



## Satisfaction and Behavioral Intention Based on Service Quality: Local Tourists' Perspectives at Cox's Bazar of Bangladesh

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**Abstract:** The purpose of the study was to explore the relationship between the five dimensions of service quality and satisfaction of tourists' and its contentment on future behavioral intentions. The model was tested by utilizing the data which gathered from 200 domestic tourists'. This research examined by applying the SERVQUAL model and analyzed through multiple regression analysis. The findings revealed that the five dimensions of service quality have a significant relationship on tourists' satisfaction and the relationship of tourists' satisfaction on behavioral intentions were significantly positive. For the future behavioral expectations and fulfillment of domestic local tourists' expectations, it is a must to improve the existing service quality of Cox's Bazar to attract more tourists' and to survive in this competitive green world.

**Keywords:** *SERVQUAL model; Service quality; Tourism; Cox's Bazar.*

**Introduction:** Travel and tourism industry is known as the biggest industry in the world. The aggregate effect of the business in 2011, contributed 9% of worldwide Gross Domestic Product (GDP), or estimation of over US\$6 trillion, and contributed for 255 million employments on the planet [1,2,3]. Alongside the world's travel and tourism improvement, Bangladesh tourism winds up noticeably a standout amongst the most vital segments of the national economy, and additionally an essential of outside trade incomes for the nation. Bangladesh is a nation with varieties of cultural, natural and social dimension, which offer an extensive variety of tourism attractions. Like this, it's not surprising that Bangladesh tourism turns into the new hype when the government of the country emphasis on tourism with a slogan "Beautiful Bangladesh." Bangladesh is one of the most significant countries in the South Asian region that is bothered for the conservation of culture, norms, heritage and sustainable tourism. At present, culture and heritage tourism sectors are becoming the main attraction for both domestic and international tourists in Bangladesh. But there are only a few sites all over Bangladesh that was recognized to the global tourists and heritage tourism sectors are becoming the main attraction for both domestic and international tourists in Bangladesh. But there are only a few sites all over Bangladesh that was recognized to the global tourists. Cox's Bazar Beach, situated at Cox's Bazar, Bangladesh, is the longest unbroken quicksand free ocean shoreline on the world, running 120 kilometers. It is the best traveler destination of Bangladesh. At high tide, the shoreline is 200 meters (660 ft) wide, and at low tide, it is 400 meters (1,300 ft) wide on average. However, there are no official figures on the quantities of guests to Cox's Bazar this winter.. Moreover inn proprietors said that 10,000 rooms accessible were full just about seven days in December. Cox's Bazar got its initial five-star accommodation in December, an inn sitting above the world's biggest characteristic white sand shoreline and lolling in its dynamite nightfall. The most extreme temperature here in the winter is just around 12 degrees Celsius (53.6 degrees Fahrenheit), however visitors on the seashore some tea, snacks or the exceptionally prevalent green coconut water.

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Several studies have been conducted on the relationship between the service quality and tourism satisfaction and the behavioral intention [4-5]. This research fully conceptualized the relationship of tourism satisfaction and service quality. The purpose of the research is to explore the relationship between the five dimensions of service quality and satisfaction of tourist. The research also explores the relationship between satisfactions of tourist on future behavioral expectations. The aim of this research is to find out the relationship between the five dimensions of service, quality of satisfaction of tourist and to explore the positive relationship of tourists' satisfaction of future behavioral expectations. Specifically, the research provides a guideline to the hotel managers, authority and related parties to retain the service quality of tourism satisfactions.

**Research Methodology:** The research is empirical in nature, and both quantitative and qualitative data has been used. The primary data was collected through the self-designed structured questionnaire from the domestic tourist of the Cox's Bazar. Purposive sampling method has been used in this research. The sample size of the research was around 200 and they are the domestic tourist in Cox's Bazar. The pretest of the questionnaire was conducted in June 2017 on 30 participants of the research. SERVQUAL model was used in this research to satisfy the objective of the research.

