



## Bachelor of Hospitality Management Thesis

# IMPACT OF PUSH AND PULL FACTORS ON LOYALTY THROUGH THE SATISFACTION OF RETURNING TOURISTS IN DA LAT: RESEARCH ON YOUNG RESIDENTS IN THE MEKONG DELTA

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## A LIST OF ACRONYMS

<b>Abbreviation</b>	<b>Explanation</b>
PSY	Social - Psychological motives
CUL	Cultural motives
PQ	Perceived quality
PV	Perceived value
DI	Destination image
SAT	Tourist satisfaction
FOR	Frequency of return
PL	Priority level
RET	Destination loyalty
RMSEA	Root mean square errors of approximation
CFI	Comparative fit index
TLI	Tucker – Lewis index
SRMR	standardized root mean square residuals
ANOVA	Analysis of Variance
CFA	Confirmatory Factor Analysis
PLS-SEM	Partial Least Squares Structural Equation Modeling
CB-SEM	Analysis of Covariance Structures
VIF	Variance inflation factor
IBM SPSS Statistics	Statistical Package for the Social Sciences

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## **EXECUTIVE SUMMARY**

In recent years, tourism has been the economic spearhead of nations, making customer satisfaction and loyalty a significant topic for researchers and scholars to explore. Loyalty is considered a driving force that encourages customers to return to a particular brand or destination. This study especially focuses on tourist loyalty with the impact of push and pull factors in the context of Da Lat tourism in order to analyze the factors of development and attraction, frequency of return, priority, and correlation between visitor satisfaction and destination loyalty of the young generation in the Mekong Delta.

This study was conducted using two research methods: qualitative and quantitative approaches. In the quantitative research, we collected data from a sample of 342 participants, comprising young individuals aged 18 to 29, from 13 provinces and cities in the Mekong Delta region. The participants came from various professions, including students, civil servants, officials, businesspeople, traders, etc. The use of a quantitative approach allowed us to gather numerical data and analyze it statistically, providing valuable insights into the factors influencing tourist loyalty in the context of Da Lat tourism. The measurement methods used in this study included Cronbach's alpha, Partial Least Squares Structural Equation Modeling (PLS-SEM), T-Test, and ANOVA to analyze the correlation between observed variables regarding the intention to return to Da Lat. The research results indicate that (1) there is no significant difference in demographics, such as gender, age, occupation, living area, income, and living location, concerning the levels of satisfaction and loyalty towards Da Lat; (2) The effects of pull and push factors on satisfaction lead to the loyalty of the young generation towards Da Lat tourism; (3) The study demonstrates that two self-developed factors, namely the frequency of return and the priority level, have a positive impact on destination loyalty; and (4) the young generation in the Mekong Delta region express both satisfaction and loyalty towards Da Lat tourism.

This research will partially explain the factors influencing the satisfaction and loyalty of young individuals in the Mekong Delta region when it comes to Da Lat tourism. Consequently, it provides empirical data through the study and offers suggestions for future planning and measures to attract and enhance satisfaction among young people in the Mekong Delta region.

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We wish all our beloved teachers a life filled with health, happiness, and success in their careers.

Can Tho, August 2023

Authors of the thesis.

## **DECLARATION**

Our group declares that the data and research results in this thesis titled "Impact of push and pull factors on loyalty through the satisfaction of returning tourists in Da Lat: Research on young residents in the Mekong Delta" are valid and have never been used to defend any degree or diploma. The research results in the thesis are honest and have not been published in any way by others. All support for the preparation of this thesis has been thanked, and the information cited in the thesis has been clearly identified and published.

Can Tho, August 2023

# CHAPTER 1: INTRODUCTION

*This chapter concisely introduces the reasons for choosing the topic, research objectives, question research, research scope, objectives, and methodologies.*

## 1.1 Reasons for choosing the topic

### 1.1.1 Practical Problems

The city of Da Lat was first found in 1893 by doctor Alexandre Yersin during his expedition to the Lam Vien plateau. By 1897, it was considered to mark the beginning of the resort in Da Lat, and the first person to do this was Governor General of Indochina Paul Doumer, who decided to build a resort here for French officials and soldiers (Dao Thi Dien, 2023). Nowadays, Da Lat is often referred to as the "Poetic City", "The City of Dew", or "The City of Thousands of Flowers" because nature here has favored this land with its rich natural beauty suitable for tourism. Dalat's strength is sightseeing and relaxation, but Da Lat is combining many forms, such as sports and art, to attract tourists. According to statistics in November 2022, Da Lat welcomed 5.2 million tourists, of whom 107,000 were international visitors, an increase of 179.9% over the same period in 2021 (Chi Long, 2022). The Da Lat Flower Festival in 2022 alone had 700,000 tourists, of whom 16,800 were international tourists (Nguyen Nghia et al., 2022). From the above statistics, it can be seen that tourism services are identified as a key economic sector, determining the growth of Da Lat City and bringing service revenue to the region.

Research has shown that increasing the attractiveness of a destination has a positive impact on visitor satisfaction (Ibrahim & Gill, 2005; Lee, 2009) and loyalty to a destination (Lee, 2009; Horng et al., 2012). Mr. Pham S, Vice Chairman of the Lam Dong Provincial People's Committee, said that because Da Lat is favored by nature with a mild climate and good soil, Lam Dong province invests in building and developing the brand: "Da Lat: Magical Crystallization from Good Soil," which includes four products: vegetables, flowers, Arabica coffee, and agricultural tourism. To attract tourists with the mission of bringing crystallized miracles from a unique land to everyone. Moreover, referring to the attractiveness of the destination, one must mention unique architectural works such as Domain de Marie Church, Linh Phuoc Pagoda, and Lam Vien Square (Dao Ngoc, 2019). With their special and delicate architecture, these works are not only tourist attractions but also unique symbols of the city, creating a unique and diverse cultural space.

Emotional value is also a factor that affects tourists' perceptions of tourist destinations, affecting satisfaction as well as loyalty (Gallarza & Saura, 2006; Williams & Soutar, 2009; Hung & Petrick, 2012). Therefore, to have a basis for planning tourism development in the locality, it is necessary to identify the main factors that create the destination's image, emotional value, and influence on visitors. Although such studies on tourist destinations are done quite commonly (Lin et al., 2007; Lee, 2009; Marzuki et al., 2012), However, there are not many such studies in Vietnam. For that reason, this research aims to evaluate the impact of destination image, perceived value, and perceived quality as pull factors and tourists' psychological, social, and cultural motivations as push factors on satisfaction and loyalty through a case study of tourists in Dalat. The findings of this research will provide suggestions for developing an attractive local destination brand for tourists.

### **1.1.2 Theoretical Problems**

In the context of global integration, tourism has been an economic sector that brings great benefits to the country. In particular, the top concern of a tourist destination is to create factors that positively affect visitors to receive the best quality feedback. Research by Joynathsing and Ramkissoon (2010) has shown that, if an individual has a positive attitude towards a destination, there will be a return to that destination on the next vacation. Furthermore, the visitor's return to the destination is one of the best feedback criteria for visitor satisfaction (Huang & Hsu, 2009; Bhat, 2014).

Gitelson & Crompton (1984) were among the pioneers to study and demonstrate the importance of tourists' return to a destination. Research has shown that many tourist destinations rely heavily on repeat visits. It is a concept in the tourism industry to refer to the return of tourists to a place or tourist destination after the initial experience. Repeat visits can be an important indicator of the success of a tourist destination and its attractiveness to tourists. According to research by Wang (2004), it has been demonstrated that returning visitors to a location account for more than half of the total number of tourists in a particular destination. This shows that the ability to attract visitors to return is an important factor in the development of the tourism industry. It is worth noting that the return of tourists brings significant economic benefits to tourist destinations and ensures a stable source of income for tourist localities, helping to create stability and sustainable development in the tourism industry and providing opportunities for job creation and investment

attraction (Cetinsoz & Ege, 2013). Moreover, when visitors have a good experience and come back, they often share their positive experiences with others (Kim et al., 2013). This creates a positive word-of-mouth effect, helping the destination attract more tourists without having to invest heavily in a marketing campaign (Shoemaker & Lewis, 1999).

In recent years, several noteworthy studies have focused on investigating tourists' intentions to revisit a destination. These researchers have extensively explored various factors that influence the intention to return, such as satisfaction levels encompassing destination appeal, service quality, overall experiences, destination image, brand perception, destination characteristics, and travel motivations. Furthermore, a study conducted in 2006 revealed a significant correlation between satisfaction levels and the intention to revisit, with an estimated impact ranging from 20% to 30% (Jang, Um, et al., 2006).

In addition to the factors already mentioned, there are still many other factors that have not been fully exploited to explain tourists' intention to return to the destination. This requires further exploration and research on the important influencing factors for this research variable. A better understanding of these factors can provide insight into tourists' decision-making and the relationships between them. The influence of factors such as price, amenities, environment, local culture, safety, accessibility, information, and suitability to individual needs and preferences may be considered by tourists. By doing more research, we can learn how these factors influence the intention to return to the destination and how important they are. This will provide the basis for developing effective tourism policies and strategies to attract and retain tourists' interest and return.

## **1.2 Aims of research**

### **1.2.1 General aims of the research**

The goal of the study "Impact of push and pull factors on loyalty through the satisfaction of returning tourists in Da Lat: Research on young residents in the Mekong Delta" is to find out what makes tourists return to Da Lat. It also wants to make new contributions to the theoretical basis, the practical basis, and the new factors that affect tourist loyalty to Da Lat.

### **1.2.2 Specific aims of the research**

To attain the overall objective, the investigation must accomplish the following four specific goals:

1. An analysis of the pull and push factors influencing visitor satisfaction and intention to return to Da Lat
2. Evaluate and assess the influence of visitor satisfaction on the likelihood of a return visit to Da Lat.
3. Identify the factors that have the greatest influence on the loyalty of tourists to Da Lat.
4. Propose management implications of the desire to return or, more precisely, the loyalty of tourists to improve visitor satisfaction and loyalty to Da Lat and help expand business activities and tourism service businesses in Da Lat.

### **1.3 Question research**

With the reasoning presented above, we can observe that the elements influencing visitor pleasure have a significant influence on determining visitor loyalty. Since then, we have offered four research questions based on the specified study objectives:

**Question 1:** Which elements influence tourist satisfaction—pull factors or push factors? (Push motivation influences tourist satisfaction, or pull motivation influences tourist satisfaction.)

**Question 2:** Does tourist satisfaction have a positive influence on the likelihood of returning to Da Lat?

**Question 3:** Which factors have the greatest impact on tourist loyalty to Da Lat?

**Question 4:** What management implications can be made to enhance Da Lat's visitors' contentment and loyalty?

### **1.4 Research scope**

#### **1.4.1 Duration scope**

In the preliminary and official research phases of the thesis, beginning in June 2023 and ending in August 2023, primary data is collected through survey questionnaires.

#### **1.4.2 Content scope**

Factors influencing the loyalty of tourists to a tourist destination are a vast discipline with a wealth of research topics. Due to limited resources, such as time, survey scope, and other factors, this thesis concentrates on examining the effects of pull and push motivation on loyalty through tourist

satisfaction and other elements. The purpose of focusing research on young people as subjects is to gain a deeper understanding of this essential group of potential customers: tourists' satisfaction upon returning to Da Lat City. When evaluating and selecting tourist destinations, young people frequently have diverse preferences and criteria. By focusing on young people in the Mekong Delta region, the thesis will collect the data necessary for analyzing and evaluating the factors influencing this group's intention to return to tourist destinations.

## **1.5 Methodology**

### **1.5.1 Research design**

In this study, we apply qualitative and quantitative methods, combined with the use of PLS-SEM (Partial Least Squares Structural Equation Modeling) tools, to analyze the impact of pull and push motivation and other factors on loyalty through tourist satisfaction. Data is collected through Google Forms by submitting the form via Gmail, and interviews are performed directly with young individuals from the Mekong Delta who have come to Da Lat. This data contains tourists' ideas, perspectives, and experiences with push and pull elements, as well as their degree of satisfaction with their Da Lat encounters. This information will be used to examine and evaluate the influence of various variables on visitor loyalty.

### **1.5.2 Data analysis**

- Utilizing the PLS-SEM method to analyze survey and interview data.
- Construct an PLS-SEM model based on the research's theory and hypotheses.
- Determine the relationship between model variables, such as pull and push factors, visitor satisfaction, and loyalty.
- Evaluate model fit using model fit indices including RMSEA, CFI, TLI, and SRMR.
- Estimating the coefficients in the model to determine the influence of push and pull factors on visitor satisfaction and loyalty.

### **1.5.3 Expected results**

The anticipated study results will shed light on how pull and push motivation affect repeat customer satisfaction in Da Lat. We aim to ascertain the impact level and statistical significance of the model's factors using the PLS-SEM method. The research results will provide tourism

managers and executives with crucial information for enhancing the visitor experience and fostering brand loyalty in Da Lat.

## **1.6 Thesis outline**

Chapter 1: INTRODUCTION

Chapter 2: LITERATURE REVIEW AND THEORETICAL MODELS

Chapter 3: METHODOLOGY

Chapter 4: ANALYSIS AND FINDINGS

Chapter 5: CONCLUSION AND RECOMMENDATION

## **CHAPTER 2: LITERATURE REVIEW AND THEORETICAL MODELS**

*This chapter will clarify theories related to the Impact of Push and Pull factors on loyalty through the satisfaction of returning tourists in Da Lat City: Research on young residents in the Mekong Delta. From there, the theoretical model for this problem was proposed, and the component scales for this study were formed.*

### **2.1 Literature Review**

#### **2.1.1 Theory of Pull & Push motivation**

According to Bansal & Eiselt (2004), motivation is a significant variable utilized to elucidate tourist behaviors within the framework of pull and push motivation. Recognizing the factors that drive travel decisions and consumer behavior is of paramount importance for tourism operators. Furthermore, comprehending tourist motives allows administrators to gain deeper insights into tourists' choices, preferences, and desires, enabling them to tailor their offerings accordingly.

Extensive empirical research has consistently highlighted the impact of two primary forces on motivation, namely "Push and Pull." These forces elucidate how individuals are influenced by various factors in their decision-making process as well as how they are compelled or attracted by specific goals (Sirakaya & Woodside, 2005). Additionally, Uysal & Hagan (1993) demonstrated that push and pull factors play a vital role in distinguishing tourism patterns and significantly influencing travel decisions and destination choices.

Understanding the interplay between push and pull factors is crucial for tourism stakeholders to develop effective strategies and offerings that cater to the diverse needs and desires of travelers. By recognizing and leveraging these motivators, tourism operators can enhance the overall tourist experience, create tailored marketing campaigns, and foster sustainable tourism growth.

Within the framework of this study, the researcher identified push and pull motivations as distinct constructs, highlighting that individuals are initially motivated by internal factors and subsequently drawn to external factors at different time points. In this context, push motivation is considered the premise of pull motivation (Fluker & Turner, 2000). Consistent with Gnoth's (1997) findings, push factors and pull factors can be distinguished based on their characteristics: Pull factors are

influenced by tourists' perceptions of their own desired attributes, while push factors represent inherent motivations that stimulate tourists to actively seek cues within various elements such as objects, situations, and events.

Extensive research in the field of travel motivation has consistently highlighted the significance of the push-and-pull model as a valuable framework for understanding and predicting individuals' travel motives and preferences for particular destinations. Therefore, possessing a comprehensive understanding of both push and pull factors is considered crucial in the realm of tourism marketing. This understanding empowers marketers to identify the key elements that influence consumers' travel choices, thereby enabling them to cater to their customer's needs, wants, and desires effectively. Moreover, it provides insights into the implications of these factors and actions, allowing marketers to develop targeted strategies that align with the evolving preferences of travelers (Fluker & Turner, 2000).

Pull motivation plays a pivotal role in elucidating the decision-making process when selecting a destination, as it encompasses both internal factors (push motives) and external factors (pull motives), which serve as the driving forces behind people's travel choices (Dann, 1977). The process can be understood as a two-step mechanism, where incentives initially motivate individuals to leave their homes, and subsequently, the traction factor propels them towards a specific location. Motivating factors encompass psychological and emotional considerations that influence individuals' travel decisions. According to Yoon & Uysal (2005), traction motives cover things that are not directly related to the visitor's context, experience, or perception.

Understanding the interplay between push and pull motivations is vital to comprehending the complex dynamics underlying tourists' destination choices. By examining both internal and external factors, tourism practitioners can tailor their offerings, marketing strategies, and experiences to meet the diverse needs, preferences, and desires of travelers. This nuanced understanding enables them to create compelling and engaging travel experiences that resonate with tourists and enhance their overall satisfaction.

#### **2.1.1.1 Push motivation**

Push motivation refers to intrinsic or internal factors that drive individuals to engage in tourist activities or select specific destinations. It encompasses the internal drivers that stimulate the desire to fulfill the need for travel (Crompton, 1979; Uysal & Jurowski, 1994). Crompton (1979) further

identifies two factors within push motivation: social-psychological motives and cultural motivation. Moreover, the connotation of motivation may expand based on the context and timeframe of the study, with additional factors emerging from consumption tendencies or trends (Chen & Tsai, 2007). Additionally, family and friends can play a role in suggesting, encouraging, or introducing motivations for travel (Muntinda & Mayaka, 2012). Furthermore, according to Dann (1981), a person's prior travel requirements—which include logical and frequently ephemeral push factors that come before pull factors—have an impact on their decision to travel to a particular location.

As described above, motivation is an internal factor that motivates people to come to a tourist destination to explore and learn, which will form the visitor's experience. It is these experiences that will positively impact customer loyalty to that location. Yes, motivation has a direct effect on loyalty or is mediated through satisfaction. According to Khuong and Ha (2014), there is a study on the intention of returning foreign tourists to Vietnam, and the results of the authors' research have proved that motivational push has a direct influence on the loyalty of tourists returning to Vietnam. Inheriting those ideas that Thu Ha Thi Truong et al. (2019) studied about the push and pull factors affecting tourists' loyalty to Hoi An destinations, the results also prove that dynamic motivation push has a direct impact on visitor loyalty. Finally, to argue that motivational push has a direct effect on loyalty, Kantimarn and Paradee (2015) studied the loyalty of double travelers along the border of Laos and Thailand. From the above studies, it can be concluded that motivation push has a direct impact on loyalty.

#### ***a) Social - psychological motives***

Social-psychological motivation is thought to be connected to aspects and create relationships relating to human, psychological, and interactional relationships. It concentrates on the wants and requirements of everyone in social connections. According to Yoon & Uysal (2005), social psychological motivation, which is a push factor, encourages tourists to travel. Furthermore, visitor satisfaction is influenced by social-psychological motivations. These socio-psychological aspects have an impact on travelers' perceptions, experiences, and assessments of the quality and value of a tourism experience.

According to Crompton, J. (1979), there are seven social-psychological motives (escape, self-exploration, relaxation, prestige, increased kinship, and social interaction); however, in this study,

we will only discuss three main motivations affecting visitor satisfaction in depth: prestige, kinship enhancement, and social interaction facilitation.

**To begin**, a tourist destination's credibility relates to how trustworthy and desirable that location is in the eyes of travelers. The kinds of information promoted also reflect the reputation of the destination. According to Jacobsen and Munar (2012), information search is a significant influence in determining whether visitors pick a location to visit or not. According to Buhalis (1998) and Kiralova & Pavlicecka (2015), always up-to-date, correct information about brands, as well as addressing the demands of visitors, will affect their choice of a certain place. Mutinda & Mayaka (2012) and Laws (1995) believe that good location information will greatly impact the choice of a tourism destination. Correia & Pimpao (2008) mentioned information types such as neutral, social, advertising, or media; Chen & Tsai (2007) identified three influencing factors in the choice of travel destination: information from friends, family, or colleagues; media and commercial information (television, social networks, websites, etc.); and information from the Internet. Whereas word of mouth has been regarded as having the greatest impact, it will greatly affect the listener's choice of a certain place (Oppermann, 2000; Yvette & Turner, 2002).

**Secondly**, kinship connection improvement may be defined as procedures and actions that try to strengthen and deepen relationships among family members or kin. Participating in vacation and resort visits will enrich and strengthen your connection. Instead of random daily exchanges, this will enable them and their loved ones to grasp and collect each other's thoughts. This approach, according to Pawlowska & Matoga (2016), is a worldwide trend that will boost mutual stimulation while also reinforcing experiences and learning.

