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CUSTOMER SATISFACTION AND BEHAVIORAL INTENTIONS: A STUDY ON MADURAI HERITAGE TOURISTS

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Abstract
The heritage tourism in India has likewise expanded because of the enthusiasm of numerous non-natives in the temples of India. Madurai is known as the 'temple city' because of the nearness of an expansive number of temples in the city. Furthermore, consequently, numerous tourists go and visit the spot every year. The most famous temple in Madurai is the Meenakshi temple. From this, we can comprehend that Tamilnadu is having a colossal potential for Heritage tourism. This study aims to understand the impact of customer satisfaction on heritage tourist behavioral intentions towards hotels in Madurai city. Total 424 responses were received and analyzed through SPSS 22 and SPSS AMOS 21. Well-structured questionnaires were floated in each hotel using on convenience sampling. Hotels operating in the Madurai city were treated as the population of this study. Structural equation modeling shows the reliance of behavioral intentions on tourist satisfaction and it's also depends on service quality and service features. It highlights that when lodging meets the desires of tourists then, at last, they prescribe it to other individuals near them. This study recommends that Hotels ought to comprehend the requirements of the tourist and give services proficiently in providing food such needs. Representatives at the front work area are the key staff who shapes the impression of the lodging. In this manner, their appearance should be flawless. Tourists ordinarily lean toward lodgings which have wide product offerings, quality offerings at sensible costs and advantageous area.

Keywords: Service Quality, Service Features, Customer Satisfaction, Behavioral Intentions, Heritage Tourism.

Introduction

Heritage tourism India has enrolled a colossal development in the most recent couple of years, as far back as extra activities were taken by the government of India to help India's picture as a goal for heritage tourism. India has dependably been well known for its rich heritage and antiquated society. So the onset of heritage tourism in India was for quite some time expected. India's sublime past and social differing qualities make a powerful mix which draws in a huge number of tourists every year to its heritage tourist attractions. The government of India and the Ministry of Tourism and Culture energize heritage tourism in India by offering a few advantages to the Indian that are especially popular for pulling in tourists. India's rich heritage is adequately reflected in the different temples, castles, landmarks, and fortifications that can be discovered wherever in the nation.

The most extreme number of tourists who come to India visit the Taj Mahal as it is one of the 7 marvels of the world. It is made of marble, which has mind boggling decorative work done in a wonderful and careful style. The Mandawa château in Rajasthan worked in 1775 mirrors India's rich heritage and pulls in a huge number of tourists every year to Rajasthan which appears to be particularly well known for its old-fashioned sketches, jade gems, castles, and ensembles. Mahabalipuram has sculptural and engineering destinations which are viewed as the best in India. Mahabalipuram has whole temples that have been cut from stone squares and have a place with the seventh century. This is the essential motivation behind why numerous heritage tourists in India visit this spot.

Tourism Industry has ended up one of the considerable enterprises in worldwide ventures. Services offered from hospitality industry are necessities as a result of progress in way of life. To satisfy the requests of developing market, the hospitality market attempted to develop and contend with others in the market place by addressing consumers' needs (Rao and Sahu, 2013; Shrivastava and Verma, 2014). Hotel Industry is a standout amongst the most considerable variables for Tourism Industry. It could give the important substructures to Tourism. Along these lines, the development in Tourism industry relies upon development in Hotel industry. Hotel industry had a noteworthy development lately in India. Be that as it may, it is not similar with different nation's development (Raza et al., 2012; Mokaya et al., 2013). Two components lead to development in Hotel industry. The first is giving venture open doors, and the second one alludes to expanding customers and quantity of voyagers. So as to urge the potential customers to travel, it is important to make them fulfilled. Consumer loyalty will prompt behavioral intentions and positive verbal (Abukhalifeh and Som, 2015). The importance of this study was its potential commitments to both hotel administration and tourism industry change in India. Services offered from hospitality industry are necessities in view of progress in way of life. Along these lines, to satisfy the requests of developing market, the hospitality market attempted to develop and rival others in the market place by addressing consumers' needs (Meshack and

Datta, 2015). Keeping in mind the end goal to comprehend the achievement rate of inns, the impact of consumer loyalty and client reliability has been a considerable element..

