

# Research on the Relationship between Tourists' Perceived Quality, Satisfaction and Willingness to Revisit

## -- Taking Jiaozuo Film and Television City as an Example

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### Abstract

**The analysis of the relationship between tourists' perceived quality, satisfaction and willingness to revisit plays an important guiding role in improving the operation of scenic spots. This paper takes the tourists of Jiaozuo Film and Television City as the research object, and explores the influence relationship between the perceived quality, satisfaction and willingness to revisit by means of factor analysis, correlation analysis and regression analysis. The results show that the perceived quality of tourists is composed of tourism resources, tourism services and tourism environment, and these three dimensions positively affect satisfaction and willingness to revisit, and tourists' satisfaction also positively affects willingness to revisit. Finally, based on the conclusion of the study, suggestions are put forward to promote the healthy development of Jiaozuo Film and Television City.**

### Keywords

**Perceived Quality; Satisfaction; Willingness to Revisit; Jiaozuo Film and Television City.**

### 1. Introduction

Tourists' experience perception of tourist destinations is not only related to their travel decision-making choices, but also provides directions for the improvement of various functions of tourist destinations. Tourists' satisfaction and willingness to revisit reflect tourists' overall evaluation of the tourist destination and are an important manifestation of the quality of the development of a tourist destination. In tourism management, the higher the tourist's satisfaction and willingness to revisit, the stronger the comprehensive competitiveness of scenic spots, the more guaranteed the economic benefits. The perceived quality of tourists is the personal experience evaluation of tourists on the quality of products, facilities and services provided by the tourist destination. The research hotspots of scholars under this topic focus on the classification of indicators for the measurement of tourists' perception quality [1, 2], and the relationship between tourists' perception, satisfaction and willingness to revisit[3]. Tourists' satisfaction often coexists with willingness to revisit. In many studies, scholars have found that tourists' satisfaction may positively affect willingness to revisit [4].

Film and television tourism mainly uses film and television shooting sites as tourism carriers, and uses the shooting process and physical scenes as attractions. Jiaozuo Film and Television City is a large-scale comprehensive tourist attraction. It is an important film and television shooting site based on the profound cultural heritage of the pre-Qin period. It also has functions such as sightseeing, entertainment and leisure, and is an important material carrier for the development of film and television cultural tourism. This paper uses Jiaozuo Film and Television City as the research site, starting from the perception of tourists' travel experience, constructing an analysis framework of tourists' perceived quality, satisfaction, and willingness to revisit, and using regression analysis to conduct empirical research on the internal

relationship between the three, in order to provide reference suggestions for the improvement of the development level of Jiaozuo Film and Television City.

## 2. Research Design

### 2.1. Data Source

The content of the questionnaire in this article is mainly composed of two parts. The first part is the basic personal information, which investigates the characteristics of tourists including gender, age, education level, occupation, income, and place of residence. The second part is a series of items using the Likert five-level scale to measure tourists' perception of tourist experience in scenic spots. The options are arranged in the order of degree from "strongly disagree" to "strongly agree", with values ranging from 1 to 5 points. The data collection of this survey selected a combination of online and offline forms. In the end, a total of 260 online and paper questionnaires were recovered, excluding the questionnaires with missing answers and strong randomness, and the remaining 245 valid questionnaires, with an effective rate of 94.2%.

### 2.2. Sample Structure

Among the surveyed tourists, the proportion of men and women is equal, the proportion of men is 51.84%, and the proportion of women is 48.16%. From the perspective of age, most of the respondents are in the 21-30 age group, accounting for as high as 51.02%. Young people in this age group have become the main group under investigation. From the perspective of education level, people with bachelor's degree and junior college degree are the main group of respondents, accounting for 50.61%, followed by people with low or medium education (high school or below), accounting for 32.66%, and people with high education (master's degree or above), accounting for the least, only 16.73%. In terms of occupation, the respondents are engaged in occupations of different nature, among which students are the main group, accounting for 36.73%. In terms of monthly income, the respondents mainly come from low-income groups with monthly income less than 3,000 yuan, accounting for 39.18%. This is mainly because students are the main group among the respondents with low income. In terms of place of residence, the respondents are mainly from Jiaozuo City, accounting for 49.39%, and the rest are other cities in Henan Province and cities outside the province, accounting for 31.02% and 19.59% respectively.

