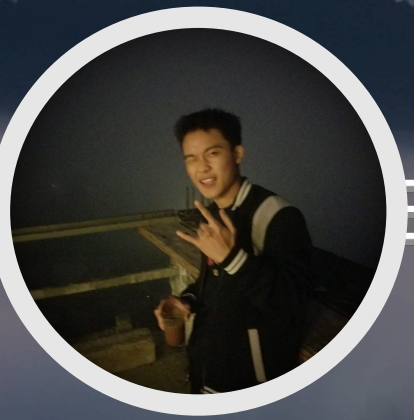
SUPERVISOR

DR. NGUYỄN HOÀNG PHƯƠNG LINH

OUR TEAM


STUDENT GROUP: GRM491_G7

OUR TEAM

NGUYỄN BÌNH GIANG

OUR TEAM

NGUYỄN VĂN KHOÁI

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NGUYỄN MẠNH CẦM

OUR TEAM

NGUYỄN HOÀNG SƠN

OUR TEAM

BÙI QUỐC ANH

TABLE OF CONTENT

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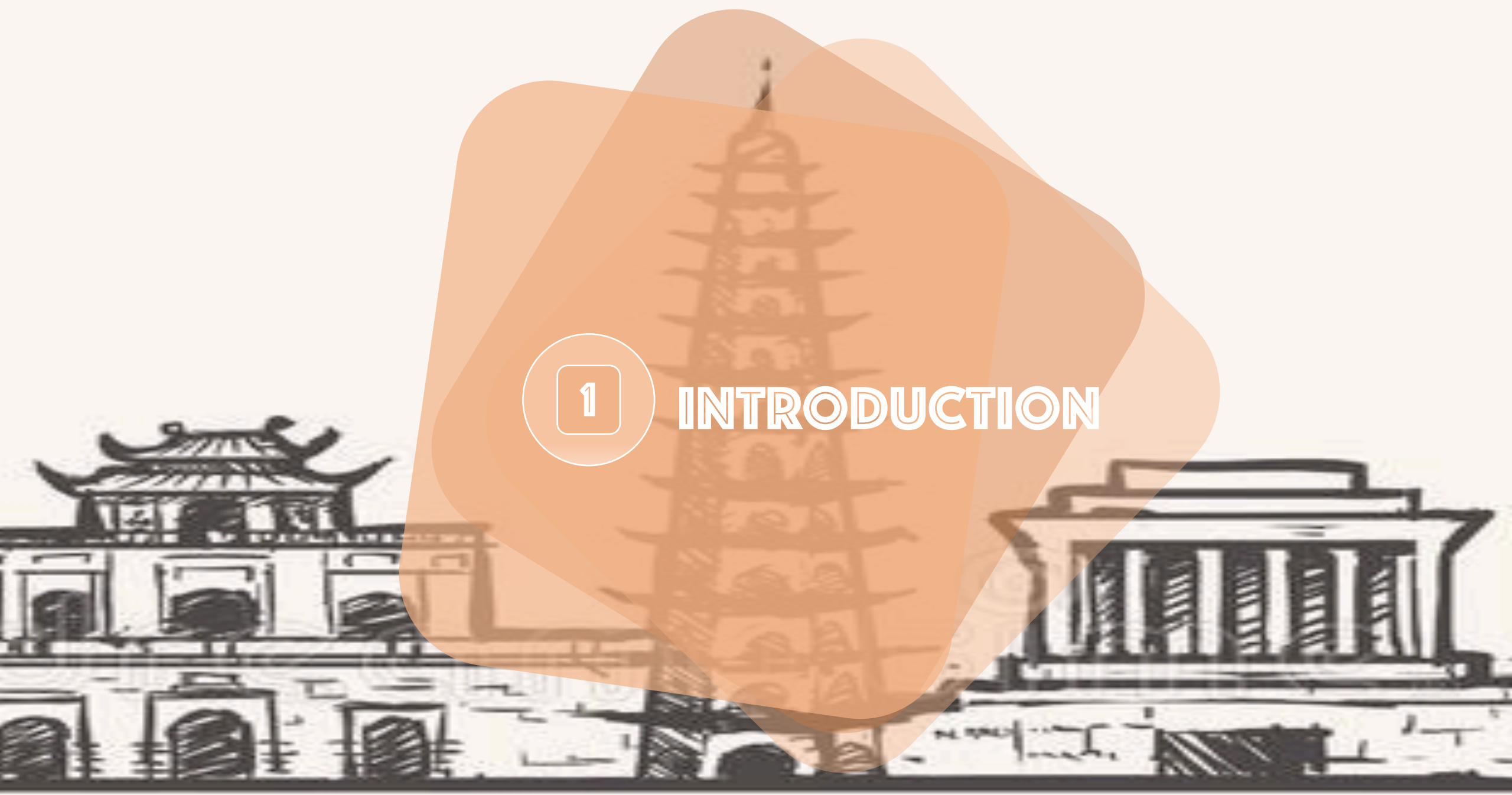


1 INTRODUCTION

1.1

Background

1.2

Practical problem

1.3

Research objectives

1.4

Research question

1.1.1 About Viet Nam tourism

- Tourism is a key economic sector in Vietnam
- There are about 40,000 cultural and historical monuments, large and small
- Tourism plays a huge role in creating jobs and contributing to the national budget

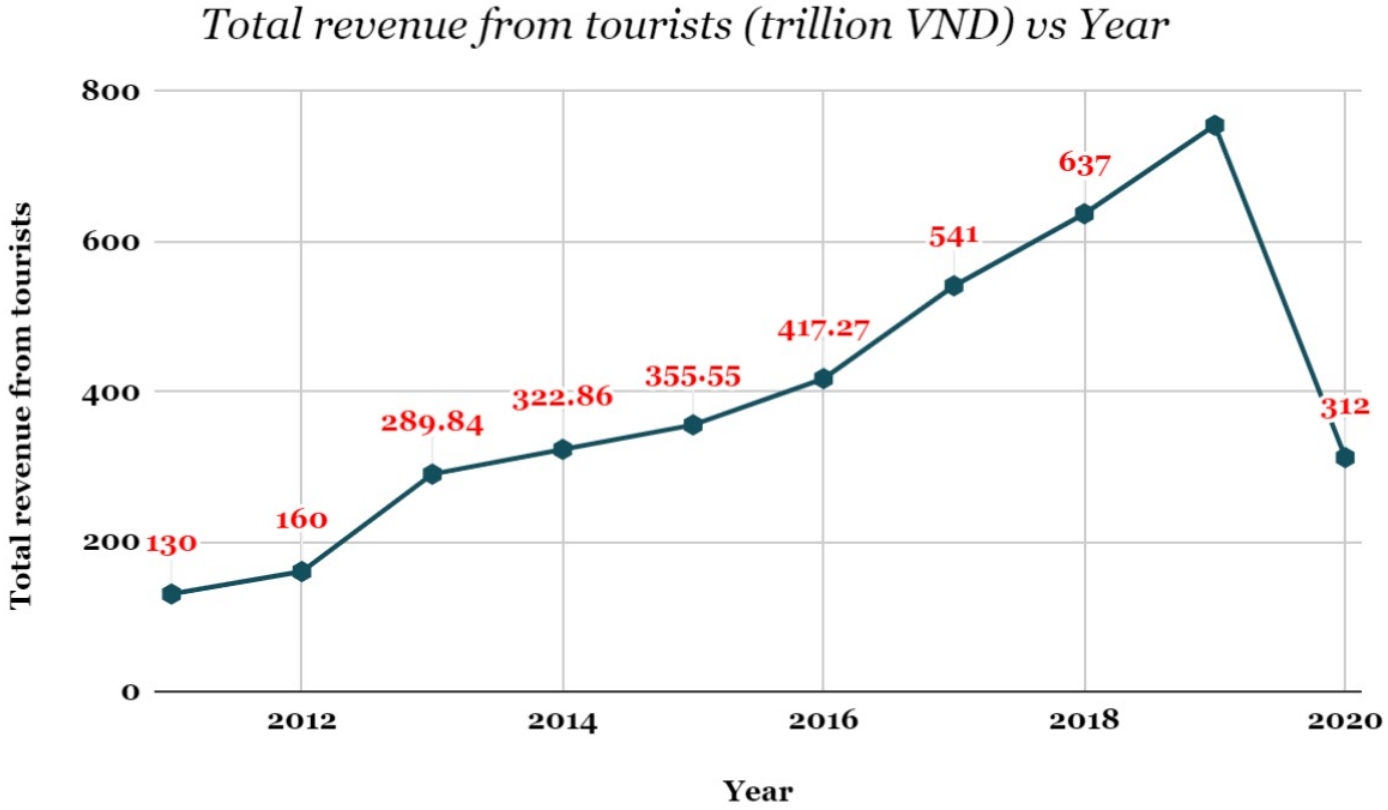


Chart 1. Total revenue from tourist vs year

1.1.2 About Ha Noi tourism

- Hanoi is the capital of Vietnam, possessing hundreds of years old cultural and historical relics
- It is the economic, political and cultural center of the country - Hanoi is always one of the places that attracts many domestic and international tourists.
- In 2019, Hanoi welcomed nearly 29 million visitors, total revenue from tourists reached VND 103,807 billion, contributing 12.54% to the city's GRDP.
- With many opportunities, Hanoi has a lot of potential to develop tourism into a spearhead economic sector, bringing great profits.

Environmental pollution is a burning problem in Hanoi.
Hanoi has a very large amount of domestic wastewater and is very polluted. Most of the industrial facilities discharge wastewater directly into the main rivers, canals and lakes of the city.

+ 320000m2 of wastewater/day .
+ dust concentration 2-3 times higher than allowed

People's problems with service delivery service, entice, bully tourists, very disturbing

The covid pandemic greatly affects Hanoi tourism

+ 95% of tourism businesses have temporarily stopped operating
+ 90% of employees have quit or moved to other jobs

Main objective: the factors affecting customer satisfaction and decision to return when traveling in Hanoi

+ Objective 1: Factors affecting customer satisfaction and intention to return when traveling in Hanoi

+ Objective 2: Propose solutions to meet the needs of different groups of tourists when traveling to Hanoi

+ Question 1: What are the factors affecting customers' satisfaction and thinking about returning to Hanoi?

+ Question 2: What are the solution to improve travel in hanoi?

2 LITERATURE REVIEW AND THEORETICAL MODEL

THEORETICAL FRAMEWORK

2.1.1

TOURISM MARKETING

2.1.2

TOURISM DESTINATION

2.1.3

TOURISM SATISFACTION

2.1.4

REVISIT INTENTION

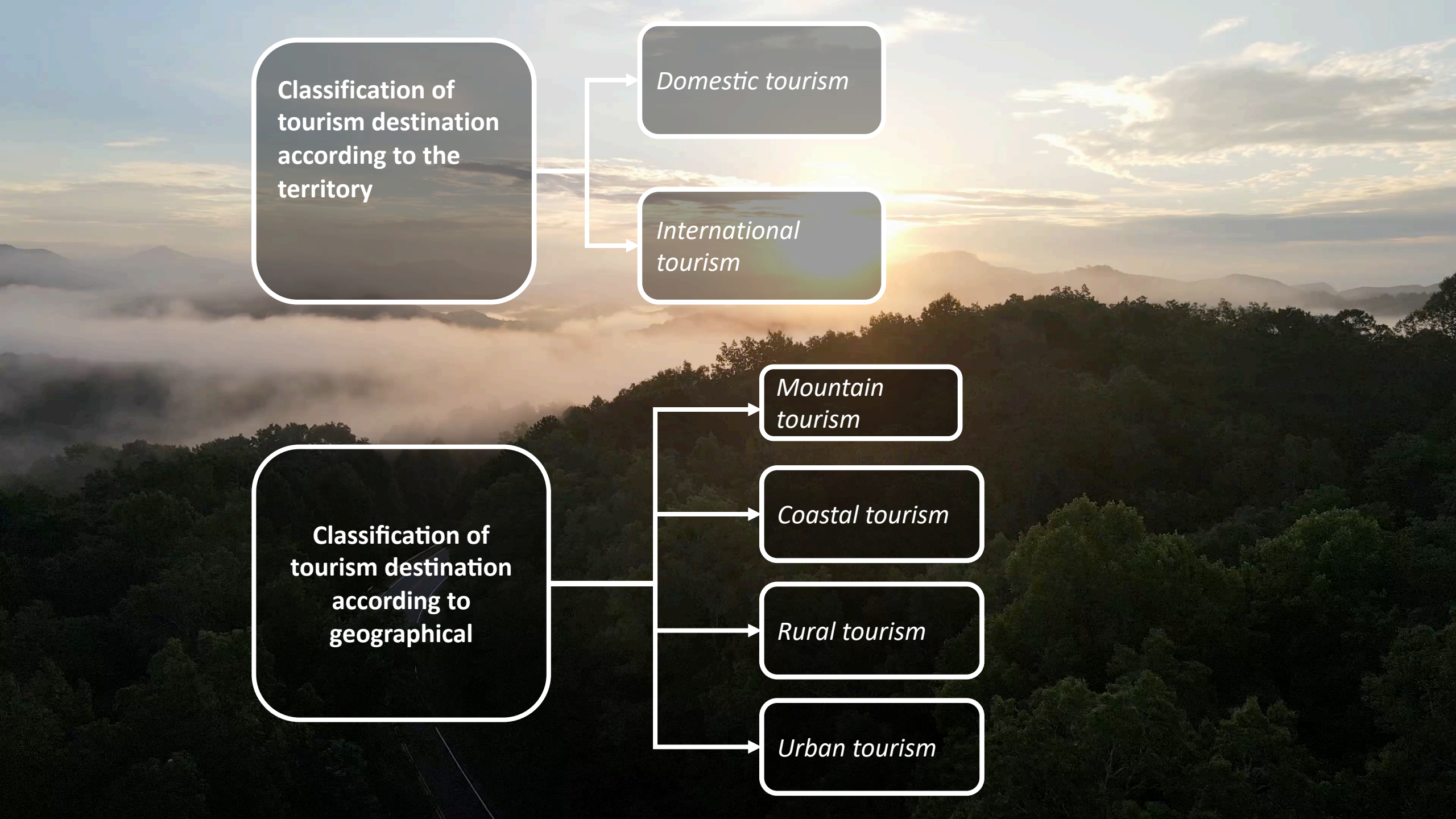
(Richard George, 2004, p.23) tourism marketing is defined as the process through which a tourism organization manages and satisfies consumer's demand to accomplish sales after anticipating those needs


Definition of tourism destination
Classification of tourism destinations

the most indispensable component of management applications in tourism (D'Angella and Go, 2009)

can be a specific geographical locality inside which the visitor can experience a different abundance of special service (Goeldner and Ritchie, 2003, p. 466)

a combination of interdependent factors such as infrastructure, transportation, facilities, attractions in which provides tourist with the satisfying experience on destination (Mill and Morrison, 1992)


Classification of tourism destination according to the territory
Domestic tourism
International tourism
Classification of tourism destination according to geographical
Mountain tourism
Coastal tourism
Rural tourism
Urban tourism

A customer's general evaluation of a benefaction's performance to date (Gustafsson, Johnson, and Roos, 2005)

ACSI (Fornell et al., 1996)

Three primary elements

- customer expectation
- perceived quality
- perceived value

The main aim of calculating and explaining tourist satisfaction is to comprehend how well suppliers at a particular destination recognize and respond to the needs of tourists, and to improve the elements of the destination (Kozak & Rimmington, 2000).

The intention to revisit a tourism destination can be observed as a sort of post-consumption behavior (Cole and Scott, 2004) and has been identified as a visitor to replicate an activity or revisiting a specific destination (Baker and Crompton, 2000).

the probability of coming back to the same destination related to a specific factor of approving post consumption behavior and is the indispensable element of tourism loyalty (Cole & Scott, 2004; Loi et al., 2017)

Tendency or plans in order for tourists to revisit the same location (Rittichainuwat et al., 2002)

RELATED MODELS

The model of Yeoh Hong Chin et al., 2019

The model of Berhanu Esubalew Bayih and Apar Singh (2020)

The model of by Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021)

The model of Bing Zhang and Eksiri Niyomsilp (2020)

The model of N.P. Jin (2015)

The model of Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020)

The model of K.M. Ngoc and N.T. Trinh (2015)

- Tourist facilities have the greatest impact on customer satisfaction of tourist service quality
- second most significant variable that effect customer satisfaction in tourism service quality is food and beverage.
- accommodation service is the third most significant variable that influence customer satisfaction in tourism service quality
- The fifth most significant influence variable among seventeen variables is security

