competitive advantage (Cucculelli & Goffi, 2016). In the event that various touristic destinations improve their service quality, they ensure an advantage above others and strengthen their competitiveness (Myo et al., 2019). Various studies have shown that positive experiences concerning the products, services, and other resources provided by tourist destinations increase tourists' intention to revisit (Anton et al, 2014).

2. Literature Review

The meaning and scope of the destination concept may differ based on a region and that region's characteristics. In terms of tourism, the concept of tourism refers to regions suitable for the development of tourism. However, the concept of destination, which is a multi-component and comprehensive touristic product, can be identified as national areas smaller than a whole country but more prominent than many cities within the country, and have a different image and brand value in the minds of individuals. These areas can offer visitors various touristic attractions, festivals, concerts, and entertainment activities. Besides, these areas also have internal transportation networks within the relevant region. Thus, they offer visitors both in-country and inter-country transportation (Ersun & Arslan, 2011). It is not right to expect tourists to be satisfied or unsatisfied with only one of the products or a single touristic component offered by touristic destinations. As per their nature, touristic destinations are integral; in other words, they are packages that are formed with the combination of more than one product and service. Ensuring overall satisfaction in these packages, its measurement and evaluation are crucial. Given the difficulty of developing the intention to revisit, sometimes even at destinations where overall satisfaction is ensured, any dissatisfaction or the failure to determine or solve the causes of dissatisfaction will lead to more significant problems and unloyalty. The opinions or images tourists share about a destination, whether individually or in groups, are critical in the destination selection and decision processes of current and potential tourists. In this sense, the views and satisfaction of potential tourists regarding the destination are among the fundamental elements that can influence the destination's future (Sevim et al., 2013).

2.1. Relevant Studies

In a study conducted on a sample of 687 tourists in Segovia, a UNESCO World Heritage Site in Spain, Anton et al. (2014) concluded that tourists' previous experiences positively impact their intention to return and recommend the destination to others, and as the time tourists spend at the destination increases, this also has a positive effect on their intention to revisit the destination. In their study, conducted on a sample of 208 European tourists who stayed at three, four, and five-star hotels in Amman, Arasli & Baradarani (2014) found that tourists' destination satisfaction was positively affected by word of mouth, and that while accommodation and transportation have an insignificant effect on destination satisfaction, food-local cuisine, shopping, touristic sites, environmental properties, and security have essential effects on tourists' destination satisfaction.

Çetinkaya & Öter (2016) on the other hand, concluded in a study they conducted on a sample of 350 tourists who joined guided tours in Istanbul that tourist guides have a significant effect on tourists' destination satisfaction levels and intention to return to the destination. In a study conducted on a sample of 2,073 foreign tourists, who stayed at least three nights in Ho Chi Minh, Vietnam, Khuong & Duyen (2017) determined that the destination image is a crucial component of the service quality perceived by tourists, and that the level of service quality perceived by tourists positively and highly affects tourists' satisfaction and intention to revisit.

In a study conducted on a sample of 200 participants visiting Yogyakarta in Indonesia, Santoso (2019) concluded that tourists' satisfaction level directly and positively affects their intention to revisit the destination. Siregar et al. (2019) also found in their study conducted on a sample of 219 tourists visiting Medan in Indonesia that tourists' perception of the destination service quality directly and positively affects tourists' satisfaction levels as well as their intention to return. Abdulla et al. (2019) also conducted a study on a sample of 700 international tourists and determined local transportation, accommodation, cleanliness, hospitality, different activities, airport and language-communication, among others as dimensions of the destination service quality. As a result of the studies researchers conducted to measure the effects of the relevant dimensions on tourists' intentions to return to the destination, they concluded that the destination service quality dimensions positively affect tourists' intentions to revisit the destination.