The hotel industry had been blossoming at an enduring rate with an overwhelming flood of customers each season a decade back. Now withstanding with the expansion in the overall manual fiascoes, the mushrooming of the industry move downwards at a disturbing rate. Weakness about wellbeing and life issues spread inside the business and the enduring stream of customers decreased. When this instability was lessened, the economy went frail (Hargreaves, 2015; Padma and Wagenseil, 2016). In the contemporary times, it is the feeble economy that has constrained both the business and customers in the scaling back of the hotel industry. With an end goal to protect their business as the hotel industry declined, the hoteliers' slice costs so as to oversee better with the money related issues. They either trimmed the staff or shortened certain event offices or both. However, with this scaling back, the consumer loyalty likewise diminished and this is something which hotel industry can't confront. A decent hotelier remembers different variables before continuing in chopping down of services by planning an all-around composed arrangement (Ahamed and Mohideen, 2015; Greenland et al., 2016). On the off chance that the arrangement is actualized effectively, then there is no risk to the consumer loyalty. Consumer loyalty takes off high if the worker execution is fantastic. Worker execution incorporates skill, compassion, hospitality, civility, and quickness. Guests feel welcome and revealed if the staff is generous and inviting (Latif et al., 2015). By offering upgraded responsibility through an all-around prepared staff, the lodgings can secure lucrative pay through fulfilled customers. As Saleem and Raja (2014) trusts that client is the king and pleasing, this time, tried reasoning we should be familiar with that how mind boggling is to fulfill this king.

Review of Literature

There are differing concentrates on that address the consumer loyalty and the impacting variables that influence the procedure. In business, consumer loyalty is a strategy of profiting and this must be creating by having a fulfilled and faithful client base. With the world decreasing into the globalization, the force of rivalry has expanded to a distant imprint. The blasting firms characterize their systems in client situated comportment. Kotler et al., (2015) characterized satisfaction as a man's sentiments of delight or disillusionment coming about because of looking at an item's apparent execution (or result) in connection to his or her desires". In any case, Jeong et al., (2016) took a more nearsighted view and expressed consumer loyalty as a customer's satisfaction reaction. It is a judgment that item or service highlight, or the item or service itself, gives a pleasurable level of utilization related satisfaction. As such, it is the general level of satisfaction with a service/item encounter". As per Kotler et al., (2015), the achievement of the item offering relies on the worth and satisfaction it conveys to the focused on purchasers. Subsequently it is the satisfaction of the normal needs of the customers after the utilization of the conveyed item or service as a consequence of a group of incorporated exercises concentrated on the customers. Therefore the way to expand the volume of offers and to underwrite benefit, organizations ought to fulfill their demographic. Nieves and Diaz-Meneses (2016) trusted that the blasting and the client driven associations to comprehend the central parts of satisfaction that end up in separated and sky-scratching esteem for its most striking customers. Consumer loyalty has an immediate and positive effect on association's productivity. Subsequently, academicians and specialists focused on the hugeness of consumer loyalty in scholastic writing. In more exact terms it is an individual thought that pivots upon the specific client assumptions with respect to the service. Along these lines, associations ought to look into the normal yearnings of their customers to acquire benefit (Suhartanto and Triyuni, 2016). Particularly when focused edge gets to be the key concern then arrangement producers ought to constantly endeavor to build the level of consumer loyalty (Tanford et al., 2016; Prakash et al., 2016).