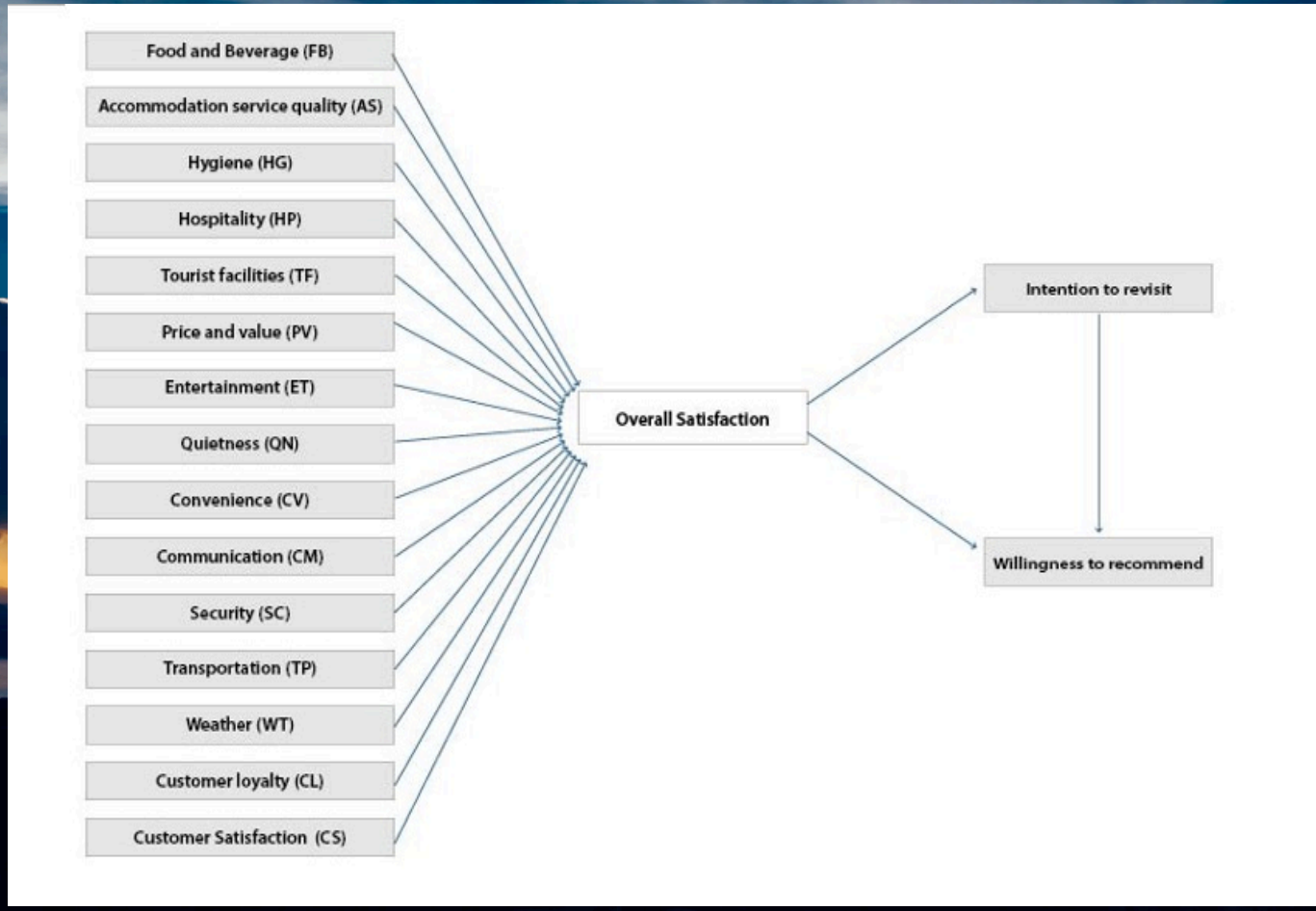


FIGURE 1: CONCEPTUAL MODEL OF YEOH HONG CHIN ET AL., 2019

- push travel motivation of domestic tourists determines their overall satisfaction in their experiences at destination sites.
- the direct positive effect of pull motivation of domestic tourists on both indicators of tourist behavioral intentions
- overall satisfaction strongly and positively influenced their revisit intention but not their willingness to suggest destinations

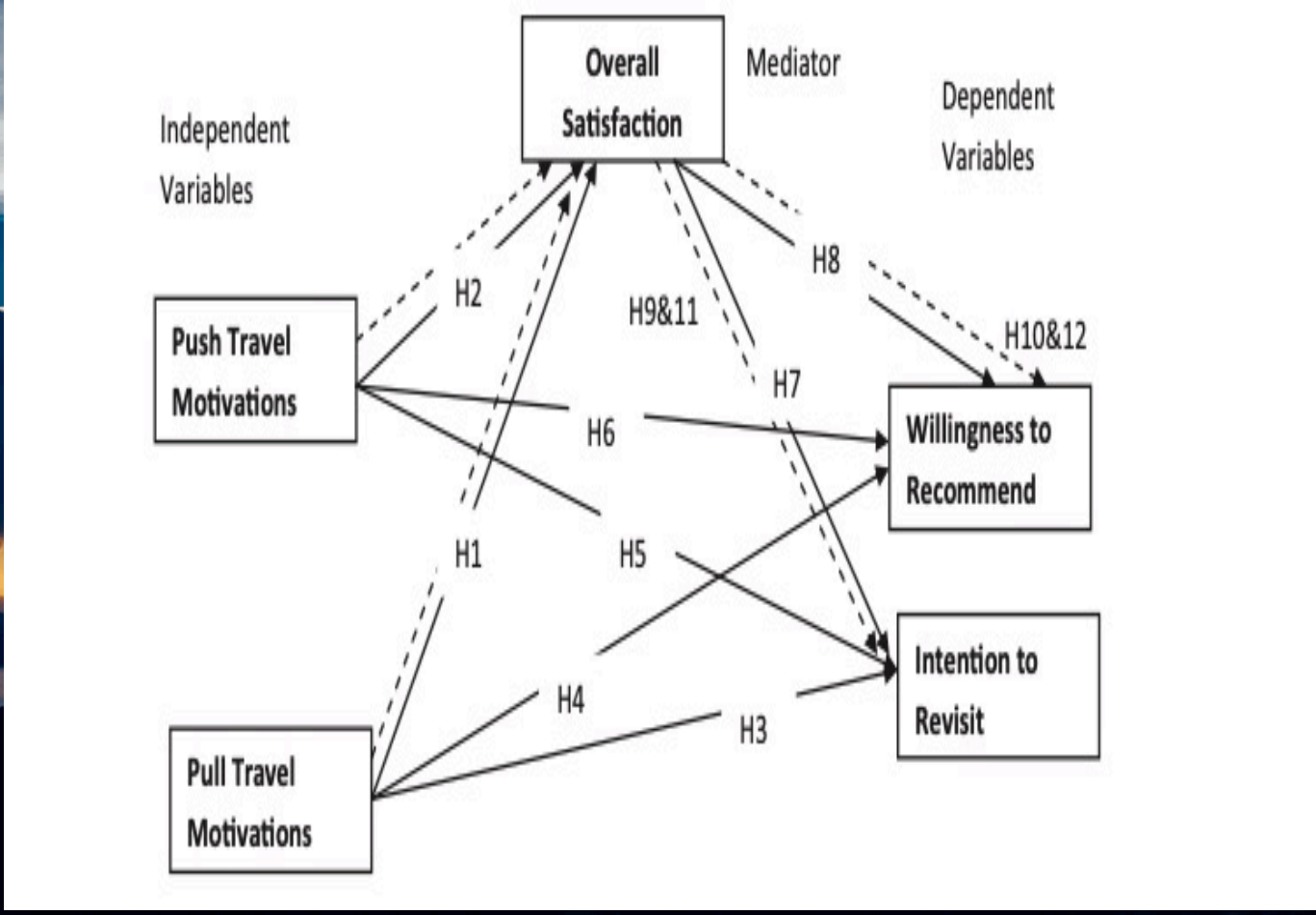


FIGURE 2: CONCEPTUAL MODEL OF BERHANU ESUBALEW BAYIH, APAR SINGH (2020)

- Perceived value had a positive and significant effect on tourist satisfaction, but perceived value did not have any significant effect on behavioral intention
- Tourist's happiness and satisfaction are very important instruments in increasing tourists' behavior intention in an island

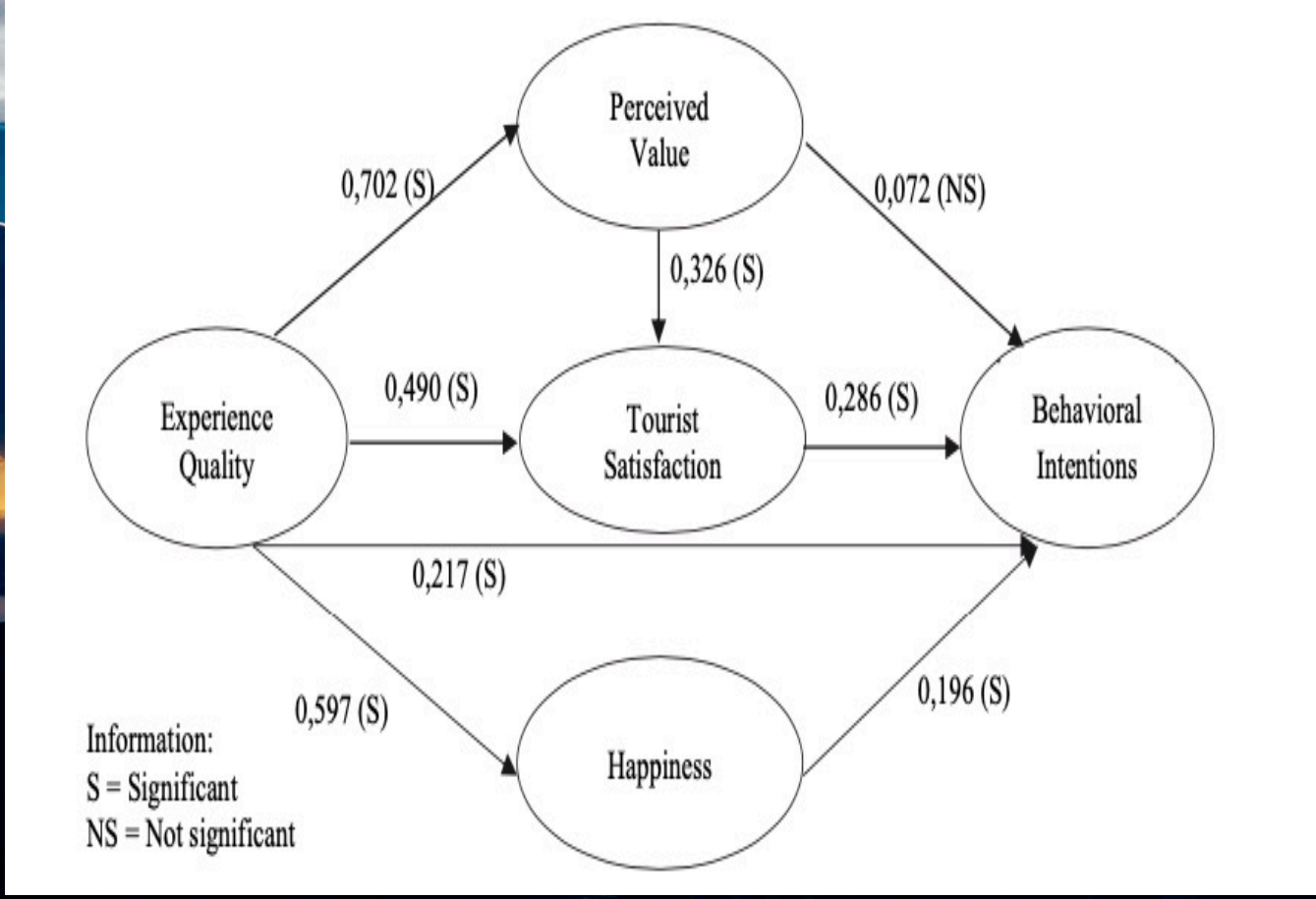


FIGURE 3: CONCEPTUAL MODEL OF SULFI ABDUL HAJI, SURACHMAN KUSUMA RATNAWATI AND MINTARTI RAHAYU (2021)

- tourism destination image positively affects the perceived value of tourists.
- Perceived value positively influences the behavior intention of tourists
- destination image has a significant positive effect on the post-visiting behavioral intention

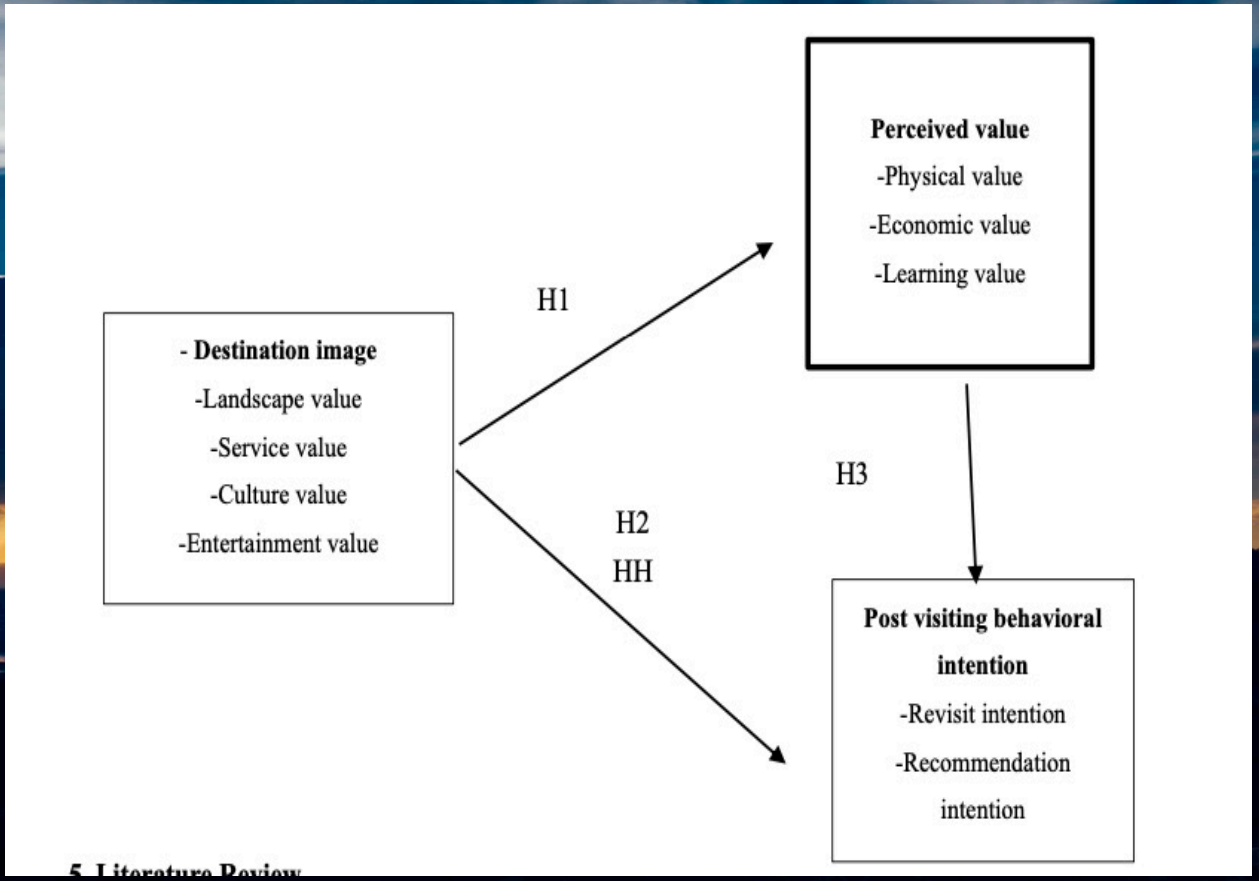


FIGURE 4: CONCEPTUAL MODEL OF BING ZHANG, & EKSIRI NIYOMSILP (2020)

- customers’ satisfaction is a strong determinant of behavioral intention.
- experience quality positively and directly affects a customer’s perceived value and water park image.
- water park image has a significantly stronger impact on customer satisfaction for the revisit group than for new visitors.
- perceived value is a significant predictor only for repeat visitors’ behavioral intentions.

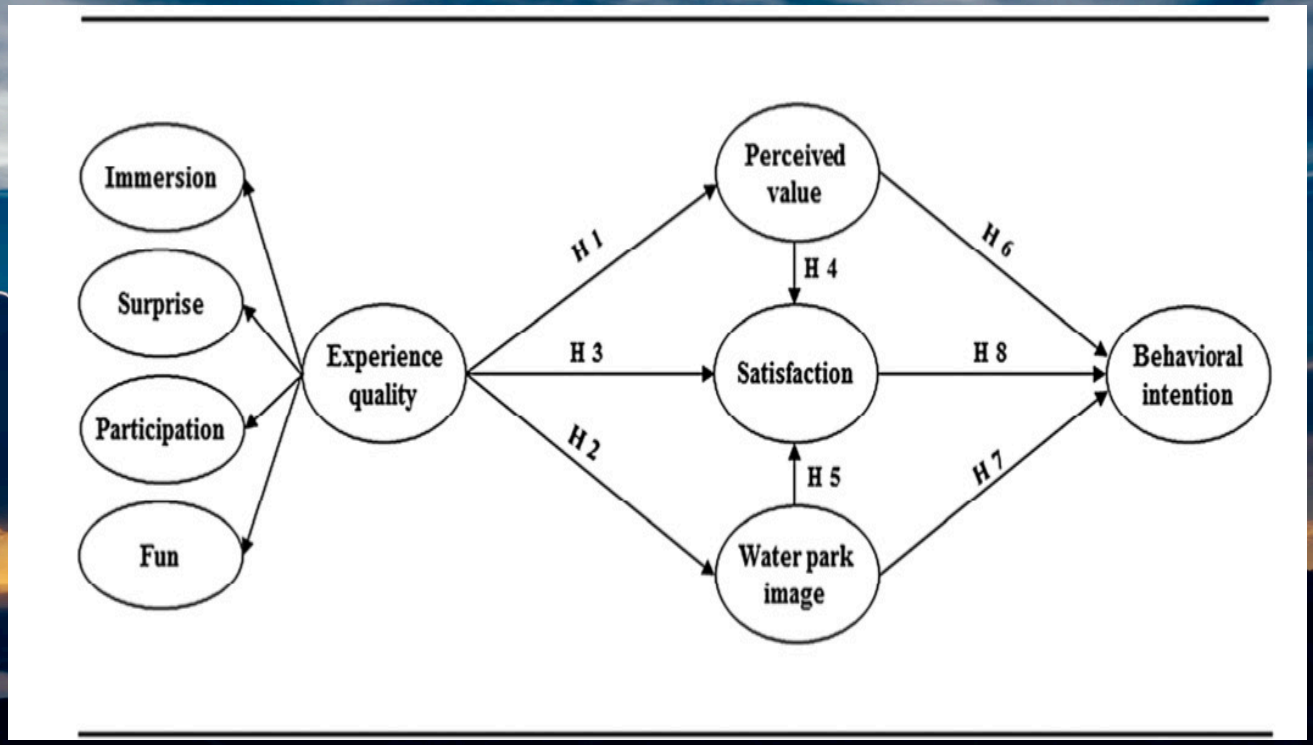


FIGURE 5: CONCEPTUAL MODEL OF N.P. JIN (2015)

- international tourists' revisit intention is directly affected by satisfaction (ß = 0.266), attractiveness (ß = 0.241), accommodation and food service (ß = 0.219), cultural contact (ß = 0.189), and perceived risk (ß = −0.201).
- international tourists' satisfaction is directly affected by attractiveness (ß = 0.310), accommodation and food service (ß = 0.146), cultural contact (ß = 0.276), and perceived risk (ß = —0.215).
- Regarding the intention to revisit, however, this variable shows the least importance compared to other factors such as satisfaction, attractiveness, accommodation, as well as perceived risk.

