



Influence of Tourist Factors on Tourist Loyalty in “See Pingyao Again”

Chinese Tourism Performance in Shanxi Province, China

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Abstract

This study is based on the survey data of 400 tourists who have watched the ‘See Pingyao Again’ performance, and adopts both quantitative and qualitative research methods to analyze the influence of tourist factors on tourist loyalty. A questionnaire was extracted from the maturity scale, and a frame structure was established with tourist expectation, perceived quality, brand image and perceived value as independent variables, tourist satisfaction as intermediary variables and tourist loyalty as dependent variables. Nvivo software is used to encode the interview content of 20 public tourists in detail, and draw the word cloud map and hierarchy map. Using Spss and Amos software, the structural equation model was constructed, and correlation analysis, path analysis and mediation effect analysis were carried out.

This research will narrow the academic gap in this particular area. Through the research of this paper, it is found that in order to the healthy development of the ‘See Pingyao Again’ performance, the operating company should strengthen the service quality while creating a good program effect. Enhance the performance value and optimize the visitor experience. Build the brand of tourism performance products, expand the brand influence. Expand the customer source market, enhance the ability to attract customers, enhance the overall linkage, build the compound cultural tourism, coordinated development. This study has certain limitations in terms of time, variable selection, scale, etc., and lacks comparative analysis of different types of tourism performance in the same region or in different regions of the same type.

Keywords: Tourist expectation, Perceived Quality, Brand Image, Perceived Value, Tourist Satisfaction, Tourist Loyalty

Introduction

With the continuous improvement of people's income, tourism is welcomed by everyone, which has spawned a new field - tourism performance. Tourism performance can not only make the culture of the tourist destination better spread, but also the local economic benefits will be driven. Tourists are affected by various factors such as internal and external environment, individual attitude and perception, which directly affect tourist visit rate, repeat rate and recommendation intention. Therefore, the construction of tourist loyalty model is of



great significance for the analysis of problems in tourism performance.

The development of tourism performance in Shanxi is relatively late, and the ‘See Pingyao Again’ performance was launched in February 2013. Research on tourism performance in China mainly focuses on Yunnan, Zhejiang, Guangxi, Shanghai and other provinces, and there is almost no research in Shanxi. The proportion of master and doctoral papers is not high, and the research is mainly reflected in the development of specific tourism performance projects and the exploration of successful models, while there are few studies on perception evaluation, influencing factor evaluation, tourist loyalty and other aspects.

This study takes tourist loyalty as the core issue and combines qualitative and quantitative research methods. This research will narrow the academic gap in this particular area, answer questions which have never responded before and this research increases both new descriptive information and data, lessening the lack of knowledge.

Research Objectives

This study aims to:

- 1)The influence of tourist factors on tourist satisfaction and tourist loyalty was analyzed.
- 2)To investigate the mediating role of tourist satisfaction between tourist factors and tourist loyalty.
- 3)To purpose the improvement model of the tourist loyalty and put forward reasonable suggestions to improve the tourist loyalty.

Literature Review

Tourist factors include tourist expectation, perceived quality, brand image and perceived value.

Visitor expectation is the expectation that the value of the goods to be purchased will be realized. Lei. C.(2018). believes that whether the performing products that tourists want to watch can meet their expectations is the key to their satisfaction. Han. S.(2011) conducted an empirical study on customer satisfaction and found that customer expectation has a significant positive impact on perceived quality, perceived value and customer satisfaction. Therefore, this paper puts forward the hypothesis.

H1a:Tourist expectation has a significant positive effect on tourist loyalty.

H2a:Tourist expectation has a significant positive effect on tourist satisfaction.

Perceived quality refers to tourists' evaluation of the quality of tourism performing arts products according to their own appreciation level, living environment and aesthetic preference. Sheng. L.(2022) believes that perceived quality should be measured simultaneously through service quality and product quality. Yanling, H.et al. (2006) applied structural equation model and found that perceived quality has a significant positive impact on perceived value and customer satisfaction.

H1b:Perceived quality has a significant positive effect on tourist loyalty.

H2b:Perceived quality has a significant positive impact on tourist satisfaction.

Brand image is the personality characteristics of an enterprise or a brand in the market, which reflects consumers' evaluation and cognition of the brand. Hui, G.& Dahai.D.(2008). found that brand image has a direct impact on customer loyalty when purchasing for the first



time, while customer loyalty is affected by the intermediate variable of brand image, customer satisfaction, when purchasing repeatedly. Wenzhong, W.& Mengyuan. C.(2010) found that the brand image of retail products has a significant positive impact on customer satisfaction.

