BACHELOR OF BUSINESS ADMINISTRATION

GRADUATION THESIS

DETERMINANTS OF DESTINATION SATISFACITON AND REVISIT INTENTION: AN EMPIRICAL ANALYSIS IN HANOI, VIETNAM.

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Authors of thesis.

EXECUTIVE SUMMARY

Tourism in Vietnam is a developed industry, it brings a lot of profit to the economy of the country. Hanoi is the capital of Vietnam with many long-standing historical sites, which is also an ideal destination to attract many tourists. The tourism industry is in development, but with the rapid increase, the tourism industry also faces many challenges in the future.

The purpose of this study is to determine what factors affect tourists' satisfaction and intention to return to Hanoi. The following study uses data collected from Vietnamese tourists, it will provide beneficial suggestions for tourism businesses in Vietnam in their efforts to understand the key factors to improve the industry tourism.

With 569 valid answers from the survey, the research has identified the main components that explain customers' perception of the quality of the tourism industry in Hanoi.

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CHAPTER 1: INTRODUCTION

1.1 Background

1.1.1 Viet Nam tourism

Vietnam's tourism industry is considered by the state as a spearhead economic sector with diverse and rich potentials. Vietnam has about 40,000 historical and cultural relics, including 3,300 national-level relics, more than 7000 provincial-level relics, and nearly 100 special relics. The landscape is also very diverse with 32 national parks (of which 4 are recognized as ASEAN heritage sites, 1 place is recognized as a world natural heritage), about 1000 different large and small caves, 125 beaches, Ha Long and Nha Trang are the two cities with the most beautiful bays in the world, 2360 large and small rivers and 400 hot springs from 40-120 degrees Celsius.

Considered as a smokeless industry, tourism plays an extremely important role in creating jobs for people as well as contributing significantly to the national budget.

Table 1 below will be an illustrative example of the growth rate of Vietnam's tourism industry and total revenue from 2012 to 2020.

Year	Total revenue from tourists (trillion VND)	Growth (%)
2020	312.00	-58,7
2019	755.00	18,5
2018	637.00	17,5
2017	541.00	29,7
2016	417.27	17,5
2015	355.55	*
2014	322.86	11.4
2013	289.84	80,6
2012	160.00	23,1
2011	130.00	35,4

Table 1.1. Statistics of total tourism revenue

Source : Vietnam National Administration of Tourism
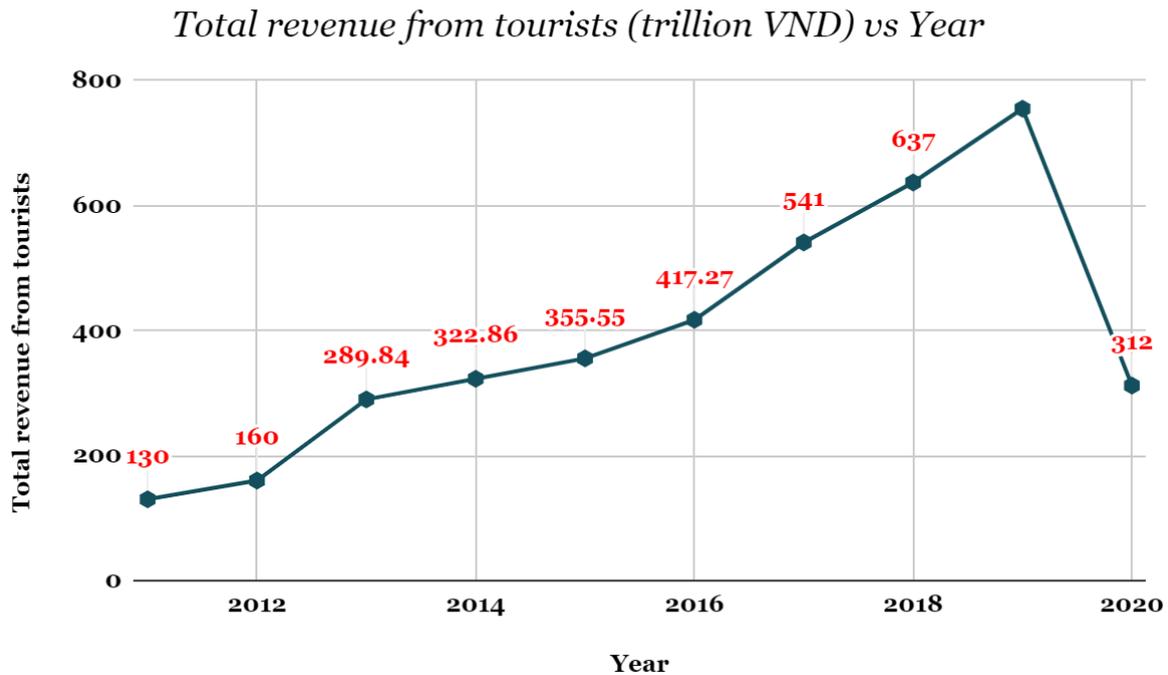
Chart 1.1. Total revenue from tourist vs year

From Table 1, we can see that the total revenue from tourism tends to increase annually by approximately 100 trillion VND contributing a lot to the national budget but the growth rate is uneven, tends to decrease and complicated developments

The tourism industry creates job opportunities for a lot of people, at the same time it also creates jobs in different industries in the country such as agriculture, transportation and services. Therefore, promoting the development of Vietnam's tourism market is very important and will boost the country's economy.

1.1.2 Ha Noi tourism

Hanoi (since 1010) is the capital of Vietnam, famous for its hundred-year-old architecture and rich culture with influences of Southeast Asia, China and France with a thickness of more than 1000 years. As the economic, political and cultural center of the country, this place is a combination of the ancient features of the monuments and cultural works, combined with the vibrant and modern streets of the busy streets. ... Hanoi is always one of the places that attracts many domestic and international tourists.

Owning an area of 3,358.6 km2, Hanoi has 5,922 cultural and historical relics, 1,793 intangible cultural heritages, key cultural tourist destinations of the capital such as: Presidential Palace relic; The Old Quarter - Hoan Kiem Lake, Thang Long Imperial Citadel, Van Mieu - Quoc Tu Giam relic, the ancient village in Duong Lam, Huong Pagoda... these are also political, economic, cultural, scientific and focal centers. important traffic in the country. According to the Hanoi Department of Tourism, there are about 3,500 tourist accommodation establishments

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in the city. Of which, there are 572 places that are rated, hotels from 3-5 stars are 66.8 luxury tourist apartments (from 4-5 stars), 222 establishments are rated with stars. Hanoi welcomed nearly 29 million visitors, up 10.1% over the previous year. Of the 29 million, there were more than 7 million foreign visitors, an increase of 17% compared to 2018. The remaining 22 million were from domestic visitors, an increase of 8% compared to 2018. Total revenue from tourists also increased by 34%. reached 103,807 billion VND, contributing 12.54% to the GRDP of the city (directly 5.16% and indirectly 7.38%).[1]

Tourism development in the capital is a very important issue. This is also a premise for the development of other industries and fields. The goal is that by 2025, Hanoi will welcome 35-39 million tourists (of which 3-4% are international tourists). Total revenue will be about 151 trillion VND. By 2030, the number of tourists will increase to 48-49 million, of which international arrivals will be about 13-14 million. Total revenue from tourists is about 270-300 trillion VND.[2]

It can be seen that with many opportunities, Hanoi has great potential to develop tourism into a spearhead economic industry, bringing great profits.

1.2 Practical problem

With the continuous growth of Vietnam's economy, people's income is increasingly improved, tourism has become a demand for a sizable portion of households and individuals in the country with income. pretty and tall. For a place with potential for tourism development like Hanoi, we all have great expectations that this will be an ideal place for everyone. With a very fast development to meet the needs of a large number of tourists, Hanoi also faces many challenges and difficulties.

First of all, environmental pollution is a burning problem not only in Hanoi but many places. The amount of domestic wastewater is high, it causes pollution to the city's water system. 320,000m3 is the city's wastewater volume in 1 day, 1/3 of which is industrial wastewater. Ponds, lakes, canals, ditches, rivers are places where wastewater is directly discharged from industrial facilities." The level due to the concentration of suspended dust in the inner city districts exceeds the allowable standard by 2-3 times, At rush hour, Hanoi has dust concentration 4 times higher than the permitted standard, CO 2.5-4.4 times higher, gasoline vapor." from 12.1 to 2,000 times[3]. Capital tourism is increasingly affected by this pollution problem, it will bring bad experiences to customers and affect tourists' intention to return.

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[1] https://hanoimoi.com.vn/tin-tuc/Du-lich/954247/du-lich-ha-noi-ghi-dau-an-lon-trong-nam-2019

[2] http://vtr.org.vn/ha-noi-trien-khai-chien-luoc-phat-trien-du-lich-viet-nam-den-nam-2030.html

[3] http://vusta.vn/chitiet/tin-tuyen-sinh-dao-tao/O-nhiem-moi-truong-o-Ha-Noi-Thuc-trang-va-giai-phap-1011

Second, it is the problem of the people here, according to information from the customer service department of the Hanoi Department of Tourism, which often receives complaints from tourists related to service supply issues. services, entice, bully tourists, and worryingly, this situation occurs in the central districts of the city.[4] This is also a problem not only international tourists but also domestic tourists are facing, it will leave a very bad image for tourists and affect their decision to return to Hanoi.

Another problem that greatly affects Hanoi's tourism industry is the Covid pandemic. From the beginning of 2020 until now, this has been a fatal blow to the spearhead economic sector in the capital when almost all cultural and tourism activities have been frozen to ensure the safety of the people. According to the Department of Tourism. In Hanoi, as of March 2021, 95% of tourism businesses have temporarily stopped operating, 90% of employees have quit or moved to other jobs. Hotel operations by the end of July 2021, the average occupancy rate is estimated at 24%, down 8.2% compared to the same period in 2020 and only 1/3 of 2019.[5] This pandemic has a significant impact on the tourism industry in general as well as the tourism industry in Hanoi in particular, without improvement and recovery strategies, it will be difficult for the tourism industry to become the leading economic sector sharp in Hanoi

Facing these difficulties, especially during the freezing period due to the epidemic, Hanoi will have to draw lessons to create something new, different, and increase the attractiveness and competitiveness of tourism, in order to improve the quality of tourism. To compete with major domestic tourism markets, in the immediate future will be the recovery of the domestic economy, attracting customers to return to Hanoi for tourism.

To the best of our knowledge, there are currently very few studies (Phuong Giang Quach, 2013 and Dao Ngoc Hai, 2015) about the tourism industry in Hanoi and from the above facts, our team decided to conduct a survey for tourists to analyze the factors as well as their evaluation when traveling in Hanoi capital, as a basis for planning. Strategy for sustainable development of Hanoi tourism industry.

1.3 Research objectives

The main purpose of this study is to determine the factors affecting customer satisfaction and decision to return when traveling in Hanoi. high quality tourism services in Hanoi. This study was achieved by carrying out the following objectives:
Objective 1: Factors affecting customer satisfaction and intention to return when traveling in Hanoi
Objective 2: Propose solutions to meet the needs of different groups of tourists when traveling to Hanoi

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[4]https://baotintuc.vn/van-de-quan-tam/thieu-chuyen-nghiep-luong-du-khach-quay-tro-lai-ha-noi-ngay-cang-thap-20170525064849671.htm
[5] http://hanoimoi.com.vn/megastory/2021/du-lich-ha-noi-covid-19-090821/index.html

1.4 Research question

Question 1: What are the factors affecting customers' satisfaction and thinking about returning to Hanoi?
Question 2: What are the solutions to improve travel in Hanoi?

1.5 Research Scope

The purpose of the survey is to find out the factors that directly affect the quality of tourism services in Hanoi that the respondents are really interested in. The scope of the research is extended across the country and focuses on customers who have traveled in Hanoi to provide the most objective and accurate data.

Target sample characteristics:
- Type of survey: Online survey
- Age: 18 years old and up
- Gender: Both male and female
- Expected number of respondents: 569 peoples
- Research scope: Vietnam
- Occupation: All professions

1.6 Methodology and data overview

In this study, primary research including quantitative method was used to collect through survey and then analyzed by SPSS and Smart-PLS. SPSS is used to analyze demographics and assess the normality of data. SmartPLS is used to check measurement models and perform structural analysis. IPMA: Performance/Importance Map Analysis is also done with SmartPLS. IPMA assesses the significance and performance of structural variables. From there, we evaluate the analysis results and determine which factors are important, which factors need to be improved, and which factors must be maintained. Secondary research is done through research articles, newspapers, websites and internal data.

1.7 Outline of thesis

- Chapter 1: Introduction
Chapter 1 provides all the background information about the background of the topic with all the information needed for the research including research objectives, research questions, scope and methodology.

- Chapter 2: Overview
Chapter 2 presents relevant theories as a basis for developing research questions

- Chapter 3: Methodology

Chapter 3 explains the research methodology: quantitative analysis, data collection methods and data analysis methods. Then it was explained why the study had to do it.

- Chapter 4: Analysis and search

Chapter 4 analyzes data from the theories of chapter 3. Thereby, to find out the factors that help improve service quality in the tourism industry in Hanoi.

-Chapter 5: Recommendations and Conclusions

Based on the analysis of chapter 4, recommendations will be made on the factors that improve the service quality of the tourism industry in Hanoi.

1.8   Conclusion

Chapter 1 provides background information and some key points of the topic relevant to this study. This chapter will cover thematic background, market background, practice problem, research objective, research question, research scope and research methodology. It also kicks off the main idea of the study. In the following chapter, technical terms used in the research will be highlighted.

CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODEL
2.1. Theoretical framework
2.1.1. Tourism marketing

According to Richard George (2004, p.23), tourism marketing is defined as the process through which a tourism organisation manages and satisfies consumer's demand to accomplish sales after anticipating those needs. The main aim of tourism marketing is to raise brand awareness, make it stand out from virals, and attract customers.

According to Rodoula Tsiotsou Vanessa Ratten, (2010), the most indispensable fields of the future research target in tourism marketing consist of consumer behaviour, branding, e-marketing, and strategic marketing

Consumer behaviour: According to Solomon et al (2006), Consumer behaviour is the research of the activity in which individuals or groups choose, buy, use or dispose of products, services, ideas or experiences in order to satisfy demands and aspirations. Moschis et al (2003), emphasised that more research is needed on how adult consumers respond to monetary incentives. More research is needed on how consumers rejoin new technologies (Poria and Oppewal, 2003). In addition, as found by Prebensenet et al.(2003), the important direction for future research is related to consumer's individuality and ethnic background

Branding: Defined by Hudson and Ritchie (2009), Branding may be a procedure utilized to distinguish products and companies and construct financial esteem for both consumers and brand owners. Keller et al (2008) recommended that future research in tourism should also consider the extent of execution of strategic brand management processes in tourism services, specifically, following the four steps involved: (1) identifying and establishing brand

positioning; (2) planning and implementing brand marketing campaigns; (3) measuring and interpreting brand performance; and (4) growing and sustaining brand equity

E-marketing: Tourism is at the forefront of the application of information communication technologies (ICTs) and e-business in the field of e-marketing (E-BusinessWatch, 2006). Although, are considered early adopters of new technologies, research shows that there is under-utilization and under-exploitation of these technologies. Examining the reasons for the under-utilization of information technology is an urgent research directive. New technology applications consist of mobile services (mobile TV, mobile WEB) and Web 2.0 constitute an important field of future research in tourism marketing. Web 2.0 is changing the behaviour of travel consumers, decision-making, and post-consumption responses. Tourists no longer only receive information and use tourism services, they become information producers about tourism suppliers and destinations.

Strategic marketing: According to Riege and Perry (2000) there are three strategic methods that can be used in the tourism industry consisting of the consumer-oriented approach, the competitor- oriented approach and the trade-oriented approach. Consumer relationship marketing forms a modern strategic direction for travel and tourism businesses and a research framework for customer retention. Currently, travel and tourism firms concentrate on affective/emotional factors and improve loyalty programs in order to generate strong customer relationships and gain sustainability (Shoemaker and Bowen, 2003). One of the newest strategic improvements in marketing is experiential marketing (Pine and Gilmore,1999).

2.1.2 Tourism destination
2.1.2.1. Definition of tourism destination

A tourism destination can be regarded as the most indispensable component of management applications in tourism (D'Angella and Go, 2009).One of the most influential definitions of a tourism destination is given by Goeldner and Ritchie (2003, p. 466), a tourism destination can be a specific geographical locality inside which the visitor can experience a different abundance of special service. (Izadi, Saberi, 2015, p. 147) A tourism destination is argued as a situation or place where tourists decide to travel with their own extraordinary motivations. According to Hu, Rithie (1993, p. 25), a tourism destination related to the feelings, beliefs and views of an individual's tourist, the level of satisfaction with their holiday special demands. In addition, a tourism destination consists of a specific landscape, cultural characteristics and brings tourists an outstanding experience (Jensen, Hansen and Metz, 1993). A view also supported by Mill and Morrison (1992), a destination tourism as a combination of interdependent factors such as infrastructure, transportation, facilities, attractions in which provides tourist with the satisfying experience on destination

2.1.2.2 Classification of tourism destinations

a) Classification of tourism destination according to the territory

Domestic tourism: (Bigano et al., 2007) compared to international tourism, domestic tourism accounts for 86% of total tourism. According to Rogerson and Lisa (2005), Domestic tourism can be portrayed as tourism including inhabitants of one nation traveling inside their own nation. It does not include the crossing of worldwide borders at passage focuses. As early

recorded history gives a see into antiquated tourism exercises, domestic tourism is in truth the primary shape of tourism practiced. It has been a well-established hone, happening in every country or locale within the world.

International tourism: Defined by the United Nations World Tourism Organisation (UNWTO), international tourism consists of the activities of individuals traveling to and staying at a country other than that in which they have their usual permanent places of residence for a not exceeding 12-month period for leisure, business, and other purposes.

b) Classification of tourism destination according to geographical

Mountain tourism: Defined by the World Tourism Organization (UNWTO), Mountain tourism is a range of tourism activities that happen in an identified and constrained geographical gap, for instance, hills and mountains with specific aspects and features of landscape, topography, climate, biodiversity, local community

Coastal tourism: According to Miller and Ditton (1986), coastal tourism is defined as tourism is influenced by the coastal environment and its natural and cultural resources*,* Activities tourism take place along the shore and in the water close to the shoreline including recreation, sport and play, and as leisure and business

Rural tourism: The United Nations World Tourism Organisation (UNWTO), Rural tourism is understood as a range of travel activities in which the tourist's experience is related to an abundance of products linked to nature activities such as agriculture, angling and sightseeing

Urban tourism: Defined by the World Tourism Organization (UNWTO), urban tourism is a type of tourism activities that happen in urban space with its inherent characteristic with non-agricultural based economy such as visits to museums, cultural, technological, shopping, entertainment to sports

2.1.3 Tourism Satisfaction

Customer satisfaction was categorized as a customer's general appraisal of a benefaction's performance to date (Gustafsson, Johnson, and Roos, 2005). Research has demonstrated that customer satisfaction has a gigantic affective element, which was designed by repetitive usage of product and service (Oliver, 1999). Tourist satisfaction is an emotional response or choices of a tourist driven by sentiment or perception (Bigne et al., 2001). Ranjanthran and Mohammed (2010), have their opinion on satisfaction as it explains the believe, shape and idea in the psychological concept after walking through a circumstances. However, satisfaction, in the opinion of Baker and Crompton (2000), is measured using gap features such as community-based as well as mental qualities of a tourist such as expression, behavior and demands and outward environment qualities such as weather state, social interactivity, this is one example of evaluating customer satisfaction using destination attributes. There was another research that has a similar definition, Chen and Tsai (2007) elaborates general satisfaction being the scope of pleasant in general experienced by tourists, which was designed by the attributes of the certain tour services to fulfill requests, demands along with expectation of customers. Satisfaction was an crucial matter in marketing research, it was defined as the circumstances of when the service provider match the expectation of the customer (Kotler, 2009). Satisfaction was granted as a crucial feature of tourist participation (Zhang et al., 2018) along with the fact

that it could be among the most detailed research construct within tourism research (Chiu et al., 2016). Customer satisfaction, in general, was categorized as the customer's commission (Oliver, 1997) or a consideration of how effectively satisfied a demand is (Bitner and Zeithaml, 2003). In the scope of tourism, satisfaction is an aggregated emotion (Cole and Scott, 2004), aggregate means that a whole is formed by gathering a variety of elements together. It was also the extent of pleasure in general (Quintal and Polczynski, 2010) which customers obtained from visiting a tourist sightseeing. Customer satisfaction was indicated as one of many key judgments that consumer take into account when evaluating a tourism service (Rathnayake, 2015), it also acted as a crucial role in the achievement of firms and goods (Campo and Yagüe, 2009; Martínez and Garau-Vadell, 2010; Chang, 2008; Lee et al, 2010; Nowak and Sahli, 2007). Sánchez-Rebull et al. (2017) claimed in their literature review that customer satisfaction has been studied in a vast forms of tourism, they also listed some examples for reference, there was some sub sectors that somewhat related or existed in Hanoi currently in it, which is alternative tourism (Deaden and Harron, 1994); air transport (Ginieis et al., 2012); hospitality enterprise (Barsky, 1992; Choi and Chu, 2001; Deng et al., 2013; Fah and Kandasamy, 2011; Motlagh et al., 2013; Zhou et al., 2014). Zhou et al. (2014) found that 21 of 24 published studies on customer satisfaction and 11 of 12 studied service quality work with hotel and restaurant tourist sectors. Even though they concluded that there should be a higher amount of research study on another tourist aspect in the future, there stays the fact that hotel and restaurants were being studied more than others.

According to ACSI (Fornell et al., 1996), the three primary elements of tourist satisfaction are customer expectation, perceived quality and perceived value. Severt et al. (2007) define tourist satisfaction as the amount of the tourist's fulfilment gratification which ensures on the trip experience about specific product or service that accomplishes the tourist's desires, expectations in association with the trip. The tourist is satisfied if their experiences leave behind the expectations (Chen and Chen, 2010; Reisinger and Turner, 2003). The main aim of calculating and explaining tourist satisfaction is to comprehend how well suppliers at a particular destination recognize and respond to the needs of tourists, and to improve the elements of the destination. Certainly, tourist's feedback, complaints and suggestions are indispensable sources of ideas for improvements and innovations. Furthermore, Tourist satisfaction is of paramount importance for a successful destination because there is the enormous influence to the choice of destination, products, services and intention to return (Kozak and Rimmington, 2000).

2.1.4 Revisit intention
Most tourism research studies about the connection between customer satisfaction and behavioral intention, in those research, authors often explain what contains in the behavioral intention, and there has been a visible similarity in those research. B. E. Bayih and A. Singh (2020) referenced from Hsieh (2012); Baker and Crompton (2000) that future behavior or the afterward visit process behavior of tourists is measured in the form of revisit, recommendation and word of mouth. Ye Shen (2016) has stated that future behavioral intention contains two dimensions: intention to revisit and intention to recommend. S.A. Haji et al. (2021), brought up the findings of Ajzen and Driver (1992) regarding the definition of behavioral intention and

what measures it, which is: behavioral intention is known as the estimation of specific people towards specific behavior which then reveals the willingness to certain habits. Behavioral Intention approvingly can be connected to the capability of the service distributor to retain their customer such as: (1) giving positive opinions about a perceived object, (2) giving recommendation to other consumers, (3) remain the loyalty and purchase premium prices (Parasuraman et al. al., 1991; Boulding et al., 1993; Rust and Zahorik, 1993; Zeithaml, et al., 1996; Lin and Hsieh, 2007). It has been founded that behavioral intention contains or explains the revisit intention, hence the connection between any variables with behavioral intention would equivalent as connecting to intention to revisit as well. Revisit intention has also been identified as a crucial research topic in tourism literature (Li et al., 2018). Some behavioral intention of repeat customer has also been pointed out, numerous researchers approved that repeat visitors tend to accommodate longer at a destination, participate more enthusiastically in consumptive activities, they also felt more satisfied and spread positive opinions about the destination, which is equivalent to word of mouth (Lehto et al., 2004; Zhang et al., 2014, 2018).

However, the definition of revisit intention is different from behavioral intention. Baker and Crompton (2000) indicated that revisit intention refers to the chances of a visitor repeating an activity or revisit a destination. The intention to revisit a tourism destination can be observed as a sort of post-consumption behavior (Cole and Scott, 2004) and has been identified as a visitor to replicate an activity or revisiting a specific destination (Baker and Crompton, 2000). It also has the connection with the visitor's decision about the likelihood to plan or revisit the same destination (Khasawneh and Alfandi, 2019; Stylos et al., 2016) or the willingness to recommend the destination to other customers (Chen and Tsai, 2007; Khasawneh and Alfandi, 2019).

Many tourism research have concentrated on the antecedents of revisit intention in order to analyze the underlying motivation of revisit the same destination within tourists (Meleddu, Paci, and Pulina, 2015). There is a difference between what influences first timers revisit intention and repeated intentions (Um, Chon, and Ro, 2006). They, later, pointed out that first-timers were mainly influenced by previous performance of the destination whereas repeaters' intentions might be influenced mostly by promotion campaigns which could remind them with positive memories. There are a numerous antecedents of revisit intention proven in previous studies which contains: satisfaction (Jang and Feng, 2007); destination image (Chew and Jahari, 2014); perceived value (Petrick, Morais, and Norman, 2001); previous travel experience (Huang and Hsu, 2009); perceived risk (Çetinsöz and Ege, 2013; Chew and Jahari, 2014); motivation (Lee, Lee, and Lee, 2014); and, attachment (Petrick, 2004). Modern studies started to study the antecedents of revisit intention of various type of tourists. Lee et al., 2014 identified three decision-influencing factors impacts eco tourist's revisit intention which is "ego-defensive function", "utilitarian function-self-development", and "utilitarian function-reward". Although, Chang (2013), disapprove these factors by claimed that motivation was not a component that controls creative tourist's revisit intention. Kim, Duncan and Chung (2015) has used quantitative approach to study tourist's revisit intention for festivals. It has been explored in their research that the antecedents of tourist's intention to revisit festivals contains

involvement, satisfaction and perceived value. In the aspect of restaurant, emotion was found to be important factor influences customer's revisit intention (Han, Back, and Barrett, 2009).

According to Rittichainuwat et al., 2002, the intention to return refers to tendency or plans in order for tourists to revisit the same location. Because the cost of acquiring a new consumer is higher than maintaining an existing consumer, service suppliers have to concentrate on tourist expectations. A view also supported by Cole and Scott (2004); Loi et al (2017), Tourist's revisit intention is defined as the probability of coming back to the same destination related to a specific factor of approving post consumption behavior and is the indispensable element of tourism loyalty

2.2 Related models

It variety from researches that similar in singular aspects to almost related to ours totally. The research of S.A. Pratminingsih et al. (2014) similar to our topic as in studying revisit intention and their research scale was within Bandung, which is equivalent to Hanoi geologically, in the matter of scale. While the research conducted in Bandung considered as strongly related to our topic, the research of K. N. Mai et al. (2019) doesn't have the same target as they studying about loyalty, but the scope of research in this research is in Ho Chi Minh city, which has the same level of impact on tourism as Hanoi, even though the difference between these two cities. The research also has some related statistics and theories, it still provided some useful information for us to do our research. In general all founded researches was immensely informative and valuable, the only difference is the quality and quantity of information we gathered from those researches.

After deeply analysed all founded researches, we conclude some observation about these researches. Researches about specific types of tourism or natural feature of every types of tourists has a limitation in popularity and quantity, researches that concentrate about natural aspects would specialize in geology major or environment protecting. Secondly, most researches focused in customer satisfaction. It has been widely agreed that it is a very important feature, some study about its relationship with others (Juan Meng and Kevin M. Elliott, 2009), some study it as a final outcome (Yeoh Hong Chin, Abdul Rahman Rasheedul Haque, Alfred Pang, Gan Connie, 2019), some considered as a independent variable (Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu, 2021). The impact of customer satisfaction was being widely studied in many researches about tourism, given that customers in the state of satisfied create revenue, recommend for others and worship the business, it was very profitable and practical when study about this aspect of psychology. In the research of Machleit and Mantel written in 2001, it claims that customer satisfaction was commonly have the position at the center of firm's marketing activities. A far greater gradation of customer satisfaction could raise customer loyalty (Fint et al., 2011; Qi et al., 2012), decrease price elasticity (Fornell et al., 2006), lessen the transaction price (Yang and Peterson, 2004), enhance the volume of appealing new customers (Uncles et al., 2013), contribute to develop a solid reputation in the marketplace (Walsh et al., 2019; Rust et al., 1995) and directly influences customer retention (Rust et al., 1995). T.V. Vuuren et al. (2012) claimed that enhanced

customer satisfaction might lead to raised customer loyalty, higher profitability and the growth of market share. Valentina Della Corte *et al*., 2015*,* after list down all benefits of customer satisfaction, indicates that it was considered as an crucial indicator of a company's general performance. Third, the scale of these researches often limited into one specific area. In all founded research, regardless the matter or purposes of the study, the range of the research was targeted into one certain area, all operations and steps worked within it. The research of Sri Astuti Pratminingsih, Christina Lipuringtyas Rudatin, and Tetty Rimenta (2014), as mentioned above, focused in Bandung city, which is to only study about the psychology of tourists who have visited this city and their sampling site was included in Bandung also. Valentina Della Corte , Mauro Sciarelli, Clelia Cascella, Giovanna Del Gaudio (2015) although desired to study the satisfaction on the global scale, they obtain their data in Naples- a city in Italy. This was reasonable as the purpose of their research is to study the connection between Naples's tourists satisfaction and tourist destination, and tourists gathered from all around the world. But there is also researches study in a larger scale by Fangxuan Li, Jun Wen, Tianyu Ying (2017), although they only interview customers who had travelled to North Korea, their main purpose is to understand the impact of disaster on tourist's perceived image in a whole nation. Bing Zhang, Eksiri Niyomsilp (2020) also study in the scale of a country. These two research both conduct interviews with tourists who have travelled to the nation, their scale of interview process may be narrowed, but the final product and recommendation process has influence and impact on the whole country, which isn't the case for city-sized research.

