Tourist Loyalty Model for Tourist Attractions in Suphanburi Province

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Abstract. This research aims to (1) explore the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province. (2) analyze the components of the four latent variables. (3) analyze both direct and indirect effects of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction those affect tourist loyalty toward tourist attractions in Suphanburi Province (4) find tourist loyalty model for tourist attractions in Suphanburi Province. This research is a quantitative research. The samples collected were 900. The data were analyzed by using descriptive statistics of percentage, arithmetic means, standard deviation. The inferential statistics consisted of confirmatory factor analysis, Path analysis and structural equation modeling. The research revealed that: (1) the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province were mostly at high level.(2) the confirmatory factors analysis implied that the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty for tourist attractions in Suphanburi Province have the highest in the most impressive elements values, service marketing mix have the highest in the most people, tourist satisfaction have the highest in the most Service quality and tourist loyalty for tourist attractions in Suphanburi Province have the highest in the most Repeated use of the service. (3) the effect analysis found that the image of the tourist attractions in Suphanburi Province, service marketing mix has direct and indirect influence on tourist loyalty toward tourist attractions in Suphanburi Province (4) the constructed model corresponded with the empirical evidence of all variables ($\chi2$=57.45, df=48, $\chi2$/df=1.19, P=0.09, RMSEA=0.01).

1 Introduction

The tourism industry now plays an important role in the economy of Thailand. It can generate very high foreign exchange reserves every year. The tourism industry has a positive effect on the overall economy of Thailand, resulting in employment and income distribution to the tourism sector. Resulting in bringing prosperity to the region in various fields. Various facilities to accommodate tourists Although the tourism industry has a positive effect, it also has a negative impact on the ecological balance, identity, culture and

community way of life. The government therefore has a policy to promote and support the Thai tourism industry, emphasizing the importance of tourism affecting the Thai economy. This Can generate income into the country including being able to compete with other countries effectively. At present, Thailand has several destinations that are targeted for sustainable tourism development. Due to the awakening of tourism trends focused on resource conservation, Tourists are therefore interested to travel continuously. One of them, cultural tourism, is a very popular form. Tourists experience the way of life, and the traditional culture of the community; Therefore increased tourism which is a form of ecotourism management. The community manages the accommodation of the villagers in the community to the visitors with the consent and willingness of the landlord. The serviced home must have a room or area that can accommodate and be able to provide services to the visitor according to its capabilities. Staying with the villagers creates a learning process. Together between the community and tourists is the creation of knowledge and understanding of the way of life of the community, creating a positive attitude towards the community (Chee-Hua Chin, 2014).

2 Research Hypotheses

(1) explore the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province.

(2) analyze the components of the image of tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province.

(3) analyze both direct and indirect effects of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction those affect tourist loyalty toward tourist attractions in Suphanburi Province.

(4) find tourist loyalty model for tourist attractions in Suphanburi Province.

3 Scope of Research

Scope on the content: the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province.

Scope on the population: The samples collected were 900.

Scope on the timeline :From June 2019 - Juney 2020

4 Population and Samples

Sample: The sample was calculated to meet the minimum requirement for the use of structural equation modeling (SEM) which was 20 times of the studied variables. In this research, the sums of observed and latent variable were 22; hence the sample size must have at least 900 samples the data were collected by a simple random sampling method.

5 Instrument

The data collection instrument for this research was a questionnaire which had been tested for validity by 5 experts by using the technique of IOC (item objective congruence). Moreover, a tryout of 30 samples of the same homogeneity with the population was carried

out to measure the reliability of the research instrument resulting to the Cronbach Alpha Coefficient of 0.980.

6 Statistics Employed For Data Analysis

Statistics of percentage, arithmetic means, standard deviation, confirmatory factor analysis, path analysis and structural equation modeling (SEM).

7 Results

Part 1: Results of the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty for tourist attractions in Suphanburi Province as shown in Table 1.

