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Antecedents And Consequences Of Tourist Satisfaction: A Literature Review

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Antecedents And Consequences Of Tourist Satisfaction: A Literature Review

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The concept of satisfaction is being practiced worldwide at very large scale and has drawn significant attention from academics and practitioners as it played an important role in company marketing strategies and was recognized as the driving force of loyalty. Although the antecedent of satisfaction was vastly learned, it is still debated by researchers. The objective of this article is to develop more integrative constructs of satisfaction and its consequences and investigating the correlations among the constructs that form satisfaction. By understanding the factors that form satisfaction and its consequences, a marketing strategy can be composed and implemented in effort to increase satisfaction and loyalty towards tourist destinations. This article also gives direction for future studies and managerial pointers for setting up constructs of satisfaction.

Keywords: loyalty, satisfaction, image, tourism, marketing

Introduction

Tourism is one of the main factors expected to provide significant contribution in a region's economic growth. Pantouvakis (2013) stated that tourism, an industry that continues to grow and develop around the world, has a major impact on the world economy. Tourism destination is a product that cannot stand alone but is a combination product of various attributes considered by travelers to make the decision to visit or re-visit (Framke, 2002). Corte et al. (2015) suggested that the positive tourist experience from the services, products, and other resources provided by the tourism destination can create customer retention and positive word of mouth information. Satisfaction with the travel experience can contribute to the loyalty of destination. Tourist's loyalty is reflected in their intention to return and recommend the destination to others. Thus, information on tourist loyalty is important for marketers and managers in order to maintain the attractiveness of a destination.

Satisfaction is an important element to maintain long-term relationships with customers. Dmitrovic et al. (2009) stated that the increase in tourist satisfaction can lead to increased revenue and profit for service providers. Likewise, Forozia et al. (2013) in his research proved that customer satisfaction is the main factor that encourages tourism businesses to find success and

advantage in the competition. Therefore, recognizing and understanding the cognitive and behavioral consequences of satisfaction has important implications for management purposes. The role of customer satisfaction is very significant and is a major factor in determining the level of tourist loyalty. So, it is important to know the factors that affect tourist satisfaction. Many researches on the antecedents of tourist satisfaction and its consequences after visiting a tourism destination have been done. However the factors forming the customer satisfaction is still debated by researchers (Xia *et al.*, 2009) and evaluation of tourist satisfaction needs to be measured in many dimensions (Yoon & Uysal, 2005). Meanwhile, realizing the importance of customer satisfaction has been recognized by researchers in order to improve profitability and competitiveness (Forozia *et al.*, 2013; Jani & Han, 2013).

Meng *et al.* (2011) used two variables as predictors of satisfaction which are image and perceived value. On the other hand, Mohajerani & Miremadi (2012) used four variables as antecedents of satisfaction which are perceived quality,

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perceived value, image, and consumer expectations. All these variables directly influence customer satisfaction. Based on some research, it is known that the variables of the antecedents of satisfaction is still debated and have not found agreement on the factor that determines tourist of satisfaction. Furthermore, Aliman *et al.* (2014) and Xia *et al.* (2009) used four variables as antecedents of satisfaction which are traveler expectations, perceived quality, image of destination, and perceived value and found the factors to directly affect tourist satisfaction. Sadeh *et al.* (2012) used three variables as antecedents of satisfaction which are tourists' expectations, image of destination, and perceived value. Based on several studies regarding tourism destination above, it is known that the antecedent variables for tourist satisfaction are still debated as a predictor of traveler's satisfaction. Customer perceived value has been found to be a major predictor of customer satisfaction and repurchase intention (Chitty *et al.*, 2007). Parasuraman *et al.* (1994) observed that perceived value is an antecedent of consumer satisfaction confirmed by other researches in tourism which stated the positive relationship between perceived value and satisfaction (Moliner *et al.*, 2007). Some studies have also found that the relationship between quality and customer satisfaction is partially mediated by perceived value (Chen & Tsai, 2007; Murray & Howat, 2002). In the context of tourism, tourist satisfaction is important because it has implications on the sustainability of tourist loyalty which defines the tourism destination. Therefore, the main consequence of satisfaction is loyalty (Chi & Qu, 2008; Yoon & Uysal, 2005). The indicators used to measure the level of customer loyalty are the desire to return, willingness to pay more, and willingness to recommend the destination to others (Baker & Crompton, 2000; Bigne *et al.*, 2005; Yoon & Uysal, 2005).