H1c:Brand image has a significant positive impact on tourist loyalty.

H2c:Brand image has a significant positive impact on tourist satisfaction.

Perceived value is a measure of the cost paid and the return gained by consumers after purchasing goods. Dodds W.B.,et al. (1991) proved by empirical research that perceived value would have a positive impact on purchase intention. Wenbing. L.(2008).found that perceived value can positively affect tourist loyalty through the intermediary role of tourist satisfaction.

H1d:Perceived value has a significant positive impact on tourist loyalty.

H2d:Perceived value has a significant positive impact on tourist satisfaction.

Tourism satisfaction is the real emotion of tourists after the actual experience, and it is the overall evaluation of tourists for tourism activities. Tourist loyalty is the result feedback after tourists consume and obtain satisfaction. It means that tourists feel more satisfied with the performance of performing arts products and services on the basis of watching products or enjoying services, which leads to repeated consumption, recommendation of friends or positive promotion of products (Bin. W. (2009). Huiping. B.(2008).took the durable goods industry as the research object, and the results showed that customer satisfaction and customer loyalty were positively correlated, but there were differences between industries in this law, and specific research was needed. In summary, the following hypotheses are proposed for the impact of tourist satisfaction and loyalty:

H3:Tourist satisfaction has a significant positive impact on tourist loyalty.

H4a:Tourist satisfaction plays an intermediary role between tourist expectation and tourist loyalty.

H4b:Tourist satisfaction plays an intermediary role between perceived quality and tourist loyalty.

H4c:Tourist satisfaction plays an intermediary role between brand image and tourist loyalty.

H4d:Tourist satisfaction plays an intermediary role between perceived value and tourist loyalty.

Conceptual Framework

Based on China Customer Satisfaction index, it is composed of 6 latent variables, which can be divided into cause variable (perceived quality, customer expectation, brand image and perceived value), target variable (customer satisfaction) and result variable (customer loyalty).

As for tourist expectation, the questionnaire includes three observation points, namely, overall expectation, demand satisfaction expectation and characteristic expectation, with reference to the views of Huang Yanling (2006) and Wuyan. W. (2021).For perceived quality, the questionnaire involves 9 observation points based on the views of Pan Yuchen (2019) and Sheng. L.(2022). For brand image, referring to the research results of Hyelim (2016), the



questionnaire involves four observation points from the appearance image of the theater, the image of the staff, the awareness of the performance content, and the popularity of the director or actor.

For perceived value, referring to the views of Xiaobei.Y. (2017). The questionnaire involves four observation points, including educational function, entertainment function, time cost and monetary cost. With reference to the research results of Chang. T.(2017). and Shanshan. W.(2017), tourists' satisfaction is measured from three observation points: the overall satisfaction of tourists, the satisfaction that the performance meets your expectations, and the satisfaction compared with similar experiences. As a dependent variable, tourist loyalty, according to Hutchinsonetal (2009) and Lei. C.(2018). is measured from three aspects: repurchase intention, recommendation intention and positive publicity. Therefore, the author summarizes and proposes the following conceptual framework.

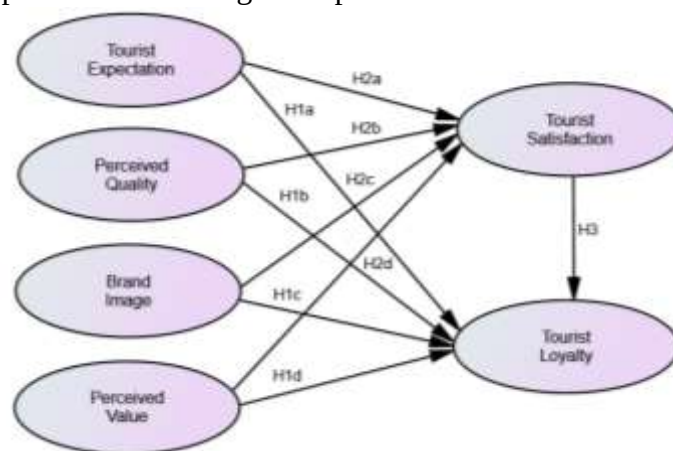


Figure 1 Conceptual Framework

Source. Yuchen, P. (2019);Wuyan, W. (2021); Sheng. L.(2022)

Methodology

1)Questionnaire Design

The questionnaire is a preliminary questionnaire extracted from the maturity scale by reading literature and reports, establishing database and referring to the relevant research of scholars. The author went to the performance site, conducted field research, interviewed 9 relevant workers or experts, sorted out the formal questionnaire by sorting out the experts' suggestions . The questionnaire is divided into 3 parts, with a total of 35 questions.

