



RESEARCH ARTICLE

EFFECTS OF SERVICE QUALITY, PERCEIVED VALUE AND TRUST ON DESTINATION LOYALTY AND INTENTION TO REVISIT MALAYSIAN FESTIVALS AMONG INTERNATIONAL TOURISTS

***Dr. Gunalan Nadarajah and Dr. Subramaniam Sri Ramalu**

Senior Lecturer, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia,
Kedah Darul Aman, Malaysia

ARTICLE INFO

Article History:

Received 10th October, 2017
Received in revised form
05th November, 2017
Accepted 15th December, 2017
Published online 30th January, 2018

Keywords:

Malaysian Festivals,
Service Quality, Trust,
Destination Loyalty,
Intention to Revisit.

ABSTRACT

Festival has been a good medium to boost tourism. It attracts tourist locally and internationally to a certain destination. Thus, it catalyzes the growth of tourism sector of the destination. In Malaysia, there are various festivals celebrated every year. Several vital aspects of festivals are service quality, perceived value, trust, destination loyalty and intention to revisit. This study aims to examine the effects of service quality, perceived value and trust on destination loyalty and intention to revisit among international tourists. Data was collected from 385 international tourists in Penang, Malaysia through purposive sampling. Using Structural Equation Modeling (SEM), significant findings were revealed which is service quality, perceived value and trust individually affects destination loyalty and intention to revisit respectively. The established direct effects contribute theoretically towards Malaysian hospitality and tourism studies. Practically, any entities involved in Malaysian hospitality and tourism sector may be benefited through the modification of policy parallel to the findings that will best contribute to the growth of this sector.

INTRODUCTION

In gaining some economic, social and cultural benefits, festivals are known as an effective plan. As a good means to catalyst tourism which is sustainable, local festivals facilitate the learning of unique cultural heritages, local customs and the backgrounds of ethnic (Akhoondnejad, 2016). Since Malaysia is a multi-racial and multi-religious nation in Southeast Asia, there is a variety of festivals that can be found and celebrated. In 2016, it was recorded that Malaysians comprised of 28. 4 million people of three major ethnicities. They are Bumiputera of 68. 6%, Chinese of 23. 4% and Indians of 7. 0%. The remaining gathers the many smaller groups of different ethnicities (Department of Statistics Malaysia, 2017). Festivals like Aidil Fitri and Aidil Adha are celebrated by Muslims (mainly Malays), Chinese New Year and Chap Goh Mei are celebrated by Chinese while Hindus (mostly Indians) have Deepavali, festival of light and the Thaipusam. For Malaysians in East Malaysia, Tandau Keamatan in Sabah and Gawai Dayak in Sarawak are the biggest celebration. It marks a season of rice harvesting (Ishak, 2010). The festivals for the various celebrations attract more international tourists to visit Malaysia. These festivals attract the tourists to experience the variety of festivals in Malaysia and contribute to the growth of Malaysian tourism and hospitality industry. Several important aspects of tourism are service quality, perceived value, trust, destination loyalty and intention to revisit.

***Corresponding author: Dr. Gunalan Nadarajah,**
Senior Lecturer, Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia Kedah Darul Aman, Malaysia.

These aspects have been rigorously studied and proven to have their roles in boosting tourism industry. Many have studied on the effects of service quality, perceived value and trust on destination loyalty and intention to revisit for tourism industry, however the effects are yet not explored in Malaysian festivals perspective. This paper aims to examine the effects of service quality, perceived value and trust individually on destination loyalty and intention to revisit of international tourists towards Malaysian festivals respectively. Literature review and hypothesis development come next after this where it discusses about several previous related studies and hypotheses are then developed. Next, methodology is briefly described. After that, findings are presented before conclusion is made in the subsequent section.