Operationalizing the construct of satisfaction in the tourism industry may turn out to be a complex task. Many empirical studies have investigated the relationship among constructs of service quality, image, and perceived value for customer satisfaction in a variety of industries. Furthermore, the relationship between customer satisfaction and behavioral intentions in the hospitality sector has been a source of concern for both practitioners and academicians due to its positive impact on hospitality profitability (Ryu *et al.*, 2012). However, the depiction of the constructs which forms satisfaction is still widely debated and a lot of researchers used various constructs of the determinants of satisfaction in tourism. This article seeks to provide a more comprehensive insight of the indicators that make up satisfaction and its consequences.

By understanding the relationship between the critical elements for tourism destination development, the managers of tourism organization would make better and more effective decisions with more efficient use of resources. This paper conducts a literature review from several theoretical references and research articles. Thus, the purpose of this study is to identify and explore the antecedents of satisfaction through an integrated conceptual framework approach.

Literature Review

Image

The concept of image has been studied for many years in areas such as marketing and customer behavior (Stepchenkova & Morrison, 2008). According to Bosque *et al.* (2006), image is the result of a customer's perception about the company consisting of impressions, beliefs, and feelings towards the company. Andreassen & Lindestad (1998) stated that image is a function of the accumulation of experience of purchase or consumption of time. Furthermore, Nguyen and Leblanc (2001) determined that image is an impression of companies that have been embedded in the minds of consumers from their advertising and public relations, from word of mouth, and through the consumer's experience when consuming goods and services offered. In the tourism industry, Kandampully & Suhartanto (2000) found that the hotel image is one of the two most important factors for hotel guests in considering the intention to repurchase and recommend it to others; therefore image has an important role in influencing company marketing activities.

Richard & Zhang (2012) said that the company image has a positive significant impact to customer commitment and satisfaction. Then Bigne *et al.* (2001) stated that image impacted

three components simultaneously namely the perception of product and service quality, satisfaction, and loyalty. So, establishing a corporate image is an important thing to do for any company to build an ongoing relationship with consumers, especially in the tourism and hospitality business. A company engaged in tourism business can increase its market share growth by increasing customer loyalty and also the image of the tourism destination itself. This method is more advantageous than other marketing activities such as price cuts and promotions. It also puts more emphasis on market-share gain than the market-growth gain because the cost to acquire new customers is more costly (Tepeci, 1999).

Malik *et al*. (2012) stated that brand image is a relationship of the brand companies that exist in the minds of consumers as a result of brand assumptions perceived by consumers and every company should be able to position its brand to provide the image and perception of good and unique community and consumer. Brand is a series of appointments in which involves trust, consistency, and hope. With the ensured manufacturer's quality, brands can attempt to build loyal and sustainable relationships with consumers (Kotler & Keller, 2009: 258-259). Lovelock and Wright (2007: 178) argued that for services, brand is more than just a name, the brand is the implicit promise by the provider to meet customer expectations and maintain a well-known brand identity. Companies must also strengthen the brand's main elements in every communication with customers.

Branding plays an important role because branding will enable customers to visualize better, understand the product, and reduce the customers' perceived risk into buying the services and help companies achieve superior sustainable performance (Kim *et al*., 2008) and earned a reputation and competitive advantage (Porter & Claycomb, 1997), increasing the range of outcomes such as service quality, customer satisfaction, loyalty, and intention to repurchase (Ball *et al*., 2004; Lai *et al*., 2009; Meng *et al*., 2011). Thus, the brand can continue to be known, be noticed, be consumed by the public (creating consumer loyalty), be trusted so that the brand becomes a strong brand in the market, and has impact on the brand bonding.

Brand bonding occurs when customers feel that companies kept their promises.

Several studies of image in services firm found that image has an influence on consumer satisfaction (Hsiung, 2011; Malik *et al*., 2012). However, Davies and Chun (2002) found that brand image has an indirect effect on loyalty through customer satisfaction although the brand image can be seen clearly as a predictor of customer loyalty. Similarly, Kim and Lee (2010); Thakur and Singh (2012) suggested that the company's image has an influence on consumer intentions to return and make a purchase or transaction with the company. In conclusion, the company should be able to build a positive corporate image in the consumers' minds because it can affect customer loyalty to the company.