2)Quantitative Analysis

The table of sampling unites is 436,the valid sampling size is 400. SPSS and AMOS software were used for analysis and calculation, structural equation models were constructed, and reliability and validity tests, correlation analysis, path analysis and mediation effect analysis were conducted for 6 variables.

3)Qualitative Analysis

Nvivo software was used to sort out the interview content of 20 public tourists, encode it in detail, extract nodes and sub-nodes, and verify the rationality of the model framework.

Data Analysis



1)Confidence analysis of the data

In order to test whether the data of each potential variable met the conditions of internal consistency, Spss.21 was used to calculate Cronbach's Alpha of each dimension.A reliability value greater than 0.7 indicates that the reliability of the scale meets the requirements.

Table 1 Reliability analysis of each variable

Variables	Tourist Expectation	Perceived Quality	Brand Image	Perceived Value	Tourist Satisfaction	Tourist Loyalty
Cronbach's Alpha	0.854	0.938	0.880	0.861	0.862	0.787
Total Reliability	0.913					

Cronbach's Alpha of each potential variable was greater than 0.7, and the total reliability was 0.913, indicating that the questionnaire had good reliability.

2)Exploratory factor analysis

Exploratory factor analysis is often used for data dimensionality reduction, with the goal of identifying a few factors that describe the relationship between many indicators or factors.The KMO value must be more than 0.7, and the significance of the Bartlett's sphericity test must be less than 0.05.

Table 2 Exploratory factor validity analysis of six variables

Variables	Title item	Ingredients					
		1	2	3	4	5	6
Tourist expectation	X1	0.051	0.156	0.14	0.832	0.128	0.099
	X2	0.121	0.114	0.148	0.847	0.195	0.09
	X3	0.082	0.076	0.122	0.835	0.103	0.098
Perceived Quality	X4	0.869	0.069	0.064	0.019	0.064	0.143
	X5	0.803	0.066	0.077	0.03	0.132	-0.008
	X6	0.808	0.035	0.034	0.115	0.131	0.039
	X7	0.800	0.015	0.02	0.112	0.088	0.088
	X8	0.795	0.08	-0.038	0.07	0.023	0.044
	X9	0.822	0.004	0.025	0.007	0.025	0.106
	X10	0.789	0.041	0.046	0.04	0.148	0.147
	X11	0.818	0.131	0.058	0.035	-0.002	0.083
	X12	0.736	0.08	0.184	0.01	0.017	0.099
Brand Image	X13	0.074	0.821	0.176	0.063	0.119	0.01
	X14	0.039	0.82	0.178	0.092	0.074	0.154
	X15	0.134	0.819	0.097	0.145	0.118	0.064
	X16	0.108	0.824	0.169	0.071	0.142	0.054
Perceived Value	X17	0.178	0.135	0.814	0.172	0.206	0.059
	X18	0.215	0.122	0.796	0.18	0.163	0.115



	X19	-0.036	0.184	0.779	0.077	0.125	0.095
	X20	-0.011	0.23	0.761	0.065	0.05	0.234
Tourist satisfaction	M1	0.042	0.219	0.173	0.117	0.786	0.178
	M2	0.218	0.134	0.171	0.185	0.796	0.193
Tourist Loyalty	M3	0.183	0.136	0.188	0.195	0.823	0.143
	Y1	0.153	0.155	0.136	0.171	0.158	0.745
	Y2	0.157	0.03	0.112	0.097	0.115	0.804
	Y3	0.179	0.08	0.186	0.033	0.179	0.789
KMO				0.907			
Bartlett's test				6318.945 (p=0.000)			
Eigenvalue		8.339	4.163	1.981	1.653	1.455	1.199
Variance contribution rate		23.597	11.61	10.969	9.149	8.744	8.2
Cumulative contribution rate		23.597	35.207	46.175	55.325	64.069	72.269

The KMO value is 0.907, higher than the standard 0.70, the significance analysis value is 0.000, and the load of each observed variable is greater than 0.5, indicating that the observed variables are aggregated in their respective dimensions, and it is reasonable to divide the research problem into 6 variables.