### 2.3. Research Methods

The collected and valid survey data were imported into SPSS 22.0 statistical analysis software, and the reliability and validity were tested to ensure the reliability of the research data. Then, the factor analysis method is used to extract the common factors of each index variable of tourists' perceived quality evaluation. On this basis, frequency analysis was used to explore the differences in the evaluation of tourists' perceived quality in various dimensions, and correlation analysis and regression analysis were used to analyze the relationship among tourists' perceived quality, satisfaction, and willingness to revisit.

## 3. Results and Analysis

### 3.1. Reliability Test

Before analyzing the collected data, it needs to be tested for reliability. The effect of data reliability is determined by the size of Cronbach's  $\alpha$  coefficient. When the coefficient is greater than 0.8, the reliability of the data is considered to be in an ideal effect and has very high reliability. The overall reliability of the questionnaire was tested by SPSS 22.0 software, and the results showed that the Cronbach's  $\alpha$  value was 0.901, indicating that the data used for empirical analysis had very good reliability, and subsequent analysis could be continued.

### 3.2. Validity Test and Factor Analysis

In this paper, the factor analysis method is used to extract the dimensions of tourists' perceived quality evaluation. By reducing the dimensions of each index, fewer dimension categories represent more measurement indicators. The measurement results show that the KMO value is 0.899, which is close to 0.9, and the Bartlett sphere test chi-square value is 3,521.330, which is significant at the 0.000 level, which means that the data of each item meets the requirements of factor analysis. Using the principal component extraction method of SPSS 22.0 software, the variable data measured by tourists' perceived quality are rotated to maximize the variance to extract common factors, and the factor loading matrix is obtained. Five items whose factor loading value is less than 0.5 and which exist under multiple common factors at the same time are excluded, and factor analysis is performed again on the index variables of each item left after the screening, and finally three common factors for the evaluation of tourists' perceived quality are extracted. The cumulative variance contribution rate is 59.429%. Finally, the common factors are named, namely, tourism resources, tourism services, and tourism environment, that is, the three dimensions of tourists' perceived quality measurement. The results are shown in Table 1.

**Table 1.** Factor analysis results

Evaluation index	Dimension division		
	Tourism resources	Tourism services	Tourism environment
Tourism resources are distinctive	0.713		
Tourism resources are rich	0.700		
Entertainment projects are diverse	0.666		
Feel the strong historical and cultural atmosphere	0.649		
Admire the characteristic antique buildings	0.617		
Complete infrastructure such as public health and recreation		0.779	
Complete emergency rescue and support facilities		0.746	
Improve traffic routes, guidance signs, etc.		0.628	
Convenient access to scenic spots, information consultation, etc.		0.591	
The environment is clean and tidy, and the ecology is good and pollution-free			0.756
Comfortable climate and good air quality			0.703
Beautiful scenery, pleasant scenery			0.653
Eigenvalues	4.962	1.158	1.011
Cumulative variance contribution rate%	41.346	51.000	59.429

### 3.3. Correlation Analysis between Perceived Quality, Satisfaction, and Willingness to Revisit

#### 3.3.1. Correlation Analysis

Correlation analysis is to analyze the linear relationship between two or more variables, that is, to measure the closeness of the correlation between them. The strength of the correlation between variables is judged by the value of the correlation coefficient  $r$ . The value range of  $r$  is  $[-1, 1]$ . When the value of  $r$  is closer to 1 or -1, the correlation between them is stronger; when the value of  $r$  is closer to 0, the weaker the correlation between them. From the data in Table

2, it can be seen that the relationship between the perceived quality, satisfaction, and willingness to revisit the various variables of the Jiaozuo Film and Television City scenic spot has a significant correlation at the level of 0.01, and they are all positively correlated. The correlations between the three dimensions of tourism resources, tourism services, and tourism environment and satisfaction and willingness to revisit are all between 0.4 and 0.6, all of which are moderately correlated. At the same time, the correlation coefficient between satisfaction and willingness to revisit is also in the range of 0.4-0.6, which is also a medium correlation.