**Finally**, Crompton (1979) defines facilitation of social interaction as the tourist's communication with people around them and the desire to get to know them (local people at the destination, another tourist) during their travel. Furthermore, Maslow's Hierarchy of Needs, developed by psychologist Abraham Maslow between 1940 and 1950, gives a theory of personal growth and human needs. Social interaction satisfies the demands for interactive emotional ties between family, friends, and society, which are positioned at the third level of the corresponding pyramid. This displays personal development and satisfaction as a result of meeting and satisfying human wants.

**In short**, Social-psychological motives refer to the underlying psychological and social factors that drive human behavior and decision-making in social contexts. These motives encompass the

need for prestige, social interaction, belongingness, acceptance, recognition, and the desire to establish and maintain positive relationships with others. Social-psychological motives play a significant role in shaping individuals' attitudes, preferences, and behaviors, influencing their satisfaction, well-being, and overall experience in various social settings, including tourism and travel.

### ***b) Cultural motives***

Cultural motives for tourism are the cultural, educational, and psychological components that individuals seek when engaging in tourist activities. Cultural motives represent travelers' curiosity and desire to know, experience, and interact with a tourist destination's particular cultural features. According to Crompton, J. (1979), there are two cultural motives. There are novelty and education levels at the cultural level.

#### *The novelty*

The novelty of a tourist destination is a factor in the push factor and is believed to affect the satisfaction as well as the attractiveness of tourists when intending to choose a tourist destination. When travelers hear about a new tourist destination that they have never explored, they only learn about it from a variety of sources, such as word of mouth, social media, etc. Can arouse curiosity and excitement in the minds of individuals who intend to travel.

To begin with, novelty generates excitement and new experiences. Travelers like discovering new places and enjoying novel experiences. The new locations provide cultural, historical, architectural, and natural discoveries, introducing tourists to a hitherto unknown universe. Visitors experience exceptional delight and exhilaration when they discover new things. As a result, to keep and win the loyalty of visitors, the location must continually innovate and improve, necessitating managers' ongoing learning and innovation every day. Da Lat City is preferred by nature for its moderate and cool environment virtually all year round and rich and diversified nature, which has played a key role in retaining visitors. Novelties are items introduced by people, but they must not lose or harm the desired natural features. From that, it can be seen that novelty can affect the decision of tourists to choose a destination as well as their satisfaction.

Thus, the uniqueness of a tourist site has a significant influence on visitor intentions. It generates excitement, one-of-a-kind experiences, and remarkable stories and memories. All of these

characteristics increase visitors' travel ambitions and drive them to find new things when returning to a familiar location.

#### *Education - culture level*

Education and culture may have a considerable impact on traveler's satisfaction. This is a critical aspect of tourists understanding and thinking while interacting with the place. The fact that visitors have a high level of cultural diversity and education will help visitors better understand the tourist sites, history, cultural heritage, and traditions of their destination; besides, there may be the ability to evaluate, compare, and demand higher quality, which can affect their satisfaction during travel. A great understanding of education and culture helps them enjoy their travel experiences to the fullest, and if they are content with those experiences, it might affect their intentions when deciding on their future trip location. Furthermore, the level of education and culture make it simple for tourists to learn and utilize the local language, facilitating dialogue and interchange. Besides, it fosters a stronger relationship with the local community and provides remarkable vacation experiences.

On the contrary, a lack of information and cultural awareness might lead to incomplete experiences owing to inflexibility in adapting to changing environments or the difficulties of regional variances. It also provides unfavorable experiences for guests, and they may choose another place during their next trip.

In conclusion, cultural and educational aspects are a powerful driving force in tourism, impacting visitor satisfaction both favorably and adversely depending on the tourist's degree of education and cultural variety. Moreover, it stimulates curiosity, exploration, and the desire for knowledge of cultural variety. It also fosters cultural interchange, improves bonds between tourists and residents, and encourages learning and information transfer. With this in mind, tourism becomes a great tool for promoting understanding, enhancing culture, and facilitating interchange between different nations and groups.

#### **2.1.1.2 Pull motivation**

According to Uysal & Jurowski (1994), while push motivation relies solely on personal desires for travel exploration, pull motivation encompasses external factors such as natural potential and the appeal of a destination to tourists. Pull motivation is associated with the exploration, learning, and

understanding of a specific destination. It includes tangible resources such as beaches, entertainment areas, cultural landmarks, natural sites, historical attractions, cuisine, people, and marketing activities. In addition, it is influenced by the perspectives and expectations of tourists, such as their desire for novel experiences and information from the media.

Baniya et al.'s (2017) study found that pull factors have a significant and positive impact on the intention to revisit a destination, whereas push factors do not. Similarly, research by Ciasullo et al. (2019) indicates that the pull factors of a tourist destination positively influence individuals' attitudes toward that destination. The pull factors of a tourist destination influence tourists' perceptions and decisions when selecting a destination.

Based on the research conducted by Baniya et al. (2017) as well as Sullivan et al. (2018), pull motivation plays a crucial role in influencing tourists' intentions to revisit a destination in the future. In conclusion, pull motivation is an important factor to be studied and implemented in practice to attract tourists to a destination or encourage repeat visits in the future.

Below are three factors of pull motivation that has been shown to influence visitor loyalty via location satisfaction.

#### ***a) Perceived quality***

Numerous studies conducted in various tourism environments have well-established the relationship between perceived service quality, perceived value, satisfaction, and loyalty among tourists in the travel and tourism literature (Pham et al., 2015; Ahrholdt et al., 2017; Priporas et al., 2017). The process of providing services, such as friendliness, goodwill, efficiency, reliability, and staff competence, determines quality in tourism, while the outcomes of those services, such as housing, food, and recreational facilities, constitute quality in the tourism industry (Ranjbarian & Pool, 2015).

According to Grönroos (1984), service products require higher consumer involvement through interactions between the buyer and the seller in both production and consumption. In this process, consumers are likely to encounter various resources and activities that capture the attention and evaluation of tourists. Therefore, consumers' experiences with services are expected to influence their subsequent evaluations of the quality they have experienced, or rather, the perceived service quality. These experiences play a crucial role in shaping tourists' perceptions of service quality.

Additional findings from recent research papers by Ranjbarian & Pool (2015) and Allameh et al. (2015) indicate that the satisfaction of tourists plays a crucial role in mediating the connection between perceived value, perceived quality, and the intention to revisit. Within this framework, perceived service quality is defined as the outcome of customers' perceptions regarding the technical and operational elements of the service offering (functionality).

According to Lee et al. (2007), tourism products at the destination level encompass various components such as tourism, food, entertainment, and convenience items. The perception of quality plays a crucial role in influencing satisfaction levels and behavioral intentions, particularly in the management of tourist destinations, thereby necessitating its consideration (Lai & Chen, 2011). Notably, a relationship between perceived service quality, satisfaction, and tourist intention or loyalty has been observed in diverse tourism contexts (Su et al., 2016; Triantafillidou & Petala, 2016; Priporas et al., 2017; Wu and Cheng, 2018). As in the study by Kim et al. (2012), there is a study on perceived quality and loyalty to the destination of Orlando, and the results show that perceived quality really has a positive impact on loyalty. Ranjbarian, B., & Pool, J. K. (2015) also conducted a study on perceived quality that positively affects loyalty among visitors from Nowshahr city, and the result obtained is that perceived quality has a direct effect on visitor loyalty. Based on the above research results, we conclude that emotional quality directly affects loyalty.

#### ***b) Perceived value***

The term "perceived value" in marketing refers to the customer's perception and expectation of a product or service, which, when fulfilled, leads to their satisfaction and ultimately fosters loyalty (Razal et al., 2012). Scholars such as Som & Badarneh (2011) and Chi & Qu (2008) have provided a more explicit definition of this concept, suggesting that individuals experience satisfaction when they are presented with an engaging service or product that evokes positive emotions. Moreover, the overall evaluation of a product or service based on the favorable perception of what is received and provided is known as the perceived value of the product or service (William B. Dodds & Kent B. Monroe, 1985; Zeithaml, 1988; Holbrook, 1999). This notion helps businesses better understand the needs and desires of their customers and tailor their offerings accordingly.

Multiple studies have consistently shown the significant impact of perceived value on customer loyalty, particularly within the tourism industry (Pham et al., 2015; Ahrholdt et al., 2017). Perceived value, as a positive emotional perception element, plays a crucial role in determining

customer satisfaction (Puspitasari et al., 2018), and customer perception further reinforces the relationship between perceived value and satisfaction (Waheed & Hassan, 2016). Notably, Kim et al. (2013) found that perceived value directly influences customer satisfaction. Similarly, Allameh et al. (2015) and Ranjbarian & Pool (2015) demonstrated the mediating role of customer satisfaction between perceived value and intention to return, also known as loyalty. Empirical scientific studies on customer loyalty, such as those conducted by Chen & Gursoy (2001) and Yoon & Uysal (2005), indicate that both referrals and the intention to return serve as indicators of customer loyalty. Besides that, Sun, Chi, and Xu (2013) discovered that perceived value is one of the key factors that drive customer loyalty. Hence, it can be inferred that once customers reach a level of satisfaction with the perceived value, they are more likely to recommend the product or service to others, such as their friends, family members, or coworkers. Their return behavior further serves as evidence of their loyalty.

In addition, Homburg, Kosschate, & Hoyer (2006) define the perceived impact on customer satisfaction, which is perceived as an evaluation, and the perceived value received by customers. Some academic studies demonstrate that the factor that draws tourists to the image of a destination is the tourist's perception of the value of the destination (Jin et al., 2013; Moon et al., 2013; Yamaguchi et al., 2015).

### ***c) Destination image***

According to Rynes (1991), image is a tourist's overall perception of a location. Several studies have revealed that images are the consequence of interactions between consumers' experiences, perceptions, beliefs, emotions, and information about a certain business organization (Worcester, 1997). Baloglu and McCleary (1999) classified 'destination image' into three major aspects: cognitive factors as the estimate process for tourist site selection, affective factors as the target destination's beliefs and attitudes, and conative factors as the ultimate destination decision. The behavior image is based on visitors' overt activities concerning the picture object (Gartner, 1993).

Moreover, several studies have investigated the impact of destination image on future tourist behavior, with satisfaction serving as a moderating variable (Andreassen & Lindestad, 1998; Bigne', Sa'nchez, & Sa'nchez, 2001). Similarly, Baloglu and McCleary (1999) and Chon (1990, 1992) found that destination image influences visitors' destination selection, post-trip appraisal, and plans, as well as having a favorable impact on satisfaction. If a tourist destination has a positive

image for tourists, they will form loyalty to that location. Ha Quynh & Thu Ha (2019) have a research paper on the image of the Hue destination affecting the loyalty of Asian tourists, and the obtained results are in line with the author's hypothesis, which is that the image of the tourist destination in Hue really affects loyalty. Besides Choi et al. (2009) studied the Korean destination image for Russian tourists and found that destination image has a direct impact on loyalty.

### **2.1.2 Theory of Destination Satisfaction**

Cardozo (1965) was the first to include satisfaction in his research about consumer effort, expectations, and satisfaction. According to Chen & Tsai (2007), Jamhawi et al. (2015), and Rajesh (2013), tourist satisfaction is defined as "The overall satisfaction or satisfaction that a visitor perceives as a result of the trip experience's ability to meet the visitor's wants, expectations, and needs about the trip," and it refers to tourists' evaluations of the quality of products and services they receive compared to their expectations after the journey.

Numerous tourist destinations view visitor fulfillment as an essential factor in their competition and competitive advantage (Fuchs & Weiermair, 2004). In addition, Chen & Tsai (2007) and Chi & Qu (2008) suggest that satisfaction and destination image are commonly used factors to explain the likelihood of a tourist's return to a specific location. Tourists who are satisfied with their experience are more likely to recommend and revisit the same destination in the future (Yoon & Uysal, 2005). In other words, satisfied visitors are more inclined to return to the same location for their vacations (Wang & Hsu, 2010). Customer satisfaction is considered the result of the interaction between the customer's perceived value and the destination's ability to meet expectations (Pizam, Neumann, & Reichel, 1978). As a result, Tourist satisfaction is vital for destination marketing success because it impacts destination selection behavior and the choice to return (Kozak, 2001). Yoon and Uysal (2005) also stated that satisfaction should be a key aspect in assessing the performance of goods and services.

Fornell (1992) suggests that satisfied customers tend to become loyal patrons who regularly purchase or use a product. Repeat purchases are crucial for companies to boost their sales and profits. In the context of this study, the product refers to the vacation experience in Da Lat, and returning to this destination promotes loyalty, revenue, and profitability for local businesses and the area. However, it is important to acknowledge that tourist satisfaction, or sometimes dissatisfaction, is a common occurrence. Therefore, in the tourism context, the presence of a

definitive relationship between intentions and actual behavior has not been conclusively established and requires further validation.

### **2.1.3 Theory of Frequency of Return**

In recent years, the theory of frequency of return has garnered attention as a valuable tool for examining visitor behavior and engagement within the tourism industry. This theory emphasizes the frequency and patterns of return visits to various tourism events and destinations, offering insights into customer satisfaction, loyalty, and the effectiveness of marketing strategies. This paper aims to provide a comprehensive overview of the theory of frequency of return and its applications in the tourism industry.

The authors define return frequency as the number of times a traveler returns to a destination during a certain period. We created a new factor in the study model called the frequency of return to be able to assess its effect on loyalty and also to study how much of the return in a given period will be said to have been loyal to the destination. This element was added based on real observations and certain acquaintances of ours who have visited Da Lat more than twice in a specific period. Furthermore, we think that this factor has a direct impact on tourist satisfaction and an indirect impact on tourist loyalty. There are two cases set forth to consider the frequency of return: obvious and random.

First, the frequency of return may be deduced from an individual's preferences and sentiments, specifically: Because people adore Da Lat or because Da Lat has something unique that draws and influences their view, they constantly want to return because there is no other location to replace it. In this scenario, it is the visitors who have previously developed an affection for Da Lat.

Aside from that, we have the second situation, which is called the comeback random. The times I returned to Dalat after the first time might be due to business or personal situations rather than the travel motive. As an example, consider the following: Friend A is eager to visit Da Lat and has grown fond of the city since her first visit with buddies. A has returned to Da Lat four times: twice because she loves the location, once because of business, and once because she was visiting relatives. So there were two occasions when A unintentionally returned to Da Lat in five visits.

In summary, return frequency is an added factor to determine if it affects loyalty and how much. This is known as location loyalty. From there, conclusions can be drawn about the frequency of the return.

#### **2.1.4 Theory of Priority Level**

The authors define priority level as the assessment of the significance and priority level of tourists' decisions about a certain place, specifically Da Lat City. This is determined by the significance, influence, deliverability, urgency, and value of a certain problem. This component, however, might change depending on the unique circumstances and aims of each person and organization.

Each person's priorities while deciding to travel to Da Lat may fluctuate according to their particular travel interests and reasons. Those who stick with Da Lat will always believe that it is the best choice for every situation, even if there are external influences affecting their emotions.

In addition, priority can also be influenced by factors such as gender, age, economic condition, etc. During the sampling and data analysis, we will find out what factors influence the preference of tourists and see if that preference affects their choice and whether this factor affects their loyalty or not.

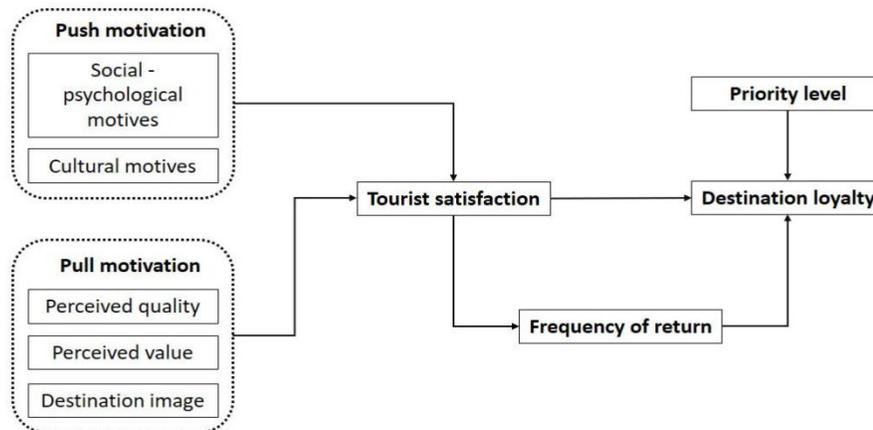
#### **2.1.5 Theory of Destination Loyalty**

Customer loyalty is widely recognized as a crucial aspect of effective company management (Kim, 2008). Extensive research has been conducted on the positive relationship between customer satisfaction and loyalty toward specific destinations, resulting in numerous articles addressing this topic. Huddleston, Whipple, & VanAuken (2003) suggest that consumer satisfaction is a reliable predictor of brand loyalty. Additionally, destination loyalty plays a pivotal role in forecasting future tourist demand and competing with similar destinations (Chen & Gursoy, 2001; Oppermann, 2000; Petrick & Backman, 2002; Petrick, Tonner, & Quinn, 2006; Yoon & Uysal, 2005).

Furthermore, prioritizing the tourist experience over infrastructure can lead to repeat customers (Kozak & Rimmington, 2000). According to Niininen, Szivas, and Riley (2004), destination loyalty refers to the "repeating behavior" of tourists, where destinations that offer exceptional travel experiences are more likely to receive positive reviews from visitors. The higher the level of satisfaction, the greater the likelihood of customers using the product or service again, including planning a return visit and recommending it to others through positive word-of-mouth (Asmelash

& Kumar, 2020; Bearden & Teel, 1983; Yoon & Uysal, 2005). This illustrates the loyalty of tourists to their chosen destination and how their satisfaction influences their decision-making process for future destinations and their behavior (Tsung Hung Lee, 2009).

## 2.2 Theoretical background and development of hypotheses



*Figure 2.1 Research Model*

### Hypothesis:

H1a: Cultural motives of push motivation have a positive influence on destination loyalty.

H1b: Social–psychological motives of push motivation have a positive influence on tourist satisfaction.

H2a: Perceived quality of pull motivation has a positive influence on tourist satisfaction.

H2b: Perceived value of pull motivation has a positive influence on tourist satisfaction.

H2c: Destination image of pull motivation has a positive influence on tourist satisfaction.

H3a: Tourist satisfaction has a positive influence on the frequency of return.

H3b: Tourist satisfaction has a positive influence on destination loyalty.

H4: Frequency of return has a positive influence on destination loyalty.

H5: Priority level has a positive influence on destination loyalty.

