Study Factors Affecting Satisfaction of Tourists Traveling To Ba Ria - Vung Tau

Dr. Vu Van Dong

Subrector, Ba Ria – Vung Tau University, Viet Nam
Corresponding Author: Dr. Vu Van Dong

Abstract: *To have a client service database for travel service, and one in the research of the target to parse the image suffix to the client. Ba Ria - Vung Tau tourism survey. The number of data processing with the SPSS system section, check the scale with the Cronbach Alpha system, the Explorio parser pattern (EFA). (5) manual guide, (6) travel environment, (4) travel guide, (6) travel environment, , (7) calendar, (8) natural and (9) kernel.*
Keywords: *travel, guest, perfect, service quality, calendar*

I. Introduction

Ba Ria - Vung Tau province has a natural area of 1,982 km2, a population of 1,041,565, a population density of 525 persons / km2 (according to statistics in 2014). Geographical location is in the South East, Ho Chi Minh City in the West, Dong Nai in the East, Binh Thuan Province in the East, South China Sea with 305 km in length, There are many beautiful beaches. This is a favorable condition for strong development of island tourism.

Customer satisfaction with a service product is understood as the satisfaction of the customer during the period of direct dealing with the business and can be understood as dealing with the presence or absence of personnel. Service provider. Customer satisfaction surveys for these two types of transaction services will help service organizations find the most effective customer service strategies and help businesses attract, retain and deliver. Customer loyalty, thereby improving the competitiveness of enterprises as well as the local. As the researchers concluded, higher customer satisfaction will create an emotional state associated with the service brand, not just the psychological factor in the purchase decision of the customer. The result is a high degree of customer loyalty. The author has applied the theory (Nguyen Dinh Tho, 2013), to conduct a survey through interviews directly with 450 visitors after visiting and experiencing tourism services. Further analysis of customer satisfaction shows that the four components of customer satisfaction (D. Randall Brandt, 1996) are: (1) Expectations, (2) Performance, (3) Confirmation / Not Confirmation, and (4) Satisfaction. As in other provinces, tourism services are taking on increasing proportion of total national income of Ba Ria - Vung Tau Province in particular. With the development of society, customers have higher demands. Those resorts that meet these requirements will create a competitive advantage for them by creating loyalty. However, the ups and downs of domestic and international economic ups and downs have affected the behavior of consumers, especially spending on leisure and travel. Therefore, improving the quality of tourism services is a very difficult and costly task in today's context, and to do this requires a deep understanding of the elements. Composition of tourism services and measures to improve service quality. Based on this fact, the research aims to assess the current status of tourism services in Ba Ria - Vung Tau. Detailed analysis of the factors affecting the perception of tourists about the quality of tourism services and from that assessment of the impact of quality tourism services on the satisfaction of tourists; Propose solutions to improve service quality, meet the needs of visitors.

II. Research methodology

In this study, using the service quality analysis model, the Cronbach alpha coefficient of satisfaction was measured; The tool is primarily exploratory factor analysis. Research on the theory of service quality consists of 9 groups of factors:
(1) Scenery tourism: measured by six observable variables x1 through x6
(2) Technical infrastructure: measured by eight observation variables from x7 to x14
(3) Means of transportation: Measured by the seven observed variables x15 to x22
(4) Tour guide: measured by seven observation variables from x23 to x30
(5) Accommodation facility: measured by seven observation variables from x31 to x38
(6) Service attitude: measured by six observation variables from x39 to x45
(7) Tourism environment: measured by six observable variables x46 to x52

----

(8) Natural Condition: Measured by five observable variables from x53 to x58

(9) Traveling Manpower: Measured by five observable variables from x59 to x65

In this study, the authors used the Likert scale for points 1 through 5 to measure the observed variables. The perceived value is measured by the five observed variables x49 to x53. Visitor satisfaction in tourism in Ba Ria - Vung Tau is measured by the six observation variables x54 to x59. As well as the Ba Ria - Vung Tau tourism service quality scale, the scale of price perception and scale of satisfaction of tourists when traveling in Ba Ria - Vung Tau using the Likert scale for the score from 1 to 5 to measure the observed variables. Secondary data collected from newspapers, internet, expert opinion, local government and related database sources. Primary data were interviewed directly with 450 visitors using random sampling stratified by location (4 main sites: Vung Tau, Long Hai, Binh Chau and Con Dao) and domestic visitors. To minimize errors in the analysis process (300 domestic visitors and 150 international visitors).

