Study of the Tour Guide Interactive Quality's Impact on the Tourist Re-travelling Intention based on the Tourist's Perceived Value: A Case Study of Bali Travelling

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Abstract

In recent years, the number of Chinese people travelling abroad is becoming the number one in the world. However, Chinese tourists surprisingly has lower customer perceived value and satisfaction. This paper took Bali Island travelling as a case study. It investigated 260 tourists and got 206 effective samples. The study shows that tour guide interactive quality has a positive impact on the tourists' perceived value. This value consists of economic value, affection value, social value, and epistemic value. Perceived value has taken on the part of mediating the effect of re-travelling and also gave recommendation. Travel companies, however, should give more importance to the tour guide training and the travel itinerary designing based on the tourists demand. Also, they should provide more information and knowledge to the tourists to satisfy their epistemic requirements. In addition, they should improve their willingness of re-travelling and recommendation.

Keywords: Tour Guide Interactive quality, Customer Perceived Value, Re-travelling Intention, Recommendation Intention

Introduction

Recently, the number of Chinese people travelling abroad has increased rapidly. According to the government statistics, this increase is about 10.8 times compared to the year 1998. In the meanwhile, the satisfaction level of travelling abroad is still in the low level, just 76.98%. Subsequently, Chinese tourists mainly complain about the tourism product and service quality, Chinese information service, and security. In addition, they give low evaluation of some destination's public transportation and modernization level.

Basically, most tourism companies just focus on the price and economic value, and neglect the customer values. With the increase in the income of Chinese people, they prefer personalized travelling service and not just cheap price. As a result, it is not smart for travelling agencies to just emphasize price instead of service quality and customer satisfaction.

This paper analyzed Chinese tourists customer perceived value and provide some suggestions to the travelling agencies on how to improve Chinese tourist's affection value, social value, and epistemic value. In addition, it aims to increase tourists re-travelling and recommendation intention.

Literature Review
Literature Review of the Customer Perceived Value

Zeithaml (1988) and Philip Kolter (2011) stated that customer perception (delivered) value should consider both the customer benefits and costs. Wang Zhaohui (2011) concluded that the tourist customer perceived value is the subject based on cognitive evaluation to the gains and pains during the process of travelling. Good customer perceived value is the base of good word of mouth, which can affect tourists positively

Holbrook (2006) opines that customer value is "a kind of experience of preference which can be influenced by each other." He stated that the customer value consists of economic value, social value, entertainment value, and altruistic value. Taking college students as the research sample, Martina G. Gallarza and Irene Gil Saura (2006) chose economic value, entertainment value, and social value as the customer perceived value. On the other hand, they choose monetary value, time, energy, and risk as the customer perception cost. Lee C.K. (2007) shows that customer perceived value can be divided into functional value, general value, and emotional Value.

Sheth (1991) elaborated that customer value includes societal Value, emotional Value, Functional Value, Epistemic Value, and Conditional Value. Societal value can be defined as promoting social communication or acquiring higher personal reputation. Emotional value can be from customer subjective experience and the level of happiness. Epistemic value was decided by the differences in tourists' geographic conditions, humanity environment, and living style. Therefore, the research of such kind of customer value is quite a few in China.

Research of Tour Guide Interactive Quality's Impact on Re-travelling and Recommendation

Li Jia (2009) pointed out that tourists cannot know the quality and risks before travelling. As a result, the travelling agency should provide

higher customer perceived value which can persuade customer to go. This is due to inseparability. Also, customer and tour guides have a lot of interactive behavior. These behaviors, however, influences customer value and companies' competitive ability.

Cronin and Taylor (1992) put forward service quality concept model which consist of interactive quality, physical evidence quality, and outcome quality. Interactive quality can be measured by attitude, behavior, and professional skills. Based on the Brady and Cronin's model, Martínez and Martínez (2008) stated that interactive quality can be evaluated by behavior (attitude and act), professional skills, and problem solving.

Chen Yongchang (2011) stated that tour guide arrange tourists travelling activities, provide introduction services, and deal with all the problems during the travelling process. As a result, they are the most important element which directly affects tourist's satisfaction level, customer perceived value, and perception risks. Chowdhary and Prakash (2005) explain that interactive quality improvement has a significant impact on the customer's value. In addition, it is the most influential element of service value and performance.