Table 1 Showing the average and standard deviation of tourist information (n=900)

Observable Variables	$\overline{X}$	S.D.	SK	KU	Interpretation
The image of the tourist attractions in Suphanburi Province	**4.08**	**0.64**	**-.234**	**.466**	High level
Believe	3.72	0.59	-.334	.425	High level
Attitude	4.22	0.67	-.324	.366	High level
Impression	4.32	0.54	-.236	.645	High level
Service Marketing Mix	**3.85**	**0.62**	**-.231**	**.421**	High level
Product	3.91	0.62	-.166	.574	High level
Price	3.87	0.52	.555	.354	High level
Place	3.67	0.64	-.064	.651	High level
Promotion	4.02	0.54	-.344	.534	High level
People	4.12	0.49	-.445	.354	High level
Process	3.63	0.81	-.165	.343	High level
Physical Evidence	3.77	0.67	.189	.345	High level
Tourist Satisfaction	**3.47**	**0.63**	**-.134**	**.456**	High level
Service Quality	3.77	0.63	.064	.823	High level
Value for Money	3.89	0.61	.064	.557	High level
Atmosphere	3.61	0.73	-.236	.335	High level
Clean	3.02	0.82	-.086	.256	Medium
Safety	3.10	0.73	-.236	.234	Medium
tourist loyalty for tourist attractions in Suphanburi Province	**3.97**	**0.65**	**-.178**	**.412**	High level
The Repeated Use of Service	4.13	0.52	-.341	.721	High level
Frequency of Repeat Visits	3.83	0.63	-.133	.245	High level
Suggest and Tell	3.96	0.63	-.331	.545	High level

From Table 1, The image of the tourist attractions in Suphanburi Province all at high level (= 4.08), service marketing mix was all high level (= 3.85), tourist Satisfaction was all high level (= 3.47), and tourist loyalty toward tourist attractions in Suphanburi Province (= 3.97).

The checking of skewness and kurtosis found minus and plus no more than 2, all variables have a positive relationship and are suitable for structural equation modeling (SEM) (Angsuchot et al.,2009)

Part 2: Results of the confirmatory factors analysis (CFA) of the components of the four latent variables of the factors of the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty for tourist attractions in Suphanburi Province.

Table 2 Measurement model statistics

Latent variables	Observed variables	Factor loadings	R^2
The image of the tourist attractions in Suphanburi Province	believe	.71**	.43
	Attitude	.68**	.57
	impression	.83*	.65
Service marketing mix	Product	.73**	.53
	Price	.72**	.55
	Place	.77**	.74
	Promotion	.62**	.45
	People	.84**	.53
	Process	.70**	.45
	Physical Evidence	.67**	.41
Tourist satisfaction	Service quality	.78**	.45
	Value for money	.76**	.54
	Atmosphere	.73**	.57
	Clean	.72**	.58
	Safety	.75**	.57
tourist loyalty for tourist attractions in Suphanburi Province	the Repeated use of service	.83**	.54
	Frequency of repeat visits	.74**	.52
	Suggest and tell	.73**	.50
$\chi2$= 57.45, df = 48, P = 0.09, SRMR = 0.03 RMSEA = 0.01			

Part 3: the analysis results found that the image of the tourist attractions in Suphanburi Province has direct and indirect influence on tourist loyalty for tourist attractions in Suphanburi Province service marketing mix has direct and indirect influence on tourist loyalty for tourist attractions in Suphanburi Province as shown in table 3 and figure 1.