**Table 2.** Summary table of correlation analysis

Variable	Tourism Resources	Tourism services	Tourism environment	Satisfaction	Willingness to revisit
Tourism resources	1				
Tourism services	0.648**	1			
Tourism environment	0.490**	0.473**	1		
Satisfaction	0.492**	0.516**	0.471**	1	
Willingness to revisit	0.591**	0.582**	0.466**	0.554**	1

Note: "\*\*\*" means that the correlation is significant at 0.01 level (two-tailed).

### 3.3.2. Regression Analysis

#### (1) Regression analysis of tourists' perceived quality and satisfaction

In order to explore the relationship between tourists' perceived quality and satisfaction, SPSS 22.0 software was used to conduct multiple regression analysis. It can be seen from Table 3 that the standardized coefficients of resources, services, and environment are all greater than 0, and the F test of the regression model is significant, indicating that these three variables have a significant positive impact on satisfaction. The size of the standardized coefficients indicates that the three dimensions have different influences on the dependent variables. Through the comparison between the coefficients, it can be known that the three dimensions have different influences on tourist satisfaction from large to small: service, environment, and resources. It can be clearly seen that service and environment have become important factors affecting tourist satisfaction. Therefore, during the development of scenic spots, attention should be paid to service and environment, and efforts should be made to improve tourist satisfaction.

**Table 3.** Regression analysis of tourists' perceived quality and satisfaction

Independent variable	Dependent variable	Coefficient	Degree of freedom	R <sup>2</sup>	F	Sig.
Tourism resources	Satisfaction	0.194	Regression 3	0.353	43.758	0.007
Tourism services		0.273	Residual error 241			0.000
Tourism environment		0.247	Total 244			0.000

#### (2) Regression analysis of tourists' perceived quality and willingness to revisit

Taking tourists' willingness to revisit and perceived quality as dependent and independent variables respectively, multiple regression analysis was used to explore the relationship between them. It can be seen from Table 4 that the willingness to revisit is positively affected by the three dimensions of resources, services, and environment. Among them, tourism resources have the greatest influence on tourists' willingness to revisit, followed by tourism services, and finally tourism environment. Tourism resources are the main elements to attract tourists. Scenic spots should strengthen the connotation mining and characteristic

development of tourism resources, innovate the form of resource presentation, make use of the rich historical and cultural atmosphere of scenic spots, create an immersive historical and cultural experience activity project to improve the possibility of tourism resources attracting tourists a second time, thereby stimulating tourists' willingness to revisit.

**Table 4.** Regression analysis of tourists' perceived quality and willingness to revisit

Independent variable	Dependent variable	Coefficient	Degree of freedom	R <sup>2</sup>	F	Sig.
Tourism resources	Willingness to revisit	0.314	Regression 3	0.439	62.793	0.000
Tourism services		0.298	Residual error 241			0.000
Tourism environment		0.171	Total 244			0.003

(3) Regression analysis of tourist satisfaction and willingness to revisit

The regression analysis of tourist satisfaction and willingness to revisit is carried out, and the results are shown in Table 5. The standardization coefficient is greater than 0, and the F test of the regression model is significant, indicating that satisfaction has a relatively direct positive effect on the willingness to revisit. The regression analysis results show that in order to increase the tourist revisit rate of scenic spots, improving tourist satisfaction is the focus of attention.

**Table 5.** Regression analysis of tourists' satisfaction and willingness to revisit

Independent variable	Dependent variable	Coefficient	Degree of freedom	R <sup>2</sup>	F	Sig.
Satisfaction	Willingness to revisit	0.554	Regression 1	0.307	107.820	0.000
			Residual error 243			
			Total 244			

### 4. Suggestions

In order to improve tourist satisfaction, stimulate tourists' willingness to revisit, and promote the sustainable development of Jiaozuo Film and Television City scenic spot, this article puts forward the following suggestions based on the results of empirical analysis:

(1) In terms of tourism resources, enrich the historical and cultural connotations of scenic resources and integrate them into every link of tourism development, so that the scenic spots can form a unique competitive advantage. Regularly plan special cultural tourism theme activities, attract tourists' attention with colorful scenic entertainment activities, set up and promote tourism check-in points, and mobilize tourists' enthusiasm for participation. Make full use of the antique architecture and historical and cultural background of the film city scenic spot, add immersive experiential tourism activities or tourism projects, and promote the transformation of scenic tourism experience from traditional sightseeing to experiential through enriching tourism experience projects, making the scenic area more dynamic and more attractive. In addition, the scenic spot can also build some places of entertainment and leisure to enhance the scale and volume of the tourism industry in the scenic spot.