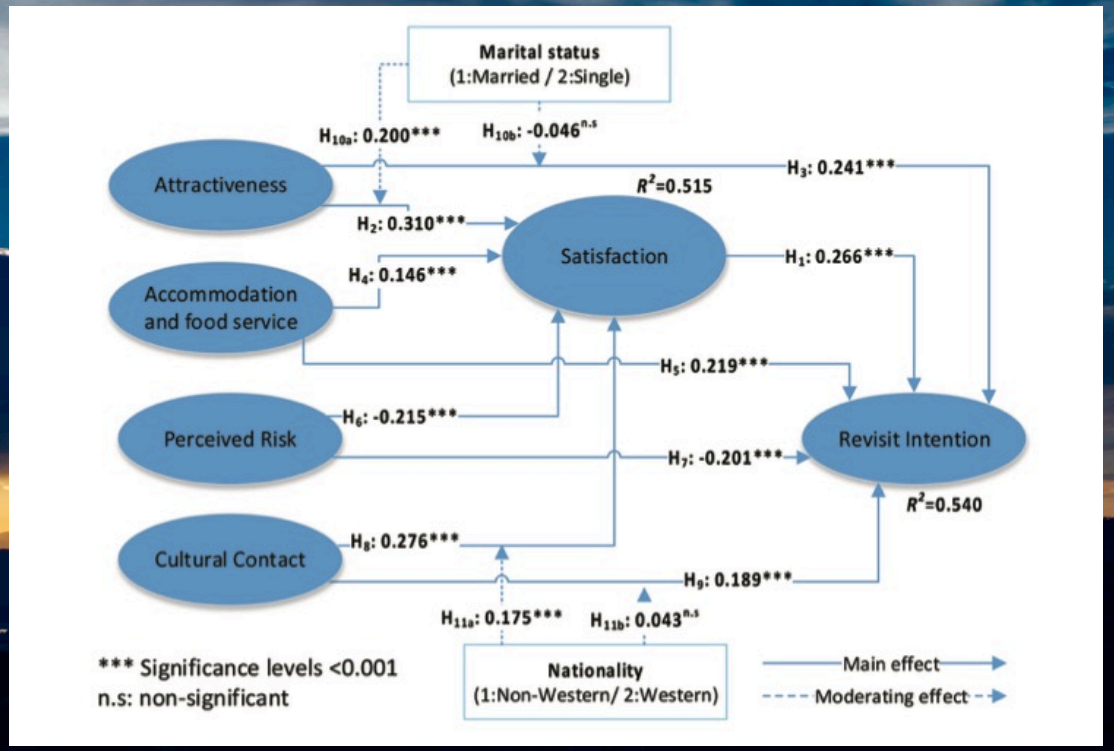


FIGURE 6: CONCEPTUAL MODEL OF BANG NGUYEN VIET, HUU PHUC DANG & HO HAI NGUYEN (2020)

- destination image was the most important factor that affected significantly to tourists' return intention, followed by tourists' destination satisfaction, infrastructure, price, natural and cultural environment, and safety and security.

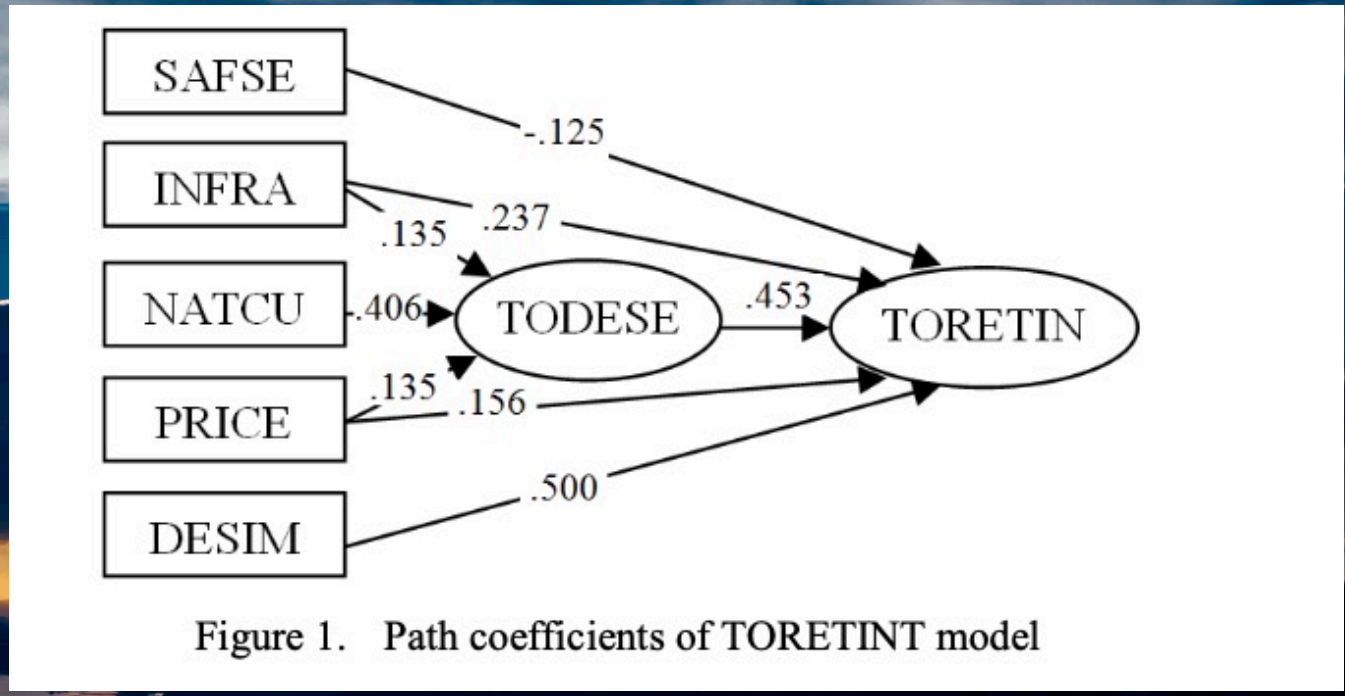


Figure 1. Path coefficients of TORETINT model

FIGURE 7: CONCEPTUAL MODEL OF K.M. NGOC AND N.T. TRINH (2015)

Variables influencing tourists satisfaction	Variables influencing tourists intention to revisit	Variables influencing tourists perceived value	Yeoh Hong Chin et al., 2019	Berhanu Esubalew Bayih and Apar Singh (2020)	Sulfi Abdul Haji, Surachman, Kusuma Ratnawati and Mintarti Rahayu (2021)	Bing Zhang and Eksiri Niyomsilp (2020)	N.P. Jin (2015)	Bang Nguyen Viet, Huu Phuc Dang and Ho Hai Nguyen (2020)	K.M. Ngoc and N.T. Trinh (2015)
Service quality					X		X		
Destination image						X	X		
Perceived value					X	X	X		
Motivation				X					
Perceived risk								X	
Cultural contact								X	
	Satisfaction		X	X	X	X		X	X

Tourist satisfaction
Definition

(Gustafsson, Johnson, and Roos, 2005)

- a customer's general evaluation of a benefaction's performance to date

(Oliver, 1999)

a gigantic affective element, which was designed by repetitive usage of product and service

(Bigne et al., 2001)

- an emotional response or choices of a tourist driven by emotion or perception

Tourist satisfaction
In tourism

(Kotler, 2009; Zhang et al., 2018)

- Satisfaction was an crucial matter in marketing research, it was defined as the circumstances of when the service provider match the expectation of the customer

(Chiu et al., 2016)

- one of the most detailed research variables in tourism literature

Intention to revisit

Ye Shen (2016)

- has stated that future behavioral intention contains two dimensions: intention to revisit and intention to recommend

Ajzen and Driver (1992)

- the estimation of specific people towards specific behavior which then reveals the willingness to certain habits

Baker and Crompton (2000)

- the chances of a visitor repeating an activity or revisit a destination

(Um, Chon, and Ro, 2006)

- there is a difference between what influences first timers revisit intention and repeated intentions.
- first-timers were mainly influenced by previous performance of the destination
- repeaters' intentions might be influenced mostly by promotion campaigns which could remind them with positive memories.

Variety of antecedents of intention to revisit has been studied previously

- satisfaction (Jang & Feng, 2007);
- destination image (Chew & Jahari, 2014);
- perceived value (Petrick, Morais, & Norman, 2001);
- previous travel experience (Huang & Hsu, 2009);
- perceived risk (Çetinsöz & Ege, 2013; Chew & Jahari, 2014);
- motivation (Lee, Lee, & Lee, 2014);
- attachment (Petrick, 2004)

Theoretical model

Perceived value

Zeithaml (1988)

- firstly put forward the theme of customer perceived value mostly crafted by the psychological perspective

Duman and Mattila (2005)

- the subjective outcome of evaluating the experience of tourists in tourism with their spent on money and time

Li Wenbing and Zhang Hongmei (2010)

- analyzed tourist’s perceived value in certain situation from the viewpoint of the customer’s experience on benefits and loss.
- is tourist’s evaluation for a variety of commodities and services given to tourists by related personnel that matches their needs, in general.

Perceived value

Bing Zhang and Eksiri Niyomsilip (2020)

- founded that there are two methods to measure,
- one is to study the connection between perceived value and destination image, service quality and another variables
- while the other way is to explore the perceived value of tourists in specific tourism situation and studies the measurement components

Destination image

(Crompton, 1979; Baloglu and Brinberg, 1997)

- the sum of beliefs, thoughts and impression that a person felt towards a destination

A.D.A Tacsi et al. (2007)

- an interactive operations of thinking, personal perspective, feelings, visualizations and motivation towards a destination.

Baloglu and McCleary (1999),

- image is formed as a result of both perceptual/cognitive and affective evaluations of the object.

Motivation

L.G. Schiffman et al., (2010),

- an within influence feature designed from a need that hasn't satisfied which drives the individual to participate in a certain behavior.

(B. Bayih and A. Singh, 2020)

- human motivation appears from an unstable between a need and an existing condition

Kotler and Make (2014)

- one of many psychological components that influences customer's buying behavior,
- is a desire that peaked at its highest intensity, caused tension and causes a person to act in the end, in order to avoid or limits said tension.

B.E. Bayih and A. Singh (2020)

- push and pull motivation as antecedents of tourist general satisfaction and behavioral intention has been studied in various research
- even though they found the inconsistent among those research.

Cultural contact

S. Lai et al. (2021)

- a two-way interaction and cultural practical knowledge between tourist and destination's culture in the context of culture and creative tourism.

Chen and Rahman (2018)

- a group of individual who located in a specific tourism destination where they interact with a variety of different culture for a specific amount of days.
- Cultural contact reflects both "what" and "how" of culture given that it directs tourist's method of using cultural resources and their certain behavior connected to cultural tourism destination

McKercher (2002)

- was developed from a paleontology, which then surround the entrance into or maintain the cultural destination by a specific gather of individuals in a specific time.
- crucial for group interact with the external environment specifically when an individual need to manage said interaction.

Perceived risk

Bauer (1960),

- the end result or spontaneous consequences that consumers might perceived while consuming goods and services which then induce dissatisfaction.
- These consequences could be categorized as monetary loss, time wasting, psychological harm or any other problems raised by unhealthy shopping.

(Reichel et al., 2007)

- consumer's perception of the likelihood a tourism level is above the tolerable level for his or her travel instinct

(Kapu'sci'nski & Richards, 2016).

- From the viewpoint of tourism, is categorized mainly as a function of unpredictability and outcomes with some outcomes being more enjoyable than the rests.

Service quality

- Parasuraman et al. (1985),
- as a void between customer's expectation of a product and service and the customer's viewpoint of the given service.

- Grönroos (1984)
- the result of a decision making process where the customer equate his or her expectations with the service he or she perceived has granted.

- Reeves and Bednard (1994)
- the universal, official, comprehensive and parsimonious definition or model of service quality doesn't exist.

Chelladurai and Chang (2000),

- include a variety of definitions of quality, listed:
- satisfying or lightens the customer or surpass expectations;
- product or services dimensions that satisfy claimed or implied wants and needs;
- adherence to comprehensively categorized demands;
- readiness to utilize, whereby the product matches the customer's demand and isn't charge for insufficiencies

Blose and Tankersley (2004)

- the concept of generic measure of service quality for every industries isn't exist

Relationship between variables

Service quality on customer satisfaction

(Kuo et al., 2009; Zhao et al., 2012)

- the core concepts in the research flow of customer satisfaction were determined by “service quality”

Gounaris et al. (2003)

- service quality has a important impact and remarkable relationship with customer satisfaction in Greek distributing industry.

Sureshchander et al. (2002)

- service quality and customer satisfaction are greatly connected and one’s increase would likely to enlarge the other as well

Service quality on intention to revisit

C.G-Q. Chi, B.L. Chua, M. Othman, S.A. Karim (2013)

- The research focused in analyzing the systematic relationship between image, satisfaction, quality and behavioral intention directly in culinary aspect of Malaysia.
- justified that food culinary quality has a significant relationship of culinary quality and tourist behavior

Alegre and Cladera (2006); Chi and Qu (2008)

- repetitive visits might be the outcome of service quality in general of a certain destination

S.H.A. Kazmi et al. (2020),

- studies the influences service quality has on intention to revisit,
- they divided service quality into destination attributes as security, transport, accommodation, food, accommodation and
- destination service quality has a significant relationship with not only revisit intention, but satisfaction as well.

Destination image on customer satisfaction

(Ramseook-Munhurrun et al., 2015; Prayag and Ryan, 2012)

- Satisfaction has been identified as a greatly achieved mediator in the relation between destination image and customer's loyalty

(Andreassen and Lindestad, 1998; Bloemer and De Ruyter, 1998; Kandampully and Suhartanto, 2000; Castro et al., 2007).

- indicated that image has been used as an significant component for measuring customer perceptions, satisfaction and behavioral intention

Impact of Destination image on intention to revisit

Kim et al. (2013)

- claimed that destination image not only it has an impact on tourist's destination perception, but on decision making system and behavioral intention as well.

Kaesung et al. (2013)

- studied tourists participation in Korean sport activities and reported that destination image has a positive influence on tourist behavioral intention.

Liu et al. (2015)

- analyzed the mainland Chinese visiting Macau and signified that there was a key relationship between destination image and behavioral intention.

Impact of Perceived value on customer satisfaction

Chen and Chen (2010)

- pointed out in their research that perceived value has a positive and crucial effect on satisfaction and there is a mediate effect on the effect of experience quality to behavioral intention through perceived value.

Pandža Bajs (2015)

- also demonstrated that there is a positive and serious effect of perceived tourist value on satisfaction and behavioral intention in the future.

Lee et al. (2020)

- recognized destination image as one of the most essential antecedents of customer satisfaction.

Impact of Perceived value on intention to revisit

Cheng and Lu (2013)

- confirmed that tourists' perceived value has a positive impact on their intention to revisit.

Wu et al. (2016)

- also confirmed that the destination value perceived by tourists after playing is significantly positively correlated with the possible behavioral intentions of tourists in the future.

Woodruff (1997)

- claimed that perceived value refers to the make use of a product by an individual within a specific circumstances, judges the performance of the said product and the impact they have on after use, this opinion implies the customer’s purchase intention

Impact of Motivation on customer satisfaction

D. Scorgin et al. (2010)

- indicated that a study on tourist motivation is crucial for destinations to gain knowledge about leisure tourist destination deciding process.

F. Meng and M. Uysal (2008)

- indicated that it has connection with tourist satisfaction and loyalty.

H. San Martín and I. A. Rodríguez (2008)

- revealed that motivation factors have impact on overall satisfaction.

Impact of Motivation on intention to revisit

Yoon and Uysal (2005)

- indicated that push motivation determined destination loyalty but pull factor isn’t.

Khuong and Ha (2014)

- reported that push and pull motivation components have positive direct and indirect connection with intention to return.

(Lee and Hsu, 2013; Lee, 2009; Khuong and Ha, 2014; Suardana et al., 2014; Yoon and Uysal, 2005).

- proven the mediating role of satisfaction in the connection between push motivations and revisit intention of domestic tourist

Impact of Perceived risk on satisfaction.

(Angulo & Gil, 2007; Gray & Wilson, 2009; Kozak, Crotts, & Law, 2007; Yuksel & Yuksel, 2007)

- proven that risk perception decreases satisfaction

Impact of Perceived risk on intention to revisit

Kapu’sci’nski & Richards, 2016)

- In tourism industry, if the immensity of perceived risk took role in destination visiting increases, people would likely to dodge destinations they granted as unsafe for the reason in tourism, perception equals reality to the extent of decision making

L.C. Cong (2020)

- believed that perceived risk acted as a crucial role when it comes to influencing destination decision making process and post decision making behavior, which is satisfaction, intention to revisit and word-of-mouth

Kozak et al. (2007)

- tourists who perceived specific destinations to be in danger are in a great chances to avoid them in their future intentions

Impact of Cultural contact on satisfaction

Valle et al., 2001

- approved the influence cultural contact has on satisfaction.

Vu et al. (2020)

- studies the effect of cultural contact and service quality towards satisfaction in tourism.
- cultural contact, which is one of many components, has a close connection with determining satisfaction.

Impact of Cultural contact on intention to revisit

B.N. Viet et al (2020),

- from the claims of previous studies, believed that cultural contact positively influences revisit intention.

(Tung & Ritchie, 2011),

- Through a far more understanding of and participate into a local culture and peoples' way of life, tourist will have the ability to have an authentic and unremarkable experience

Vu et al. (2020)

- believed that higher level of cultural contact leads to revisit intention

Impact of Customer satisfaction on intention to revisit

- The connection between satisfaction and behavioral intention (intention to recommend and intention to return) was proved in several researches (Prayag and Ryan, 2012; Zabkar et al., 2010; Do Valle et al., 2006).
-
- Huang and Hsu (2009) studies the relationship directly with revisit intention, instead of behavioral intention, of Chinese tourists to Hong Kong.
-
- Do Valle et al. (2006) indicates that satisfaction directly determines the likelihood to revisit and the readiness to recommend others to visit the exact destination of international tourists.

Impact of Destination image on perceived value

- Cheng and Lu (2013) analyzed the connection between tourism destination image and perceived value, and the final outcome of the systematic equation model demonstrated that there is a significant relationship between them.
-
- Lban et al. (2015) utilize the festival tour as an example, and the results appeared that destination image have an impact on perceived value and affects the intention to visit in customer in further.
-
- Chen and Tsai (2007) indicated that destination image influences tourist satisfaction by perceived value and has both direct and indirect impact on behavioral intentions.