Table 1: Cronbach Alpha of the tourism landscape component in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary type	Correlate total turn	Alpha if this type of variable
Travel scene (PC): Alpha = 0,789				
x_1	25,80	21,774	0,484	0,667
x_2	25,50	22,957	0,466	0,767
x_3	25,81	21,000	0,554	0,746
x_4	26,12	21,781	0,471	0,789
x_5	25,52	22,889	0,381	0,750
x_6	26,59	21,330	0,458	0,764

Source: Survey results of 450 samples in 2018

According to Table 1, Cronbach Alpha of the tourist landscape component in Ba Ria - Vung Tau is 0.789 larger than 0.60, so this scale is standard. In addition, variables with a variable-sum correlation coefficient are high, most of these coefficients are greater than 0.40, with the exception of the variable x5 (where safe to place) is 0.381. However, the variable-sum correlation coefficient of variable x5 is still greater than 0.30, so these variables are consistent and achieve reliability.

Table 2: Cronbach Alpha of technical infrastructure in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Technical Infrastructure (TA): alpha = 0.789				
x_7	25,64	22,250	0,550	0,768
x_8	26,07	21,643	0,484	0,787
x_9	25,57	23,135	0,455	0,764
x_{10}	18,68	12,093	0,352	0,679
x_{11}	18,93	11,641	0,455	0,681
x_{12}	18,89	11,434	0,432	0,699
x_{13}	21,03	11,445	0,441	0,663
x_{14}	18,72	11,021	0,450	0,672

Source: Survey results of 450 samples in 2018

Table 2 shows that Cronbach Alpha of technical infrastructure in Ba Ria - Vung Tau is 0.789 larger than 0.60, so this scale is standard. Moreover, the variables have a high coefficient of correlation-the sum of these coefficients is greater than 0.40 minus the x10 variable (full transport) by 0.352 and the x12 variable (very strong telephony) is equal to 0.432. However, the correlation coefficients of the variables x7 and x14 are still greater than 0.30, which makes them suitable and reliable. Similarly, the variable-sum correlation coefficient of each variable in the vehicle scale is presented in Table 3 below.

Table 3: Cronbach Alpha of the transport component

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Means of transport (PTVC): alpha = 0,837				
X_{15}	18,37	11,576	0,367	0,677
X_{16}	36,03	26,142	0,469	0,821
X_{17}	37,97	27,400	0,540	0,837
X_{18}	37,93	26,726	0,523	0,831
X_{19}	36,12	26,271	0,619	0,829
X_{20}	37,86	26,980	0,529	0,834
X_{21}	36,26	27,318	0,439	0,843

Source: Survey results of 450 samples in 2018

As a result, the Cronbach Alpha of the vehicle component is 0.837 greater than 0.60, so this scale is standard. In addition, the variables have a high variable-sum correlation coefficient, most of which are greater than 0.40 minus the x15 variable (with music / film service) of 0.367.

Table 4: Cronbach Alpha of the tour guide component

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Tour guide (HDV): alpha = 0.838				
X_{22}	36,06	27,278	0,512	0,838
X_{23}	35,19	25,887	0,554	0,833
X_{24}	37,79	26,690	0,352	0,835
X_{25}	37,80	27,342	0,459	0,823
X_{26}	36,66	34,564	0,433	0,822
X_{27}	36,93	33,623	0,456	0,828
X_{28}	36,68	33,290	0,559	0,812

Source: Survey results of 450 samples in 2018

As a result of Table 4 we have Cronbach Alpha of the tourist guide component of 0.838 greater than 0.60 so this scale is standard. Moreover, the variables have high coefficient of correlation-sum, most of these coefficients are greater than 0.40 minus the variable x24 (time, time) are equal to 0.352. However, the variable-sum correlation coefficients of variables x27 and x28 are still greater than 0.30, so that these variables are consistent and achieve reliability. Next, the coefficient of correlation-sum of each variable in the scale of accommodation in Ba Ria - Vung Tau is presented in Table 5 below.

Table 5: Cronbach Alpha of the accommodation unit in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Accommodation facility: alpha = 0.835				
X_{29}	35,91	32,574	0,542	0,833
X_{30}	35,65	33,875	0,444	0,821
X_{31}	35,91	33,773	0,378	0,825
X_{32}	36,68	33,618	0,461	0,830
X_{33}	36,44	33,685	0,519	0,835
X_{34}	36,46	33,329	0,518	0,823
X_{35}	36,51	33,525	0,359	0,831

Source: Survey results of 450 samples in 2018

As a result, the scale of Cronbach Alpha's residences in Ba Ria - Vung Tau is 0.835 higher than 0.60. In addition, the variables have a high coefficient of correlation-sum are high, most of these coefficients are greater than 0.40, except the variable x31 (slippers in the room can go out) by 0.359. However, the variable-sum correlation coefficient of the variable x31 is still greater than 0.30, so that these variables meet the requirements and reliability.