Literature review and hypothesis development

Recent tourism marketing researches focus mainly on service quality, perceived value, intention to revisit, destination loyalty and trust. The studies conducted cover the aspects of service quality and destination loyalty. For instance, Akroush, Jraisat, Kurdieh, Al-Faori and Qatu (2016) through their study in Jordan regarding tourism at Dead Sea concluded that relationship between service quality and destination loyalty is mediated completely by destination image. Another study by Wantara (2016) in Madura Island revealed that quality of services affected significantly on destination loyalty of the tourists. Besides that, a study conducted on international tourists in Mauritius concluded that destination loyalty is positively influenced by service quality (Naidoo, Seebaluck, &

Pillai, 2016). Another study was conducted in Kepulauan Riau, North Sumatra, and East Nusa Tenggara in Indonesia. This study was executed on international tourists who have visited the three areas and revealed a dependency of destination loyalty on service quality (Riduan, Suharyono, Fauzi, & Darminto, 2015). Apart from that, a study conducted by Chang and Tsai (2016) at local cultural parks in Taiwan revealed a significant relationship between service quality and intention to revisit. Besides that, several studies were conducted to address the aspects of perceived value, destination loyalty and intention to revisit. A study by Agapito, Pinto and Mendes (2017) executed in Southwest Portugal concluded that long-term memory may be influenced by perceived value thus affecting destination loyalty. Another study carried in China on Mainland Chinese outbound tourists revealed that destination loyalty is positively and strongly affected emotional value and quality value (Yang, Liu, Jing, & Li, 2014). Kim, Holland and Han (2012) through their study on individual or group tourists in Orlando concluded that destination loyalty is affected significantly by perceived value. A study in Langkawi by Aliman, Hashim, Wahid and Harudin (2016) unveiled that perceived value among tourists lead them to intent to revisit the destination again. Waheed (2016) through his study in Maldives conclude that social value (a part of customer perceived value) has affected positively and significantly on revisit intention.

Some other studies cover the aspects of trust, destination loyalty and intention to revisit. For example, a study was conducted in Malaysia on Malaysian rural tourism in 2013. This study concluded that trust has a positive significant effect on customer loyalty (Osman, 2013). Besides, a study conducted in Gonbad-e-Kavoos during the Turkmen handicrafts festival revealed that trust directly affect destination loyalty towards the festival (Akhoondnejad, 2016). Based on the previous studies, this paper proposes six hypotheses. They are;

H₁ : Service quality has significant direct effect on destination loyalty.

H₂ : Service quality has significant direct effect on intention to revisit.

H₃ : Perceived value has significant direct effect on destination loyalty.

H₄ : Perceived value has significant direct effect on intention to revisit.

H₅ : Trust has significant direct effect on destination loyalty.

H₆ : Trust has significant direct effect on intention to revisit.

METHODOLOGY

To develop the questionnaire, several references were utilized. Pilot test was executed to test on its reliability. Then, data was collected using the questionnaires by distributing them to targeted sample. Population was recognized before purposive sampling was utilized. Structural Equation Modeling (SEM) was used. The population of this study comprises of all tourists visiting festivals in Malaysia organized by Tourism Malaysia from April 2017 to June 2017. The list of festivals and events organized by Tourism Malaysia was retrieved from Tourism Malaysia Official Website. The study employs purposive sampling technique whereby international tourists visiting festivals only in Penang were targeted. Penang is one of the states with the most variety of festivals due to the variety of

racial & religion composition. 1000 questionnaires were distributed to the international tourists who have visited any of the eight festivals and events in Penang conducted from April 2017 to June 2017 according to Tourism Malaysia. The festivals are Thai Water Festival, Penang International Food Festival, Vaisakhi Celebration, Wesak Day Celebration, Penang Anime Matsuri, Ramadan Bazar, Penang Floral Festival and Penang Durian Festival. For each festival, at average of 125 questionnaires were distributed (the amount varies according to the number of tourists for each festival). Out of 1000 questionnaires distributed, only 385 questionnaires were succeeded to be retrieved back with complete response which contributed to 38.5% of response rate. The questionnaire gathers several questions for demographic information and questions regarding service quality, perceived value, trust, destination loyalty and intention to revisit. For service quality, seven items of 10-point Likert scale was employed and adapted from Park, Lee and Park (2011). Perceived value was measured using a 5-item, 10-point Likert scale adapted from Salim (2016). Trust was then measured using a 4-item, 10-point Likert scale adapted from Song et al. (2014). For destination loyalty, three items of 10-point Likert scale was acquired and adapted from Yoon, Lee and Lee (2010) while intention to revisit was measured using a 3-item, 10-point Likert scale adapted from Taher, Jamal, Sumarjan and Aminudin (2015).