Table 3 Show statistics, analyze relationships and influence between variables

Result variable	tourist satisfaction			tourist loyalty for tourist attractions in Suphanburi Province		
Event variables	TE	IE	DE	TE	IE	DE
the image of the tourist attractions in Suphanburi Province	0.65	-	0.65**	0.69	0.27	0.42**
service marketing mix	0.51	-	0.51**	0.49	0.16	0.33**
tourist satisfaction				.44		.44**
R^2 structural equation modeling	0.65			0.71		
χ^2= 57.45, df = 48, P = 0.09, CFI = 0.99 TLI = 0.99 SRMR = 0.03 RMSEA = 0.01						

From Table 2, The analysis results found that the image of the tourist attractions in Suphanburi Province has direct and indirect influence on tourist loyalty for tourist attractions in Suphanburi   Province (DE = 0.42), indirect (IE = 0.27), total influence (TE = 0.69).

Service marketing mix has direct and indirect influence on tourist loyalty for tourist attractions in Suphanburi Province (DE = 0.33), indirect (IE = 0.16), total influence (TE = 0.49).

Tourist satisfaction has direct effect on tourist loyalty for tourist attractions in Suphanburi (DE = 0.44). The forecast coefficient (R^2), service marketing mix (0.65), tourist loyalty for tourist attractions in Suphanburi Province (0.71).

Part 4: The constructed model fits to the empirical data; χ^2 = 57.45, df = 48, χ^2/df = 1.19, P-value = 0.09 and RMSEA = 0.01
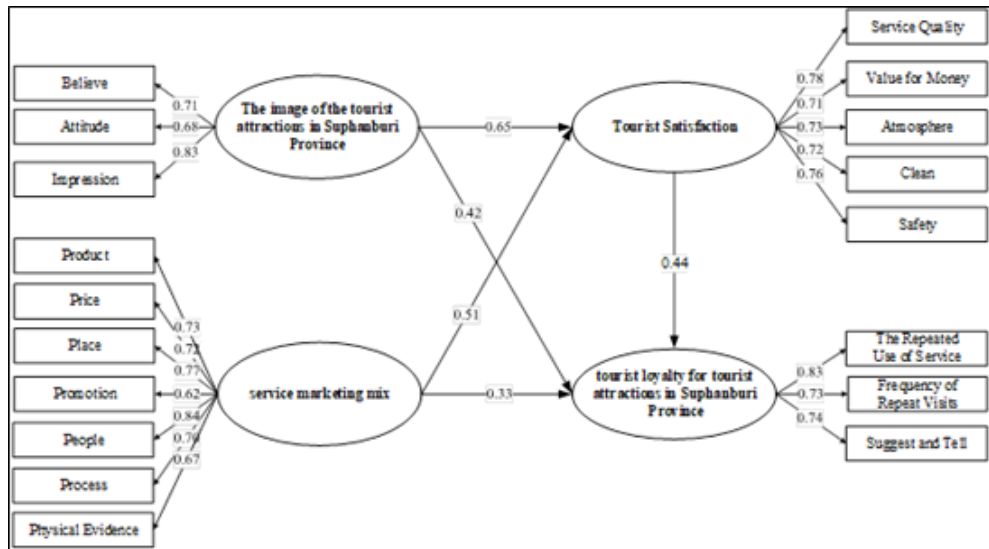

Fig 1. Construct model displaying the effect values between variables

The discussion of this research is divided into 4 parts as followings:
1. The image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province were mostly at high level.
2. The analysis results of the components of the four latent variables of the image of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province. The analysis results of the components of the factors of The image of the tourist attractions in Suphanburi Province found that "impression" had the highest factor loading, followed by "believe" and "attitude" which are in line with the concept and theory of (Tariq & Moussaoui, 2009) which stated that the "impression' is an important component of the image of a tourist attraction, as well as corresponded to the research of (Chaiyawit, 2019) whose found that the "impression and attitude" has a positive effect on the image. The analysis results of the components of service marketing mix found that "people" had the highest factor loading, followed by "place", "product", "price", "process", "physical evidence" and "promotion" which are in line with the concept and theory of (Lovelock C. & Wirtz J. 2007) which stated that people, product, price, place, promotion, process, and physical evidence are an important components of service marketing, as well as corresponded to the research of (Chaiyawit, 2013) whose found that "people" has a positive effect on the sustainable marketing factors to Sufficiency Economy Philosophy.The analysis results of the components of tourist satisfaction found that "service quality" had the highest factor loading, followed by "safety"