3. Methodology

3.1. Study Objective

The study's objective is to measure the destination satisfaction perception of local tourists visiting Side, which is located within the borders of Antalya province, and to determine the effect their perceived satisfaction has on their

intention to return to the destination. Studies evaluating the satisfaction of tourists, comprising the scope of the study, and their intention to return are frequently found in the literature (Kozak & Rimmington, 2000; Kozak, 2001; Yüksel, 2001; Khan, 2003; Öztürk, 2004; Yoon & Uysal, 2005; Öter & Özdoğan, 2005; Gürbüz, 2009; Şen-Demir, 2010; Albayrak & Caber, 2011; Ekiz & Köker, 2012; Moutinho et al., 2012; Marin & Teberner, 2013; Paunavic, 2014; Beqiri et al., 2014; Arasli & Baradarani, 2014; Hau & Omar, 2014; Riduan et al., 2015; Koç, 2017). However, no studies have been found in the relevant literature that evaluates the subject in this respect on the Side destination, chosen as the study field.

3.2. Study Field Selection Process

Factors such as hosting the historical (Ancient Theater, the Temples of Apollon and Athena, Ancient Fountain, Side Museum, etc.), cultural, and numerous natural beauties and attractions as a touristic destination, the destination being mainly visited by local and foreign tourists coming to Antalya, and the lack of any previous similar study on the destination within the subject's scope were influential in selecting the study's relevant field (Manavgat Chamber of Commerce and Industry, 2020).

3.3. Forming the Study Scale

A questionnaire form consisting of two sections was used in this study. The first section of the questionnaire form comprise of 11 questions aimed at determining the demographic characteristics of local tourists, and multiple choices for these questions from which the respondent can choose. The second section of the questionnaire form, on the other hand, contains 45 Likert-type scale responses (5-Strongly Agree-1-Strongly Disagree) aimed at determining local tourists' destination satisfaction perceptions and their intentions to return. Kozak (2001) and Öztürk (2004) were taken as a reference while forming the scale used to prepare the questionnaire's responses. Experts and authorities on the subject were consulted in this study to ensure the questionnaire's content validity.

3.4. Study Population and Sample

The study population consists of all local tourists who visit Side in Antalya province. Statistics from the Ministry of Culture and Tourism (MCT) and the Antalya Provincial Directorate of Culture and Tourism were used in the study to determine the exact number of local tourists who visit Side in order to determine the sample number. According to MCT data, it was determined that a total of 13.57 million visited Antalya as of the end of 2018 (MCT, 2020). However, during this study's data collection process (September 1-November 30, 2019), the exact number of people who visited the relevant destination could not be established. Therefore, as the number of individuals in the target population is unknown, the n= t2pq/d2 formula was used to calculate the study sample (Yazıcıoğlu & Erdoğan, 2007). If we place the relevant values in the formula n=(1.96)2. (0.5).(0.5)/(0.05)2; n=384 was established as the study sample number. Every component in a certain population having an equal chance of being selected, and all individuals having an equal chance of being selected to join the sample

is important in terms of the reliability of the study (Ural & Kılıç, 2005). Hence, during the process of determining the local tourists, especially due to the subject's specific situation, one of the non-probabilistic sampling methods, purposeful (decisional-purposive) sampling was used in the study. In this sampling method, researchers choose the people they believe will find the answer to the study problem themselves; in other words, the criteria regarding the sample is the researcher's own judgment (Altunışık et al., 2007). To ensure the sample size (384 participants) sufficient to represent the population size, a total of 500 questionnaire forms answered by the respondents were completed by establishing face-to-face communication with the local tourists who visited the destination. A total of 440 questionnaires were included in the study's evaluation section, with a questionnaire return rate of 88%.

3.5. Research Analyses

The data set obtained from the study was subjected to analysis on the SPSS statistical data program. The data obtained from the research questionnaire regarding local tourists' demographic variables were analyzed based on percentages and frequency values. Following the frequency analysis, the normality test was performed before conducting the scale reliability test and the others. The results obtained show that the scale is suitable for parametric tests. After the reliability and normality analyses, exploratory factor analysis was conducted to test the construct validity of the scale related to local tourists' destination satisfaction evaluations, and regression analysis was conducted to determine the effect of local tourists' satisfaction levels on their intention to return to the destination.

4. Results

4.1. Findings Related to Participants

According to the results of the frequency analysis conducted in the study (Table 1), 54.5% of local tourists participating in the study consist of males, while 72.7% are married, 54.5% are in the 25-60 age group, 40.9% have undergraduate-level education, 29.5% are private-sector employees, 43.2% have a monthly income of 2,021 TL-5,000 TL, 23.9% stay at four-star hotels, 32.9% chose the destination based on reasonable price. Furthermore, 75% of local tourists stated that they departed generally satisfied, and 70.4% said they would return.