The questionnaire was firstly evaluated for its reliability using reliability test. Thirty questionnaires were distributed for pilot test. The value of Cronbach's Alpha of each construct for pilot test and the overall study is exhibited in Table 1. Since the value of Cronbach's Alpha for each construct is greater than 0.7, all constructs are proven to be reliable. In examining several hypotheses outlined, SEM was utilized. Several stages of SEM were contained in two main phases which are Confirmatory Factor Analysis and Structural Model Testing. Pooled measurement model assessment using CFA was utilized in the first stage of analysis. This is to examine the representativeness of measured variables or items towards the constructs based on the proposed measurement theory. In this study, the variables were represented by several items with respect to service quality, perceived value, trust, destination loyalty and intention to revisit. Generally, in this part, the measurement model was examined. In analyzing the measurement model in SEM, several measures were evaluated for unidimensionality, validity and reliability of items. Besides, fitness indices were used to verify the fitness of measurement model. After the execution of CFA, structural model was specified and further assessments were made. Path diagram was used to display and visualize related theories. Again, fitness indices were used to validate the fitness of structural model before several other measures were retrieved and interpreted. Hypothesis testing was then conducted accordingly.

RESULTS

Profile of Respondents

A total of 385 respondents have participated in the study. 56.6% which is equivalent to 218 respondents are female while the rest is male. Most of them aged between 20 to 29 years old, which represents 42.6% of all respondents. This is followed by respondents of aged 30 to 39 years old, 40 to 49 years old, 50 to 59 years old and 60 to 69 years old of 28.3%, 23.9%, 4.9% and 0.3% respectively.

Only one respondent was of age 60 to 69 years old. Based on nationality, Singaporeans dominated the count of respondents of 141 which represents 42. 6% of the whole sample. This is followed by Thailand, Indonesia, China, Nigeria, Uzbekistan, Yemen and other nationalities. At average, the respondents have visited Malaysia for approximately two times before this (mean = 2. 34, standard deviation = 1. 696). Most of them that are equivalent to 315 of them have participated any festivals in Malaysia with the rest of them were dubious of whether they have participated any festivals in Malaysia or not.

Table 1. Cronbach’s alpha of each construct for pilot test and overall study

Construct	Number of Items	Cronbach’s Alpha of Pilot Test	Cronbach’s Alpha of Overall Study
Service quality	7	0. 935	0. 983
Perceived value	5	0. 940	0. 976
Trust	4	0. 836	0. 887
Destination loyalty	3	0. 952	0. 976
Intention to revisit	3	0. 853	0. 918

Data Analysis

For pooled CFA, Figure 1 depicts the diagram. Firstly, the measurement model was assessed in terms of unidimensionality based on factor loadings of each measured variables towards respective constructs. Only measured variables with factor loadings greater than 0. 60 are accepted to represent the specific construct. In this study, all measured variables or items have factor loadings of greater than 0. 60 thus indicating that unidimensionality for all items with respect to their constructs is achieved.

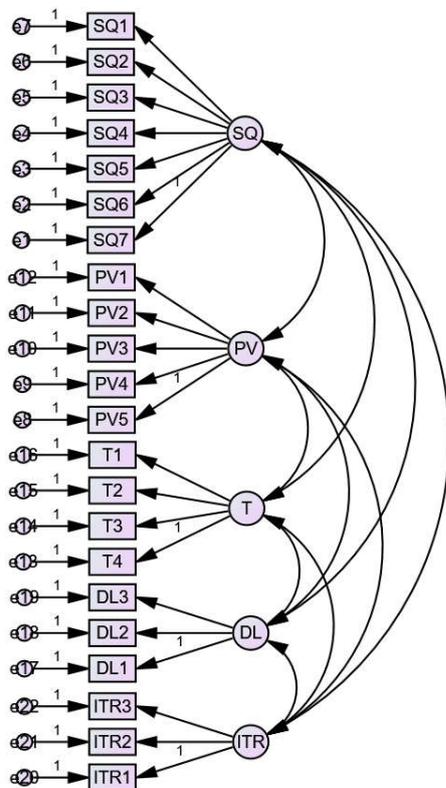


Figure 1. CFA for measurement model assessment

After factor loadings for every item was examined, Modification Index (MI) was then assessed and pairs with MI greater than 15 were set to as “free parameter estimate”. The improved diagram is displayed in Figure 2.