Moving to the next topic, below is a list of found-in-researches models that merely or significantly related to the topic of our research. These models would be a potential resource to design an ideal theoretical model for this research, with the most suitable variables to provide our theories in the most solid and structured support possible.

2.2.1 The model of Yeoh Hong Chin et al., 2019

In the research of Yeoh Hong Chin,Abdul Rahman, Rasheedul Haque,Alfred Pang,Gan Connie (2019), the theoretical model that authors purpose implies that "overall satisfaction" has impact on "intention to revisit" and "willingness to recommend", these two variables also has the connection to each other. And the "overall satisfaction" variables was being influenced by a variety of dependent variables, indicates that those are the components that affect overall satisfaction, which then lead to the intention to revisit and the willingness to recommend . According to the research, it has been gathered on the internet, by using online surveys. The purpose of this study is to examine the impact of SERVQUAL model on tourist satisfaction in Malaysia, hence the scope of this research. It has been reported that tourist facility have the most impact on customer satisfaction, following is food and beverage, accommodation, hygiene and security, sequentially.
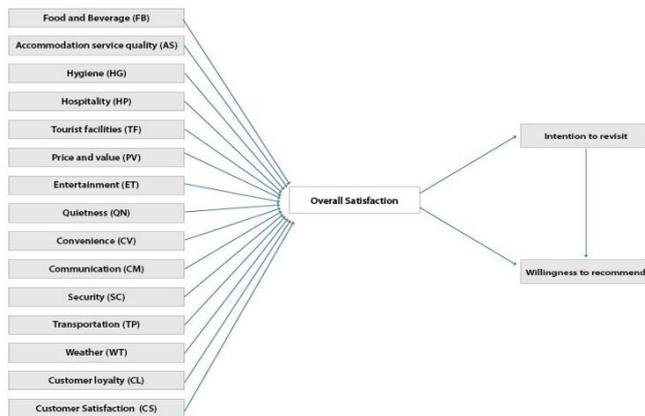
Diagram 2.1: Conceptual model of Yeoh Hong Chin et al., 2019

2.2.2 The model of Berhanu Esubalew Bayih and Apar Singh (2020)

In *"Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions"* of Berhanu Esubalew Bayih and Apar Singh. "Push Travel Motivations" and "Pull Travel Motivations" were the two factors that have an influence on "Overall Satisfaction" and "Willingness to Recommend" and "Intention to Revisit". Not only it affects satisfaction, it also applies the same effect on post behavioral intention variables in the model. The research was studied in Ethiopia, which evidently has been referred as "the horn of Africa". There has been many findings in this research regarding the connection between variables, what influences others and what not, etc. It reported that the push travel motivation determines customer' satisfaction at destination locations whereas pull motivation influences customer's behavioral intention. It also indicated that satisfaction regulates intention to return as well as the importance of destination attributes in controlling in-land customer satisfaction.
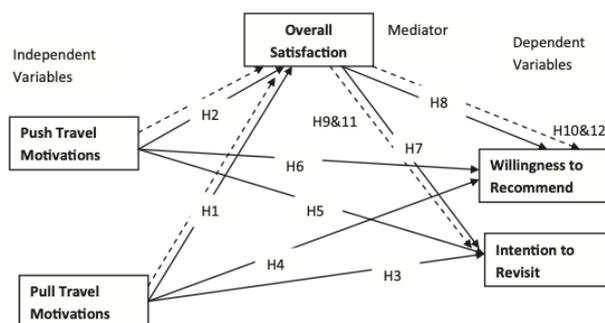
Diagram 2.2: Conceptual model of Berhanu Esubalew Bayih, Apar Singh (2020)

2.2.3 The model of by Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021)

Nevertheless, there was a great similarity between researches about what impacts the "Intention to revisit" variable. In all founded research, nearly all of it indicates that this variables was being influenced by a variable called "Perceived value". The terms refers to the customer's very own perception of a specific product or service's quality and attractiveness to them . In

the research of Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021). The "Behavioral Intentions" variables was being influenced by "Perceived Value" variables. The fact that perceived value being affected by "experience quality" in this model shows that "Behavioral Intentions" means post behavioral intentions, which means the existence of "intention to revisit". The research has been conducted in Dodola island, which is located in North Makulu province and in conclusion they supports the connection of experience quality and behavioral intention as well as experience quality and perceived value, but deny the connection between perceived value and behavioral intention splendidly.
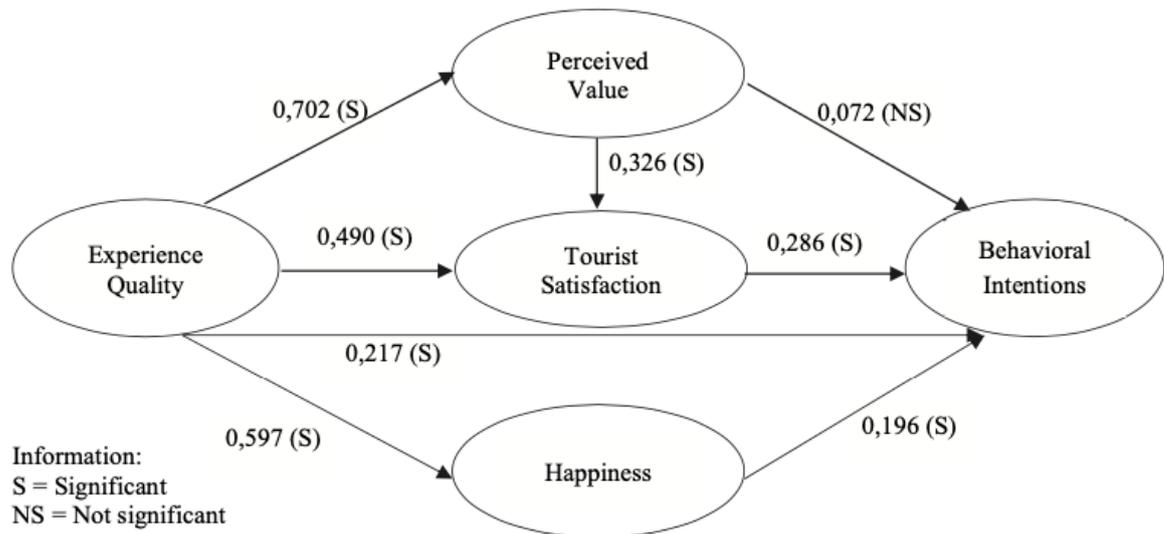
Diagram 2.3: Conceptual model of Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021)

2.2.4 The model of Bing Zhang and Eksiri Niyomsilp (2020)

In the research of Bing Zhang, and Eksiri Niyomsilp (2020). This phenomenon once again occurred. In the model of this research the "Perceived value" box contains 3 qualities showed as "Physical value"; Economic value" and "Learning value" has directly impact on the "Post visiting behavioral intention" box, this box also contains 2 parts demonstrated as "Revisit intention" and "Recommendation intention", implies actions that considered as behavioral intention happened afterwards. This model showed this connection between these two variables in a higher level of detail. The research has been conducted in the departure area of an airport in Thailand, which is reasonable given the purpose of the research. In conclusion they reported that all variables have a significant and positive connection to each other, not one more than others, all equally. Different from the research of S.A. Haji et al., 2021, this research support the theory of perceived value positively influences the tourists' behavioral intention. This finding support the connection between perceived value and intention to return in this research.
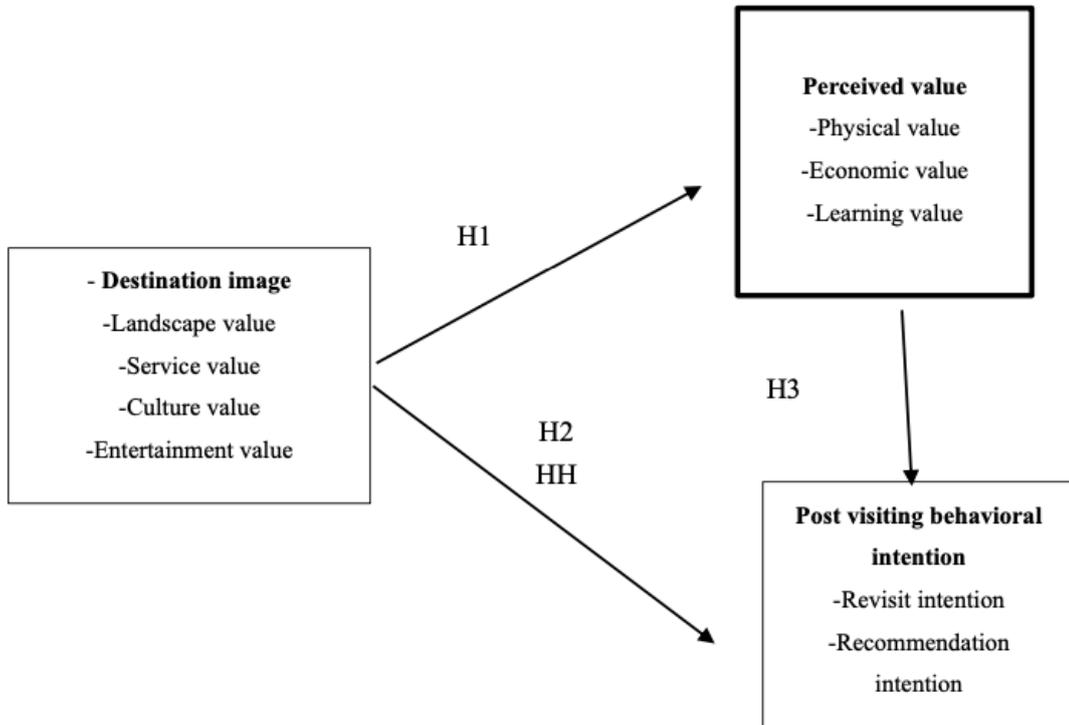
Diagram 2.4: Conceptual model of Bing Zhang, and Eksiri Niyomsilp (2020)

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2.2.5 The model of N.P. Jin (2015)

This research examines the underlying impact experience quality has on perceived value, satisfaction, image and post-behavioral intention among newly visited and repeat customers in the water park industry. They propose vast hypothesis regarding the connection between variables mentioned in the title.In the model, the experience quality, which depend on 4 other variables, influences perceived value, satisfaction, water park image, these variables then have impact towards behavioral intention, it also demonstrated the impact perceived value and water park image towards satisfaction as well. In the end they indicated that experience quality has a strong impact on perceived value and water park image within both new and repeat visitors, but experience quality only influences new customer' satisfaction whereas perceived value only influences repeat customers' behavioral intention. This research, after the effort of get in touch with 400 consumers made by research auxiliary, has gathered 376 ultilizable responses, in a southeastern side of South Korea water park. Not only this research examines a significant amount of similar variables to this research, it also divide customer into two leagues as well, which broaden the picture of what scholars study and direct their concerns at in tourism research nowadays.
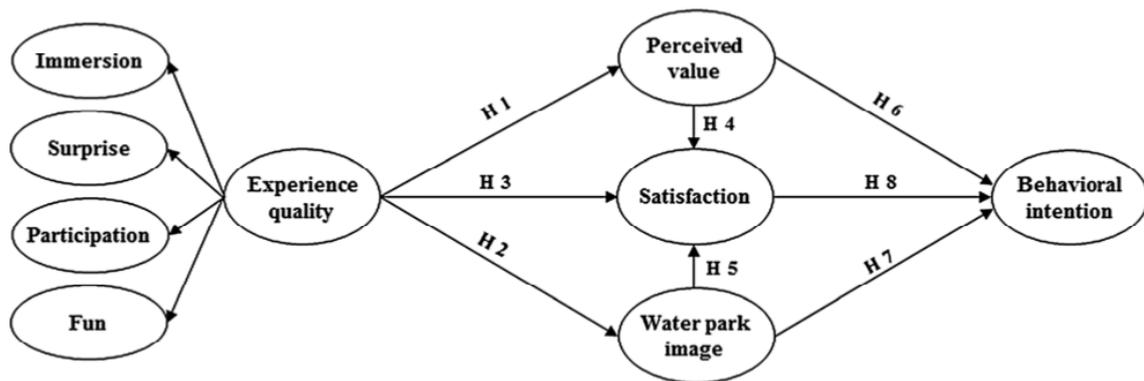
Diagram 2.5: Conceptual model of N.P. Jin (2015)

2.2.6 The model of Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020)

Satisfaction without any doubt is the most studied variable in all researches, however, how it is being valued and which feature influences it is widely diverse as authors have different theories on which impacts satisfaction. Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020) indicated in the theoretical model shows that "satisfaction" being affected by 4 different dependent variables which was "attractiveness", "accommodation and food service", "perceived risk" and "cultural contact", these were different from the above-mentioned model, even though in the end the satisfaction variable still have an impact on "revisit intention", which is equivalent to "intention to revisit" in the other model. About this research, it has been studied in Binh Thuan - a province located in Vietnam, which is equivalent to Hanoi in the matter of scale and size. After analysed the collected statistics, they reported that all the relationships has been proven comprehensively, they also founded that nationality and marital situation were also examined as promising mediation variables for the connection of cultural contact and appealing to tourist outcomes. Perceived risk and culture contact has been proven to be positively and significantly connected to satisfaction and revisit intention, hence the existence of those two variables in this research.
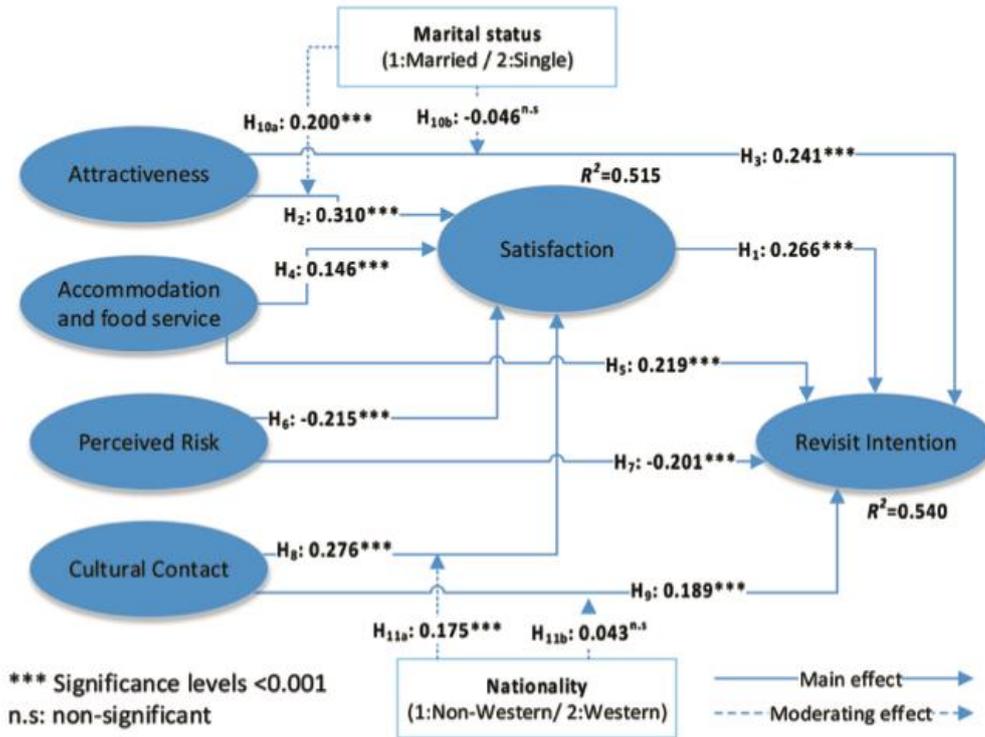
Diagram 2.6: Conceptual model of Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020)

2.2.7 The model of K.M. Ngoc and N.T. Trinh (2015)

In this research, the theoretical model illustrates the connection between destination satisfaction and intention to revisit, the destination satisfaction has been measured by 5 factors which listed: novelty seeking, natural and cultural environment, safety and security, leisure and entertainment, local cuisine, infrastructure, accessibility, price, negative attributes. The scale of research is in Vung Tau city, which is also equivalent to Hanoi in the aspect of scale. This research bring up front the theory of destination satisfaction's influence towards and revisit intention and in the conclusion they founded that destination image, indeed, has the most effective impact on intention to revisit and following is satisfaction. This claims has once again proven the connection between satisfaction and behavioral intention, which has been studied among vast scholars.
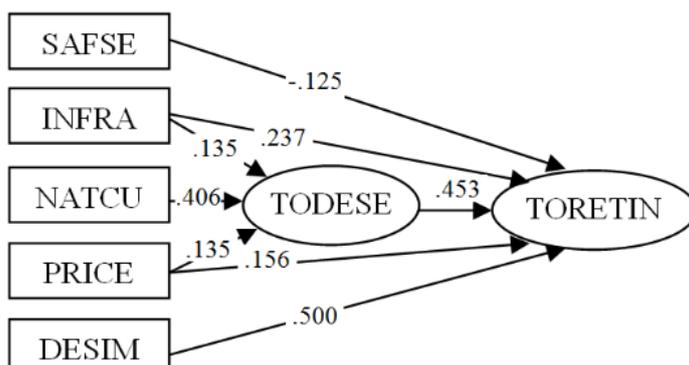
Diagram 2.7: Conceptual model of K.M. Ngoc and N.T. Trinh (2015)

The table below illustrates the influence between variables proposed in a variety of related models

Variables influencing tourists satisfaction	Variables influencing tourists intention to revisit	Variables influencing tourists perceived value	Yeoh Hong Chin et al., 2019	Berhanu Esubalew Bayih and Apar Singh (2020)	Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021)	Bing Zhang and Eksiri Niyomsilp (2020)	N.P. Jin (2015)	Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020)	K.M. Ngoc and N.T. Trinh (2015)
Service quality					X		X		
Destination image						X	X		X
Perceived value					X	X	X		
Motivation				X					
Perceived risk								X	
Cultural contact								X	
	Satisfaction		X	X	X	X		X	X

Table 2.1: Synopsis of related models

2.3 Theoretical model

2.3.1 Perceived value

It has been found in many researches the definition of perceived value, and they have different opinions on what defines perceived value. In Zeithaml's research (1988), he firstly put forward the theme of customer perceived value mostly crafted by the psychological perspective. He then demonstrated in service contacts, which is one's overall assessment of services or products. However, other researchers doesn't have the same viewpoint.Duman and Mattila (2005) shown in their research that perceived value of tourists is the subjective outcome of evaluating the experience of tourists in tourism with their spent on money and time. Huang Yinghua and Huang Fucai (2007) identify tourist's perceived value from the aspect of satisfying the expectation of customers. They said it is a thorough evaluation of utilization experience, preference and knowing and their participation and performance in tourist consumption. There was another research that studies perceived value in another perspective, Li Wenbing and Zhang Hongmei (2010) analyzed tourist's perceived value in certain situation

from the viewpoint of the customer's experience on benefits and loss. They also stated that it is tourist's evaluation for a variety of commodities and services given to tourists by related personnel that matches their needs, in general.

How perceived value being evaluated is also a topic that raises discussions in the academic circles. Bing Zhang and Eksiri Niyomsilip (2020) founded that there are two methods to measure, one is to study the connection between perceived value and destination image, service quality and another variables, while the other way is to explore the perceived value of tourists in specific tourism situation and studies the measurement components. It has been found that most research adapt a holistic, non-specific approach when measuring tourist's perceived value. It has been measured by using a singular component scale which contains 5 topics (Duman and Mattila, 2005; Chen and Tsai, 2007; Chen and Chen, 2010). Su Lujun and Huang Fucai (2010) and Guo Anxi (2013) both used a single dimension to evaluate tourist's perceived value, but only with 4 measurement items. Sanchez et al. (2006) studies the perceived value of tourists to the spending of tourism goods in their research and designed a measurement system that contain six components. Ma Ling and Bao Jigang (2012) and Cai Weimin (2015) grouped up seven components of perceived value. Guo Anxi et al. (2019) proven the impact mechanism of tourist's perceived value on revisiting intention using 4 dimension of perceived value, designed by the perspective of tourist groups. It has been observed that in different circumstances, scholars have dissect the perceived value in different dimensions.

2.3.2 Destination image

Even though the existence of various definitional construction, destination image is generally identified to be the sum of beliefs, thoughts and impression that a person felt towards a destination (Crompton, 1979; Baloglu and Brinberg, 1997). Destination image was a crucial component for tourist destination in the extent of higher quality of image of the destination attracts far more tourist to the destination (M.K. Hsu et al., 2010). A.D.A Tacsi et al. (2007) stated that destination image is an interactive operations of thinking, personal perspective, feelings, visualizations and motivation towards a destination. Not only destination image is the perception of individual destination features but the comprehensive impression designed by the destination. Destination contains functional characteristics, examining the tangible features of the destination and psychological characteristics, analyzing the intangible aspect of the destination (C.M. Echtner and R.B. Ritchie, 1991). Previous studies have incorporated several variables in measuring destination image such as environment, natural attractions, entertainment, food, infrastructure, and others. According to Baloglu and McCleary (1999), image is formed as a result of both perceptual/cognitive and affective evaluations of the object.

Myers (1960) however, believed that the conception of image is an investigative factor in behavioral science thesis. Keller (2003) granted it as a crucial component in competitive strategy for marketing agencies. Dobni and Zinkhan (1990) also has the same opinion on the importance of image on behavioral studies. They claimed that image is a crucial aspect in consumer-behavior research to the extent of it's affection on peoples both individual and subjective perceptions, consumer's value, satisfaction and behavioral intention.

Regardless the differences in the definition of destination image, many researcher has approved the importance of image in behavioral intention as well as satisfaction studies.

Crompton (1979) claimed that destination image is a key factor that influences tourist's destination choosing process. He also stated that destination was formed by two main factors, which is cognitive and affective. To be more specific, cognitive images refers to tourist's belief in destination features, while affective image refers to tourist's feeling towards the destination. Baloglu and McClearly (1999), concerns that the above-mentioned two-dimensional approach (cognitive and affective image) might overlook the evaluation of a destination in general. They proposed to constitute the third component of destination, which is overall image. Destination image is significantly influences tourist loyalty (Zhang et al. 2014), which leads to a great variety of extensive efforts to determine the components affect the destination image information process to be able to acquire far more superior destination management (Baloglu and McCleary, 1999; Beerli and Martín, 2004). In the literature part, Beerli and Martín (2004) created nine attributes which have impact on tourist's destination image, these named as: natural resources; general infrastructure; tourist infrastructure; tourist leisure and recreation; culture, history, and art; political and economic factors; natural environment; social environment; and lastly is atmosphere of the place. Another research study destination image from the customer perspective. Gunn (1988) divided destination image into two components: original image and induced image. In a deeper level of concentrate, original image refers to the tourist's impression before reaching the destination, this impression could be influenced by a various form of media such as news, books, television, network, etc. Induced image is the introduction of the destination to the customer about the advertising, publicity, promotion, etc. through numerous channels in order for the customer be able to create an impression towards the destination. Gartner (1993) has optimized the types of destination image in his research and bring upfront the "three-dimensional structure" which contains, cognitive image, emotional image and moving image. According to the research of Clearly (1997), destination images was designed by cognitive image, emotional image and image in general, which later known as "new three dimensional structure". Son (2005) alternates it from subjective to objective, he claims that the image of tourist destination was divided into conceptual image and evaluation image. To be more specific, conception images refers to tourist's knowledge about the environment of the tourist destination, evaluation image refers to the cognitive image and the emotional image of the tourist. There has been a various way of evaluating the destination image, but cognitive and emotional image has been recorded to be use more fluent then others.

However, there are some other researches that doesn't follow that structure. Bai Liming (2007), who is a domestic scholar, had designed a "three dimensional measurement model of tourism destination image" in the methodology view point, which contains: the actual image, the launch image and the perceived image, keep in mind that the "perceived image" was being adapted from the previous study of Yangshuo and Guilin, which were already measured and compared thoroughly. Hu Xianyang, Bai Kai and Wang Li (2013), dependent on the image restoration theory, designs a new structure of destination image that consists of 6 dimensions which is: denial, evasion of responsibility; attack, reduction of external attack; action correction; formal greeting; recognition and apology. Zhao Jingyuan, Ma Peng, Lu Zhengying (2013) splits the

destination into environment image, service facility and product and product image, function image; Bai Zhiping (2015) dissect the destination image into landscape environment characteristic, scenic spot reception service and management, construction infrastructure and service, cultural surroundings, city impression various factors. It has been observed that there are many methods and believes about destination image that alters the dimensions of its measurement structure.

2.3.3 Motivation

Researchers identify the term motivation mostly in a psychological aspect. Motivation is the incentive behind every behaviors, it also is the procedure that transfer people to behave as they do, and the procedure starts when a demand exists that a consumer desired for it to be fulfilled, although a demand allude to a deprivation shape. These were the claims of M.R. Solomon (2004) regarding the definition and process of motivation. L.G. Schiffman et al., (2010), consequently, indicates that motivation is an within influence feature designed from a need that hasn't satisfied which drives the individual to participate in a certain behavior. However, there is also some opinion about motivation in the viewpoint of destination. S. Jang and R. Feng (2007); S. Formica and M. Uysal (2002) claimed that having information about the underlying matter of visitor's motivations usually granted the ability to raise visitor's happiness; it also makes it more feasible to attract and retain a higher amount of customer as well. Motivation is one of the based thoughts of human behavior and there are several concepts that combines into an comprehension of motivation. There is also a general opinion that human motivation appears from an unstable between a need and an existing condition (B. Bayih and A. Singh, 2020). Kotler and Make (2014) categorized motivation as one of many psychological components that influences customer's buying behavior, they also claimed that motivation is a desire that peaked at its highest intensity, caused tension and causes a person to act in the end, in order to avoid or limits said tension. International Genealogical Index global (IGI) (1988) identified travel motivation as the internal state of an individual, or specific desires and demands of the tourists that can be categorized as one of the most crucial psychological impact on tourist behavior. Pearce et al., 1998, however, identified tourist motivation as " the international combination network of biological and cultural influences which grants value and instruction to travel decisions, behavior and experience", which means any intentions that leads to travel has been considered to put into two generally approved dimensions of motivations that were greatly connected push and and pull factors.

But the opinion on which factors drives customer's motivation has strong similarity among researches. There are vast reasons that influences people for holiday, these include escape/relax, relationship (strengthen), autonomy, nature, self-development (host-site involvement), stimulation, self-development (personal development), relationship (security), self-actualization, isolation, nostalgia, romance and recognition as components of overall tourist motivation (J. Crompton, 1979; K. Kim et al., 2008; Y.Yoon and M. Uysal, 2005). C. Ryan (1991) stated that motivation in tourist travel could be categorized as wish fulfillment, shopping, escaping from a mundane environment, rest and relaxation, an opportunity for play,

strengthening family bonds, prestige, social interaction and educational opportunity. It can be observed that positive attribute drives customer's motivation to do a certain behavior.

Crompton (1979) grouped tourist motivation as socio-psychological and cultural motives. Socio psychological contains perceived mundane environment; exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relations, and facilitation of social interaction whereas cultural motives mostly consist of constitute novels and education. It is evidently appeared that push motives have been used for study the demand to travel for vacation and pull motives has been approved to be significant in analyzing the destination choice for travelers. Dan (1977) however, believed that both factors would be considered as push factors and it would be the antecedents to pull factors. The concept of push and pull dimension has been categorized by explaining what push and pull factors mean. Baloglu and Uysal (1996) explained that inner forces pushes the customer to travel whereas destination attributes, expectation and gains would be the factors that pulls them. Albughuli (2011) also has the same opinion about the concept of push and pull dimension. The author believed that push factor were generally understood as internal components and pull factors are the destination's attributes that appeals the travelers to go forward with a certain destination. Klenosky, 2002 have an opinion on the point of time when these factors occurs within the customer's decision process, he stated that push and pull factors are two components that customer made at two separate points concentrating on whether should they travel or not. It can be seen that push and pull were the two factors that influence tourist motivation, and it has been approved in many researches.

There also been some studies that justified the connection between motivation and various variables that most tourism major research work with. D. Scrogin, R. Holfer, K. Boyle, J.W. Milon (2010) believed that a study on tourist motivation is crucial for destination to understand leisure tourist destination decision. A. Beerli and J.D. Martin (2004); B. Trauer and C. Ryan (2005), believed that tourist motivation can improve destination image. F. Meng and M. Uysal (2008) indicated that motivation has connections with tourist satisfaction and loyalty. Yoon and Uysal (2005) pointed out that in an significantly expanding of competitiveness in marketplace, the achievement of destination marketing should be instructed by a comprehensive research of tourist motivation and it's relationship with tourist satisfaction and loyalty. Pearce (2005); Um and Crompton (1990) approved that tourist's visit agenda are the results of a destination choosing decision process which was greatly influenced by motives and backgrounds. B.E. Bayih and A. Singh (2020) founded that push and pull motivation as antecedents of tourist general satisfaction and behavioral intention has been studied in various research even though they found the inconsistent among those research.