atmosphere" "cleanliness" and "value for money", which are in line with the concept and theory of (Chen & Xic, 2007) which stated that service quality, value for money, safety atmosphere, and cleanliness are important components of tourist satisfaction, as well as correspond to the research of (Martenson, 2007) whose found that the satisfaction caused by service quality. The analysis results of the components of tourist loyalty for tourist attractions in Suphanburi Province found that "the repeat use of service" had the highest factor loading, followed by "suggest and tell" and "frequency of repeat visits" which are in line with the concept and theory of (Schiffman & Kanuk, 2007) which stated that the loyalty of tourists is an act of "repeated use of service", as well as corresponded to the research of (Helgesen&Nesset, 2007) whose found that "repeated use of service" and "frequency of repeat visits" had positive effect on loyalty.

3.   The results of the analysis of both direct and indirect effects of the tourist attractions in Suphanburi Province, service marketing mix, tourist satisfaction and tourist loyalty toward tourist attractions in Suphanburi Province found that the tourist attractions in Suphanburi Province has both direct and indirect effects to tourist loyalty for tourist attractions in Suphanburi Province, which is in line with the concept and theory of (Shiffman & kanuk, 2007) which stated that the image has a positive effect on loyalty, as well as correspond to the research of (Helgesen&Nesset, 2007) which found similarly. Service marketing mix has both direct and indirect effects to tourist loyalty for tourist attractions in Suphanburi Province, which is in line with the concept and theory of (Yu-Jia Hu 2009) which stated that the service marketing has a positive effect on loyalty, as well as correspond to the research of (Chaiyawit, 2016) which found similarly.

4.   To find tourist loyalty model for tourist attractions in Suphanburi Province, the result of the research confirmed that the constructed model fit with the empirical data, P-value = 0.09 Moreover, the value of $\chi 2$ = 57.45 further confirm the finding. The researcher also considers other critical statistical results; such as, RMSEA = 0.01, CFI = 0.99, TLI = 0.99. In conclusion, the constructed model fit with the statistical analysis of the empirical results.

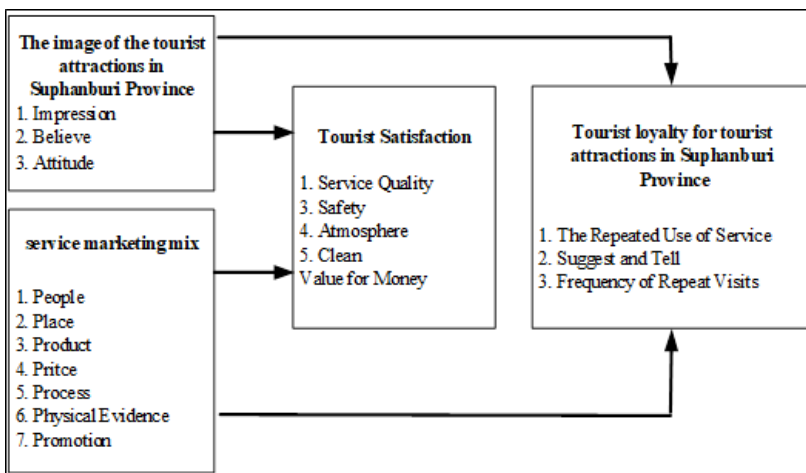# 8 Application of Research and Model

Fig 2. The model of tourist loyalty model for tourist attractions in Suphanburi Province

9 Suggestion for Future Research

1. Qualitative research using in-depth interview or focus group with successful tourist attractions.
2. Focus research on specific factors; such as, marketing, financial management, human resources, for the sustainability of the tourist attractions in the long run.

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