The theoretical model

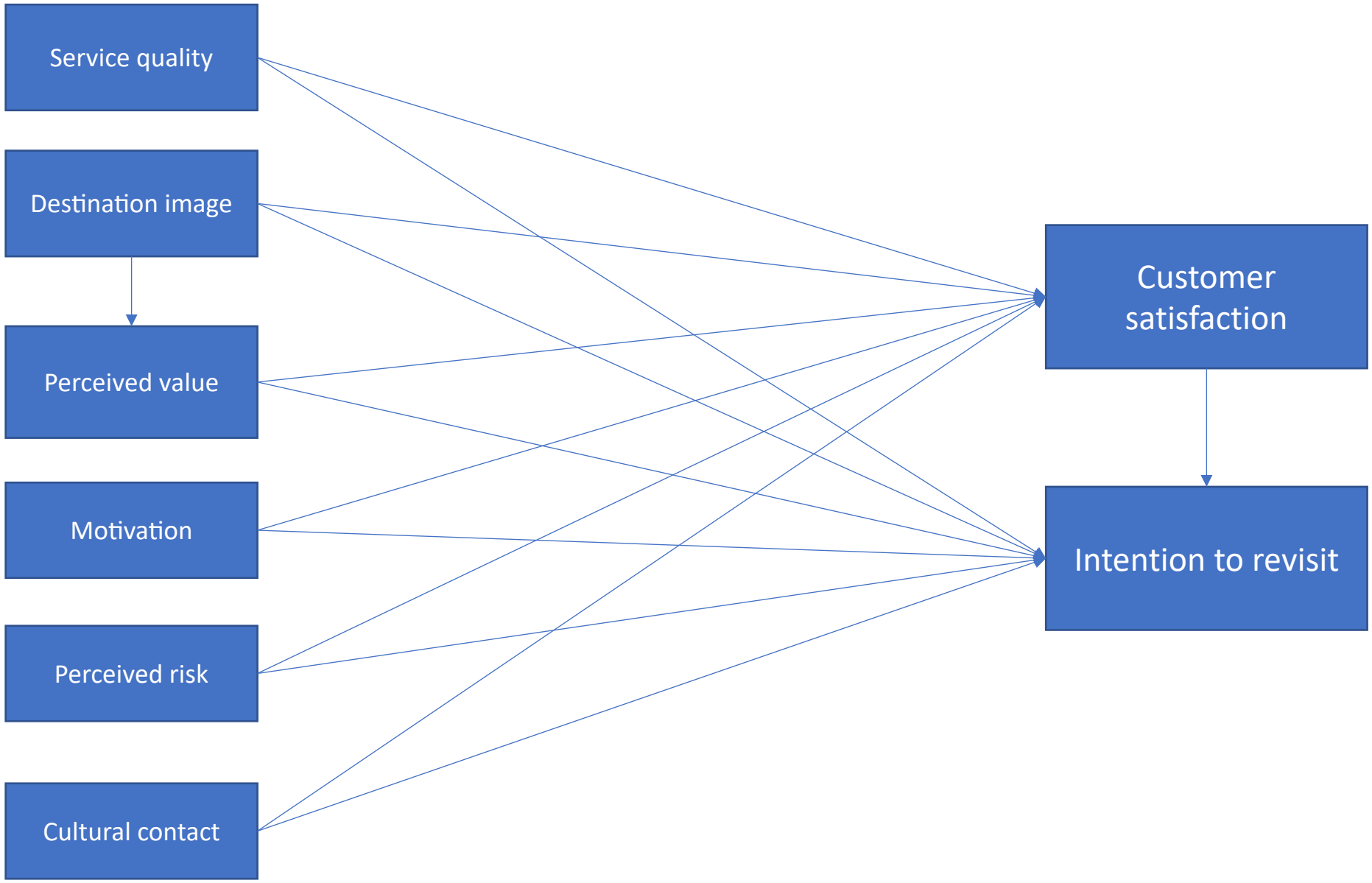


Table of reference

	Variables		Supported reference
H1	Service quality	Satisfaction	Chen and Chen (2010); Zeithaml et al. (2010); Bitner et al. (1994)
H3	Destination image		Ramseook-Munhurrun et al. (2015); Prayag and Ryan (2012); Castro et al. (2007)
H5	Perceived value		S.A. Haji et al. (2021); N.P. Jin (2013); M.N. Khuong and N.T. Phuong (2017)
H7	Motivation		A. Beerli and J.D. Martin (2004); B. Trauer and C. Ryan (2005); Khuong and Ha (2014)
H9	Perceived risk		Yüksel and Yüksel (2007); Angulo and Gil (2007); Chen and Li (2007)
H11	Cultural contact		H. Chen and Rahman (2018); B.N. Viet et al. (2020); Valle et al. (2001)
H2	Service quality	Intention to revisit	Karim et al. (2013); Kotler et al. (1996); Chi and Qu (2008)
H4	Destination image		Cole and Scott (2004); Jin et al. (2013); Chen and Tsai (2007)
H6	Perceived value		Lee et al. (2007); Hutchinson et al. (2009); Wu et al. (2016)
H8	Motivation		Battour et al. (2012); Lee and Hsu (2013); Suardana et al. (2014)
H10	Perceived risk		L.C. Cong (2020); Rindrasih (2018); Lee et al. (2005)
H12	Cultural contact		H. Chen & Rahman (2017); Romao et al. (2015); Vu et al. (2020)
H13	Satisfaction		B.E. Bayih and A. Singh (2020); Lee (2000); Lee and Hsu (2013)
H14	Destination image	Perceived value	Cheng and Lu (2013); Chen and Tsai (2007); Lban et al. (2015)

3 METHODOLOGY

3.1

Research philosophy and Research Approach

- Positivism research philosophy adheres to factual knowledge and information which are gathered through observations.

- Quantitative research methods are preferred by positivists which includes social surveys, gathering official statistics, structured questionnaires, etc. as these are considered to be efficiently reliable and representatives (Mackey and Gass, 2015).

3.2

Research process

Phase I: Determine the Research Problem

Phase II: Select the Research Design

Phase III: Execute the Research Design

Phase IV: Communicate the Research Results

3.3

Research methodology

Quantitative research Characteristics of Quantitative Research Quantitative research, according to Henwood and Pidgeon (1993

Quantitative data format: Information is gathered in order to categorize groupings: numbers, quantities, ratios, incidence and prevalence.

- Quantitative advantage: Because it involves a bigger sample that is randomly selected, the quantitative findings are likely to be generalised to a full population or a sub-population (Carr, 1994).

3.4

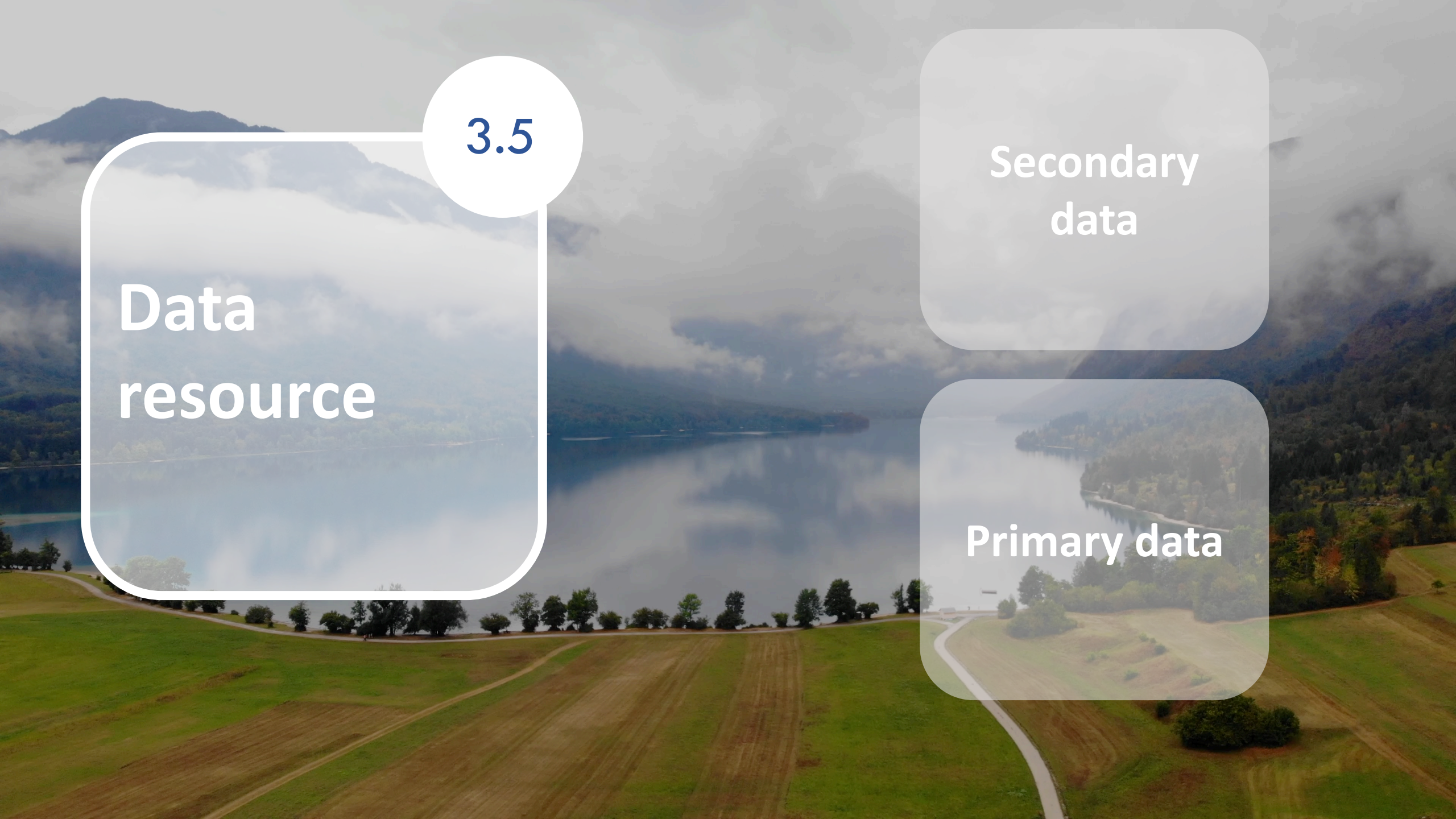
Research design

Determining research goals and problems

Literature review

Proposed model and hypotheses

Quantitative study: Data collection and analysis



3.5

Data resource

Secondary data

Primary data

3.6

Data collection

- The survey was sent to the groups with people interested in tourism.

+ The first section is designed to determine the target respondents for this study.

+ Respondents were asked to rate how much they agreed or disagreed with the items pertaining to their most recent visit to Hanoi in the second section. Each item was rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

+ They were asked to fill out demographic questions in the last section.

3.6.1

Target sample

- The objective of the survey is to find out the determinants of satisfaction and intention to return domestic tourists to the experimental site in Hanoi

- Target sample
- Survey type: Online survey
- Age: Over 18 years old
- Gender: Male/ Female and Others
- Expected number of respondents: 300
- Scope of research: Vietnam
- Occupation: All

3.6.2

Sampling method

- Individuals have an undetermined likelihood of being included in the sample in a non-probability sampling approach, with part of the probability being zero (Vehovar et al., 2016).
- The things included in the sample must have a stronger justification for being included in the sample than the other items
- Convenience sampling, Purposive sampling, Quota sampling, and Snowball sampling are examples of non-probability sampling procedures.


3.6.3
Measurement scales
Nominal scales
Ordinal Scales
Interval scale
Ratio scale

3.6.4

Measurement model

Code_item	Item	Reference
SATIS_1	This trip has a special meaning to me.	P.G. Quach (2013)
SATIS_2	Generally, I am very satisfied with my visitation.	
SATIS_3	I would love to return to Hanoi some day.	
SATIS_4	It was worth the price I paid for this trip.	
SATIS_5	I will highly recommend Hanoi to those who want to take a trip to this city.	

Code_item[LN6]	Item	Reference
INTRE_1	If had to decide again I would choose Hanoi again	Kim and Moon, 2009; Zabkar et al., 2010; Han & Hyun, 2012; Ryu & Han, 2011; S.H.A. Kazmi et al., 2020
INTRE_2	I would come back to Hanoi in the future.	
INTRE_3	I would more frequently visit Hanoi	
INTRE_4	Hanoi would be my first choice over other destinations.	

Code_item	Item	Reference
MOTIV_1	I can learn different cultures/ways of life	Vinh, N.Q (2013)
MOTIV_2	Hanoi has a variety of activities	
MOTIV_3	I can visit a new places	
MOTIV_4	I can seek the beauty of nature	
MOTIV_5	I want to have fun and enjoyment.	
MOTIV_6	I want to visit familiar places.	
MOTIV_7	I want to have the romance or a romantic setting.	
MOTIV_8	I want to seek variety of foods.	
MOTIV_9	I want to meet good service-minded people.	

Code_item	Item	Reference
PERVAL_1	Traveling on this island offers reasonable prices	Choong et al (2007); Moon & Han (2018); S.A. Haji et al (2021)
PERVAL_2	traveling on this island get a reasonable quality compared to the costs incurred	
PERVAL_3	traveling on this island can receive the best benefits compared to other tourist destinations	
PERVAL_4	traveling on this island receives good service	
PERVAL_5	traveling on this island can give pleasure	
PERVAL_6	travelling on this island provide me with amazingly beautiful tourist attraction	
PERVAL_7	traveling on this island makes me feel better	

Code_item	Item	Reference
PERRIS_1	Food safety problems in Binh Thuan Province	B.N. Viet et al., 2020, Khan et al., 2017
PERRIS_2	Crime (theft, robbery, pickpockets) in Binh Thuan province	
PERRIS_3	Traffic accidents in Binh Thuan province	
PERRIS_4	Increase price of foods and accommodation in peak season	

Code_item	Item	Reference
CULCON_1	I like to learn about different customs, rituals and ways of life	B.N. Viet et al., 2020, H. Chen and Rahman (2018)
CULCON_2	The more I see, hear, and sense about this culture, the more I want to experience it	
CULCON_3	I would like to get involved in cultural activities	
CULCON_4	Contact with this culture forms a very important part of my experience in this visit	

Code_item	Item	Reference
SERVQUAL_1	Level of Hindi/English in the destination overall	Choong et al (2007); Moon & Han (2018); S.A. Haji et al (2021)
SERVQUAL_2	Overall cleanliness of the destination	
SERVQUAL_3	Attitude of Local People	
SERVQUAL_4	Attitude of Staff in Tourism Overall	
SERVQUAL_5	Availability of Health Services	
SERVQUAL_6	Cleanliness of accommodation.	
SERVQUAL_7	Quality of Food at accommodation	

Code_item	Item	Reference
DESIMG_1	Att1: Beauty of scenery: Beach, islands, sand hill, et.	Viet and Minh (2020), Cong and Dam (2017)
DESIMG_2	Att2: Environment.	
DESIMG_3	Att3: Entertainment and events.	
DESIMG_4	Att4: Historical relics	
DESIMG_5	Acc1: Quality room.	
DESIMG_6	Acc2: Room price.	
DESIMG_7	Acc3: Taste and quality of food.	
DESIMG_8	Acc4: Food price.	

3.7

Data collection method

SPSS

SMARTPLS

SPSS

Descriptive Statistics: SPSS was used for demographic analysis and to examine the normality of the data using

SmartPLS

Reliability analysis

1. Outer loading

Outer loadings value requirement for each construct that should exceed 0.7 (Hair et al., 2016)

2. Cronbach's Alpha: The thresholds were conducted in this research:

- Cronbach's Alpha ≥ 0.7 (DeVellis, 2012)
- Composite Reliability CR ≥ 0.7 (Bagozzi & Yi, 1988)

3. AVE

Square root AVE > Correlation between latent variables (Fornell and Larcker, 1981)

4. HTMT

HTMT ≤ 0.85 (Kline, 2015)

SmartPLS

Regression analysis

1. VIF: Hair et al. (2019) declared that the threshold for evaluating VIF proposed by the authors is as follows:

- VIF ≥ 5: The probability of multicollinearity appearing is very high.
- 3 ≤ VIF ≤ 5: Multicollinearity may be encountered.