**Table 2.1 Scale of components**

<b>Scale of Push Motivation (Crompton, 1979)</b>	<b>Code</b>
<i>Psychological - PSY</i>	
I always update accurate information about the evaluation and perception of Da Lat	PSY01
I feel that Da Lat is a safe destination for traveling and experiencing interesting things	PSY02
Da Lat meets the needs for recreational and entertainment activities for families	PSY03
Traveling to Da Lat is an opportunity to strengthen family relationships.	PSY04
I have friends/family in Da Lat, and it's a chance for me to travel and visit them.	PSY05
I want to go to Da Lat to enhance my understanding of this region through its local people.	PSY06
I want to visit Da Lat to make new friends and gain a deeper understanding of its culture.	PSY07
I travel to Da Lat to find like-minded people who share my interest in this region.	PSY08
<i>Cultural - CUL</i>	
I have experienced unique cultural activities in Da Lat	CUL01
I am interested in the cultural values and heritage of Da Lat	CUL02
I prioritize visiting and exploring cultural sites of special significance in Da Lat	CUL03
<b>Scale of Pull Motivation (Lee, T.H., 2009; Mutinda R., Mayaka M, 2012; Asmelash, A. G., Kumar, S., &amp; Villace, T. , 2020; Ranjbarian, B., &amp; Pool, J. K. , 2015)</b>	
<i>Perceived Quality - PQ</i>	
Cuisine is one of the factors that makes me choose to travel to Da Lat	PQ01
I choose Da Lat because it prioritizes the use of clean green produce from the local area	PQ02
I am impressed by the hospitality and enthusiasm of the people of Da Lat	PQ03
I believe that the accommodations in Da Lat are mostly suitable in terms of price, amenities	PQ04
<i>Perceived Value - PV</i>	
I feel excited for future trips to Da Lat	PV01
Da Lat is a destination that I am eager to recommend to my family and friends	PV02
I always feel satisfied whenever I have the opportunity to travel to Da Lat	PV03

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*Destination Image - DI*

I find the landscapes and locations in Da Lat to be unique and distinct from other places	DI01
The scenery in Da Lat is a never-ending source of inspiration for me	DI02
I believe that the weather in Da Lat influences the overall travel experience and activities	DI03
The cool atmosphere of Da Lat helps me feel more comfortable	DI04
I think that using eco-friendly products and local goods from the residents influenced my decision to travel to Da Lat	DI05
A green, clean, and beautiful environment is an important factor in my decision	DI06

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**Scale of Tourist Satisfaction (Huang & Hsu, 2009; Ho Huy Tuu & Tran Thi Ai Cam, 2012; Phan Minh Duc và Le Tan Buu 2017)**

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I feel satisfied with the tourism image in Da Lat	SAT01
I am pleased with the quality of services in Da Lat	SAT02
I am content with the cultural and historical values in Da Lat	SAT03
Choosing to travel to Da Lat was a wise decision	SAT04
Traveling to Da Lat exceeded my expectations	SAT05
Overall, my evaluation of the travel experience in Da Lat is very good	SAT06

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**Scale of Frequency of Return (self-evolving variable)**

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I often visit Da Lat for relaxation	FOR01
Da Lat is a place where I find endless creativity and motivation to improve my work	FOR02
I rate Da Lat as a reputable and attractive destination that I would like to return to many times	FOR03

---

**Scale of Priority Level (self-evolving variable)**

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Da Lat is my top choice whenever a destination for travel or work is proposed	PL01
I prioritize Da Lat as my top choice because it fits within my economic capabilities	PL02
I consider Da Lat as the ideal destination for my upcoming plans	PL03

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**Scale of Destination Loyalty (self-evolving variable)**

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I intend to return to travel in Da Lat	RET01
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If given the opportunity to travel, I will prioritize choosing Da Lat  
I am satisfied with what I have experienced, and this has sparked my  
desire to come back to this place

RET02  
RET03

## CHAPTER 3: METHODOLOGY

*This chapter discusses in detail the characteristics of research, research methods, research approaches, research design, and the research process. In addition, it also addresses the methods and tools used for data analysis as well as the theoretical underpinnings of the data analysis methods employed in the dissertation research.*

### 3.1 Research methods

There are two types of research methods used in the data collection process: qualitative research methods and quantitative research methods.

The qualitative research method is an approach used to collect, analyze, and interpret non-numeric data. It focuses on describing and understanding phenomena, processes, or social interactions from their qualitative aspects, characteristics, and features. Instead of relying on numbers and statistics, the qualitative method allows us to explore cultural, social, psychological, and emotional factors related to the research phenomenon. It provides a rich and detailed insight into the context and meaning of social phenomena.

According to Marshall and Rossman (1998), qualitative research is an extensively applied investigative method in various scientific and technical fields, not only in the social sciences but also in economic studies. The purpose of qualitative research is to gain an in-depth understanding of human behavior and the principles and reasons that guide such behavior. This method helps us explore and comprehend the intricate aspects of human beings, including consciousness, values, perspectives, and social interactions demonstrated through their actions.

Qualitative research employs a specific approach to delve deep into the comprehension and analysis of spatial and temporal factors, providing a comprehensive and detailed view of the world around us. The steps involved in conducting qualitative research include:

Step 1: Identify the research problem.

Step 2: Establish a theoretical framework for the research problem.

Step 3: Formulate research hypotheses.

Step 4: Design the research study.

Step 5: Formulate a conceptual framework.

Step 6: Determine the scope and geographical area of the study.

Step 7: Select the research subjects.

Step 8: Choose research instruments.

Step 9: Conduct data processing and analysis.

Step 10: Present findings and write conclusions.

Quantitative research is a method that employs techniques to gather quantitative data—information that can be expressed using numbers and any measurable factors. The results of this method are often presented using statistics and diagrams.

Quantitative research is commonly used to test theories based on deductive reasoning (Ehrenberg, 1994). It is also a method of explaining phenomena through statistical analysis using collected quantitative data (Daniel Muijs, 2004). The primary purpose of quantitative research is to accurately measure and scientifically analyze variables and their relationships in a study. This method allows us to grasp and analyze complex aspects of human behavior while understanding the principles and reasons that govern them. The steps involved in quantitative research typically consist of five main stages:

Step 1: Identify the model and relationships of the research subject.

Step 2: Determine the variables for the main factors.

Step 3: Establish measurement criteria to compare the variables.

Step 4: Determine the data sources and select the data collection method.

Step 5: Utilize statistical tools to analyze the information.

### **3.2 Research design**

Research design includes processes of data collection, analysis, interpretation, and reporting in scientific studies. It is often seen as a way to connect concepts and real-world applications of a research issue by establishing necessary data procedures and methods related to data collection and analysis for research questions. There are three main types of research designs:

- Exploratory Research Design: This design is used to explore and understand a problem or a phenomenon that lacks substantial prior research. Exploratory research helps shape research questions and generate new ideas for more detailed studies in the future. Common methods used in this design include interviews, focus groups, and content analysis.

- Descriptive Research Design: This type of design focuses on describing the characteristics, features, and aspects of a phenomenon, event, or group without intervening or changing anything. Descriptive research uses methods like surveys, observations, and simple statistical analysis to provide clear and detailed information about the research subject.

- Experimental Research Design: This design aims to understand cause-and-effect relationships between variables by intervening in the research conditions. Experimental research often uses experiments to control extraneous variables and determine the causes of changes in the dependent variable.

In this study, we use the Descriptive Research Design approach to gain a better understanding of the behavior, attitudes, and perspectives of a specific group—young people—regarding a specific issue, which is loyalty and preference towards tourism in Da Lat city. We primarily focus on quantitative analysis methods to identify factors influencing the intention of young people from the Mekong Delta region to return to Da Lat for tourism. Data collection is conducted through a survey questionnaire designed using Google Forms and distributed through an online survey link. Additionally, we also perform direct interviews with individuals.

In the study, we obtained a dataset comprising 434 survey samples. Among the total samples of 434 individuals who responded through Google Forms and direct interviews, 342 responses indicated that individuals had visited Da Lat. However, to ensure accuracy and data reliability, the author removed 92 invalid samples (those who had not been to Da Lat). Hence, the final number of samples used in the study is 342, including 15 samples from direct interviews, representing young people who have experienced Da Lat and can provide objective information for the research objectives. By combining both methods, the study will provide a comprehensive and multidimensional view of the researched issue, aiding in the validation and provision of evidence for scientific theories.

### **3.3 Research process**

The research topic is carried out through the following steps:

Step 1: Identify the research problem, formulate research questions, and set research objectives for the study. Ensure that the research problem is meaningful and relevant to the field of interest of the authoring team.

Step 2: Review the theoretical foundation: Evaluate relevant literature, previous studies, and scientific research works to establish the theoretical basis for the study. Propose the research model and research hypotheses, as well as the measurement scales for the research model.

Step 3: Determine appropriate research methods and designs to collect data. After obtaining the research model and measurement scales, proceed to design and adjust the survey questionnaire. Then, collect data through online surveys and direct interviews. The expected sample size is 500, and 434 valid responses are obtained, of which 341 are considered valid.

Step 4: Data analysis: Analyze and evaluate the collected data using descriptive statistics, and assess reliability using Cronbach's Alpha.

Step 5: Test the research hypotheses and the direct and indirect relationships among factors in the research model. Furthermore, evaluate hypotheses and anticipate results by utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis to examine inter-variable relationships within the model.

Step 6: Examine the demographic differences influencing the intention to revisit Da Lat among tourists by conducting variance analysis (ANOVA) and independent samples T-test.

Step 7: Evaluate and analyze the achieved results relative to the initial research objectives and requirements, explaining the significance of the findings. Identify limitations and propose potential directions for future development.

Step 8: Write the final report. Complete the final research report, providing comprehensive and detailed information about the research process, results, and observations. Ensure compliance with all stipulated rules and requirements.

## 3.4 Data collection methods

### 3.4.1 Samples

*Sampling techniques:* The research uses a non-probability sampling technique, also known as convenience sampling. It is a type of sampling done through a questionnaire, sourcing survey questions, and conducting direct interviews. In this method, the researcher selects sample units based on their subjective judgment (purposive sampling), sometimes guided by convenience or criteria. The reason for choosing this method is that respondents are easily accessible and willing to answer the research questionnaire, and it requires less time and money to collect the necessary information for the study. In this context, the non-probability sampling method is considered superior to probability sampling.

*Sampling size:* The sample size in the research is determined based on important factors such as the research objectives, sampling method, confidence level of the results, and desired level of accuracy. In this thesis, we used the convenience sampling method to select the sample units. This sampling method was chosen for its convenience and easy access to study participants.

Based on the expected number of individuals to participate, we initially determined the sample size to be 500 people. However, during the data collection process, a total of 434 samples were obtained. To ensure the reliability and accuracy of the results, we excluded 92 invalid samples (including those with incomplete questionnaire responses or those who had not experienced Da Lat). Therefore, the final number of samples was 342 individuals.

Determining the sample size depends on what we want to achieve from the collected data and what relationships we want to establish (Kumar, 2007). The more diverse and complex the research topic, the larger the sample size needed. Another general principle is that a larger sample size leads to higher accuracy in research results. However, this issue is still debated from various perspectives. MacCallum et al. (1999) synthesized the perspectives of prior researchers concerning the minimum sample size requirement for conducting factor analysis. Gorsuch (1983) and Kline (1979) recommended a minimum of 100, whereas Guilford (1954) put forth 200. Comrey and Lee (1992) refrained from specifying a precise count, instead offering corresponding assessments: 100 indicating poor, 200 denoting fair, 300 signifying good, 500 representing very good, and 1000 or more indicating excellent.

Some researchers did not specify a particular number for the required sample size but presented the ratio between the sample size and the parameter to be estimated. The appropriate sample size for factor analysis is contingent upon the number of variables integrated into the analysis. Gorsuch (1983) suggested the sample size should be five times the number of variables, whereas Hoang Trong and Chu Nguyen Mong Ngoc (2005) proposed a ratio of 4 or 5. However, in practice, the choice of sample size also depends on a crucial factor: the researcher's financial capacity and time constraints.

### **3.4.2 Questionnaire design**

Questionnaire design is the process of identifying and planning the content that researchers want to collect from survey participants. The questionnaire provides a structure for the data collection process and ensures that you gather the necessary information to answer your research questions. The author's questionnaire design includes the following sections:

Part 1: Greetings and introduction to the research team and a brief overview of general information and the purpose of the survey.

Part 2: General information section, consisting of qualitative questions about participants' details such as name, age, gender, etc.

Part 3: The screening section is used to eliminate invalid or inappropriate samples during the survey process, contributing to ensuring the reliability and accuracy of the collected data. This section improves data quality and ensures that research results are valuable and reliable.

Part 4: Main Question Section, designed using the quantitative method of Likert scale responses. The Likert scale has been applied to solicit responses regarding the opinions and attitudes of the respondents, asking them to choose a level on a scale from 1–5, corresponding to strongly disagreeing to strongly agreeing (Fisher, 2007).

Part 5: Acknowledgment to individuals who participated in the survey.

### **3.4.3 Data**

*Primary data:* Primary data involves collecting data directly from the research subjects and requires the author to conduct direct surveys. This data collection method is complex, demanding significant time and expense, particularly in investing in expertise to ensure accurate and reliable data collection methods.

In the thesis, we gather primary data from two main sources. Firstly, we consult with experts using a discussion outline, which aids in defining and designing the appropriate scale based on their valuable insights and expertise in the research area. Secondly, we collect primary data from young individuals in the Mekong Delta who have participated in tourist visits to Da Lat by utilizing survey questionnaires created with the Google Form tool.

*Secondary data:* Secondary data collection is a fundamental and widely used approach in various research types, involving the retrieval of information from official sources published through mainstream media. This data is then compiled and interpreted by us. Secondary data consists of pre-existing information that has already been aggregated and processed. Potential sources for secondary data include internal datasets, government publications, specialized journals, information from professional organizations, and data provided by market research companies.

## **3.5 Data analysis methods**

### **3.5.1 Descriptive Statistics**

Descriptive statistics are concise measures or summaries of a predefined dataset, aiming to provide researchers with a specific overview of the collected data. This method helps to describe, display, or summarize data with meaningful indicators, allowing researchers to make preliminary evaluations of the dataset's trends. In this study, the team utilized descriptive statistics to analyze demographics, including gender, age, hometown, current residence, occupation, income source, and whether the participants had visited or worked in Da Lat, as well as their intention to return. The results from frequency statistics helped the author assess the general characteristics of the study sample and determine their suitability for the initial research objectives.

### **3.5.2 Cronbach's Alpha reliability**

Cronbach's alpha (Cronbach, 1951) is a widely used measure in social and behavioral sciences to assess the reliability of a scale, indicating the consistency of factors within a research model. It determines which observed variables contribute to measuring the underlying concept and which do not. A high Cronbach's alpha value indicates good internal consistency, demonstrating the significance of the main factor. However, this coefficient only measures the reliability of the entire scale (consisting of three or more observed variables), not the reliability of individual observed variables (Doan Tuan Phong, 2022).

According to Nunnally (1978) and Hair et al. (2009), a good scale should have a Cronbach's Alpha reliability of 0.7 or higher; 1 indicates perfect reliability; 0.6 is considered acceptable; and a value of 0 means that the variables are not correlated. Therefore, a Cronbach's Alpha coefficient greater than 0.7 is considered acceptable (Nunnally & Burnstein, 1994). Additionally, many researchers suggest that a Cronbach's Alpha of 0.8 or higher indicates a good scale with stronger correlations. Furthermore, it is also important to consider Cronbach's Alpha If Item Deleted index, which is not a standard criterion for reliability assessment, but if this coefficient is higher than Cronbach's Alpha, further examination is needed. Therefore, a smaller value for Cronbach's Alpha If an item is deleted indicates better quality (Nunnally & Burnstein, 1994).

### **3.5.3 Structural Equation Modeling and partial least squares structural equation modeling (PLS-SEM)**

#### **3.5.3.1 Path Model with Latent Variables**

The research model (which means variables not directly measured) is depicted in the path model using circles or ellipses. Indicator variables, alternatively termed measurement variables (items) or observed variables (manifest variables), serve as representative proxies that are directly measured and encompass raw data. The relationships between concepts, as well as between research concepts and their indicator variables, are depicted using arrows. Within PLS-SEM, the arrows exclusively indicate one-way pathways, symbolizing direct associations. These unidirectional arrows denote predictive connections, firmly grounded in theory, and can be interpreted as causal relationships.

The PLS path model comprises two primary constituents. Initially, the Structural Model (also termed the inner model in PLS-SEM) delineates the research concepts (depicted by circles or ellipses). Subsequently, the Measurement Model (also referred to as the outer model in PLS-SEM) portrays the connections between the research concepts and their observed variables. This framework illustrates the indicators (observed variables) linked to their corresponding latent constructs (research concepts) via arrows, signifying the measurement associations.

The construction of the path model is underpinned by theory, which constitutes a systematic collection of interconnected hypotheses formulated through scientific methodologies. This theory serves to elucidate and forecast outcomes. Thus, hypotheses stand as individual suppositions, whereas theories encompass an array of interlinked hypotheses that exhibit logical coherence and

can undergo empirical scrutiny. For constructing a path model, two categories of theories are essential: Measurement Theory and Structural Theory. The Structural Theory delineates the interconnections among the research concepts within the structural model, whereas the Measurement Theory precisely outlines the measurement of each research concept.

### 3.5.3.2. Regression Based On the Total Scores

Two methods exist for estimating relationships in linear structural models: CB-SEM and PLS-SEM. Each method suits distinct research scenarios, requiring researchers to understand differences for appropriate use. Some scholars advocate for regression based on total scores instead of PLS-SEM, but this approach lacks practical value beyond PLS-SEM. Choosing between PLS-SEM and CB-SEM depends on their attributes and goals. PLS-SEM is preferred for theory development and prediction, especially in early-stage theories. CB-SEM treats research concepts as shared factors, while PLS-SEM uses representatives as composite weights for observed variables.

PLS-SEM offers flexibility, accommodating complex models and limited sample sizes without distribution assumptions. However, it can't handle circular relationships. CB-SEM demands assumptions and accurately measures theoretical concepts but has limitations in complex models. In specific situations, when investigating rather than confirming, PLS-SEM is preferable over CB-SEM. PLS-SEM is also a suitable replacement when CB-SEM assumptions are violated or when irregularities occur during model estimation.

**Table 3.1 Key Features of PLS-SEM**

<b>Data characteristics</b>	
<b>Sample size</b>	<ul style="list-style-type: none"> <li>• No identification issues with small sample sizes.</li> <li>• Generally, statistics achieve high statistical power with small sample sizes.</li> <li>• Large sample sizes increase the accuracy (e.g., consistency) of PLS-SEM estimates.</li> </ul>
<b>Distribution</b>	<ul style="list-style-type: none"> <li>• No distributional assumptions; PLS-SEM is a non-parametric method.</li> </ul>

<b>Missing values</b>	<ul style="list-style-type: none"> <li>• Noticeable missing values are generally less critical than in CB-SEM.</li> </ul>
<b>Measurement scale</b>	<ul style="list-style-type: none"> <li>• Works with ordinal data, nearly metric data, and binary-coded variables (with some limitations).</li> <li>• Some limitations when using categorical data to measure latent variables.</li> </ul>

*Source: Adapted from Hair JF, Ringle CM, and Sarstedt M (2011) "PLS-SEM: Indeed a Silver Bullet." Journal of Marketing Theory and Practice, 19: 139-151. Copyright © 2011 by M. E. Sharpe, Inc. Reprinted with permission of the publisher, Taylor & Francis Ltd. (<http://www.tandfonline.com>).*

### **3.6 Procedure for evaluating a Structural Model**

Before describing these analyses, we need to check for multicollinearity in the structural model (Step 1). This necessity arises because the estimation of path coefficients within the structural model hinges on the application of OLS regression, where each endogenous latent variable is regressed on research concepts that have been documented previously. Similar to ordinary multiple regression, path coefficients can be biased if there is a significant level of multicollinearity among the predictive research concepts.

When scrutinizing the structural model within PLS-SEM, it's imperative to grasp that parameter estimation is geared towards optimizing the explained variance of endogenous latent variables. This characteristic of PLS-SEM diverges from CB-SEM, where estimation centers on minimizing disparities between the sample covariance matrix and the covariance matrix anticipated by the theoretical/conceptual model. Consequently, in CB-SEM, the covariance matrix computed from the theoretical/conceptual model is generally more feasible than the sample covariance matrix. Fit indices commonly employed in CB-SEM, like the Chi-square ( $\chi^2$ ) test or other fit indices, stem from the disparities between these two covariance matrices.

The primary criteria employed to appraise the structural model in PLS-SEM encompass the significance of path coefficients (Step 2), the extent of the  $R^2$  value (Step 3), the impact coefficient  $f^2$  (Step 4), the predictive relevance  $Q^2$  (Step 5), and impact coefficient  $q^2$  (Step 6). These criteria serve to gauge the model's validity and its efficacy in proficiently predicting endogenous variables.

*- Step 1: Assessing collinearity*

To evaluate collinearity, we apply quantitative measures similar to assessing causal measurement models (i.e., variance inflation factor or VIF) in Chapter 4. During this process, it becomes essential to scrutinize every cluster of predictor constructs distinctly, isolating each small segment within the structural model for individual evaluation.

Following the approach for assessing causal measurement models, we consider a variance inflation factor below 0.20 (VIF above 5) in the predictor research concept as an indication of collinearity.

If collinearity is detected based on the variance inflation factor or VIF, we should consider eliminating the research concept, merging predictor variables into a single research concept, or creating a higher-order research concept to address the collinearity issues.

*- Step 2: Path Coefficients in the Structural Model*

After running the PLS-SEM algorithm, we obtain estimates of the relationships in the structural model, represented by path coefficients, which indicate the hypothesized relationships between the research constructs. The path coefficients are normalized figures that generally span from around -1 to +1 (although they might occasionally extend beyond this range). Path coefficients close to +1 denote a robust positive correlation (and conversely for negative coefficients), which is statistically significant, indicating a distinction from 0 within the population. As the coefficient value approaches 0, the connection weakens proportionally. Path coefficients very close to 0 are usually not statistically significant, meaning they are not significantly different from 0.

