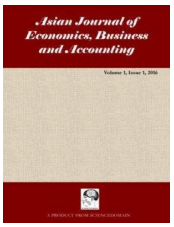

Asian Journal of Economics, Business and Accounting

5(4): 1-10, 2017; Article no.AJEBA.38899
ISSN: 2456-639X

Tourists Perceived Festival Attraction, Service Quality, Perceived Value and Loyalty-Case Study Penghu Ocean Firework Festival in Taiwan

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Authors' contributions

This work was carried out in collaboration between all authors. Author HMC designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author CLC managed the analyses of the study. Author WCY managed the literature searches. All authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2017/38899
Editor(s):
(1) Ioannis A. Makedos, Economic Science, University of Macedonia, Thessaloniki, Greece.
Reviewers:
(1) Velan Kunjuraman, Universiti Malaysia Kelantan, Malaysia.
(2) Jun Sheng Liu, Shaanxi Normal University, China.
Complete Peer review History: http://www.sciencedomain.org/review-history/22998

Original Research Article

Received 19th November 2017
Accepted 27th January 2018
Published 3rd February 2018

ABSTRACT

The purpose of this study is to understand the relationships between attraction, quality of service, perceived value and loyalty. In this study, a total of 456 effective questionnaires were collected by convenience sampling. Through the descriptive statistics and partial least squares (PLS) statistical analysis, the research results show that the attraction, service quality and perceived value of festival activities have a predictive effect on the loyalty to the tourists in the destination. According to the results, the research not only gave the suggestions for the government tourism sectors, but also provides the direction for the future research.

Keywords: Attraction; service quality; perceived value; loyalty; Penghu ocean firework festival.

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1. INTRODUCTION

The festival activities in recent years have become an essential part of the tourism industry, the festival is not only brought tourists and tourism revenue but also to promote the development of local industries, local cultural heritage and residents to increase awareness of cohesion, local identity and other surrounding interests [1,2]. As for festivals around the world have different history and reason, take Taiwan Penghu Ocean Firework Festival (POFF) as an example, in the Penghu sea, there was happened "China Airlines crash" on May 25, 2002, therefore has impacted the local tourism industry. Because of success, so from April to June 2013, the local government will have held POFF, combined with the concert, singers sang and cultural performances. Now become one of the important tourist attraction in Taiwan. "Attractiveness" is the attraction of an object by some message that the subject intentionally or unintentionally distributes, to make it occur that you want to take the initiative to approach and take it for granted [3]. Most scholars believe that the "attractiveness effect" in the tourism industry, is an important role of tourists in participating motivation catalyst, is also the antecedents of participation and motivation, and attract tourists to visit the festival activities [4,5,6]. To further examine the previous literature shows that attractiveness [7,8] and other variables to influence perceived service quality, perceived value antecedents, thereby affecting tourist loyalty [6,9]. According to the above, that attraction is an important factor to attract tourists. But the service quality of the destination is related to whether the tourists are worth visit or not, and it will also affect their willingness to revisit and recommend to others in the future. Therefore, the purpose of this study is mainly to analyse the relationship between tourists' perception of POFF attraction, service quality, perceived value and loyalty, hoping to provide the practical reference for activity planning.

