

The Research on the Factors of Tourists' Willingness to Revisit in Tourism Marketing

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Abstract— This study explored the effect of tourism motivation, travel satisfaction and willingness to revisit Taiwan. A total of 350 copies of the questionnaire were issued, and 313 responses were deemed to be valid, yielding a return rate of 85.9%, and the data were analyzed using correlation Analysis, regression analysis and path Analysis. This study provided the following conclusions: 1. Tourism motivation and travel satisfaction had a positive effect on the willingness of tourists to revisit a destination. 2. Travel satisfaction acts as a mediator between tourism motivation and the willingness of tourists to revisit. It is also a key factor affecting the probability of tourists revisiting. As a result, the tourism industry must increase tourists' travel satisfaction to increase the likelihood of them revisiting.

Index Terms— Tourism industry Tourism Motivation, Travel Satisfaction, Willingness to Revisit; Path Analysis.

I. INTRODUCTION

Tourism contributes to economic growth without damaging the environment or civilization. Taiwan has an abundance of sightseeing resources and famous scenic sites, which make a perfect combination for the development of a tourism industry. Due to the recent enhancement of living standards in China, traveling overseas is no longer an unobtainable dream for the people of China. Furthermore, Taiwan has become one of the top choices when considering traveling destinations [12].

Customer satisfaction is a crucial deciding factor for repurchasing [27]. [34] stated that increasing customer satisfaction also increases customer loyalty, which in turn establishes a longer business relationship and creates more profit. Tourism motivation is what moves tourists to satisfy different needs mentally and physically, and it is a key recreational pursuit [14]. [21] suggested that outdoor recreation can be used to measure tourists' satisfaction level as a standard to evaluate goals for businesses. [5] considered that travel satisfaction is derived from personal experience, and that it is a feeling generated from a tourist's reaction to a destination. [6] suggested that perceived satisfaction determines tourists' final evaluation toward a trip. [35] considered that customer satisfaction is the main focus for tourist service management. Many studies involving sightseeing and travel have demonstrated that tourist motivation affects satisfaction [11,31,25]. [8] surmised that tourism satisfaction is determined by a travelers' participation in the whole process of tourism, the feelings and

expectations of the service emotions and evaluation, and direct or indirect factors that affect their judgment of the experience.

Regarding the background and motivations stated here, this paper examines the behavior of tourists in Taiwan, discusses how the motivation of tourists affects the willingness of tourists to revisit Taiwan, and uses travel satisfaction as a mediator to further analyze if travel motivation affects the willingness of tourists to revisit Taiwan. It is expected that this study will provide a reference for governments and travel industries for promoting tourism, improving facilities at tourist sites, increasing quality standards for travel, and developing marketing strategies.

II. LITERATURE REVIEW

A. Study between tourism motivation and travel satisfaction. [33] Revealed that tourists' travel experiences affect tourism motivation. If the experience is beneficial, satisfaction occurs, making tourism motivation stronger. [22] pointed out that tourism motivation affects tourists' satisfaction. [30] conducted a poll of tourists on a sightseeing bus trip in the Washington, District of Colombia area of the United States, and revealed that tourists' satisfaction is affected by tourism motivation. [11] conducted a poll of tourists climbing Ayers Rock in Australia, and found that tourism motivation affected satisfaction directly. [32] stated that tourism motivation is not only related to tourist satisfaction.

B. Travel satisfaction and the effect of willingness to revisit. [23] considered that a satisfactory experience not only determines how tourists feel, but also forecasts whether a tourist will revisit a particular place. When tourists attend activities, they not only increase their satisfaction, but also increase their desire to revisit the place [24]. [26] considered satisfaction as the main factor for tourists to revisit a place. [19] pointed out that satisfaction with a destination determines whether the tourists will revisit.[16] discussed how tourists' behavior of seeking innovation will affect their willingness to revisit. In their willingness to revisit was divided into three stages: short, medium, and long term willingness. Satisfaction will directly affect the short term willingness to revisit. [7] suggested that tourists' positive feedback when visiting historical places had a similar correlation with their willingness to revisit. [13] studied golf-travelers in America, and discovered that the higher their satisfaction was, the higher their willingness to revisit was.