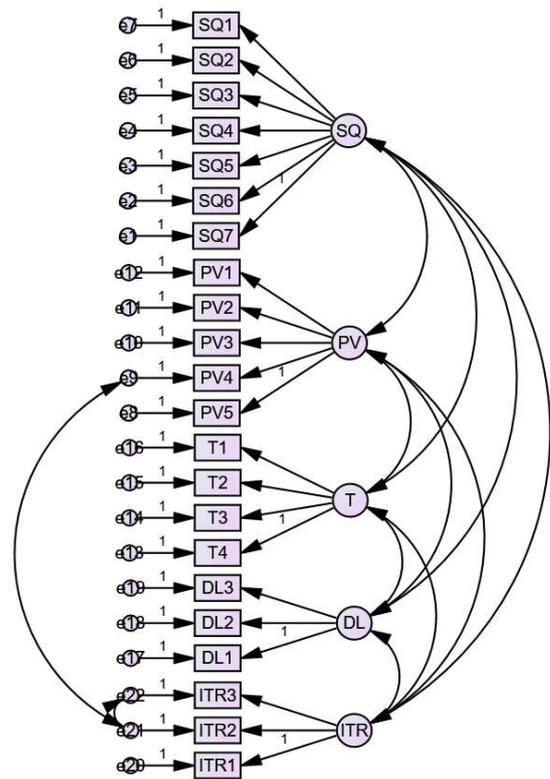


Figure 2. CFA for improved measurement model assessment

Once the model was improved based on MI, factor loadings were again examined and the factor loadings for all items with respect to their constructs remained 0. 60 thus unidimensionality of all items was achieved. The assessment of MI then proved that no MI is greater than 15. Besides, fitness indices were assessed in terms of absolute fit, incremental fit and parsimonious fit. For absolute fit, Root Mean Square of Error Approximation (RMSEA) and Goodness of Fit Index (GFI) were assessed. For incremental fit, Comparative Fit Index (CFI), Tucker-Lewis Index (TLI) and Normed Fit Index (NFI) were used. For parsimonious fit, Chi Square/Degrees of Freedom (Chisq/df) was assessed. All indices for model fit are presented in Table 2.

Table 2. Fitness indices for measurement model assessment

RMSEA	GFI	CFI	TLI	NFI	Chisq/df
0. 031	0. 939	. 995	. 994	. 982	1. 377

Based on Table 2, RMSEA is smaller 0. 08 and GFI is greater than 0. 90. This indicates that absolute fit is achieved. With CFI and TLI of greater than 0. 90 and NFI of greater than 0. 80, the model is agreed to have incremental fit. With Chisq/df of smaller than 5. 0, the measurement model has achieved parsimonious fit. In overall, the fit of the measurement model is satisfied. Apart from that, validity of the model was assessed too. The assessment was in terms of convergent validity, construct validity and discriminant validity. Convergent validity was assessed through the value of Average Variance Extracted (AVE) for each construct, construct validity was assessed through fitness indices of GFI, RMSEA and Chisq/df, and discriminant validity was assessed through the values of MI. Based on Table 2, the AVE for all constructs are greater than 0. 5 thus indicating that convergent validity is achieved. Based on Table 1, the GFI is greater than 0. 90, RMSEA is smaller than 0. 08 and Chisq/df is smaller than 5. 0 indicating that construct validity is achieved.

Since none of the MI has value of greater than 15, the measurement model was proven to have convergent validity, construct validity and discriminant validity. Besides the validity of measurement model, its reliability was also assessed in terms of internal and composite reliability.

Table 3. Cronbach's alpha, composite reliability and AVE for respective construct

Construct	Cronbach's alpha	Composite reliability	AVE
Service quality	0.983	0.962	0.891
Perceived value	0.976	0.952	0.891
Trust	0.887	0.913	0.663
Destination loyalty	0.976	0.930	0.931
Intention to revisit	0.918	0.914	0.824

Based on Table 3, the measurement model is proven to achieve internal and composite reliability when Cronbach's alpha and composite reliability for all constructs are greater than 0.70. In this study, all variables have skewness absolute value, |skewness| of less than 1.0 and less than three times of its standard deviation. Besides that, kurtosis absolute value, |kurtosis| were less than three times of its standard deviation. Hence, the data was proven to be normally distributed. After pooled CFA was conducted, path diagram was used to display and visualize related theories. Again, fitness indices were used to validate the fitness of structural model. Hypothesis testing was then conducted accordingly. Path diagram for structural model testing is displayed in Figure 3.