2.3.4 Cultural contact

Different from other independent variables, the amount of researches that address cultural contact in tourism was narrowed. It has been founded that the definition of this variable is slightly dissimilar within scholars, however, the main theory is still being found in these research. G. Richards (2011) believed that cultural contact is a crucial human trait, and not a

solitary social event. McKercher (2002) indicated that the conception of cultural contact was developed from a paleontology, which then surround the entrance into or maintain the cultural destination by a specific gather of individuals in a specific time. He also believed that cultural contact is crucial for group interact with the external environment specifically when an individual need to manage said interaction. Cultural contact since that been observed as a new perception to examine tourists' extent of general knowledge and experience with local culture while participating in a trip. Gnoth and Zins (2013) not only share the same belief that cultural contact measure the purpose and thorough that tourist desire when visit for experience another culture, they founded that McKercher's viewpoint influences tourists' desire for a meaningful and highly interacted tourism experiences in foreign cultures as well. From McKercher (2002); Gnoth and Zins (2013) opinions, S. Lai et al. (2021) generate their own concept of cultural contact, they identified it as a two-way interaction and cultural practical knowledge between tourist and destination's culture in the context of culture and creative tourism. Chen and Rahman (2018) reported that cultural contact's conception is a group of individual who located in a specific tourism destination where they interact with a variety of different culture for a specific amount of days. Chen and Rahman (2018) both claimed that it is the interaction of a group of people with different nationality considered as outsiders. Steiner and Reisinger (2004) explained that the "what" of culture accentuates culture managing and people's method of using cultural resources whereas "how" influences habits and behaviors, rites and customs. Schortman and Urban (1998) claimed that cultural contact includes any prolonged, direct exchange circumstances within members of a group who do not share the same nationality. Cusick et al. (2015) believed that it is a predisposition within groups to interact with external individual and urging to manifest said interaction. H.Chen and Raman (2017) believed that cultural contact underline the likelihood of tourists to make themselves participate in a local culture or the wants for an truthful experience (Wang, 2000). Cultural contact reflects both "what" and "how" of culture given that it directs tourist's method of using cultural resources and their certain behavior connected to cultural tourism destination (Chen and Rahman, 2017).

2.3.5 Perceived risk

It has been observed that perceived risk has always been a hot topic to direct at among scholars. There has been tremendous amount of researches and discussion about the concept of risk perception since the 1960s (Floyd and Pennington-Gray, 2004). The first proposal regarding perceived risk was established by Bauer (1960), the author believed that perceived risk is the end result or spontaneous consequences that consumers might perceived while consuming goods and services which then induce dissatisfaction. These consequences could be categorized as monetary loss, time wasting, psychological harm or any other problems raised by unhealthy shopping. Lepp and Gibson (2003), founded that vast studies have proven that consumer's decision to utilize service has an increased in perceived risk when it comes to consuming commodity products. The main motives is the invisibility of service, lack of consistency and non-archiving, therefore causes difficulty in consuming, changing and making it more challenging for the customer to access the service. Invisibility, in the aspect of tourism, means that visitor aren't able to visualize, interact, test and deciding on travel products before making a buying decision, hence the perceived risk for visitors toward said product will be far more

significant then when they purchase another tangible products (Schmiege et al., 2009). Tourist risk can be recognized as consumer's perception of the likelihood a tourism level is above the tolerable level for his or her travel instinct (Reichel et al., 2007) or the chances of unfortunate occurs to a group of tourist while in a trip or at behavior (Sohn et al., 2016)

From the viewpoint of tourism, perceived risk is categorized mainly as a function of unpredictability and outcomes with some outcomes being more enjoyable than the rests (Kapu'sci'nski and Richards, 2016). There are 7 risk features found by researchers that can be categorized, which is: health (Lepp and Gibson, 2003), political inconsistent (Floyd, Gibson, Gray, and Brijesh, 2004), terrorism (Gray and Wilson, 2009), uncommon, bizzare food (Kapu'sci'nski and Richards, 2016), cultural barriers (Lepp and Gibson, 2003), a country's political and religious dogmas, and crime (Lepp and Gibson, 2003). Eventhough risk might implies both positive and negative outcomes, it is commonly anaylyzed as an negative outcome, such as loss of time/money/health/trust (Kapu'sci'nski and Richards, 2016). In tourism, perceived risk connected with crime, natural disasters, hygiene problems, transportation, time and communication (Emami and Ranjbarian, 2019; Reisinger and Mavondo, 2005), these have become a key matter in visitor's decision-making measurement (Kozak et al., 2007). With that being said, tourists' perceptions of the raise in risks within destinations are a concerning indicator and require comprehensive consideration (Gray and Wilson, 2009; Kapu'sci'nski and Richards, 2016).

Previous studies suggested that tourist are bothered at or experience risk that is connected to themselves (Budescu and Wallsten, 1985; Reisinger and Mavondo, 2005) or risk they have the ability to perceive (Quintal et al., 2010). Tourist's perception of risk and safety combined as one of the important factors in their tourist destination decision making process (Çetinsöz and Ege, 2013; Chew and Jahari, 2014). Hasan et al. (2017), believed that tourists' risk perception may varies because of the dissimilarity in geography, culture, psychology and travel experiences which influences their behavioral intention inconsistently.

E.C.L. Yang and V. Nair (2015) founded that researches that studies perceived risk has an advantage in quantity comparing to researches that address actual risk, which pointed out the importance of this variable. To support their claim, E.C.L. Yang and V. Nair (2015) pointed out 2 researches which demonstrates 2 types of opinion regarding perceived risk. Roehl and Fesenmaier (1992) founded 3 dimensions of perceived risk, listed as: physical-equipment risk, vacation risk, and destination-specific risk. Pennington-Grey and Schroeder (2013) designed 7 features of perceived risk which is: crime, disease, physical, equipment failure, weather, cultural barriers, and political crises. Dickson and Dolnicar (2004) identified perceived risk as an individual's personalized evaluation of the actual risk while the actual risk is the quantity of risk that evidently exists at that moment given the implementation of safety controls (Haddock, 1993). Reisinger and Mavondo (2005), referenced the claims of Dowling and Staelin (1994), identified perceived risk as an individual's perception of the unpredictability and negative outcomes of purchasing a product or service, performing a specific activity, or deciding a specific lifestyle. Teng (2005) reported that perceived risk is the perception of a customer's of the uncertainty and negative consequences of participating in an activity. Chang (2010), from

the opinion of Haddock (1993), which is, perceived risk is an individual's intuitive judgement regarding the real risk exist at any time, believe that perceived risk is significantly dissimilar with absolute risk as well as actual risk. Fuchs and Reichel (2011) referenced the discover of Mowen and Minor (1998), which identify perceived risk as the perception of a consumer of general negativity results and the chances that those results will appear.

Perceived risk is being far more studied than actual risk given the fact that it is nearly unable to categorize the real measurement and range of risk (Bentley et al., 2001). Yüksel and Yüksel, 2007, reported that official statistics could only be utilize as a reference given that not all victims report their case to the police department of is revealed to the hospital. They then stated that it is crucial to examines tourists' risk perception as how tourists perceived risk would commonly influences their travel decisions at the moment as well as in the future. Thomas and Thomas (1928), cited from the research of Schusterschitz, Schütz, and Wiedemann, 2010, quoted: "if men define situations as real, they are real in their consequences", E.C.L. Yang and V. Nair (2015) believed that this claims strengthens the authority of perception, however, they also stated that perceived risk studies, even with that claim, doesn't free from discussion as they referenced the opinion of Dickson and Dolnicar (2004), stated that risk perception is particularly subjective.

From the viewpoint of social psychology, Korstanje, 2009; Quintal *et al.,* 2010 indicated that the greatest challenge tourism research has to work with is the definition of risk perception. Korstanje (2009) claimed that examining risk perception to the extent of practical holiday is simply a clarification of anxiety because there is insufficient of direct stimuli. E.C.L Yang and V. Nair (2015) believe that this theory make sense because respondents' perception is designed by their personalized fantasy and imagination about vacations in the future. Korstanje (2009), founded that fear and risk perception are gathered with the existence of direct stimuli, which leads to the significance of study the original moment and *ex post facto* (having retroactive effect or force) risk perception (Fuchs and Reichel, 2006).

2.3.6 Service quality

Service quality, arguably, is the most studied variable among scholars. It is an theoretical concept, and to put it into use, Parasuraman, Zeithaml and Berry (1988) have termed service quality. They listed: Tangibles, represent visuals of physical facilities, personnel and materials, Reliability stands for dependable, trust worthy and accurate performance, Responsiveness means the willingness to assist customers and the readiness of service, Assurance stands for the comprehension and courtesy of employees and lastly is Empathy, means caring and personalized attention to customers. Parasuraman et al. (1985), identified service quality as a void between customer's expectation of a product and service and the customer's viewpoint of the given service. In the perspective of customer satisfaction' literature review, service quality has been observed as predictions to the extent of the subjects that likelihood to occur during an approaching transaction, although service quality literature review granted them as desires and demands expressed by the customer (Kandampully, 2002). Reeves and Bednard (1994) claimed that the universal, official, comprehensive and parsimonious definition or model of service

quality doesn't exist. Grönroos (1984) refers service quality to the result of a decision making process where the customer equate his or her expectations with the service he or she perceived has granted. Chelladurai and Chang (2000), include a variety of definitions of quality, listed: satisfying or lightens the customer or surpass expectations; product or services dimensions that satisfy claimed or implied wants and needs; adherence to comprehensively categorized demands; readiness to utilize, whereby the product matches the customer's demand and isn't charge for insufficiencies.In the mass quantity of variables within the field of research, service quality, perceived value and satisfaction has been observed as 3 key antecedents influences tourist's behavioral intention in past studies (Baker and Crompton, 2000; Petrick, 2004; Petrick and Backman, 2002).

Blose and Tankersley (2004) reported that the concept of generic measure of service quality for every industries isn't exist. This leads to service quality has been widely examined to be a multi-level construct with vast dimensions assist each other, however, the number of dimensions include in each model was widely diverse among researches (A. Haghkhah et al., 2011). Kandampully (2002) indicated that the assemble of service quality was developed from the literature of quality in manufacturing. The establish of quality initiatives began in the 1920s, it was the moment manufacturer starting to concentrate on managing the physical state of products and the internal scale of the production steps. The Total Quality Movement, which is the definition of quality in 1920s, was slowly disappear and got replaced with new paradigm concentrated on the service major and the relationship between customer and provider (Orwig, Pearson, and Cochran, 1997). Service quality has become pleasant to customer satisfaction (Anderson, Fornell, and Lehmann, 1994). Service quality has been observed to have a connection with customer loyalty (Kandampully, 1998; Zeithaml, Parasuraman, and Berry, 1990), value (Laroche, Ueltschy, Shuzo, and Cleveland, 2004) as well as repurchase intention (Fornell, 1992).

There is a diversity within service quality dimensions among scholars, however, items such as: the physical context given as facilities; the internal communication between the customer and the employee or between 2 customers; the key service, was being widely used in research (Chelladurai and Chang, 2000). Grönroos (1984) present a two-item structure consists of technical quality and functional quality. Lehtinen and Lehtinen (1982) also put forward a two-item model measuring service quality, which contains process quality and result quality. Lehtinen and Lehtinen (1991) established a three dimensional consists of physical quality ;interactive quality; corporate quality. The renowned model of Parasuraman, Zeithaml and Berry's (1988), named as SERVQUAL model, contains 5 dimensions, which is tangibles, reliability, responsiveness, assurance and sympathy. Rust and Oliver (1994) present a three-dimensional construct of service quality contains items listed as: service product, service delivery and service environment. Dabholkar et al., 1996, introduced a service quality measurement model built with 3 items, which is physical aspects, reliability and personal interaction. The model of Brady and Cronin (2001) has three dimensions which encompasses interaction quality, physical environment quality and outcome quality.

In the field of tourism, service quality is also a variables that has been tremendously studied among researchers. Baker and Crompton (2000), reported that the literature which connected with quality in tourism and recreation field tracks back to the early of 1960s. The tourism literature has appeared to attempt efforts to conceptualize the underlying explanation on how tourist consider the quality of services they granted during their vacation (Atilgan, Akinci, and Aksoy, 2003; Baker and Crompton, 2000; Chadee and Mattsson, 1996; Frochot, 2004; Hudson, Hudson; Vogt and Fesenmaier, 1995; Weirmair and Fuchs, 1999), travel agency quality (Ryanand Cliff, 1997), hotel quality (Suh, Lee, Park, and Shin, 1997) and so on (Azam Haghkhah, 2011). Frochot (2004), stated, the character of tourism services, build entirely from the sale of utilitarian services because on the supplying of service, which customer can acquire comprehensive desires, measures their evaluation, which is reasonably sophisticate. Tourism executives attempt to increase the quality of their services and the level of tourists satisfaction in the perception that this attempt will generates loyal customers. Loyal customers will revisit the destination and giving out recommendation to others (Tian-Cole and Crompton, 2003). Sparks and Westgate (2002) recommend that service negligence could establish negative influences upon an organization as customer constantly change to a disparate supplier the moment they perceived a service negligence. However, in the list of customer who experience problems in service, the ones that acquired satisfactory resolution would have a greater chance to maintain their loyalty to the service. Pawitra and Tan (2003), utilize SERVQUAL model to the extent of examine the image of Singapore from the viewpoint of Indonesian tourists. The authors claimed that SERVQUAL using would require for it to be altered to make sure that the statistic reflect the unique quality that the destination has. Atilgan et al. (2003), recommend that cultural features have an influence on service quality perception in tourism, they examined that various cultural groups could have diverse levels of expectations and perceptions in the aspect of service-quality dimensions. With that being said, items on SERVQUAL instrument could be different as they designed to study specific customers for specific reason (Azam Haghkhah, 2011). Brown and Bond III (1995) address the importance of these qualities because whether the customers are or aren't acknowledge of features as time, work quality, finances, and so on.

2.4 Relationship between variables

2.4.1 Impact of Service quality on customer satisfaction

There has been a tremendous amount of methods of measuring customer satisfaction in founded researches. Customer satisfaction can be scaled by the emotional response that follows from cognitive reaction to service occurrence (Cong, 2016), it can also be measured by the dissimilarity between before-travel expectation and after-travel experience (Chen and Chen, 2010). To demonstrate in a less literature way, tourists would satisfied when the differentiation of preceding expectations and post-travelling experience have a pleasing outcome, and dissatisfied when the results came out as unpleasant or displeasure (Chenand Chen; Cong, 2016). However, "service quality" was the variable that we believed to be appear more than usual, it was also been frequently reported to have a positive and significant impact on customer

satisfaction. There has been a numerous of studies investigate the connection between customer satisfaction and service quality. Some researches stated that the core concepts in the research flow of customer satisfaction were determined by "service quality" (Kuo et al., 2009; Zhao et al., 2012). Gounaris et al. (2003) showed that service quality has a important impact and remarkable relationship with customer satisfaction in Greek distributing industry. Jay and Hsin (2007) conducted a research to investigate the relationship between customer satisfaction and service quality in a numerous amount of hotel in Murtinos, Macedonia. Their research pointed out that the image of the hotel being impacted the existence of service and customer satisfaction that assist for the favorable image designed by the hotel through the enhancement of service quality and customer satisfaction. On the research of Zeithaml et al. (2010), customer satisfaction was connected to service quality. If a gigantic high level of service, satisfaction surpassed expectations, customer would be delightfully satisfied. If a decent level of service quality and satisfaction granted and equals to the customer's expectation, the customer would feel greatly satisfied. Contra wise, it means the lower the quality of the service is, the lower the customer's expectation, hence the disappointment of the customer. There was also another research that provens the above-mentioned theory. In the studies of T.V. Vuuren et al. (2012), authors claimed that when the performance equivalent to or surpass the expectation, the satisfied emotion would be granted from the customer, but if the performance is below the expectation then the customer would be dissatisfied, they also stated that satisfaction is a customer's emotional reaction when judging the discrepancy of expectation about the service and the perception of real performance. Customer value were acquired by the service distribution company's general chain which depends on a variety of factors such as the overall given service, employee provide services, competitors's operation process, the unit level of expectation, sympathy and gratefulness towards comsumer services. Service quality was also being used to examine customer satisfaction in Hanoi tourism. Dao Ngoc Hai (2015) stated that the definition of service quality in the perspective of Parasuraman (1988) was to estimate the level of satisfaction of tourists, examination of factors affecting satisfaction and declare solutions to enhance the tourists's satisfaction for tourism in Hanoi. The research also claimed that when the SERVQUAL (Parasuraman et al, 1988) published the argument on the matter of methods to measure the quality of service in a more efficient way, nearly 20 years alter a numerous amount of researchers have concentrated their effort to show the effectiveness of this model. Service quality has been proven to have a positive influence on a customer's motivation to rather remain with the service provider than switch to others (Zeithaml, Berry, and Parasuraman, 1996). The connection between customer satisfaction and service quality has granted a decent attention. Sureshchander et al. (2002) claimed that service quality and customer satisfaction are greatly connected and one's increase would likely to enlarge the other as well. Bitner et al. (1994) recommended that customer satisfaction in general can be determined using service quality, when measured it as a function of various experiences with the firm. Ranaweera and Neely (2003) reported that service quality was usually placed as an antecedent of customer satisfaction as well.

H1: Service quality has a positive impact on Destination satisfaction of tourist

2.4.2 Impact of Service quality on intention to revisit

Didn't match with our predictions, turns out there are a decent amount of researches that address the connection between service quality and intention to revisit, and they all supported that there is a positive connection between these variables. In the research of C.G-Q. Chi, B.L. Chua, M. Othman, S.A. Karim (2013), there exists some claims that supports this relationship. The research focused in analyzing the systematic relationship between image, satisfaction, quality and behavioral intention directly in culinary aspect of Malaysia. After collected and analyze the collected statistic, they founded that their theory was justified. The results justified that food culinary quality has a significant relationship of culinary quality and tourist behavior. Kotler, Bowen and Makens (1996) founded that image affects customer's perception of quality; perceived quality will then, contradicts the customer's satisfaction and lastly is the link between satisfaction and post-purchase behavior, hence the connection between quality and behavioral intention was signified. Alegre and Cladera (2006); Chi and Qu (2008) both indicated that repetitive visits might be the outcome of service quality in general of a certain destination. Destination which supplies attributes such as historical sites, magnificent landscapes and quality service and advantages which isn't reachable in customer's home are perceived to be appealing, hence raises the possibility of return in the future (Mayo and Jarvis, 1981; Hu and Ritchie, 1993; Um et al., 2006). S.H.A. Kazmi et al. (2020), studies the influences service quality has on intention to revisit, they divided service quality into destination attributes as security, transport, accommodation, food, accommodation and claimed that destination service quality has a significant relationship with not only revisit intention, but satisfaction as well. With the approval from previous studies, it has proven that service quality has a crucial impact on intention to revisit and it has been researched in vast studies throughout the years as well.

H2: Service quality has a positive impact on Destination intention to revisit of tourist

2.4.3 Impact of Destination image on customer satisfaction

The relationship between customer satisfaction and destination image has been widely studied among researchers. Satisfaction has been identified as a greatly achieved mediator in the relation between destination image and customer's loyalty (Ramseook-Munhurrun et al., 2015; Prayag and Ryan, 2012), it also is the mediator between motivations and service commitment (Suardana et al., 2014); destination loyalty and future intentions (Prayag and Ryan, 2012), motivation and destination image (Lee, 2009). There is also researches that experiments the connection between destination image and customer satisfaction in the aspect of tourism's decision making process. These studies all indicated that image has been used as an significant component for measuring customer perceptions, satisfaction and behavioral intention (Andreassen and Lindestad, 1998; Bloemer and De Ruyter, 1998; Kandampully and Suhartanto, 2000; Castro et al., 2007). To be more specific, in the research of Andreassen and Lindestad (1998) founded that tour companies' image greatly influences customer satisafaction, quality and loyalty in that certain aspect of service. Bloemer and De Ruyter (1998) reported hat department image could only influence store loyalty through satisfaction

with a store, and participating loyalty to the store depends on the behavioral intention of the customer. However, some reseachers believed that customer experiences with products and services are specifically crucial features drives customer's perceptions of image (Dann, 1996; Kandampully and Suhartanto, 2000; Chen and Tsai, 2007). For more information, Dann (1996) recommended that tourist's experience influences place's image to the extent of a satisfactory image can alter the perception of a destination.

The importance of image in destination has also been vastly studied, and destination image have been experienced to be a key component in the destination choosing process (Baloglu and McCleary, 1999; Beerli and Martin, 2004). Moderately all researches in the past years focused in the influence destination image make on satisfaction, perceived quality and behavioral intention (Baker and Crompton, 2000; Baloglu and McCleary, 1999; Bigné et al., 2001; Chen and Tsai, 2007; Chi and Qu, 2008).

H3: Destination image has a positive impact on Destination satisfaction of tourist

2.4.4 Impact of Destination image on intention to revisit

The intention to revisit a tourism destination can be seen as a type of post-consumption behavior (Cole and Scott, 2004) and has been defined as a visitor repeating an activity or revisiting a destination (Baker and Crompton, 2000). It also relates to the visitor's judgment about the like- liness or plans to revisit the same destination (Khasawneh and Alfandi, 2019; Stylos et al., 2016) or the willingness to recommend the destination to others (Chen and Tsai, 2007; Khasawneh and Alfandi, 2019).

There has been vast researches address the connection between destination image to behavioral intention and intention to revisit as well, considered that future behavioral intention includes intention to revisit and willingness to recommend (Castro et al., 2007; Jin et al., 2013) and word of mouth (Prayag and Ryan, 2012). The connection between destination image to behavioral intention is one way another, equivalent and have the same value as destination image to intention to revisit. The intention to revisit has been identified by Cole and Scott (2004) as a type of post-consumption behavior and has been categorized as a visitor repeating an habit or revisit a destination (Baker and Crompton, 2000). Khasawneh and Alfandi (2019); Stylos et al. (2016) believed that it relates to the visitor decision about the possibility to revisit, Chen and Tsai (2007); Khasawneh and Alfandi (2019) indicated that it was the likelihood to recommend to others.

Kim et al. (2013) claimed that destination image not only it has an impact on tourist's destination perception, but on decision making system and behavioral intention as well. Kaesung et al. (2013) studied tourists participation in Korean sport activities and reported that destination image has a positive influence on tourist behavioral intention. Liu et al. (2015) analyzed the mainland Chinese visiting Macau and signified that there was a key relationship between destination image and behavioral intention. Fu et al. (2016) did a research on relevant tourist visit reality shows and affirmed that destination image was confidently connected with recommendation intention. C.F. Chen and D. Tsai (2007); C.M. Echtner and R.B. Ritchie (1993) believed that destination affects intention to revisit. B. Zhang and E. Niyomsilp (2020)

reported that destination image has a significant promising impact on intention to revisit. B.N. Viet et al. (2020) divided destination image into destination attribute's quality and analyze it's connection as well as perceived risk, cultural interact, with revisit intention and satisfaction. Among other findings is the verification of the connection between destination image and intention to revisit. With that being said, the connection between destination image to behavioral intention has been justified firmly.

H4: Destination image has a positive impact on Destination intention to revisit of tourist

2.4.5 Impact of Perceived value on customer satisfaction

There isn't much research that directly address the relationship between perceived value and customer satisfaction most research would address the influences of various variables to their targeted independent variable, this often is customer satisfaction and behavioral intention. S. A. Haji, Surachman, K. Ratnawati, M. Rahayu (2021) studies the impact of experience quality, perceived value, happiness and tourist satisfaction on behavioral intention. M.N. Khuong and N.T. Phuong (2017) studies how much impact destination image, perceived value and service quality has on service quality and word-of-mouth in Ho Chi Minh city, Vietnam. The fact that word-of-mouth is a behavioral intention and they study on the scale of Ho Chi Minh city shows how familiar their research is with this research. N.P. Jin et al. (2013) analyze the underlying influence experience quality has on perceived value, satisfaction, image and behavioral intention within new visitors and repeat visitors of Water Park Patrons. But the connection between these two variables has been found to be widely approved. Chen and Chen (2010) pointed out in their research that perceived value has a positive and crucial effect on satisfaction and there is a mediate effect on the effect of experience quality to behavioral intention through perceived value. Pandža Bajs (2015) also demonstrated that there is a positive and serious effect of perceived tourist value on satisfaction and behavioral intention in the future. Lee et al. (2020) recognized destination image as one of the most essential antecedents of customer satisfaction. N.P. Jin et al., 2013 indicated that perceived value and water park image have significantly positive influence on both new and repeat customer's satisfaction. Chen and Tsai (2007); M.N Khuong and P.D. Luan (2015) both claimed that perceived value is a significant antecedent and has instant positive relationship with customer satisfaction in tourism. Given that many researchers proven the positive connection between perceived value and customer satisfaction. This relationship in one way or another, has been justified.

H5: Perceived value has a positive impact on Destination satisfaction of tourist

2.4.6 Impact of Perceived value on intention to revisit

The perceived value of tourists will not only have an effect on the individual's decision before the trip, but also on their related behaviors after the visit (Lee et al. 2007). The research shows that in-depth study of perceived value is helpful for tour operators to understand tourists' current and future behavioral intentions, and can be used as an effective predictor of tourists' behavioral intentions (Cheng et al. 2013). After their investigation, Hutchinson et al. (2009)

showed through data that the positive perceived value of golf tourists led to their positive behavioral intentions (such as revisiting intentions and word-of-mouth communication). Cheng and Lu (2013) confirmed that tourists' perceived value has a positive impact on their intention to revisit. The study of Wu et al. (2016) also confirmed that the destination value perceived by tourists after playing is significantly positively correlated with the possible behavioral intentions of tourists in the future. Woodruff (1997) claimed that perceived value refers to the make use of a product by an individual within a specific circumstances, judges the performance of the said product and the impact they have on after use, this opinion implies the customer's purchase intention. Gallarza and Saura (2006); Chen and Chen (2010) claimed that perceived value has a solid connection with behavioral intention. Pandža Bajs (2015) also reported that perceived value has a positive and significant effect on both tourist satisfaction and behavioral intention in the futute. In general, perceived value was evidently having a positive connection with behavioral intention, which contains intention to revisit as well.

H6: Perceived value has a positive impact on Destination intention to revisit of tourist

2.4.7 Impact of Motivation on customer satisfaction

It has been recorded among researches the effect of motivation has customer satisfaction. D. Scorgin et al. (2010) indicated that a study on tourist motivation is crucial for destinations to gain knowledge about leisure tourist destination deciding process. A. Beerli and J.D. Martin (2004); B. Trauer and C. Ryan (2005) believed that motivation has the ability to increase destination image, F. Meng and M. Uysal (2008) indicated that it has connection with tourist satisfaction and loyalty. Yoon and Uysal (2005) reported that in an constantly competitive market, the achievement of marketing destinations should be instructed by a comprehensive analysis of tourist motivation and its relationship with tourist satisfaction and loyalty. In the research of S.A. Pratminingsih, C.L. Rudatin, T. Rimenta (2014), they studied the connection between various variables (which include motivation) in the prediction of revisit intention within customer in Bandung- a highly visited city among tourists in Indonesia. Their research, after completed the interviewing and data analysis process, has supported the connection between motivation and satisfaction. They believed that motivation and satisfaction are positively related. H. San Martín and I. A. Rodríguez (2008) revealed that motivation factors have impact on overall satisfaction. The outcome from push motivation components contains the novelty, relaxation, psychological need, prestige and human relationship while natural and cultural resources, expenditure, service quality and image would be categorized in pull factors. Yoon and Uysal (2005); Lee (2009) all believed that tourist motivation overall and push and pull motivation to be specific have been analyzed as antecedents of tourist satisfaction and tourism destination loyalty. Khuong and Ha (2014) believed that push and pull motivations have a high in strength relationship with both satisfaction and behavioral intentions. In general, by the measurement of push and pull factors, motivation has been proven by many researchers to having a positive relationship with customer satisfaction.

H7: Motivation has a positive impact on Destination satisfaction of tourist

2.4.8 Impact of Motivation on intention to revisit

In similarity of the connection between motivation, there has been many researches that support the positivity of the connection between motivation and intention to revisit. Yoon and Uysal (2005) indicated that push motivation determined destination loyalty but pull factor isn't. Khuong and Ha (2014) reported that push and pull motivation components have positive direct and indirect connection with intention to return. There was mass researches that proven the mediating role of satisfaction in the connection between push motivations and revisit intention of domestic tourist (Lee and Hsu, 2013; Lee, 2009; Khuong and Ha, 2014; Suardana et al., 2014; Yoon and Uysal, 2005). Satisfaction in general was also been experimented to be act as a mediating role in the relationship between pull motivation of domestic tourists and their revisit intention (Khuong and Ha, 2014; Battour et al., 2012). In the research of B. E. Bayih and A. Singh (2020), authors indicated that push and pull travel motivation designed for determining satisfaction and post visit behaviors, they also stated that this theory aligns with the opinions of many research, which they mentioned as: Suardana et al., 2014; Kim, 2008; Yoon and Uysal, 2005; Khuong and Ha, 2014; Battour et al., 2012. Lastly they claimed that pull travel motivation influence satisfaction, revisit and recommendation intention the most. S.A. Pratminingsih et al. (2014) proven in their research that there is a positive connection between motivation and revisit intention, they believed that because of the constantly growth in Indonesia's economy, people occurs the thoughts of stress within their lives and Bandung was observed as a feasible way to relax and regain their energy.

H8: Motivation has a positive impact on Destination intention to revisit of tourist

2.4.9 Impact of Perceived risk on satisfaction.

There has been some research address the influence perceived risk had on satisfaction. Yüksel and Yüksel (2007) studies the underlying impact risk perception has on tourist emotion, satisfaction and loyalty intention in shopping. Chang (2010) studies the differences in nationality of youth tourists' risk perception and its effect on satisfaction in Taiwan. Some researches founded that perceived risk influences satisfaction (Chen et al., 2017; Khasawneh and Alfandi, 2019; Sohn et al., 2016) . And it has been widely proven that risk perception decreases satisfaction (Angulo and Gil, 2007; Gray and Wilson, 2009; Kozak, Crotts, and Law, 2007; Yuksel and Yuksel, 2007). Some studies indicated that perceived risk has a negative impact towards satisfaction (Chen and Li, 2007; Yuksel and Yuksel, 2007) in the aspect of tourism (Bojanic, 1996; Chen, 2008; Chen and Chen, 2010) . The unpredictability which has been examined in tourism research contains health, political instability, terrorism, strange food, and cultural barriers, these are all the key reasons that causes dissatisfaction within tourists (Kapu'sci'nski and Richards, 2016). Hence, the establishment of the proposal hypothesis of this study.