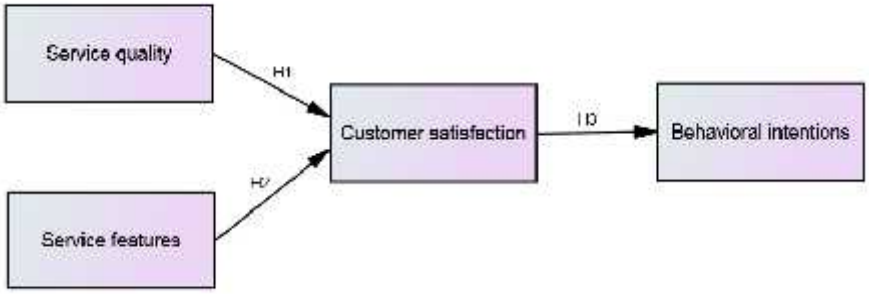
Service quality is a client impression of how well a service meets or surpasses their desires (Karatepe and Kaviti, 2016). It is considered as a key variable for upgrading consumer loyalty (Geetika, 2010). Indeed, even the investigation of N. Torres and Kline (2013) discovered it a key forerunner to consumer loyalty. Service quality not just assumes key part of fulfilling customers (Worsfold et al., 2016) additionally considered as a worth driven for consumers and an approach to position item in a dynamic domain (Kaul, 2005). Understanding the customers' necessity about the service quality and providing food with the need in such manner is gainful from multiple points of view (Tanford et al., 2016).

Service features can be characterized as the quality or the client prerequisites identified with the matters, for example, recurrence, unwavering quality, normality, appropriateness, area, wellbeing and comfort (Worsfold et al., 2016). Among every one of these elements, unwavering quality is dealt with as the critical service highlight in an approach to upgrade consumer loyalty (Karatepe and Kaviti, 2016) yet as per Ahmed et al. accommodation and service particular elements are the two center fixings to fulfill customers. On the off chance that service suppliers neglect to appropriately handle such behavior, it can have extreme implications. In any case, service features fluctuate from environment to environment. Nonetheless, considering the lodging environment, service features, for example, the usual way of doing things of the orderlies, service

activity of specialist, environment and decoration of banquet room are key variables which lead towards consumer loyalty (Kim et al., 2013; Liat et al., 2014).

Behavioral intentions are characterized as the subjective judgments about how a man will carry on in the behavioral and normally served as paradigm variable in numerous exploration concentrating on the service sector and satisfaction models (Rao and Sahu, 2013; Shrivastava and Verma, 2014). Various inquires above have indicated distinctive variables having direct positive or negative association with behavioral intentions. As the investigation of Mokaya et al., (2013) demonstrated brand unwavering ness having a solid impact on behavioral intentions to buy same or another brand and Greenland et al., (2016) discovered brand mindfulness and corporate picture improved the client's behavioral intentions. The investigation of Kim et al., (2015) inferred that consumer loyalty specifically affected the client behavioral intentions. Nieves and Diaz-Meneses (2016) additionally reported a positive relationship between saw satisfaction and customers' expressed aim to re-buy and prescribing the same service/item others. Utilitarian service esteem and practical service quality are additionally observed to have a solid effect on behavior intentions while useful service cost did not effect on the behavioral goal (Liat et al., 2014). Keeping every one of these components into the record, this examination study was centered around service quality and service features that may have the direct critical effect on consumer loyalty which will then lead towards behavioral intentions of customers as of now been finished up in past looks into led in different parts of the world. This study aims to understand the impact of customer satisfaction on heritage tourist behavioral intentions towards hotels in Madurai city.

Conceptual Model And Hypothesis of the Study



H_1: Service quality have positive impact on tourist satisfaction.
H_2: Service features have positive impact on tourist satisfaction.
H_3: Tourist satisfaction have positive impact on behavioral intentions.

Research Methods

Hotels operating in the Madurai city were treated as the population of this study therefore; all categories of hotels were approached for data collection. Self-administered approach was applied for data collection and surveys were completed anonymously and returned to the researchers. At the end total 424 responses were received and analyzed through SPSS 22 and SPSS AMOS 21. Well-structured questionnaires were floated in each hotel using on convenience sampling. Demographic information about the respondents were solicited on the basis of constructs such as age, gender, level of education, occupation and income level. To measure service quality, service features, customer satisfaction and behavioral intentions, 21 in total items were given. Respondents were asked to identify their favorite hotel and then to evaluate this from different dimensions. All items were measured on likert scale ranging from “1” strongly disagree to “5”strongly agree. These measures have been frequently used in both academic and practitioner studies of customer satisfaction. The questionnaire was pre-tested and based on the feedback of the respondents. It was a modified to improve the clarity and visual lay out.