The significance of a coefficient relies on its standard error, which is derived through the bootstrapping technique. Bootstrapping is commonly applied as in Chapter 4, where we use procedures to assess whether a predictor variable significantly contributes to the dependent latent variable. The bootstrap standard error allows us to compute observed t-values and p-values for all path coefficients within the structural model. If the observed t-value exceeds the critical t-value, we conclude that the coefficient is statistically significant at a specific probability (i.e., significance level). Common critical t-values for two-tailed tests include 1.65 (10% significance level), 1.96 (5% significance level), and 2.57 (1% significance level). For one-tailed tests, common critical t-values are 1.28 (10% significance level), 1.65 (5% significance level), and 2.33 (1% significance level).

A lot of researcher's employ p-values to evaluate significance levels. A t-value corresponds to the likelihood of attaining a t-value as extreme as the one observed, under the assumption that the null hypothesis ( $H_0$ ) holds true. Put differently, the t-value indicates the probability of making an incorrect rejection of the null hypothesis (such as considering a path coefficient as significant when, in reality, it isn't).

Bootstrap confidence intervals also enable the assessment of whether a path coefficient deviates significantly from zero. The confidence intervals provide information about the stability of the estimated coefficients by proposing a range of plausible population values for the parameter based on data variation and sample size. The bootstrap confidence interval hinges on the standard errors derived through bootstrapping. It establishes a range within which the actual population parameter is likely to lie, typically with a designated level of confidence (often 95%). If the bootstrap confidence interval for a path coefficient does not include zero, the null hypothesis of the coefficient being equal to zero is rejected, and we assume that the effect is statistically significant.

- *Step 3: Coefficient of Determination ( $R^2$ )*

The coefficient of determination ( $R^2$ ) stands as the most widely utilized metric for evaluating the structural model. This coefficient functions as an indicator of the model's predictive capability and is derived by squaring the correlation between projected values and observed values for the particular endogenous research concept. The coefficient portrays the collective influence of the exogenous latent variables on the endogenous latent variable. In essence, these coefficients gauge the proportion of variance within the criterion latent variable that can be accounted for by all the exogenous latent variables associated with it. Given that  $R^2$  corresponds to the squared correlation between real and projected values, it gauges the degree to which the model's predictions align with the observed data. Consequently, it provides a measure of in-sample predictive power.

The  $R^2$  value spans from 0 to 1, with greater values denoting enhanced prediction accuracy. Establishing a universal guideline for accepting  $R^2$  values proves challenging, as its acceptability hinges on factors like model complexity and the specific research domain. An  $R^2$  value of 0.20 may be considered high in fields like consumer behavior, whereas studies focusing on success-related outcomes (e.g., customer satisfaction or loyalty) may expect higher values, typically above 0.75. In academic investigations centered on marketing, approximate benchmarks for  $R^2$  values of

endogenous latent variables are 0.75, 0.50, or 0.25. These values suggest significant, moderate, or weak relationships, respectively.

Comparable to multiple regression, the adjusted  $R^2$  value ( $R^2_{adj}$ ) can be employed as a benchmark to counteract potential bias within intricate models. This criterion is adjusted for the number of exogenous concepts worthy of the sample size. The  $R^2_{adj}$  value is determined using the formula:

$$R^2_{adj} = 1 - (1 - R^2) \cdot \frac{n-1}{n-k-1}$$

The ( $R^2_{adj}$ ) value is calculated using the formula. In this equation, n signifies the sample size, and k denotes the count of exogenous latent variables utilized for predicting the specific endogenous latent variable under examination. The adjusted  $R^2$  ( $R^2_{adj}$ ) mitigates the  $R^2$  value by considering both the number of explanatory concepts and the sample size. This compensation mechanism counteracts the systematic incorporation of extraneous exogenous variables, which may have been included solely to inflate the explanatory prowess of  $R^2$ . It is important to note that we cannot interpret  $R^2_{adj}$  in the same way as  $R^2$ . Instead,  $R^2_{adj}$  is used to compare results in PLS-SEM related to models with different numbers of exogenous latent variables and/or different sample sizes.

- *Step 4: Effect Size  $f^2$*

In tandem with appraising the  $R^2$  values of all endogenous concepts, the alteration in  $R^2$  due to the removal of a particular exogenous concept from the model can serve as a means to determine whether the excluded variable holds a noteworthy influence on the endogenous latent variable.

This measurement is called the impact coefficient  $f^2$ . The  $f^2$  impact coefficient can be calculated as follows:

$$f^2 = \frac{R^2_{included} - R^2_{excluded}}{1 - R^2_{included}}$$

Which  $R^2_{included}$  and  $R^2_{excluded}$  are the  $R^2$  values of the endogenous latent variable when the specific exogenous latent variable is included or excluded from the model, respectively. The alteration in  $R^2$  values is computed by performing two estimations of the PLS path model. First, the model is

estimated with the inclusion of the exogenous latent variable ( $R^2_{\text{included}}$ ), and subsequently, the estimation is repeated with the exclusion of the same exogenous latent variable ( $R^2_{\text{excluded}}$ ).

### **3.7 Analysis of Variance (ANOVA)**

Analysis of Variance (ANOVA) is a robust statistical technique extensively applied in research to examine the total variance of a dependent variable. It was developed by Ronald Fisher in 1918 and has since become a fundamental tool in various fields of study. ANOVA can be applied to different types of data, including both comparative and observational designs. The method is flexible and versatile, making it suitable for a wide range of research scenarios. It allows researchers to examine the variability among multiple groups and identify any significant differences in means or effects.

There are two primary types of ANOVA: one-way ANOVA and two-way ANOVA. One-way ANOVA is utilized when comparing the means of two or more groups across a single independent variable. On the other hand, two-way ANOVA extends the analysis to include two independent variables and their interactions.

One of the key applications of ANOVA is hypothesis testing. Researchers can use this method to assess whether there are significant differences between the means of the groups being compared. As an example, ANOVA can be utilized to assess the variations among various customer groups categorized by attributes like gender, income, age, hometown, occupation, and so forth express satisfaction with a particular product or service. Besides, ANOVA aids in understanding the relationships between variables and helps determine if the collected samples are correlated with each other or drawn from the same population. By using ANOVA, researchers can gain valuable insights into the factors that influence the variation in the dependent variable and identify any significant patterns or trends within the data.

In this document, we will focus solely on one-way ANOVA, exploring its application and interpretation in specific research contexts. A thorough comprehension of this statistical tool empowers researchers to derive meaningful insights and informed decisions through the interpretation of the outcomes obtained from the analysis of variance.

### **3.8 Independent Sample T-Test**

In the Independent Samples Test table, we examine the Sig. (Levene's Test for Equality of Variances). If the value of Sig. (Levene's Test for Equality of Variances)  $> 0.05$ , the conclusion is

that there is not enough evidence to reject the hypothesis that the variances of the groups are equal, indicating that the groups are likely to have homogeneous variances, and we can proceed to use statistical analysis methods based on this assumption. In this case, we will use the Sig. (2-tailed) value in the "Equal variances assumed" column.

- If Sig. T-Test  $< 0.05$ , the conclusion is that there is a significant difference between the means of the two groups.

- If Sig. T-Test  $> 0.05$ , the conclusion is that there is not enough statistical evidence to reject the hypothesis of no difference between the groups.

If the value of Sig. (Levene's Test for Equality of Variances)  $< 0.05$ , the conclusion is that there is heterogeneity in variance between two or more groups. This indicates that the groups have different and non-homogeneous variances, and we will use the Sig. (2-tailed) value in the "Equal variances not assumed" column.

- If Sig. T-Test  $< 0.05$ , the conclusion is that there is a significant difference between the means of the two groups.

- If Sig. T-Test  $> 0.05$ , the conclusion is that there is not enough statistical evidence to reject the hypothesis of no difference between the groups.

*In this chapter, we have provided a comprehensive overview of the research methodology of the thesis. The process of data collection and analysis has been thoroughly presented. Additionally, the study utilized various statistical tools to assess the data, including Cronbach's Alpha, Partial Least Squares Structural Equation Modeling (PLS-SEM), ANOVA, and T-test, to obtain the final results. A detailed analysis of the data will be presented in Chapter 4.*

## CHAPTER 4: ANALYSIS AND FINDINGS

*In this chapter, we will unveil the research findings focusing on the factors influencing tourists' loyalty to tourism in Da Lat. Additionally, we will assess the reliability coefficient scale using Cronbach's Alpha to ensure the robustness of our measurements. Furthermore, a comprehensive analysis will be conducted to explore the determinants affecting the intention to return to Da Lat as well as examine the extent to which demographic differences play a role in shaping this intention.*

### 4.1 Sample Descriptive Statistics

*Table 4.1 The sample structure*

<b>Factor</b>	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Gender	Female	185	54.1
	Male	157	45.9
<b>Total</b>		<b>342</b>	<b>100</b>
Age group	18-22	276	80.7
	23-26	42	12.3
	27-29	24	7
<b>Total</b>		<b>342</b>	<b>100</b>
Area	City	209	61.1
	Countryside	133	38.9
<b>Total</b>		<b>342</b>	<b>100</b>
Job	Student	288	84.2
	Public servants	8	2.3
	Employees	24	7.1
	Business	13	3.8
	Others	9	2.6
<b>Total</b>		<b>342</b>	<b>100</b>

*Source: Self-derived from SPSS*

The research was conducted between June 2023 and August 2023. The questionnaire was distributed in conjunction with online and face-to-face interviews. After filtering out unsatisfactory samples and performing data cleaning, we obtained 342 valid samples, which were then synthesized and included in the quantitative analysis. The sample structure of this study focuses on individuals who have visited Da Lat. Out of the 342 survey respondents, the gender distribution is relatively balanced, with 185 female respondents (accounting for 54.1%) and 157 male respondents (accounting for 45.9%). However, there is a significant variation in age distribution.

The majority of respondents, 276 individuals (80.7%), fall within the age range of 18 to 22. Those aged between 23 and 26 constitute 42 respondents (12.3%), while the group aged from 27 to 29 accounts for 24 respondents (7%). Furthermore, there are notable differences in the living areas of the respondents, with 133 individuals residing in rural areas (accounting for 38.9%) and 209 individuals in urban areas (accounting for 61.1%). The majority of participants were students, comprising 288 respondents (accounting for 84.2%) of the total 342 respondents. Additionally, there were 8 civil servants and officers (accounting for 2.3%), 13 individuals involved in business (accounting for 3.8%), and 13 respondents from other professions (accounting for 2.6%).

**Table 4.2 Local Distribution Of Survey Participants**

<b>Factor</b>	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Home town	Can Tho	119	34.8
	An Giang	27	7.9
	Dong Thap	15	4.4
	Soc Trang	26	7.6
	Ca Mau	26	7.6
	Kien Giang	30	8.8
	Hau Giang	33	9.6
	Vinh Long	42	12.3
	Ben Tre	1	0.3
	Tra Vinh	7	2.0
	Long An	2	0.6
	Tien Giang	3	0.9
Bac Lieu	11	3.2	
<b>Total</b>		<b>342</b>	<b>100</b>

*Source: Self-derived from SPSS*

Regarding the respondents' hometowns, the survey covered 13 provinces and cities in the Mekong Delta. With 119 respondents, Can Tho has the most participants (34.8%), then An Giang with 27 (7.9%), Dong Thap with 15 (4.4%), Soc Trang with 26 (7.6%), Ca Mau with 26 (7.6%), Kien Giang with 30 (8.8%), Hau Giang with 33 (9.6%), Vinh Long with 42 (12.3%), Ben Tre with 1 (0.3%), Tra Vinh with 7 (2.0%), and Long An with 2 individuals.

**Table 4.3 Distribution of Monthly Personal Income**

<b>Factor</b>	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Income	Under 5 million VND	229	67.0
	From 5 to 10 million VND	83	24.3
	From 10 to 15 million VND	15	4.4
	More than 15 million VND	15	4.4
<b>Total</b>		<b>342</b>	<b>100</b>

*Source: Self-derived from SPSS*

In the work of monthly personal income appraisal, a significant part, accounting for 229 individuals (67.0%), reported an income below 5 million VND. 83 respondents (24.3%) had an income ranging from 5 to 10 million VND per month, while 15 respondents (4.4%) reported an income between 10 and 15 million VND. Finally, 15 respondents (4.4%) had an income exceeding 15 million VND per month.

This analysis looks at data from a study that focused on individuals who had visited Da Lat, a popular destination in Vietnam. With 342 survey respondents, we find out the frequency of return, the reasons for not returning, and the overall satisfaction with Da Lat as a tourist destination through tables 4.4 and 4.5. These insights provide valuable insights into the city's appeal and the factors that influence visitor decisions. Let's dive into the data to uncover these findings.

**Table 4.4 Table of Statistical Results on the Return of Individuals to Da Lat**

<b>Factor</b>	<b>Characteristics</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Having Visited Da Lat	Yes	342	100
	No	0	0
<b>Total</b>		<b>342</b>	<b>100</b>

Having Returned to Da Lat	Yes	275	80.4
	No	67	19.6
<b>Total</b>		<b>342</b>	<b>100</b>
The reasons for not returning to Da Lat	No chance	18	5.3
	No money yet	13	3.8
	No time	19	5.6
	Others	5	1.4
	Missing	287	83.9
<b>Total</b>		<b>342</b>	<b>100</b>

Source: Self-derived from SPSS

This study involved testing and data collection from 342 individuals who had visited Da Lat. Out of these participants, 275 individuals (accounting for 80.4%) had returned to Da Lat, while 67 people (accounting for 19.6%) had not revisited the city. The reasons for not returning to Da Lat varied, with 18 respondents (5.3%) citing a lack of opportunity, 13 respondents (3.8%) attributing it to financial constraints, and 19 respondents (5.6%) mentioning time constraints. Additionally, five participants had other reasons for not returning. The remaining 287 respondents (83.9%) did not provide a response regarding their reasons for not revisiting Da Lat.

**Table 4.5 Frequency of returning to Da Lat during the year**

Factor	Characteristics	Frequency	Percentage (%)
The number of times you have returned to Da Lat	1-2/year	233	68.1
	3-4/year	23	6.7
	5-6/year	5	1.5
	7-8/year	7	2.0
	Missing	74	21.6
<b>Total</b>		<b>342</b>	<b>100</b>
You have plans to return to Da Lat in the future	Yes	336	98.2
	No	6	1.8
<b>Total</b>		<b>342</b>	<b>100</b>
The reasons for returning to Da Lat in the future	Interest	43	12.6
	Scenery	47	13.7
	Climate	71	20.8
	Cuisine	14	4.1
	Reduce stress	12	3.5
	Discover new places	6	1.8

Travel	9	2.6
Others	20	5.8
Don't come back	6	1.8
Missing	114	33.3
<b>Total</b>	<b>342</b>	<b>100</b>

Source: Self-derived from SPSS

Regarding the frequency of visits to Da Lat within a year, 74 respondents did not provide an answer (21.6%). Among the 268 respondents who answered, 233 individuals (68.1%) returned 1 to 2 times a year, 23 individuals (6.7%) visited 3 to 4 times annually, 5 individuals (1.5%) returned 5 to 6 times a year, and 7 individuals (2.0%) visited 7 to 8 times annually. Remarkably, the majority of participants, 336 individuals (98.2%) out of 342, expressed their intention to return to Da Lat in the near future. However, a small minority of respondents (6 people, accounting for 1.8%) stated that they would not revisit the city. Furthermore, Da Lat holds various attractions that entice people to return. For instance, 43 respondents (12.6%) return for their hobbies, 47 respondents (13.7%) enjoy the scenery and climate, 71 respondents (20.8%) appreciate the pleasant climate, 14 respondents (4.1%) return for the food, 12 respondents (3.5%) return to explore new places, 9 respondents (2.6%) chose Da Lat as a destination for tourism, and 20 respondents returned for other reasons. Conversely, six individuals (1.8%) mentioned that they did not return because they disliked the cold climate and were concerned about potential health issues. The remaining 114 respondents (33.3%) did not provide a response to this question. In conclusion, the study's findings shed light on the return visits to Da Lat, showcasing the diverse reasons that attract individuals back to this beloved destination.

## 4.2 Cronbach's Alpha reliability coefficient

In the research, the Cronbach Alpha analysis method is employed to assess the reliability of the scales in the theoretical model. The important variables included in the analysis are as follows:

**Table 4.6 Cronbach Alpha test results of the components in the theoretical model**

Variables	Code	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>PUSH MOTIVATION</b>			
<b>Scale of Social, - psychological motives (PSY), Cronbach's Alpha = 0.895</b>			
	PSY01	0.685	0.881

PSY02	0.694	0.881
PSY03	0.648	0.884
PSY04	0.677	0.882
PSY05	0.586	0.896
PSY06	0.717	0.878
PSY07	0.752	0.874
PSY08	0.717	0.878
<b>Scale of Cultural motives (CUL), Cronbach's Alpha = 0.845</b>		
CUL01	0.685	0.809
CUL02	0.741	0.756
CUL03	0.71	0.786

Source: Self-derived from SPSS

**Push Motivation (Psychological motives and Cultural motives):** The Psychological motives scale comprises 8 observed variables, and its Cronbach's Alpha coefficient is 0.895. The correlation between the total and adjusted scores of the observed variables falls within the range of 0.881 to 0.896. Next, the Cultural motives scale consists of 3 observed variables, and its Cronbach's Alpha coefficient is 0.845. The correlation between the total and adjusted scores of the observed variables is in the range of 0.756 to 0.809.

**Table 4.7 Cronbach Alpha test results of the components in the theoretical model**

Variables	Code	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>PULL MOTIVATION</b>			
<b>Scale of Perceived quality (PQ), Cronbach's Alpha = 0.867</b>			
	PQ01	0.667	0.85
	PQ02	0.745	0.819
	PQ03	0.748	0.818
	PQ04	0.713	0.833
<b>Scale of Perceived value (PV) , Cronbach's Alpha = 0.901</b>			
	PV01	0.822	0.841
	PV02	0.794	0.866
	PV03	0.793	0.866
<b>Scale of Destination image (DI), Cronbach's Alpha = 0.891</b>			

DI01	0.724	0.869
DI02	0.7	0.873
DI03	0.701	0.873
DI04	0.76	0.864
DI05	0.647	0.882
DI06	0.727	0.869

Source: Self-derived from SPSS

**Pull Motivation (Perceived quality, Perceived value, and Destination image):** Firstly, the Perceived quality scale comprises four observed variables, and its Cronbach's Alpha coefficient is 0.867. The correlation between the total score and the adjusted score of the observed variables ranges from 0.818 to 0.850. Secondly, The Perceived value scale consists of three observed variables, and its Cronbach's Alpha coefficient is 0.901. The correlation between the total score and the adjusted score of the observed variables is in the range of 0.841–0.886. Finally, the Destination image scale consists of six observed variables, and its Cronbach's Alpha coefficient is 0.891. The correlation between the total score and the adjusted score of the observed variables ranges from 0.864 to 0.882.

**Table 4.8 Cronbach Alpha test results of the components in the theoretical model**

Variables	Code	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
<b>Scale of Tourist satisfaction (SAT), Cronbach's Alpha = 0.928</b>			
	SAT01	0.783	0.916
	SAT02	0.787	0.915
	SAT03	0.749	0.92
	SAT04	0.801	0.913
	SAT05	0.809	0.912
	SAT06	0.81	0.912
<b>Scale of Frequency of return (FOR), Cronbach's Alpha = 0.810</b>			
	FOR01	0.606	0.804
	FOR02	0.707	0.69

	FOR03	0.677	0.727
<b>Scale of Priority level (PL), Cronbach's Alpha = 0.864</b>			
	PL01	0.743	0.809
	PL02	0.751	0.801
	PL03	0.733	0.818
<b>Scale of Destination loyalty (RET), Cronbach's Alpha = 0.874</b>			
	RET01	0.745	0.834
	RET02	0.753	0.83
	RET03	0.78	0.802

*Source: Self-derived from SPSS*

**Tourist Satisfaction:** The Tourist Satisfaction scale comprises 6 observed variables, and its Cronbach's Alpha coefficient is 0.928. The correlation between the total score and the adjusted score of the observed variables ranges from 0.912 to 0.920.

**Frequency of Return:** The Frequency of Return scale comprises 3 observed variables, and its Cronbach's Alpha coefficient is 0.810. The correlation between the total score and the adjusted score of the observed variables ranges from 0.690 to 0.804.

**Priority Level:** The Priority Level scale consists of 3 observed variables, and its Cronbach's Alpha coefficient is 0.864. The correlation between the total score and the adjusted score of the observed variables ranges from 0.801 to 0.818.