3)Validation factor analysis

In order to test whether the collected data work according to the predetermined structure, the ability of the theoretical model of the factor to fit the actual data is demonstrated.

①Structural validity analysis of latent variables.

Table 3 Model fitting metrics

Indicators	CMIN/D F	GFI	AGFI	RMSEA	TLI	CFI	IFI
Statistical values	1.686	0.913	0.892	0.041	0.964	0.968	0.969
Reference value	<3	>0.9	>0.9	<0.05	>0.9	>0.9	>0.9

All fitting indexes of the model meet the standard, which verifies that the structure of the model is reasonable.

②Convergent validity test of the variable

Table 4 Results of the validation analysis of variable

Variables	Title item	Factor loadings	S.E	T- value	P	SMC	CR	AVE
Tourist expectation	X1	0.798	0.067	15.643	***	0.64	0.856	0.665
	X2	0.885	0.075	16.467	***	0.78		
	X3	0.759				0.58		
Perceived Quality	X4	0.883	0.084	17.555	***	0.78	0.938	0.629
	X5	0.782	0.078	15.355	***	0.61		
	X6	0.797	0.076	15.691	***	0.63		



	X7	0.784	0.076	15.454	***	0.61		
	X8	0.764	0.076	15.055	***	0.58		
	X9	0.798	0.075	15.685	***	0.64		
	X10	0.792	0.078	15.591	***	0.63		
	X11	0.806	0.078	15.949	***	0.65		
	X12	0.720				0.52		
Brand Image	X13	0.791	0.056	16.621	***	0.63	0.880	0.646
	X14	0.803	0.055	17.926	***	0.64		
	X15	0.799	0.056	16.986	***	0.64		
	X16	0.822				0.68		
Perceived	X17	0.876	0.081	15.305	***	0.77	0.862	0.613
Value	X18	0.860	0.078	15.163	***	0.74		
	X19	0.678	0.078	12.715	***	0.46		
	X20	0.698				0.49		
Tourist	X21	0.744				0.55	0.864	0.682
Satisfaction	X22	0.855	0.072	16.315	***	0.73		
	X23	0.872	0.073	16.796	***	0.76		
Tourist	X24	0.746				0.56	0.787	0.552
Loyalty	X25	0.707	0.078	12.114	***	0.50		
	X26	0.775	0.085	12.623	***	0.60		

The standardized factor load of each item is greater than 0.6, indicating that each item can explain its dimension well. The combined reliability CR is greater than 0.7, indicating that all observations in each latent variable can consistently explain the latent variable. All AVE values are above the standard value 0.5, indicating that the scale in this paper has good convergence validity.

③Variable discriminant validity

Table 5 Distinction Validity test of Variable

	AVE	TE	PQ	BI	PV	TS	TL
TE	0.665	0.815					
PQ	0.629	0.223	0.793				
BI	0.646	0.340	0.226	0.804			
PV	0.613	0.432	0.278	0.457	0.783		
TS	0.682	0.495	0.347	0.426	0.518	0.826	
TL	0.552	0.361	0.381	0.324	0.406	0.538	0.743

Note: Bold font is the arithmetic square root of AVE

The AVE of each dimension is greater than 0.5, and the square root of AVE is significantly greater than the correlation coefficient between this variable and other variables, indicating that the differential validity of each variable is good.

4)Structural equation model

Structural equation model is a statistical method to analyze the relationship between variables based on the covariance matrix of variables.