2. LITERATURE REVIEW AND HYPOTHESES

Mayo and Jarvis [10] define the attractiveness of the destination as the destination itself, which can provide the value of to satisfy and feel the benefits of the individual, which is the sum of the perception, perception and cognition of the individual herself. Victor [11] believes that "attraction" is the initial motivation for tourists to choose destinations. The core factors of destination attractiveness will enable them to get the benefits of tourism destinations [10], and generate demand and attention [12]. They will go to experience attraction and choose different destinations according to their interests and preferences [13]. Vengesayi [14] pointed out that the destination attractiveness has three major components: (1) tangible destination (associated with the essence of travel attraction core products, such as the nature environment, historical and cultural attractions; (2) to provide services and facilities (such as accommodation, restaurants, and entertainment facilities, transportation, security, and communications); (3) related factors (e.g., residents friendly culture and service oriented). Therefore, from the above composition, tourists are also evaluating the attractiveness of the destination when evaluating the local services, facilities and residents' friendliness. Because consumer satisfaction is generally associated with certain or uncertain expectations, and from the Theory of Expectation Confirmation [15], consumers will compare the services they receive and the services they anticipate, the results may determine whether they are satisfied or dissatisfied with [16,17], and the satisfaction is a reference for the next purchase or use product. In tourism, tourists' expectations are formed by the attributes of destinations, such as politeness, friendliness, convenience, fair price, efficient management and organizational stability, which are necessary components of service process [14]. Research shows that the expectations on tourist motivation and determine the destination preference play an important role [18], and the motivation and perceived value there is causal relationship [19]. But other studies it is also found that tourists visit their destination because of the relationship of attraction, and their cognitive attractiveness will affect their perception of the service quality of destination [20]. Because of tourism as a consumer product, must pay the price, but it is not the customer perceived value in the "pay the price" of the only factor, other non-pecuniary factors, such as: cost, time cost, search the spirit and cost should also be included [21], so related to the tourists "perceived value" of the problem. Besides, in the study of tourism, it is also found that the destination attractiveness will affect the loyalty of the tourists [6,9]. Therefore, the following three hypotheses are put forward in this study.

H1: The more favourable the destination attractiveness, the higher the service quality.

H2: The more favourable the destination attractiveness, the higher the perceived value.
H3: The more favourable the destination attractiveness, the higher the destination loyalty.

The quality of tourism service is an important index to measure the loyalty of the tourist to the destination [22]. Parasuraman, Zeithaml and Berry [23] pointed out that the "service quality" is the customer subjectivity to the service provided, it can feel the situation, that is, the gap between the customers' actual feelings and expectations of the service provided. The quality of service proposed by Rust and Oliver [24] is a three-dimensional model, including service products, service delivery, and service environment. In fact, there are different facilities and personnel service projects in different environments, so the research on service quality will vary with the difference of research objects and environment. The services at destination include such as shopping, attractions and activities, accommodation, catering, transportation, tourism personnel services, tourism information provision, and residents' friendliness [22,25,26]. In tourism, customer perception of service quality is significant for successful destination marketing, because it affects the destination choice [27], the of goods and services in destination consumption and revisit destination [28]. In terms of tourism research, it is considered that service quality is an important prerequisite for tourists' perceived value [29,30,31,32,33], will also affect the intention of tourists' future behavior [31,32,33,34,35], and will be recommended to others [35]. In the study of tourist consumer behaviour, it is also found that the perceived value has a positive effect on the loyalty of tourist [26]. Based on the above analysis, this study proposes the following fourth to six hypotheses:

H4: The higher the service quality, the higher perceived quality.
H5: The higher the service quality, the higher the destination loyalty.
H6: The higher the perceived value, the higher the destination loyalty.

3. METHODS

3.1 Subject and Sampling

The purpose of this study is to examine the relationships between attraction, quality of service, perceived value and loyalty. Based on the correlations of observations and measures, a quantitative approach is suited to answer this research problem. This study surveyed tourists of POFF in Taiwan. Webster, Trevino, and Ryan [36] noted that surveys of participation activities should be conducted at the moment that the activity concludes to obtain respondents' optimal experiential effects. The survey took place between April to May 2017. Adopting convenience sampling, the researchers conducted on-site survey on Magong City Chungcheng Rroad. Of the 500 surveys returned, 26 invalid questionnaires were deleted, resulting in valid samples of 456 or a response rate of 91.2%.

3.2 Questionnaire

The questionnaire of this study is divided into five parts. The first part is the POFF Attraction Scale, which is basically to understand the how POFF's firework program, singer performance, concert, local culture, and the island environment attract tourists visit Penghu. The questionnaire mainly refers to the relevant research of tourist attractions [22,26,37,38]. The respondents noted their agreement with each item using a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. Higher scores reflect a greater degree of POFF Attraction. The second part is the Service Quality Scale, which is mainly to understand tourists' feelings about the quality of Penghu Island tourism services. There are 15 questions in this section, and three factors: "space planning", "site services", and "firework planning". This section mainly refers to the research of the related quality of tourism services [22,26,39]. The respondents noted their agreement with each item using a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. Higher scores reflect a greater degree of service quality. The third part is the Perceived Value Scale", which is mainly to learn about the money, time, and energy that they think a trip to Penghu and watch POFF is worth. There are three questions in this section, which mainly refer to studies of perceived value [21,40]. The respondents noted their agreement with each item using a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. Higher scores reflect a greater degree of perceived value. The fourth part is the Loyalty Scale, which mainly focuses on the willingness of tourists to revisit Penghu and their willingness to recommend this destination to others in the future. This part of the scale has three questions, which mainly refer to the study of the tourist