**Destination Loyalty:** The Destination Loyalty scale consists of 3 observed variables, and its Cronbach's Alpha coefficient is 0.874. The correlation between the total score and the adjusted score of the observed variables ranges from 0.802 to 0.834.

The summarized results in Table 4.6, 4.7, 4.8 indicate that all scales have Cronbach Alpha coefficients ranging from 0.810 to 0.928. These values surpass the threshold of 0.7, indicating a high level of confidence in the relationship between the observed variables and the total variable. Additionally, the correlation coefficient between each observed variable and the total variable (Corrected Item-Total Correlation) exceeds 0.3, indicating a high correlation between the component variables and the total variable, and no variable needs to be excluded.

### 4.3 Testing the impact of independent and dependent variables in the model

#### 4.3.1 Testing the impact of the antecedents of the push factors on tourist satisfaction in Dalat tourism.

The analysis will be based on the mathematical principle that if the rounded average value is closest to any specific point on the Likert scale, we will evaluate it at that value. The scale will be divided as follows:

1.00 – 1.49 (rounded to 1): Strongly Disagree

1.50 – 2.49 (rounded to 2): Disagree

2.50 – 3.49 (rounded to 3): Neutral

3.50 – 4.49 (rounded to 4): Agree

4.50 – 5.00 (rounded to 5): Strongly Agree

By applying this rounding method, we can interpret and analyze the responses effectively, providing valuable insights into the participants' perceptions and preferences.

*Table 4.9 The impact of PSY on SAT*

Descriptive Statistics				
Variable		N	Mean	Std. Deviation
PSY01	I always update accurate information about the evaluation and perception of Da Lat.	342	3.89	1.042
PSY02	I feel that Da Lat is a safe destination for traveling and experiencing interesting things.	342	4.08	0.895
PSY03	Da Lat meets the needs for recreational and entertainment activities for families.	342	4.04	0.968
PSY04	Traveling to Da Lat is an opportunity to strengthen family relationships.	342	4.01	0.973
PSY05	I have friends/family in Da Lat, and it's a chance for me to travel and visit them.	342	3.48	1.39

PSY06	I want to go to Da Lat to enhance my understanding of this region through its local people.	342	3.86	1.037
PSY07	I want to visit Da Lat to make new friends and gain a deeper understanding of its culture.	342	3.86	1.086
PSY08	I travel to Da Lat to find like-minded people who share my interest in this region.	342	3.71	1.176
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

The statistical results of the psychosocial variables (PSY) show that the observed variables PSY01, PSY02, PSY03, PSY04, PSY05, PSY06, PSY07, and PSY08 all have average values approximately equal to 4. This indicates that respondents tend to agree with the following viewpoints, respectively: "I always update accurate information about the evaluation and perception of Da Lat", "I feel that Da Lat is a safe destination for traveling and experiencing interesting things", "Da Lat meets the needs for recreational and entertainment activities for families", "Traveling to Da Lat is an opportunity to strengthen family relationships", "I have friends/family in Da Lat, and it's a chance for me to travel and visit them", "I want to go to Da Lat to enhance my understanding of this region through its local people", "I want to visit Da Lat to make new friends and gain a deeper understanding of its culture", and finally, "I travel to Da Lat to find like-minded people who share my interest in this region". The fluctuation coefficients are all  $0.2 < 1$ , suggesting a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. In conclusion, based on the above analyses, it can be inferred that tourists perceive Da Lat as a safe destination for themselves, a place to strengthen relationships, explore new things, make new friends, and continuously update information about Da Lat. These factors strongly influence the satisfaction of tourists.

***Table 4.10 The impact of CUL on SAT***

<b>Descriptive Statistics</b>			
<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>

CUL01	I have experienced unique cultural activities in Da Lat, such as visiting historical sites, participating in festivals, and enjoying local cuisine.	342	4.02	0.992
CUL02	I am interested in the cultural values and heritage of Da Lat, including its architecture, ethnic culture, and historical landmarks.	342	4.00	0.994
CUL03	I prioritize visiting and exploring cultural sites of special significance in Da Lat.	342	3.93	1.036
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

Based on the statistical table of the cultural motives (CUL) variable, the average values of all three variables CUL01, CUL02, and CUL03 are approximately equal to 4. This suggests that respondents tend to agree with statements such as "I have experienced unique cultural activities in Da Lat, such as visiting historical sites, participating in festivals, and enjoying local cuisine", "I am interested in the cultural values and heritage of Da Lat, including its architecture, ethnic culture, and historical landmarks", and "I prioritize visiting and exploring cultural sites of special significance in Da Lat." Moreover, the variability coefficient is  $0.2 < 1$ , indicating that the standard deviation is smaller than the mean, and the data has a weak average fluctuation. This implies that the responses of the respondents do not vary significantly. In conclusion, it can be inferred that Da Lat is still well-regarded by tourists who wish to experience cultural activities, appreciate cultural values and heritage, and prioritize visiting culturally significant sites in Da Lat.

#### **4.3.2 Testing the impact of the pull factors on tourist satisfaction in Dalat tourism**

***Table 4.11 The impact of PQ on SAT***

<b>Descriptive Statistics</b>			
<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>

PQ01	Cuisine is one of the factors that makes me choose to travel to Da Lat.	342	4.02	0.981
PQ02	I choose Da Lat because it prioritizes the use of clean green produce from the local area.	342	3.98	1.006
PQ03	I am impressed by the hospitality and enthusiasm of the people of Da Lat.	342	3.89	1.029
PQ04	I believe that the accommodations in Da Lat are mostly suitable in terms of price, comfort, cleanliness, and amenities.	342	3.93	0.943
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

Based on the statistical table of the perception quality variable, we can observe that the average value of the variable PQ01 is 4.02. Furthermore, the mean values of PQ02, PQ03, and PQ04 are approximately equal to 4, indicating that respondents tend to agree with the viewpoints "I choose Da Lat because it prioritizes the use of clean green produce from the local area", "I am impressed by the hospitality and enthusiasm of the people of Da Lat", and "I believe that the accommodations in Da Lat are mostly suitable in terms of price, comfort, cleanliness, and amenities". Moreover, the fluctuation coefficient of  $0.2 < 1$  suggests a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. In conclusion, it can be inferred that Da Lat is highly appreciated by tourists for its culinary and clean local produce, reasonable prices, comfortable and convenient accommodations, as well as the hospitality of the locals. The Perception Value variable positively impacts tourists' satisfaction when traveling to Da Lat.

***Table 4.12 The impact of PV on SAT***

<b>Descriptive Statistics</b>				
<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	

PV01	I feel excited for future trips to Da Lat.	342	4.21	0.895
PV02	Da Lat is a destination that I am eager to recommend to my family and friends.	342	4.2	0.923
PV03	I always feel satisfied whenever I have the opportunity to travel to Da Lat.	342	4.22	0.892
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

Based on the statistical table of the perception value variable, the mean values of all three variables PV01, PV02, and PV03 are approximately equal to 4. This indicates that respondents tend to agree with the viewpoints "I feel excited for future trips to Da Lat", "Da Lat is a destination that I am eager to recommend to my family and friends", and "I always feel satisfied whenever I have the opportunity to travel to Da Lat". Moreover, the fluctuation coefficient of  $0.2 < 1$  suggests a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. In conclusion, it can be inferred that Da Lat continues to gain the affection of tourists as they express their willingness to recommend it to others, their excitement to return, and their consistent satisfaction when visiting Da Lat.

***Table 4.13 The influence of DI on SAT***

<b>Descriptive Statistics</b>				
<b>Variable</b>		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
DI01	I find the landscapes and locations in Da Lat to be unique and distinct from other places.	342	4.2	0.926
DI02	The scenery in Da Lat is a never-ending source of inspiration for me.	342	4.1	0.95
DI03	I believe that the weather in Da Lat influences the overall travel experience and activities.	342	4.29	0.907
DI04	The cool atmosphere of Da Lat helps me feel more comfortable.	342	4.32	0.88

DI05	I think that using eco-friendly products and local goods from the residents influenced my decision to travel to Da Lat.	342	4.06	0.945
DI06	A green, clean, and beautiful environment is an important factor in my decision to visit Da Lat.	342	4.22	0.926
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

For the variable of destination image, which has multiple items of measurement, there are concurring responses with specific variables. The mean values of variables DI01, DI02, DI03, DI04, DI05, and DI06 all fall within the range approximately equal to 4. This indicates that respondents tend to agree with the viewpoints "I find the landscapes and locations in Da Lat to be unique and distinct from other places", "The scenery in Da Lat is a never-ending source of inspiration for me", "I believe that the weather in Da Lat influences the overall travel experience and activities", "The cool atmosphere of Da Lat helps me feel more comfortable", "I think that using eco-friendly products and local goods from the residents influenced my decision to travel to Da Lat", and "A green, clean, and beautiful environment is an important factor in my decision to visit Da Lat". Moreover, the fluctuation coefficient of  $0.2 < 1$  suggests a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. In summary, based on the above results, it can be observed that the landscapes and locations in Da Lat are evaluated as quite unique, with a cool weather that influences the overall travel experience. Additionally, tourists appreciate the use of eco-friendly products and local goods by the residents, as well as the green, clean, and beautiful environment, which all contribute to their satisfaction when visiting Da Lat.

#### **4.3.3 Testing the impact of revisit frequency (FOR) on customer loyalty (RET) in Dalat tourism**

***Table 4.14 The impact of FOR on RET***

<b>Descriptive Statistics</b>				
<b>Variable</b>		<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
FOR01	I often visit Da Lat for relaxation.	342	3.92	1.078

FOR02	Da Lat is a place where I find endless creativity and motivation to improve my work, especially in recent times.	342	3.96	0.982
FOR03	I rate Da Lat as a reputable and attractive destination that I would like to return to many times in the future.	342	4.11	0.911
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

Based on the frequency of return from tourists, the statistical results for the variables FOR01, FOR02, and FOR03 show that their average values are approximately equal to 4. This indicates that respondents tend to agree with the following viewpoints: "I often visit Da Lat for relaxation", "Da Lat is a place where I find endless creativity and motivation to improve my work, especially in recent times", and "I rate Da Lat as a reputable and attractive destination that I would like to return to many times in the future." The fluctuation coefficients are all  $0.2 < 1$ , suggesting a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. In conclusion, the results show that Da Lat is a place that has received affection and trust from tourists, and they tend to return. The combination of resort space, creativity, and opportunities for professional improvement creates attraction and preference for Da Lat. Overall, these findings indicate that Da Lat meets the needs of relaxation, work, and has a positive impact on the loyalty of tourists when they visit Da Lat. The destination caters to tourists' demands, provides a reputable experience, and fosters a sense of loyalty among visitors to Da Lat.

#### **4.3.4 Testing the impact of priority level (PL) on customer loyalty (RET) in Dalat tourism**

***Table 4.15 The impact of PL on RET***

<b>Descriptive Statistics</b>			
<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>

PL01	Da Lat is my top choice whenever a destination for travel or work is proposed.	342	4.05	0.946
PL02	I prioritize Da Lat as my top choice because it fits within my economic capabilities.	342	3.99	0.972
PL03	I consider Da Lat as the ideal destination for my upcoming plans.	342	4	0.982
	Valid N (list wise)	342		

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*Source: Self-derived from SPSS*

Based on the statistical table for the Priority Level (PL), the average values of the three variables PL01, PL02, and PL03 are approximately equal to 4. This suggests that respondents tend to agree with the following viewpoints: "Da Lat is my top choice whenever a destination for travel or work is proposed", "I prioritize Da Lat as my top choice because it fits within my economic capabilities", and "I consider Da Lat as the ideal destination for my upcoming plans." The fluctuation coefficients are all  $0.2 < 1$ , indicating a smaller standard deviation and weak average data oscillation, meaning that respondents' answers do not vary significantly. Based on these results, it can be concluded that Da Lat is a suitable destination for many tourists when choosing a place for travel or work. It caters to their economic capabilities and is considered an ideal destination for their future plans, as indicated by the majority of participants in the survey.

#### 4.3.5 Testing the impact of satisfaction (SAT) on customer loyalty (RET) in Dalat tourism

*Table 4.16 The impact of SAT on RET*

Descriptive Statistics				
Variable		N	Mean	Std. Deviation
SAT01	I feel satisfied with the tourism image in Da Lat.	342	4.25	0.87
SAT02	I am pleased with the quality of services in Da Lat.	342	3.99	0.924
SAT03	I am content with the cultural and historical values in Da Lat.	342	4.14	0.92
SAT04	Choosing to travel to Da Lat was a wise decision.	342	4.2	0.904
SAT05	Traveling to Da Lat exceeded my expectations.	342	4.09	0.924
SAT06	Overall, my evaluation of the travel experience in Da Lat is very good.	342	4.18	0.897
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

Based on the statistical table, the mean values of SAT01, SAT02, SAT03, SAT04, SAT05, and SAT06 are all approximately equal to 4. This indicates that respondents tend to agree with the viewpoints "I feel satisfied with the tourism image in Da Lat", "I am pleased with the quality of services in Da Lat", "I am content with the cultural and historical values in Da Lat", "Choosing to travel to Da Lat was a wise decision", "Traveling to Da Lat exceeded my expectations", and "Overall, my evaluation of the travel experience in Da Lat is very good". Moreover, the fluctuation coefficient of  $0.2 < 1$  suggests a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. Tourists' satisfaction with the tourism image, service quality, cultural and historical values in Da Lat, as well as the travel experience being better than expected, positively contribute to building their loyalty towards Da Lat. When tourists feel satisfied and content with these aspects, they tend to consider returning and continuing to support this destination in the future. Therefore, the validation of the impact of

satisfaction on tourists' loyalty when traveling to Da Lat shows that satisfaction positively influences their intention to return and support Da Lat in the future. This satisfaction can create a strong bond between tourists and the destination, fostering loyalty and contributing to the sustainable development of the tourism industry in Da Lat.

#### 4.3.6 Testing the influence of loyalty (RET) on the intention to revisit Dalat tourism of tourists

*Table 4.17 The impact of RET on the intention to return to Dalat*

Descriptive Statistics				
Variable		N	Mean	Std. Deviation
RET01	I intend to return to travel in Da Lat.	342	4.24	0.866
RET02	If given the opportunity to travel, I will prioritize choosing Da Lat.	342	4.05	0.971
RET03	I am satisfied with what I have experienced, and this has sparked my desire to come back to this place.	342	4.12	0.888
	Valid N (list wise)	342		

*Source: Self-derived from SPSS*

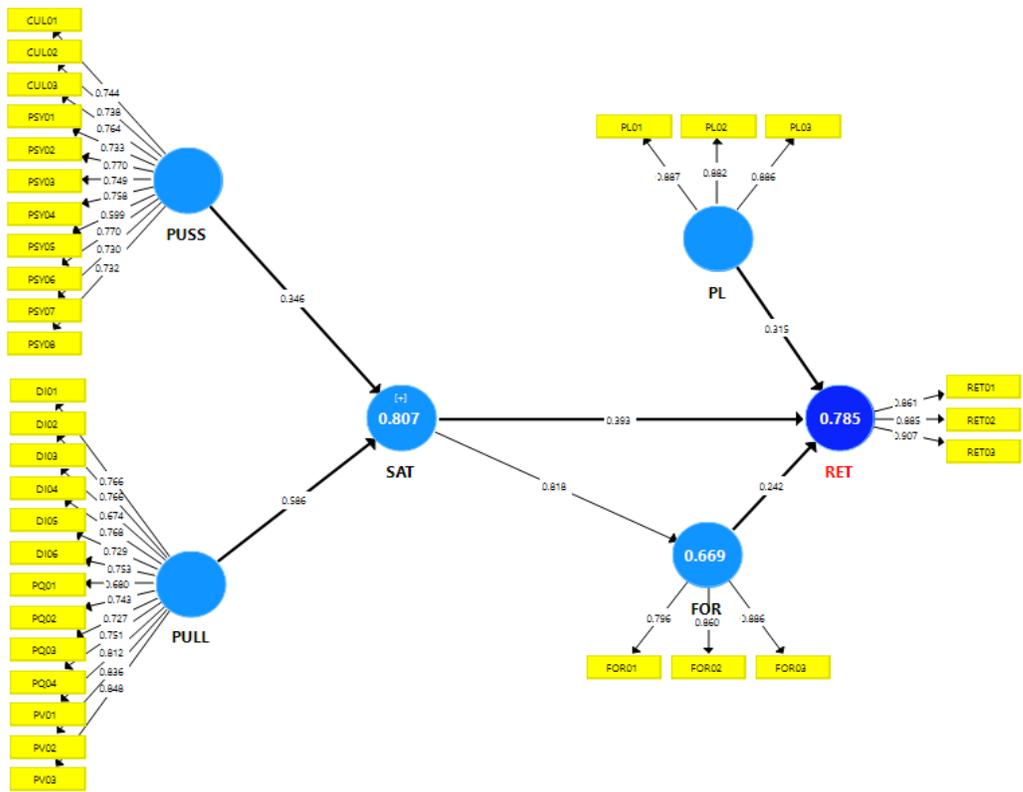
With regards to the viewpoints "I intend to return to travel in Da Lat", "If given the opportunity to travel, I will prioritize choosing Da Lat", and "I am satisfied with what I have experienced, and this has sparked my desire to come back to this place", respondents' answers for the variables RET01, RET02, and RET03 are all approximately equal to 4. This indicates that respondents tend to agree with the aforementioned viewpoints. Moreover, the fluctuation coefficients for these variables are all  $0.2 < 1$ , suggesting a smaller standard deviation and weak average data oscillation, indicating that respondents' answers do not vary significantly. The responses show that tourists have a positive evaluation of their travel experience in Da Lat and have an intention to return if given the opportunity. This satisfaction plays a crucial role in building loyalty and continued support for Da Lat in the future. This demonstrates that tourists are highly satisfied with their travel experience in Da Lat, and they have the intention to revisit this destination. Thus, it can be observed

that tourists feel content with what they have experienced in Da Lat and will prioritize returning to this place if given the chance to travel in the future.

#### 4.4 Partial Least Squares Structural Equation Modeling (PLS-SEM)

This is a research study aimed at investigating the relationships between push, pull, prioritization, satisfaction, revisit frequency, and loyalty among young travelers from the Mekong Delta region concerning their intention to return to travel in Da Lat city. To achieve this objective, the research team utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, a tool that allows for the analysis of complex models and simultaneous examination of relationships among variables. PLS-SEM was chosen due to its flexibility and ability to handle models with non-normally distributed independent and dependent variables.

Based on the theoretical model proposed in Chapter 2 and the application of PLS-SEM, the research team has derived the following PLS-SEM model:



*Figure 4.1 Correlation Analysis Result*

According to Wynne W. Chin (1998), he proposed a method based on the Outer Loading matrix to select variables in the PLS-SEM model in the article "The Partial Least Squares Approach to

Structural Equation Modeling." In this article, he introduced the use of the Outer Loading matrix to assess the importance of variables in the PLS-SEM model and subsequently eliminate variables that do not significantly contribute to the model. This method helps improve the model's performance and reduces the number of variables to build a simple and efficient model.