H9: Perceived risk has a negative impact on Destination satisfaction of tourist

2.4.10 Impact of Perceived risk on intention to revisit

There has been a tremendous amount of research address perceived risk and behavioral intention as well as its mutual connection. Not only it influences the intention to search for information before purchase but the buying process and post-buying decision as well (Mitra, Karathanasopoulos, Sermpinis, Dunis, Hood, 2015). In tourism industry, if the immensity of perceived risk took role in destination visiting increases, people would likely to dodge destinations they granted as unsafe for the reason in tourism, perception equals reality to the extent of decision making (Kapu'sci'nski and Richards, 2016). Unlike satisfaction, the influence perceived risk has on loyalty intentions, which includes recommendation and intention to revisit, has been forsaken (Chen and Li, 2007; Lee et al., 2005; Yuksel and Yuksel, 2006). L.C. Cong (2020) believed that perceived risk acted as a crucial role when it comes to influencing destination decision making process and post decision making behavior, which is satisfaction, intention to revisit and word-of-mouth. Individuals that experiences unpleasant perceived risk would visualize their actual experiences negatively, which leads to decrease in satisfaction, almost no intention to revisit and intention to recommend as well (Chen and Li, 2007; Lee et al., 2005; Yuksel and Yuksel, 2006). Some studies revealed their result regarding perceived risk and behavioral intention, it is evidently proven that perceived risk impacts on tourists intention to revisit. It is comprehensively reported in the research of Kozak et al. (2007) that tourists who perceived specific destinations to be in danger are in a great chances to avoid them in their future intentions. The moment tourists interact problems while on their travels or tours, said tourist would immediately enhance a risk perception regarding said tourist destination. In general, dissatisfaction will occurs (Rindrasih, 2018) and causes lessens the demand that can crucially impacts the rate of revisit intention. With all the claims and findings from previous studies, this research propose a hypothesis.

H10: Perceived risk has a negative impact on Destination intention to revisit of tourist

2.4.11 Impact of Cultural contact on satisfaction

There has been many researches examines the connection between cultural and satisfaction, and it has been proven comprehensively. Vu et al. (2020) studies the effect of cultural contact and service quality towards satisfaction in tourism. From the findings of previous studies, they believed that since satisfaction would be reflected in positive behavior such as revisit, recommendation or repurchase, travel firms need to determine qualities that tourists utilize to measure their quality in general, hence their hypothesis: cultural contact has a positive impact on satisfaction, later on they tested and reported that cultural contact, which is one of many components, has a close connection with determining satisfaction. João Romão et al., 2015 studies the connection between motivation, which contains culture; product differentiation; market segmentation, and satisfaction of tourists visiting Amsterdam. Their findings showed that visitors traveling to Amsterdam for business intention are influenced significantly by business opportunity existing in Amsterdam, whereas travelers go to Amsterdam for holiday purpose could be connected strongly to the entertainment and cultural motivation. They also founded that local lifestyle and traditions acted as an crucial role to the extent satisfaction and

loyalty of tourist, hence the approval of the connection between cultural contact and satisfaction. Valle et al., 2001 also approved the influence cultural contact has on satisfaction. In the research of B.N. Viet et al. (2020), with findings of previous studies, they believed that, first, by participating into activities involving local culture and residents, tourists believed the likelihood of gaining more amount of knowledge and further understanding of tourist destination's culture (H. Chen and Rahman, 2018), secondly, destination's culture would be more attractive to long-distance tourists, which leads to the joyfulness and excite about having a brand new experience, which then increase satisfaction. From those two findings, B.N. Viet et al. (2020) stated that cultural contact has a positive impact towards satisfaction. They later succeeded in verified the connection between these two variables. With all proven theory from previous studies, this research propose the hypothesis.

H11: Cultural contact has a positive impact on Destination satisfaction of tourist

2.4.12 Impact of Cultural contact on intention to revisit

Similar to the connection between cultural contact and satisfaction, there has been many research address this connection. B.N. Viet et al (2020), from the claims of previous studies, believed that cultural contact positively influences revisit intention. To be more specific, the moment tourist acknowledge the appealing and the vibrance of a new culture, they will appears to be actively interest in the activities that the destination supply, participate in those activities and enjoy more (H. Chen and Rahman, 2017). Through a far more understanding of and participate into a local culture and peoples' way of life, tourist will have the ability to have an authentic and unremarkable experience (Tung and Ritchie, 2011), hence the likelihood for the customer to revisit (H. Chen and Rahman, 2017; Romao et al., 2015; Vu et al., 2020). H. Chen and Rahman (2017); Romao et al. (2015); Vu et al. (2020) believed that higher level of cultural contact leads to revisit intention also. With that being said, this research propose a hypothesis

H12: Cultural contact has a positive impact on Destination intention to revisit of tourist

2.4.13 Impact of Customer satisfaction on intention to revisit

There has been a tremendous amount of research focused on the study of relationship between customer satisfaction and behavioral intention, and there has been found several claims regarding how strongly connected these two variables are. Canny (2012) founded that tourists visualize their satisfaction with behavioral reaction like giving recommendations, say pleasant things about the service and return to the destination. Berhanu Esubalew Bayih, Apar Singh (2020) believed that tourist's satisfaction without any doubt, influences their behavioral intention as well. They also founded that the relationship between customer satisfaction and behavioral intention has been proven in researches that studies in identical environments, there was a numerous of researches listed in their research which is: A direct positive connection between satisfaction and service loyalty variables was studied within diving tourists in Bali (Suardana et al., 2014). Lee (2009) on the approval of the impact of satisfaction made on tourist's future behavior in nature-focused area settings, and there was some researches study

about in in a more specific form of natural area like island destination (Ramseook-Munhurrun et al., 2015) and experience on tourist's heritage tourism (Chen and Chen, 2010). There was also researches studied the significant positive relationship between satisfaction and behavioral intention in the niche markets aspect. Kim (2008) witnessed the positive relationship of satisfaction and destination loyalty within the student pleasure travel market; Battour et al. (2012) studied it in Muslim tourist; Khuong and Ha (2014) observes it international leisure tourist; festival attendees was also be analyzed (Lee and Hsu, 2013); Kwenye and Freidmund (2016) studied such relationship in domestic tourists towards natural tourist settings. A variety of prior studies validated that tourist's satisfaction is a triumphant mediating variable in behavioral models of tourism (Lee, 2009; Osman et al., 2006).

In a far more level of concentration of behavioral intention, it be divided into two specific set of actions, which is recommendation and return. There are a vast number of researches studies the effect of tourist satisfaction on behavioral intention taking these two variables into account. The connection between satisfaction and behavioral intention (intention to recommend and intention to return) was proved in several researches (Prayag and Ryan, 2012; Zabkar et al., 2010; Do Valle et al., 2006). Huang and Hsu (2009) studies the relationship directly with revisit intention, instead of behavioral intention, of Chinese tourists to Hong Kong. Do Valle et al. (2006) indicates that satisfaction directly determines the likelihood to revisit and the readiness to recommend others to visit the exact destination of international tourists. S. Jang et al. (2007); C.G.Q. Chi and H. Qu (2008); A. Beerli and J.D. Martin (2004); S. Coban (2012) have provided empirical proves that tourist's satisfaction is a crucial indicator of their intention to return and make recommendation about the destination to others. Um et al. (2006) reported that revisit intention was considered as an extension of satisfaction. Assaker and Hallak (2013); Chen and Chen (2010); Khasawneh and Alfandi (2019) claimed that the moment a tourist raises pleasant feelings from a tourist destination, they would likely to satisfied with said place, which transfers to increased intention to revisit. The relationship between tourist satisfaction and behavior has been comprehensively demonstrated in previous studies. Satisfaction was the key component in measuring the likelihood of tourist to recommend and return to a certain destination (Hui, Wan and Ho, 2007; Yoon and Uysal, 2005).

H13: Satisfaction has a positive impact on Destination intention to revisit of tourist

2.4.14 Impact of Destination image on perceived value

The solid relationship between perceived value and destination image has been widely examined among tourism scholars. Cheng and Lu (2013) analyzed the connection between tourism destination image and perceived value, and the final outcome of the systematic equation model demonstrated that there is a significant relationship between them. Lban et al. (2015) utilize the festival tour as an example, and the results appeared that destination image have an impact on perceived value and affects the intention to visit in customer in further. Chen and Tsai (2007) indicated that destination image influences tourist satisfaction by perceived value and has both direct and indirect impact on behavioral intentions. P.Ramseook-Munhurrun

et al. (2015) studies the structural relationship of destination image, perceived value, tourist satisfaction and loyalty in Mauritius. They build up a theory higher destination image would leads to the rise of perceived value as well. After finished the data analysis process and move to the conclusion, they concluded that their study supplies solid proof to defend the idea that stated destination image affects perceived value and satisfaction. Given that many research support the relationship between these two variables, we insist to included it's connection into our research in order to strengthen the connection and consistent between variables.

H14: Destination image has a positive impact on perceived value

2.5 Proposed hypothesis and model

After conducted information and theories from another researches, this research would propose the following theoretical model for this research
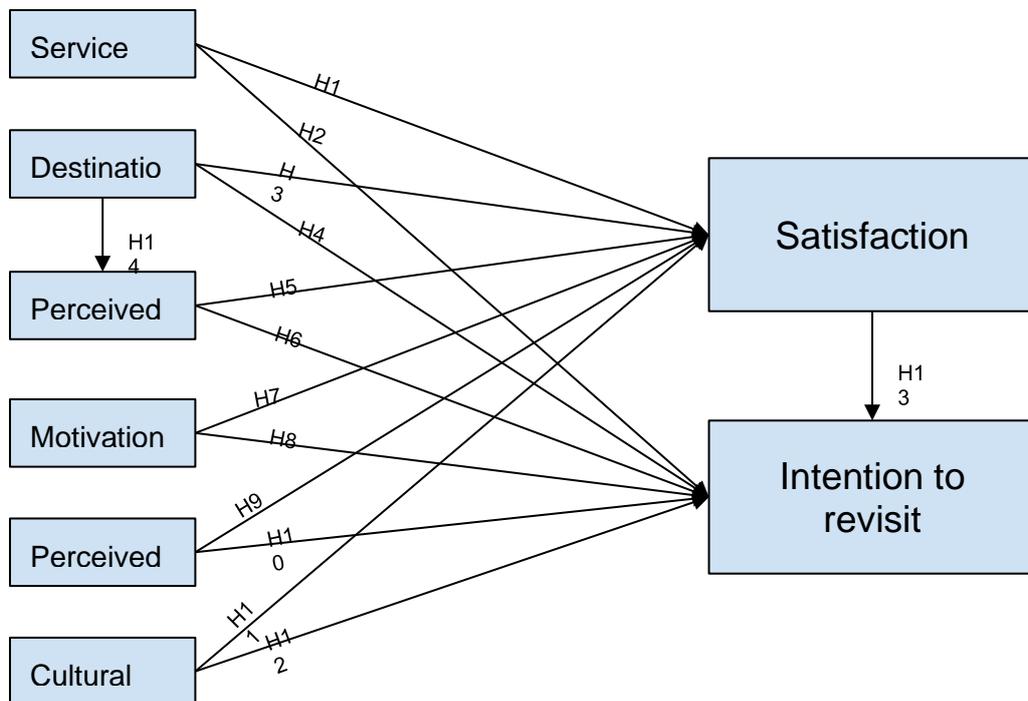
Diagram 2.8: Conceptual model of this research

As you can see evidently, from the left side of the model, demonstrates all the independent variables that have an influence towards two dependent variables. The matter of influence has been conceptualized by the arrow from the independent variable pointed towards the dependent variables. Each independent variable generates two arrows. Lastly, the theory of satisfaction has a significant influence on intention to revisit, has been demonstrated by an arrow, from satisfaction, points toward intention to revisit. On the arrows there are texts noted as H1, H2 and so on,... indicating the name of the connection between the variables, from left to right, in this research.

H1: Service quality has a positive impact on Destination satisfaction of tourist

H2: Service quality has a positive impact on Destination intention to revisit of tourist

H3: Destination image has a positive impact on Destination satisfaction of tourist

H4: Destination image has a positive impact on Destination intention to revisit of tourist

H5: Perceived value has a positive impact on Destination satisfaction of tourist

H6: Perceived has a positive impact on Destination intention to revisit of tourist

H7: Motivation has a positive impact on Destination satisfaction of tourist

H8: Motivation has a positive impact on Destination intention to revisit of tourist

H9: Perceived risk has a negative impact on Destination satisfaction of tourist

H10: Perceived risk has a negative impact on Destination intention to revisit of tourist

H11: Cultural contact has a positive impact on Destination satisfaction of tourist

H12: Cultural contact has a positive impact on Destination intention to revisit of tourist

H13: Satisfaction has a positive impact on Destination intention to revisit of tourist

H14: Destination image has a positive impact on Destination perceived value of tourist

Below demonstrates the summary of references that support this research's hypothesis.

	Variables		Supported reference
H1	Service quality	Satisfaction	Chen and Chen (2010); Zeithaml et al. (2010); Bitner et al. (1994)
H3	Destination image		Ramseook-Munhurrun et al. (2015); Prayag and Ryan (2012); Castro et al. (2007)
H5	Perceived value		S.A. Haji et al. (2021); N.P. Jin (2013); M.N. Khuong and N.T. Phuong (2017)
H7	Motivation		A. Beerli and J.D. Martin (2004); B. Trauer and C. Ryan (2005); Khuong and Ha (2014)
H9	Perceived risk		Yüksel and Yüksel (2007); Angulo and Gil (2007); Chen and Li (2007)
H11	Cultural contact		H. Chen and Rahman (2018); B.N. Viet et al. (2020); Valle et al. (2001)
H2	Service quality	Intention to revisit	Karim et al. (2013); Kotler et al. (1996); Chi and Qu (2008)
H4	Destination image		Cole and Scott (2004); Jin et al. (2013); Chen and Tsai (2007)
H6	Perceived value		Lee et al. (2007); Hutchinson et al. (2009); Wu et al. (2016)
H8	Motivation		Battour et al. (2012); Lee and Hsu (2013); Suardana et al. (2014)
H10	Perceived risk		L.C. Cong (2020); Rindrasih (2018); Lee et al. (2005)
H12	Cultural contact		H. Chen and Rahman (2017); Romao et al. (2015); Vu et al. (2020)

H13	Satisfaction		B.E. Bayih and A. Singh (2020); Lee (2000); Lee and Hsu (2013)
H14	Destination image	Perceived value	Cheng and Lu (2013); Chen and Tsai (2007); Lban et al. (2015)

Table 2.2: Synopsis of studies that support hypotheses

2.6 Literature gap

Tourism, as well as marketing research in general, has been studied splendidly and in vast amount, direct in many aspects, in many scale. In Vietnam there existed a decent quantity of tourism research in many area throughout the whole nation also. However, there still been found some aspect or matter that might hasn't been address or being studied enough, given the level of importance that matter or aspect has.

Perceived risk and cultural contact, comparing to other variables, has a lower number of researches that studies it. Most founded research studies the underlying mechanism of satisfaction or intention to revisit, as for dependent variables, destination attributes; perceived value; motivation were the common variables being used to determine the independent variable. Perceived risk and cultural contact even though has been proven to be a significant variable in tourism research, it still has not being commonly studied in Vietnam. The research of B.N. Viet et al. (2020) were the only research that address these two variables in Vietnam. Future research should utilize these two variables, separately or together to study the perception of risk and contact of cultural within Hanoi or any other destination in Vietnam as well as the world, given that these two are both significant components in tourism research.

Consumer behavior is also a very useful factor that marketing and tourism agencies can benefit from. By understanding the psychological process or the intention behind motivations or behavior of customer, business owners can alter their strategy as well as physical and digital infrastructure to attract more customer and retain loyalty among old customers. However, there hasn't been any research that address this aspect, instead most directs at the destination itself, along with its feature and trait. Future research could conduct a study addressing consumer behavior to be able to organize a new aspect of recommendation, which might be more practical and suitable.

Most studies, when considering destination attributes or what determines their independent variables, didn't consider environment cleanliness. The hygiene status of a destination could significantly moderates a tourist's consideration process of deciding said destination as their future place to visit. Most tourists, while considering safety and friendliness of a location, also consider its current state of sanitation. It has been found that areas that has low level of hygiene doesn't attract tourism customer effectively. Researchers in the future could gather opinions of previous tourists regarding hygiene level of destination to acknowledge their current perception of said destination, from that generate a splendid and throughout recommendation and report regarding the aspect.

CHAPTER 3: METHODOLOGY

Based on the background of the tourism situation in Hanoi in Chapter 1 and the database in Chapter 2, this chapter clarifies the research methodology, how to create the research, and explains why for the choice. This chapter consists of seven major sections: research philosophy, research process, research methodology and research approach, research design, data sources, data collection method and data analysis methods. Based on each specific characteristics of the methods for the topic to choose the most suitable method for this study.

3.1 Research philosophy and Research Approach

3.1.1. Research philosophy

According to Bajpai, N. (2011), research philosophy deals with the source, nature and development of knowledge. A research philosophy is a set of beliefs about how evidence on a phenomena should be collected, analysed and used. Although the concept of knowledge production may appear to be substantial, doing it as part of your dissertation research. To answer the research topic, you will gather secondary and primary data and conduct data analysis, which will result in the development of new knowledge.

In essence, addressing research philosophy in your dissertation entails recognizing and assumptions.There are four categories which are realism, positivism, interpretivism, pragmatism. Realism, positivism, interpretivism, and pragmatism are the four categories.

- Realism: According to Saunders, Lewis and Thornhill (2012), realism research philosophy relies on the idea of independence of reality from the human mind. This philosophy is based on the assumption of a scientific approach to the development of knowledge. It can be divided into two groups: direct and critical. Schwandt adds that "scientific realism is the view that theories refer to real features of the world. 'Reality' here refers to whatever it is in the universe (i.e., forces, structures, and so on) that causes the phenomena we perceive with our senses" (1997, p. 133).
- Positivism: Positivism research philosophy adheres to factual knowledge and information which are gathered through observations. Quantitative research methods are preferred by positivists which includes social surveys, gathering official statistics, structured questionnaires, etc. as these are considered to be efficiently reliable and representative (Mackey and Gass, 2015).
- Interpretivism: Interpretivism refers to the approaches which emphasise the meaningful nature of people's character and participation in both social and cultural life (Elster, 2007; Walsham, 1995). It denotes that the methods of the research which adopt the position that people's knowledge of reality is a social construction by human actors, and so it distinctively rules out the methods of natural science (Eliaeson, 2002; McIntosh, 1997).

● Pragmatism: Pragmatism as a research paradigm refuses to get involved in the contentious metaphysical concepts such as truth and reality. Instead, it accepts that there can be single or multiple realities that are open to empirical inquiry (Creswell and Clark 2011).

Conclusion: Each philosophy carries a different characteristic, to study this topic is positivism. Positivism follows factual knowledge and information by doing surveys, sometimes observations, and interviews. Reliable and representative research results are advantageous, which is entirely appropriate consistent with research.

3.1.2. Research Approach

Hypotheses and judgments on whether the findings are accurate or incorrect are based on a study strategy, according to Saunders, Lewis, and Thornhill (2012). There are three sorts of research methods: inductive, deductive, and abductive.

A deductive method entails formulating a hypothesis (or hypotheses) based on current theory and then devising a research plan to test it (Wilson, 2010). Deductive reasoning is defined as reasoning from the specific to the universal. If a theory or a case example appears to imply a causal relationship or link, it may be accurate in many situations. A deductive design might be used to examine if this relationship or link held true under more broad conditions (Gulati, 2009). Hypotheses, which may be derived from the theory's premises, can be used to describe the deductive method. To put it another way, the deductive method is concerned with drawing conclusions from premises or assertions. Deduction begins with observations and attempts to discover a pattern within them, whereas deduction begins with observations and seeks to find a pattern within them (Babbie, 2010).

The inductive technique, also known as inductive reasoning, begins with observations, and hypotheses are offered as a result of observations at the conclusion of the research process (Goddard and Melville, 2004). Inductive research is "involves the search for pattern from observation and the development of explanations – theories – for those patterns through series of hypotheses" (Bernard, 2011). Inductive investigations do not need any theories or hypotheses at the start of the research process, and the researcher is free to change the course of the study once it has begun. It is critical to emphasize that using an inductive method does not mean ignoring theories when developing research questions and objectives. The inductive approach aims to generate meaning from the data set collected in order to identify patterns and relationships in order to construct a theory; however, the inductive approach does not preclude the researcher from formulating the research question to be investigated using existing theory. According to Saunders, M., Lewis, P. and Thornhill, A. (2012) Learning through experience is the foundation of inductive thinking. In order to draw conclusions, patterns, resemblances, and regularities in experience (premises) are observed (or to generate theory).

Abductive research, unlike inductive and deductive reasoning, can explain, develop, or replace the theoretical framework before, during, or after the investigation (Dubois and Gadde, 2002). Abductive research, in reality, alternates between inductive and open-ended research settings,

as well as more imaginary and deductive attempts to test theories. Abductive reasoning, as shown in Dubois and Gadde's model, is a pragmatic method to improving the social sciences through a process of "systematic combining" in academic research.

Deductive reasoning is the most suitable research method in this study. Tourism quality factors affecting customer satisfaction and intention to return should be surveyed and evaluated most logically before reaching a final conclusion. When all the proposed statements are true, then the deduction rules are applied and the result obtained is certainly true.

3.2 Research process

According to Hair et al. (2012) illustrates the 11 stages or four phases of the marketing research process utilized in this study, including: Determine the research problem, select the appropriate research design, execute the research design, and communicate the research results. Each phase in the marketing research process is explained in detail below, with special attention paid to how each was used in this study.

3.2.1 Phase I: Determine the Research Problem

introduces practical problems and theoretical problems, thereby defining research objectives.

Step 1: Identify and clarify information needs

Step 2: Define the research problem and questions

Step 3: Specify research objective and confirm the information value

3.2.2 Phase II: Select the Research Design

This section defines the research methodology, the data collection method, and identifies the issues to be tested and measured. From there, take out a survey to collect data.

Step 4: Determine the research design and data sources

Step 5: Develop the sampling design and sample size

Step 6: Examine measurement issues and scales

Step 7: Design and pretest the questionnaire

3.2.3 Phase III: Execute the Research Design

Phase 3 performs data collection, analyzes this piece of data, and interprets the data to determine the importance of factors affecting tourist satisfaction and intention to return.

Step 8: Collect the prepared data

Step 9: Analyze data

Step 10: Interpret data to create knowledge

3.2.4 Phase IV: Communicate the Research Results

Step 11: Prepare and present final report

3.3 Research Methodology

Quantitative research

3.3.1 Definition

A large sample of persons who are typical of the entire population is used in quantitative research (Malhotra and Peterson, 2006). Quantitative research, according to these writers, is characterised by organization and bigger responder samples. Quantitative research is concerned with acquiring numerical data and aggregating it across groups of individuals, or with predicting or clarifying a specific phenomena.

3.3.2 Characteristics of Quantitative Research

Quantitative research, is easier for researchers to employ than qualitative research since it deals with quantity and numeric data. Quantitative research is used to measure variables that are related to the study aim and to examine the correlation between them by converting the gathered data into numbers and numerical statistics.

3.3.3 Quantitative data format

Information is gathered in order to categorise groupings: numbers, quantities, ratios, incidence and prevalence.

3.3.4 Quantitative advantage

Because it involves a bigger sample that is randomly selected, the quantitative findings are likely to be generalised to a full population or a sub-population (Carr, 1994). Apart from sampling, data processing takes less time since it employs statistical software such as SPSS

(Connolly, 2007). Then, quantitative research must follow the positivist paradigm of measuring variables (Kauber, 1986).

3.3.5 Quantitative disadvantage

Quantitative research can become constrained in its pursuit of exact, statistical correlations, causing researchers to overlook greater themes and connections. If you simply focus on statistics, you risk missing out on surprising or big-picture insights that might benefit your company.

3.4. Research design

Research designs are the procedures for gathering, analyzing, interpreting, and reporting data in research undertakings. It is a broad technique for connecting conceptual research issues with relevant (and possible) actual research. In other words, the study design specifies the method for gathering and evaluating the necessary data, as well as how all of this will be used to answer the research question (Grey, 2014).

- Step 1: The major goal of this research is to figure out what elements influence customer satisfaction and return intention to Hanoi for high-quality tourism services.
- Step 2: Literature review: identifying, synthesizing and evaluating all scientific research around the problem or research question. It is the process of critically analyzing a relationship between different research results and relating all of them to the research.
- Step 3: Proposed model and hypotheses: Understanding the previous models in the above studies carefully, the research model for this paper develops and builds hypotheses. Moreover, the research model also depends on specific case study to suit the research process.
- Step 4: Quantitative study: In order to confirm or reject a concept, quantitative research evaluates attitudes, actions, viewpoints, and other elements. This is done by collecting numerical data that may be easily measured and used to evaluate "statistical significance." To acquire "numerical data," closed-ended inquiries such as Likert scales or multiple-choice inquiry forms are employed. Following the distribution of the survey to your target population, the responses for each answer choice may be simply measured. Questions must be objective in order to collect and understand respondent data.
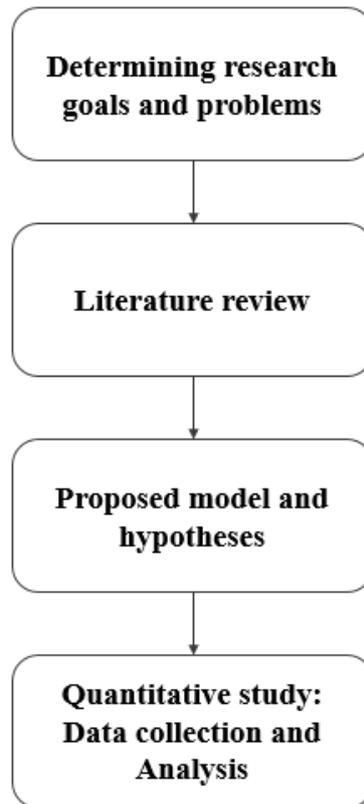
Diagram 3.1: Research Design.

3.5. Data resource

The importance of data collection in statistical analysis cannot be overstated. In research, there are various methods for acquiring data, all of which fall into one of two categories: primary and secondary data.

3.5.1. Secondary data

Secondary analysis, according to Hakim (1982), is any further analysis of an existing dataset that offers interpretations, conclusions, or information that is distinct from, or additional to, that which is provided in the original report on the inquiry as a whole and its primary results.

Secondary data was chosen because of the efficiency and speed connected with the utilization of existing resources, as well as to expand the sample size of research.

To comprehend what is already known and what needs to be discovered about a topic, most research begins with a study of secondary sources and studies conducted by others in the exact area of interest. Given the growing availability of previously obtained data to researchers, it is necessary to clearly characterize secondary data analysis as a systematic research technique.

3.5.2. Primary data

Primary data, according to Driscoll and Brize (2017), is information gathered by a researcher from primary sources using procedures such as surveys, interviews, and testing.

It's a term for information gathered at the time of collection. This type of information, also known as primary data, is acquired directly and is not processed or modified in any way. Primary data is original data that has been obtained particularly for the purpose in mind. It denotes that the data was obtained straight from the original source.

In order to obtain a multi-dimensional data source to study the factors affecting tourism in Hanoi, the study applies both primary and secondary data. Secondary data is collected on the internet with research articles, academic books and official websites of companies. Primary data was collected through an online survey and analyzed using spss software.

3.6 Data collection method

The survey was sent to the groups with people interested in tourism to synthesize people's opinions to assess how factors affect satisfaction and intention to return to tourist attraction.

The questionnaire consists of three sections. The first section is designed to determine the target respondents for this study. Respondents were asked to rate how much they agreed or disagreed with the items pertaining to their most recent visit to Hanoi in the second section. Each item was rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) (strongly agree). They were asked to fill out demographic questions in the last section.

3.6.1. Target sample

The objective of the survey is to find out the determinants of satisfaction and intention to return domestic tourists to the experimental site in Hanoi.

- Target sample
- Survey type: Online survey
- Age: Over 18 years old
- Gender: Male/ Female and Others
- Expected number of respondents: 300
- Scope of research: Vietnam
- Occupation: All

3.6.2. Sampling method

Individuals have an undetermined likelihood of being included in the sample in a non-probability sampling approach, with part of the probability being zero (Vehovar et al., 2016). That is to say, the things included in the sample must have a stronger justification for being

included in the sample than the other items. Convenience sampling, Purposive sampling, Quota sampling, and Snowball sampling are examples of non-probability sampling procedures.

In this study, the auditor will make judgments and choose which items are included in the sample under this procedure, resulting in no element having an equal probability of being chosen for the sample. This approach, unlike probability sampling, is not acceptable in statistical sampling and may only be used in non-statistical sampling. The auditor chose this approach because if the significant misstatement of the distribution is concentrated in specified populations or if the population is limited, random sample selection will not be favorable.

3.6.3. Measurement scales

Measurement may be done in research utilizing scales to quantify the research topic. The researcher's analysis will be guided by which scale to utilize, and the questionnaire will be presented more clearly. Nominal, ordinal, interval, and ratio are the four fundamental measuring levels (Stevens, 1946).