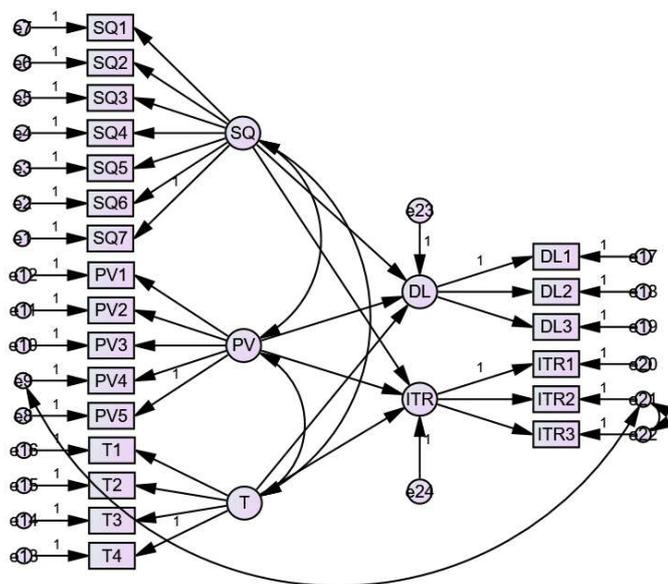


Figure 3. Structural model

To determine the fitness of the model, several indices were examined. The indices are tabulated in Table 4.

Table 4. Fitness indices of structural model

RMSEA	GFI	CFI	TLI	NFI	RFI	IFI	Chisq/df
0.031	0.939	.995	.994	.982	.979	.995	1.373

According to Table 4, RMSEA is less than 0.08, GFI, CFI, TLI, NFI, RFI and IFI are greater than 0.90, and Chisq/df is less than 5.0. These indices indicate that the structural model is fit. Next, hypothesis testing was conducted. Six hypotheses tested are:

- H_1 : Service quality has significant direct effect on destination loyalty.
- H_2 : Service quality has significant direct effect on intention to revisit.
- H_3 : Perceived value has significant direct effect on destination loyalty.
- H_4 : Perceived value has significant direct effect on intention to revisit.
- H_5 : Trust has significant direct effect on destination loyalty.
- H_6 : Trust has significant direct effect on intention to revisit.

Table 5. Regression weights for each exogenous construct upon respective endogenous construct

		Estimate	S. E.	C. R.	P
Destination loyalty	← Service quality	0.986	0.097	7.581	<0.001
Intention to revisit	← Service quality	1.529	0.122	6.092	<0.001
Destination loyalty	← Perceived value	1.187	0.108	6.173	<0.001
Intention to revisit	← Perceived value	0.913	0.119	8.077	<0.001
Destination loyalty	← Trust	1.022	0.159	6.430	<0.001
Intention to revisit	← Trust	1.119	0.095	6.731	<0.001

Table 5 depicts the hypotheses, regression estimates, standard errors, critical values and p-values. According to Table 5, it can be concluded that all six hypotheses are supported since the p-value is less than 0.001. This indicates that at 99% of confidence level, service quality, perceived value and trust affect destination loyalty and intention to revisit.

DISCUSSION AND CONCLUSION

Addressing the conflicting studies on the effects of service quality, perceived value and trust on destination loyalty and intention to revisit, this study focuses on empirical investigations on the structural model of the aspects in the context of Malaysian festival as international tourism destination. All the constructs were measured by items identified and adapted from previous literature; service quality by seven items from Park et al. (2011), perceived value by five items from Salim (2016), trust by four items from Song et al. (2014), destination loyalty by three items from Yoon et al. (2010) and intention to revisit by three items from Taher et al. (2015). Data was collected from international tourists who have visited festivals held in Penang, Malaysia. The findings of the study support the hypotheses which suggested that service quality, perceived value and trust individually affects destination loyalty significantly. In other words, service quality provided by festival organizers to international tourists, perceived value of international tourists throughout festivals participated and trust acquired by international tourists through Malaysian festivals are vital factors towards their destination loyalty for Malaysian festivals.