**Table 4.18 Outer Loading**

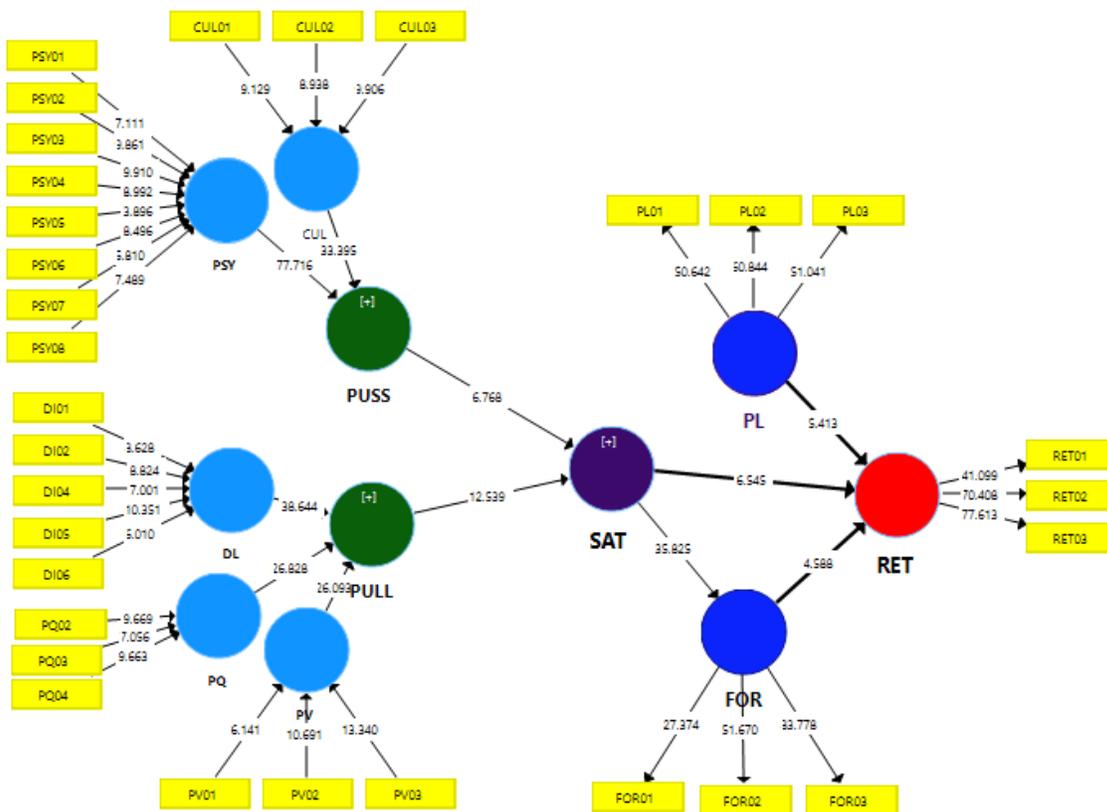
Variable	PULL	PUSH
DI01	0.766	
DI02	0.766	
DI03	<b>0.674</b>	
DI04	0.768	
DI05	0.729	
DI06	0.753	
PQ01	<b>0.680</b>	
PQ02	0.743	
PQ03	0.727	
PQ04	0.751	
PSY01		0.733
PSY02		0.770
PSY03		0.749
PSY04		0.758
PSY05		<b>0.599</b>
PSY06		0.770
PSY07		0.730
PSY08		0.732

*Source: Self-derived from PLS-SEM*

Based on the results in Table 4.18, we can observe that the indicator value of the observed variable DI03 is  $0.67 < 0.7$ , indicating that DI03 does not make a significant contribution to the latent variable. This suggests that the weather at the destination is not a factor affecting the image of Da Lat and is not relevant as one of the driving factors influencing tourists' satisfaction. Next is the indicator value of the observed variable PQ01, which is  $0.6 < 0.7$ , indicating that PQ01 does not significantly contribute to the latent variable. Consequently, it can be inferred that the cuisine in

Da Lat is not a critical factor in attracting tourists to return. Lastly, the indicator value of the observed variable PSY05 is also  $0.6 < 0.7$ , indicating that PSY05 does not significantly contribute to the latent variable. Therefore, having friends or relatives in Da Lat is not a primary motivating factor for tourists to revisit this place.

Therefore, to improve performance and reduce the number of variables, contributing to building a simple and effective model, the research team eliminated variables that did not make a significant contribution. After removing the non-important variables, the research team constructed a new PLS-SEM model with the remaining observed variables, focusing on the most important factors that significantly contributed to the model.



**Figure 4.2 Correlation Analysis Result**

Based on the Figure 4.2, which was run after eliminating variables with no significant contribution, the research team conducted an analysis and evaluation of the relationships and collinearity among

the research variables. This helps determine the level of correlation and cross-impact among the variables in the model and assesses the influence of collinearity on the reliability and effectiveness of the analysis results.

**Table 4.19 Inner VIF Values**

	<b>FOR</b>	<b>RET</b>	<b>SAT</b>
<b>FOR</b>		<b>3,439</b>	
<b>PL</b>		<b>3,255</b>	
<b>PULL</b>			<b>3,692</b>
<b>PUSH</b>			<b>3,692</b>
<b>RET</b>			
<b>SAT</b>	<b>1,000</b>	<b>3,870</b>	

*Source: Self-derived from PLS-SEM*

After running the model and examining Table 4.19, it can be observed that the dependent variable RET has three independent variables, namely FOR, PL, and SAT, with VIF scores for these independent variables being 3.4, 3.2, and 3.8, respectively. Next, the dependent variable SAT has two impacting independent variables, namely PULL and PUSH, both with VIF scores of 3.6. According to Hair et al. (2019), based on the results in Table 1, the average VIF score of the three variables affecting the dependent variable RET is 3.4 ( $3 < 3.4 < 5$ ), and the VIF score of the two variables affecting the dependent variable SAT is 3.6 ( $3 < 3.6 < 5$ ). This indicates that there is an acceptable level of multicollinearity among the frequency of returning to Da Lat city, the preference for choosing Da Lat as a tourist destination, the satisfaction of tourists when experiencing this place, and the loyalty of tourists. Despite the presence of multicollinearity, it is not too severe, and the model can still be used to analyze the relationships between variables and provide reliable statistical estimates.

Furthermore, Table 4.19 also reveals that the dependent variable FOR has one impacting variable, SAT, with a VIF score of the independent variable of  $1 < 3$ . This shows that there is no significant collinearity issue among the variables in the model. This allows the research team to confidently assess the impact of tourists' satisfaction on the frequency of returning to Da Lat, specifically among young tourists from the Mekong Delta region.

The data collected from young tourists from the Mekong Delta region who have visited Da Lat are used to perform PLS-SEM, and the results of the Path Coefficients table are as follows:

*Table 4.20 Path Coefficients*

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>CUL → PUSS</b>	<b>0.312</b>	0.308	0.009	33.395	<b>0.000</b>
<b>DL → PULL</b>	<b>0.443</b>	0.443	0.011	38.644	<b>0.000</b>
<b>FOR → RET</b>	<b>0.242</b>	0.239	0.053	4.588	<b>0.000</b>
<b>PL → RET</b>	<b>0.315</b>	0.316	0.058	5.413	<b>0.000</b>
<b>PQ → PULL</b>	<b>0.303</b>	0.302	0.011	26.828	<b>0.000</b>
<b>PSY → PUSS</b>	<b>0.746</b>	0.748	0.010	77.716	<b>0.000</b>
<b>PULL → SAT</b>	<b>0.606</b>	0.608	0.048	12.539	<b>0.000</b>
<b>PUSS → SAT</b>	<b>0.326</b>	0.325	0.048	6.768	<b>0.000</b>
<b>PV → PULL</b>	<b>0.344</b>	0.343	0.013	26.093	<b>0.000</b>
<b>SAT → FOR</b>	<b>0.818</b>	0.818	0.023	35.825	<b>0.000</b>
<b>SAT → RET</b>	<b>0.393</b>	0.394	0.060	6.545	<b>0.000</b>

*Source: Self-derived from PLS-SEM*

Firstly, consider the p-value of the variables to assess the relationships between latent variables. As displayed in the table, the p-values of the impact relationships are all 0.000. With a 95% confidence level, all the relationships between the variables are statistically significant. This demonstrates that both the push and pull factors have significantly positive impacts on tourists' satisfaction, and that satisfaction directly leads to their loyalty and high frequency of return visits to the city. Furthermore, the positive impact of the frequency of return visits and the level of priority on loyalty is also statistically significant.

Secondly, we examine the standardized regression coefficients of the Original Sample to demonstrate the relationships between variables and compare the degree of impact of independent variables on the same dependent variable. Since all the indices of the Original Sample are positive, the relationships between them are all positive. Specifically, PULL has a standardized regression coefficient of 0.6, making it the most influential factor on the SAT, followed by PUSH with a coefficient of 0.3, making it have a weaker impact on the SAT. In other words, factors within PULL have the greatest influence on tourists' satisfaction. Next is the standardized regression coefficient of SAT, which is 0.3, making it the most significant impact on RET, followed by PL

and FOR, with standardized regression coefficients of 0.3 and 0.2, respectively. Lastly, for the variable SAT, its standardized regression coefficient is 0.8, showing a strong impact on FOR. This demonstrates that tourists' satisfaction with the travel experience in Da Lat has a strong effect on their return frequency.

In summary, with a statistical significance level of 95%, the p-values of all the causal relationships are 0.000, indicating that the relationships between the variables are statistically significant. This means that all the hypotheses in the model are accepted and supported by the analysis.

**Table 4.21 R Square**

	<b>R Square</b>	<b>R Square Adjusted</b>
<b>FOR</b>	0.669	<b>0.668</b>
<b>RET</b>	0.785	<b>0.784</b>
<b>SAT</b>	0.816	<b>0.815</b>

*Source: Self-derived from PLS-SEM*

Based on Table 4.21, examining the adjusted R-squared, we find that the adjusted R-squared value of FOR is 0.668, meaning that the independent variable SAT explains 66.8% of the variance of FOR. Similarly, the adjusted R-squared value of RET is 0.784, indicating that the independent variables PL, SAT, and FOR explain 78.4% of the variance of FOR. Lastly, the adjusted R-squared value of SAT is 0.815, indicating that the independent variables PULL and PUSH explain 81.5% of the variance of SAT.

**Table 4.22 f Square**

	<b>FOR</b>	<b>RET</b>	<b>SAT</b>
<b>FOR</b>		<b>0.079</b>	
<b>PL</b>		<b>0.142</b>	
<b>PULL</b>			<b>0.511</b>
<b>PUSH</b>			<b>0.175</b>
<b>RET</b>			
<b>SAT</b>	<b>2,018</b>	<b>0.186</b>	

*Source: Self-derived from PLS-SEM*

The table of squared f-values is presented similarly to standardized regression coefficients, but it provides specific information about the magnitude of the regression coefficients. The values in this table represent the squared f-values, which demonstrate how much variance in the dependent variable each predictor variable explains. The squared f-values allow the author to determine whether the regression coefficients have a strong or weak impact, thereby inferring the levels of influence of the variables.

Table 4.22 presents the f-square values, which are similar to the standardized regression coefficients but offer more specific information about the strength of the regression coefficients. The f-square values reveal that the impact strengths of FOR, PL, and SAT on RET are 0.07, 0.14, and 0.18, respectively. Among them, the impact of FOR and PL on RET is weak, while the impact of SAT on RET falls within the moderate range. Next, PULL has a strong impact on SAT with a value of 0.51, while PUSH has a value of 0.17, falling within the moderate impact segment. Lastly, the largest f-square value is 2.01, representing the impact of FOR on SAT. This demonstrates that the relationships in the model are relatively strong.

**Table 4.23 Path Coefficients**

	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
<b>CUL → PUSS</b>	0.009	33.395	<b>0.000</b>
<b>DL → PULL</b>	0.011	38.644	<b>0.000</b>
<b>FOR → RET</b>	0.053	4.588	<b>0.000</b>
<b>PL → RET</b>	0.058	5.413	<b>0.000</b>
<b>PQ → PULL</b>	0.011	26.828	<b>0.000</b>
<b>PSY → PUSS</b>	0.010	77.716	<b>0.000</b>
<b>PULL → SAT</b>	0.048	12.539	<b>0.000</b>
<b>PUSS → SAT</b>	0.048	6.768	<b>0.000</b>
<b>PV → PULL</b>	0.013	26.093	<b>0.000</b>
<b>SAT → FOR</b>	0.023	35.825	<b>0.000</b>
<b>SAT → RET</b>	0.060	6.545	<b>0.000</b>

*Source: Self-derived from PLS-SEM*

With a statistical significance level of 95%, the T Statistics (O/STDEV) values in the model are used to evaluate the reliability of the path coefficients ( $\beta$ ) between variables. The research team

used a threshold of 1.96 to identify T-statistics values greater than this threshold to determine the strength of the relationships between variables.

For the first two pairs of variables, push and pull factors on tourist satisfaction, we can observe that the T statistic value of the pull factor on satisfaction is 12.5, which is higher than the T statistic value of the push factor on satisfaction, which is 6.7. This suggests that if the pull factor functions effectively, it will have a stronger impact on tourist satisfaction. Regarding hypothesis H2c about the image of Da Lat, the model's results indicate that the unique and ever-changing landscape of Da Lat provides endless inspiration for tourists. Additionally, the pleasant year-round weather contributes to the abundant growth of fruits and vegetables, leading to the use and local business of green products. Furthermore, the environment plays a significant role in shaping the city's appearance and provides a fresh atmosphere, enhancing tourists' relaxation during their stay in Da Lat. Accompanying these beautiful images are the values that tourists can perceive (hypothesis H2b) and the quality of experiences they receive (hypothesis H2a), including the warmth and thoroughness of local residents in providing services to deliver the most complete and satisfying experience to tourists.

Regarding the impact of satisfaction on frequency of return (hypothesis H3a), the T statistic value is 35.8, which is greater than the T statistic value of satisfaction on loyalty (hypothesis H3b), which is 6.5. This indicates that the level of satisfaction does not solely lead to loyalty to a specific destination but mostly drives the frequency of revisiting that destination. Therefore, when tourists are satisfied with their travel experience in Da Lat, their frequency of revisiting the city increases, but that does not necessarily mean they are completely loyal to Da Lat. However, concerning the T statistic value of the frequency of return on loyalty (hypothesis H4), which is 4.5, it is lower than the T statistic value of the priority level on loyalty (hypothesis H5), which is 5.4. This suggests that an increase in revisit frequency to Da Lat does not imply complete loyalty to the destination. Loyalty only occurs when the choices and priorities of tourists during their vacation align with Da Lat. In other words, the higher the priority level, the greater the loyalty, and vice versa.

## 4.5 The influence of differences in demographics on destination loyalty

### 4.5.1. Differences in Age, Location, Occupation, and Income affect RET01

*Table 4.24 Differences in Age and Income affect RET01*

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
<b>Age</b>				
18 - 22 year old	276	4.27	0.877	<b>0.234</b>
23 - 26 year old	42	4.02		
27 - 29 year old	24	4.25		
<b>Income</b>				
Under 5 million VND	229	4.21	0.853	<b>0.706</b>
5 - 10 million VND	83	4.24		
10 - 15 million VND	15	4.47		
More than 15 million VND	15	4.33		

*Source: Self-derived from SPSS*

In Table 4.24, a total of 342 respondents were categorized into different age groups (18–22), 23–26, and 27–29. Table 4.24 displays the results of the Sig coefficient, which indicates that the test of homogeneity of variance ( $0.877 > 0.05$ ) reveals no significant difference in variance between age groups concerning the desire to return to Da Lat. The Sig coefficient for ANOVA ( $0.23 > 0.05$ ) indicates that there is no significant mean difference among the age groups in terms of their intention to return to Da Lat. However, upon examining the Mean coefficient, it is noteworthy that the age group of 18–22-year-olds (Mean: 4.27) demonstrates a more positive desire to return to Da Lat compared to the other age groups. Following closely, the age group of 27–29-year-olds (Mean: 4.25) also expresses a strong intention to return. On the other hand, the age group of 23–26 years old (Mean: 4.02) displays the lowest desire to return when compared to the other two age groups. Therefore, while the data in Table 4.24 indicates no significant difference in mean among age groups, the Mean coefficient highlights that the age group 18–22-year-old exhibits the most active intention to return to Da Lat.

Based on the results of the One-Way ANOVA analysis examining the intention to return to Da Lat across income groups, the following conclusions can be drawn: The Sig coefficient (Test of Homogeneity of Variances) is 0.853, which is greater than the significance level of 0.05. This result indicates that there is no significant difference in variance between income groups concerning the intention to return to Da Lat. Secondly, the Sig coefficient (ANOVA) is 0.706,

which is also greater than the significance level of 0.05. This finding leads to the conclusion that there are no significant mean differences between income groups regarding their intention to return to Da Lat. Despite observing no significant overall differences in the intention to return to Da Lat among income groups, it is noteworthy that the income group with a range of 10 to 15 million VND exhibits a higher intention to return, with a mean value of 4.47, compared to other income groups. On the other hand, the income group with the lowest intention to return is the one with an income below 5 million VND, with a mean value of 4.21.

#### 4.5.2 Differences in Location, Occupation affect RET01

*Table 4.25 Differences in Location and Occupation affect RET01*

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
<b>Location</b>				
Can Tho	119	4.18		
An Giang	27	4.00		
Dong Thap	15	4.47		
Soc Trang	26	4.12		
Ca Mau	26	4.27		
Kien Giang	30	4.30		
Hau Giang	33	4.39	0.156	<b>0.317</b>
Vinh Long	42	4.43		
Ben Tre	1	4.00		
Tra Vinh	7	4.71		
Long An	2	4.50		
Tien Giang	3	3.67		
Bac Lieu	11	3.82		
<b>Occupation</b>				
Student	288	4.24		
Civil servant / official / state	8	4.00		
Workers / employees	24	4.29	0.456	<b>0.935</b>
Business	13	4.15		
Other	9	4.22		

*Source: Self-derived from SPSS*

In Table 4.25, we observe that the Sig coefficient for the Test of Homogeneity of Variances is 0.156 ( $> 0.05$ ), indicating no significant variance difference between locations concerning the intention to return to Da Lat. Similarly, the Sig coefficient for ANOVA is 0.317 ( $> 0.05$ ),

suggesting no mean difference between groups of places to live regarding the intention to return to Da Lat. Thus, the intention to return to Da Lat does not vary significantly across different locations, and all locations exhibit the same average intention to return to Da Lat.

Based on the data in Table 4.25, the Sig coefficient for the Test of Homogeneity of Variances is 0.456 ( $> 0.05$ ). This means that there is no significant difference in variance between occupations when it comes to the intention to return. Additionally, the Sig coefficient for ANOVA is 0.935 ( $> 0.05$ ), signifying no mean difference between occupations in terms of their intention to return to Da Lat. Therefore, there is no significant difference in the intention to return to Da Lat between occupations. However, despite the lack of an overall difference, it is worth noting that the Student group, with a Mean of 4.24, displays a more active intention to return to Da Lat compared to other occupational groups. On the other hand, the group with the lowest intention to return to Da Lat, based on the data table, is Civil servants, employees, and government employees, with a Mean of 4.00. Hence, while the average coefficients between industries do not vary significantly, the Student group shows a more positive intention to return to Da Lat than other occupational groups.

#### 4.5.3 Differences in Age and Income affect RET02

**Table 4.26 Differences in Age and Income affect RET02**

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
<b>Age</b>				
18 - 22 year old	276	4.07		
23 - 26 year old	42	3.98	0.629	0.559
27 - 29 year old	24	3.88		
<b>Income</b>				
Under 5 million VND	229	4.03		
5 - 10 million VND	83	4.07	0.677	0.811
10 - 15 million VND	15	4.27		
More than 15 million VND	15	4.00		

*Source: Self-derived from SPSS*

In terms of priorities, Table 4.26 presents the relevant data to address our research inquiry. The Sig coefficient for the Test of Homogeneity of Variances is 0.629 ( $> 0.05$ ), indicating homogeneity of variance among age groups concerning their preference for Da Lat as a destination. Similarly, the Sig coefficient for ANOVA is 0.559 ( $> 0.05$ ), suggesting no significant mean difference between age groups in favor of choosing Da Lat. Upon closer examination of the data, we observe that the age group 18–22 exhibits the highest Mean coefficient (4.07) compared to the other two groups, indicating a stronger preference for Da Lat as a tourist destination. Next, the age group 23–26, with a Mean coefficient of 3.98, demonstrates a lower priority for choosing Da Lat compared to the 18–22 age group but a higher priority than the age group 27–29, which has a Mean coefficient of 3.88. Therefore, there is no statistically significant difference in average priorities among the age groups. However, when considering the priority of choosing Da Lat as the next tourist destination, the 18–22 age group tends to have a higher preference, while the 27–29 age group exhibits the lowest priority for Da Lat.

The results of the One-Way analysis conducted on the income groups' priorities in choosing Da Lat as a destination for tourism indicate the following: Firstly, the Sig coefficient (Test of Homogeneity of Variances) is 0.677, which is greater than the significance level of 0.05. This result indicates that there is homogeneity of variance among income groups concerning their preference for choosing Da Lat as a tourist destination. Secondly, the Sig coefficient (ANOVA) is 0.811, which is also greater than the significance level of 0.05. This finding leads to the conclusion that there are no significant mean differences between income groups regarding their priority of choosing Da Lat for travel. Despite observing no statistically significant overall differences in the priority of choosing Da Lat among income groups, it is worth noting that the income group with an annual income ranging from 10 to 15 million VND exhibits a higher priority, with a mean value suggesting a stronger preference compared to the other income groups. Additionally, the income group with an annual income over 15 million VND has a lower priority coefficient than other income groups, as indicated by a mean value of 4.00. In summary, based on the data presented in Table 4.26, the research findings suggest that there is no statistically significant average difference between income groups concerning their priority of choosing Da Lat as a tourist destination.