3.6.3.1 Nominal scales

Because nominal scales are just used for labeling or arbitrarily classifying variables, they are regarded the simplest to understand at the lowest level and weakest kind of measurement. When it comes to statistics, individuals frequently employ codes as a convention nevertheless, there is no mathematical meaning to these numbers, and there is no larger or smaller relationship between them (Stevens, 1946). Nominal scales are simply a sort of coding that is based on type or kind characteristics such as gender, race, and place of birth. Numbers, characters, colors, labels, or any other sign that distinguishes between the categories are commonly employed as coding.

3.6.3.2 Ordinal Scales

The ordinal scale, which builds on the nominal scale, is the second level of measurement. While both nominal and ordinal scales categorize data, the main distinction is that ordinal data is rank-ordered (i.e. highest to lowest) and highlights where data points are in relation to one another.. The numbers on the nominal scale are organized according to a rank or worse convention, but we don't know how far apart they are (Stevens, 1946) and typically uses non-numeric categories.

3.6.3.3 Interval scale

Interval Scales, which builds on the previous two levels, goes beyond classification and sorting by defining regular distances between categories or data points, known as intervals.. This scale's values can be added or subtracted together (but not multiplied or divided), and it doesn't have any absolute values (Stevens, 1946). Interval scales, like rating scales, establish a hierarchical connection, with the difference in values between the scale's ratings being equal.

3.6.3.4 Ratio scale

Scale scales are the greatest level of scales, possessing all of the features of nominal, nominal, and interval scales. The scales offer the rank as well as an equal gap between the ranks, as well as a real zero origin. Furthermore, because the zero point on the ratio scale is a number, we can use division to compute the ratio when comparing two values of the variable (Stevens, 1946).

This study uses nominal scale, ordinal scale, interval scale because it is necessary to consider the impact of factors affecting customer satisfaction and decision to return to Hanoi tourism.

3.6.4. Measurement models

3.6.4.1 Satisfaction

In the last three decades, scientists have focused on tourist satisfaction as a key study issue. There have been a lot of methodological techniques to measuring satisfaction explored, but no consensus on the optimum strategy has yet been achieved. The characteristics of tourists are vital factors for analyzing satisfaction (Quach 2013). Based on the research of (Quach, 2013), we choose a set of 5 items for variable satisfaction.

By regarding the empirical literature, we proposed the following hypotheses:

Code_item	Item	Reference
SATIS_1	This trip has a special meaning to me.	P.G. Quach (2013)
SATIS_2	Generally, I am very satisfied with my visitation.	
SATIS_3	I would love to return to Hanoi some day.	
SATIS_4	It was worth the price I paid for this trip.	
SATIS_5	I will highly recommend Hanoi to those who want to take a trip to this city.	

Table 3.1. Measurement scale of Satisfaction

3.6.4.2 Intention to revisit

We took a set of measurement questions from many researchers (Kim and Moon, 2009; Zabkar et al., 2010; Han and Hyun, 2012; Ryu and Han, 2011; SHA Kazmi et al., 2020) with 4 items to measure for the revisit intention variable.

Code_item	Item	Reference
INTRE_1	If had to decide again I would choose Hanoi again	Kim and Moon, 2009; Zabkar et al., 2010; Han and Hyun, 2012; Ryu and Han, 2011; S.H.A. Kazmi et al., 2020
INTRE_2	I would come back to Hanoi in the future.	
INTRE_3	I would more frequently visit Hanoi	
INTRE_4	Hanoi would be my first choice over other destinations.	

Table 3.2. Measurement scale of Intention to revisit

3.6.4.3 Perceived Value

With 7 items to measure for the Perceived Value variable, I combined a set of measurement questions from many studies (Choong et al (2007); Moon and Han (2018); S.A. Haji et al (2021)).

Code_item	Item	Reference
PERVAL_1	Traveling on this island offers reasonable prices	Choong et al (2007); Moon and Han (2018); S.A. Haji et al (2021)
PERVAL_2	Traveling on this island get a reasonable quality compared to the costs incurred	

Code_item	Item	Reference
PERVAL_3	Traveling on this island can receive the best benefits compared to other tourist destinations	
PERVAL_4	Traveling on this island receives good service	
PERVAL_5	Traveling on this island can give pleasure	
PERVAL_6	Travelling on this island provide me with amazingly beautiful tourist attraction	
PERVAL_7	Traveling on this island makes me feel better	

Table 3.3. Measurement scale of Perceived Value

3.6.4.4 Motivation

Based on Vinh, N.Q (2013), the motivation of tourists is a main factor to predict the tourists' satisfaction. There are 10 items to measure motivation variable that:

Code_item	Item	Reference
MOTIV_1	I can learn different cultures/ways of life	Vinh, N.Q (2013)
MOTIV_2	Hanoi has a variety of activities	
MOTIV_3	I can visit a new places	

MOTIV_4	I can seek the beauty of nature	
MOTIV_5	I want to have fun and enjoyment.	
MOTIV_6	I want to visit familiar places.	
MOTIV_7	I want to have romance or a romantic setting.	
MOTIV_8	I want to seek a variety of foods.	
MOTIV_9	I want to meet good service-minded people.	
MOTIV_10	I want to attend cultural events	

Table 3.4. Measurement scale of Motivation

3.6.4.5 Perceived Risk

The perceived risk of visitors, which is one of the aspects that has a link with return desire, is one of the areas that has sparked numerous studies on motivation for revisit intentions (Viet et al., 2020). Another major component in travel decision-making is risk perception (Khan et al., 2017).

Hence, the study designs the following hypotheses:

Code_item	Item	Reference
PERRIS_1	Food safety problems in Binh Thuan Province	B.N. Viet et al., 2020, Khan et al., 2017
PERRIS_2	Crime (theft, robbery, pickpockets) in Binh Thuan province	

Code_item	Item	Reference
PERRIS_3	Traffic accidents in Binh Thuan province	
PERRIS_4	Increase price of foods and accommodation in peak season	

Table 3.5. Measurement scale of Perceived Risk

3.6.4.6 Cultural Contact

The cultural contact variable was taken based on the study of B.N. Viet et al., 2020, H. Chen and Rahman (2018) with 4 items. It's probable that a higher level of cultural interaction is linked to the desire to return (H. Chen and Rahman, 2018; Romao et al., 2015; Vu et al., 2020). When visitors realise the allure and beauty of a new culture, they will take a keen interest in the activities on offer at the destination/site, participate in more activities, and enjoy their time more.

Code_item	Item	Reference
CULCON_1	I like to learn about different customs, rituals and ways of life	B.N. Viet et al., 2020, H. Chen and Rahman (2018)
CULCON_2	The more I see, hear, and sense about this culture, the more I want to experience it	
CULCON_3	I would like to get involved in cultural activities	
CULCON_4	Contact with this culture forms a very important part of my experience in this visit	

Table 3.6. Measurement scale of Cultural Contact

3.6.4.7 Destination Image

I used a series of measuring questions from previous studies (B.N. Viet et al., 2020, Cong and Dam (2017)) to create an 8-item scale to measure Destination Image.

Code_item	Item	Reference
DESIMG_1	Beauty of scenery: Beach, islands, sand hill, et.	Viet and Minh (2020), Cong and Dam (2017)
DESIMG_2	Environment.	
DESIMG_3	Entertainment and events.	
DESIMG_4	Historical relics	
DESIMG_5	Quality room.	
DESIMG_6	Room price.	
DESIMG_7	Taste and quality of food.	
DESIMG_8	Food price.	

Table 3.7. Measurement scale of Destination Image

3.6.4.8 Service Quality

A series of measurement questions based on prior research (Kozak (2001), Tosun et al. (2007) and Moutinho et al. (2012), SHA Kazmi et al., 2021) were used to generate scale of service quality.

Code_item	Item	Reference
SERVQUAL_1	Level of Hindi/English in the destination overall	Kozak (2001), Tosun et al. (2007) and Moutinho et al.(2012), S.H.A. Kazmi et al., 2021
SERVQUAL_2	Overall cleanliness of the destination	
SERVQUAL_3	Attitude of Local People	
SERVQUAL_4	Attitude of Staff in Tourism Overall	
SERVQUAL_5	Availability of Health Services	
SERVQUAL_6	Cleanliness of accommodation.	
SERVQUAL_7	Quality of Food at accommodation	

Table 3.8. Measurement scale of Service Quality

3.7. Data analysis method

SPSS (short for Statistical Package for the Social Sciences) is a statistical software application. SPSS software allows you to handle and analyze primary data, which is information obtained directly from study participants and is frequently used in sociological and economic studies. The following descriptive statistics were used in the statistical analysis: Cross-tabulation, Frequency, Description, Exploratory, Descriptive Ratio Statistics Univariate statistics: Means, t-test, ANOVA, correlation (two variables, one variable) section, distance), test for no gender Prediction for numerical results: Linear regression Prediction to identify groups: Factor analysis, cluster analysis (two-step, K-means, hierarchical), distinguish.

SmartPLS Software was used to implement structural equation modelling (SEM) in this study. Researchers may use SEM to examine and alter theoretical models in a thorough way

(Anderson and Gerbing, 1988). Furthermore, compared to multiple regression, SEM yields greater levels of prediction (Lee et al., 2011). PLS-SEM was employed instead of CB-SEM since our goal was to find characteristics that substantially predict student happiness (Becker, Rai and Rigdon, 2013). Furthermore, as compared to CB-SEM, PLS-SEM provides superior statistical power at all sample sizes, but especially at lower sample sizes (Hair et al., 2017). A total of 268 observations were collected for this study. Since of the limited sample size, the PLS-SEM method is advised because a specific link is more likely to be statistically significant when it exists in the population when using PLS-SEM (Hair et al., 2017).

The assessment is done in two parts when using PLS-SEM to analyze findings (Hair et al., 2018). The measuring instruments (measurement scales) must first be validated, followed by an analysis of the connections between constructs.

3.7.1. Descriptive analysis

Descriptive statistics are coefficients that characterize or summarize a data set in a concise manner, which may be representative of the full population or a portion of it. Descriptive statistics include concentration trend metrics and volatility indicators. The mean, median, and mode are measures of tendency, whereas the standard deviation, variance, min, and max are indicators of volatility.

3.7.2. Test of measurement models

3.7.2.1. Outer loading

Outer loading is an indicator showing the degree of association between the observed variable and the latent variable. About the essence, out loading is the absolute value R2(4.3.3) from the latent variable to observed variable. Hair et al. (2016) suggested that the external load system should be greater than or equal to 0.708 observed variable that is quality. Because $0.708^2 = 0.5$, mean is the hidden hidden variable explained 50% of variation of observed variable. In the view of Hair et al, it can be seen that these researchers rate an observed variable as quality if the latent variable explains at least 50% of the variation of that observed variable. It was more memorable for the researchers to round to 0.7 wide instead of the odd 0.708. Overall, outer loadings value requirement for each construct that should exceed 0.7 (Hair et al., 2016).

3.7.2.2. Cronbach's Alpha

Testing the reliability of Cronbach's Alpha scale helps check if the observed variables of the latent factor are reliable or not, qualified or not. This test reflects the degree of close correlation between observed variables in the same factor. It shows which of the observed variables of a factor, which has contributed to the measurement of the concept of the factor, and which has not. The Cronbach Alpha results of the great factor show that the observed variables we listed are brilliant, showing the characteristics of the latent factor, having an excellent scale for this factor.

Standards in testing the reliability of the scale Cronbach's Alpha:

- If a measurement variable has the correlation coefficient of the total variable, Corrected Item - Total Correlation ≥ 0.3, then the variable meets the requirements (Nunnally, J. (1978), Psychometric Theory, New York, McGraw-Hill).

- Cronbach's Alpha coefficient value level (Hoang Trong, Chu Nguyen Mong Ngoc (2008), Analysis of research data with SPSS Volume 2, Hong Duc Publishing House, page 24):
  - From 0.8 to close to 1: the scale is excellent.
  - From 0.7 to close to 0.8: the scale is usable to use.
  - From 0.6 and above: the scale is qualified.

Composite Reliability (CR) is preferred by many researchers over Cronbach's Alpha because Cronbach's Alpha underestimates reliability compared to CR. Chin (1998) suggested that in exploratory research, CR must be 0.6 or higher. With confirmatory studies, the threshold of 0.7 is the appropriate level of the CR index (Henseler and Sarstedt, 2013). Many other researchers also agree that the level of 0.7 is the appropriate threshold for the majority of cases such as Hair et al. (2010), Bagozzi and Yi (1988).

In conclusion, the thresholds were conducted in this research:

- Cronbach's Alpha ≥ 0.7 (DeVellis, 2012)
- Composite Reliability CR ≥ 0.7 (Bagozzi and Yi, 1988)

3.7.2.3. AVE, Fornell Larcker Criteria and HTMT

To evaluate the Convergence on SMARTPLS, we will depend on the average variance extracted AVE (Average Variance Extracted). A scale achieves convergence if the AVE is 0.5 or higher (Hock and Ringle, 2010). This level of 0.5 (50%) means that the average latent variable will explain at least 50% of the variation of each observed variable.

- Average Variance Extracted AVE ≥ 0.5 (Hock and Ringle, 2010)

The Fornell Larcker criteria, however, is not particularly precise, according to Henseler, Ringle, and Sarstedt (2015), especially when the load indication on a build changes only slightly. As a result, they claimed that values less than 0.90 imply discriminant validity, especially for structural models with conceptually comparable components like loyalty, emotional fulfillment, and cognitive satisfaction. To test the discriminant validity of the concept, we employed both the Fornell and Larcker (1981) criteria and the HTMT (Heterotrait-Monotrait Ratio) given by Henseler, Ringle, and Sarstedt (2015).

Discriminant value indicates the distinctiveness of a structure when compared with other structures in the model. The traditional approach to assess discriminant is to use the

$\sqrt{AVE}$ (square root of the AVE) proposed by Fornell and Larcker (1981). This traditional method has shortcomings and needs a more precise evaluation method. Henseler et al (2015) used simulation studies to demonstrate that discriminant validity is better assessed by the HTMT index they developed. SMARTPLS uses both of these discriminant measures, but still focuses more on HTMT.

With HTMT, Garson (2016) suggested that the discriminant value between the two latent variables is ensured when the HTMT index is less than 1. Henseler et al. (2015) propose that if this value is below 0.9, the value is less than 1. Discrimination will be guaranteed. Meanwhile, Clark and Watson (1995) and Kline (2015) use a more stringent threshold of 0.85. SMARTPLS prioritizes threshold selection of 0.85 in the evaluation.

Overall, there are two threshold of conditions:

- $\sqrt{AVE}$ > Correlation between latent variables (Fornell and Larcker, 1981)
- HTMT ≤ 0.85 (Kline, 2015)

3.7.2.4. VIF

Hair et al. (2019) declared that the threshold for evaluating VIF proposed by the authors is as follows:

- VIF ≥ 5: The probability of multicollinearity appearing is very high.

- 3 ≤ VIF ≤ 5: Multicollinearity may be encountered.

3.7.3. Test of structural model

3.7.3.1. R^2

The R^2 value of the endogenous construct (internship satisfaction) was examined. R^2 values range from 0 to 1, with higher values suggesting stronger explanatory power. R^2 values of 0.75, 0.50, and 0.25 can be regarded as substantial, moderate, and weak, respectively (Henseler, Ringle and Sinkovics, 2009; Hair, Ringle and Sarstedt, 2011).

The coefficient R^2 is a function that does not decrease with the number of independent variables included in the model, if more independent variables were added to the model, the more R^2 will increase. However, it has also been shown that the more variables an equation has, the better.

The significance of adjusted R^2 is the same as that of R^2, which reflects the accord of fit of the model. The adjusted R^2 calculated from R^2 is more frequently used because this value more closely reflects the reconciliation of fit of the multivariable linear regression model. The adjusted R^2 does not necessarily increase as we add more independent variables to the model. If the adjusted R^2 value is less than R^2 value, using it to evaluate the fit of the model is safer because it does not inflate the fit of the model.

In this research, the adjusted R^2 will be prior to put into practice.

3.7.3.2 f^2 (f Square)

Effect size f^2 (f Square) is the coefficient to evaluate the effect of each independent variable on the dependent variable. In terms of applicability, effect size f^2 is able to compare the order of impact of the independent variable on the dependent. Besides, f^2 suggested thresholds to determine the strength of variables. Each independent variable in the SEM model will have an f2.

Cohen (1988) proposed the thresholds for f^2 index to evaluate the importance of independent variables as follows:

- $f^2 < 0.02$: the effect is extremely small or has no effect.
- $0.02 \leq f^2 < 0.15$: small impact.
- $0.15 \leq f^2 < 0.35$: medium impact.
- $f^2 \geq 0.35$: high impact.

3.7.3.3. Path coefficient and P-value

In this part, there are two conditions that needed to be considered: Original Sample () and P Values. Original Sample is standardized impact coefficient of original data. P-value is the significance level of the t-test. P-values are compared significance level with comparison thresholds such as 0.05, 0.1 or 0.01 (commonly 0.05).

3.7.3.4. IPMA (Importance-Performance Map Interpretation)

Finally, once the proposed model was analyzed, the importance-performance map analysis (IPMA) was carried out ( ). This analysis expands the standard PLS outcomes
through the addition of a dimension that considers the average latent variable scores values. These new findings through IPMA give extra implications for management actions since it combines the importance analysis and performance aspects in PLS-SEM software (Ringle and Sarstedt, 2016). The analysis enables the identification of the most critical areas for specific actions (Shmueli et al., 2016). In addition, IPMA may provide recommendations on which constructions should be prioritized (Ringle and Sarstedt, 2016). As a result, IPMA assists organizations in recognizing high construct performance to give these constructs attention in the future and in identifying low construct performance to improve future performance (Hock, Ringle and Sarstedt, 2010).
Diagram 4.3: Importance-Performance Map Interpretation.
In Diagram 4.4, the grid has four quadrants: Quadrant I, Quadrant II, Quadrant III, and Quadrant IV. Each quadrant calls for a different firm's marketing strategy.

- Quadrant I: Possible overkill - low importance, high performance: business resources committed to these attributes would be overkill and should be deployed to other areas in the organisation. Here, the firm matches its resources and capacities to product or service attributes that are of no value to its customers. The firm is better off in shifting resources to other areas of major concern, for instance to Quadrant I.
- Quadrant II: "Keep up with the good work" - high importance, high performance: The firm seems to be performing very well within this zone as these zone signposts opportunities for achieving or maintaining competitive advantage and are major strengths. Attributes are perceived to be very important and at the same time, the firm seems to have a high level of performance in these activities.
- Quadrant III: "Concentrate here" - high importance, low performance: This area requires immediate managerial attention for improvement and are major weaknesses. Service attributes are perceived to be very important to customers, but performance levels are fairly low.
- Quadrant IV: "Low priority" - low importance, low performance are minor weaknesses and do not require additional effort. The firm is better off diverting resources from this area to other areas of strategic importance. For service firms, service attributes displayed in these quadrants help managers to identify areas with effective performance and prioritize areas needing improvement (Shieh and Wu, 2009).
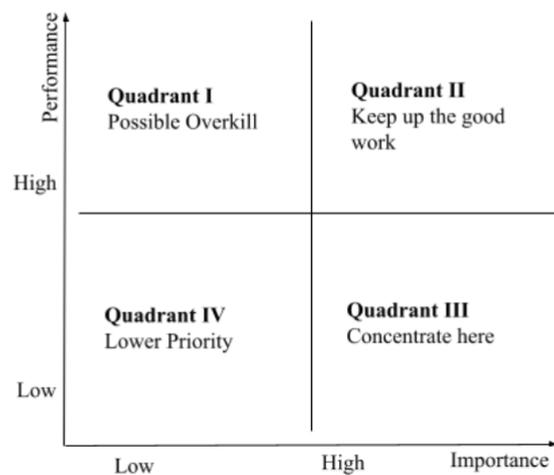
Diagram 3.2: IPMA Theory Interpretation

CHAPTER 4: DATA ANALYSIS AND FINDINGS

Introduction

This chapter described the research context of the determinants of destination satisfaction and revisit intention in Hanoi. The analyzes related to the research question as well as the results of those analyses. Firstly, descriptive analysis including preliminary analysis and demographic

analysis. Secondly, in inferential analysis, PLS-SEM model evaluation consists of two steps: Confirming the measuring model's reliability and validity, and analyzing the sign and significance of structural relationships between constructs. Finally, the Importance–Performance Map analysis and findings will be presented.

4.1. Survey analysis

The survey was collected in three weeks (from 29 October to 19 November, 2021). Total of collected sample is 577 online survey samples. After rejecting invalid samples, there are 569 samples are accepted for analyzing

4.1.1. Respondent profile

In 569 samples was collected, there are 370 samples was participated in by male and 199 samples were done by female (accounted for 65% and 35% respectively).
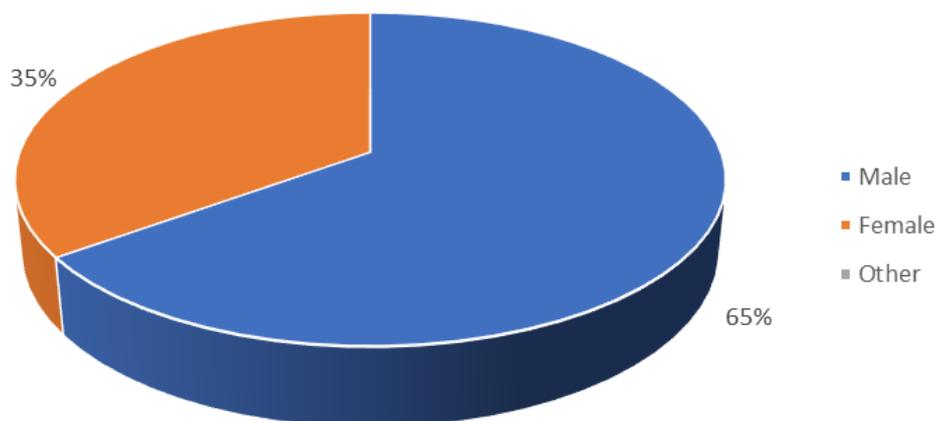
Chart 4.1: Gender of respondent profile.

The last time tourists came to Hanoi was expressed in order to evaluate accurate information, hence supporting for research purposes. During the pandemic Covid 19, tourists who recently came to Hanoi are mainly inland tourists. Indeed, 1-6 months ago accounted for 62 %, ranked later is 6-12 months ago, figured out 30%. There are 3 groups which occupy trivial percentages of the pie chart are 1-2 years ago, 3-5 years ago and 6 years ago with 5%, 2% and 1% respectively.
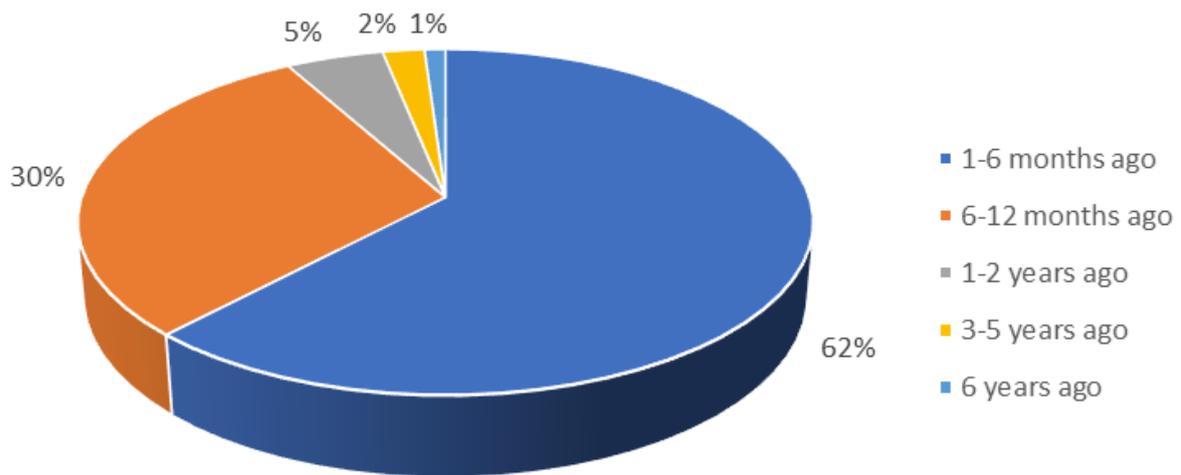
Chart 4.2: The last time respondents travelled to Hanoi.

Age of this study was divided into 6 main groups which are 18 below, 19 to 30 years old, 31 to 40 years old, 41 to 50, 50 to 60 and above 61. The largest proportion is the group 18 to 30 years old (accounted 58.5%). The proportion of group 31 to 40 years old was 28.8% and percentage of group 40 to 50 year-old was accounted 6.5%, which fairly resembles the below 18 years old group (5.1%). The smallest number was 1.1% which is the percentage of group above 60 years old. In general, the age groups of respondents are 18 to 30 years old and 31 to 40 years old that are suitable to Hanoi's tourist profile.
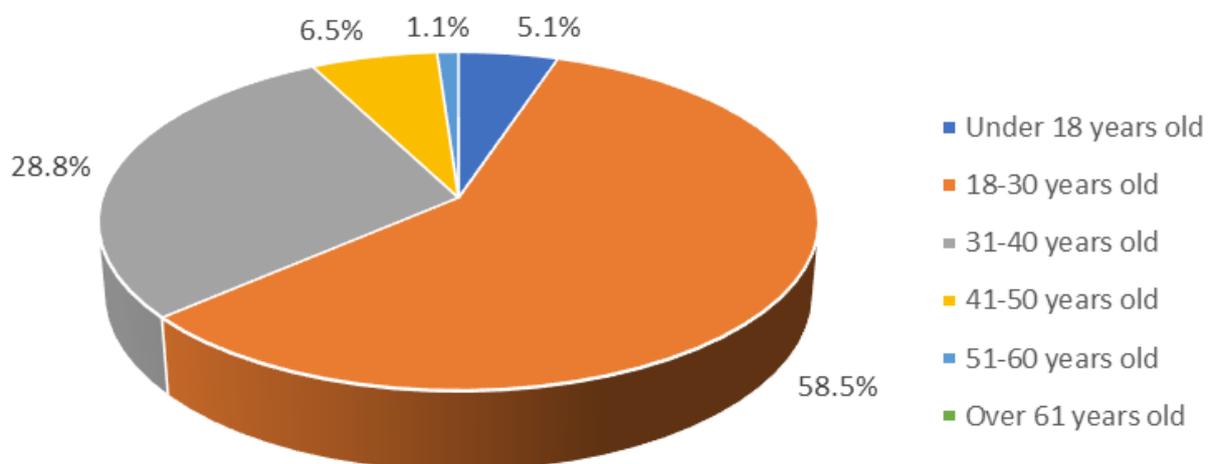
Chart 4.3: Age of respondent profile.

The intention of collectors are mainly approach inland tourists, because of the pandemic Covid-19 and media channels, hence surveyors were created in Vietnamese. Thus, nationality of the respondents are Vietnamese people homogeneously.
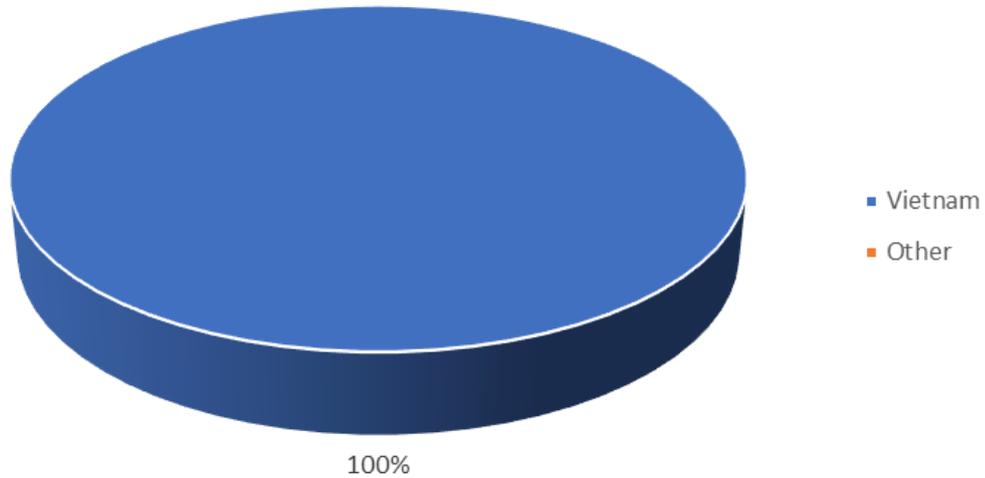
Chart 4.4: Nationality of respondent profile.

In the regional section, it was divided into 3 main regions which are Northern, Central, Southern. A very large majority are those living in the North accounting for 59.9%. Besides, 21.8% was collected from people living in the South and a small proportion of people living in the Central region accounted for 18.3%.
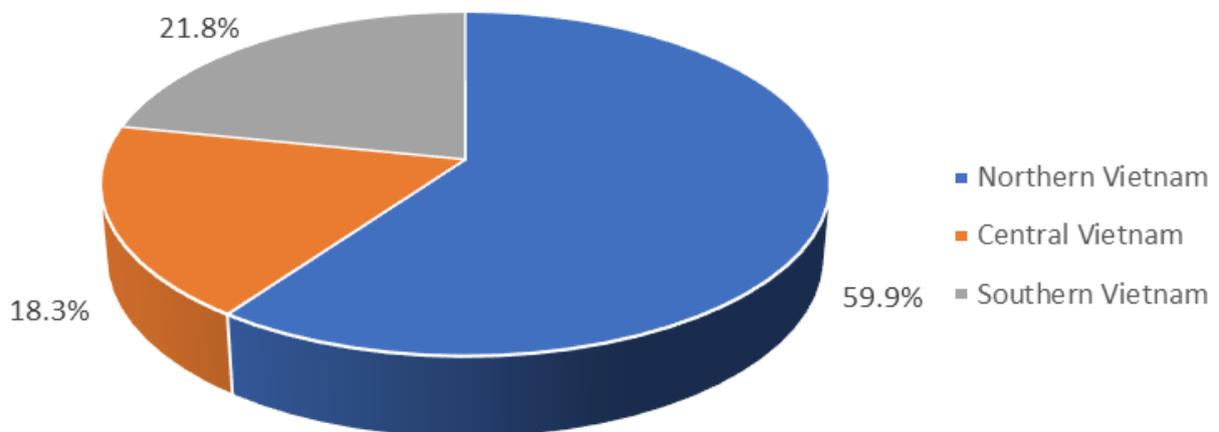
Chart 4.5: Regional of respondent profile.