loyalty to important tourist destinations [41,42]. The respondents noted their agreement with each item using a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. Higher scores reflect a higher degree of loyalty. The last part is the demographic variables, including gender, marital status, age, education level, occupation, monthly income, occupation, and past experiences.

3.3 Data Analysis

The statistical analysis steps conducted in this study are, as follows: 1. use SPSS for Windows 21.0 software to analyze the distribution of the demographic background variables of tourists. 2. use Warp PLS 5 statistical software with partial least squares (PLS) to analyze reliability and validity scales of attraction, service quality, perceived value, and loyalty, and the four causal relationships between the latent variables. The values of composite reliability (CR) and Cronbach's α determine reliability and validity; the value of CR and Cronbach's α criteria for must be equal to or greater than .70 [43,44]. Validity is based on whether the factor loading is up to .50; all the latent variables amounts of the average variation extraction (AVE) is equal to or greater than .50, to determine whether the latent variables have convergent validity [45]. The model structure relationship analysis depends on: (1) whether the standardised path coefficient (standardised path coefficients) reaches statistical significance; (2) the interpretation ability of the model in R^2 [43,44].

4. RESULTS

4.1 Respondent Profile

Of the 456 effective questionnaires, among 226 is male (49.6%) and 230 (50.4%) is female. Among them, 102 is married (22.6%), 60 had children and 349 (77.4%) is unmarried. In the degree of education, the university has the highest, with a total of 253 (55.7%). In age, most of the 21-30 years old, 342 (75%), the least 61 years old and only 2 (.4%). In the occupation, 179 (39.4%) students with the largest number, followed by 106 (23.2%) in the service industry. In terms of personal monthly income, the number of NT$20001-40000 (US$.1= NT$.30) 162 (35.5%) is the largest, followed by the NT$20000, with a total of 157 (34.6%). In terms of the number of travel, 211 (46.3%) is the first time visit to Penghu; another 323 (71.1%) is the first to watch POFF.

4.2 Analysis of the Reliability and Validity

4.2.1 Attraction scale

Table 1 show that attraction scale the CR of the four latent variables is greater than .70, and the Cronbach's α is greater than.70, which indicate that the scale is highly reliability. In terms of validity, the results factor loadings of observed variables are greater than .60, and the AVE greater than.50, which indicates that has good validity.

4.2.2 Service quality scale

Table 2 show that service quality scale three latent variables CR is greater than .80, and the value of Cronbach's α is greater than .70, which indicate that the scale is highly reliable. In terms of validity, the results factor loadings of observed variables are greater than .60, and the AVE greater than.50, which indicates that has good validity.

4.2.3 Perceived value scale

Table 4 show that perceived value scale CR is .92, Cronbach's α value is .88, which indicates good reliability. Concerning validity, the value of the factor loading of the observed variables is above .80, and the AVE is .80, thus, the validity is very good.

4.2.4 Loyalty scale

Table 4 show that loyalty scale the CR is .87, Cronbach's α is .80, indicating good reliability. In terms of validity, the value of the factor loading of the observed variables is above .70, and the AVE is .63, thus, the validity is very good.

4.3 Structure Model Analysis

Fig. 1 shows that the path coefficients are standardized regression coefficients (β value), first, attraction has positive effect on service quality (β1= 64, p<.05), perceived value (β2=28, p<.01) and loyalty (β3=.23, p<.01). Service quality has positive effect on perceived value (β4=.34, p<.01) and loyalty (β5=.12, p<.01). Finally, perceived value also has positive effect on loyalty (β6=.48, p<.01).