(2) In terms of tourism services, we should try our best to meet the reasonable needs of tourists and improve the service management level of scenic spots. Improve public health, recreation, communication, security and other supporting infrastructure, reasonably set up tour signs and route signs, innovate the way of interpretation of scenic spots, and expand information consultation channels. At the same time, it is necessary to enrich catering, accommodation,

shopping and other service facilities in and near the scenic spot, such as providing local specialties, optimizing the accommodation environment, and creating scenic cultural and creative products. Provide good supporting facilities for film scenic spots with mature services to enhance tourists' travel experience.

(3) In terms of tourism environment, the environment of the scenic spot is an important factor in the satisfaction of tourists. The scenic spot should pay attention to the protection of the natural environment, improve sanitary conditions, design and build green landscapes, and at the same time pay attention to the maintenance of buildings and facilities, so as to create a comfortable and comfortable environment for tourists. By improving the natural and cultural environment, the scenic spot has a strong tourist attraction, thereby enhancing the satisfaction of tourists.

(4) Establish a cultural brand. Jiaozuo Film and Television City should propose its own cultural brand and clarify cultural positioning. By excavating and arranging the connotation of its own history, culture and film and television culture, the extracted cultural themes are modernized, fashioned and visualized, so as to construct a cultural IP system of Jiaozuo Film and Television City with prominent themes, rich connotations and distinctive features. For example, with the culture of the Pre-Qin and Three Kingdoms periods as the background, integrating historical culture and regional culture to create historical and cultural hot spots. Create a large IP film and television scene in line with historical and cultural genes, combine digital technology to display historical legends, character stories, and folk traditions in the pre-Qin and Three Kingdoms periods, and improve the historical and cultural influence of the scenic spot. In addition, it is necessary to accelerate the comprehensive and in-depth integration of the entire film and television industry chain and tourism elements, develop the tourism product system of food, accommodation, transportation, tourism, shopping and entertainment with the historical and cultural style of film and television city, and build film and television cultural tourism destination and cultural tourism complex with unique IP characteristics.

## 5. Conclusion

Combining with the specific situation of Jiaozuo Film and Television City scenic spot, this paper constructs an analysis framework of tourists' perceived quality, satisfaction and willingness to revisit from the perspective of tourists' perceived quality. Based on the questionnaire data, the factors analysis, regression analysis and other methods are used to explore the influence relationship between the three, and the following research conclusions are drawn:

(1) Using factor analysis, the measurement index variables of tourist perception quality can be divided into three dimensions: tourism resources, tourism services, and tourism environment. The tourists' evaluation scores from high to low are environment, service, and resources, all of which are positive evaluations.

(2) The correlation analysis of the data shows that the three tourist perception dimensions of tourism resources, tourism services, and tourism environment have significant correlations with satisfaction and willingness to revisit. The correlation coefficients between the variables are all between 0.4 and 0.6, all of which are moderate correlations, indicating that there is a close relationship between tourists' perceived quality, satisfaction, and willingness to revisit.

(3) Multiple regression analysis was carried out among different variables, and it was found that the three dimensions of tourists' perceived quality had a positive impact on satisfaction and willingness to revisit, that is, the higher the tourists' evaluation of the perceived quality of the tourist experience, the higher the recognition, support and satisfaction of the scenic spot's development, and the more likely the revisit rate of tourists will increase. At the same time, satisfaction also positively affects the willingness to revisit, that is, the willingness to revisit will continue to increase with the improvement of satisfaction. Therefore, in order to gain more

prominent competitiveness and achieve long-term sustainable development, scenic spots must pay attention to tourists' evaluation of tourist attractions in all aspects, pay attention to the practical needs of tourists, improve the tourism functions of scenic spots, and create a high-quality scenic spot that is satisfied and recognized by tourists.

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