Building the image of a tourist destination is important in designing an effective destination marketing strategy. Image can serve as a patronage in different geographical units, tourist attractions, and various providers of tourism infrastructure and accommodations; hence image has a huge impact on the company (Mossberg & Kleppe, 2005). In managing image of destination, several studies have found that it affects the perceived value of a tourist (Sadeh *et al*., 2012), has an influence on tourist satisfaction (Mohamad *et al*., 2011; Rajesh, 2013) and behavioral intentions of tourists through tourists' satisfaction (Chen & Tsai, 2007; Mohamad *et al*., 2011).

Service Quality

Service quality is a concept that has become a major concern for companies in providing services for its customers, especially in the environment of growing competition. There are several definitions presented in clarifying the meaning of service quality. Parasuraman *et al*. (1985) stated on the concept of service quality as follows:

1. Service quality is more difficult to evaluate than product quality for consumers,
2. The perception of service quality resulted from a comparison of consumer's expectations with the service performance ensued,
3. Evaluating quality was not solely made

based on the service results but also involves the service process evaluation.

In summary, it can be said that the service quality is a result of comparing service expectations and actual service received so the service quality is an important strategy for success in today's competitive environment. Then Lehtinen and Lehtinen in Kang and James (2004) defined service quality in terms of physical quality, interactive quality, and corporate quality. The physical quality is associated with aspects of the service that can be felt. Interactive quality of services involving interactive nature and refers to the two-way flow that occurs between the customer and the service provider, including automatic interaction and animation. They also suggest that when compared with the other two dimensions of quality, corporate quality tend to be more stable over time.

Kang and James (2004) emphasized the importance of the company's image in the experience of service quality as customers bring their previous experience and the overall perception of a service firm in each meeting because customers often have continuous contact with the same service companies. Therefore, the image concept is introduced as an important component in the perceived service quality model. A good and well known image is an asset for the company because image has an impact on customer perception of company communications and operations. If the company has a positive image in the customers' minds then minor mistakes can be forgiven. If the company's image is negative, the impact of any mistake will often appear in the consumers' mind. Therefore, image can be seen as a filter in terms of consumers' perception of quality.

Lovelock and Wright (2007: 96) stated that the service quality is a long-term cognitive evaluation of customers towards the company's services. In the service industry, service is the products sold by the company. In some types of other service firms such as hotels, for example, in addition to services, they also offer goods such as food and beverages to consumers. Studies conducted in various service industries showed the significance of the goods factor in influencing customer satisfaction levels (Kandampully, 2000). For the service industry,

maintaining customer loyalty is more difficult and challenging because the determinant of customers behavior is more complex (McMullan & Gilmore, 2003) and are associated with the four characteristics of the service which are (1) Intangibility means lack of physical evidence or cannot be felt before consumption, (2) Heterogeneity means inability to standardize the output of services compared to goods, (3) Inseparability means cannot be separated between the service providers and consumers, (4) Perishability means the inability of services inventory compared to goods as services cannot be stored (Vargo & Lusch, 2004; Zeithaml *et al.*, 1985).

One model of service quality that is used as reference in marketing research is the SERVQUAL (Service Quality) model developed by Parasuraman *et al.* (1985). SERVQUAL is built on their comparison of two main factors, namely the customer's perception on an actual service they received (perceived service) with the actual services expected or desired (expected service). Many empirical researches on service quality have been done both in the goods and service firm. Osman & Sentosa (2013) conducted a research in order to demonstrate the relationship of service quality, customer satisfaction, and trust on customer loyalty in the rural tourism market in Malaysia. The results of their research reported a positive and significant relationship between the service qualities to customer loyalty. This result differs from the results conducted by Wu (2011) who found that there was a weak relationship between the quality of service and loyalty. The results showed that customer satisfaction can be improved and enhanced by focusing on factors that can improve the service quality. Olorunniwo *et al.* (2006) suggested that direct effect of the service quality to the intention of buying behavior is significant; the indirect effect of service quality to the tourist satisfaction is the stronger drive for repurchase intention in the context of service quality. Then Malik *et al.* (2012) who researched on the telecommunications sector in Pakistan found that service quality positively affect satisfaction. An understanding of the various dimensions that influence loyalty will help managers to develop appropriate action program in providing better service and build-

ing customer loyalty.