4.2. Reliability Analysis Score

As a result of the reliability analysis performed, the Cronbach's Alpha coefficient of the scale used in the study about local tourists' destination satisfaction evaluation was found as 0.883. The coefficient rates obtained indicate the reliability of the scale.

4.3. Factor Analysis Score

As a result of the exploratory factor analysis utilized in the study (Table 2), the KMO value was determined as 0.975 (p=0.000). This value is considered within the context of the value ranges accepted in the literature as excellent (Durmuş et al., 2010). Besides, Barlett's Test of Sphericity result was

Table 1. Distribution of Local Tourists According to their Demographic Characteristics (n=440)

Demographic Characteristics		Number (n)	Percent (%)
Gender	Female	200	45.5
	Male	240	54.5
Marital Status	Single	120	27.3
	Married	320	72.7
Age	15-24 Age Group	120	27.3
	25-60 Age Group	240	54.5
	61 Years and Over	80	18.2
Education	High School and Below	80	18.2
	Associate's Degree	110	25.0
	Undergraduate	180	40.8
	Postgraduate	70	15.0
Occupation	Student	65	14.7
	Business Owner/Self-employed	115	26.2
	Private Sector Employee	130	29.5
	Civil Servant	95	21.6
	Retired	35	7.0
Monthly Income	2,020 TL and Less	110	25.0
	Between 2,021 TL-5,000 TL	190	43.2
	5,001 TL and Above	140	31.8
Travel Companion(s)	Alone	80	18.2
	Spouse	95	21.6
	Spouse and Children	105	23.9
	Family (Parents)	60	13.6
	Girlfriend/Boyfriend	45	10.2
	Group of Friends	55	12.5
Accommodation Type	5-Star Hotel	125	28.4
	4-Star Hotel	140	31.8
	3-Star Hotel	95	21.6
	Apart	30	6.8
	Hostel	50	11.4
Reason for Choice of Destination	Close to Where I Live	120	27.3
	Reasonable Price	145	32.9
	Upon Recommendation	75	17.0
	Previously Satisfied	100	22.8
Overall Destination Satisfaction Level	Positive	330	75.0
	Negative	110	25.0
Intention to Return to Destination	Positive	310	70.4
	Negative	130	29.6
	Total	**440**	**100**

determined as 4952.563. This rate shows that the sample size is sufficient and suitable for factor analysis. Moreover, responses with factor weights less than 0.30, and communalities values smaller than 0.50 were excluded from the evaluation to increase the exploratory factor analysis's validity. Following these two procedures, four out of the 45 responses on the scale (quality of the food and beverages offered at lodgings, hygiene of the food and beverages offered at lodgings, beautiful scenery at the destination, adequacy of health services available at the destination) were decided to be removed from the scale. As a result of the exploratory factor analysis repeated with the remaining 41 responses, the scale for local tourists' destination

satisfaction evaluation was formed with the six dimensions classifying these responses. The dimensions of the scale for local tourists' evaluation of satisfaction were named based on Kozak (2001) and Öztürk (2004) as Accommodation Service Satisfaction (ASS), Transportation Service Satisfaction (TSS), Destination Cleanliness and Preservation Satisfaction (DCPS), Destination Touristic Activity and Attraction Satisfaction (DTAAS), Destination Hospitality Satisfaction (DHS), and Destination Touristic Price Satisfaction (DTPS).