2. R^2 values of 0.75, 0.50, and 0.25 can be regarded as substantial, moderate, and weak, respectively.

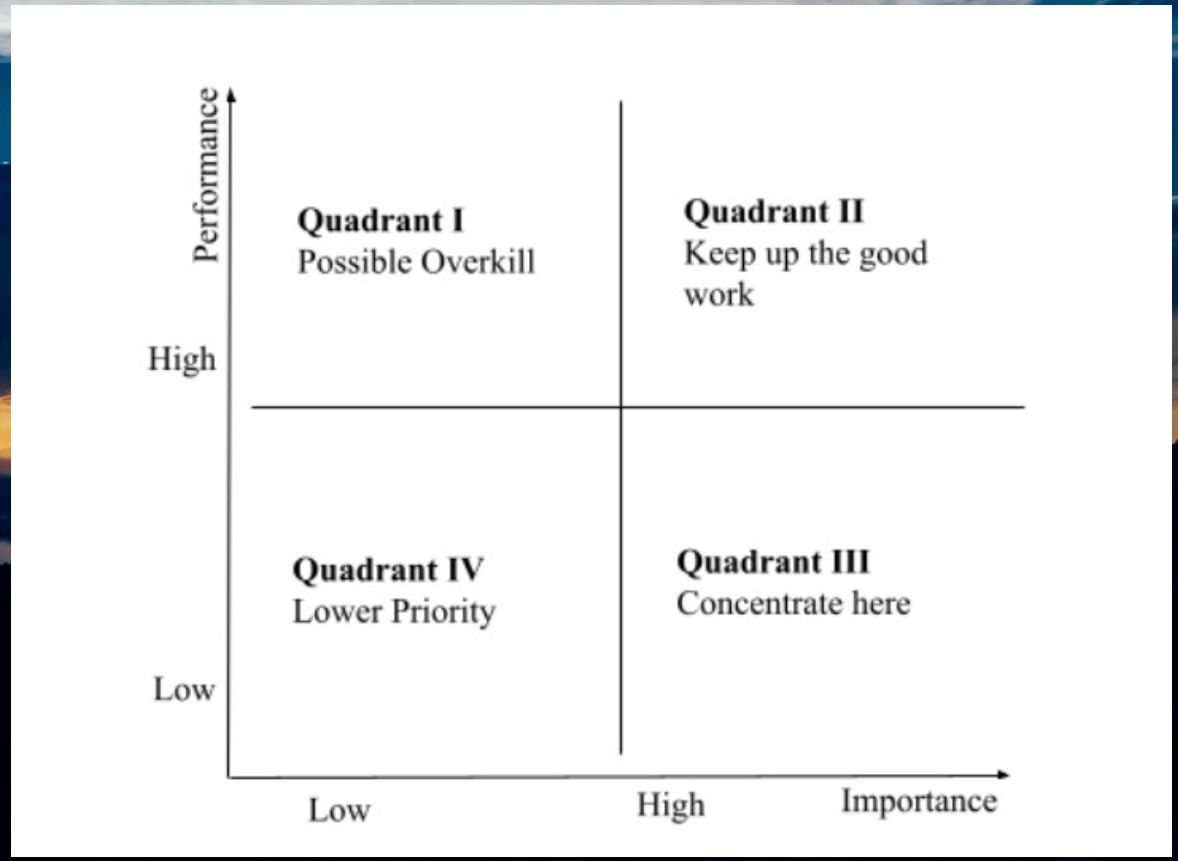
3. Cohen (1988) proposed the thresholds for f^2 index to evaluate the importance of independent variables as follows:

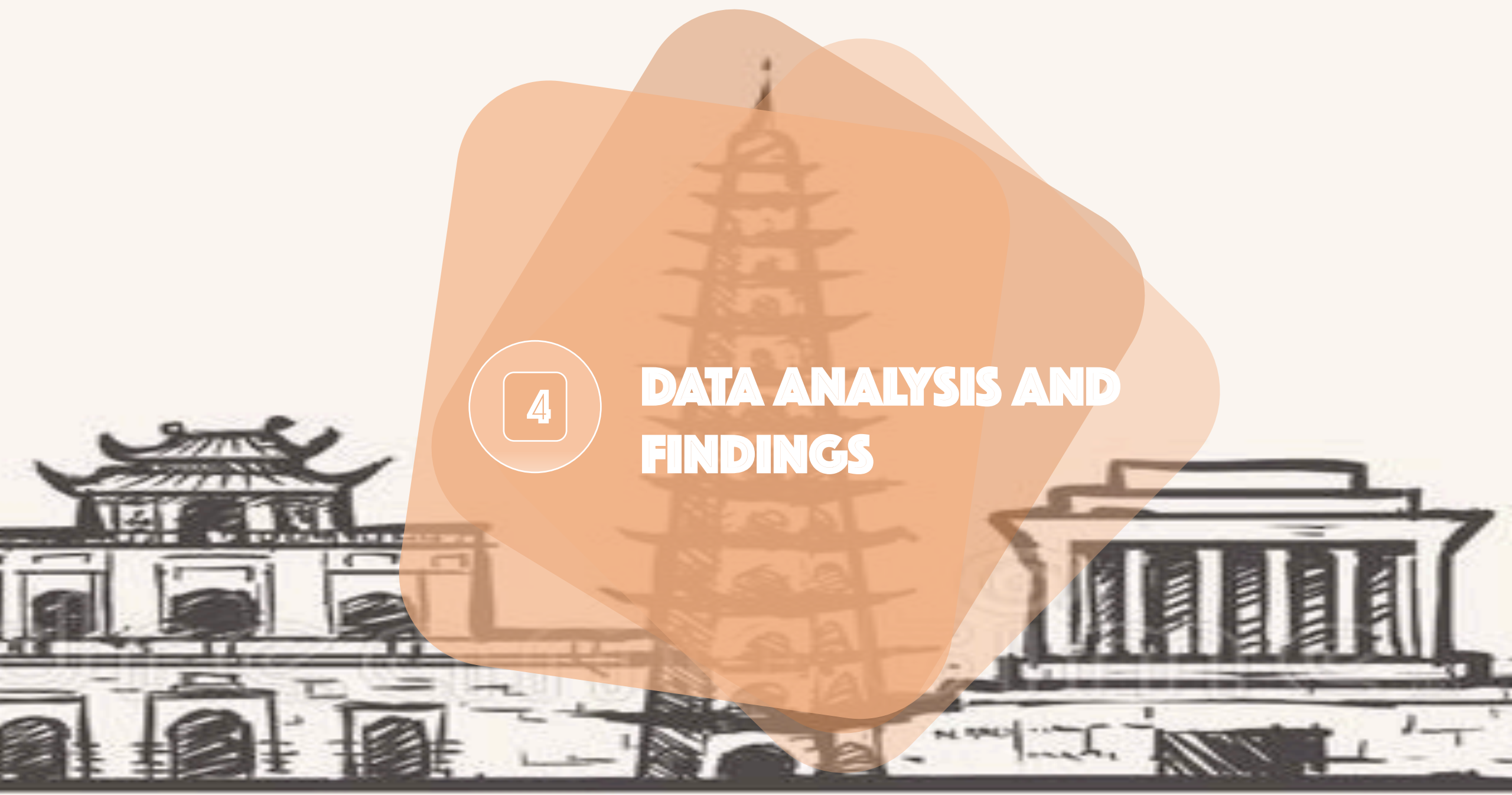
- $f^2 < 0.02$: the effect is extremely small or has no effect.
- $0.02 \leq f^2 < 0.15$: small impact.
- $0.15 \leq f^2 < 0.35$: medium impact.
- $f^2 \geq 0.35$: high impact.

4. P-values are compared significance level with comparison thresholds such as 0.05, 0.1 or 0.01 (commonly 0.05).

5. Beta coefficient has the sign (+) for the positive effect, and the sign (–) for the opposite direction (Chin, 1998).

Importance - Performance Map Interpretation (IPMA)



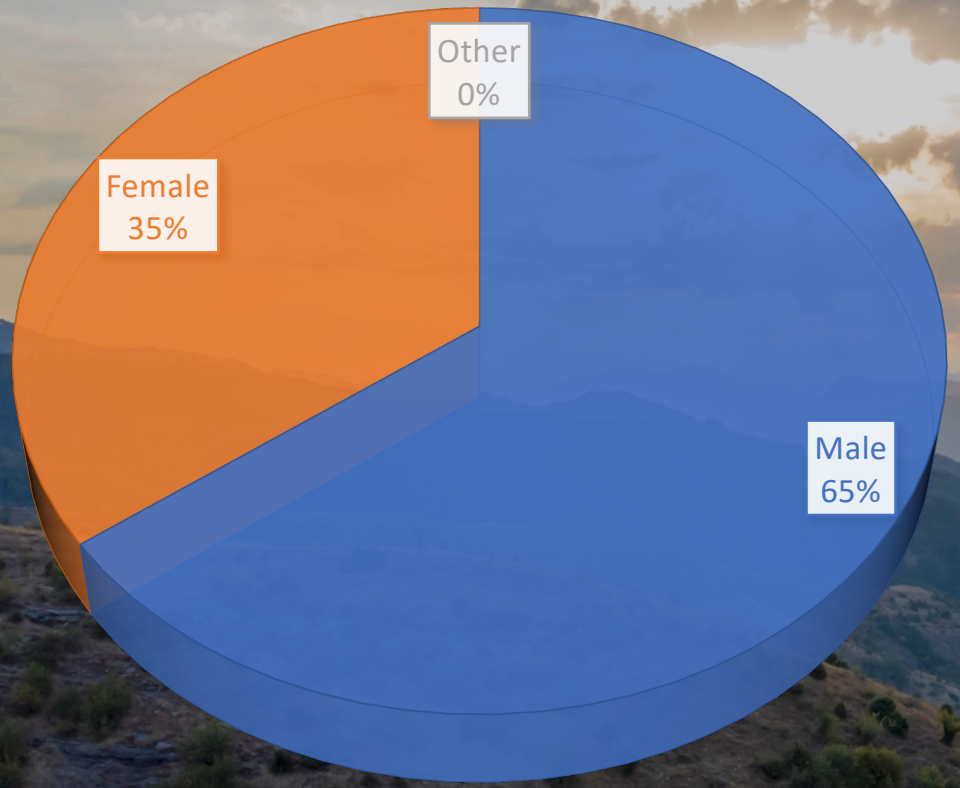


4 DATA ANALYSIS AND FINDINGS

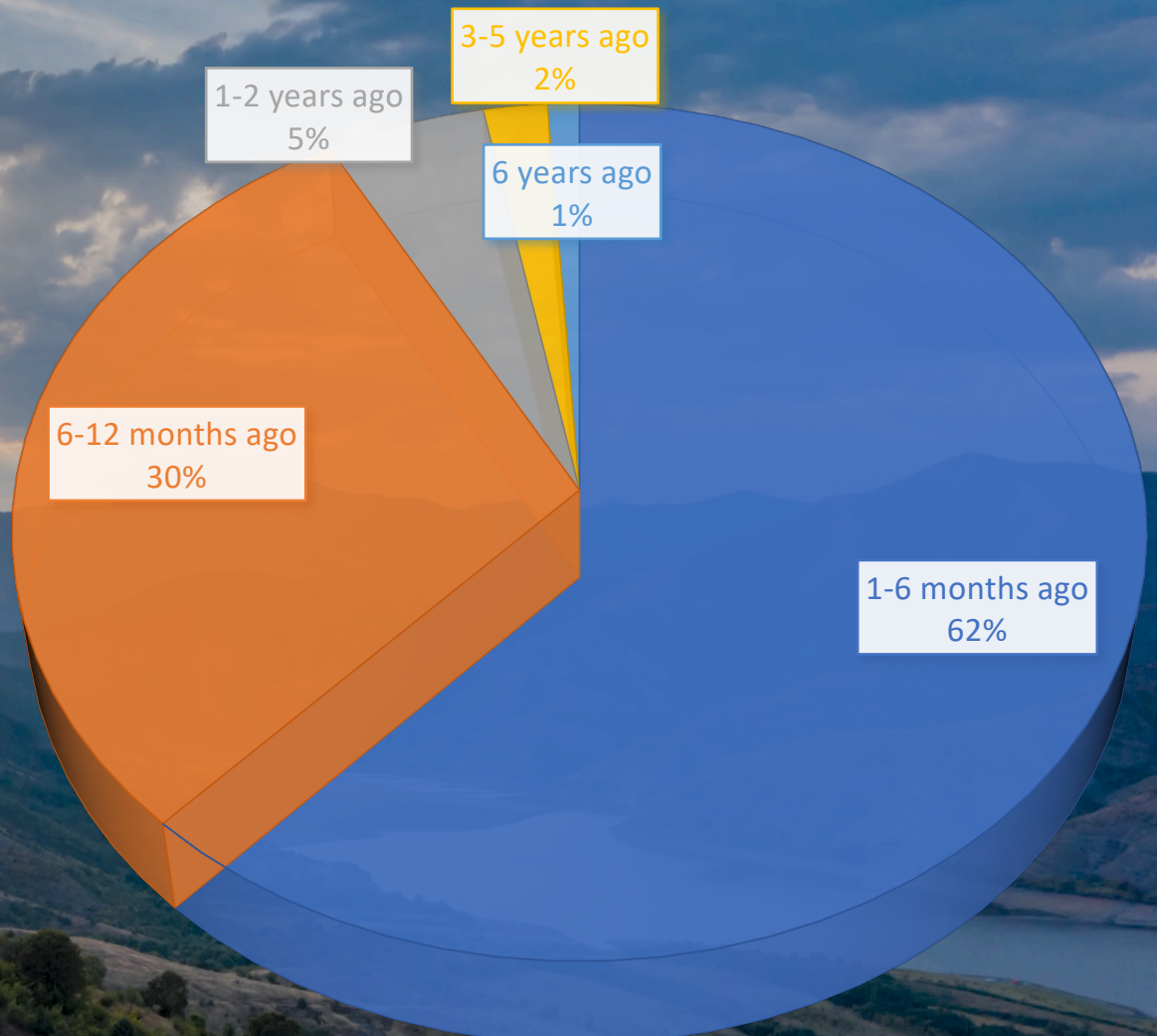
DATA ANALYSIS AND FINDINGS

- DEMOGRAPHY
- DESCRIPTIVE STATISTICS
- TEST OF MEASUREMENT MODEL
- TEST OF STRUCTURE MODEL
- IPMA
- DISCUSSION

SURVEY ANALYSIS

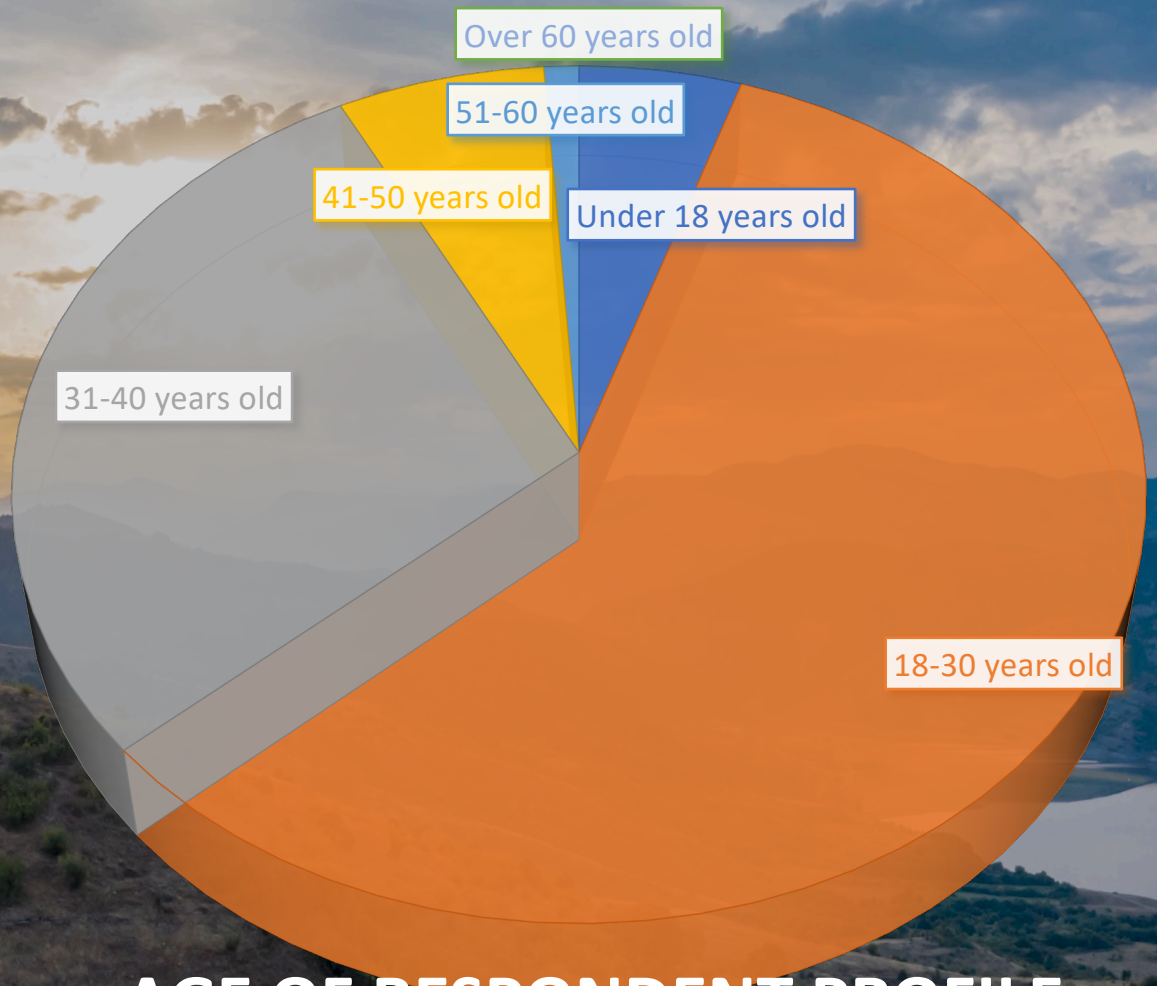


GENDER OF RESPONDENT PROFILE



THE LAST TIME RESPONDENTS TRAVELLED TO HANOI

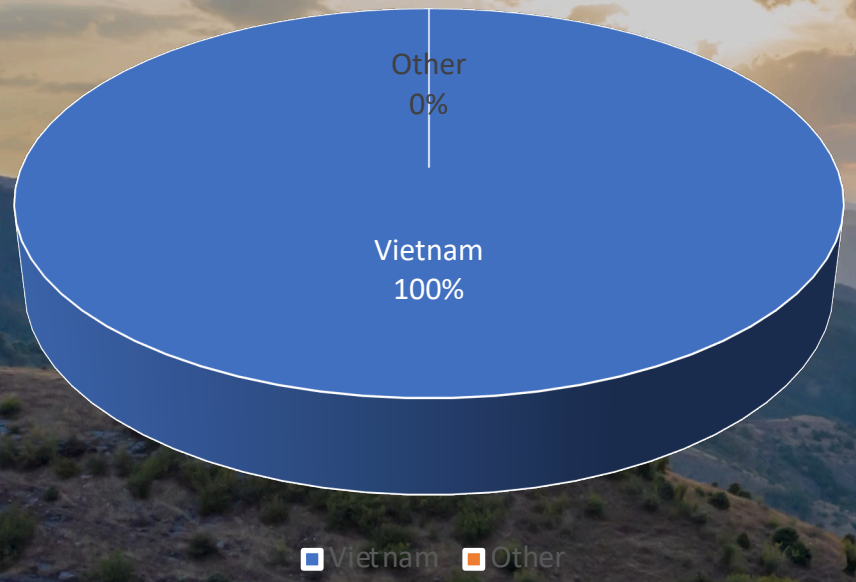
SURVEY ANALYSIS



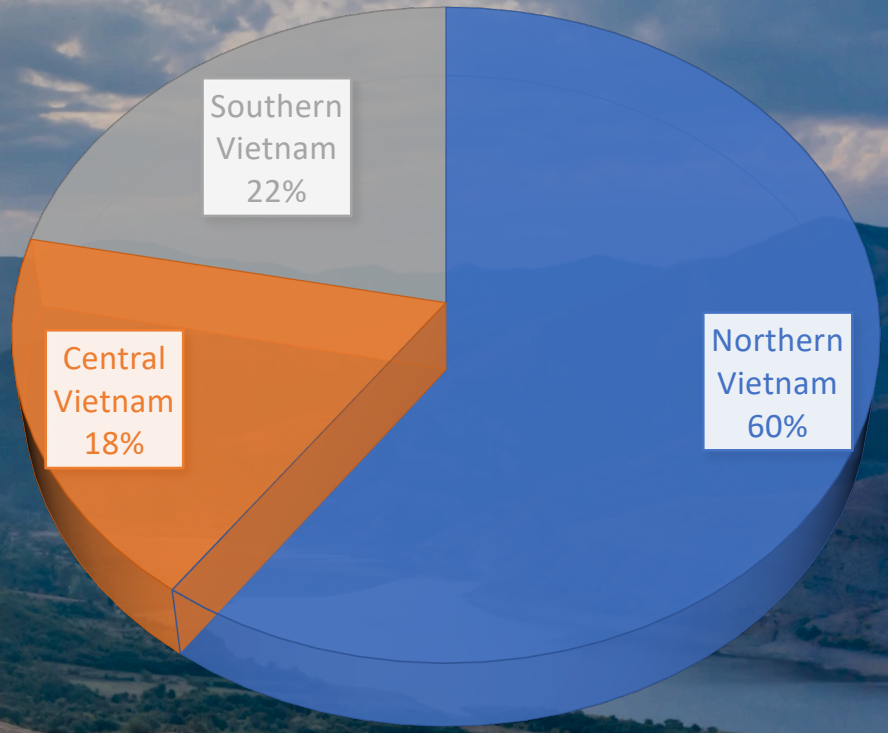
AGE OF RESPONDENT PROFILE

SURVEY ANALYSIS

NATIONALITY OF RESPONDENT PROFILE.