Results

From the table 1, we can conclude that Cronbach’s alpha values for all four constructs are greater than 0.7 and it concludes that all constructs have high level of internal consistencies. Composite reliability are greater than 0.7 and average variance extracted values are also greater than cutoff range (0.5), hence all constructs are free from convergent validity concerns. Average variance extracted (AVE) value for all constructs are greater than maximum shared variance (MSV) and average shared variance (ASV), Square root of AVE greater than inter-construct correlations and it shows discriminate validity of the construct are adequate (Malhotra, 2008; Hair, 2015; Hair, 2008).

Table 1: Validity and Reliability analysis

Constructs	α value	CR	AVE	MSV	AVS	1	2	3	4
1. Service quality	0.832	0.835	0.519	0.318	0.198	0.721			
2. Service features	0.965	0.969	0.861	0.340	0.225	0.522	0.928		
3. Customer satisfaction	0.887	0.888	0.619	0.340	0.184	0.437	0.583	0.787	
4. Behavioral intentions	0.84	0.840	0.521	0.132	0.041	0.092	0.137	0.065	0.721

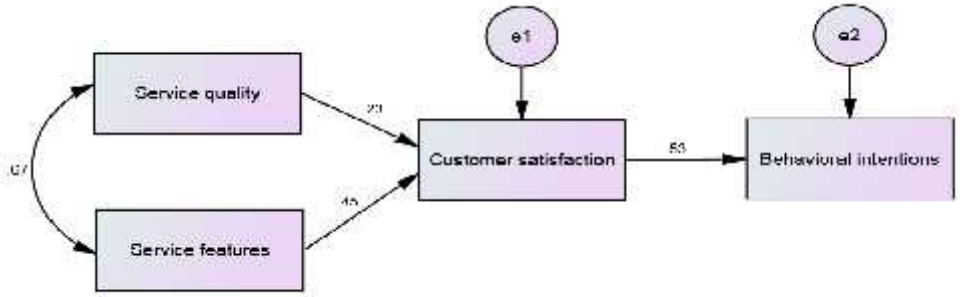
α – Cronbach's alpha, CR- Composite Reliability, AVE- Average Variance Extracted, MSV - Maximum Shared Variance, ASV - Average Shared Variance

The below table concludes the tourist demographics differences. It shows that most of the heritage tourist who visits Madurai are between 26-35 years old (29 percent), 75 percent of the tourist are male, 46 percent of the tourist are having under graduation level educational qualification. About 36 percent of the tourists are private employees and around 25 percent of their annual earnings are between Rs.20001-30000.

Table 2: Demographic differences of the tourist

Demographics	Variables	Frequency	Percent
Age	Less than 25 years old	88	21
	Between 26-35 years old	124	29
	Between 36-45 years old	97	23
	Between 46-55 years old	74	17
	Above 55 years old	41	10
Gender	Male	319	75
	Female	105	25
Educational qualification	School level	89	21
	UG level	196	46
	PG level	91	21
	Others	48	11
Occupation	Business	122	29
	Government	108	25
	Private	153	36
	Others	41	10
Income (Annual)	Less than Rs. 20000	87	21
	Between Rs. 20001-30000	105	25
	Between Rs. 30001-50000	103	24
	Between Rs. 50001-10000	73	17
	Above Rs.10000	56	13
Total		**424**	**100**

Figure 2: Research model



Model fit refers to how well our proposed model (in this case, the model of the factor structure) accounts for the correlations between variables in the dataset. Chi square/df (< 3 is good, Sometimes <5 is permissible), CFI (> 0.95 is great; >0.9 is traditional; >0.85 is permissible sometimes), GFI (> 0.95 is great; >0.9 is traditional; >0.85 is permissible sometimes), AFGI (>0.80), NFI (> 0.95 is great; >0.9 is traditional; >0.85 is permissible sometimes), RMSEA (<0.05 is good; 0.05-0.10 moderate; >0.10 is bad), RMR (<0.05 is good; 0.05-0.10 moderate; >0.10 is bad) and PCLOSE (<0.05)(Kline, 2015; Perry et al., 2015, Hair, 2015).