Research by Haghkah *et al*. (2011) in managing service quality for a destination found that the service quality of destinations measured by accessibility, accommodation, and place had a significant relationship to the satisfaction of tourists and directly influence their intention to return to the tourist destinations. Several studies showed that service quality of destination affects the tourist's satisfaction (Ali & Ahliyya, 2012) and behavioral intentions (Gallarza *et al*., 2013). Research in managing service quality, conducted by Cronin, *et al*. (2000) found that service quality directly influence satisfaction and affects behavioral intentions, so that the service quality would have higher value on behavioral intention through tourist satisfaction. This indicated that service quality which is perceived higher by customers will have an impact on the intentions of customer behavior when customers are satisfied with the company service. Some studies also suggested that a hotel's service quality will have an impact on satisfaction (Abbasi *et al*., 2010; Qin & Prybutok 2009) and intentions of customer behavior (Kim & Lee, 2010; Ladhari, 2009; Meng *et al*., 2011), also indirect influence on behavioral intentions through tourist satisfaction (Lai *et al*., 2009; Olorunniwo *et al*., 2006).

Customer Perceived Value

Progress and developments in technology and the increasing number of alternative products and services available in the market, encourage consumers to become more educated and acquire understanding of which products and services they should consume to give personal satisfaction. The perceived value is the consumers' assessment of products, services, employees, and company image that the consumers receive in order to satisfy their needs (Kotler *et al*., 2003: 385). The same thing was also delivered by Zeithaml (1988) stating that the perceived value as a consumer's overall assessment of a product based on the perception of what is acceptable and what is given. Furthermore, Kotler and Keller (2009: 135-136), stated that the chosen product and company is determined based on which one offers to give customers the highest value. Customers want

maximum value but with cost, knowledge, mobility, and income constraints. They form an expectation of value and will act on it. The fact whether an offer meets the expectations will affect the value of tourist satisfaction and the possibility of repurchase. Value for customers is the difference between the perceived benefits at a cost that is the time, effort, and money. Furthermore Schiffman and Kanuk (2007: 8) stated that the value for customers is the ratio between the customer's perceived benefits in terms of economic, functional, and psychological and the resources (money, time, energy) used to obtain these benefits.

Creating value for customers is the key success factor for the company. Value is determined by the customer and basically customer value arises when customers consider that total benefits of the product or service is greater than the total cost incurred to obtain a product or service (Alireza *et al*., 2011). Furthermore, Vantrappen (1992) stated that creation of value for the customer means that the company meets the quality and cost expectations of customers. Each customer has unique and continually growing needs. Woodruff (1997) stated that to build customer value, often requires overcoming organizational culture, procedural, and barriers to learning. Roig *et al*. (2006) found that the principle of company competitive advantage is to compose an offer that provides customers with higher perceived value than competitors. Therefore, the value received is a competitive advantage that can lead to brand recognition, loyalty, or product.

Customer perceived value is the strong predictor in explaining customer's satisfaction and purchase intentions such as loyalty and word of mouth information. Chen and Tsai (2007) found that image affect tourist satisfaction through the perceived value during the trip and had direct and indirect effects on behavioral intentions. Furthermore, Yang and Peterson (2004) stated that managers often spend more in an attempt to hinder the customer from switching to another company. Their research which was performed on users of online services which reported that companies who are trying to increase customer loyalty should focus on customer satisfaction and customer perceived value. Moreover, Hellier *et al*. (2003) conducted a research in the

service sector that illustrated the extent of the intention to repurchase affected by the seven important factors which are service quality, equity, value, customer satisfaction, previous loyalty, switching costs, and brand preference. The study also found that previous loyalty purchases are not directly related to customer satisfaction or brand preference and brand preference is a factor intervening between customer satisfaction and repurchase intention.

Chitty *et al*. (2007) conducted a research using the European Customer Satisfaction Index (ECSI) to measure the strength and direction of the determinants of customer satisfaction and its impact on backpacker loyalty in Australia. The results from the confirmatory factor analysis showed that brand image is a predictor of satisfaction while the perceived value by the customer indicates the level of brand loyalty. Likewise, Anwar and Gulzar (2011) in their research indicated that there is a positive influence between the perceived value to customer satisfaction and word of mouth information and intention to repurchase. Thus, the customer perceived value is an important step for a company to gain a competitive advantage and has an important role in enhancing the company's competitiveness as well as a strong predictor in explaining satisfaction and loyalty.