Sanchez (2006) indicated that service professional skills have a positive impact on the economic value. Also, service staff's communication ability influences customer value too, such as Rafaeli and Sutton's research. If service people was smiling, whether the smile is sincere or not, customers would give the company a high evaluation. Xie Lishan (2009) stated that service people's attitude and behavior influenced customer perception fairly. Also, it has a significant impact on the customer satisfaction and repurchase. Zhang Mingli (2014) studied the automobile service center, and found that interactive activities between company and customers have great positive impact on the customer entertainment customer perceived value. Also, the customer perception entertainment value partly has a mediating effect between the personal connection and customer satisfaction.

Research Design
Research Model and Hypotheses

Through literature review and analysis, this paper constructed research model and hypotheses.
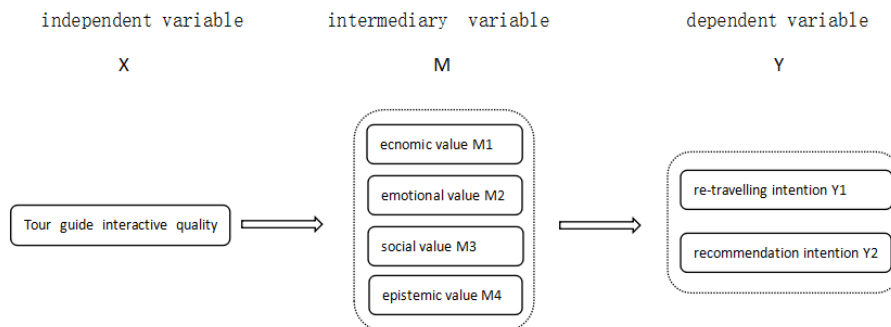
Exhibition 1. Research Model

Hypotheses : Tour guide interactive quality has a positive impact on the travelling customer perceived value including economic value, emotional value, social value, and epistemic value. Also, travelling customer perceived value has positive mediating function to the re-travelling and recommendation.

Research Samples and Variables

This paper chose the people who went to Baili as the research sample, about 260 tourists. Finally, we collected 206 questionnaires. The collecting rate is 79.23%, age is mainly between 26 and 45 years old, and monthly income is mostly between 3000 and 5000 Yuan. Also, female shows 59% while male was 41%. However, this paper developed the variables according to the present theories and tourism service features as follows:

Table 1. Research Variables

Variables	Questions	Resources
Tour guide interactive quality X1	Guide is very friendly and polite	Sheth, Newman & Gross (1991), Duman (2002), Sweeney & Soutar (2001)
	Guide is reliable and keeps to time	
	Guide is considerate for the tourists	
	Guide communicate with tourists	
	Guide is quick responding to the tourists request	
Social value M1	Tourists communicate with each other	
	Tourists make some new friends	
	Friends are more likely to communicate with me	
	This tour enlarge my social group	
Epistemic value M2	This tour increase my knowledge	Yin Hong (2004), Meng Qingliang, Han Yuqi, Chen Xiaojun (2005)
	This tour is more interesting	
	This tour satisfy my curiosity	
Emotional value M3	This tour makes me happy	Sheth, Newman & Gross (1991), Duman (2002)
	This tour makes me comfortable and relaxed	
	This tour is romantic	
Economic value M4	This tour is worthwhile	Holbrook (2006)
	Service quality is high	

Re-travelling intention Y1	I am willing to be here again	
	Next time, I will use this time's travel agency	
	I will never come here。 *	
Recommendation intention Y2	I will recommend this place to my friends	
	I will recommend her through wechat and microblog	
	I will recommend this travel agency	
	I won't recommend this place*	
	I won't recommend this travel agency*	

Reliability and Efficiency Test

Using Cronbach's Alpha to test the reliability, all the Cronbach's Alpha is greater than 0.74. This means the research data has better reliability, and the value of KMO is greater than 0.7. Bartlett test equals zero. This means efficiency test is good.

Table 2. Reliability and efficiency test

| Variables | Reliability test | Efficiency test | |
	Cronbach's Alpha	KMO	Bartlett
X1	0.847	0.772	0.000
M1	0.870	0.794	0.000
M2	0.831	0.752	0.000
M3	0.866	0.737	0.000
M4	0.846	0.500	0.000
Y1	0.780	0.717	0.000
Y2	0.889	0.832	0.000
Total	0.962	0.894	0.000

Correlation Analysis

Each variable's mean, standard, and correlation values are shown in Table 3. According to the data, we can find independent variable, intermediate variables, and dependent variables which have significant relations. Since each variable has a higher correlations value, we test their VIF. Each VIF is between 1 and 3. This means the regression data does not exist and there are no multicollinearity problems.