**Research Model and Hypothesis:** The research shows, which guided the advancement of the hypothesis theories, can be found in Figure 1. The hypotheses display the relationship among service quality, the satisfaction of tourist and future behavioral expectations. The hypothesis of service quality alludes to SERVQUAL model which measuring consumer view of service quality with a numerous scale things or broadly known as the SERVQUAL five measurements (reliability, ability, tangible, empathy, and responsiveness) [6-9]. While the tourist satisfaction alluded to the hypothesis of Expectancy Disconfirmation Paradigm (EDP), which expressed that satisfaction is a consequence of clients' differences between prior expectations and actual performance [10,11].

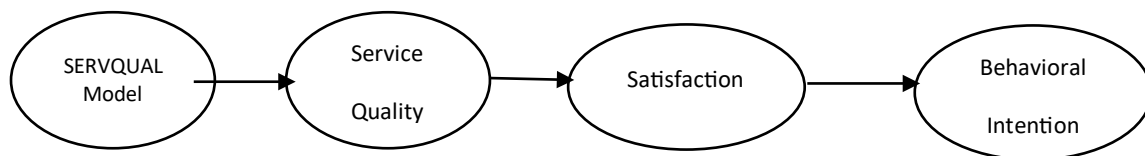


Fig. 1: Model of the Research

Source: Author's Generated Figure

In addition, the future behavioral goals were found from four stages of loyalty these are cognitive, affective, conative, and action loyalty. Future behavioral goals was perceived as a kind of conative loyalty which characterized as customer's loyalty that joined by a want to plan an activity – in this research as aim to return to, say positive thing and prescribe the goal to others [12-13]. However, the hypotheses of the research were as follows:

H1. The relationship between five dimensions of service quality on tourists' satisfaction is significant.

H2. There is a notable relationship between the tourist contentment on future behavioral intentions.

## Result and Discussion:

**Validity and Reliability Test:** This research engaged the analysis of Cronbach alpha coefficients using SPSS 21.0 to analyze the reliability of each dimension. All variables were proven reliable as they exceed regarding the reliability guidelines of 0.6 [14-16]. Factor analysis was conducted to evaluate the validity of each question. Among 200 respondents, factor loadings in the range of 0.40 or greater are considered practically significant [17] (See Table 1).

**Table 1.** Variables Reliability and Validity Measures

Variables	Items	Loadings	Cronbach $\alpha$
<b>Reliability</b>	Creating comfort	0.654	0.881
	Flexible visiting hour	0.734	
	Excellent hospitality	0.821	
	Well management capability	0.832	
<b>Assurance</b>	Available information and direction	0.643	
	Comfortable and security	0.763	
	Friendliness and helpfulness	0.764	
	Expertise of tour guides	0.873	
<b>Tangible</b>	Cleanliness and well management	0.764	
	Neat and clean beach	0.865	
	Hotel employees clean dress up	0.764	
	Agency management	0.675	
<b>Empathy</b>	Attention to tourist need	0.865	
	Polite and friendly service	0.764	
	Help and satisfaction	0.874	
	Location facilities	0.765	
<b>Responsiveness</b>	Ready to serve	0.765	
	Too busy to respond	0.854	
	Best possible service	0.810	
	No crowd in beach	0.832	
<b>Tourist satisfaction</b>	I am satisfied my visit	0.634	0.721
	I have enjoyed my visit	0.763	
	I am positive about revisiting	0.643	
<b>Future Behavioral Intentions</b>	I will recommend to others	0.621	0.743
	I will say something positive to others	0.743	
	I will return to in the future	0.654	

**Test of Research Hypotheses:** H1 The relationship between five dimensions of service quality on tourists' satisfaction is significant. According to the results of Hypothesis 1, the overall model was significant at 0.000 or the p-value < 0.05. The adjusted R square is equal to 0.332, which indicates that the five dimensions of service quality has a significant relationship on tourist satisfaction by 0.332 (33.2%), where the remaining 0.678 (67.8%) of changes were identified by other factors, which not mentioned in this research. Thus, the first hypothesis, which stated that there is a significant relationship between the five dimensions of service quality on tourist satisfaction is accepted. The test results of the first hypothesis are shown in Table 2 and Table 3.