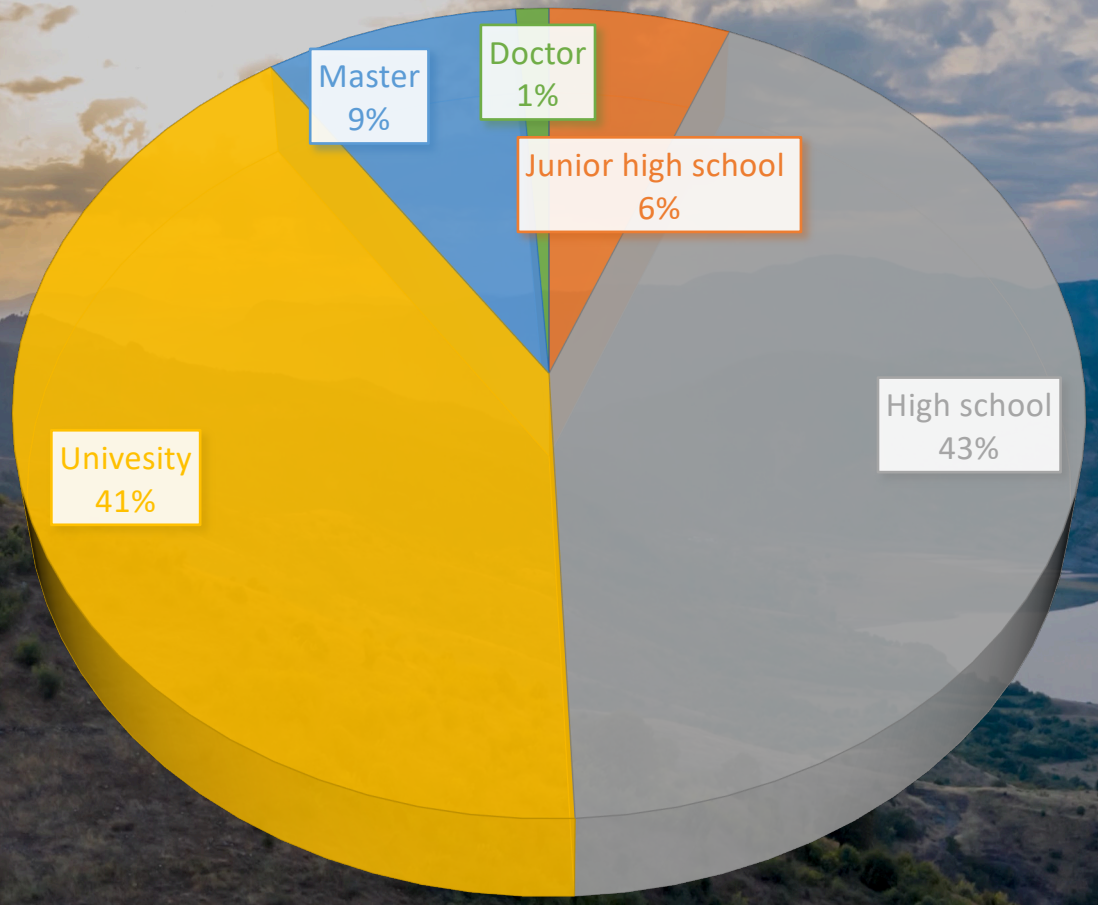


REGIONAL OF RESPONDENT PROFILE



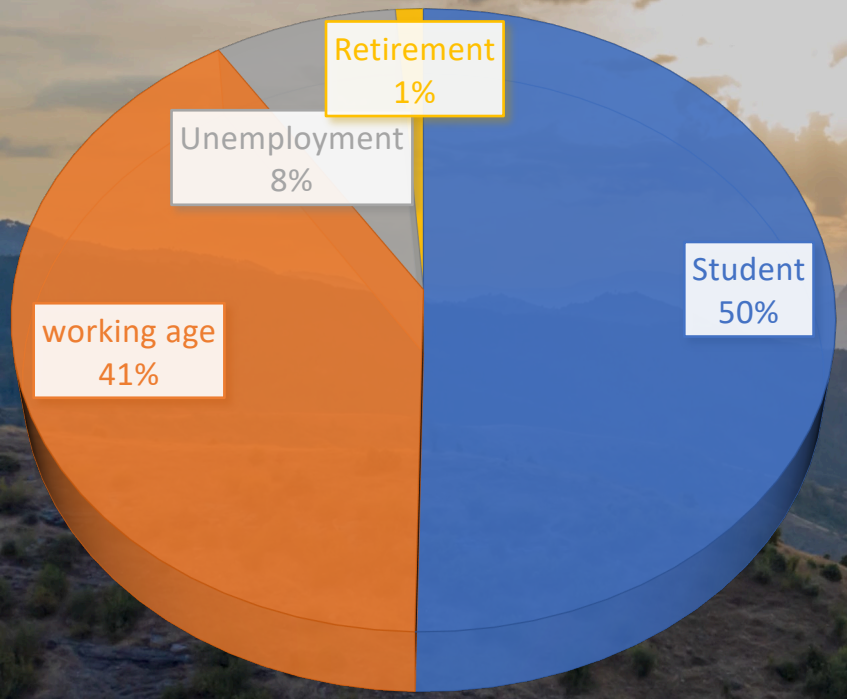
SURVEY ANALYSIS

THE HIGHEST LEVEL EDUCATION OF RESPONDENT PROFILE.

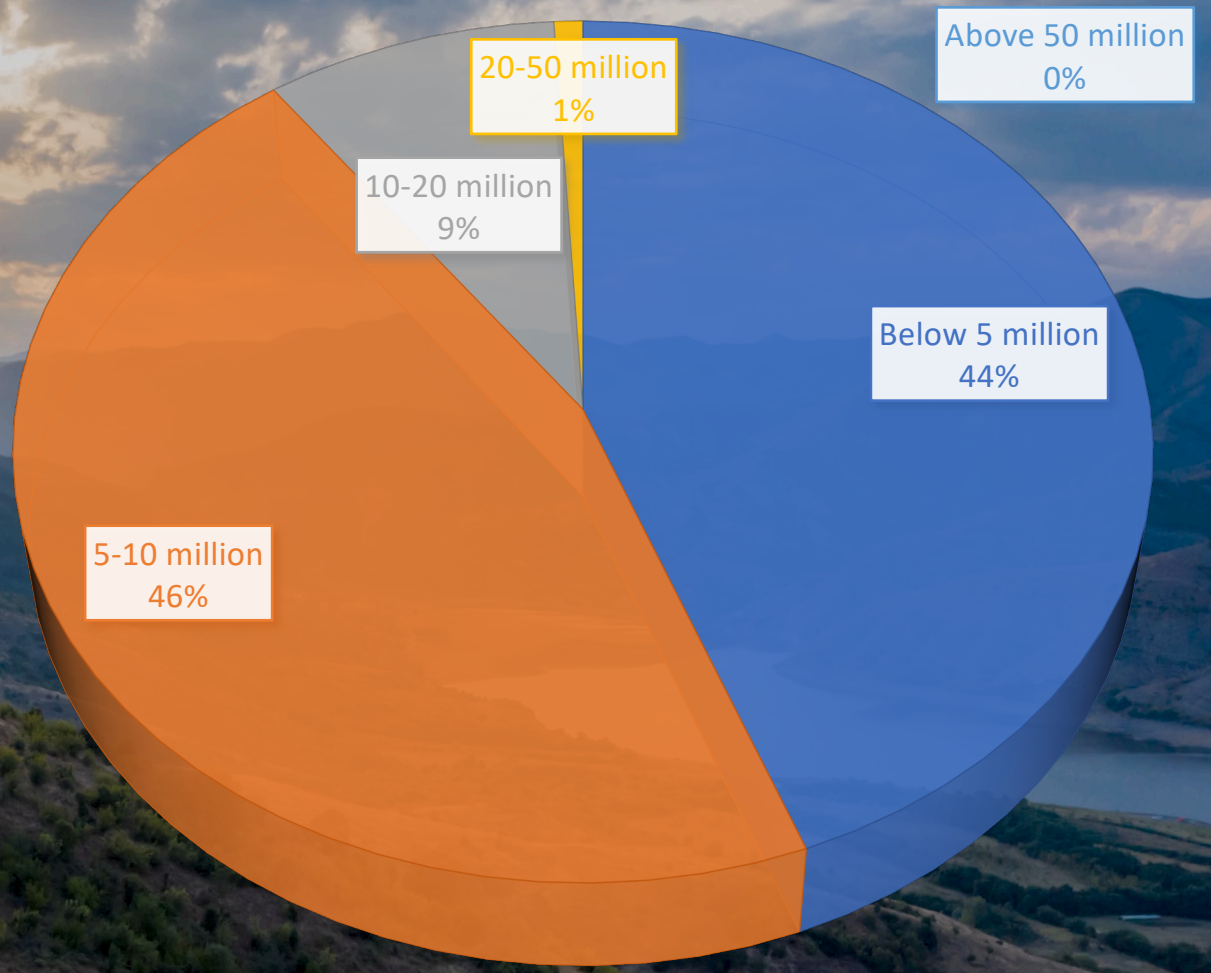


SURVEY ANALYSIS

THE OCCUPATION OF RESPONDENT PROFILE

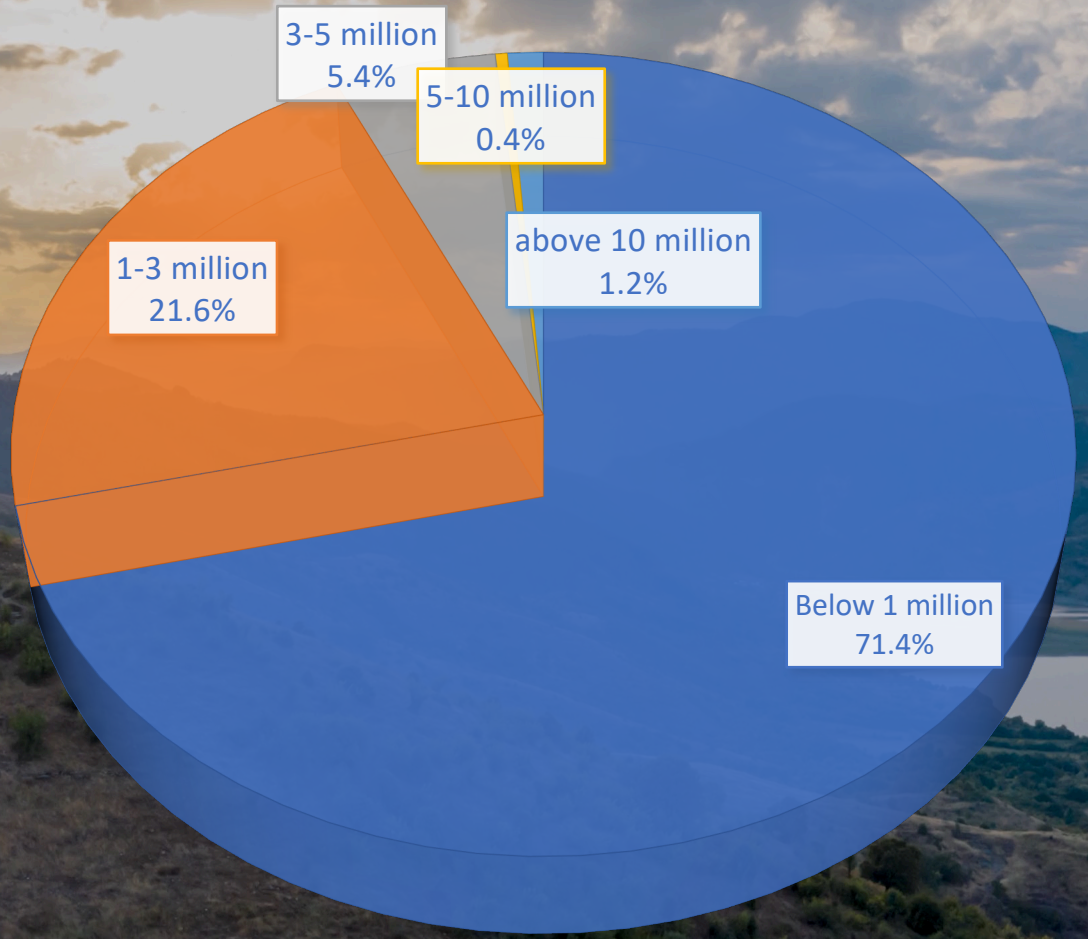


TOTAL INCOME OF RESPONDENT PROFILE



SURVEY ANALYSIS

TOTAL EXPENSE FOR THE LAST TRIP TO HANOI OF RESPONDENT PROFILE



DESCRIPTIVE STATISTICS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MOTIV 1	569	1	5	3.36	0.903
MOTIV 2	569	1	5	4.15	0.945
MOTIV 3	569	1	5	4.13	0.952
MOTIV 4	569	1	5	2.59	0.933
MOTIV 5	569	1	5	3.34	0.854
MOTIV 6	569	1	5	3.38	0.912
MOTIV 7	569	1	5	3.37	0.873
MOTIV 8	569	1	5	3.40	0.902
MOTIV 9	569	1	5	3.34	0.910
MOTIV 10	569	1	5	3.34	0.918
PERRIS 1	569	1	5	3.48	0.882
PERRIS 2	569	1	5	3.47	0.826
PERRIS 3	569	1	5	3.72	0.997
PERRIS 4	569	1	5	3.43	0.845
CULCON 1	569	1	5	3.37	0.905
CULCON 2	569	1	5	3.37	0.923
CULCON 3	569	1	5	3.33	0.872
CULCON 4	569	1	5	3.36	0.918
DESIMG 1	569	1	5	3.99	1.055
DESIMG 2	569	1	5	3.28	0.877

TABLE 4.1: DESCRIPTIVE STATISTICS

OUTER LOADINGS

Outer Loadings (First Time)								
	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON1	0.807							
CULCON2	0.802							
CULCON3	0.812							
CULCON4	0.818							
DESIMG1		0.741						
DESIMG2		0.757						
DESIMG3		0.736						
DESIMG4		0.761						
DESIMG5		0.767						
DESIMG6		0.726						
DESIMG7		0.753						
DESIMG8		0.751						
INTRE1			0.814					
INTRE2			0.837					
INTRE3			0.833					
INTRE4			0.813					

TABLE 4.2: OUTER LOADINGS THE FIRST TIME.

OUTER LOADINGS

MOTIV1				0.742				
MOTIV10				0.731				
MOTIV2				0.723				
MOTIV3				0.717				
MOTIV4				0.738				
MOTIV5				0.729				
MOTIV6				0.752				
MOTIV7				0.731				
MOTIV8				0.752				
MOTIV9				0.719				

PERRIS1					0.815			
PERRIS2					0.827			
PERRIS3					0.770			
PERRIS4					0.847			
PERVAL1						0.789		
PERVAL2						0.818		
PERVAL3						0.819		
PERVAL4						0.821		
PERVAL5						0.820		
PERVAL6						0.825		

TABLE 4.2: OUTER LOADINGS THE FIRST TIME.

OUTER LOADINGS

PERVAL7						0.812		
SATIS1							0.791	
SATIS2							0.745	
SATIS3							0.742	
SATIS4							0.760	
SATIS5							0.760	

SERVQUAL 1								0.631
SERVQUAL 2								0.751
SERVQUAL 3								0.744
SERVQUAL 4								0.786
SERVQUAL 5								0.780
SERVQUAL 6								0.780
SERVQUAL 7								0.799

ALMOST ELEMENTS ARE GREATER THAN 0.7, EXCEPTING FOR SERQUAL 1 (0.631). THEREFORE, OUTER LOADINGS WAS CONDUCTED THE SECOND TIME.

TABLE 4.2: OUTER LOADINGS THE FIRST TIME.

OUTER LOADINGS

Outer Loadings (Second Time)								
	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON1	0.807							
CULCON2	0.802							
CULCON3	0.812							
CULCON4	0.818							
DESIMG1		0.742						
DESIMG2		0.760						
DESIMG3		0.736						
DESIMG4		0.759						
DESIMG5		0.767						
DESIMG6		0.727						
DESIMG7		0.753						
DESIMG8		0.752						
INTRE1			0.813					
INTRE2			0.836					
INTRE3			0.833					
INTRE4			0.816					
MOTIV1				0.740				
MOTIV10				0.730				
MOTIV2				0.724				
MOTIV3				0.717				

TABLE 4.3: OUTER LOADINGS THE SECOND TIME.

OUTER LOADINGS

TABLE 4.3: OUTER LOADINGS THE SECOND TIME.

MOTIV4				0.740				
MOTIV5				0.729				
MOTIV6				0.754				
MOTIV7				0.729				
MOTIV8				0.753				
MOTIV9				0.720				
PERRIS1					0.815			
PERRIS2						0.827		
PERRIS3						0.770		
PERRIS4						0.847		
PERVAL1							0.790	
PERVAL2							0.816	
PERVAL3							0.820	
PERVAL4							0.822	
PERVAL5							0.820	
PERVAL6							0.825	
PERVAL7							0.812	
SATIS1								0.791
SATIS2								0.745
SATIS3								0.742
SATIS4								0.759
SATIS5								0.759
SERVQUAL5								0.787
SERVQUAL6								0.785
SERVQUAL7								0.803
SERVQUAL2								0.760
SERVQUAL3								0.747
SERVQUAL4								0.796

ALL FACTORS ARE GREATER THAN 0.7

REALIBILITY AND CONVERGENCE

Construct Reliability and Validity			
	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
CULCON	0.825	0.884	0.655
DESIMG	0.889	0.911	0.562
INTRE	0.843	0.895	0.680
MOTIV	0.905	0.921	0.538
PERRIS	0.831	0.888	0.664
PERVAL	0.916	0.933	0.664
SATIS	0.817	0.872	0.577
SERVQUAL	0.871	0.903	0.608

TABLE 4.4: CONSTRUCT RELIABILITY AND VALIDITY

-CRONBACH'S ALPHA OF ALL FACTORS ARE GREATER THAN 0.7, THAT MEANS ALL FACTORS ARE QUALIFIED.