Model fit for the above figure 2 results showed that the chi-square was significant (χ^2 =9.119, df=2). The GFI was 0.986, AGFI = 0.930, NFI = 0.980, CFI = 0.984, RMSEA = 0.084, RMR =0.019, PCLOSE=0.036 and χ^2/df = 4.5595. These values suggest an adequate fit to the model.

Table 3: Structural Equation Modelling

Path analysis		Unstandardized loadings	Standardized loadings	S.E.	C.R.	p-value
Customer satisfaction	Service Quality	0.298	0.231	0.066	4.516	0.000**
Customer satisfaction	Service features	0.443	0.447	0.051	8.733	0.000**
Behavioral intentions	Customer satisfaction	0.530	0.534	0.041	12.975	0.000**

**** Significant at 1 percent level, S.E. – Standard Error, C.R. - Critical Ratio**

From above table, the beta value, error value and t-value (CR) corresponding to the causal relationship between service quality and service features on tourist satisfaction that leads to behavioral intentions. Service quality of the hotels are showing highly significant value and their beta values is 0.231 (standardized estimates) respectively and the relationship is highly significant at <0.01. Hence hypothesis 1 was supported and it concludes that service quality play vital role in predicting tourist satisfaction towards hotels where they are staying. Service features also play significant role in predicting tourist satisfaction towards hotels with the beta value of 0.447, which greater than service quality and relationship is highly significant at <0.01. From this we can conclude that hypothesis 2 also supported. Hence service features and service quality factors are significantly and positively predicting tourist satisfaction. Hypothesis 3 concludes that tourist satisfaction (tourist satisfaction) have positive and significant impact on behavioral intentions of the heritage tourists.

Discussion and Conclusion

The investigation of the 21 question things involving different parts of service quality, service features recommends that in the lodging business, tourist satisfaction relies on upon service highlight and service quality. These discoveries are same as different studies (Abbasi et al., 2010; Liat et al., 2014; Nazir et al., 2014). Behavioral intentions disclose that as indicated by tourists' reactions, workers of the inn are considerate and give them singular backing if there should be an occurrence of any issue. It offers a complete scope of services and the general quality of the services that are amazing. Besides, they prescribe their favored hotels to other individuals, for example, companions, relatives and so forth. The most astounding correlation esteem between service features and tourist satisfaction (r=0.603) and the most elevated correlation esteem between service quality and tourist satisfaction (r=0.533) demonstrates that when an inn offers focused service charges and it is effortlessly available to them then all it leads toward satisfaction among tourists. Structural equation modelling shows the reliance of behavioral intentions on tourist satisfaction. It highlights that when lodging meets the desires of tourists then, at last, they prescribe it to other individuals near them.

The study planned the determinants of tourist satisfaction in the hotel business. The domino impact of the study found that the service quality and service features have a critical influence on tourist satisfaction and behavioral intentions. It further accepts the contention that fulfilled tourists will have future intentions for going by that lodging on the long haul premise. It was set apart from the result that the service features were most basic to the tourists when it is about their satisfaction. We believe an awesome arrangement that our exploration model for tourist satisfaction in the hotel business is extremely productive and it can open the headings for further research by making a stipend for a wide range of variables. On the off chance that the proprietors of the lodgings really need to increase aggressive edge today than they should attempt to center in the examined zones i.e. service quality and service features to make their tourists fulfilled which accordingly will bring tourist maintenance and reliability for the proprietors and encourage them in thriving their business. Practically the investigation of tourist satisfaction is both urgent and goal. Prospect endeavors ought to draw out to press forward the better comprehension of the idea, the crevices abandoned and the way to measure and liven up the tourist satisfaction approaches.

Keeping in perspective the discoveries of the study, administrators in lodging industry may especially concentrate on the accompanying; Hotels ought to comprehend the requirements of the tourist and give good services proficiently in providing food and other services. Representatives at the front work area are the key Staff, who shapes the impression of the lodging. In this manner, their appearance should be flawless. They ought to endeavor to give every tourist a customized touch. So that their dedication within their individual inn is enduring. Tourists ordinarily lean toward lodgings which have wide product offerings, quality offerings at sensible costs and advantageous area. Hence directors ought to have a sharp concentrate on these components.

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