2.3 Travel satisfaction as a mediator to discuss how tourism motivation affects willingness to revisit.

[3] perceived that loyalty is defined as how many times

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tourists attend specific activities and utilize equipment and services, which demonstrates the connection between behavior loyalty and loyalty related to tourists' attitude. [4] pointed out that tourist loyalty is increased if tourists favor specific equipment or services, and this is also a sign of willingness to revisit. Tourism motivation is a key factor that causes tourists to approach travel activities, and motivation is a core reason why "tourism motivation behavior" is also accepted [17,18]. However, the definition of loyalty also includes the concept of loyal behavior. [28]. [36] focused on Northern Cyprus as a travel destination and stated that travel satisfaction is a mediator between tourism motivation and loyalty. [29] found satisfaction could be used to predict willingness to revisit in golf travelers.

III. METHODOLOGY

A. Research hypothetical

Based on the above motives, purposes, and literature review, research hypothetical was established :

- H1 : Tourism motivation is positively correlated with travel satisfaction.
- H2 : Travel satisfaction has a positive effect on willingness to revisit.
- H3 : Travel motivation positively affects the willingness to revisit through travel satisfaction.

B. Control Variables and Evaluation

This study examined three variables, each controlled as follows:

Tourism motivation: according to sources of [9] focused on two push factors (innovation and relaxation), and two pull factors (historical culture, and natural environment). A total of 14 questions were administered to evaluate mainland tourists' motivation in Taiwan.

Travel satisfaction: according to sources of [5] focused on expectations before the trip and perceptions of the actual experience after the trip. We used satisfaction as related to commuting, restaurant service, and travel environment. A total of 8 questions were administered in this category.

Willingness to revisit: according to sources of [20] focused on "the willingness to revisit" and the "intention to recommend it others" to evaluate the willingness of tourists to revisit Taiwan. The questionnaire comprised 2 questions. For these questions, opinions were gauged through a 5-point Likert scale, from "strongly agree" to "strongly disagree" to discuss the data.

C. Pretest questionnaire reliability analysis

The pre-test questionnaire sample collection was conducted through a travel agency on July 2016 tourists in Taiwan. A total of 50 pretest questionnaires were retrieved, and the reliability coefficient Cronbach's α value was used to measure the consistency of the questions about the three variables, shown in Table 1. According to [10], when the Cronbach's α coefficient is greater than 0.7, there is high reliability. Thus, the pretest reliability analysis of the questionnaire showed that the research variables had

reliability coefficients over 0.7, and since the scales had related literature as the theoretical foundation, the content validity was good.

Table 1. Reliability coefficient scale Variable Cronbach's α

tourism motivation	0.91
travel satisfaction	0.82
willingness to revisit	0.93

IV. RESULT

A. Basic Characteristics of the Sample

A total of 350 questionnaires were distributed 313 valid copies were retrieved, with a valid return rate of 89.5%. Regarding the demographic information of the respondents, there are 183 male consumers (58.5%) and 130 female consumers (41.5%); most of the consumers are in the age group of 21-40, among which, 38.6% of the respondents are aged 21-30 and 25.7% are aged 31-40; most of them have college level education (73.2%); by occupation, most of them work in the service industry (30.8%), followed by agricultural and fishing industry (25.9%), self-employed (18.6%), and homemakers (14.0%); most of them have a salary level of 35,001~50,000 NTD (45.0%), followed by 50,001~60,000 NTD (27.7%).

B. Research Variable Correlation

According to the correlation analysis as shown in Table 2 regarding tourism motivation and travel satisfaction are significantly and positively correlated to tourists' willingness to revisit. In other words, when the tourists' tourism motivation and travel satisfaction are consistent with the needs, the tourists' willingness to revisit will also be stronger.

Table 2. Table of Pearson Correlation Analysis

Research variable	1	2	3
tourism motivation	1.00		
travel satisfaction	.39**	1.00	
willingness to revisit	.16*	.23**	1.00

Note: * denotes $p < 0.05$; ** denotes $p < 0.01$

C. Regression Analysis

In order to understand the correlation among tourism motivation, travel satisfaction, and willingness to revisit, regression analysis was conducted, where willingness to revisit was used as criterion variables. And tourism motivation and travel satisfaction were used as predictor variables. It was found in the results of regression analysis that among willingness to revisit, both tourism motivation and travel satisfaction had a significant influence on willingness to revisit (β values were 0.13 and 0.18), suggesting that there was a linear relationship, as shown in models 1 and 2. Take in Table 3.