**Table 2.** Model Summary,

Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	0.543 <sup>a</sup>	0.347	0.332	1.45723

a. Predictors: (Constant), Supervision policy, total reliability, total assurance, total tangible, total empathy, total responsiveness

**Table 3.** ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	214.545	5	42.857	20.312	0.000 <sup>b</sup>
Residual	412.728	193	2.121		
Total	625.421	198			

a. Dependent variable: Job Satisfaction

b. Predictors: (Constant), total reliability, total assurance, total tangible, total empathy, total responsiveness

Furthermore, this research performed t- test for each SERVQUAL dimensions separately to discover which dimensions that becomes the most influential on tourists' satisfaction.

The results of t- tests are shown in Table 4.

**Table 4.** T-test Result

Model	$\beta$	t	Sig.
Reliability → Tourist Satisfaction	0.162	1.475	0.0034
Assurance → Tourist Satisfaction	0.204	2.423	0.011
Tangible → Tourist Satisfaction	0.243	3.234	0.000
Empathy → Tourist Satisfaction	0.139	1.734	0.014
Responsiveness → Tourist Satisfaction	0.073	1.092	0.00

The result on Table 4 shows that, tangible was recognized as the most influencing SERVQUAL dimension that influence tourist satisfaction, since the result of its Beta was the highest among other dimensions. Tangible has a value of 0.243, followed with the second highest which were assurance (0.204), reliability (0.162), and empathy (0.139) and finally, responsiveness was recognized as the least important SERVQUAL dimension that influence on tourist satisfaction, since the result of its Beta was the lowest among other dimensions and has a value of 0.073.

H2 There is a notable relationship between the tourists' contentment on future behavioral intentions. [18-20]  
The test results of the second hypothesis are shown in Table 5 below.

**Table 5.** Model Summary

Model	Standardized Coefficients (Beta)	t	Sig.
(Constant)		8.457	.00
1 Tourist Satisfaction	0.547	8.674	.00

a. Dependent Variable: Future Behavioral Intentions

This research was using determination coefficient to investigate the relationship of tourist satisfaction on future behavioral intentions. According to the results of Hypothesis 2, the p- value of the overall model was significant at  $p\text{-value} < 0.05$ . Moreover, the relationship of tourist satisfaction on behavioral intentions is equal to 0.547 (54.7%). The result indicates that if the level of tourists' satisfaction increased by one unit of value, then it will increase the future behavioral intentions simultaneously. [21-23]

**Conclusion and Managerial Implications:** As indicated by the regression analysis, the relationship among service quality on tourists' satisfaction domestic local tourist, it is discovered that service quality has a weak relationship on tourist satisfaction, since it's clarified on tourist's satisfaction by 32.3%. Specifically responsiveness dimension (0.277) was uncovered as the slightest affecting dimension since its rate was beneath from traveler expectation. This shows tourists think that authority of Cox's Bazar tourism has low willingness to help the tourists and meet their expectation. On the other hand tangible dimension (0.000) was highlighted as the most impacting dimension. The consequences of this examination interestingly with the tourism considers, which additionally directed SERVQUAL show who underscored "unmistakable" as the minimum impacting measurements for sightseers.

Since achieving tourist satisfaction is turned out to be one of the essential areas for most tourism service organizations and associations today, expanding tourist satisfaction is accepted will generate more profit and bringing down promoting consumptions. Discoveries of this examination delighted that traveler satisfaction has primarily impact on future behavioral aims (56.4%). In like manner, the higher rates of tourist satisfaction with the service quality, the higher suitability to perform future behavioral goals, for example, suggest, say positive thing and revisit the destination.

With a specific end goal to advance the future behavioral expectations and fulfillment of domestic local tourists, there is a dire need for Cox's Bazar specialist service should to improve specific service quality dimension. One of them is to give preparing projects to the workers and visit guides. Along these lines this investigation demonstrates that, cleanliness and all around supervisor of the beach was the critical factor that influences the tourists' to feel happy with their arrival to Cox's Bazar beach.

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