This is supported by Wantara (2016) who stated that service quality significantly affects tourist loyalty and satisfaction. Besides, it is supported by the findings of Riduan et al. (2015) when they concluded that tourism service quality, destination image, tourist experiences and tourist satisfaction affect destination preferences and destination loyalty. It is also parallel with the findings of S.-H. Kim et al. (2012) that revealed a significant effect of perceived value on satisfaction and loyalty. Agapito et al. (2017) suggested that perceived value may have significant role in the long-term memory of

individuals' experiences, encouraging favourable tourist behaviour towards destinations. Yang et al. (2014) through their results showed that both emotional and quality value had strongly affected satisfaction and loyalty. The finding is supported by another study that stated that perceived value affects satisfaction, trust and loyalty (Akhoondnejad, 2016). Besides, Akhoondnejad (2016) also stated that trust directly affects loyalty. Secondly, the study supported other hypotheses which suggested that service quality, perceived value and trust individually affects intention to revisit significantly. This finding means that service quality provided by festival organizers to international tourists, perceived value of international tourists throughout festivals participated and trust acquired by international tourists through Malaysian festivals are vital factors towards their revisit intention for Malaysian festivals. This finding is supported by C. -Y. Wu (2016) with the finding showing that perceived value directly affects intention to revisit. Chang and Tsai (2016) through their analysis proved that service quality and revisit intention are correlated. Aliman et al. (2016) proved that tourists profess the intention to revisit since Langkawi offers good natural scenic beauty, reliable transportation and accommodation facilities and other travelling services. Y. H. Kim et al. (2015) then showed that lower perceived value led to low intention to revisit. A Mohammed Abubakar et al. (2017) through their studies showed that destination trust affected intention to revisit while Abubakar Mohammed Abubakar and Ilkan (2016) proved that destination trust affected intention to travel positively.

This study has several limitations. Firstly, the sample of respondents was only international tourists who attended festivals in Penang. Hence, it limits the generalization of the findings. Secondly, the study utilised cross-sectional study where data was collected at a point of time. In general, human emotions and views may change over time. Measuring the aspects of tourism at a point of time may not reflect the average of changing feedbacks of the tourists. Thirdly, the collection of data was only conducted within a limited time period which covers only several months of the year. This exhibits the generalization of the sample on all festivals throughout the year. Besides that, the study only utilized questionnaires as the only instrument to collect data. This technique of just questionnaire has its own weaknesses such as it serves a limited space for respondents to express their feedbacks and the respondents are guided to answer the questions even when they have more to express regarding the tourism aspects. For future studies, researchers would suggest that data to be collected should be from international tourists for all possible festivals celebrated in Malaysia. This data may then depict the average measures for all aspects to reflect Malaysian festivals. Secondly, future studies may use pre-post study which collects the data from respondents before and after attending the festivals. This provides more accurate data since the responses are specific to the festivals they attended. More accurate data leads to more accurate findings. Apart from that, it is suggested that studies on these aspects for festival tourism to utilize data representing all festivals throughout the year since there are many different festivals celebrated in Malaysia across the year. This eventually helps to provide a better picture of Malaysian festival tourism. Besides, researchers would suggest future studies to include other data collection technique such as face-to-face interview. In acquiring the most informative feedback, utilization of other data collection techniques might help. The combination of data collection

methods is expected to provide more accurate data that will finally depict the real scenario of the tourism aspects for Malaysian festivals. Finally, the researcher would suggest that studies should be executed on other aspects of tourism too. This enables a better decision to be made on festival tourism growth initiatives.

Acknowledgment

We would like to extend our utmost gratitude to the Ministry of Higher Education of Malaysia for sponsoring this study under Research Acculturation Grant Scheme (RAGS).