According to the descriptive analysis results about the evaluations of the local tourists included in the study

Table 2. Research Scale Factor Analysis Results (n=440)

Variables	ASS	TSS	DCPS	DTAAS	DHS	DTPS
Eigenvalues	7.943	2.949	2.180	2.029	1.732	1.667
Accommodation facility general service quality	0.764					
Accommodation facility cleanliness	0.742					
Accommodation facility security	0.731					
Accommodation facility accessibility	0.698					
Accommodation facility activities	0.630					
Accommodation facility check-in/check-out time	0.618					
Accommodation facility food-beverage variety	0.603					
Destination accessibility		0.746				
Accessibility of historical and touristic areas at destination		0.733				
Coverage of local transportation network at the destination		0.709				
The comfort of the local transportation network at the destination		0.688				
The attitude of local staff providing transportation at the destination		0.664				
Overall destination cleanliness and appearance			0.761			
Cleanliness and maintenance of the natural environment at the destination			0.728			
Cleanliness and maintenance of historical and touristic areas at destination			0.701			
Cleanliness and appearance of tourism business staff at the destination			0.688			
Natural beauties and attractions at the destination				0.717		
Historical beauties and attractions at the destination				0.711		
Outdoor touristic activities at the destination				0.705		
Indoor touristic activities at the destination				0.695		
Climatic characteristics of the destination				0.687		
Tourism info services at destination				0.664		
Local cultural characteristics of the destination				0.651		
Variety of food-beverage culture at destination				0.643		
Entertainment and tour opportunities at destination				0.621		
Touristic image and recognition of the destination				0.617		
Nightlife opportunities at destination				0.606		
Adventure and sports opportunities at destination				0.595		
Shopping opportunities at destination				0.583		
Children's activities and services at destination				0.571		
The overall touristic atmosphere at the destination					0.749	
Sense of peace at destination					0.735	
Sense of security at destination					0.716	
The attitude of the local public at the destination towards tourists					0.700	
The attitude of tourism staff at destination towards female tourists					0.676	
The local public at the destination's ability to speak different languages					0.645	
The attitude of shopkeepers in touristic areas at destination towards tourists					0.619	
Overall accommodation prices at destination						0.698
Overall food prices at destination						0.676
Overall souvenir prices at destination						0.640
Overall entertainment prices at destination						0.632
Overall transportation prices at destination						0.618
Factor Alpha Values	0.833	0.724	0.819	0.748	0.710	0.735
Factor Variance Values (%)	16.547	12.144	9.541	17.232	8.879	7.745
Total Explained Variance			72.088			
KMO Adequacy			0.875			
Barlett Spherical Test Value			49552.563			
Sig. p value-Probability Value			0.000			

concerning scale dimensions (Table 3), their satisfaction with the accommodation services dimension is ($\overline{X}$=4.56), satisfaction with the touristic activities and attractions at destination dimension is ($\overline{X}$=4.53), satisfaction with the transportation services dimension is ($\overline{X}$=4.51), satisfaction with the destination hospitality dimension is ($\overline{X}$=4.51), satisfaction with the destination cleanliness and preservation dimension is ($\overline{X}$=4.50). Satisfaction with the destination touristic price dimension is ($\overline{X}$=4.50). Local tourists' evaluation of the intention to return to the destination, on the other hand, is average and positive ($\overline{X}$=3.96).

Regression analysis explains the relationship between a dependent variable and the independent variable or variables assumed to affect this variable using a statistical model (Ural & Kılıç, 2005). In this study, local tourists' destination satisfaction dimensions were subjected to regression analysis as independent variable, while their return intention dimension was subjected to the analysis as a dependent variable. According to the results of the regressions analysis, which was conducted to test the study dimensions (Table 4), it is seen that the regression model aimed at determining the satisfaction dimensions revealing the intention to return is significant as a whole (F=9.608; p<0.05). An examination of the significance of Beta values reveals that among the satisfaction dimensions, destination cleanliness and preservation, touristic activities and attractions at the destination, destination hospitality, and destination touristic price dimensions significantly and positively affect the intention to return.

5. Discussion and Suggestion

The study's objective was to measure the destination satisfaction perception of local tourists visiting Side, which is located within the borders of Antalya province, and to determine the effect their perceived satisfaction has on their intention to return to the destination. According to the results of the frequency analysis, which was used in the study within this scope, the majority of the participants (local tourists) are male (55%), married (73%), in the 25-60 age group (55%), have undergraduate-level education (41%), work in the private sector (30%), have a monthly income between 2,021 TL-5,000 TL (43%), travelled with their spouse and children (24%), stayed at four-star hotels (32%), and preferred a destination based on reasonable touristic price (33%). 75% of local tourists stated that they were generally satisfied with the destination and that 70% had the intention to return. These results are significant in revealing the existence of a relationship between the overall destination satisfaction and the intention to re-purchase the destination. Various previous studies (Mautinho et al., 2012; Rajaratnam et al., 2014) state that tourist satisfaction is useful in their intention to return. It has been determined that tourists' previous experiences, current expectations, the general touristic price level at the destination, and the attitude of staff at accommodations are practical on tourists' intentions to return (Chon & Olsen, 1991; Tribe & Snaith, 1998; Ünlüönen & Tokmak, 2009; Vetitnev et al., 2013).