- COMPOSITE RELIABILITY CR OF ALL FACTORS ARE GREATER THAN 0.7, THAT MEANS ALL FACTORS ARE QUALIFIED.

- AVERAGE VARIANCE EXTRACTED OF ALL FACTORS ARE GREATER THAN 0.5, THAT MEANS ALL FACTORS ARE QUALIFIED.

DISCRIMINANT VALIDITY

Fornell-Larcker Criterion								
	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON	0.810							
DESIMG	0.111	0.749						
INTRE	0.559	0.404	0.825					
MOTIV	0.354	0.180	0.544	0.734				
PERRIS	-0.127	-0.137	-0.444	-0.123	0.815			
PERVAL	0.143	0.085	0.243	0.202	-0.052	0.815		
SATIS	0.467	0.164	0.672	0.496	-0.365	0.413	0.760	
SERVQUAL	0.210	0.056	0.395	0.119	-0.022	0.096	0.375	0.780

TABLE 4.5: FORNELL-LARCKER CRITERION

It's noticeable THAT DISCRIMINABILITY IS GUARANTEED, because THE SQUARE ROOT OF THE AVE) FOR EACH LATENT VARIABLE IS HIGHER THAN ALL THE CORRELATIONS BETWEEN MUTUAL LATENT VARIABLES.

DISCRIMINANT VALIDITY

Heterotrait-Monotrait Ratio (HTMT)								
	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON								
DESIMG	0.130							
INTRE	0.670	0.464						
MOTIV	0.409	0.201	0.622					
PERRIS	0.154	0.157	0.530	0.141				
PERVAL	0.164	0.096	0.274	0.221	0.062			
SATIS	0.564	0.185	0.801	0.571	0.442	0.475		
SERVQUAL	0.248	0.079	0.458	0.131	0.050	0.111	0.438	

TABLE 4.6: HETEROTRAIT-MONOTRAIT RATIO (HTMT)

AS CAN BE SEEN, ALL ELEMENTS ARE LESS THAN 0.85. **It means that all variables are distinct and unrelated.**

COLLINEARITY STATISTICS (VIF)

	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON			1.324				1.198	
DESIMG			1.053			1.000	1.052	
INTRE								
MOTIV			1.400				1.205	
PERRIS			1.216				1.038	
PERVAL			1.239				1.055	
SATIS			2.317					
SERVQUAL			1.208				1.053	

It's conspicuous that all the factors are less than 3, meaning all the factors pOSSIBLY have NO MULTICOLLINEARITies.

TABLE 4.7: COLLINEARITY STATISTICS

R^2 (R SQUARE)

	R^2	R^2 Adjusted
INTRE	0.725	0.722
PERVAL	0.007	0.005
SATIS	0.568	0.564

TABLE 4.8: R SQUARE AND R SQUARE ADJUSTED (COEFFICIENT OF DETERMINATION)

- INTENTION TO REVISIT WAS INSIDE THE CUT-OFF MODERATE POINTS, HAVING A SIGNIFICANT PREDICTIVE CHARACTER BY EXPLAINING 72.2 % (R^2 ADJUSTED = 0.722).
- R^2 ADJUSTED INDEX OF SATISFACTION DESCRIBES 56,4 % (R^2 ADJUSTED = 0.564)
- PERCEIVED VALUES ADJUSTED R^2 DEMONSTRATES AN EXTREME WEAK REPRESENTATION, WHICH ACCOUNTED FOR ONLY 0,5 % (R^2 ADJUSTED = 0.005).

EFFECT SIZE f^2 (F SQUARE)

	CULCON	DESIMG	INTRE	MOTIV	PERRIS	PERVAL	SATIS	SERVQUAL
CULCON			0.203				0.105	
DESIMG			0.213			0.007	0.000	
INTRE								
MOTIV			0.154				0.162	
PERRIS			0.213				0.172	
PERVAL			0.001				0.174	
SATIS			0.063					
SERVQUAL			0.136				0.147	

TABLE 4.9: EFFECT SIZE F SQUARE.

IT'S MANIFEST THAT THERE ARE THREE FACTORS WHICH EXTREMELY HAVE NO SIGNIFICANT EFFECT TO THEIR DESTINATIONS. THAT ARE:

- PERCEIVED VALUE TO INTENTION TO REVISIT (f^2 =0.001)
- DESTINATION IMAGE TO PERCEIVED VALUE (f^2 =0,007)
- DESTINATION IMAGE TO SATISFACTION (f^2 =0.000)

HYPOTHESES TESTING

Mean, STDEV, T-Values, P-Values				
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CULCON -> INTRE	0.272	0.026	10.516	0.000
CULCON -> SATIS	0.233	0.029	8.032	0.000
DESIMG -> INTRE	0.248	0.022	11.524	0.000
DESIMG -> PERVAL	0.085	0.044	1.918	0.055
DESIMG -> SATIS	0.009	0.029	0.316	0.752
MOTIV -> INTRE	0.243	0.030	8.130	0.000
MOTIV -> SATIS	0.290	0.027	10.737	0.000
PERRIS -> INTRE	-0.267	0.023	11.676	0.000
PERRIS -> SATIS	-0.278	0.028	9.786	0.000
PERVAL -> INTRE	0.017	0.027	0.623	0.533
PERVAL -> SATIS	0.281	0.030	9.443	0.000
SATIS -> INTRE	0.200	0.036	5.597	0.000
SERVQUAL -> INTRE	0.213	0.024	8.757	0.000
SERVQUAL -> SATIS	0.258	0.027	9.579	0.000

In the Table, there are 3 hypotheses's P-value which are higher than 0.05.
The rest hypotheses possess Beta indexes that have all absolute value are higher than 0.2. It means they have strong impact on their destinations

TABLE 4.10: TESTING OF HYPOTHESES

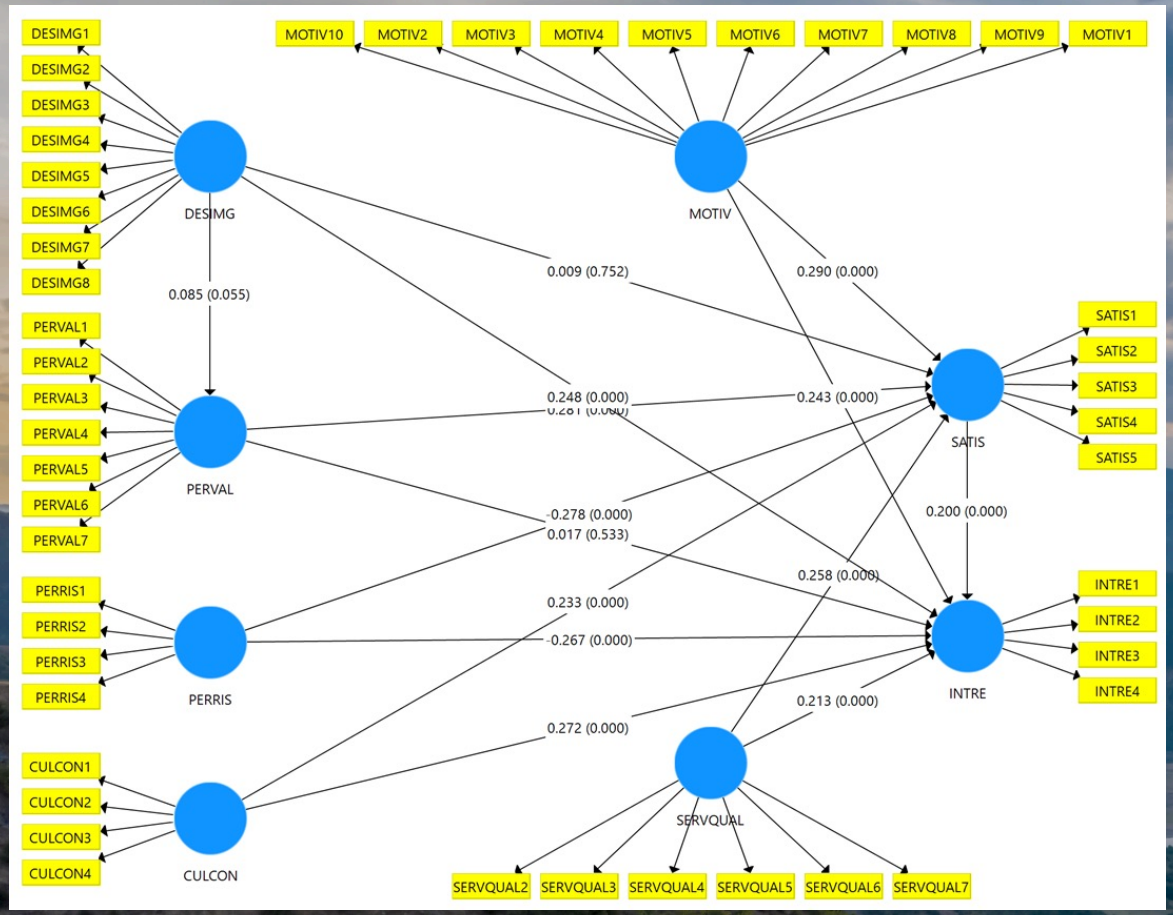
HYPOTHESIS CONCLUSION

Hypothesis	Content	β	P-Values	Result
H1	Service quality has a positive impact on destination satisfaction of tourist.	0.258	0.000	Supported
H2	Service quality has a positive impact on destination intention to revisit of tourist.	0.213	0.000	Supported
H3	Destination image has a positive impact on destination satisfaction of tourist.	0.009	0.752	Rejected
H4	Destination image has a positive impact on destination intention to revisit of tourist.	0.248	0.000	Supported
H5	Perceived value has a positive impact on destination satisfaction of tourist.	0.281	0.000	Supported
H6	Perceived value has a positive impact on destination intention to revisit of tourist.	0.017	0.533	Rejected
H7	Motivation has a positive impact on destination satisfaction of tourist.	0.290	0.000	Supported
H8	Motivation has a positive impact on destination intention to revisit of tourist.	0.243	0.000	Supported
H9	Perceived risk has a negative impact on destination satisfaction of tourist	-0.278	0.000	Supported
H10	Perceived risk has a negative impact on destination intention to revisit of tourist.	-0.267	0.000	Supported
H11	Cultural contact has a positive impact on destination satisfaction of tourist.	0.233	0.000	Supported
H12	Cultural contact has a positive impact on destination intention to revisit of tourist.	0.272	0.000	Supported
H13	Satisfaction has a positive impact on destination intention to revisit of tourist.	0.200	0.000	Supported
H14	Destination image has a positive impact on perceived value.	0.085	0.055	Rejected

THERE ARE 3 HYPOTHESES WHICH ARE REJECTED BECAUSE P-VALUES EXCEED THRESHOLD 0.05. THE REST OF HYPOTHESES POSSESS P-VALUES WHICH ARE LESS THAN 0.05, HAVING SIGNIFICANT MEANINGS. THUS, THESE HYPOTHESES ARE SUPPORTED.

TABLE 4.11: HYPOTHESES CONCLUSION.

DIAGRAM SEM



- R square Adjusted of Satisfaction = 0.564 (Expression: 56.4%)
- R square Adjusted of intention to revisit = 0.722 (Expression: 72.2%)

DIAGRAM 4.2: DIAGRAM SMART-PLS INCLUDED PATH COEFFICIENT (), P-VALUES (SERVQUAL 1 WAS ELIMINATED)

TARGET CONSTRUCT SATISFACTION "SATIS"

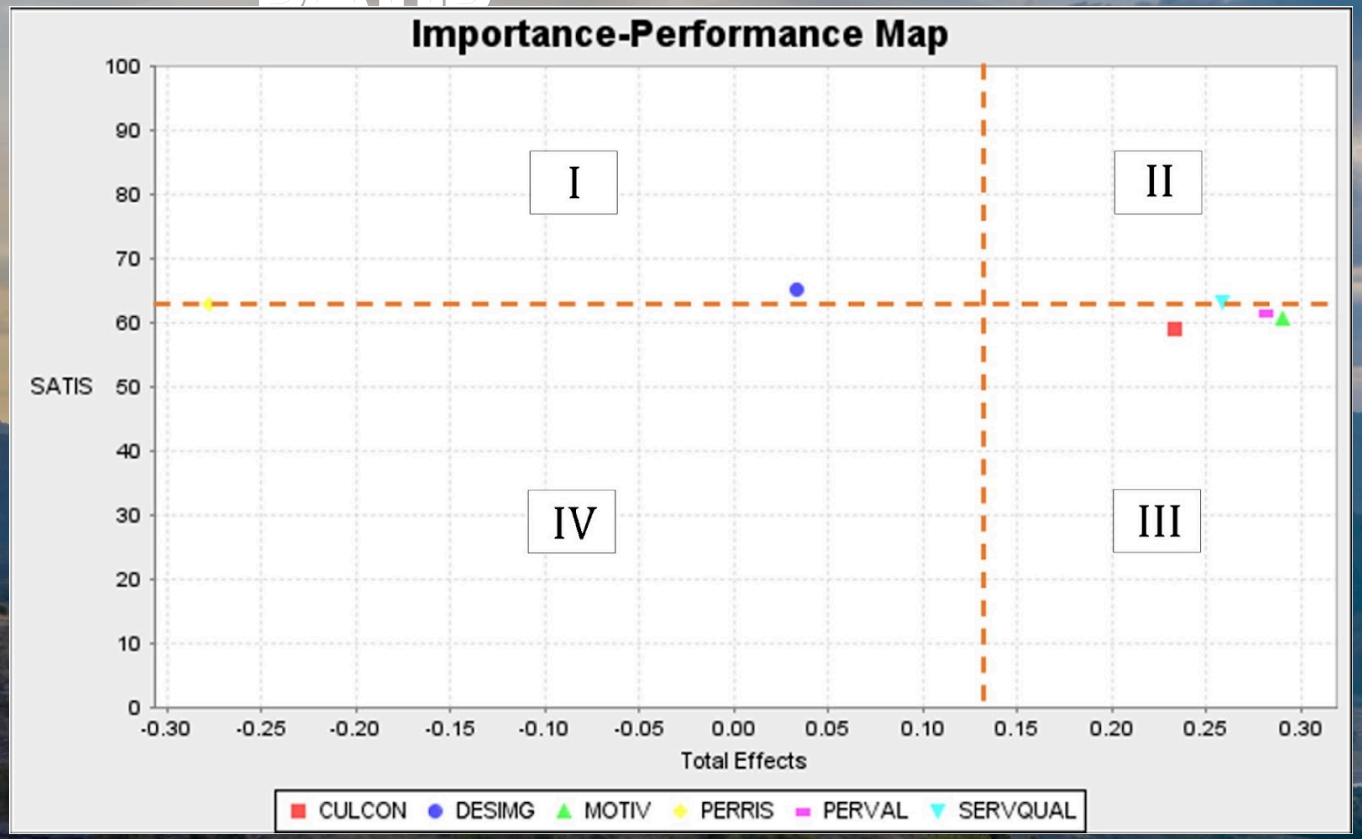


DIAGRAM 4.4: IPMA RESULT OF THE TARGET SATISFACTION (SATIS).

- SERVICE QUALITY LOCATED IN QUADRANT II "KEEP UP THE GOOD WORK". THAT MEANS AUTHORITY, LOCAL PEOPLE AND FIRMS NEED TO MAINTAIN AND PROMOTE SERVICE QUALITIES.
- CULTURE CONTACT, MOTIVATION, PERCEIVED VALUE BELONGED TO QUADRANT III "CONCENTRATE HERE". THAT MEANS AUTHORITY, LOCAL PEOPLE AND RELATED PARTIES NEED TO INNOVATE AND FOCUS ON DEVELOPING THESE FACTORS.

TARGET CONSTRUCT INTENTION TO REVISIT"INTRE"

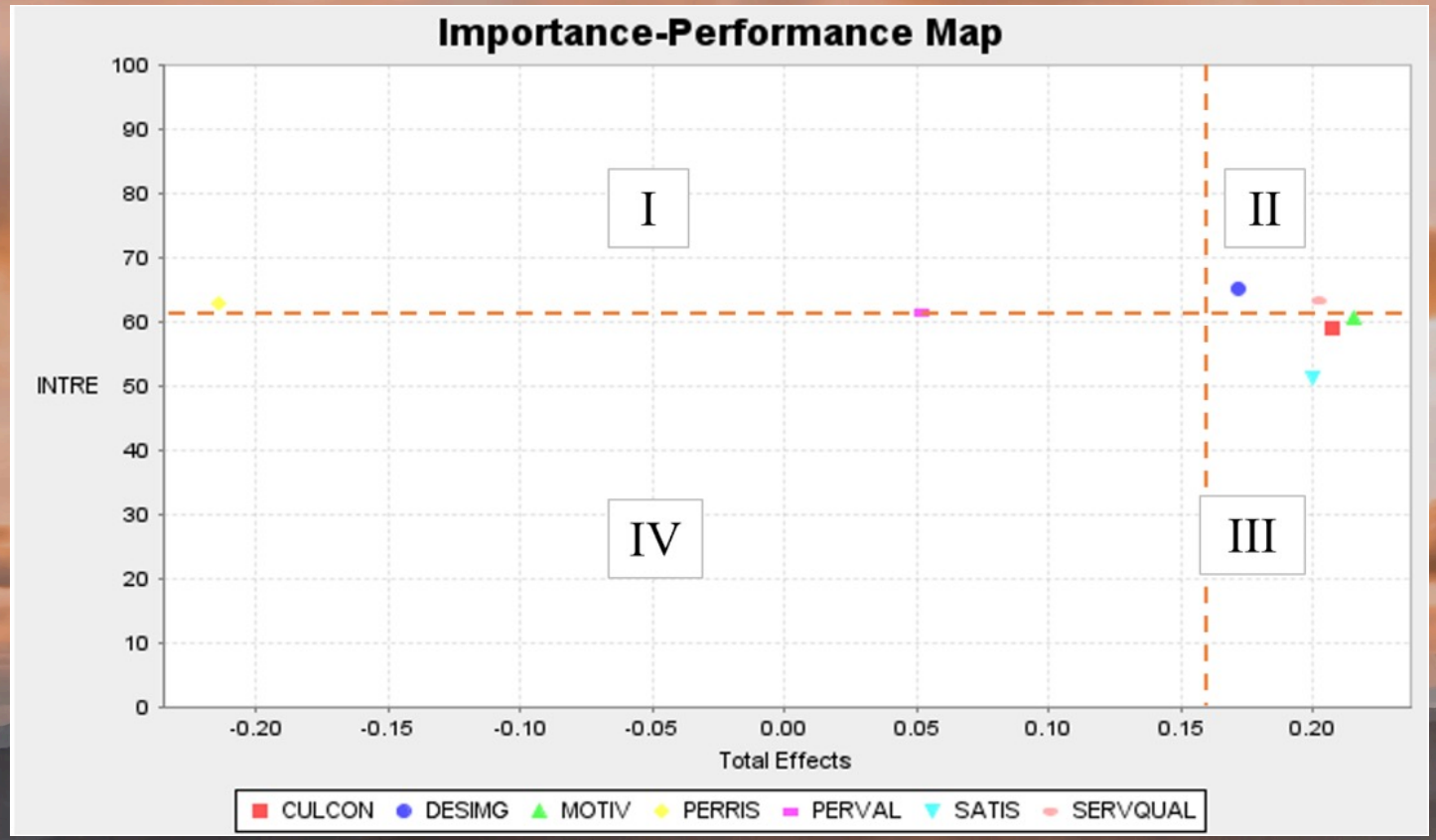


DIAGRAM 4.5: IPMA RESULT OF THE TARGET INTENTION TO REVISIT (INTRE).