Table 3. Variables correlation analysis

Variables	Mean	Std	X1	M1	M2	M3	M4	Y1	Y2
X1	1.7888	.54298	1						
M1	1.8100	.55387	.738**	1					
M2	1.6854	.51635	.668**	.745**	1				
M3	1.8285	.65991	.706**	.780**	.782**	1			
M4	1.8592	.76003	.669**	.749**	.657**	.824**	1		
Y1	1.9709	.74351	.634**	.714**	.690**	.737**	.653**	1	
Y2	1.8272	.74076	.538**	.637**	.634**	.748**	.664**	.808**	1

(notice：.*** means p ＜ 0.001，** means p ＜ 0.01，* means p ＜ 0.05)

Test on the Customer Perceived Value Intermediary Effect

According to the Baron and Kenny's theory, this paper measured the customer perceived value's mediating effect through four regression equation. Consequently, it test the relationship between tour guide interactive quality and customer perceived value, the relationship between tour guide interactive quality and re-travelling intention and recommendation intention, and customer perceived value's impact on the re-travelling and recommendation. If these three hypotheses were all tested to be true, we will continue to test if the tour guide interactive quality has a positive impact on the customer perceived value, re-travelling intention, and recommendation. If the effect was not significant or it decreased, this means customer perceived value's intermediary effect is true.

Table 4.Tour guide interactive quality—social value—re-travelling/recommendation intention

Variables		social value		re-travelling intention			recommendation intention		
		model1	model2	model3	model4	model5	model6	model7	model8
Constant		1.150	-.015	1.448	.139	.149	1.469	.309	.320
Controllable	Gender	.082	.083	-.013	-.013	-.068	-.082	-.082	-.141
	Monthly Income	.167***	.098***	.243***	.166***	.101**	.120*	.051	-.020
	Education	.060	.071*	.005	.018	-.029	.082	.094	.042
Tour guide interactive quality			**.718***		**.806***	**.331***		**.714***	**.196***
Social value						.663***			.722***
R^2		0.108	0.590	0.112	0.449	0.546	0.031	0.296	0.412
$\triangle R^2$		0.108	0.482	0.112	0.337	0.434	0.031	0.265	0.381
F		9.243***	74.667***	9.636***	42.699***	50.381***	3.178*	22.515***	29.775***

Model1 and model2 tested tour guide interactive quality's impact on the social value. Model1 takes the controllable into the regression mode. Also, it turned out that monthly income has great impact on the social value (B=-0.167，P＜0.001). Model2 takes the tour guide interactive quality into regression mode, and it influenced social value a lot (B=-0.718，P＜

0.001). Consequently, the other variables' impact on the social value and tour guide interactive quality could explain 48.2% variance of the social value. This means tour guide interactive quality has a positive effect on the social value.

Model3, model4, and model5 verified social value's intermediary effect between tour guide interactive quality and re-travelling intention. Model4 take the tour guide interactive quality into regression equation. Thus, it stated that tour guide interactive quality has a positive impact on the re-travelling intention (B=-0.806, P＜0.001). Model5 adds social value into the regression equation. However, it shows that the tour guide interactive quality still has great effect on the re-travelling intention (B=-0.331, P＜0.001). Thus, social value has the mediation between the tour guide interactive quality and re-travelling intention.

Model6, model7, and model8 estimated that the mediation of social value is between tour guide interactive quality and recommendation intention. Model7 puts tour guide interactive quality into regression equation. It shows that tour guide interactive quality influenced recommendation intention positively (B=-0.714, P＜0.001). Model 8 adds social value into the regression equation. Furthermore, tour guide interactive quality still has effect on the re-travelling intention (B=-0.196, P＜0.05). As a result, social value takes mediation effect between tour guide interactive quality and recommendation intention partly.

Table 5. Tour guide interactive quality—epistemic value—re-travelling/recommendation intention

Variables		epistemic value		re-travelling intention			recommendation intention		
		Model	model2	model3	model4	model5	model66	model7	model8
Constant		1.577	.567	1.448	.139	-.251	1.469	.309	-.124
Controllable	Gender	.079	.079	-.013	-.013	-.068	-.082	-.082	-.142
	Monthly income	.099**	.039	.243***	.166***	.139***	.120*	.051	.022
	Education	-.084	-.074*	.005	.018	.069	.082	.094	.150**
Tour guide interactive			.622***		.806***	.378***		.714***	.240*
Epistemic value						.688***			.763***
R^2		0.042	0.458	0.112	0.449	0.570	0.031	0.296	0.446
△ R^2		0.042	0.416	0.112	0.337	0.458	0.031	0.265	0.415
F		3.982**	44.229***	9.636***	42.699***	55.407***	3.178*	22.515***	34.057***

Based on the analysis of Table 4, we can conclude that the tour guide interactive quality has a positive impact on the epistemic value. Also, monthly income influences epistemic value greatly (B=-0.099, P＜0.01). Model3, model4, and model5 test epistemic value's mediation effect between tour guide interactive quality and re-travelling intention.