Table 3 Table of Regression analysis

Criterion variables Predictor variables	willingness to revisit	
	Model 1	Model 2
tourism motivation	0.13*	
travel satisfaction		0.18*
F value	5.16*	6.46*

Note: * denotes $p < 0.05$; ** denotes $p < 0.01$

D. Path Analysis

According to the verification of mediating effects proposed by [2], the criteria are as follows: First, the predictor variable has significant influence on the mediating variable. Second, the mediator has a significant influence on the criterion variable. Finally, after the mediator is included, the correlation between the predictor variable and criterion variable should be weaker than before it's inclusion. The correlation in Table 2 indicates that there was a significant positive correlation between tourism motivation and willingness to revisit, and there was significant correlation between travel satisfaction and willingness to revisit, which met the former two criteria proposed by Baron & Kenny. As for whether the third criterion was met, the following was the explanation in details:

The results indicate that there was a significant positive correlation between tourism motivation and willingness to revisit (β values were 0.45), as shown in models 4. The β values of athletes' creativity and technological capacity were reduced from 0.13 ($p < 0.05$) to 0.07 (insignificant), which met the third criterion proposed by Baron & Kenny. Therefore, it can be inferred from this study that willingness to revisit had a mediating effect on the correlation among tourism motivation and travel satisfaction, as shown in Table 4.

Table 4 Table of Path Analysis

Criterion variables Predictor variables	willingness to revisit	
	Model 3	Model 4
tourism motivation	0.13*	0.07
Mediator : travel satisfaction		0.45**
F value	5.16*	34.24**

Note: * denotes $p < 0.05$; ** denotes $p < 0.01$

V. CONCLUSIONS AND SUGGESTIONS

A. Enhancing motivation and tourism products and services through information provided by the review

[33] studied tourists' experiences in relation to recreational motivation. They revealed that travel experience affects travel motivations. If the experience is favorable, tourism motivation is stronger. By contrast, if the tourism experience is negative, the opposite can occur. In Taiwan, tourism related businesses must focus on tourists from travel motivations in Taiwan. They must also recognize that tourists can feel strange experiencing Taiwanese customs and visiting famous

Taiwan tourist attractions and scenery, and also that they have a limited amount of Taiwan-related knowledge. Arranged trips should therefore be developed with consideration for fulfilling Taiwan tour attractions and enriching knowledge in relation to geography and local customs to facilitate a successful tourist experience.

B. Maintain quality standards for tourism and enhance tourist satisfaction while contributing to the future and revisiting recommended sources.

[1] revealed that Swedish tourism had a high customer satisfaction rating, and this strongly affected the propensity of consumers to revisit the country. In other words, when customers are highly satisfied with the products and services, the repurchase intention will increase. From the theoretical model analysis of the structure, tourism plays a crucial role. Likewise, tourism satisfaction itself is self-variable and can significantly affect tourists' willingness to revisit, but also act as a mediator between the role of tourism motivation in visitors' revisiting intentions. In considering the dual role of tourist satisfaction in the theoretical model and the travel industry of tourism operators, it is crucial to determine how to improve the satisfaction of tourists. Tourists traveling to Taiwan have a great curiosity, and seek to take advantage of tourism, enjoy the various attractions, and further improve their understanding of Taiwan. Taiwan's service quality has a considerable influence on tourism satisfaction. Providing good quality of tourism products or services is necessary. Therefore, this is crucial not only to attract major customer groups and potential customer groups to increase the number of visiting tourists, but also these quality standards have a considerable effect on others' recommendations, and the willingness of previous tourists to revisit Taiwan.

C. The use of market segmentation and increased product range to meet the needs of all types of visitors

[15] indicated that necessity of allocating visitors to enable the appropriate market segmentation. To analyze the types of tourists and to explore the willingness of visitors to revisit, the service industry should be provided with adequate resources and services to meet passenger demands and increase the willingness of tourists to revisit. To attract more potential tourists, different types of products should be introduced in addition to the current cultural products. Differentiated products can also create a niche market for visitors as well.

D. Limitations of the study

First, as the study used convenience sampling and not the average demographic distribution, the proposed follow-up study can be completed using the stratified sampling method. Secondly, the study used questionnaires to tourists, and the participants may be influenced by the environment, their mood or attitudes, and other subjective external factors. It is suggested that future research should attempt to determine the types of tours and service quality necessary to attract tourists from other countries to Taiwan. With the information provided here related to the degree of satisfaction, this will facilitate tourists from other countries continuing to return to

Taiwan, which will greatly aid tourism management and create environmental improvements.

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