REFERENCES

- Abubakar, A. M. and Ilkan, M. 2016. Impact of online WOM on destination trust and intention to travel: A medical tourism perspective. *Journal of Destination Marketing and Management*, 5(3), 192–201. <https://doi.org/10.1016/j.jdm.2015.12.005>
- Abubakar, A. M. , Ilkan, M. , Al-tal, R. M. and Eluwole, K. K. 2017. eWOM, revisit intention, destination trust and gender. *Journal of Hospitality and Tourism Management*, 31, 220–227.
- Agapito, D. , Pinto, P. and Mendes, J. 2017. Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, 58, 108–118.
- Akhoondnejad, A. 2016. Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management*, 52, 468–477.
- Akroush, M. N. , Jraisat, L. E. , Kurdieh, D. J. , Al-Faori, R. N. and Qatu, L. T. 2016. Tourism service quality and destination loyalty - the mediating role of destination image from international tourists' perspectives. *Tourism Review*, 71(1), 18–44.
- Aliman, N. K. , Hashim, S. M. , Wahid, S. D. M. and Harudin, S. 2016. Tourists' satisfaction with a destination: An investigation on visitors to Langkawi Island. *International Journal of Marketing Studies*, 8(3), 173–188.
- Chang, F. and Tsai, C. -Y. 2016. Relationships among service quality, leisure benefits, overall satisfaction, and revisit intention: Cultural parks as an example. *Journal of Social Sciences & Humanities Research*, 2(1), 1–8.
- Department of Statistics Malaysia. 2017. Current Population Estimates, Malaysia, 2016-2017. Retrieved November 12, 2017, from https://www.dosm.gov.my/v1/index.php?r=column/cthemeByCat&cat=155&bul_id=ald1UTFZazd5ajJiRWFHNDduOXFFQT09&menu_id=L0pheU43NWJwRWVSZklWdzQ4TlhUUT09
- Ishak, M. S. 2010. Cultural and religious festivals: the Malaysian experience. *Jati*, 15(Disember), 97–112.
- Kim, S. -H. , Holland, S. and Han, H. -S. 2012. A structural model for examining how destination image, perceived value, and service quality affect destination loyalty: A case study of Orlando. *International Journal of Tourism Research*, 15(4), 313–328.
- Kim, Y. H. , Duncan, J. and Chung, B. W. 2015. Involvement, satisfaction, perceived value, and revisit intention: A case study of a food festival. *Journal of Culinary Science and Technology*, 13(2), 133–158.
- Naidoo, P. , Seebaluck, V. N. and Pillai, P. 2016. The impact of destination service quality on tourist satisfaction and loyalty: Evidence from Mauritius. In *International*

- Academic Research Conference on Marketing & Tourism (MTC16Paris Conference)* (pp. 1–8). Paris, France.
- Osman, Z. 2013. An empirical study of direct relationship of service quality, customer satisfaction and customer trust on customer loyalty in Malaysian rural tourism. *Journal of Tourism, Hospitality & Culinary Arts*, 5(1), 125–150.
- Park, J. , Lee, G. and Park, M. 2011. Service quality dimensions perceived by film festival visitors. *Event Management*, 15, 49–61.
- Riduan, Suharyono, Fauzi, A. and Darminto. 2015. The effect of tourism service quality, tourist destination image and experience of tourist towards tourists satisfaction, tourism word of mouth, tourist destination preferences, and tourist destination loyalty (A study on foreign tourists in tourist desti. *European Journal of Business and Management*, 7(2), 95–104.
- Salim, I. S. 2016. The link between tourists' motivation, perceived value and consumer loyalty: The case of film festival branding in Zanzibar. *International Journal of Business and Management Invention*, 5(10), 18–28.
- Song, H. -J. , Lee, C. -K. , Kim, M. , Bendle, L. J. and Shin, C. -Y. 2014. Investigating relationships among festival quality, satisfaction, trust, and support: The case of an Oriental Medicine Festival. *Journal of Travel & Tourism Marketing*, 31, 211–228.
- Taher, S. H. M. , Jamal, S. A. , Sumarjan, N. and Aminudin, N. 2015. Examining the structural relations among hikers' assessment of pull-factors, satisfaction and revisit intentions: The case of mountain tourism in Malaysia. *Journal of Outdoor Recreation and Tourism*, 12, 82–88.
- Waheed, N. 2016. Influence of customer perceived value on tourist satisfaction and revisit intention: A study on guesthouses in Maldives. *International Journal of Accounting, Business and Management*, 4(1), 1–23.
- Wantara, P. 2016. Effect of service quality and perceived value satisfaction and loyalty religious tourists visit Island Madura, Indonesia. *International Journal of Social Science and Economics Invention (IJESSI)*, 2(4), 1–8.
- Wu, C. -Y. 2016. Tourist behavioral intentions and festival quality: The case of Kaohsiung's Lantern Festival. *International Journal of Research in Tourism and Hospitality (IJRTH)*, 2(3), 23–28.
- Yang, Y. , Liu, X. , Jing, F. and Li, J. 2014. How does perceived value affect travelers' satisfaction and loyalty? *Social Behavior and Personality*, 42(10), 1733–1744.
- Yoon, Y. -S. , Lee, J. -S. and Lee, C. -K. 2010. Measuring festival quality and value affecting visitors' satisfaction and loyalty using a structural approach. *International Journal of Hospitality Management*, 29, 335–342.