It was divided into six options for the question: the highest level of education that respondent archived: Primary education, Junior high school, High school, University, Master and Doctor. The largest percentage is group High school level (43.2%). Chasing closely behind the peak is group University, which comprises 41.1%. Junior high school and Master group make up 6% and 8.4% respectively. The rest of the elements is Doctor's group, consisting of trivial proportions (1.1%), which are not of great import as University and High school level.
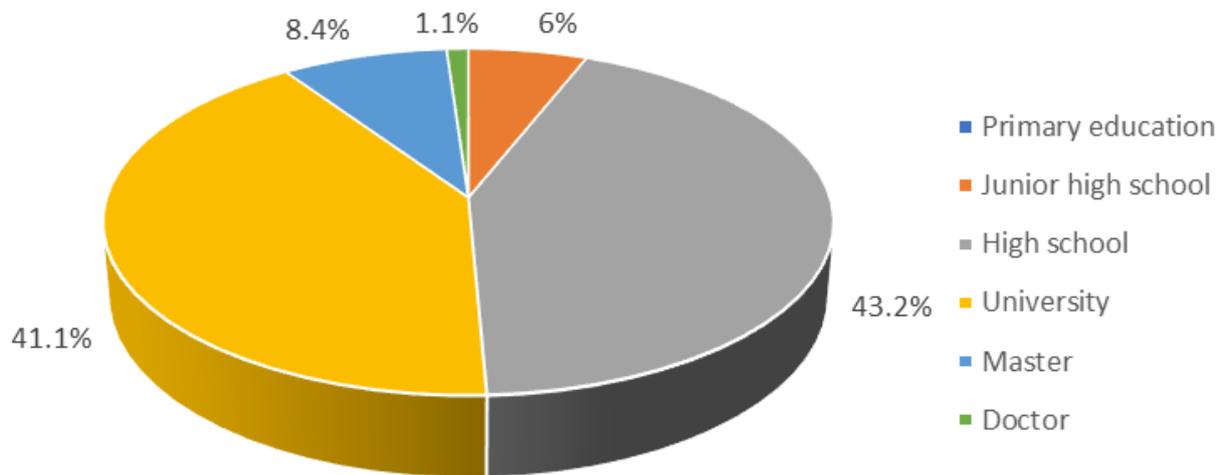
Chart 4.6: The highest level education of respondent profile.

The Pie Chart 4.6 represents the tourist's affairs. As can be seen in the chart, the highest number of respondent career percentage is students (50.3%). Besides, the working age group is fractionally less than the highest percentage, which is 9.7%, remaining a good proportion (40.6%). On the other hand, the unemployment group makes up 7.9%. This is 6.7% higher than the proportion of retirement group (1.2%). Primary education group accounted for approximately 0%, which has no significant meaning for investigation.
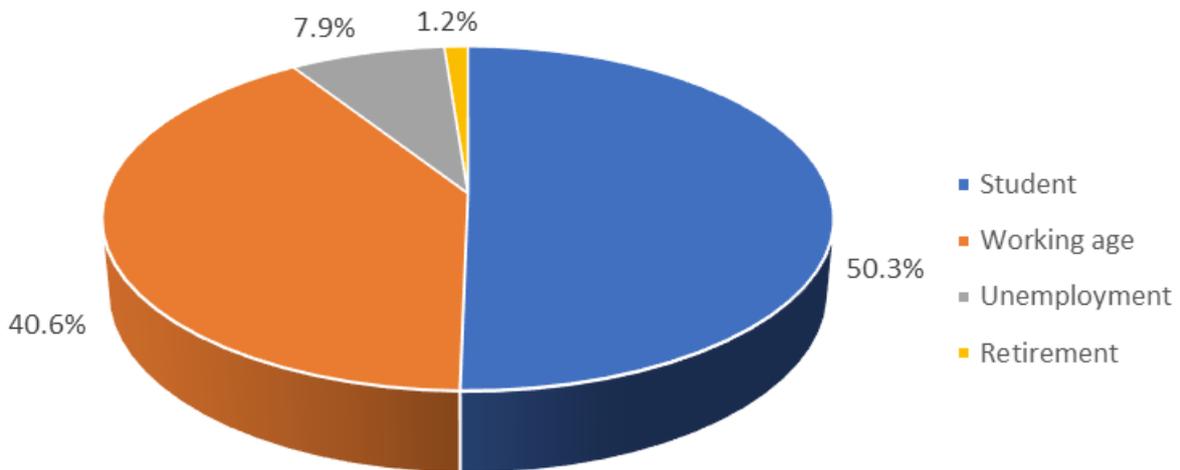
Chart 4.7: The occupation of respondent profile.

The pie chart gives information about total revenue of respondents. It is noticeable that 5-10 million group reaches a peak of all candidate groups with 45.7%, which is nearly the same as below 5 million (44.1%). The opposite trend can be seen when we look at 10-20 million (9.1% slightly). The 20 to 50 million group trivially occupied 0.9%, and the last compound shown in the chart which makes up approximately 0% is above 50 million group.
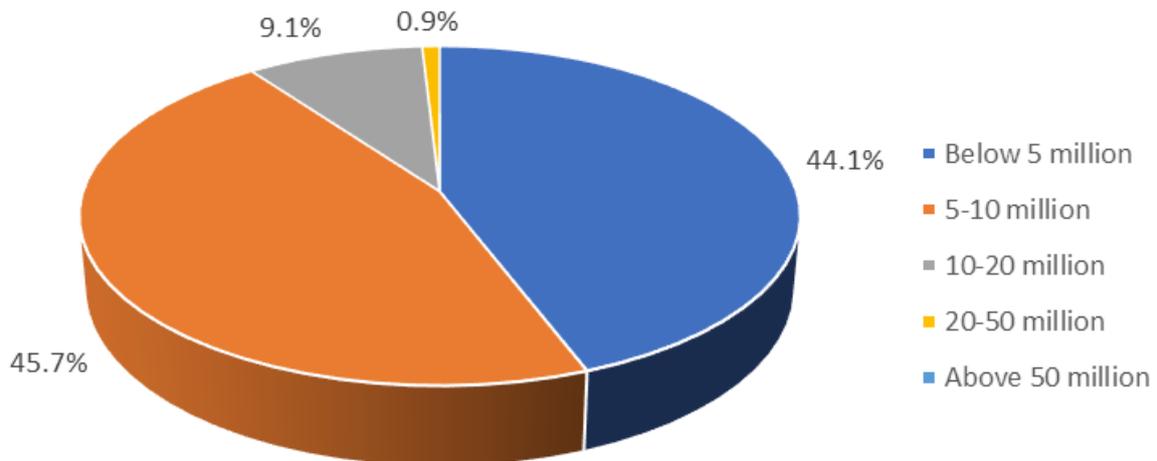
Chart 4.8: Total income of respondent profile.

The last chart compare the proportions of five groups, named below 1 million, 1-3 million, 3-5 million, 5-10 million and above 10 million. Overall, below 1 million group constituted the largest proportion in total cost spent for the last travelling to Hanoi (71,4%). While percentages

of 1-3 million group accounted for 21,6%, there were corresponding drops in 3-5 million group (5.4%) and above 10 million (1.2%). The figure for 5-10 million group is insignificant, which made up only 0.4%.
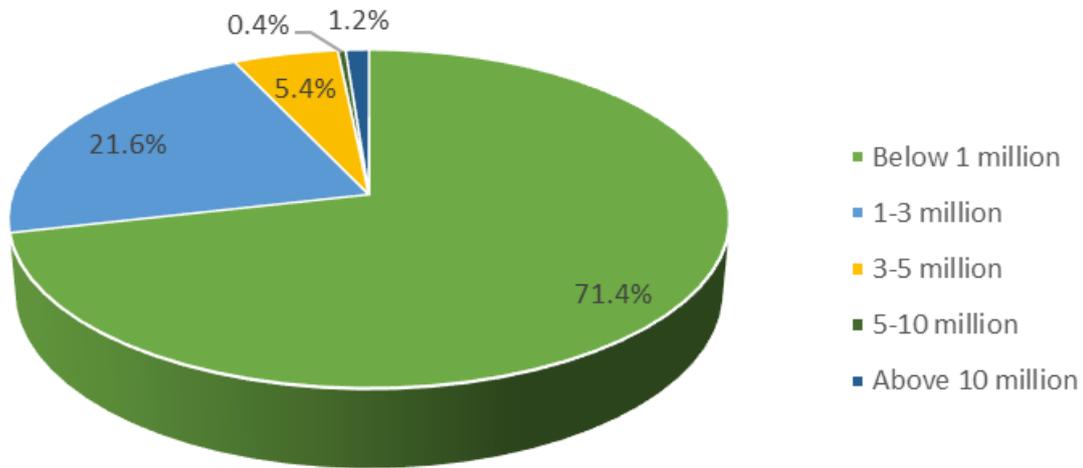
Chart 4.9: Total expense for the last trip to Hanoi of respondent profile.

4.1.2 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MOTIV 1	569	1	5	3.36	0.903
MOTIV 2	569	1	5	4.15	0.945
MOTIV 3	569	1	5	4.13	0.952
MOTIV 4	569	1	5	2.59	0.933
MOTIV 5	569	1	5	3.34	0.854
MOTIV 6	569	1	5	3.38	0.912

MOTIV 7	569	1	5	3.37	0.873
MOTIV 8	569	1	5	3.40	0.902
MOTIV 9	569	1	5	3.34	0.910
MOTIV 10	569	1	5	3.34	0.918
PERRIS 1	569	1	5	3.48	0.882
PERRIS 2	569	1	5	3.47	0.826
PERRIS 3	569	1	5	3.72	0.997
PERRIS 4	569	1	5	3.43	0.845
CULCON 1	569	1	5	3.37	0.905
CULCON 2	569	1	5	3.37	0.923
CULCON 3	569	1	5	3.33	0.872
CULCON 4	569	1	5	3.36	0.918
DESIMG 1	569	1	5	3.99	1.055
DESIMG 2	569	1	5	3.28	0.877
DESIMG 3	569	1	5	3.99	1.035
DESIMG 4	569	1	5	3.26	0.885

DESIMG 5	569	1	5	3.31	0.915
DESIMG 6	569	1	5	3.30	0.860
DESIMG 7	569	1	5	4.05	1.048
DESIMG 8	569	1	5	4.04	0.998
SERVQUAL 1	569	1	5	3.50	.880
SERVQUAL 2	569	1	5	2.83	0.929
SERVQUAL 3	569	1	5	4.05	0.743
SERVQUAL 4	569	1	5	3.57	0.769
SERVQUAL 5	569	1	5	3.57	0.828
SERVQUAL 6	569	1	5	3.60	0.776
SERVQUAL 7	569	1	5	3.57	0.759
PERVAL 1	569	1	5	3.43	0.800
PERVAL 2	569	1	5	3.45	0.812
PERVAL 3	569	1	5	3.46	0.830
PERVAL 4	569	1	5	3.45	0.812
PERVAL 5	569	1	5	3.48	0.827

PERVAL 6	569	1	5	3.43	0.824
PERVAL 7	569	1	5	3.49	0.827
SATIS 1	569	1	5	3.31	0.662
SATIS 2	569	2	5	3.29	0.631
SATIS 3	569	1	5	3.32	0.636
SATIS 4	569	1	5	3.32	0.621
SATIS 5	569	2	5	3.29	0.599
INTRE 1	569	2	5	3.32	0.572
INTRE 2	569	2	5	3.29	0.587
INTRE 3	569	2	5	3.25	0.561
INTRE 4	569	2	5	3.26	0.595
Valid N (listwise)	569				

Table 4.1: Descriptive Statistics

After assembling 569 results then analyzing descriptive, it is apparently that almost all of the variables are higher than 3, it means the customers was agree with nearly all of the determinants. The highest mean belongs to MOTIV 2 (I can experience various activities) with mean equal 4.15 which shows that tourists agreed with this determinant.

In overall, most of the tourists, who are neutralists, filling in the survey with a mean of factors approximately from 3 to 5 . Therefore, it can seem that all of these determinants highly improve the tourist's destination satisfaction and revisit intention in Vietnam.

4.2 Measurement Model

4.2.1 Outer Loadings

<table>
<tr><td colspan="9" align="center">Outer Loadings (First Time)</td></tr>
<tr><td></td><td>CULCON</td><td>DESIMG</td><td>INTRE</td><td>MOTIV</td><td>PERRIS</td><td>PERVAL</td><td>SATIS</td><td>SERVQUAL</td></tr>
<tr><td>CULCON1</td><td>0.807</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>CULCON2</td><td>0.802</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>CULCON3</td><td>0.812</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>CULCON4</td><td>0.818</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG1</td><td></td><td>0.741</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG2</td><td></td><td>0.757</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG3</td><td></td><td>0.736</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG4</td><td></td><td>0.761</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG5</td><td></td><td>0.767</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG6</td><td></td><td>0.726</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG7</td><td></td><td>0.753</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>DESIMG8</td><td></td><td>0.751</td><td></td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>INTRE1</td><td></td><td></td><td>0.814</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>INTRE2</td><td></td><td></td><td>0.837</td><td></td><td></td><td></td><td></td><td></td></tr>
<tr><td>INTRE3</td><td></td><td></td><td>0.833</td><td></td><td></td><td></td><td></td><td></td></tr>
</table>

INTRE4			0.813				
MOTIV1				0.742			
MOTIV10				0.731			
MOTIV2				0.723			
MOTIV3				0.717			
MOTIV4				0.738			
MOTIV5				0.729			
MOTIV6				0.752			
MOTIV7				0.731			
MOTIV8				0.752			
MOTIV9				0.719			
PERRIS1					0.815		
PERRIS2					0.827		
PERRIS3					0.770		
PERRIS4					0.847		
PERVAL1						0.789	
PERVAL2						0.818	
PERVAL3						0.819	
PERVAL4						0.821	

PERVAL5						0.820	
PERVAL6						0.825	
PERVAL7						0.812	
SATIS1							0.791
SATIS2							0.745
SATIS3							0.742
SATIS4							0.760
SATIS5							0.760
SERVQUAL 1							0.631
SERVQUAL 2							0.751
SERVQUAL 3							0.744
SERVQUAL 4							0.786
SERVQUAL 5							0.780
SERVQUAL 6							0.780
SERVQUAL 7							0.799

Table 4.2: Outer Loadings the first time.

It can be seen that one and only SERVQUAL 1 (0.631) could not adapt the standard number 0.7. It means Outer loading need to be conducted the second time without SERVQUAL 1. Henceforth, SERVQUAL 1 will be eliminated from all the measurements.

	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
				Outer Loadings (Second Time)				
CULCON1	0.807							
CULCON2	0.802							
CULCON3	0.812							
CULCON4	0.818							
DESIMG1		0.742						
DESIMG2		0.760						
DESIMG3		0.736						
DESIMG4		0.759						
DESIMG5		0.767						
DESIMG6		0.727						
DESIMG7		0.753						
DESIMG8		0.752						
INTRE1			0.813					

INTRE2			0.836				
INTRE3			0.833				
INTRE4			0.816				
MOTIV1				0.740			
MOTIV10				0.730			
MOTIV2				0.724			
MOTIV3				0.717			
MOTIV4				0.740			
MOTIV5				0.729			
MOTIV6				0.754			
MOTIV7				0.729			
MOTIV8				0.753			
MOTIV9				0.720			
PERRIS1					0.815		
PERRIS2					0.827		
PERRIS3					0.770		
PERRIS4					0.847		
PERVAL1						0.790	
PERVAL2						0.816	

PERVAL3						0.820	
PERVAL4						0.822	
PERVAL5						0.820	
PERVAL6						0.825	
PERVAL7						0.812	
SATIS1							0.791
SATIS2							0.745
SATIS3							0.742
SATIS4							0.759
SATIS5							0.759
SERVQUAL2							
SERVQUAL3							
SERVQUAL4							
SERVQUAL5							
SERVQUAL6							
SERVQUAL7							

Table 4.3: Outer Loadings the second time.

4.2.2 Realibility and Convergence

<table>
<tr><th colspan="4">Construct Reliability and Validity</th></tr>
<tr><th></th><th>Cronbach's Alpha</th><th>Composite Reliability</th><th>Average Variance Extracted (AVE)</th></tr>
<tr><td>CULCON</td><td>0.825</td><td>0.884</td><td>0.655</td></tr>
<tr><td>DESIMG</td><td>0.889</td><td>0.911</td><td>0.562</td></tr>
<tr><td>INTRE</td><td>0.843</td><td>0.895</td><td>0.680</td></tr>
<tr><td>MOTIV</td><td>0.905</td><td>0.921</td><td>0.538</td></tr>
<tr><td>PERRIS</td><td>0.831</td><td>0.888</td><td>0.664</td></tr>
<tr><td>PERVAL</td><td>0.916</td><td>0.933</td><td>0.664</td></tr>
<tr><td>SATIS</td><td>0.817</td><td>0.872</td><td>0.577</td></tr>
<tr><td>SERVQUAL</td><td>0.871</td><td>0.903</td><td>0.608</td></tr>
</table>

Table 4.4: Construct Reliability and Validity

Cronbach's Alpha coefficient of eight variables are all greater than 0.7 that indicates a high level of internal consistency. The scale of components which consist of CULCON, DESIMG, INTRE, MOTIV, PERRIS, PERVAL, SATIS and SERVQUAL represents a relatively high outcome in Composite Reliability (greater than 0.7). Thus, these factors accord to two conditions, so they can be used in this research.

4.2.3 Discriminant Validity

<table>
<tr><th colspan="9">Fornell-Larcker Criterion</th></tr>
<tr><th></th><th>CULCON</th><th>DESIMG</th><th>INTRE</th><th>MOTIV</th><th>PERRIS</th><th>PERVAL</th><th>SATIS</th><th>SERVQUAL</th></tr>
</table>

CULCON	0.810							
DESIMG	0.111	0.749						
INTRE	0.559	0.404	0.825					
MOTIV	0.354	0.180	0.544	0.734				
PERRIS	-0.127	-0.137	-0.444	-0.123	0.815			
PERVAL	0.143	0.085	0.243	0.202	-0.052	0.815		
SATIS	0.467	0.164	0.672	0.496	-0.365	0.413	0.760	
SERVQUAL	0.210	0.056	0.395	0.119	-0.022	0.096	0.375	0.780

Table 4.5: Fornell-Larcker Criterion

It's noticeable that every top threshold of each column is higher than other indexes of that column, that means the Fornell-Larcker Criterion condition is qualified in all factors.

Heterotrait-Monotrait Ratio (HTMT)								
	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON								
DESIMG	0.130							
INTRE	0.670	0.464						
MOTIV	0.409	0.201	0.622					
PERRIS	0.154	0.157	0.530	0.141				
PERVAL	0.164	0.096	0.274	0.221	0.062			

SATIS	0.564	0.185	0.801	0.571	0.442	0.475	
SERVQUAL	0.248	0.079	0.458	0.131	0.050	0.111	0.438

Table 4.6: Heterotrait-Monotrait Ratio (HTMT)

It's conspicuous that all the indexes in Table 4.6 satisfied HTMT Condition (Discriminant), which are less than 0.85. It means that all variables are distinct and unrelated.

4.3 Structure model

4.3.1 Collinearity Statistics (VIF)

	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON			1.324				1.198	
DESIMG			1.053			1.000	1.052	
INTRE								
MOTIV			1.400				1.205	
PERRIS			1.216				1.038	
PERVAL			1.239				1.055	
SATIS			2.317					
SERVQUAL			1.208				1.053	

Table 4.7: Collinearity Statistics

Table 4.7 showed that all the VIF values of the model variables were below 3, indicating that there is no serious collinearity issue among the independent variables.

4.3.2 Coefficient of Determination R^2 (R Square)

	R^2	R^2 Adjusted
INTRE	0.725	0.722
PERVAL	0.007	0.005
SATIS	0.568	0.564

Table 4.8: R Square and R Square Adjusted (Coefficient of Determination)

It's obvious to go to concluded that Intention to revisit was inside the cut-off moderate points, having a significant predictive character by explaining 72.2 % (R^2 Adjusted = 0.722). Furthermore, R^2 adjusted index of Satisfaction describes 56,4 % (R^2 Adjusted = 0.564), which effects moderately the goodness of fit of the model. Finally, Perceived values adjusted R^2 demonstrates an extreme weak representation, which accounted for only 0,5 % (R^2 Adjusted = 0.005).

4.3.3 Effect size f^2 (f Square)

	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON			0.203				0.105	
DESIMG			0.213			0.007	0.000	
INTRE								
MOTIV			0.154				0.162	
PERRIS			0.213				0.172	
PERVAL			0.001				0.174	
SATIS			0.063					

SERVQU AL			0.136						0.147	

<div align="center">Table 4.9: Effect size f Square.</div>

As can be clearly seen, there are three factors which extremely have no significant effect to their destinations. That are Perceived value to Intention to revisit (f^2=0.001), Destination image to Perceived value (f^2=0,007) and Destination Image to Satisfaction (f^2=0.000). It found similarity with Path Coeficient index (β) when three hypotheses were rejected.

4.3.4 Hypotheses Testing

Mean, STDEV, T-Values, P-Values				
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CULCON -> INTRE	0.272	0.026	10.516	0.000
CULCON -> SATIS	0.233	0.029	8.032	0.000
DESIMG -> INTRE	0.248	0.022	11.524	0.000
DESIMG -> PERVAL	0.085	0.044	1.918	0.055
DESIMG -> SATIS	0.009	0.029	0.316	0.752
MOTIV -> INTRE	0.243	0.030	8.130	0.000
MOTIV -> SATIS	0.290	0.027	10.737	0.000
PERRIS -> INTRE	-0.267	0.023	11.676	0.000
PERRIS -> SATIS	-0.278	0.028	9.786	0.000
PERVAL -> INTRE	0.017	0.027	0.623	0.533

PERVAL -> SATIS	0.281	0.030	9.443	0.000
SATIS -> INTRE	0.200	0.036	5.597	0.000
SERVQUAL -> INTRE	0.213	0.024	8.757	0.000
SERVQUAL -> SATIS	0.258	0.027	9.579	0.000

Table 4.10: Testing of Hypotheses

According to the result of Table 4.10, it can be seen that P-value (Sig.) of 11 hypotheses of all the elements are less than 0.05, excepting for H3 (0.752), H6 (0.533) and H14 (0.055) which are rejected. Furthermore, 9 from 11 hypotheses (which are supported) also have Path Coefficients value greater than 0, having positive impact with relevant destinations of each hypothesis (Satisfaction and Intention to revisit). On the other hand, H9 and H10 have Path Coefficients lower than 0, that means Perceived value possesses inverse ratio rapport with Satisfaction and Intention to revisit.

4.3.5 Hypothesis Conclusion

In chapter 2, there are 14 hypotheses mentioned, which named:
H1: Service quality has a positive impact on Destination satisfaction of tourist
H2: Service quality has a positive impact on Destination intention to revisit of tourist
H3: Destination image has a positive impact on Destination satisfaction of tourist
H4: Destination image has a positive impact on Destination intention to revisit of tourist
H5: Perceived value has a positive impact on Destination satisfaction of tourist
H6: Perceived has a positive impact on Destination intention to revisit of tourist
H7: Motivation has a positive impact on Destination satisfaction of tourist
H8: Motivation has a positive impact on Destination intention to revisit of tourist
H9: Perceived risk has a negative impact on Destination satisfaction of tourist
H10: Perceived risk has a negative impact on Destination intention to revisit of tourist
H11: Cultural contact has a positive impact on Destination satisfaction of tourist
H12: Cultural contact has a positive impact on Destination intention to revisit of tourist
H13: Satisfaction has a positive impact on Destination intention to revisit of tourist
H14: Destination image has a positive impact on Destination perceived value of tourist

According to the consequences of Table 4.10, the results of testing hypotheses are illustrated in the Table 4.11 below:

Hypothesis	Content	β	P-Values	Result

H1	Service quality has a positive impact on destination satisfaction of tourist.	0.258	0.000	**Supported**
H2	Service quality has a positive impact on destination intention to revisit of tourist.	0.213	0.000	**Supported**
H3	Destination image has a positive impact on destination satisfaction of tourist.	0.009	0.752	**Rejected**
H4	Destination image has a positive impact on destination intention to revisit of tourist.	0.248	0.000	**Supported**
H5	Perceived value has a positive impact on destination satisfaction of tourist.	0.281	0.000	**Supported**
H6	Perceived value has a positive impact on destination intention to revisit of tourist.	0.017	0.533	**Rejected**
H7	Motivation has a positive impact on destination satisfaction of tourist.	0.290	0.000	**Supported**
H8	Motivation has a positive impact on destination intention to revisit of tourist.	0.243	0.000	**Supported**
H9	Perceived risk has a negative impact on destination satisfaction of tourist	-0.278	0.000	**Supported**
H10	Perceived risk has a negative impact on destination intention to revisit of tourist.	-0.267	0.000	**Supported**
H11	Cultural contact has a positive impact on destination satisfaction of tourist.	0.233	0.000	**Supported**
H12	Cultural contact has a positive impact on destination intention to revisit of tourist.	0.272	0.000	**Supported**
H13	Satisfaction has a positive impact on destination intention to revisit of tourist.	0.200	0.000	**Supported**
H14	Destination image has a positive impact on perceived value.	0.085	0.055	**Rejected**

Table 4.11: Hypotheses Conclusion.