- DESTINATION IMAGE AND SERVICE QUALITY LOCATED IN QUADRANT II "KEEP UP THE GOOD WORK". THAT MEANS AUTHORITY, LOCAL PEOPLE AND BUSINESSES NEED TO MAINTAIN AND PROMOTE SERVICE QUALITIES.
- MOTIVATION, CULTURE CONTACT AND SATISFACTION MARKED AT QUADRANT III "CONCENTRATE HERE". THAT MEANS GOVERNMENT, LOCAL PEOPLE AND RELATED DEPARTMENTS NEED TO INNOVATE AND FOCUS ON DEVELOPING THESE FACTORS.

DISCUSSION

SERVICE QUALITY HAS A POSITIVE impact on **TOURIST'S SATISFACTION.**

- BETA = 0.258, P-VALUE = 0.000
- QUADRANT II

SERVICE QUALITY HAS A POSITIVE AND CRUCIAL RELATIONSHIP WITH INTENTION TO REVISIT.

- BETA = 0.213, P-VALUE = 0.000
- QUADRANT II

DISCUSSION

DESTINATION IMAGE HAS A POSITIVE IMPACT ON INTENTION TO REVISIT

BETA = 0.248, P-VALUE = 0.000

QUADRANT II

PERCEIVED VALUE has a **POSITIVE IMPACT ON TOURIST'S SATISFACTION**

BETA = 0.281, P-VALUE = 0.000.

QUADRANT IIII

DISCUSSION

Motivation **IMAGE HAS A POSITIVE IMPACT ON** intention to revisit

- Beta = 0.243, p-value = 0.000
- Quadrant III

MOTIVATION HAS A POSITIVE IMPACT ON customer's satisfaction

- Beta = 0.290, p-value = 0.000
- Quadrant III

DISCUSSION

Perceived risk has a negative impact on Satisfaction

Beta = -0,278, p-value = 0.000

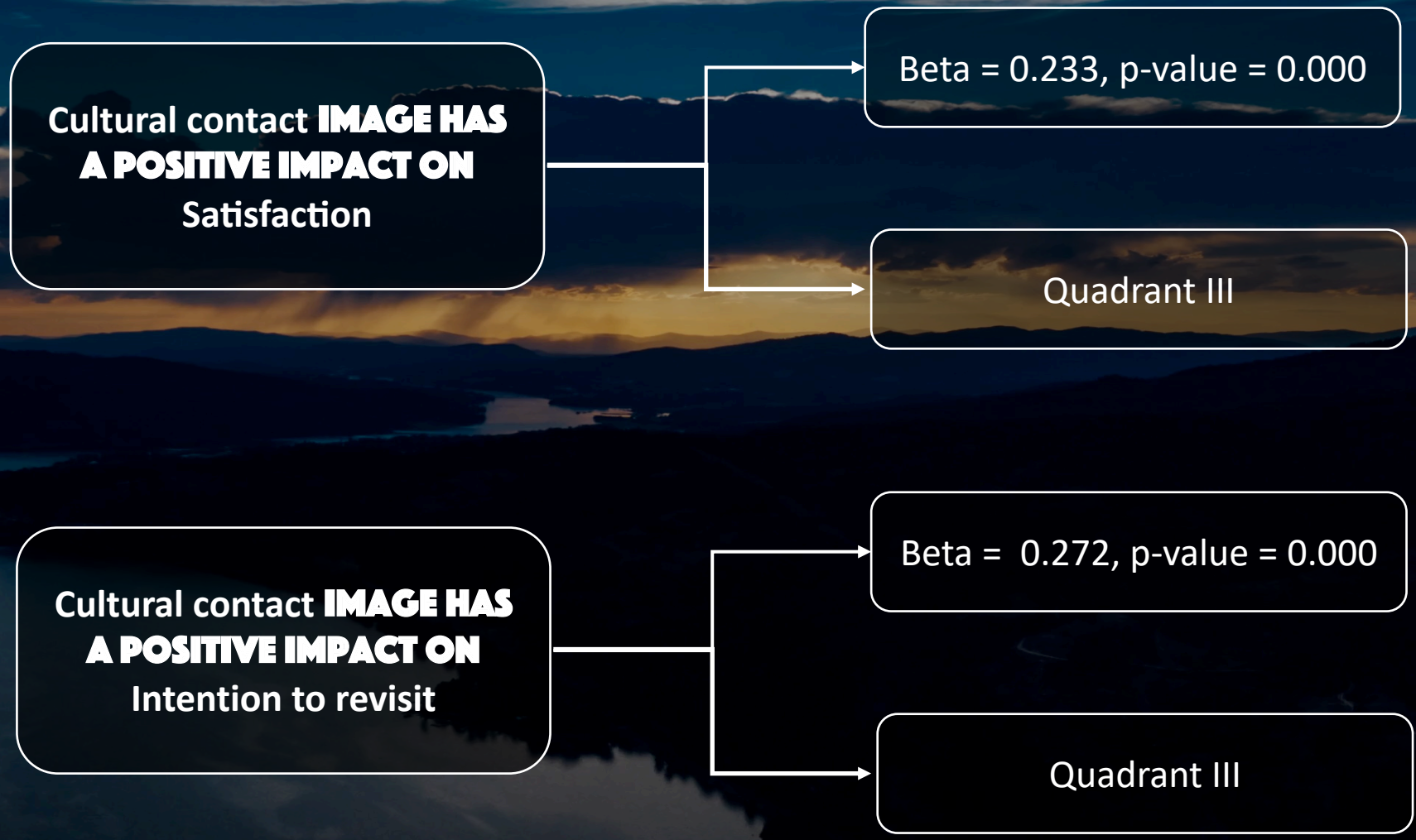
Quadrant I

Perceived risk has a negative impact on Intention to Revisit

Beta = -0.267, p-value = 0.000

Quadrant I

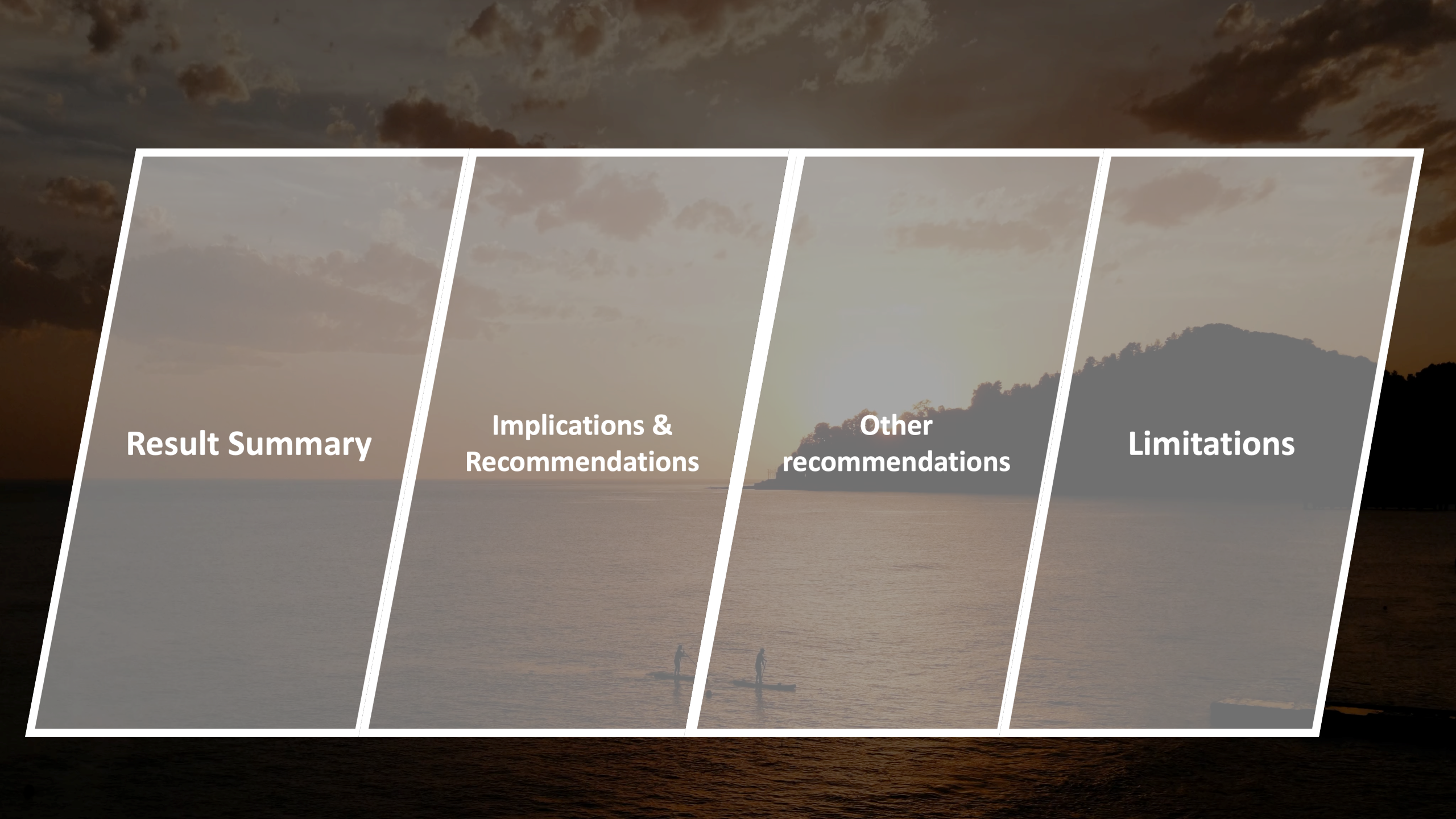
DISCUSSION


Cultural contact IMAGE HAS A POSITIVE IMPACT ON Satisfaction
Beta = 0.233, p-value = 0.000
Quadrant III
Cultural contact IMAGE HAS A POSITIVE IMPACT ON Intention to revisit
Beta = 0.272, p-value = 0.000
Quadrant III

DISCUSSION


Satisfaction IMAGE HAS A POSITIVE IMPACT ON intention to revisit
Beta = 0.200, p-value = 0.000
Quadrant III

5 CONCLUSIONS AND RECOMMENDATION


Result Summary
Implications & Recommendations
Other recommendations
Limitations

RESULT SUMMARY

Answering To Research Question 1

Answering To Research Question 2

“What are the factors affecting customer’s satisfaction and thinking about returning to Hanoi?”

- 5 main factors affecting visitor satisfaction: service quality, perceived value, motivation, perceived risk, cultural contact
- 6 factors affect the intention to return : service quality, destination image, motivation, perceived risk, cultural contact, satisfaction

"What are the solution to improve travel in Hanoi ?"

STATISTICAL RESULTS FROM IPMA

Maintaining

Quadrant II

H1: Service quality has a positive impact on tourist's satisfaction.
H2: Service quality has a positive impact on intention to revisit.
H4:Destination image positively affects Intention to revisit

Improving

Quadrant III

H5: Perceived value has a positive impact on tourist's satisfaction
H7: Motivation has a positive impact on intention to revisit
H8: Motivation has a positive impact customer's satisfaction
H11: Cultural contact positively affects on Satisfaction
H12: Cultural contact positively affects Intention to revisit
H13: Satisfaction has a positive impact intention to revisit

IMPLICATIONS & RECOMMENDATIONS

H1: Service quality has a positive impact on tourist's satisfaction.

- Protecting the environment and natural resources for sustainable tourism development: should plant many green trees; limit the use of plastic bags; take advantage of solar energy to use; building environmentally friendly development models.
- Improving the quality of facilities, focus on investing to build and develop infrastructure such as roads, airports, especially roads connecting to inland and international tourist areas
- Police, securities department and tourism need to collaborate and provide mutual support in order to ensure social order, safety and security for tourists
- Developing sightseers attractions by region should be considered

IMPLICATIONS & RECOMMENDATIONS

H2: Service quality has a positive impact on intention to revisit

- Needing to terminate the type of appeasement slogans, like: "this problem is getting more and more attention"...instead authority, people and businesses have to solve problems together
- Sanction more effective laws about environment
- Creating recallable culture events, implementing supplemental behavioural education for Hanoi’s students, especially travel agencies' staff and employees.
- Reducing bikes and underrated transportations, positively deploying infrastructure planning, for instance: wifi coverage, clearance, typical places
- Improving medical facilities due to Covid-19 pandemic, and creating long-term decisions instead of short-term ones
- Develop local food’s recipes, like Banh tom, Pho, Thuy Ta’s ice cream,

IMPLICATIONS & RECOMMENDATIONS

H4: Destination image positively affects Intention to revisit

- Preserving, protecting and promoting the image of cultural heritage to more tourists
- Detailed policies and plans for the development of tours to these scenic spots.
- culinary culture should be valued and protected at all levels of government and by the general public
- events such as food street, food day, and other similar activities must be organized to make it simpler for travelers to find them

IMPLICATIONS & RECOMMENDATIONS

H5:Perceived value has a positive and crucial relationship with tourist satisfaction

- Provide products and services at prices commensurate with what tourists are experienced
- The Prime Minister must have solutions to support businesses and employees in the tourism industry affected by the Covid-19 pandemic, such as reducing electricity prices, reducing land rents, reducing fees for travel business licenses…
- develop a set of criteria for evaluating high-quality tourist areas
- encourage investment to improve service quality and operational efficiency

IMPLICATIONS & RECOMMENDATIONS

H7:Motivation has a positive and crucial relationship with intention to revisit

- Businesses and travel companies can make full use of the images, scents, colors and flavors that Hanoi has available to pin in the minds of customers so that every time they remember something or they want
- The combination of organizing many cultural events at historical sites
- Business owners can study the psychology effect of customer

IMPLICATIONS & RECOMMENDATIONS

H8: Motivation has a positive and crucial relationship with customer's satisfaction

- can organize more festivals to recreate the calendar, history
- Travel companies and businesses need to pay more attention to the emotions of customers

IMPLICATIONS & RECOMMENDATIONS

H9: Perceived risk has negative impact on Satisfaction

- Public organizations and business owners within Hanoi to eliminates all negative components and features that Hanoi contains, in many aspect.
- There should be a complete and solid pricing system among tourist product or services in Hanoi, all unethical business pricing should be removed as well.
- Regulations or a enhanced road traffic system
- Policeman should attend on the street in certain hours

IMPLICATIONS & RECOMMENDATIONS

H10: Perceived risk has a negative impact on intention to revisit

- Hanoi should maintain a high, reliable standard of image and credibility.
- Public relations or tourism agencies, business owners should post contents regarding the prominence and safety of Hanoi and it's unique features on vast media platforms, especially social media platforms. When previous customer acknowledged the safety of Hanoi and all aspect that they fond of in the previous visit still exist, their intention to revisit would significantly increase.

IMPLICATIONS & RECOMMENDATIONS

H11: Cultural contact positively affects Satisfaction

- Hanoi features several national heritage historical, cultural, and scenic monuments, as well as a festival system and traditional craft villages; regional and ethnic cuisine cultures; cultural heritage, folk art... This is a vast and unique resource that must be fully utilized
- a better sense of preserving and promoting traditional cultural identities, as well as protecting the natural landscape and ecological environment of their community, if they participate in providing services for community tourism (hotels, food, drinks, etc.).
- can organize annual festivals in a large and methodical way so that visitors can experience the culture, history and traditions of Hanoi.

IMPLICATIONS & RECOMMENDATIONS

H12: Cultural contact positively affects Intention to revisit

- Local government levels such as wards and districts need to have activities such as community sports, local culture, etc. so that new residents can contact and imbibe the culture of Hanoians.
- encourage the production of products and services bearing traditional and historical characteristics

IMPLICATIONS & RECOMMENDATIONS

H13: Satisfaction has a positive and crucial relationship with intention to revisit

- Hanoi needs to choose investment and development specific products, to avoid spreading, in which priority is given to upgrading service infrastructure.
- the central tourist cluster in Hanoi will develop cultural, heritage and culinary tourism
- The peri-urban tourist cluster will develop tourism combining conferences, sports and entertainment tourism

- The tourist cluster in the suburbs of Hanoi will develop resort tourism, rural tourism, eco-tourism, school tourism, etc
- in addition to building new tourism products, it is necessary to improve the service quality of familiar products

OTHER RECOMMENDATIONS

- Hanoi's tourism marketing agencies could polish its image and credibility using their professional specialty
- For instance, Agencies could uploads contents regarding Hanoi's special and pleasant features, any close-to-date travel news and deals
- Hanoi traffic infrastructure in general, still hold a deficient visual
- Need a structural regulation, organized moderation, changes towards waste management methods as well as reconstruction of road traffic system

LIMITATIONS AND PERSPECTIVE FOR FUTURE RESEARCH

- The first limitation of this research is the duration of conducting it
- Another founded limitation is the inconvenience of the moment this research being study (the world was under the negative influence of Covid-19 pandemic)
- Outdoor interview is impossible to arrange
- Finally, is a scarcity of experience among researchers that working on this research


Thank you for
your attention