Table 6. Tour guide interactive quality—emotional value—re-travelling/recommendation intention

Variables		emotional value		re-travelling intention			recommendation intention		
		model1	model2	model3	model4	model5	model6	model7	model8
Constant		1.326	-.009	1.448	.139	.145	1.469	.309	.317
Controllable	Gender	.085	.085	-.013	-.013	-.064	-.082	-.082	-.154*
	Monthly income	.178***	.099***	.243***	.166***	.106***	.120*	.051	-.032
	Education	-.007	.006	.005	.018	.014	.082	.094	.089*
Tour guide interactive quality			.822***		.806***	.311***		.714***	.018*
Emotional value						.602***			.847***
R^2		0.072	0.517	0.112	0.449	0.584	0.031	0.296	0.568
$\triangle R^2$		0.072	0.445	0.112	0.337	0.472	0.031	0.184	0.537
F		6.276***	55.915***	9.636***	42.699***	58.626***	3.178*	22.515***	54.993***

Based on the analysis of Table 4, we can conclude that the tour guide interactive quality has a positive impact on the epistemic value (B=-0.822, P＜0.001). Also, monthly income influences epistemic value greatly (B=-0.178, P＜0.01). Model3, model4, and model5 test epistemic value's mediation effect between tour guide interactive quality and re-travelling intention.

Table 7. Tour guide interactive quality—economics value—re-travelling/recommendation intention

Variables		economics value		re-travelling intention			recommendation intention		
		model1	model2	model3	model4	model5	model6	model7	model8
Constant		1.282	-.144	1.448	.139	.188	1.469	.309	.388
Controllable	Gender	-.022	-.021	-.013	-.013	-.006	-.082	-.082	-.070
	Monthly income	.241***	.157***	.243***	.166***	.112**	.120*	.051	-.034
	Education	.032	.045	.005	.018	.002	.082	.094	.069
Tour guide interactive quality			.878***		.806***	.507***		.714***	.237*
Economics value						.341***			.544***
R^2		0.108	0.490	0.112	0.449	0.508	0.031	0.296	0.451
$\triangle R^2$		0.108	0.382	0.112	0.337	0.396	0.031	0.265	0.42
F		9.267***	50.332***	9.636***	42.699***	43.366***	3.178*	22.515***	34.747***

As discussed before, we can find that the tour guide interactive quality has a positive impact on economic value. Also, monthly income influence epistemic economic mediation effect between tour guide interactive quality and re-travelling intention.

Conclusion

Taking the customer perceived value, including social value, emotional value, epistemic value, and economics value as the intermediary variables, this paper analyzed the relationship among tour guide interactive quality, re-travelling, and recommendation intention.

Consequently, we concluded through analysis of research data, firstly, that tour guide interactive quality has positively influenced tourists re-travelling and recommendation intention. Secondly, social value, emotional value, epistemic value, and economics value has great impact mediation effect on the tourists re-travelling and recommendation intention. As a result, travel agency should not focus on the customer economic value. Thirdly, tour guide interactive quality has positive impact on the customer perceived value, particularly on the social value, emotional value, and epistemic value. Fourthly, customer perceived value has significant positive impact on the re-travelling and recommendation, in particular emotional and social value. Epistemic value influenced re-travelling and recommendation which cannot be talked by some other professionals. Finally, income as the controllable strength shows a significant effect: the higher the income, the greater the effect.

Existing experts mainly discussed economic value and functional value. Nevertheless, they are very important. People will give more importance to the experiences, especially the experience of quality of freedom for mind and body. This, however, signifies the spirit value perception, including emotional value, social value, and epistemic value. This paper analyzes tour guide interactive quality's impact on the perception value, especially spirit perception value. It put forward the training work of tourism companies, and not just some professional skills training. This is good to improve economic value. Also, it needs empathy and communication training work which are the key to improve tourists' emotional and epistemic value.

Future Research Directions

Firstly, this paper mainly discussed emotional value, social value, epistemic value, and economics value. However, it did not analyze altruistic value, such as some tourists green behavior during travelling. With the development of volunteerisms, and more importance on the tourism responsibility, altruistic value should be discussed as the main dimension in the tourism.

Secondly, we can discussed different customer value perception of different tourist groups, such as the different customer perceived value before and after the travelling, different tourists motivation, customer expectation's impact on the customer perceived value and so on.

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