4.3.6 Diagram SEM
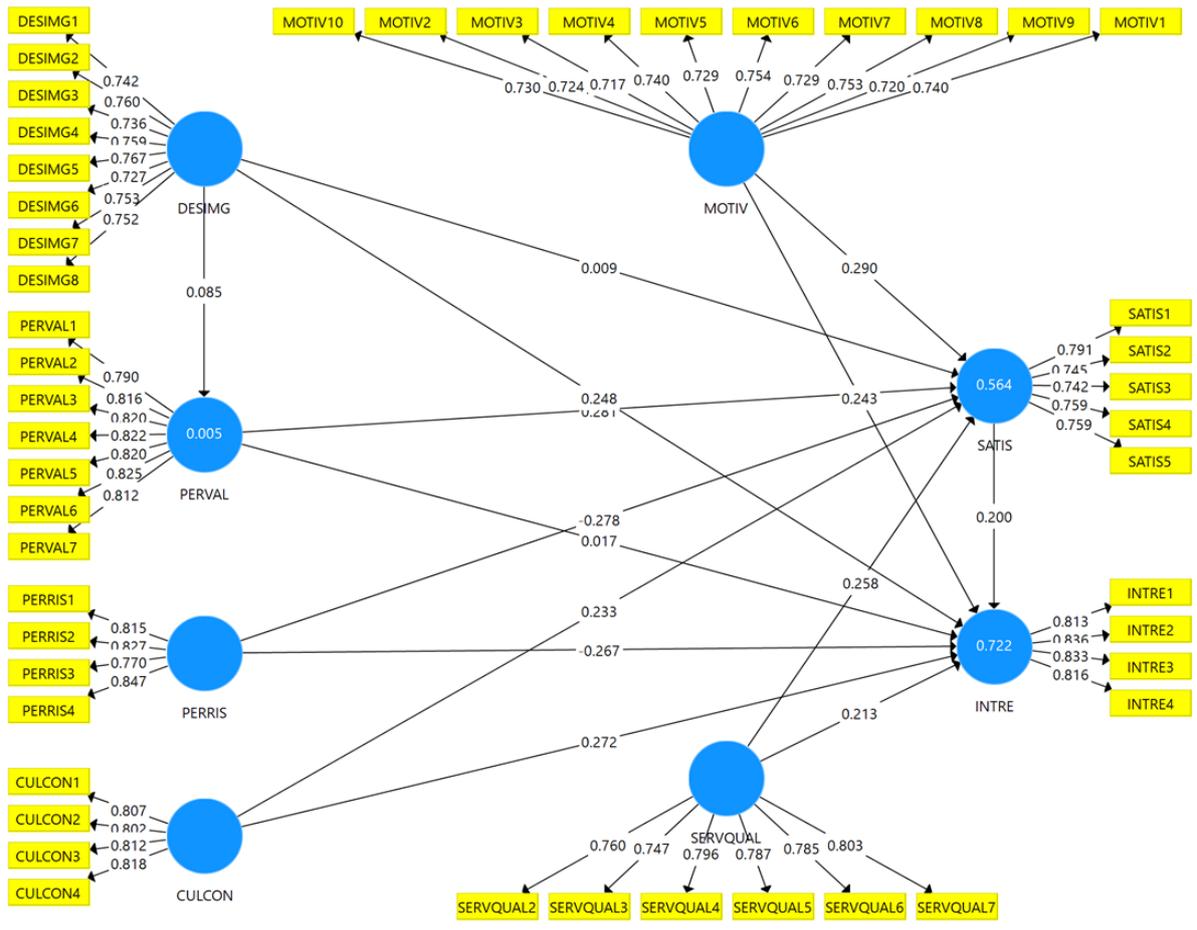
Diagram 4.1: Diagram Smart-PLS included Outer loadings, Path Coefficient (β) and R^2 Adjusted (SERVQUAL 1 was eliminated)
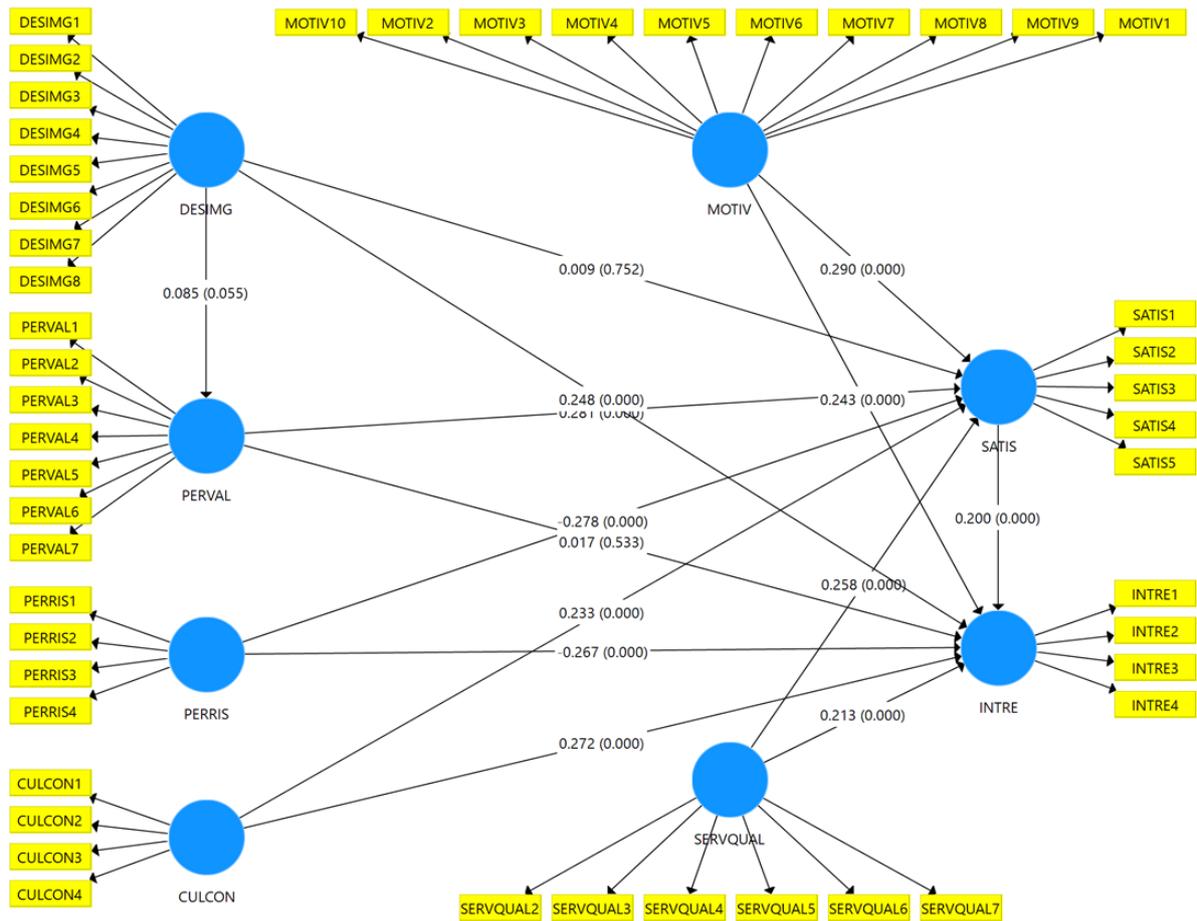
Diagram 4.2: Diagram Smart-PLS included Path Coefficient (β), P-values (SERVQUAL 1 was eliminated)

4.4 Importance-Performance Map

4.4.1 Target Construct Satisfaction ''SATIS''

	Importance	Performance
CULCON	0.233	58.895
DESIMG	0.033	65.222
MOTIV	0.290	60.659
PERRIS	-0.278	62.886
PERVAL	0.281	61.419
SERVQUAL	0.258	63.346
Mean	0.136	62.071

Table 4.12: IPMA result of the target Satisfaction (SATIS).
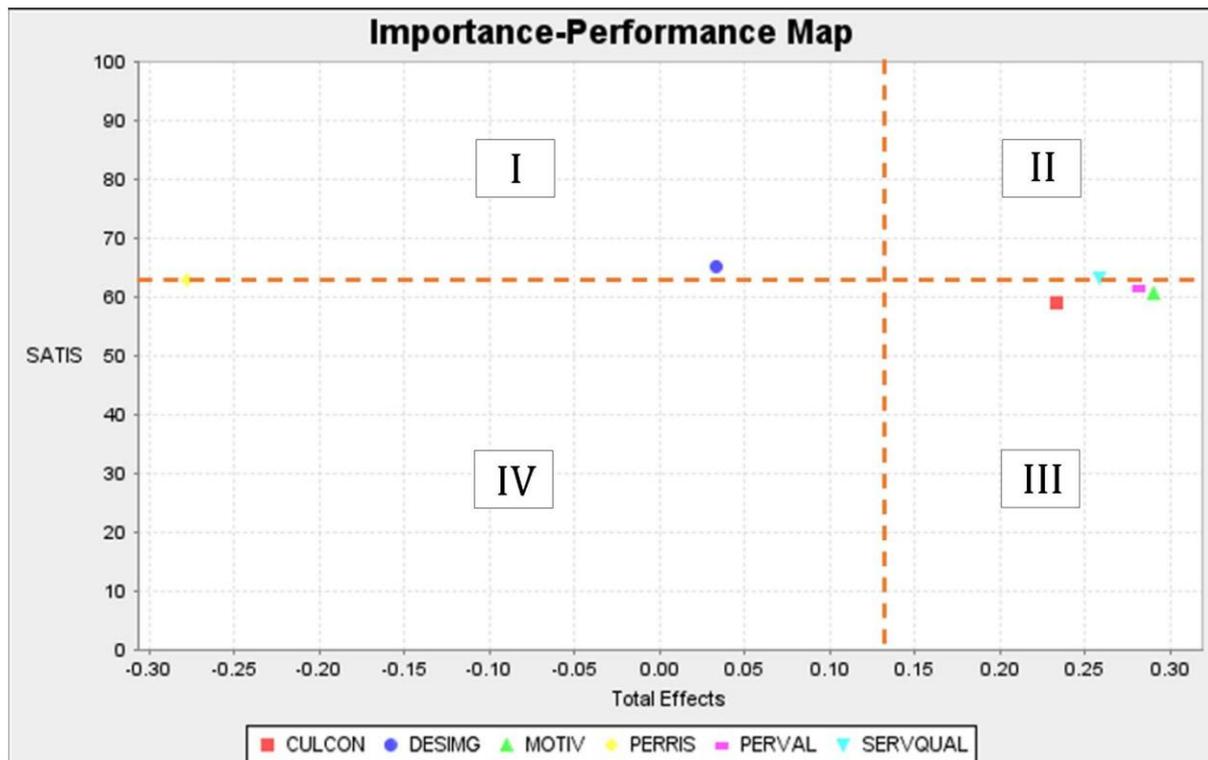
Diagram 4.3: IPMA result of the target Satisfaction (SATIS).

According to the diagram above, the IPMA map has been divided into 4 separate parts, categorized as I; II; III; IV. There is a orange-coloured dashed line, placed horizontally and vertically, to divide the sections.

As being demonstrated in, almost all variables, in general, grouped in quadrant II and III. The only 2 exceptional is perceived risk and destination image, which has been located in quadrant I and IV. This represents the performance of these variables as well as how crucial the variables are within tourist's perception.

Cultural contact (CULCON) were located at Quadrant III. Given the natural and description of said Quadrant, it has been came to the conclusion that cultural contact was an immensely crucial matter among tourists, but has a relatively low performance. Customer who visits Hanoi would seriously expect to be exposed to cultural-related experiences or activities whereas Hanoi doesn't have enough action to embrace its culture or anything related to culture whatsoever.

Similar with the situation of the above variable. Perceived value (PERVAL) and Motivation (MOTIV) were categorized in Quandrant III as well. This indicates that tourists has significant concentration towards acknowledged features and the motivation. However Hanoi doesn't have enough resource, or attributes that affects tourist's perceived value and motivation has, as one might say, an extensive low performance and several low quality features.

Unlike Quadrant III-located variables, variables that located in Quadrant II has a consistent, high level of performance, which in sync with its importance. The only variable that

categorized in Quadrant II is service quality. From this result, it is evident that service quality is an extremely important matter, among factors that tourists consider when travel to Hanoi and Hanoi has a high performance of service quality as well.

Has relatively low level of significance and high level of performance is traits of variables that located at Quadrant I, which is Destination image (DESIMG) and Perceived risk (PERRIS). It has been demonstrated that perception of risk, as well as destination image, isn't being viewed as a crucial matter among Hanoi tourists. However actions taken towards these two variables are quite over than it actual requirement, and also fairly redundant.

4.4.2 Target Construct intention to revisit ''INTRE''

	Importance	Performances
CULCON	0.318	58.895
DESIMG	0.256	65.222
MOTIV	0.301	60.659
PERRIS	-0.322	62.886
PERVAL	0.073	61.419
SATIS	0.200	51.401
SERVQUAL	0.264	63.346
Mean	0.156	60.547

Table 4.13: IPMA result of the target Intention to revisit (INTRE).
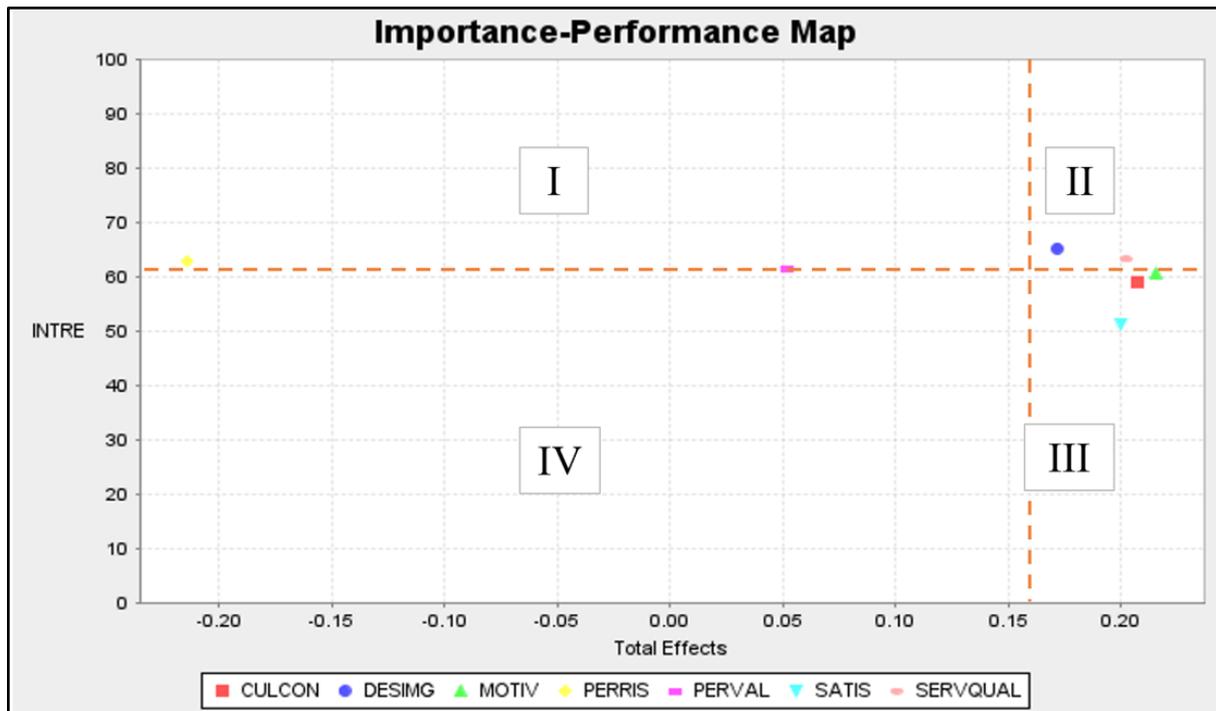
Diagram 4.4: IPMA result of the target Intention to revisit (INTRE).

It's noticeable that DESIMG ($\beta = 0.248$, P value = 0.000) and SERVQUAL ($\beta = 0.213$, P value = 0.000) are located in Quadrant II, which labels "Keep up the good work". Path Coefficient of two factors are greater than 0.200, that means Destination Image and Service Quality are splendidly behaving, needing to remain constantly. With high performance and occupy important positions among all the factors, firms and authorities need to concentrate on bringing into play and maintaining destination image (sight, environment, entertainment, infrastructure, ...), as well as service quality (hygiene, service attitude, food qualities, ...).

Additionally, Quadrant III "Concentrate here" includes three elements: SATIS ($\beta = 0.200$, Sig = 0.000), CULCON ($\beta = 0.272$, Sig = 0.000) and MOTIV ($\beta = 0.243$, Sig = 0.000). β indexes of all components are greater than 0.2, indicating three elements high impact on Intention to Revisit. However, Quadrant III possesses low performance and high importance, so firms and authorities need to improve Satisfaction, Culture contact and Motivation of the tourism industry in Hanoi.

Finally, PERRIS and PERVAL pinpoint at Quadrant I "Possible Overkill" and IV "Lower Priority " respectively, revealing two factors that have trivial significants to the tourism industry in Hanoi. Thus, Chapter 5 will not give the recommendations from two factors in Intention to Revisit section.

4.5 Discussion

4.5.1 Service quality has a positive impact on tourist's satisfaction.

It's clear to se that Service quality has a positive impact and strong rapport with Satisfaction (β

= 0.258, p-value = 0.000), rating fourth from eleven hypotheses. Besides, Service quality in IPMA grid located in quadrant II, that means Service quality is an importance factor of tourism industry in Hanoi, ranked 1 on the performance scale and 3 on the important scale.

Service quality is a crucial element in researching into tourism indeed, which is considered as an antecedent of customer satisfaction as well (Ranaweera and Neely, 2003). Zeithaml et al. (2010) suggested that customer satisfaction was steadily connected to service quality. If a gigantic high level of service, satisfaction surpassed expectations, customer would be delightfully satisfied. If a decent level of service quality and satisfaction granted and equals to the customer's expectation, the customer would feel greatly satisfied. It found similarity between this research and two mentioned researches above.

About this study, In more detail: hygiene problems, local people behaviors, staff's performances of travel agencies, medical infrastructure, the cleanliness of tourist's residence and food serving at tourist's residence are components that need to be maintained and boosted, based on IPMA gird results.

At present, those factor mentioned above possess high performance and pinpoint at important positions, so giving recommendations for this case will be demonstrated by the next chapter 5.3.

4.5.2 Service quality has a positive impact on intention to revisit.

As can be seen from IPMA grid and Table 4.11, Service quality has a significant relationship with Intention to revisit (β = 0.213, p-value = 0.000). Coefficient path = 0.213 (greater than 0), it means service quality has a forceful positive influence on intention to revisit. From IPMA Grid, service quality is ranked 2 on the performance scale, and rank 3 on the important scale. It points out the high position of service quality to Vietnam's metropolis tourism industry.

The compatible result between service quality and intention to revisit in this study is the same with the researches of Alegre and Cladera, 2006; Chi and Qu, 2008. Both studies indicated that repetitive visits might be the outcome of service quality in general of a certain destination. In detail, there are six problems: hygiene problems, local people behaviors, staff's performances of travel agencies, medical infrastructure, the cleanliness of tourist's residence and food service at tourist's residence are components that need to be maintained and boosted, based on IPMA gird results. It found similarities between H1 and H2, because service quality in both the two IPMA grid are located in quadrant II "Keep up the good work".

4.5.3 Destination image has a positive impact on Intention to revisit

Based on table 4.1, the result showed that the Destination image factor has a significant influence on Intention to revisit with Beta Standardized Coefficient = 0.248, p-value = 0.000. The numbers above show that this factor has ranked at 7/11 factors affecting Intention to revisit, meaning that it is one of the least influential factors among the factors selected for the study. It can be seen that Beauty of scenery; entertainment and events; Historical relics; Quality of motels and hotels; Taste and quality of food do not have much influence on Intention to revisit. Lin et al.2016, Kim et al.2013 claimed that destination image not only it has an impact on tourist's destination perception, but on decision making system and behavioral intention as

well. Kaesung et al., 2013 studied tourists participation in Korean sport activities and reported that destination image has a positive influence on tourist behavioral intention. Liu et al., 2015 analyzed the mainland Chinese visiting Macau and signified that there was a key relationship between destination image and behavioral intention. Fu et al., 2016 done a research on relevant tourist visit reality shows and affirmed that destination image was confidently connected with recommendation intention. From the above studies plus the results from chapter 4, it can be seen that Destination image factor does impact on Intention to revisit. The destination image variable, which belongs to quadrant II, indicates that perceived value should be maintained because the factors in this quadrant are rated as high performance and importance by respondents.

4.5.4 Perceived value has a positive impact on tourist's satisfaction

Based on table 4.1, the analysis results have proved that the perceived value variable has an impact on tourist satisfaction with standardised coefficients (Beta) = 0.281, p-value = 0.000. The perceived value variable, which belongs to quadrant III, indicates that perceived value should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations. Specifically, tourists will feel satisfied when the price is reasonable compared to the quality of service they receive, who are interested in interesting things or beautiful places that they have experienced. This result is proven by the results of research as Waheed, N and Hassan, Z (2016).
Data from Smartpls analysed in chapter 4 has given the study a more in-depth look at perceived value factors. The first is the price factor that needs to be improved to match and deserve what customers receive when they have to pay to use travel services in Hanoi. Data from the IPMA shows that visitors underestimate the degree of relevance between them. Next, it is necessary to improve the quality of services as well as the quality of infrastructure to become interesting, attractive and rewarding, thereby providing special experiences for tourists.

4.5.5 Motivation has a positive impact on intention to revisit

Based on the table 4.1, the results show that the Motivation factor has a significant effect on the intention to return with the normalized coefficient beta = 0.243, p-value = 0.000. The above figures show that this factor has ranked 6/11 factors affecting the intention to revisit, meaning it is one of the influencing factors among the factors selected for the study.In the study ,of Khuong and Ha (2014) believed that push and pull motivations have a high in strength relationship with both satisfaction and behavioral intentions. In general, by the measurement of push and pull factors, motivation has been proven by many researchers to having a positive relationship with customer satisfaction. Motivation has a positive and crucial relationship with tourist satisfaction

4.5.6 Motivation has a positive impact on customer's satisfaction

Based on the table 4.1, the results show that the Motivation factor has a significant effect on customer satisfaction with the normalization coefficient beta = 0.290, p-value = 0.000. The above figures show that this factor has ranked 1/11 factors affecting the intention to revisit, that is, it is the most influential factor among the factors selected for research.It can be seen that these motivations greatly affect customer satisfaction. In the research of B. E. Bayih and A. Singh (2020), authors indicated that push and pull travel motivation designed for determining satisfaction and post visit behaviors, they also stated that this theory aligns with the opinions of many research, which they mentioned as: Suardana et al., 2014; Kim, 2008; Yoon and Uysal, 2005; Khuong and Ha, 2014; Battour et al., 2012. Lastly they claimed that pull travel motivation influence satisfaction, revisit and recommendation intention the most.
Howerver motivation has a positive and crucial relationship with intention to revisit.

IPMA : On the table importance-performance map the motivation factor has index important = 0.290 and performance = 60,659 located in quadrant III (Concentrate here): low importance, high performance.

4.5.7 Perceived risk has a negative impact on Satisfaction

As demonstrated on table 4.11, it has been evidently showed that Perceived risk, with the total value of -0,278 in Original Sample and 0.000 in P- Value, has an influence towards Satisfaction, negatively. Different from other variables, perceived risk has an inverse rapport with Satisfaction, which means whenever perceived risk raises, Satisfaction lessens, and vice versa.

In the matter of effect size (f square), Perceived Risk marked at 0.172, which according to the measurement system of Cohen (1988), is medium impact. It represents the moderate, ordinary influence perceived risk possesses on Satisfaction.

This statistical outcome expresses an immense similarity with the research of B.N. Viet et al. (2020), which also approved the connection and influence Perceived risk has on satisfaction.

In the matter of IPMA, Perceived risk has a "possible overkill" level of work rate, as it being located in Quadrant I. Variables located in Quadrant I has a high level of performance, although low level of importance. The term "possible overkill" implies an immense level of performance in a certain matter that has low level of importance, hence the overload in resources.

4.5.8 Perceived risk has a negative impact on Intention to Revisit

All statistical findings of the connection between Perceived Risk towards Intention to revisit shares a great similarity with it towards satisfaction. To be more specific, it reaches -0.267 in Original sample and 0.000 in P-Values. With that being said, this result represent the negativity in the impact Perceived risk has on Intention to revisit. The equality repeats in f square

outcome, as it reaches 0.213, which indicates the medium level of impact perceived risk has on Intention to revisit. The research of B.N. Viet et al. (2020), not only studies the connection of perceived risk and satisfaction, but also intention to revisit as well, and it has been proven the connection perceived risk has on intention to revisit, hence the similarity between researches.

According to Diagram 4.5, Perceived risk located at Quadrant I. Given the natural traits of Variables that located in Quadrant I, the fact that it located in said Quadrant indicates a significant high level of performance, but relatively low level of importance.

4.5.9 Cultural contact has a positive impact on Satisfaction

Based on table 4.1, the result showed that the cultural contact factor has a significant influence on satisfaction with Beta Standardized Coefficient = 0.233, p-value = 0.000. The numbers above show that this factor has ranked at 8/11 factors affecting visitor satisfaction, meaning that it is one of the least influential factors among the factors selected for the study. It can be seen that cultural and lifestyle experiences do not have much influence on customer satisfaction when traveling in Hanoi. In the research of B.N. Viet et al., 2020, with findings of previous studies, they believed that, first, by participating into activities involving local culture and residents, tourists believed the likelihood of gaining more amount of knowledge and further understanding of tourist destination's culture (H. Chen and Rahman, 2017), secondly, destination's culture would be more attractive to long-distance tourists, which leads to the joyfulness and excite about having a brand new experience, which then increase satisfaction. From the above studies plus the results from chapter 4, it can be seen that cultural contact factor does impact on satisfaction. Similar with Intention to revisit, the IPMA statistic of the Cultural contact variable towards satisfaction belongs to quadrant III, indicates that perceived value should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations.

4.5.10 Cultural contact has a positive impact on Intention to revisit

Based on table 4.1, the result showed that the cultural contact factor has a significant influence on Intention to revisit with Beta Standardized Coefficient = 0.272, p-value = 0.000. The numbers above show that this factor has ranked at 3/11 factors affecting Intention to revisit, meaning that it is one of the most influential factors among the factors selected for the study. It can be seen that the desire to find, experience the culture and way of life in Hanoi greatly affects the intention to revisit. Through a far more understanding of and participate into a local culture and peoples' way of life, tourist will have the ability to have an authentic and unremarkable experience (Tung and Ritchie, 2011), hence the likelihood for the customer to revisit (H. Chen and Rahman, 2017; Romao et al., 2015; Vu et al., 2020). From the above studies plus the results from chapter 4, it can be seen that cultural contact factor does impact on intention to revisit. The Cultural contact variable, which belongs to quadrant III, indicates that perceived value should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations.

4.5.11 Satisfaction has a positive impact on Intention to revisit

For the satisfaction variable, the result of research illustrates that there is an influence on intention to revisit with standardised coefficients (Beta) = 0.200, p-value = 0.000. The satisfaction variable belongs to quadrant III demonstrating that satisfaction should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations. Through the above statistics, it is shown that factors such as the overall tourist feel satisfied during the visit? Does the trip have a special meaning or not? And is the payout worth it? has a great influence on tourists' intention to return. This result is in line with previous researches such as Weldera Purnama , Yunia Wardi (2019)

It is clear from the results of Chapter 4 that tourists have not realised that Hanoi tourism has a special meaning, and the price is not really worthy or reasonable. This low level of satisfaction leads to a low decision to return and encourage people around. It is necessary to have the immediate intervention of the competent authorities, specifically the Ministry of Culture, Sports and Tourism encourages tourism businesses to develop stimulus packages with incentives and commitments on tourism products. quality; support businesses to reconnect to the market both online and in person; market access, product promotion.

CHAPTER 5: CONCLUSIONS AND RECOMMENDATION

Introduction

The preceding chapters of this research shown the determinations and investigations which impact on satisfaction and intention to revisit of tourists in Hanoi. Fourteen factors have been mentioned: destination image, culture contact, service quality, perceived value, perceive risk and motivation. After conducting, three conjectures which are not unable to respond that are eliminated: destination image to perceive value, destination image to satisfaction and perceive value to intention to revisit. On the other hand, these remaining eleven factors forcefully impact on satisfaction and intention to revisit of customers, thereby the following sections of chapter 5 is going to promote solutions for Hanoi tourism industry improvement in general and travel agency, related firms, connectable departments in specific, stimulating growth of tourism in Hanoi, along with enhancing tourist's satisfaction and returning decision to Hanoi. Finally, this chapter also shows the deficiency of the study and proposals for similar studies in the future.

5.1 Result Summary

5.1.1 Answering To Research Question 1

"What are the factors affecting customer's satisfaction and thinking about returning to Hanoi?"

The purpose of this study is to determine the role of domestic tourism factors affecting satisfaction and intention to return to metropolitan Hanoi. Based on the analysed data, chapter 5 will give specific results about each factor. From there, we propose to the Hanoi Department

of Tourism and businesses solutions to satisfy the tourists' satisfaction and increase the intention to return to Hanoi. After analysis, we show that there are 5 main factors affecting visitor satisfaction: service quality, perceived value, motivation, perceived risk, cultural contact. In detail, through IPMA grid of Satisfaction destination, service quality located in Quadrant II "Keep up the good work". Besides, culture contact, motivation, perceived value belong to Quadrant III "Concentrate here". On the other hand, 6 factors: service quality, destination image, motivation, perceived risk, cultural contact, satisfaction affect the intention to return. Although the degree of impact of each factor is different on satisfaction and Intention to revisit, these factors certainly have a strong impact on customers when experiencing Hanoi tourism. More specifically, through IPMA grid which aims to Intention to revisit, destination image and service quality belongs to quadrant II "Keep up the good work". Furthermore, motivation, culture contact and satisfaction mark at Quadrant III "Concentrate here". The significance of mentioned information are highly important values, revealing necessary solutions for local authority and businesses in the next sections below.

5.1.2 Answering To Research Question 2

"What are the solutions to improve travel in Hanoi ?"

With the contribution of statistical results from IPMA, each variable's roles and position, now has been recognized in a far more thorough and comprehensive viewpoint, so the establishment of suitable and reasonable recommendations, which would be demonstrated in this section below.

5.2 Theoretical implications

About this issue, there have been many preceding researches that have been studied before but were not intensive and mainly used for foreign markets or other regions. This study is a combination of previous studies and all the factors selected consistent with the Vietnamese Market (Hanoi background, in detail) . That lead to the research results will be more complete and refine. In particular, the Hanoi tourism industry is underrated, which do not have much research on this subject, so this will be a breakthrough in the study of this field. This research creates a valuable foundation that helps future research shorten time and effort, enabling conditions to develop deeper research in this field and contributing to relevant departments to point out solutions for their obligations and businesses.

5.3 Implications and Recommendations

H1: Service quality has a positive impact on Tourist's satisfaction.

To begin with the first hypothesis, the data from SPSS and SmartPLS has given more in-depth look at the impact from service quality to satisfaction. This is one of the most influential theories, which possesses significant values. Likewise, basing on IPMA and relevant indexes ($\beta = 0.258$, p-value = 0.000), service quality belongs to quadrant II "Keep up the good work", meaning it has to be maintained and brought into play. Regardless of positive signals, there are still several problems that need to be addressed, and here are some implications from research

results to improve tourist's satisfaction. First of all, Hanoi authority, people and firms need to protect the environment and natural resources for sustainable tourism development. Besides, raising awareness about environmental protection is an important step. In details, government and related parties should plant many green trees; limit the use of plastic bags; take advantage of solar energy to use; building environmentally friendly development models; responding to the effects of climate change. Besides, all relevant parties need to improve the quality of facilities, focus on investing to build and develop infrastructure such as roads, airports, especially roads connecting to inland and international tourist areas. Moreover, local residential service, local food service need to be expanded to serve tourist better. Next, safe and secure environment are an important element for customer's satisfaction. Police, securities department and tourism need to collaborate and provide mutual support in order to ensure social order, safety and security for tourists. Furthermore, developing sightseers attractions by region should be considered. Hanoi has bountiful scenic spots, such as: the old quarter, Hoan Kiem lake, water puppet theatre, the big church, Hoa Lo prison, Tran Quoc Pagoda, Long Bien Bridge, Temple of literature, Ho Chi Minh mausoleum, Dong Xuan Market, … All of them are beautiful and rich in cultural value, as a result, tourist will definitely enjoy and satisfy. Afterwards, various forms of organizing conferences and seminars need to be developed and expanded to create conditions for tourists to work and travel at the same time. Moreover, Internet channels are indispensable in modern life, in particular for tourism. Under such circumstances, considering powerfully establishing free internet access for people as well as tourists in Hanoi is an effective and realizable idea. Last but not least, authority and firms should create highlights and attractions for tourist destination to gain visitor's satisfaction.

H2: Service quality has a positive impact on Intention to revisit.