It has been established that guests' service quality is directly useful in tourists' tendency to return. The effectiveness of the cleanliness and service quality on the intention to return was revealed in previous studies (Kozak & Rimmington, 2000; Öztürk 2004; Yoon & Uysal 2005) as well. Furthermore, it is possible to say that tourists' overall satisfaction affects their intentions to return directly and positively. The conclusion is also coherent with the conclusions in studies found in the literature (Qu & Li, 1997; Yoon & Uysal, 2005; Ünlüönen & Tokmak, 2009; Moutinho & Albayrak 2012; Vetitnev et al., 2013; Beqiri et al., 2014).

Table 3. Local Tourists' Study Dimensions Evaluation Results (n=440)

Dimensions	Average ($\overline{X}$)	Standard Deviation
Satisfied with Accommodation Services	4.56	.80
Satisfied with Transportation Services	4.51	.29
Satisfied with Cleanliness and Preservation	4.50	.31
Satisfied with Touristic Activities and Attractions	4.53	.34
Satisfied with Hospitality	4.51	.26
Satisfied with Touristic Prices	4.50	.30
Intention to Return	3.96	.31

Table 4. Regression Analysis Related to Satisfaction-Return Intention Dimensions

	Dimensions	Beta	*t*	*p*	R²	F	VIF
	ASS	0.201	1.984	0.176			
	TSS	0.166	2.050	0.233			
	DCPS	0.605	2.212	0.000	0.478	9.608	2.003
Intention to Return	DTAAS	0.260	2.348	0.000			
	DHS	0.636	1.996	0.000			
	DTPS	0.515	2.175	0.000			

Destinations are multi-component and complex-structured touristic products. However, tourists generally consider destinations as a single product. Thus, this can cause a setback in one of the destination components to be felt and evaluated as if it was a complete destination experience. A good understanding and analysis of tourist demands, requirements, expectations, and satisfaction evaluations will positively contribute to boosting overall tourist satisfaction and their intention to return to the destination (Kozak & Rimmington, 2000; Öztürk, 2004; Beqiri et al., 2014; Hau & Omar, 2014).

The dimensions of the scale for local tourists' satisfaction evaluation were named as Accommodation Service Satisfaction (ASS), Transportation Service Satisfaction (TSS), destination Cleanliness and Preservation Satisfaction (DCPS), Destination Touristic Activity and Attraction Satisfaction (DTAAS), Destination Hospitality Satisfaction (DHS), and Destination Touristic Price Satisfaction (DTPS) (Kozak & Rimmington, 2000; Kozak, 2001; Öztürk, 2004; Paunavic, 2014).

The evaluation of local tourists based on the relevant dimensions were listed as satisfaction with accommodation services, satisfaction with touristic activities and attractions at the destination, satisfaction with transportation services, satisfaction with destination hospitality, satisfaction with cleanliness and preservation at the destination, and satisfaction with touristic prices at the destination. Local tourists evaluated their intention to return to the destination as average and positive. According to the results of the regression analysis that was performed to test the study dimensions, the regression model aimed at determining the satisfaction dimensions revealing the intention to return is significant as a whole, while among the destination satisfaction dimensions, the destination cleanliness and preservation, touristic activities and attractions at the destination, destination hospitality, and destination touristic price dimensions significantly and positively affect the intention to return.

It is thought that this study will contribute to both the relevant destination and the literature. However, due to financial resources, seasonal challenges, and the time restriction, the study could not be conducted on a larger sample size even though the sample size is within limits accepted in literature. Future studies can be conducted to measure tourist satisfaction and intention to return in different destinations with new demographic variables.

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