Customer Satisfaction

Customer satisfaction has become a key concept in any company and a key factor for success in the tourism industry (Sadeh *et al*., 2012). The concept of customer satisfaction is not a simple process because consumers have a role in the service encounter and effect on established satisfaction. Costumers are the main focus in the discussion on satisfaction in the service process. Therefore, companies should commit to customer satisfaction in their vision and mission statements, advertisements, and in meetings involving consumers. Growth in the number of companies and product variety causes costumers to have many choices of products and services and increase the customers' bargaining power. Costumers are starting to get a major concern in the use of a particular product or service. Therefore, the costumer holds an important role in measuring satisfaction with the products and services provided by the company (Kotler & Keller, 2009: 142).

Customer satisfaction is defined as a psychological concept that involves prosperity and feelings of happiness which resulted from expectations and expected from products and services (Chen, 2007). Furthermore Van Vuren *et al*. (2012) stated that tourist satisfaction is an emotional response when evaluating the difference between expectations and perceptions, regarding service performance and actual performance perceptions obtained through physical interaction with products and services businesses. If the expected service is less than the perception of the actual service received, then the customer will be dissatisfied. If the expected service is similar with the perception of the actual service received, then the customer will feel quite satisfied. However, if the service expectation is greater than the perception of tangible services received, then it will be very satisfying (Kotler *et al*., 2003: 386).

The increase in tourist satisfaction can lead to increased profits and revenues for service providers. Satisfaction has important implications for management purposes; hence the main consequence of tourist satisfaction is the loyalty that is manifested in repeat purchase behavior, willingness to pay a higher price, company communications by word of mouth as well as an increase in brand equity (Dmitrovic *et al*., 2009). Another benefit of customer satisfaction is ability to isolate costumers from competition, create sustainable advantage, reduce the cost of failure, attract returning consumers, drive loyalty, create a campaign with positive word of mouth (WOM), and reduce the cost of attracting new customers (Lovelock & Wright, 2007: 104-105).

Empirical research on customer satisfaction has been widely applied in the field of tourism and hospitality, such as research in hotels, tourism destinations, and restaurants. Research conducted by Xia *et al*. (2009) in measuring antecedents of tourist's satisfaction visiting Guilin found that the expectations of tourists, destination image, service quality, and perceived value are all factors that make up the tourist satisfaction. It was explained further that the perceived customer satisfaction has a positive influence on loyalty while it negatively affects tourist

complaints. Research by Forozia, (2012) in a three star hotel in Malaysia found that guest satisfaction is directly affected by service quality, perceived value, and guests' expectations. Service quality had the highest influence on satisfaction. This study proved that guest satisfaction is the main factor driving the success of the hospitality business. From these two studies, it appears that there is still a debate about factors that determine tourist satisfaction.

Service quality contributes in improving the company image (Kandampully & Hu, 2007; Ryu et al., 2012), increasing the perceived value (Molina, 2014), and increasing tourist satisfaction (Forozia, 2012). Loyalty is the result of satisfaction felt by the costumer (Kandampully & Hu, 2007; Lai et al., 2009). Therefore, customer satisfaction is the main concern for the tourism and hospitality business managers ensured by delivering quality products and best service, which is expected to increase consumer company loyalty in the future.

Kotler et al., (2003: 389-390) stated that tourist satisfaction is a requirement for loyalty and travelers' expectations must be met or exceeded in order to build loyalty. However, there are several reasons why tourists are satisfied yet may not be loyal. (1) Some are not returning to the destination again in the future even if they were satisfied with the hotel services. (2) Some tourists want to get different experience from another hotel or restaurants when they return to visit these destinations although they were satisfied with the previous hotel. (3) Some tourists' are price sensitive so even if they were satisfied with the previous hotel, they are looking for a hotel that has better offers. Yoon and Uysal (2005) discussed that the tourist satisfaction evaluation need to be considered in a variety of dimensions as tourists have a variety of alternatives in visiting a destination and have a different standards and levels of satisfaction. Therefore we need a model that integrates the various models of tourist satisfaction to be more effective in measuring tourist satisfaction.