Table 1. Summary of reliability and validity of tourist attraction scale

Latent variables	Observed variables	Factor loading	CR	Cronbach's α	AVE
Firework program	1.high popularity of activities	.68	.87	.83	.50
	2.experience of visual and auditory feast	.74			
	4.want to feel the beauty of the bright and bright fireworks	.75			
	5.fireworks show a wonderful content	.76			
	6.unique location	.66			
	7.activity theme attracts people	.66			
	16.experience a firework show	.65			
Performance	3.enjoy the performance of famous artists	.78	.76	.72	.51
	12. enjoy the performance of music groups	.68			
	15.enjoy the performance of cultural	.67			
Local culture	9.experience the rich seafood in Penghu	.82	.86	.77	.60
	10.experience the beauty of Penghu's geographical landscape	.82			
	8.experience the natural ecology of Penghu	.71			
	17.experience of the cultural landscape of Penghu fishing village	.64			
Island environment	11.experience the romantic night atmosphere	.69	.79	.74	.50
	13.experience a variety of water activities	.74			
	14.want to increase knowledge	.71			
	18.experience a holiday atmosphere	.63			

Table 2. Summary of reliability and validity of service quality scale

Latent variables	Observed variables	Factor loading	CR	Cronbach's α	AVE
Space planning	1.Personnel mobile route planning	.84	.86	.79	.55
	2.clear activity indicators	.82			
	3.the activity space	.68			
	4.parking space is well planned	.75			
	9.traffic control measures	.59			
Site services	6.exhibition stall planning	.80	.87	.82	.58
	7.environmental cleanliness of active space	.76			
	8. attitude of on-site service personnel	.81			
	11.spot booth souvenirs are rich and reasonable in price	.68			
	13.the number of public toilets on the spot and the convenience of use	.76			
Firework planning	5. the content of fireworks is wonderful	.70	.83	.73	.50
	10.fireworks display the diversity of colours	.70			
	12.field vision arrangement of pyrotechnics	.75			
	14.pyrotechnic place	.81			
	15.pyrotechnic interval time	.80			

Table 3. Summary of reliability and validity of perceived value scale

Observer variables	Factor loading	CR	Cronbach's α	AVE
1.the money spent is worth it	.82	.92	.88	.80
2.the time paid is worth it	.83			
3.it is worthwhile to participate in the physical and mental participation.	.80			

Table 4. Summary of reliability and validity of loyalty scale

Observed variables	Factor loading	CR	Cronbach's α	AVE
4. I would like to come back to Penghu for a tour in the future	.77	.87	.80	.63
5. I would be happy to suggest and recommend friends and relatives to travel to Penghu	.85			
6. if I meet the need to improve in Penghu, I would be happy to suggest to the relevant travel sectors.	.78			
7. if Penghu continues to hold POFF, I'll be happy to come back to travel.	.78			

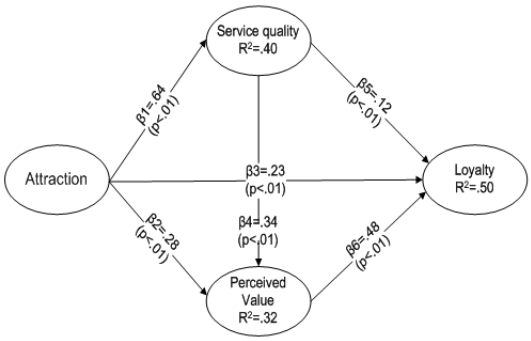

Fig. 1. Structure model

5. DISCUSSION

The results of analysis shows that the attraction has positive influence on the quality of service so that H1 are supported. Because the attraction is the tourists choose the main influencing factors of tourism destination [11,12,13], the core factors of destination attraction will enable them to travel at the destination desired to obtain benefits of demand and attention [10]. From the point of view theory of Expectation Confirmation, when tourists evaluate the destination attractiveness, they also include consider the local services, facilities and residents' friendliness [14,20]. The results of this study support the above theory and research. It also shows that the attraction of Penghu's local culture, and the island environment and POFF (firework program, singer performance, and concert) is high and accords with the expectations of tourists. In addition, it also shows that POFF's space planning, site services, and firework planning, all satisfy the expectations of tourists. The results also show that expectation plays importance role in tourism motivation and determining destination preference [18], and there is a causal relationship between motivation and perceived value of tourists [19].