The final destination of not only this research, but also government and related parties' decision makings, is "how to get the old tourists to come back?". Fortunately, service quality has a strong impact on customer's intention to revisit ($\beta = 0.213$, p-value = 0.000), located in IPMA's quadrant II "Keep up the good work", meaning currently tourists are quite satisfied with service quality in Hanoi. However, there are some backlog problems, which have not been solved yet. Thus, here are the suggestions: about the hygiene level, Hanoi still has many problems: water, atmosphere, solid waste,.. To settle all these problems, Hanoi's government and relevant departments must start from ensuring objectivity in the assessment of the situation. For example: needing to terminate the type of appeasement slogans, like: "this problem is getting more and more attention"...instead authority, people and businesses have to solve problems together: all related parties must emphasize the importance of pollution, invest money to research and accurately evaluate the level of pollution. In addition, its neccessary to change the mindset of citizens and tourists about sustainably protect Hanoi's hygiene. Furthermore, sanction more effective laws about environment. Additionally, terminating the prorogue mindset and old working routine. Moreover, local people's behavior is one of an iconic in Hanoi. A long time ago, Hanoi people are extremely famous with well-behave manner, but nowadays when urbanise is growing fast , there are many exotic people trying to reside in Hanoi, leading promiscuities. The needed solutions are: creating recallable culture events, implementing supplemental behavioural education for Hanoi's students, especially travel

agencies' staff and employees. Besides, to make tourists want to revisit Hanoi time after time, infrastructure needs to attract special importance. There are various types of vehicles and transportations in Hanoi, which fetch seriously traffic jams and pollution, which can be considered as the nightmare of tourists, especially western travellers. The key to this problem are reducing bikes and underrated transportations, additionally positively deploying infrastructure planning, for instance: wifi coverage, clearance, typical places, specially focusing on improving medical facilities due to Covid-19 pandemic, and creating long-term decisions instead of short-term ones. Finally, food and beverage industry occupies an important proportion to bring customers to revisit Hanoi. Related parties must retain food's cuisines, develop local food's recipes, like Banh tom, Pho, Thuy Ta's ice cream, … then promote advertisements on social media or word of mouth. This strategy could increase tourist's belongings, who visited Hanoi, wanting to revisit Hanoi one more time.

H4: Destination image has a positive impact on Intention to revisit

Based on table 4.1, the result showed that the Destination image factor has a significant influence on Intention to revisit with Beta Standardized Coefficient = 0.248, p-value = 0.000. The numbers above show that this factor has ranked at 7/11 factors affecting Intention to revisit, meaning that it is one of the least influential factors among the factors selected for the study. It can be seen that Beauty of scenery; entertainment and events; Historical relics; Quality of motels and hotels; Taste and quality of food do not have much influence on Intention to revisit. Lin et al.2016, Kim et al.2013 claimed that destination image not only it has an impact on tourist's destination perception, but on decision making system and behavioral intention as well. Kaesung et al., 2013 studied tourists participation in Korean sport activities and reported that destination image has a positive influence on tourist behavioral intention. Liu et al., 2015 analyzed the mainland Chinese visiting Macau and signified that there was a key relationship between destination image and behavioral intention. Fu et al., 2016 done a research on relevant tourist visit reality shows and affirmed that destination image was confidently connected with recommendation intention. From the above studies plus the results from chapter 4, it can be seen that Destination image factor does impact on Intention to revisit.

For the development of Vietnamese culture: Cultural heritage is the property of the nation, speaks of national traditions, demonstrates the merits of ancestors in the cause of national construction and defense. experience of the nation in the fields. Subsequent generations can absorb and inherit those traditions and experiences to develop a culture imbued with national identity. In addition, all levels of government and people must be responsible for preserving, protecting and promoting the image to more tourists. There should be detailed policies and plans for the development of tours to these scenic spots.

Culinary culture is a natural culture that develops over time; it is both a material and a spiritual culture. Through gastronomy, one may learn about the cultural characteristics that demonstrate human dignity, as well as the cultural level of a nation's morals, regulations, and customs in terms of eating... Each place is frequently represented by the taste and image of the meals, which is a common image for tourists to recall. As a result, it has a significant impact on tourists' desire to return, therefore culinary culture should be valued and protected at all levels

of government and by the general public. Furthermore, events such as food street, food day, and other similar activities must be organized to make it simpler for travelers to find them. Price is also one thing to keep in mind - reasonable price The reason is always increasing the needs of visitors' experience, we need to have common rules to avoid price cuts that cause bad images.

The destination image variable, which belongs to quadrant II, indicates that perceived value should be maintained because the factors in this quadrant are rated as high performance and importance by respondents.

H5: Perceived value has a positive impact on Tourist's satisfaction

According to data in Table 4.12 shows that Perceived Value is the second most important influencing factor on the satisfaction of tourists after the Motivation factor. Certainly, this factor always has an enormous impact on the service industry. In the tourism service industry, a little alteration in Perceived value is to influence the satisfaction of tourists. Specifically, The global economy was heavily affected after the covid-19 pandemic, Vietnam is no exception, so the price factor is extremely important, directly affecting the satisfaction of tourists. Travel business owners in Hanoi need to provide products and services at prices commensurate with what tourists are experienced. In addition, to ensure profits for tourism businesses, the Government and the Prime Minister must have solutions to support businesses and employees in the tourism industry affected by the Covid-19 pandemic. According to the General Department of Tourism, based on the proposal of the Ministry of Culture, Sports and Tourism, the policy of reducing electricity prices, reducing land rents, reducing fees for travel business licenses and tour guide cards, loans with preferential interest rates, and supporting training support, considering the reduction of the deposit that has been issued by the Government and the Prime Minister. Besides, in the tourism economy, the quality of the destination is the "original" factor, which determines the ability to attract customers. The quality of the destination includes the supply chain of products for the sightseeing, relaxation, and discovery needs of tourists; the product chain of the destination's infrastructure; product chain of complementary services at the destination. In Hanoi, local authorities need to coordinate with tourism business entities and local residents to develop a set of criteria for evaluating high-quality tourist areas and attractions of the city in order to promote the value of natural resources, encourage investment to improve service quality and operational efficiency of tourism zones in the city.

H7: Motivation has a positive impact on Intention to revisit

Based on the table 4.1, the results show that the Motivation factor has a significant effect on the intention to return with the normalized coefficient beta = 0.243, p-value = 0.000.

The above figures show that this factor has ranked 6/11 factors affecting the intention to revisit, meaning it is one of the low-influencing factors among the factors selected for the study. It can be witnessed that the motivations of cultural experiences, natural beauty, good dishes, and good waiters does not have significant influence on tourists' intention to return.

Hanoi's local people lifestyle and cuisine can be said to be quite popular, so tourists can easily adapt to it, in order for customers to come back here to travel, we need to maintain these features. so that the customer can be satisfied with it. Businesses and travel companies can make full use of the images, scents, colors and flavors that Hanoi has available to pin in the minds of customers so that every time they remember something or they want. When they eat something, they will remember Hanoi more and immediately in their subconscious mind, they will remember the characteristics of Hanoi such as monuments, diverse cultural experiences or Hanoi's hospitality. When required, customers will remember Hanoi and considerHanoi as the preferable destination. In addition, the mean index of experiencing many activities and visiting new places is extremely high, so evidently customers are strongly agree with these two opinions, which means the combination of organizing many cultural events at historical sites is highly recommended, in order to promote the motivation of tourists to return to visit Hanoi.

Business owners can study the psychology effect of customer so that they have a deeper level of understanding of how basic consumer behavior works. From that they can modify their marketing strategy as well as business organizations, contribute to the effort of making customer having a strong connection with their service, emotionally. Given the trait of intention to revisit, a strong emotion attachment could raises tourists desire to revisit a destination, in order to re-experience their previously perceived memory. This concept also applies for local event promotion activities, given that tourists came to Hanoi with the desire to experience it's unique aspect of culture.

H8: Motivation has a positive and crucial relationship with customer's satisfaction

Based on the table 4.1, the results show that the Motivation factor has a significant effect on customer satisfaction with the normalization coefficient beta = 0.290, p-value = 0.000. The above-mentioned figure shows that this factor has ranked 1/11 in factors affecting the intention to revisit, that means, it is the most influential factor among the factors selected for research. Culture, experience of activities, natural beauty significantly affects the emotions and satisfaction of customers, so a special level attention must be paid into this, The Minister of Culture and Tourism can organize more festivals to recreate the calendar, history so that customers have a clear view of the highlights of Hanoi, provide customers the aesthetic that only Hanoi has. Exploiting the natural beauties of the capital, from there, customers will be greatly interested in the pleasant traits of nature. A variety of results from the sample proven that experiencing many activities and visiting new places (Mean=4,15) can organize a lot of interactive events locally, for customers who are into real experience, from there they will feel closer and belong to this place even more. Travel companies and businesses need to pay more attention to the emotions of customers, they could observe from cultural experiences, visiting new places, they evaluate their trip as immensely special and satisfied. With it, they can judge whether customers are satisfied or not based on these components.

H9: Perceived risk has a negative and crucial relationship with Satisfaction

As observed all statistical components on the table, the relationship between perceived risk and satisfaction in this study, has been justified. As one may see, the P-value data of perceived risk to satisfaction, was 0.000. Since it lowers than 0.05, it indicated that the data is statistically significant, means that chances it occurs in alternate research is to be expected. As for the correlation data, it's below 0. To be more specific, the correlation data of perceived risk and satisfaction is -0.365. Since it is both below 0, it signifies the negative connection between each other, when perceived risk increase, satisfaction decreases, and vice versa. This finding matches our theory, as well as several previous research. Angulo and Gil, 2007; Chandrashekaran, Rotte, and Grewal, 2007; Yuksel and Yuksel, 2007 supported this connection in their research, which categorized as socialism and tourism studies. This research also reaffirm recent outcome of a variety of research regarding satisfaction or point of view (Chen and Li, 2007; Yuksel and Yuksel, 2006) .

This proves that domestic tourists are well aware of the risk they perceived, which obtained and acknowledged in the post stage of travel, and it would significantly affect their satisfaction as well as their intention to revisit. Any attempt to raise the perceived risk would decrease the level of satisfaction and vice versa.

To be able to increase the level of satisfaction among tourist by lower the granted perception of risk, it is crucial for tourism agencies, public organizations and business owners within Hanoi to eliminates all negative components and features that Hanoi contains, in many aspect.

To lessen the perceived financial risk, there should be a complete and solid pricing system among tourist product or services in Hanoi, all unethical business pricing should be removed as well. Street beggars, homeless should also being eradicated as well. Not only it improves the image of the city, it also makes the customers to feel financially comfortable and safe.

It has been noticeable the dangerous and crowdedness of Hanoi's transportation system, especially in certain times of the day. Regulations or a enhanced road traffic system which makes the roads less overcrowd would help tourists feel more safe and secure. Policeman should attend on the street in certain hours, to assist needed citizens and tourists, and prohibit any crime activity, actions against regulations from traffic participants if occurred. A structured, safe traffic system would ensure the safety tourist needs, and encourage them to travel and transport more.

Food safety is also an issue that required to be addressed at, given that Hanoi is well known for its signature diverse street food cuisine, which appeared widely among streets in Hanoi. If by any chance a report on food poison occurred, some measures and actions must be put up right instant. Food inspection should check up on restaurants frequently, not only the food must matches the requirements, all facilities such as water system, infrastructure,… would require to be safe as well.

Crime activities such as racing, robbing, fighting,... not only raises the level of perceived risk of tourist, but also damages the city's reputation and image. The public security must eliminate and prevent it at all cost. All crime potential area must be checked daily, often-crowded destination should be under protection frequently, raises propaganda and appliance in education system to raises citizen's morality and awareness would needed as well.

As witnessed from the IPMA table, perceived risk were located at quadrant 1. Variables that located in this area represents the low importance but sky rocket on performance. This indicated that perceived risk is being perceived as a relatively low importance matter among tourists, and having a level of performance that exceeds it's expectation. All actions affects perception of risk should be reduce significantly, given how less than important the tourist perceive the matter as.

H10: Perceived risk has a negative and crucial relationship with Intention to revisit

The statistical result of perceived risk towards intention to revisit shares an exceedingly similarity with perceived risk towards satisfaction, the P-value of perceived risk towards intention to revisit, like satisfaction, was located in 0.000 as well. The mere difference occurred in correlation data, as it reached -0.444, but it still express the same value and meaning, which represents the approval of the relationship between perceived risk and intention to revisit. When the level of perceived risk raises, intention to revisit lessens and vice versa.

In the matter of intention to revisit, there are vast researches that shares the same findings and confirmation regarding the connection between it and perceived risk. L.C. Cong (2020) approved the relationship between intention to return and perceived risk, B.N. Viet et al. (2020) also pointed out this relationship within their findings, Chen et al. (2017) support the mutual connection between these variables as well. This finding also in sync with the claims of Chen and Li (2007), Yuksel and Yuksel (2006), mentioned the importance of perceived risk as an influencer to intention to revisit. Bojanic (1996), Chen (2008), Chen and Chen (2010) stated in their research that perceived risk is the extremely crucial component in the tourism context.

Since the existence of relationship between satisfaction and intention to revisit has been proven in previous studies (S. Jang et al., 2007; C.G.Q. Chi and H. Qu, 2008; A. Beerli and J.D. Martin, 2004; S. Coban, 2012) and the moment tourist raises his or her level of pleasant, they would likely to be satisfied with the destination, which leads to the consideration to revisit said destination (Assaker and Hallak, 2013; Chen and Chen, 2010; Khasawneh and Alfandi, 2019). It is reasonable and evidently supported to apply satisfaction-related recommendations to recommendations regarding intention to revisit. But there is also advice that direct towards intention to revisit primarily. Given the natural of intention to revisit, which is the consideration to revisit a previous-visited destination, in the future. While they might satisfied with the destination in the past, but it is not certain the satisfaction maintain the consistency in the future, the moment they decide or put into consideration. Destination, through a specific amount of time, could be altered in a diverse scale, in many aspects. This could affect the previous customer's decision to revisit, especially when alternates are negative. Hanoi should maintain

a high, reliable standard of image and credibility. Public relations or tourism agencies, business owners should post contents regarding the prominence and safety of Hanoi and it's unique features on vast media platforms, especially social media platforms. When previous customer acknowledged the safety of Hanoi and all aspect that they fond of in the previous visit still exist, their intention to revisit would significantly increase.

Shares a similarity with satisfaction, the IPMA findings of perceived risks on intention to revisit targeted at Quadrant 1. It has once again demonstrate a low level of significance with a high rate of performance. Acknowledged the low importance of perceived risk, lessens the amount of actions towards it would be sufficient and suitable.

H11: Cultural contact positively affects Satisfaction

Based on table 4.1, the result showed that the cultural contact factor has a significant influence on satisfaction with Beta Standardized Coefficient = 0.233, p-value = 0.000. The numbers above show that this factor has ranked at 8/11 factors affecting visitor satisfaction, meaning that it is one of the least influential factors among the factors selected for the study. It can be seen that cultural and lifestyle experiences do not have much influence on customer satisfaction when traveling in Hanoi. In the research of B.N. Viet et al., 2020, with findings of previous studies, they believed that, first, by participating into activities involving local culture and residents, tourists believed the likelihood of gaining more amount of knowledge and further understanding of tourist destination's culture (H. Chen and Rahman, 2017), secondly, destination's culture would be more attractive to long-distance tourists, which leads to the joyfulness and excite about having a brand new experience, which then increase satisfaction. From the above studies plus the results from chapter 4, it can be seen that cultural contact factor does impact on satisfaction. Similar with Intention to revisit, the IPMA statistic of the Cultural contact variable towards satisfaction belongs to quadrant III, indicates that perceived value should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations.

Hanoi features several national heritage historical, cultural, and scenic monuments, as well as a festival system and traditional craft villages; regional and ethnic cuisine cultures; cultural heritage, folk art... This is a vast and unique resource that must be fully utilized in order to increase tourism, contribute to poverty alleviation, and provide people with a source of income.

Visitors who participate in community-based tourism will be able to integrate into indigenous people's everyday lives and experience distinct cultural identities. Local people will have more jobs, higher incomes, and a better sense of preserving and promoting traditional cultural identities, as well as protecting the natural landscape and ecological environment of their community, if they participate in providing services for community tourism (hotels, food, drinks, etc.). With the destination's image being valued by tourists, we must preserve and promote these aspects in order to retain a positive image and attract more visitors.

All levels of government and management can organize annual festivals in a large and methodical way so that visitors can experience the culture, history and traditions of Hanoi.

H12: Cultural contact positively affects Intention to revisit

Based on table 4.1, the result showed that the cultural contact factor has a significant influence on Intention to revisit with Beta Standardised Coefficient = 0.272, p-value = 0.000. The numbers above show that this factor has ranked at 3/11 factors affecting Intention to revisit, meaning that it is one of the most influential factors among the factors selected for the study. It can be seen that the desire to find, experience the culture and way of life in Hanoi greatly affects the intention to revisit. Through a far more understanding of and participate into a local culture and peoples' way of life, tourist will have the ability to have an authentic and unremarkable experience (Tung and Ritchie, 2011), hence the likelihood for the customer to revisit (H. Chen and Rahman, 2017; Romao et al., 2015; Vu et al., 2020). From the above studies plus the results from chapter 4, it can be seen that cultural contact factor does impact on intention to revisit. The Cultural contact variable, which belongs to quadrant III, indicates that perceived value should be improved because the factors in this quadrant are rated as important by respondents but performance doesn't meet tourists' expectations.

With a lengthy history and thousands of years of civilisation, Hanoi's capital is constantly saturated with national traditions such as national identity festivals and historical architectural works. In addition, Hanoi is regarded as a land with a culture that is incredibly diversified, rich, and distinct.

Hanoi is the political, economic and cultural center of the Northern region. In recent years, the population density has been increasing, the number of people from the provinces has been flocking to the capital more and more. This incident led to the fact that the capital's culture gradually faded when the new population was too large and was not popularized and inherited the culture and lifestyle of the original Hanoians. Local government levels such as wards and districts need to have activities such as community sports, local culture, etc. so that new residents can contact and imbibe the culture of Hanoians.

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H13: Satisfaction has a positive and crucial relationship with intention to revisit

The figures in table 4.13 illustrates that the "performances" index of satisfaction factor is evaluated as lowest rank after tourists experience tourism services at Ha Noi, and there would

be a negative impact on intention to revisit. Going further into detail, the Director General of the General Department of Tourism, Mr. Nguyen Trung Khanh, said: "Currently, Hanoi's biggest limitation is the lack of specific products that can attract tourists to stay longer and spend more." . This situation shows that the majority of tourists coming to Hanoi are not satisfied, leading to the percentage of tourists as a longer stay, and the intention to return to Hanoi or introduce them to friends is low. With the possession of nearly 6,000 relics and more than 1,350 craft villages, Hanoi has a lot of potential to develop cultural tourism, craft village tourism, and spiritual tourism, but Hanoi needs to choose investment and development specific products, to avoid spreading, in which priority is given to upgrading service infrastructure. Specifically, the central tourist cluster in Hanoi will develop cultural, heritage and culinary tourism; The peri-urban tourist cluster will develop tourism combining conferences, sports and entertainment tourism; The tourist cluster in the suburbs of Hanoi will develop resort tourism, rural tourism, eco-tourism, school tourism, etc. Moreover, according to Vice President of the Vietnam Tourism Association Cao Thi Ngoc Lan, Hanoi needs to focus on developing cultural tourism, in addition to building new tourism products, it is necessary to improve the service quality of familiar products to create novelty for visitors.

5.4 Other recommendations

Positioned as the capital of Vietnam, developed from a gigantic historical background, unique and renowned cuisine, home of some famous sightseeings and cultural sights as well as historical relics. Hanoi, without any doubt, is the potential destination for tourism. Tripadvisor, a famous tourism platform, has ranked Hanoi 6th in Tripadvisor Travellers' Choice Awards 2021, Popular destination division. Not only Hanoi being fonded of by travellers, international organizations now also granted it as a famous tourist destination as well.

But there is always room for improvement.

Besides above-mentioned recommendations, which manifested from founded statistics, theories and information. There are some other advices that, although, doesn't built from discovered findings, might provide beneficial and educational changes towards Hanoi, in the aspect of tourism.

Hanoi's tourism marketing agencies could polish its image and credibility using their professional specialty. Nowadays, almost everything involves social media, and the choices or consideration towards specific places when tourists decide their travel destination is being significantly influenced by contents they perceive on social media. Agencies could uploads contents regarding Hanoi's special and pleasant features, any close-to-date travel news and deals. By aware of Hanoi's gratifying qualities and tourism updates, tourists would have a great amount of knowledge regarding said destination, strengthen their believe and satisfaction, which greatly motivates them to travel or finding related informations.

Hanoi could also working on creating a more comfortable, safe and attractive atmosphere for tourism. As observed thoroughly, Hanoi traffic infrastructure in general, still hold a deficient visual. To be more specific, some roads appears to have great amount of waste, outside the

trash bin and overload it either. Some lakes or ponds being significantly contaminated, which created an unpleasant odor. There are some roads that doesn't have the sufficient amount of plants or fauna. Constructions sites, with large quantity of materials and equipments, causes disorganized and displeasing view as well as contaminate the sound. With a structural regulation, organized moderation, changes towards waste management methods as well as reconstruction of road traffic system. Not only the roads would have a more pleasant view, traffic jam would also reduced. These changes would beneficial for Hanoi by ensure the tourists a safe, comfortable environment to travel within.

5.5 Limitations and perspective for future research

Throughout the process of conducting this research, several obstacles and drawbacks has been founded and being regarded as limitations. By pointing out these issues, readers could understand and conduct themselves our experience, which would benefits them when the intention to organize a research or do anything related to it also appears in the future.

The first limitation of this research is the duration of conducting it. The whole process, from building a model to giving out recommendations, took approximately 3 months, which in our opinion, is moderately short. Apparently, for a project or matter, to reach to an above-average, decent level of quality, would certainly require the building process to be long, or by any means, not too short. Having a long duration of process would strengthen the project in many aspect, the flaws can be founded, the details could be polish, the structure could be more in concurrent, it would by any means, be greater in general. However, since the time length of the building process of this research is limited, the chances it has minor mix-up or inaccuracy still exist, the structure might be quite inconsistent or the design, total aesthetic of the document is unpleasant,… Presuming that the conducting time length is more prolonged, a finer time-management system being established, this research would have a more preferable standard than it currently is at the moment. MGA (Multi Group Analysis) was a feature of Smartpls, which is the software that being acquired to handle the founded statistic. This feature point out the high performance groups as well as the low ones. If MGA being completed it could enriches the statistics and support to manifest new findings, which allow the research to deepen its concentration findings. However, given the above-mentioned unpleasant circumstances the moment this research under construct and the wide range of knowledge which for now, was insufficient, it is significantly challenging to perform MGA. Future research, if want to have a far more deeper level of study, as well as findings, might want to consider to use MGA.

Another founded limitation is the inconvenience of the moment this research being study. The moment this research started to be made, the world was under the negative influence of Covid-19 pandemic. In Vietnam, the government established a strict policy regarding lockdown as one of their attempts to prevent the pandemic. Because of the lockdown, it is impossible to perform any outdoor tasks such as observing Hanoi's infrastructure, sightseeing, interview pedestrians,… Given the situation, all information and activity has to perform and gather online. By any chance outdoor activities could be accomplish, the research would have more practical, accurate findings toward certain aspects of it, especially when it comes to studying Hanoi's current situation and state regarding tourism.

The method of conducting survey for this research is also a sort of limitation itself. As mentioned above, all outdoor activity was prohibited the moment this research under construct, this means that outdoor interview is impossible to arrange. Online survey was the reasonable solution and being chosen as the primary source of data. In the process of spreading survey to contenders, it were only being shared in Facebook, primarily. As potential in amount of users as Facebook is, there could be a great amount of potential tourists within other source or social media platforms. If the survey could reach to said tourists, the statistic could be more wider in quantity, making it far more diverse and practical.

At first, which type of data is suitable for this research has been considered thoroughly, both qualitative and quantitative has been picked out. Given the natural of qualitative data, it has been widely aware the benefits and advantages it contribute to the research, some methods has been under cogitation and under construction such as observation, focus-group or in-depth interview,… But because of the unpleasant pandemic, which appeared the moment this research was conducting and the deficiency of resource, it is certainly challenging to do an interview, which is the primary source to conduct qualitative data.

The theoretical model, which demonstrated previously, was moderately concerned and been through vast considerations in order to gather most suitable and practical variables, to be able to understand the underlying problem within Hanoi tourism. As statistical and connected as the variables is, it is without any doubt that the amount of variables in researches in general or tourism researches is immense, and among those variables would have some variables that fits this model splendidly, or at least act as a great potential to be studied, or could open new aspects that never being studied before. There is no guarantee such variable exist, and paradoxically if it exist, whether it be able to satisfy all demands and requirements? Would it be better to put it in with, or replace the current variables? Would that benefits the research, and if it is then which aspect would gain the advantage from it? As one may see, it raises several questions and it, without any doubt, took a tremendous amount of time to solve it. But the reward is very promising, as the final result is a new variables being founded, and it contributed greatly to this research, which brings the level of quality of it to a higher standard and generate fruitful recommendation lastly.

Finally, is the scarcity of experience among researchers that working on this research. Despite the fact that all members had completed a marketing research program and obtained the basic level of skills or knowledge for organizing a research, it is still evidently perceived that this is the first attempt to perform a research as a graduation thesis. Lacking of experience causes errors and mistakes, and acquires lots of redo. Not to mention the disputes that would immensely likely to occur while conducting this research. However, which the support and guidance from the supervisor and an appropriate time management and communication system, these problems and errors would be pointed out and fixed splendidly.

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APPENDIX

The survey of domestic tourist's opinion regarding the influence of tourism service factors on satisfaction and the intention to revisit Hanoi city

Hello!

We're conducting research about satisfaction and the intention to revisit tourists who travelled to Hanoi. This survey, which is designed with questions addressing circumstances tourists may stand upon while in Hanoi, gathers your opinion towards your most recent travelling experience within it. It would took 2 to 4 minutes of your time to complete this survey, afterwards you can receive a variety of beneficial academic documents, which is:

1. Word, Excel, PowerPoint instructions
2. France, Chinese, Korean, Japanese language study material
3. Self-Improvement
4. Marketing
5. Design, Photography
6. Finance

All responses will be received anonymously, without the requirement of your name. With that being said, you can assured that it is safe and comfortable to answer the survey with a high level of honesty as well as truthfulness.

Thank you for your time!

Filter Question

Have you ever experience tourism service in Hanoi?
- I have
- I haven't

When was the most recent time you travel to Hanoi?
- 1-6 months ago
- 6-12 months ago
- 1-2 years ago
- 3-5 years ago
- 6 years ago

	1. Totally not agree	2. Not agree	3. Moderate	4. Agree	5. Totally agree

Travel in Hanoi has a reasonable cost					
When travel in Hanoi I obtained a reasonable level of quality with the cost I paid					
Travel in Hanoi helps me to received best benefits, comparing with other tourism destinations					
While travelling in Hanoi I have received good services					
Travel in Hanoi gives me pleasure					
Travel in Hanoi helps me to gain access to beautiful tourism scenery					
Travel in Hanoi makes me feel better					

	1. Totally not agree	2. Not agree	3. Moderate	4. Agree	5. Totally agree
I can learn about local culture, way of life					
I can experience many activities					
I can visit new places					
I can find the beauty of nature					
I want to have fun and enjoy					
I want to visit familiar places					
I want to have romance or experience the romantic essence					
I want to find Hanoi's cuisine					
I want to be served by good servers					
I want to experience Hanoi's cultural events					

	1. Totally not agree	2. Not agree	3. Moderate	4. Agree	5. Totally agree
I find problems about Hanoi' hygene and food safety					
I find problems about crime, pick pocket in Hanoi					

I find problems about Hanoi's traffic system					
Hanoi's food and accommodation price significantly raises during tourism season					

	1. Totally not satisfy	2. Not satisfy	3. Moderately satisfy	4. Satisfy	5. Totally satisfy
Beauty of Hanoi scenery					
Hanoi's environment					
Hanoi's entertainment events and forms					
Historical relics of Hanoi					
Quality of the hotel or homestay you stayed during your time in Hanoi					
The price of the hotel or homestay you stayed during your time in Hanoi					
Taste and quality of Hanoi's cuisine					
Prices of Hanoi's cuisine					

	1. Totally not satisfy	2. Not satisfy	3. Moderately satisfy	4. Satisfy	5. Totally satisfy
Hanoi's general standard of Vietnamese/ English					

Hanoi's hygiene standard in general					
Behavior and attitude of Hanoi citizens					
Behavior and attitude of employees in Hanoi's tourism firms					
Availability of Hanoi's health services					
Cleanliness of your accommodation					
The quality of food at your accomodation					

	1. Totally not agree	2. Not agree	3. Moderate	4. Agree	5. Totally agree
This trip has a special meaning to me					
In general, I'm greatly satisfied with this visit					
I would like to revisit Vietnam in the future					
The money I paid for this trip is worthy					
I will recommend Hanoi to those who consider taking a trip to this city					

	1. Totally not agree	2. Not agree	3. Moderate	4. Agree	5. Totally agree

If required to consider again I would choose Hanoi again					
I would come back to Hanoi in the future					
I would visit Hanoi more frequently					
Hanoi would be my first choice over other tourist destinations					

Demographic questions

Your gender
- Men
- Women
- Other

Your nationality
- Vietnam
- Other

Your current accommodation area
- Nothern
- Central
- Southern

Highest level of education you achieved
- Primary
- Secondary
- High school
- University/ College
- Masters
- Doctor

What is your current employment status
- Studying
- Under employment
- Unemploy

- Retired

What is your current income
- Lower than 5 mil. VND
- 5-10 mil. VND
- 10-20 mil. VND
- 20-50 mil. VND
- 50 mil. VND and more

Your age
- Lower than 18 years old
- 19-30 years old
- 30-40 years old
- 40-50 years old
- 50-60 years old
- 60 years old and more

Total cost of your most recent visit to Hanoi
- Lower than 1 mil. VND
- 1-3 mil. VND
- 3-5 mil. VND
- 5-10 mil. VND
- 10 mil. VND and more