Building a strong and close relationship with customers is the dream of every marketer and often the key to successful long-term marketing (customer relationship management). The advantage of marketing relationship includes the ability to reduce price sensitivity, lower marketing costs, and increase repeat purchase of a loyal customer (Kotler et al., 2003: 394). Therefore, building a strong and sustainable relationship with customers is a company's major compulsory task to provide benefits for the company and also the customer.

Revisit Intention

In the business context, revisit intention is used to describe the customers' loyalty to return to the company or tourism destination in the future. The intention of future customer behavior is also defined as customer willingness to recommend the service to others and repurchase (Canny, 2013). Behavioral intention is the impact of service quality received by customers and can be either positive or negative. Behavioral intention is determined by the attitude towards behavior and subjective norms. It is important to understand the quality of service and satisfaction because this variable is a predictor of consumer behavior (Bigne et al., 2008). Empirical research found that the quality of service and customer satisfaction affect customer behavior intention (Cole et al., 2002). The level of future behavioral intentions in a particular destination is often reflected in the rating of intention to revisit and their willingness to recommend it to others (Chen & Tsai, 2007). Furthermore, the intention of future customer behavior is measured differently as willingness to recommend, saying positive things, and return to previous destination (Lee et al., 2011).

Creating customer loyalty is an important goal in marketing as a key component for long-term company survival. Loyalty is a commitment to purchase or support the favored products and services in the future, despite the influence of circumstances and marketing efforts that could potentially cause customers to switch (Kotler & Keller, 2009: 134). People who are loyal to the brand has strong ties to the feelings of the favorite brands they usually buy (Assael, 1995; 268). If brand loyalty increases, the customer's vulnerability to competitor attack can be reduced. This is an indicator of brand equity associated with the acquisition of income in the future because of brand loyalty directly can be interpreted as future sales (Rangkuti, 2002: 61).

Furthermore, Lau and Lee (1999) argued that brand loyalty is a behavioral intention to buy a product and encourage others to do the same. Brand loyalty if managed properly, will have the potential to bring value as it reduces marketing costs. The cost to retain customers is much cheaper than attaining a customer because the customer confidence can reduce the risks, providing time for the company to response to its competitors' actions.

Lovelock and Wright (2007: 104) stated that customer satisfaction will encourage the formation of consumer loyalty. So it can be said that satisfaction is one factor in loyalty creation. Research conducted by Kandampully and Hu (2007); Al-Rousan and Badaruddin (2010) at hotels found that satisfaction positively affects loyalty. Then, the research conducted by Oliver (1999) suggested that brand loyalty is a commitment to repurchase or re-patronize product/service selection consistently in the future, thereby causing repetitive purchase several brands, despite situational influences and marketing efforts to potentially cause switching behavior. Zeithaml *et al.* (1996) suggested that increasing customer retention and reduction of customer loss are key factors in the ability of service providers to create a profit. Furthermore Zeithaml *et al.* (1996) stated that the profitable intention of customer behavior is related to the ability of service providers to encourage customers to remain loyal to the company, spending more money with the company, and willing to pay premium price. Hence, maintaining customer loyalty is a very important effort in obtaining benefits and viability of the company in an increasingly competitive environment. Then Bigne *et al.* (2008) stated that the impacts of satisfaction are not limited to loyalty, but extends to the other behaviors such as customer willingness to pay more and willingness to buy a souvenir from the service provider.

The theory used to explain costumer behavior intention to repurchase is the Theory of Planned Behavior (TPB). This theory is a refinement of the Theory of Reasoned Action (TRA). Since it was first introduced by Ajzen in 1985, TPB has been successfully applied in various contexts. The core of the TPB is their perceived behavior control element which can affect the behavior as an additional factor affecting the interest to

use it (Taylor *et al.*, 2012: 205). TPB models suggest that individual behavior is influenced by individual intentions (behavioral intention) against certain behaviors. Further intention to behave is influenced by attitude, subjective norm, and perceived behavioral control. Sommer (2011) stated that the purpose and benefits of this theory among others, is to predict and understand the effects of motivational or behavior that is not under the control or the willingness of individuals themselves, and then to identify how and where to direct strategies to change behavior and also to explain each important aspect of some human behavior as why someone buys a new car, choose a candidate in the elections, why one does not come to work, or why have a premarital intercourse.