Table 6: Cronbach Alpha of service attitude component in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Service attitude (alpha): alpha = 0.847				
X_{36}	37,02	32,137	0,478	0,847
X_{37}	24,89	22,100	0,455	0,788
X_{38}	24,72	21,584	0,566	0,776
X_{39}	26,80	21,033	0,572	0,772
X_{40}	26,79	22,076	0,386	0,770
X_{41}	26,52	22,504	0,544	0,797

Source: Survey results of 450 samples in 2018

Cronbach Alpha's service attitude in Ba Ria - Vung Tau is 0.847 higher than 0.60, so this scale is standard. In addition, the variables have a high coefficient of variation-sum are high, most of these coefficients are greater than 0.40, except variable x40 (slippers in the room can go out) by 0.386. However, the variable-sum correlation coefficient of the variable x41 is still greater than 0.30, so the variables are satisfactory and reliable.

Table 7: Cronbach Alpha of the environmental component Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Environment (MT): alpha = 0.833				
X_{42}	24,63	22,746	0,387	0,798
X_{43}	25,33	19,613	0,489	0,830
X_{44}	26,58	21,772	0,376	0,833
X_{45}	26,47	22,079	0,459	0,789
X_{46}	24,86	22,100	0,452	0,786
X_{47}	24,75	21,584	0,563	0,773

Source: Survey results of 450 samples in 2018

Results Cronbach Alpha of the tourist environment in Ba Ria - Vung Tau is 0.833 greater than 0.60 so this scale is standard. Moreover, the variables have a high coefficient of correlation-sum, the majority of these coefficients are greater than 0.40, with the exception of variable x42 (beach trash) equal to 0.387. However, the variable-sum correlation coefficient of variable x44 is still greater than 0.30, so that these variables are satisfactory and reliable.

Table 8: Cronbach Alpha of natural conditions in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Natural conditions (alpha): alpha = 0.797				
X_{48}	24,89	22,100	0,455	0,788
X_{49}	24,72	21,584	0,566	0,776
X_{50}	26,80	21,033	0,572	0,772
X_{51}	26,79	22,076	0,630	0,770
X_{52}	26,52	22,504	0,544	0,797

Source: Survey results of 450 samples in 2018

The Cronbach Alpha of the natural conditions in Ba Ria - Vung Tau is 0.797 higher than 0.60, so this scale is standard. Furthermore, the variables have a high coefficient of correlation-sum, the majority of which are greater than 0.40. However, the variable-sum correlation coefficient of the variable x48 is still greater than 0.30, so that these variables meet the requirements and reliability.

Table 9: Cronbach Alpha of the tourism manpower in Ba Ria - Vung Tau

Observed variables	Average scale if variable type	Differential scale if the boundary	Correlate total turn	Alpha if this type of variable
Travel Manpower (NLDL): alpha = 0.799				
X_{53}	23,89	23,130	0,355	0,708
X_{54}	25,72	22,564	0,576	0,726
X_{55}	27,81	23,043	0,581	0,742
X_{56}	23,79	21,086	0,302	0,765
X_{57}	24,52	25,514	0,544	0,799

Source: Survey results of 450 samples in 2018

The Cronbach Alpha of the tourism manpower in Ba Ria - Vung Tau is 0.799 larger than 0.60, so this scale is standard. Furthermore, the variables have a high coefficient of correlation-sum, the majority of which are greater than 0.40. However, the variable-sum coefficients of variables x53 and variable x57 are still greater than 0.30, so that these variables are satisfactory and reliable.

Thus, the Cronbach alpha coefficient of the Ba Ria-Vung Tau tourist service quality scale was standard (> 0.60), while the variable-sum of the variables was satisfactory. Reliability (> 0.30). Therefore, the measurement variables of these components are used in the next EFA analysis.