#### 4.5.4 Differences in Location and Occupation affect RET02

Table 4.27 Differences in Location and Occupation affect RET02

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
<b>Location</b>				
Can Tho	119	4.01		
An Giang	27	3.74		
Dong Thap	15	4.00		
Soc Trang	26	3.88		
Ca Mau	26	4.04		
Kien Giang	30	4.17		
Hau Giang	33	4.18	0.124	<b>0.515</b>
Vinh Long	42	4.26		
Ben Tre	1	3.00		
Tra Vinh	7	4.14		
Long An	2	3.00		
Tien Giang	3	4.33		
Bac Lieu	11	4.27		
<b>Occupation</b>				
Student	288	4.06		
Civil servant / official / state	8	4.00		
Workers / employees	24	4.00	0.558	0.987
Business	13	3.92		
Other	9	4.11		

Source: Self-derived from SPSS

Based on the test results from Table 4.27, we observe the Sig coefficient for the Test of Homogeneity of Variances as 0.124 and the Sig coefficient for the ANOVA as 0.515. Both Sig coefficients are greater than 0.05, indicating that the variance of the groups of locations in favor of choosing Da Lat as a tourist destination is consistent, and there is no significant average

difference between groups of places to live in terms of their priority to choose Da Lat as a tourist destination. Therefore, the results indicate that the priority of choosing Da Lat as a tourist destination is consistent across all locations, with all locations having the same average priority.

In this study, we are examining the priority of choosing Da Lat as a tourist destination across different industries. The Sig coefficient for the Test of Homogeneity of Variances is 0.558 ( $> 0.05$ ), indicating that there is uniform variance between occupations regarding the priority of choosing Da Lat. Additionally, the Sig coefficient for ANOVA is 0.987 ( $> 0.05$ ), suggesting no significant difference between occupational groups in terms of their priority to choose Da Lat as a tourist destination. Therefore, the priority level for choosing Da Lat as a tourist destination is not different across all occupations. Upon analyzing the Mean coefficient data table, we observe that the other industry group (representing groups outside of our predefined list) has a Mean coefficient of 4.11, indicating a higher priority than other occupational groups. On the other hand, the Business and Entrepreneurship group (representing business and entrepreneurship) displays the lowest priority in choosing Da Lat for tourism, with a Mean coefficient of 3.92. In conclusion, while there is no significant difference between occupations regarding the priority of choosing Da Lat, the other occupational group exhibits a higher priority compared to other groups.

#### 4.5.5 Differences in Age and Income affect RET03

**Table 4.28 Differences in Age and Income affect RET03**

<b>PIN</b>	<b>N</b>	<b>Mean</b>	<b>Sig. (Test of Homogeneity of Variances)</b>	<b>Sig. (ANOVA)</b>
<b>Age</b>				
18 - 22 year old	276	4.16		
23 - 26 year old	42	3.98	0.676	<b>0.372</b>
27 - 29 year old	24	4.00		
<b>Income</b>				
Under 5 million VND	229	4.16		
5 - 10 million VND	83	3.96	0.952	<b>0.207</b>

10 - 15 million VND	15	4.40
More than 15 million VND	15	4.13

*Source: Self-derived from SPSS*

Table 4.28 presents the satisfaction levels and evoked loyalty of different age groups towards Da Lat. This table holds significance as it allows us to identify which group exhibits higher satisfaction with Da Lat. The Sig coefficient for the Test of Homogeneity of Variances shows that there is no difference in satisfaction variance between age groups ( $0.676 > 0.05$ ), and the Sig coefficient for ANOVA shows that there is no significant difference in the mean levels of satisfaction and loyalty between age groups ( $0.372 > 0.05$ ), which means that satisfaction levels are the same for all age groups. However, a closer examination of the Mean coefficient reveals slight differences among the age groups, with some demonstrating higher satisfaction and loyalty compared to others. Specifically, the age group 18–22 exhibits the highest Mean coefficient (4.16), indicating greater satisfaction and loyalty. This finding aligns with the observation that this age group also displayed the most positive desire to return to Da Lat and had a higher preference for choosing it. Furthermore, the 27-29 age group has a Mean coefficient of 4.00, slightly higher than the 23-26 age group's Mean coefficient of 3.98. While there is no significant average difference in satisfaction and loyalty levels among age groups, considering the Mean coefficient, the age group 18–22 stands out for its higher satisfaction and loyalty towards Da Lat. Conversely, the age group 23–26 displays the lowest satisfaction compared to the other groups.

The Sig value (Test of Homogeneity of Variances) of 0.952, which is higher than the significance level of 0.05, shows that there is homogeneity of variance across income groups when it comes to feeling satisfied and being loyal. Furthermore, the Sig coefficient (ANOVA) is 0.207, also higher than the significance level of 0.05, suggesting that there are no significant mean differences between income groups in terms of feeling satisfied and aroused loyalty towards Da Lat. Upon examining the data table, it is evident that the income group with an annual income ranging from 10 to 15 million VND exhibits a higher level of satisfaction and aroused loyalty compared to other income groups, as shown by the Mean value of 4.40. Conversely, the income group with an annual income between 5 and 10 million VND shows the lowest level of satisfaction and aroused loyalty, represented by the Mean value of 3.96. In conclusion, the data indicate that there is no statistically significant average difference between income groups concerning feelings of satisfaction and

aroused loyalty towards Da Lat. However, it is worth noting that the income group with an annual income of 10 to 15 million VND expresses higher levels of satisfaction and aroused loyalty compared to other income groups.

#### 4.5.6 Differences in Location and Occupation affect RET03

**Table 4.29 Differences in Location and Occupation affect RET03**

PIN	N	Mean	Sig. (Test of Homogeneity of Variances)	Sig. (ANOVA)
<b>Location</b>				
Can Tho	119	4.02		
An Giang	27	4.04		
Dong Thap	15	4.60		
Soc Trang	26	3.92		
Ca Mau	26	4.15		
Kien Giang	30	4.13		
Hau Giang	33	4.27	0.473	<b>0.563</b>
Vinh Long	42	4.29		
Ben Tre	1	4.00		
Tra Vinh	7	4.29		
Long An	2	4.00		
Tien Giang	3	4.33		
Bac Lieu	11	4.00		
<b>Occupation</b>				
Student	288	4.15		
Civil servant / official / state	8	4.00		
Workers / employees	24	3.92	0.583	<b>0.593</b>
Business	13	3.92		
Other	9	4.33		

Source: Self-derived from SPSS

Upon examining Table 4.29, we observe the following outcomes regarding the Sig coefficient: The Test of Homogeneity of Variances yields a value of 0.473 ( $> 0.05$ ), indicating that there is no significant variance difference between the locations concerning feelings of satisfaction and elicited loyalty. Similarly, the ANOVA Sig coefficient is 0.563 ( $> 0.05$ ), suggesting no mean difference between groups of locations regarding the feelings of satisfaction and aroused loyalty towards Da Lat. Consequently, the findings indicate that the level of satisfaction and aroused loyalty does not differ between locations, and all locations exhibit equal levels of satisfaction and aroused loyalty towards Da Lat.

In Table 29, the Sig coefficient (Test of Homogeneity of Variances) is 0.583, which is greater than the significance level of 0.05. This result indicates that there is no significant difference in variance between occupational groups concerning the level of satisfaction and arousing loyalty. Additionally, the Sig coefficient (ANOVA) is 0.593, which is also greater than the significance level of 0.05. This finding suggests that there are no significant mean differences between occupations in terms of feeling satisfied and showing loyalty to Da Lat. Even though there is no statistical difference in feeling satisfied and showing aroused loyalty among the occupational groups, it is worth noting that the other occupation group exhibits a higher level of satisfaction and aroused loyalty, with a mean value of 4.33 compared to other occupational groups. In contrast, the industry groups with the lowest mean coefficients, Worker/Employee and business/entrepreneurship, have mean values of 3.92. Based on the data, we can conclude that there are no significant differences between occupations regarding the feeling of satisfaction and aroused loyalty towards the location of Da Lat.

## 4.6 Independent Samples T-Test

4.6.1 The difference in influence between the two sexes and area on the total variable RET (Loyalty of tourists wanting to return to Da Lat).

4.6.1.1 The difference in influence between sexes on RET01 (I intend to return to Da Lat)

*Table 4.30 The difference in the level of influence between the two living areas on RET01*

Independent Samples Test									
Sig. (Levene's Test for Equality of Variances)		t-test for Equality of Means							
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	
Equal variances assumed	0.033	<b>0.856</b>	-1.529	340	<b>0.127</b>	-0.143	0.094	-0.328	0.041
Equal variances not assumed			-1.517	318.2	0.130	-0.143	0.095	-0.330	0.043

*Source: Self-derived from SPSS*

Based on the results of the Independent Sample T-test analysis, the following conclusions can be drawn: The Sig coefficient (Levene's Test for Equality of Variances) is 0.85, which is greater than the significance level of 0.05. This coefficient indicates that there is no significant difference in the variance between the two sexes. Secondly, the Sig coefficient (2-tailed) is 0.13, which is also greater than the significance level of 0.05. This coefficient demonstrates that there is no significant mean difference between the two sexes concerning their intention to return to Da Lat. Therefore, based on the data, we can conclude that there is no difference in the intention to return to Da Lat between both sexes. Both males and females have the same intention to return to Da Lat.

Based on the data presented in Table 4.31 and the statistical analysis performed, the following conclusions can be drawn: Firstly, the coefficient of Sig. (Levene's Test for Equality of Variances) is 0.52, which exceeds the significance level of 0.05.

**4.6.1.2 The difference in influence between sexes on RET02 (If I have the opportunity to travel, I will prioritize Da Lat).**

**Table 4.31 The different in influence between sexes on RET02**

Independent Samples Test									
Sig. (Levene's Test for Equality of Variances)		t-test for Equality of Means							
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	
Equal variances assumed	0.416	0.520	-0.933	340	0.352	-0.098	0.105	-0.305	0.109
Equal variances not assumed			-0.927	321.65	0.355	-0.098	0.106	-0.307	0.110

Source: Self-derived from SPSS

This result indicates that there is no significant difference in the variance between the two sexes concerning their priority in choosing Da Lat as a tourist destination. Secondly, the coefficient of Sig. (2-tailed) is 0.35, which is also greater than the significance level of 0.05. This finding suggests that there is no significant mean difference between the sexes regarding their priority for choosing Da Lat. Therefore, based on the statistical analysis, we can conclude that both males and females have the same level of priority in choosing Da Lat as a tourist destination. There is no statistically significant difference in the priority of choosing Da Lat between the two sexes.

**4.6.1.3 The difference in influence between sexes on RET03 (I feel satisfied with what I have experienced, this has aroused my loyalty to this place and desire to return)**

**Table 4.32 The different in influence between sexes on RET03**

Independent Samples Test									
Sig. (Levene's Test for Equality of Variances)		t-test for Equality of Means							
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	
Equal variances assumed	0.189	<b>0.664</b>	-0.767	340	<b>0.444</b>	-0.074	0.096	-0.264	0.116
Equal variances not assumed			-0.762	320.84	0.447	-0.074	0.097	-0.265	0.117

Source: Self-derived from SPSS

Based on the results of the Independent Sample T-Test analysis and the data presented in Table 4.32, the following conclusions can be drawn: The coefficient of Sig. (Levene's Test for Equality of Variances) is 0.66, which exceeds the significance level of 0.05. This coefficient

indicates that there is no significant difference in the variance between the male and female sexes concerning their levels of satisfaction and aroused loyalty. Both areas show similar levels of these feelings. Additionally, the coefficient of Sig. (2-tailed) is 0.44, which is also greater than the significance level of 0.05. This finding indicates that there is no significant mean difference between both areas regarding their levels of satisfaction and aroused loyalty. Both areas experience similar levels of these emotions. In conclusion, based on the statistical analysis, it can be concluded that both genders have similar levels of satisfaction and loyalty. There is no statistically significant difference between the areas concerning these emotions.

**4.6.2 The difference in influence between the areas the total variable RET (Loyalty of tourists wanting to return to Da Lat).**

**4.6.2.1 The difference in the level of influence between the 2 living areas on RET01 (I plan to return to Da Lat).**

**Table 4.33 The difference in the level of influence between the two living areas on RET01**

Independent Samples Test									
	Sig. (Levene's Test for Equality of Variances)		t-test for Equality of Means						
			t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	1.371	<b>0.242</b>	-0.192	340	<b>0.848</b>	-0.018	0.096	-0.208	0.171
Equal variances not assumed			-0.197	305.8	0.844	-0.018	0.094	-0.203	0.166

Source: Self-derived from SPSS

Based on the data presented in the Table of Independent Sample T-Test Analysis and the results of the statistical tests, the following conclusions can be drawn: The coefficient of Sig. (Levene's Test for Equality of Variances) is 0.24, which exceeds the significance level of 0.05. This result indicates that there is no significant difference in the variance between the two living areas (rural and urban) concerning their intention to return to Da Lat. The variance in intention to return is similar in both living areas. Furthermore, the coefficient of Sig. (2-tailed) is 0.85, which is also greater than the significance level of 0.05. This finding demonstrates that there is no significant mean difference between the two living areas (urban and rural) regarding their intention to return to Da Lat. The mean intention to return is not significantly different between the two living areas. In conclusion, based on the coefficients considered in the analysis, there is no statistically

significant difference between the two living areas (urban and rural) concerning their intention to return to Da Lat. Both living areas exhibit similar levels of intention to return to the destination.

**4.6.2.2 The difference in influence between the two living areas on RET02 (If I have the opportunity to travel, I will prioritize Da Lat).**

**Table 4.1 The difference in the level of influence between the two living areas on RET02**

Independent Samples Test									
Sig. (Levene's Test for Equality of Variances)		t-test for Equality of Means							
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
							Lower	Upper	
Equal variances assumed	0.138	<b>0.711</b>	-0.774	340	<b>0.439</b>	-0.083	0.108	-0.295	0.129
Equal variances not assumed			-0.787	305.9	0.432	-0.08.	0.106	-0.292	0.125

Source: Self-derived from SPSS

Based on the data presented in Table 4.34 and the results of the statistical tests, the following conclusions can be drawn: The coefficient of Sig. (Levene's Test for Equality of Variances) is 0.71, which exceeds the significance level of 0.05. This result indicates that there is no significant difference in the variance between the two living areas concerning their priority of choosing Da Lat as a tourist destination. The variance in priority is similar in both living areas. Furthermore, the coefficient of Sig. (2-tailed) is 0.44, which is also greater than the significance level of 0.05. This finding demonstrates that there is no significant mean difference between the two living areas regarding their priority for choosing Da Lat. The mean priority for choosing Da Lat is not significantly different between the two living areas. In conclusion, based on the coefficients considered in the analysis, there is no statistically significant difference between the two living areas concerning their priority of choosing Da Lat as a tourist destination. Both living areas have the same priority level in choosing Da Lat.

**4.6.2.3 The difference in influence between the two areas living on RET03 (I felt satisfied with what I experienced, which sparked my loyalty to this place and desire to return)**

**Table 4.35 The difference in the level of influence between the 2 living areas on RET03**

Independent Samples Test									
Sig. (Levene's Test for Equality of Variances)			t-test for Equality of Means						
			t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2,338	<b>0.127</b>	-0.208	340	<b>0.835</b>	-0.021	0.099	-0.215	0.173
Equal variances not assumed			-0.213	301,95	0.832	-0.021	0.096	-0.210	0.169

Source: Self-derived from SPSS

Based on the data presented in Table 4.35 and the results of the statistical tests, the following conclusions can be drawn: The coefficient of Sig. (Levene's Test for Equality of Variances) is 0.13, which exceeds the significance level of 0.05. This result indicates that there is no significant difference in the variance between the two living areas concerning their levels of satisfaction and arousing loyalty to Da Lat. The variance in satisfaction and aroused loyalty is similar in both living areas. Furthermore, the coefficient of Sig. (2-tailed) is 0.84, which is also greater than the significance level of 0.05. This finding demonstrates that there is no significant mean difference between the two living areas regarding their levels of satisfaction and loyalty to Da Lat. The mean levels of satisfaction and aroused loyalty are not significantly different between the two living areas. Therefore, based on the coefficients considered in the analysis, there is no statistically significant mean difference between the two living areas concerning their levels of satisfaction and aroused loyalty to Da Lat. Both living areas exhibit similar levels of satisfaction and have aroused loyalty towards Da Lat.

**4.7 Management Implications**

Based on the research findings, the motivating and pulling factors have been proven to strongly impact the satisfaction of tourists when visiting Da Lat, with the exception of the factors PSY05 (I have friends and family in Da Lat, and it's a chance for me to travel and visit them); DI03 (I believe that the weather in Da Lat influences the overall travel experience and activities); and PQ01 (Cuisine is one of the factors that makes me choose to travel to Da Lat), which do not affect tourist satisfaction. Therefore, to further enhance the satisfaction of more tourists when they visit

this destination, Da Lat needs to implement protection and development measures focusing mainly on two key aspects:

***1. Regarding destination characteristics:***

Firstly, the attractions in Da Lat must consistently update new information and improve accuracy and reliability regarding activities, sightseeing spots, and cultural events through various media and social platforms to reach a wide range of tourists. This ensures that tourists face no difficulties in choosing activities and have the best experiences. Additionally, conserving and developing landscapes and unique features of scenic spots is crucial to attracting tourists and providing them with opportunities to enjoy nature, outdoor activities like trekking, and responsibly exploiting natural resources. Secondly, enhance security and convenience in transportation: Always ensure the safety of all tourists visiting Da Lat and facilitate smooth traffic flow. And finally, diversify entertainment and relaxation activities to meet the needs of various customer groups, including group activities or peaceful individual experiences. Regularly organizing cultural events can attract more tourists to the destination.

***2. From the local government perspective:***

Firstly, training and improving service quality: Excellent service is always a priority for tourists when visiting a destination. Therefore, the staff and tour guides need to undergo professional training and understand the local culture, heritage, and characteristics of the destinations to effectively communicate and share information with tourists. Regular evaluations and improvements are necessary to ensure professionalism and customer satisfaction. Secondly, developing the local tourism community: Local authorities should promote the participation and support the development of the local community in tourism activities. Involving local residents, who are most knowledgeable about their own area, can provide authentic experiences for tourists while also generating additional income and boosting the local economy through trade and commerce. Thirdly, feedback and reception of tourist evaluations: Local authorities should conduct surveys or interviews with tourists to gather their feedback on their experiences. Based on this feedback, activities, and services can be optimized to meet the expectations and needs of tourists more effectively. The fourth is encouraging the use of eco-friendly, organic, and environmentally friendly products. This will contribute to creating a sustainable and appealing tourism experience while also protecting the environment and cultural heritage of Da Lat. And

lastly, support from local businesses: Local authorities should collaborate with local businesses to foster mutual development. This could involve financial support or sourcing products that are environmentally friendly, thus ensuring a supply of eco-friendly products and contributing to a sustainable tourism environment.

Through these specific measures and collaborative efforts between the local government, businesses, the local community, and tourists, we can realize the management implications of enhancing tourist satisfaction when visiting Da Lat. By achieving this, we can encourage tourists to return to this destination, prioritize it in their future travel plans, and establish Da Lat as a preferred and sustainable tourism destination, attracting an increasing number of tourists and contributing to the sustainable development of the region.

## CHAPTER 5: CONCLUSION

### 5.1 Theoretical Contribution

The research findings have demonstrated a strong positive correlation among important variables, including Propulsion motivation, Pull motivation, Tourist satisfaction, Frequency of return, Priority level, and Destination loyalty. The study has identified that both propulsion and pull motivations influence the level of satisfaction, thereby impacting the loyalty of tourists, specifically their intention to revisit tourism in Da Lat (a case study of young participants in the Mekong Delta region). This research has contributed to existing theories and prior studies by establishing correlations among variables through hypothesis testing within the research model.

**Push motivation → Destination loyalty**

**Push motivation → Tourists satisfaction → Destination loyalty**

This study shows that push motivation has a positive effect on destination loyalty through tourist satisfaction, which further supports the theoretical foundation of the theory that encompasses the internal drivers that stimulate the desire to fulfill the need for travel (Crompton, 1979; Uysal & Jurowski, 1994). Crompton (1979), with additional factors emerging from consumption tendencies or trends (Chen & Tsai, 2007). This result is also compatible with previous studies (Muntinda & Mayaka, 2012; Dann, 1981).