This theory provided a framework for studying attitudes toward the behavior. Based on this theory, the most important determinant of a person's behavior is the intention to behave. Individuals' intention to show a behavior is a combination of gesture to show behavior and subjective norm. An individual's attitude toward behavior includes beliefs about behavior, evaluation of the behavior's results, subjective norm, normative beliefs, and motivation to comply.

Word of Mouth Communication

One of the most widely accepted idea in costumer behavior is that word of mouth communication provides an important role in shaping consumer attitudes and behavior. The manager is very keen on word of mouth communication because they believe that the success of a product is related to the information by word of mouth it generates (Ghalandari, 2013). Marketing activity through word of mouth is important to be built by the company for success, especially for service companies. The ability to identify the predictors of behavior for word of mouth communication is very important for service providers (Ng *et al.*, 2011). This is because the service expectations in the service sector is not yet clear, especially with regard to the characteristics of services, namely intangibility; heterogeneity; inseparability; perishability (Zeithaml *et al.*, 1996).

The terms word of mouth communication

is used to describe oral communication, both positive and negative. According to Assael (1995: 639), information of negative word of mouth tends to be more powerful than positive information. When costumers are not satisfied, they complained to friends and others up to three times more frequently compared to when consumers are satisfied. The consumer conveys information about the performance of the product whether it is bad, with poor service, with high prices, and if the staffs were rude to others. Matos & Rossi (2008) stated that customer satisfaction is related to positive word of mouth communication rather than loyalty, while disloyalty is more related to negative word of mouth communication rather than dissatisfaction.

These findings reinforced the idea that a satisfied customer is not always loyal. Thus, the positive feelings of the customer towards the service providers and the service received will strengthen the possibility of customers to engage in positive behavior word of mouth communication (Ng *et al.*, 2011). Likewise, Zeithaml *et al.* (1996) showed that the profitable customer intention behavior is related to the ability of service providers to encourage customers to say positive things about the company and recommend the company to others. Anwar and Gulzar (2011); Hanzaee *et al.* (2012); Jani & Han (2013); Ghalandari (2013) found that the satisfaction felt by the consumer influenced word of mouth communication.

Conclusions and Implications

Creating satisfaction is the goal of all organizations, but not all organizations understand well which factors create customer satisfaction. Satisfaction is undeniable because can drive both revenue and profits (Dmitrovic *et al.* 2009). Customer satisfaction is the main factor that encourages tourism businesses to find success and advantage in the competition (Forozia *et al.* 2013). By knowing the factors that create satisfaction and its impacts, especially in the tourism industry, it will provide purposeful destination marketing program. Based on the literature review conducted there is still a debate on the factors that determine satisfaction in tourism.

There are many factors that create satisfaction, but in general factors of image, service quality, and perceived value are the ones that are most widely used in the effort to create tourists' satisfaction. From these factors, the perceived value is the most dominant factor directly shaping satisfaction. The impact of perceived tourist's satisfaction in the tourism industry is loyalty, which translates in return visit to destination and recommendations to others (Bigne *et al.*, 2005; Yoon & Uysal, 2005). Therefore, when discussing about loyalty in the tourism industry, a revisit intention and giving good recommendations to others (WOM) is inseparable from the concept of loyalty.

The implication of this literature review in the tourism industry is to be able to contribute to the management of tourist destinations including hotel managers in understanding the factors that create satisfaction when conducting travel activities. All the factors that shape the tourist's satisfaction must be managed properly. Furthermore, the management can determine the future direction of the marketing program, employ better management, and improve the company's performance in particularly those related to efforts in increasing customer satisfaction and loyalty.

Limitations and Future Research

The limitation of this study is the difficulty in summarizing all the studies related to this topic due to limited resources. Moreover, there is a subjective element in sorting out the appropriate documentations. This study tried to summarize as much as possible the results of previous studies in effort to enrich the results. The existing limitations will probably be corrected in future studies.

Regarding the direction of further research, this study can be replicated in other priority fields of service in the business, for example cruise line, airline, or on rural tourism destination in order to increase the contribution of factors creating tourist's satisfaction. This research can be applied in a scientific study to determine the amount of each variable's contribution in creating tourist's satisfaction to obtain the dominant variable.

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