3.2. Evaluating the quality of tourism services by exploratory factor analysis (EFA)

The Cronbach alpha results show the scale of the components in the substance Tourism services in Ba Ria - Vung Tau meet the requirements of reliability Alpha. Therefore, the observational variables of these scales were further evaluated by EFA analysis. Based on the matrix model in the first EFA of Ba Ria - Vung Tau tourism service quality we have factor load factor of variables x_5, x_{10}, x_{15}, x_{24}, x_{31}, x_{40}, x_{42}, x_{44}, x_{53} and The x_{57} variable is less than 0.40, so the variables are excluded and the remaining variables are used for the next EFA. The final EFA results were presented with seven factors:

Factor 1 consists of the observation variables x_{30}, x_{32}, x_{33} which are named "of the establishment"

Factor 2 includes the variables x_{16}, x_{17}, x_{19} which are named "means of transport"

Factor 3 consists of observational variables x_{21}, x_{23}, x_{25} named after the "guiding attitude"

Factor 4 includes the observation variables x_{14}, x_{13}, x_{47} which are named "infrastructure"

Factor 5 consists of the observation variables x_2, x_3, x_1 which are named "landscape of destination".
Factor 6 has observation variables x_{45}, x_{46}, x_{49} named "tourist environment"
Factor 7 consists of two observation variables x_{31}, x_{32} named "the form of the guide"
Factor 8 consists of three observation variables x_{37}, x_{41}, x_{43} named "tourism manpower"
Based on the results of the large coefficients in the matrix, the factor scores on the coefficients are:
$F_1 = 0,337 x_{30} + 0,453 x_{32} + 0,210 x_{33}$

At factor 1, the "accommodation unit" factor is largely influenced by the three observers x_{30} (cool room), x_{32} (clean toilet) and x_{33} (regular air conditioning). These factors have a positive impact on factor 1, in which the "clean toilet factor" has the strongest impact on the "accommodation" factor due to the highest factor score (0.453) .
$F_2 = 0,284 x_{16} + 0,470 x_{17} + 0,215 x_{19}$

In factor 2, the "transport" factor is largely influenced by three observation variables x_{16} (comfortable seat), x_{17} (clean car), x_{19} (comfortable footrest). These factors are favorable for factor 2, in which the "comfortable seat" factor strongly affects the "clean car" factor due to the maximum factor score (0.470).
$F_3 = 0,372 x_{21} + 0,352 x_{23} + 0,223 x_{25}$

In factor 3, the "guide attitude" factor is largely influenced by three observation variables x_{21} (friendly attitude), x_{23} (courteousness, polite communication) and x_{25} (enthusiasm, attentive service). Factors All of these factors have a positive impact on factor 3, in which the "friendly attitude, sincerity" factor strongly influences the "guide attitude" factor due to the highest factor score (0.372) .
$F_4 = 0,261 x_{14} + 0,382 x_{13} + 0,274 x_{47}$

In factor 4, the "infrastructure" factor is largely influenced by three observation variables x_{14} (very good health care facility), x_{13} (very good public internet service), and x_{47} (access wifi / internet hotel very strong). These factors have a positive impact on Factor 4, in which the factor of "good public internet service" has the strongest impact on the "infrastructure" factor due to the largest factor factor (.382).
$F_5 = 0,238 x_2 + 0,531 x_3 + 0,238 x_1$

In factor 5, the "landscape of arrival" factor is largely influenced by three variables Near x_2 (very nice beach), x_3 (scenic diversity) and x_1 (very unique scenery). These factors have a positive impact on Factor 5, where the "landscape diversity" has the most impact on the "landscape of destination" factor due to the highest factor score (0.531).
$F_6 = 0,534 x_{45} + 0,436 x_{46} + 0,338 x_{49}$

In factor 6, the "travel environment" factor is largely influenced by two observers x_{45} (clean streets); x_{46} (beach clean); x_{49} (environmental treatment system). These factors have a positive impact on Factor 6, which has the strongest impact on the "clean street" factor due to the highest factor score (0.534).
$F_7 = 0,536 x_{31} + 0,379 x_{32}$

In factor 7, the "guide form factor" is largely influenced by two observation variables x_{31} (appearance, makeup) and x_{32}
 (dress code). These factors have a positive influence on Factor 7, in that the "appearance, makeup" factor strongly affects the "guide form factor" due to the highest factor score (0.536).
$F_8 = 0,636 x_{37} + 0,389 x_{41} + 0,479 x_{43}$

In factor 8, the factor of "travel manpower" is largely influenced by three observation variables x_{37} (professional); x_{41} (training level); x_{43} (deep expertise). These factors are favorable for factor 8, in which the factor "professional" has the strongest impact on "tourism human resources" due to the coefficient of the largest factor (0.636).