Next, result found that attraction has a positive influence on perceived value, so it supports H2. This shows that tourists travel to Penghu, because the festival activities and local tourist attractions (culture, landscape, and island environment) to attract, so they decided to visit. And they go to the local actual experience, is consistent with their pre-trip cognition of the scenic spots in Penghu and expectations, so tourists feel positive and high value. Therefore, they believe that the cost time, money and physical strength to travel on the island is worth. Hu and Richie [46] believes that the attraction of the destination reflects the feeling, belief, and opinion of a person's ability to meet the person's special holiday needs. Then the attraction has a positive influence on the loyalty of tourists, therefore, H3 are support, above result indicates that tourists will revisit Penghu and watch POFF, which will be influenced by Penghu's local culture, and the island environment and POFF (firework program, singer performance, and concert) it is support that the attraction of the destination will affect the loyalty of the tourists [6,9]. Because the POFF is held every year, so from the above results, can found that tourists not only want to see on the next time, but also will recommend the activities to relatives and friends, and encourage them visit Penghu. Then the results of the analysis found that the quality of service has positive influence on perceived value, so the support for H4. Obviously, tourists in Penghu feel the quality of service of POFF is positive and good, so they think to pay the travel time on the island, money, and the spirit is worth the cost.

Then the analysis results show that service quality has a positive influence on loyalty. Therefore, support H5 and indicates that the quality of service perceived by tourists in Penghu and POFF is positive and good, and their loyalty to Penghu is relatively higher. The above results support that tourism service quality is an important index to measure tourists' loyalty to destinations [19], tourists' loyalty to destinations is reflected in their intention to revisit destinations and willingness to recommend [38]. Tourist' positive experience in providing services, products and other resources for tourism purposes can generate repeated visits and the positive word of mouth effects to friends and / or relatives. In tourism, customer perception of service quality is very important for successful destination marketing, because they affect the destination choice [24], revisit destination and the consumption of goods and services in destination [25]. The results of this study support that service quality is an important prerequisite for tourists' perceived value [26,27,28,29,30], will also affect intention of future behavior [28,29,30,31,32], and will also be used to recommend destinations to others [23]. This study found that perceived value has a positive impact on loyalty. Therefore, supporting H6, and shows that tourists' spent time, money and physical strength cost to travel on the island are worth, and the loyalty to Penghu will be higher. In addition, support for tourism research confirms that perceived value, service quality and satisfaction are good predictors of destination loyalty [9,23,36], which

also support the effect of perceived value of destination loyalty to tourism consumption behavior research [23].

6. CONCLUSION AND IMPLICATION

6.1 Conclusion

According to the above discussion, this study has the following conclusions, the POFF this activity is a highly attractive and destination service quality to meet the expectations of tourists in Penghu, so that they feel that their time, money, and physical strength is worth. They will not only visit Penghu in the future, but also recommend them to friends and relatives, and suggest them to visit Penghu.

6.2 Implication

6.2.1 For activities planners

According to the results of this study, the researchers have the following suggestions for POFF activity Planners: (1) implement safety management activities to ensure the safety of tourists; (2) continuous innovation and diversity of activities, to attract tourists to revisit; (3) enhance the quality of on-site activities; (4) keep the site clean and not pollution; (5) educate tourists to implement environmental education, do not destroy the ecological environment in activities; (6) the prices of trafficked goods are clearly marked, and the service attitude of people is good; (7) to strengthen the island provided hospitality, public facilities, attractions service quality, let tourist want to revisit Penghu in the future, and them willing to recommend friends and relatives travel to the island and watch the POFF.

6.2.2 For future researchers

For future researchers, first, in the study of variables, according to the survey process, researchers found that in terms of service quality, tourists' cognition of risk management in activities was not considered. Secondly, the research mode does not regard satisfaction as a research variable, so it is impossible to understand tourists' satisfaction with activities. Therefore, subsequent researchers can take into consideration in the research of festival activities. In addition, there may be different results in different areas and objects. Future researchers can further survey different festivals and objects and compare them with this study, to know whether different studies will have different results.

ACKNOWLEDGEMENTS

This study is thanks to the funding of the Putian University (2016105; 2017092).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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Peer-review history:
The peer review history for this paper can be accessed here:
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