**Pull motivation → Destination loyalty**

**Pull motivation → Tourists satisfaction → Destination loyalty**

Previous studies have shown that pull motivation has a direct positive impact on destination loyalty (Baniya et al., 2017; Ciasullo et al., 2019). And this study also shows that the above hypothesis is completely correct. Besides, based on the research conducted by Baniya et al. (2017) as well as Sullivan et al. (2018), pull motivation plays a crucial role in influencing tourists' intention to revisit a destination in the future, which is also compatible with the results of the study in that pull motivation not only has a direct impact on destination loyalty but also has an indirect impact on destination loyalty through tourists' satisfaction.

The research team defined "Frequency of return" as the number of times tourists return to a specific destination within a certain period. This facilitates the measurement and evaluation of customer loyalty to a particular place like Da Lat. By tracking and analyzing the frequency of returns, assessing customer satisfaction, and determining their level of priority for Da Lat, "Frequency of return" becomes an important method for measuring customer loyalty. If a tourist destination like Da Lat has a high frequency of returns, it indicates that customers are delighted and satisfied with their experiences at that destination. However, it is essential to note that "Frequency of return" does not always reflect genuine loyalty. Random returns due to circumstances or work-related reasons can also increase the frequency of returns without indicating absolute customer loyalty. Measuring "Frequency of return" enables tourism businesses and organizations to evaluate the effectiveness of marketing strategies and services to retain customers, thereby enhancing the customer experience and strengthening loyalty. Furthermore, research on "Frequency of Return" can help tourist destinations better understand customer needs and demands, leading to the development of appropriate products and services to attract and retain customers.

"Priority level" refers to the evaluation of the importance and level of priority in tourists' decision-making process regarding a tourist destination like Da Lat. This aids in a deeper understanding of the determining factors that prompt customers to return and visit a specific destination. The "Priority level" may vary among customers based on their preferences, specific travel reasons, and other personal factors. Understanding customers' priority levels helps tourism businesses provide suitable services and experiences. Our team has observed that the priority level can be influenced by factors such as gender, age, economic conditions, and travel goals. Analyzing and understanding these factors can help guide more effective marketing strategies and customer management. Understanding customers' priority levels allows for shaping programs and offers tailored to each customer segment, thereby enhancing satisfaction and loyalty. Research on "Priority level" also assists tourist destinations in planning development activities and promotions to attract and maintain customer interest.

In summary, studying and evaluating self-developing variables like "Frequency of return" and "Priority level" in the tourism industry, such as in Da Lat, plays a significant role in demonstrating customer satisfaction and loyalty. With this information, tourism businesses and destinations can

improve customer experiences and develop effective marketing strategies to maintain customer satisfaction and loyalty.

## **5.2. Limitations and Further research**

The research on customer satisfaction leading to loyalty, influenced by factors such as push and pull motivations, priority level, and frequency of return, is recognized by the authors as having a broad and profound scope, as it involves human emotions, which can only be estimated through data and cannot have a specific and accurate answer. To achieve the highest possible authenticity, the authors narrowed the scope of the study to the age range of 18 to 29 in the Mekong Delta region. However, during the survey process, the majority of randomly selected participants were from Can Tho, resulting in 119 out of 342 samples from this area. This skewed data limited the richness of the authors' results and did not fully represent the entire Mekong Delta region.

Another limitation is the relatively small sample size. The authors received 342 responses, which can be small and may limit the representativeness of the results. Moreover, the study only collected and analyzed data within the 13 provinces in the Mekong Delta region, which means the results are specific to the studied area and not suitable for generalizing to other regions.

Additionally, the research combined direct surveys and Google Form surveys through social media platforms to gather the most comprehensive and complete data. However, the authors acknowledged that when conducting surveys through social media platforms, respondents may lack reliability in answering the questions. Hence, the authors spent considerable time filtering and selecting only high-reliability samples, eliminating those that did not meet the study's requirements.

In conclusion, the authors acknowledge the limitations of their research. However, this study will contribute to the research foundation on customer satisfaction leading to loyalty for Da Lat among young people in the Mekong Delta region and other areas. It serves as a basis for scholars and planners in the future to use this research as a reference document to develop ideas for exploring customer satisfaction leading to loyalty for specific tourist destinations among young people in the Mekong Delta region or other areas. This way, they can determine the specific interests of young people and develop suitable strategies to attract them.

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## APPENDIX

### Appendix I. Questionnaire survey

#### Information.

**Question 1: Full name?.....**

**Question 2: Gender?**

- Male (0)  Female (1)  Other (2)

**Question 3: Age?**

- 18 - 22 years old (currently studying at University or College) (1)  
 23 - 25 years old (beginning to join the formal labor force) (2)  
 27 - 29 years old (officially engaged in official labor) (3)  
 Over 29 (4)

**Question 4: Hometown?**

- Can Tho (1)  Kien Giang (6)  Long An (11)  
 An Giang (2)  Hau Giang (7)  Tien Giang (12)  
 Dong Thap (3)  Vinh Long (8)  Bac Lieu (13)  
 Soc Trang (4)  Ben Tre (9)  
 Ca Mau (5)  Tra Vinh (10)

**Question 5: What area do you live in?**

- City (1)  Country (2)

**Question 6: What is your occupation?**

- Student (1)  Worker/ Employee (3)  Other (5)  
 Civil servants/ State officials (2)  Business (4)

**Question 7: What is your average monthly income?**

Under 5 million VND (1)

From 10 - 15 million VND (3)

From 5 to 10 million VND (2)

More than 15 million VND (4)

***Question 8: Have you ever been to Da Lat for tourism or work?***

Used to (1)

Never (2)

***Question 9: Have you ever been back to Da Lat?***

Used to (1)

Never (2)

***Question 10: If not, please tell me why?.....***

***Question 11: If yes, how many times a year do you return to Da Lat?***

1-2 times/ year (1)

5-6 times/ year (3)

3-4 times/ year (2)

7-8 times/ year (4)

***Question 12: In the future, do you intend to return to Da Lat?***

Yes (1)

No (2)

***Question 13: Could you please give the reason why?.....***

## Research content

Respondents, please indicate your level of agreement with the statements by marking (X) on a scale of 1 to 5, as follows:

**1: Strongly disagree 2: Disagree 3: Normal 4: Agree 5: Strongly agree**

### 1. Question about Social – Psychological motives (PSY)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>PSY1</b>	I always update accurate information about the evaluation and perception of Da Lat.	1	2	3	4	5
<b>PSY2</b>	I feel that Da Lat is a safe destination for traveling and experiencing interesting things.	1	2	3	4	5
<b>PSY3</b>	Da Lat meets the needs for recreational and entertainment activities for families.	1	2	3	4	5
<b>PSY4</b>	Traveling to Da Lat is an opportunity to strengthen family relationships.	1	2	3	4	5
<b>PSY5</b>	I have friends/family in Da Lat, and it's a chance for me to travel and visit them.	1	2	3	4	5
<b>PSY6</b>	I want to go to Da Lat to enhance my understanding of this region through its local people.	1	2	3	4	5
<b>PSY7</b>	I want to visit Da Lat to make new friends and gain a deeper understanding of its culture.	1	2	3	4	5
<b>PSY8</b>	I travel to Da Lat to find like-minded people who share my interest in this region.	1	2	3	4	5

### 2. Question about Cultural motives (CUL)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>CUL1</b>	I have experienced unique cultural activities in Da Lat, such as visiting historical sites, participating in festivals, and enjoying local cuisine.	1	2	3	4	5
<b>CUL2</b>	I am interested in the cultural values and heritage of Da Lat, including its architecture, ethnic culture, and historical landmarks.	1	2	3	4	5
<b>CUL3</b>	I prioritize visiting and exploring cultural sites of special significance in Da Lat.	1	2	3	4	5

### 3. Question about Perceived Quality (PQ)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>PQ1</b>	Cuisine is one of the factors that makes me choose to travel to Da Lat.	1	2	3	4	5
<b>PQ2</b>	I choose Da Lat because it prioritizes the use of clean green produce from the local area.	1	2	3	4	5
<b>PQ3</b>	I am impressed by the hospitality and enthusiasm of the people of Da Lat.	1	2	3	4	5
<b>PQ4</b>	I believe that the accommodations in Da Lat are mostly suitable in terms of price, comfort, cleanliness, and amenities.	1	2	3	4	5

### 4. Question about Perceived Value (PV)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>PV1</b>	I feel excited for future trips to Da Lat.	1	2	3	4	5
<b>PV2</b>	Da Lat is a destination that I am eager to recommend to my family and friends.	1	2	3	4	5
<b>PV3</b>	I always feel satisfied whenever I have the opportunity to travel to Da Lat.	1	2	3	4	5

### 5. Question about Destination Image (DI)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>DI01</b>	I find the landscapes and locations in Da Lat to be unique and distinct from other places.	1	2	3	4	5
<b>DI02</b>	The scenery in Da Lat is a never-ending source of inspiration for me.	1	2	3	4	5
<b>DI03</b>	I believe that the weather in Da Lat influences the overall travel experience and activities.	1	2	3	4	5
<b>DI04</b>	The cool atmosphere of Da Lat helps me feel more comfortable.	1	2	3	4	5
<b>DI05</b>	I think that using eco-friendly products and local goods from the residents influenced my decision to travel to Da Lat.	1	2	3	4	5
<b>DI06</b>	A green, clean, and beautiful environment is an important factor in my decision to visit Da Lat.	1	2	3	4	5

## 6. Question about Frequency of Return (FOR)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>FOR01</b>	I often visit Da Lat for relaxation.	1	2	3	4	5
<b>FOR02</b>	Da Lat is a place where I find endless creativity and motivation to improve my work, especially in recent times.	1	2	3	4	5
<b>FOR03</b>	I rate Da Lat as a reputable and attractive destination that I would like to return to many times in the future.	1	2	3	4	5

## 7. Question about Priority Level (PL)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>PL01</b>	Da Lat is my top choice whenever a destination for travel or work is proposed.	1	2	3	4	5
<b>PL02</b>	I prioritize Da Lat as my top choice because it fits within my economic capabilities.	1	2	3	4	5
<b>PL03</b>	I consider Da Lat as the ideal destination for my upcoming plans.	1	2	3	4	5

## 8. Question about Tourist Satisfaction (SAT)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>SAT1</b>	I feel satisfied with the tourism image in Da Lat.	1	2	3	4	5
<b>SAT2</b>	I am pleased with the quality of services in Da Lat.	1	2	3	4	5
<b>SAT3</b>	I am content with the cultural and historical values in Da Lat.	1	2	3	4	5
<b>SAT4</b>	Choosing to travel to Da Lat was a wise decision.	1	2	3	4	5
<b>SAT5</b>	Traveling to Da Lat exceeded my expectations.	1	2	3	4	5
<b>SAT6</b>	Overall, my evaluation of the travel experience in Da Lat is very good.	1	2	3	4	5

## 9. Question about Destination Loyalty (RET)

1: TOTAL DISAGREE -> 5: TOTAL AGREE

<b>RET1</b>	I intend to return to travel in Da Lat.	1	2	3	4	5
<b>RET2</b>	If given the opportunity to travel, I will prioritize choosing Da Lat.	1	2	3	4	5
<b>RET3</b>	I am satisfied with what I have experienced, and this has sparked my desire to come back to this place.	1	2	3	4	5

## Appendix II. Results: Sample Descriptive Statistics and Cronbach's Alpha reliability coefficient

### Sample Descriptive Statistics

#### 1. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	185	54.1	54.1	54.1
Valid Male	157	45.9	45.9	100.0
Total	342	100.0	100.0	

#### 2. Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18-22	276	80.7	80.7	80.7
Valid 23-26	42	12.3	12.3	93.0
27-29	24	7.0	7.0	100.0
<b>Total</b>	<b>342</b>	<b>100.0</b>	<b>100.0</b>	

#### 3. Home town

	Frequency	Percent	Valid Percent	Cumulative Percent
Can Tho	119	34.8	34.8	34.8
An Giang	27	7.9	7.9	42.7
Dong Thap	15	4.4	4.4	47.1
Soc Trang	26	7.6	7.6	54.7
Ca Mau	26	7.6	7.6	62.3
Kien Giang	30	8.8	8.8	71.1
Valid Hau Giang	33	9.6	9.6	80.7
Vinh Long	42	12.3	12.3	93.0
Ben Tre	1	0.3	0.3	93.3
Tra Vinh	7	2.0	2.0	95.3

Long An	2	0.6	0.6	95.7
Tien Giang	3	0.9	0.9	96.8
Bac Lieu	11	3.2	3.2	100.0
<b>Total</b>	<b>342</b>	<b>100.0</b>	<b>100.0</b>	

#### 4. Area

	Frequency	Percent	Valid Percent	Cumulative Percent
City	209	61.1	61.1	61.1
Valid Countryside	133	39.9	39.9	100.0
<b>Total</b>	<b>342</b>	<b>100.0</b>	<b>100.0</b>	

#### 5. Job

	Frequency	Percent	Valid Percent	Cumulative Percent
Student	288	84.2	84.2	84.2
Public servants	8	2.3	2.3	86.5
Valid Employees	24	7.0	7.0	93.5
Business	13	3.8	3.8	97.3
Others	9	2.6	2.6	<b>100.0</b>
<b>Total</b>	<b>342</b>	<b>100.0</b>	<b>100.0</b>	

#### 6. Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Under 5 million VND	229	67.0	67.0	67.0
From 5 to 10 million VND	83	24.3	24.3	91.3
Valid From 10 to 15 million VND	15	4.4	4.4	95.7
More than 15 million VND	15	4.4	4.4	<b>100.0</b>
<b>Total</b>	<b>342</b>	<b>100.0</b>	<b>100.0</b>	

**7. Having Visited Da Lat**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	342	100.0	100.0	100.0
Valid No	.0	.0	.0	100.0
Total	342	100.0	100.0	

**8. Having Returned to Da Lat**

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	275	80.4	80.4	80.4
Valid No	67	19.6	19.6	100.0
Total	342	100.0	100.0	

**9. The reasons for not returning to Da Lat**

	Frequency	Percent	Valid Percent	Cumulative Percent
No chance	18	5.3	5.3	5.3
No money yet	13	3.8	3.8	9.1
Valid No time	19	5.6	5.6	14.7
Others	5	1.5	1.5	16.2
Missing	287	83.9	83.9	100.0
Total	342	100.0	100.0	

**10. The number of times you have returned to Da Lat**

	Frequency	Percent	Valid Percent	Cumulative Percent
1-2/year	233	68.1	68.1	68.1
3-4/year	23	6.7	6.7	74.8
Valid 5-6/year	5	1.5	1.5	76.3
7-8/year	7	2.0	2.0	78.3
Missing	74	21.6	21.6	100.0
Total	342	100	100	

### 11. You have plans to return to Da Lat in the future

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	336	98.2	98.2	98.2
Valid No	6	1.8	1.8	100.0
Total	342	100.0	100.0	

### 12. The reasons for returning to Da Lat in the future

	Frequency	Percent	Valid Percent	Cumulative Percent
Interest	43	12.6	12.6	12.6
Scenery	47	13.7	13.7	26.3
Climate	71	20.8	20.8	47.1
Cuisine	14	4.1	4.1	51.2
Valid Reduce stress	12	3.5	3.5	54.7
Discover new places	6	1.8	1.8	56.5
Travel	9	2.6	2.6	59.1
Others	20	5.8	5.8	64.9
Don't come back	6	1.8	1.8	66.7
Missing	114	33.3	33.3	100.0
Total	342	100.0	100.0	

#### Cronbach's Alpha reliability coefficient

#### 1. Social-Psychological motives

#### Case Processing Summary

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. List wise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.895	8

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PSY01	27.038	33.691	.685	.881
PSY02	26.854	34.923	.694	.881
PSY03	26.898	34.726	.648	.884
PSY04	26.924	34.381	.677	.882
PSY05	27.456	31.914	.586	.896
PSY06	27.070	33.397	.717	.878
PSY07	27.070	32.558	.752	.874
PSY08	27.219	32.113	.717	.878

**2. Cultural motives**

**Case Processing Summary**

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.845	3

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
CUL01	7.933	3.465	.685	.809
CUL02	7.947	3.311	.741	.756
CUL03	8.020	3.252	.710	.786

### 3. Perceived Quality

#### Case Processing Summary

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. Listwise deletion based on all variables in the procedure.

#### Reliability Statistics

Cronbach's Alpha	N of Items
0.867	4

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PQ01	11.798	6.830	.667	.850
PQ02	11.836	6.407	.745	.819
PQ03	11.924	6.293	.748	.818

PQ04	11.889	6.815	.713	.833
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#### 4. Perceived Value

##### Case Processing Summary

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. Listwise deletion based on all variables in the procedure.

##### Reliability Statistics

Cronbach's Alpha	N of Items
0.901	3

##### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PV01	8.421	2.843	.822	.841
PV02	8.436	2.815	.794	.866
PV03	8.412	2.918	.793	.866

#### 5. Destination Image

##### Case Processing Summary

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6

Total	436	100.0
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a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
0.891	6

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DI01	20.988	13.959	.724	.869
DI02	21.091	13.954	.700	.873
DI03	20.898	14.209	.701	.873
DI04	20.868	14.038	.760	.864
DI05	21.123	14.307	.647	.882
DI06	20.968	13.937	.727	.869

## 6. Destination Satisfaction

### Case Processing Summary

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. List wise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
0.928	6

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
SAT01	20.594	15.597	.783	.916
SAT02	20.857	15.208	.787	.915
SAT03	20.705	15.470	.749	.920
SAT04	20.643	15.262	.801	.913
SAT05	20.749	15.074	.809	.912
SAT06	20.664	15.256	.810	.912

**7. Frequency of Return  
Reliability Statistics**

Cronbach's Alpha	N of Items
0.810	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
FOR01	8.070	2.998	.606	.804
FOR02	8.032	3.040	.707	.690
FOR03	7.886	3.339	.677	.727

**8. Priority Level  
Case Processing Summary**

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.864	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PL01	7.991	3.205	.743	.809
PL02	8.050	3.103	.751	.801
PL03	8.035	3.113	.733	.818

**9. Destination Loyalty**

**Case Processing Summary**

		N	%
Cases	Valid	342	78.4
	Excluded <sup>a</sup>	94	21.6
	Total	436	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
0.874	3

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
RET01	8.170	2.968	.745	.834
RET02	8.360	2.630	.753	.830
RET03	8.284	2.825	.780	.802

## Appendix III. Result: Partial Least Squares Structural Equation Modeling (PLS-SEM)

### 1. Outer Loading

Variable	PULL	PUSH
DI01	0.766	
DI02	0.766	
DI03	<b>0.674</b>	
DI04	0.768	
DI05	0.729	
DI06	0.753	
PQ01	<b>0.680</b>	
PQ02	0.743	
PQ03	0.727	
PQ04	0.751	
PSY01		0.733
PSY02		0.770
PSY03		0.749
PSY04		0.758
PSY05		<b>0.599</b>
PSY06		0.770
PSY07		0.730
PSY08		0.732

## 2. Inner VIF Values

	FOR	RET	SAT
FOR		3,439	
PL		3,255	
PULL			3,692
PUSH			3,692
RET			
SAT	1,000	3,870	

## 3. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
CUL → PUSS	0.312	0.308	0.009	33.395	0.000
DL → PULL	0.443	0.443	0.011	38.644	0.000
FOR → RET	0.242	0.239	0.053	4.588	0.000
PL → RET	0.315	0.316	0.058	5.413	0.000
PQ → PULL	0.303	0.302	0.011	26.828	0.000
PSY → PUSS	0.746	0.748	0.010	77.716	0.000
PULL → SAT	0.606	0.608	0.048	12.539	0.000
PUSS → SAT	0.326	0.325	0.048	6.768	0.000
PV → PULL	0.344	0.343	0.013	26.093	0.000
SAT → FOR	0.818	0.818	0.023	35.825	0.000
SAT → RET	0.393	0.394	0.060	6.545	0.000

## 4. R Square

	R Square	R Square Adjusted
FOR	0.669	0.668
RET	0.785	0.784
SAT	0.816	0.815

**5. F Square**

	<b>FOR</b>	<b>RET</b>	<b>SAT</b>
<b>FOR</b>		<b>0.079</b>	
<b>PL</b>		<b>0.142</b>	
<b>PULL</b>			<b>0.511</b>
<b>PUSH</b>			<b>0.175</b>
<b>RET</b>			
<b>SAT</b>	<b>2,018</b>	<b>0.186</b>	