2.1. Analytical results on price perception and visitor satisfaction

The Cronbach alpha results show that the price scale and visitor satisfaction satisfy the Alpha reliability requirement. Therefore, the observational variables of these scales were further evaluated by EFA analysis. The notion of perceived price is a monotonic concept, because the EFA of observation variables is a factor, so it is possible to use the principal component analysis because this extraction method will make the total categorical deduction than.Equation factor "price perception"
$F_{CN} = 0,341 x_{47} + 0,376 x_{48} + 0,350 x_{49} + 0,384 x_{50}$

We see that the factor of "price perception" is equally influenced by the four observed variables. In turn, the x_{50} variable (very satisfied with natural conditions) has the strongest impact on the "sensible price" factor due to the highest factor factor score (0.384), followed by the "very satisfied" means of transport "(x_{48}) with coefficient factor of 0.376; "Very satisfied with the tour guide" (x_{49}) with a factor score of 0.350 and finally the "very satisfied with technical infrastructure" (x_{47}) factor factor of 0.341. Thus, in order to satisfy tourists about the price perception, Ba Ria - Vung Tau tourism should pay attention to accommodation, transport, guides and technical infrastructure.
Factor factor "visitor satisfaction"

$$F_{HL} = 0,283\ x_{51} + 0,316\ x_{52} + 0,277\ x_{53} + 0,362\ x_{54} + 0,284\ x_{55}$$

We find that the factor "visitor satisfaction" is influenced by five observed variables.
In particular, variable x_{54} (very satisfied with accommodation) strongly influenced the "visitor satisfaction" factor due to the highest factor score (0.362). Similarly, the factor "very satisfied with the means of transportation" (x_{52}) with a factor score of 0.316; The "very happy about this trip" factor (x_{55}) with a factor score of 0.284; The "very satisfied with the tourism landscape" factor (x_{51}) with a factor score of 0.283 and finally a "very satisfied with guide" (x_{53}) factor of 0.277. Therefore, if you want to be satisfied with Ba Ria - Vung Tau tourism, Ba Ria - Vung Tau tourism should satisfy visitors about accommodation, transport, landscape and tourism. guide.

III. Conclusion

The results of the measurement models show that, after addition and adjustment, the scales achieve reliability and allowable values. The results also show that in the context of the 450-visitor case study of Ba Ria - Vung Tau, the satisfaction of visitors is related to eight components: (1) accommodation, (2) (3) service attitude, (4) technical infrastructure, (5) tour guide, (6) tourism environment, (7) tourism landscape and (8) through 23 variables observed. Based on the results of the analysis of the discovery factor, the above eight components have a causal relationship with the satisfaction of the visitors. In particular, the tourism environment has the greatest impact on visitor satisfaction, followed by guides' attitude that strongly impacts on visitor satisfaction, the form of guides, comfort of transport, lower base facilities and finally accommodation facilities. For the tourist environment in which clean bathing beaches, clean beaches are factors that strongly impact on the satisfaction of visitors; This is the most important factor affecting the satisfaction of tourists. Based on the findings of this research, local tourism companies need to pay more attention to the tourism situation. behavior as well as communication skills for their guides, recruitment of trained professional and professional staff. As for the appearance of the tour guide, this is the second most powerful factor for visitor satisfaction. In particular, the two elements of appearance, makeup and dress code are the two most influential factors in the form of the guide. For the comfort of transportation, this is the third strongest factor to the satisfaction of visitors. In particular, the seats are spacious, comfortable and the seat is very good seats are the two factors that affect the most comfortable transport to Ba Ria - Vung Tau. For tourism infrastructure, this is the fourth strongest factor to visitor satisfaction. This is a macro-scale factor of the province, so for tourists to enjoy the infrastructure, Ba Ria - Vung Tau needs a complete investment in the system of tourism products. In particular, the public internet service factor has the greatest impact on infrastructure. Finally, accommodation facilities, which are the factors that affect the lowest tourist satisfaction when traveling, but this is a very important factor when traveling. Therefore, the improvement of the accommodation system requires cooperation from hotels, guest houses and local authorities to satisfy tourists. Two spacious and airy rooms and spacious and clean toilets are the most influential factors in accommodation facilities.

References

[1]. Asubonteng et al. (2001), "Servqual Revisited: A Critical Review of Service Quality", Journal of Service Marketing, Vol. 6.
[2]. Churchill, G.A. Jr. and C. Suprenaut (1982), "An Investigation into the determinants of Customer. Satisfaction "Journal of Marketing Research, 19 (November), pp. 491- 504 D.Randall Brandt (1996), "Customer satisfaction indexing", Conference Paper, American Marketing Association
[3]. Luu Thanh Hai Hai and Nguyen Hoang Giang (2011), Analyzing Factors Affecting Visitor Satisfaction in Tourism in Kien Giang, CTU Magazine
[4]. Hoang Trong Tuan (2015), Factors affecting tourist satisfaction in tourist destinations in Ho Chi Minh City, Science Journal of HCMC University of Science.
[5]. Nguyen Dinh Tho (2013), Research Methods in Business: Design and Implementation, Social Labor Publishing House.