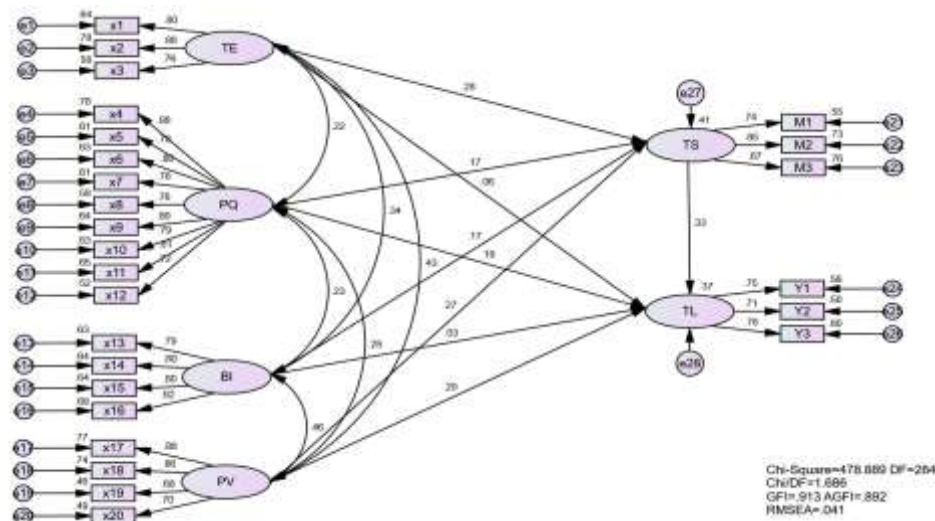


Figure 2 Structural Equation Model Estimate

The path coefficient is used to quantify the direct relationship between variables and represent the path relationship between variables.

Table 6 The path coefficients between the variables

Paths		Standardized path coefficient	S.E.	C.R.	P	Hypothesis Result
TS	<--- TE	0.282	0.056	4.939	***	support
TS	<--- PQ	0.170	0.051	3.491	***	support
TS	<--- BI	0.167	0.048	2.972	0.003	support
TS	<--- PV	0.272	0.057	4.438	***	support
TL	<--- TE	0.061	0.056	0.947	0.144	rejected
TL	<--- PQ	0.192	0.051	3.486	***	support
TL	<--- BI	0.031	0.047	0.493	0.102	rejected
TL	<--- PV	0.198	0.057	2.889	0.004	support
TL	<--- TS	0.326	0.066	4.423	***	support

The standardized path coefficient from tourist expectation to tourist loyalty is 0.061 (C.R.=0.947, p=0.144), and the positive influence is not significant. The standardized path coefficient from brand image to tourist loyalty is 0.031 (C.R.=0.493, p=0.102), and the positive influence is not significant. Tourist expectation, perceived quality, brand image, perceived value to tourist satisfaction, perceived quality and perceived value to tourist loyalty, tourist satisfaction to tourist loyalty, there are seven paths in total, all of which have significant positive effects.

5) Mediating effect test

The Bootstrap method was run in Amos 21.0, 5000 replicates were selected with 95% confidence interval criteria, and mediated effects were calculated using AMOS software.

Table 8 Intermediation effect test



Parameter	Estimate	Lower	Upper	P	Ratio
Tourist Expectation-Satisfaction-Loyalty (mediating effect)	0.089	0.033	0.160	0.001	100%
Expectation-Loyalty (total effect)	0.089	0.033	0.160	0.001	
Perceived Quality-Satisfaction-Loyalty (mediating effect)	0.057	0.018	0.109	0.001	24%
Perceived Quality-Loyalty (direct effect)	0.180	0.078	0.281	0.001	76%
Perceived Quality-Loyalty (total effect)	0.237	0.134	0.342	0.001	
Brand Image-Satisfaction-Loyalty (mediating effect)	0.046	0.012	0.096	0.004	100%
Brand Image-Loyalty (total effect)	0.046	0.012	0.096	0.004	
Perceived Value-Satisfaction-Loyalty (mediating effect)	0.081	0.036	0.143	0.001	30%
Perceived Value-Loyalty (direct effect)	0.186	0.068	0.302	0.002	70%
Perceived Value-Loyalty (total effect)	0.267	0.161	0.376	0.001	

Tourist satisfaction is a complete intermediary for tourist expectation and brand image, but an incomplete intermediary for perceived quality and perceived value.

Conclusion

From this research, the analysis can be used to present draw the new knowledge model.

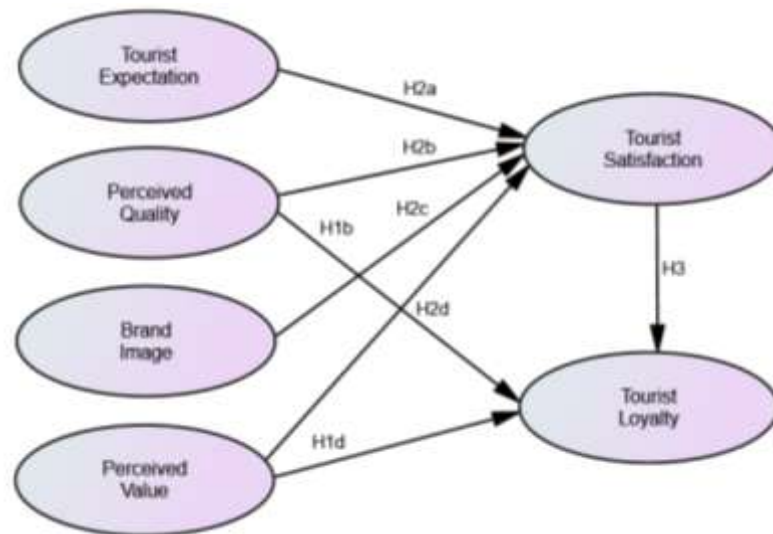


Figure 4 New Knowledge Model

Tourist expectation, perceived quality, brand image and perceived value have significant positive effects on tourist satisfaction. Perceived quality and perceived value have significant positive effects on tourist loyalty, but tourist expectation and brand image have no significant positive effects on tourist loyalty. Tourist satisfaction has a significant positive impact on tourist loyalty. Tourist satisfaction plays an intermediary role between tourist expectation and tourist loyalty, between perceived quality and tourist loyalty, between brand image and tourist loyalty, between perceived value and tourist loyalty.

Discussion

The results of this study serve research problems, and fulfill research objectives.

1) Demographic characteristics research findings

The respondents are mostly female (68.2%), aged between 19 and 45 (76.3%), Undergraduates (54.5%), with monthly income of 3001-9000 yuan (53.3%), mostly from Shanxi (73.7%). On the whole, the tourists watching the performance, the main consumer belongs to the higher income, higher education, young and middle-aged, mainly in Shanxi Province. They are not only curious about new things, but also energetic and have sufficient spending power.

2) Discussion on Qualitative Findings

This paper conducted in-depth interviews with 20 tourists. After reading the comments one by one with the application of NVIVO software, each original segment was decomposed into original sentences containing only the same semantic meaning, keywords were extracted, keywords with similar content were summarized together, and sub-nodes were extracted and summarized into nodes. The qualitative research finds that the higher the tourists' expectation of the performance, the more satisfied they are with the performance quality and service quality, the more perceived value they get, and the higher their satisfaction will be, thus generating loyalty behavior.



3) Discussion on Quantitative Findings

Among tourist expectation, tourist satisfaction and tourist loyalty, it is verified that H1a and H3 are established, but H2a is not. Tourist expectation has a significant positive impact on tourist satisfaction, tourist expectation has no significant positive impact on tourist loyalty, and tourist satisfaction has a significant positive impact on tourist loyalty. This is consistent with the findings of Shen Han (2011) and Wuyan. W. (2021).

In terms of perceived quality, tourist satisfaction and customer loyalty, this paper proves that H2a and H2b are valid through empirical test results. Perceived quality has a significant positive impact on tourist satisfaction, and perceived quality has a significant positive impact on tourist loyalty, which is consistent with the research results of Liu Qingfeng (2006) and Yanling, H. et al. (2006).

Among brand image, tourist satisfaction and tourist loyalty, it is verified that H3b is established and H3a is not. Brand image has a significant positive impact on tourist satisfaction, while brand image has no significant positive impact on tourist loyalty. This is consistent with the findings of Lei. C.(2018). and Lichun, H.Q. et al 2015)

In terms of perceived value, tourist satisfaction and customer loyalty, this paper proves that H4a and H4b are valid through empirical test results. Perceived value has a significant positive impact on tourist satisfaction, and perceived value has a significant positive impact on tourist loyalty, which is consistent with the research results of Ping. J.(2022).and Huang Yanling, H. et al. (2006).

The empirical results of the mediation effect in this paper show that tourist satisfaction plays a complete mediating role between tourist expectation and tourist loyalty, between perceived quality and tourist loyalty, between brand image and tourist loyalty, between perceived value and tourist loyalty. This is consistent with the research results of Wenbing. L.(2008).

Recommendations and Limitations

Through the research of this paper, it is found that in order to the healthy development of the ‘See Pingyao Again’ performance, the operating company should strengthen the service quality while creating a good program effect. Enhance the performance value and optimize the visitor experience. Build the brand of tourism performance products, expand the brand influence. Expand the customer source market, enhance the ability to attract customers ,enhance the overall linkage, build the compound cultural tourism, coordinated development.

This study has certain limitations in terms of time, variable selection, scale, etc., and lacks comparative analysis of different types of tourism performance in the same region or in different regions of the same type.



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