

**Antecedents of Dubai Revisit Intention: The Role of Destination
Service Quality and Tourist Satisfaction**

Saad Ali Musallam Abdulla

*Faculty of Business and Accountancy, Lincoln University College, Selangor,
Malaysia*

Gamal S. A. Khalifa

*Faculty of Hospitality and Tourism, Lincoln University College, Selangor, Malaysia
& Faculty of Tourism and Hotels, Fayoum University, Egypt
GSK00@fayoum.edu.eg & gamal@lincoln.edu.my*

Abuelhassan E. Abuelhassan

*Faculty of Business and Accountancy, Lincoln University College, Selangor,
Malaysia*

Abhijit Ghosh

*Faculty of Business and Accountancy, Lincoln University College, Selangor,
Malaysia*

Abstract

In this study, the researchers have proposed, developed and tested a novel model which highlighted the effect of the Destination Service Quality (DSQ) dimensions (like local transport, accommodation, cleanliness, hospitality, different activities, airport, language communication services) on the tourist intention to revisit, via the mediating role played by tourist satisfaction, in UAE's tourism industry. For this purpose, the researchers distributed 700 questionnaires amongst the international tourists visiting Dubai. 565 of the 700 (i.e., 80.71%) of the valid tourist questionnaires were returned. Results indicated that the study constructs were very reliable and displayed the convergent and discriminated validity. Thereafter, the researcher carried out the SEM for testing all research hypotheses. The findings have supported all the study's hypotheses (direct and indirect relationships). The destination marketers, planners and managers must investigate all dimensions for developing better marketing and operational strategies. Finally, theoretical and managerial implications were discussed.

Keywords: *Destination service quality, Revisit intention, Tourist Satisfaction, Dubai.*

1. Introduction.

In the past few years, the tourism sector has shown a steady increase and has become a rapidly growing economic sector, worldwide. The modern tourists are responsible for the regional development of the destinations [1]. Because of a saturated market, the competitive destinations need to redesign their marketing strategies for improving customer loyalty and building long-term relationships with the tourists [2]. Literature review on the loyalty showed that repeated purchases or revisits were highly desirable [3], [4] since the marketing costs involved for attracting repeaters were lower than those needed for the first-time tourists [5].

The tourist destinations in the United Arab Emirates (UAE) are like other destinations [6]. All tourist destinations are very competitive, and constant diversifications and improvements are required for improving the general competitiveness of the international tourist places [7], [8]. Several factors increase the competitiveness of the various destinations [9], and hence, the DSQ dimensions were regarded as vital for attaining a competitive advantage. Gartner and Ruzzier (2011)[10] have argued that the service quality and the image components were important with regards to the destination assessment of the tourists. It was seen that the various tourist destinations displayed an advantage over others if they improved the quality of their services [8], [11].

In their study, Fornell and Wernerfelt (1987) [12] noted that a lower cost is required for maintaining the existing customers compared to engaging new ones. Reichheld (1996) [13] stated that a 5% increase in customer retention could increase profit growth by 25–95% across several industries. Hence, a large proportion of the profit could be derived [14]. Furthermore, the loyal customers acted as inexpensive Word-Of-Mouth (WOM) advertising agents who could encourage their relatives, friends and other customers to purchase a specific product or service [2], [11], [15]. It was seen that the WOM referrals accounted for ≈60% of the sales to the new customers [15], [16]. Because of an exceptional return, loyalty was an important component in all the organisations [4], [17], [18].

Many studies have investigated the effect of loyalty on consumer behaviour. With regards to travel and tourism, many studies related to tourist satisfaction have been published, however, tourist loyalty has not been investigated thoroughly [8], [8], [11], [19]. Hence, the academics and practitioners need to carry out additional studies on the loyalty factor for understanding and comprehending the role played by customer satisfaction on developing the loyalty and also for determining the effect of the antecedents of satisfaction determinants on the customer loyalty and their relationships [17]. This study attempts to the effect of destination service quality on tourist re-visit intention via tourist satisfaction.

2. Hypotheses Development.

Satisfaction was considered as a reliable predictor of the repurchasing intention [2], [20]. Dissatisfied customers tend to complain a lot and are not likely to repurchase the product/service [21]. On the other hand, the satisfied customers are committed to the

organisation and all the offered services [4], [22]. Furthermore, loyal or more experienced customers could become a stable and satisfied customer base [15], [23].

The literature review indicated that the improvement in the service quality could increase customer satisfaction level and their revisiting intention [24]. The service quality and customer satisfaction perception significantly and positively affected the repurchasing intention [25]–[28].

The most important factor that affects the revisiting intention of the customers is tourist satisfaction [29], [30]. It is important to satisfy the customer since it can affect the expectations and intentions related to the repurchasing or revisiting decision of the customer [18]. However, there was a lack of theoretical and empirical studies which highlighted the relationship between the antecedents of the customers’ intention to revisit UAE (Wu et al., 2018).

H1: Tourist's perceptions regarding the destination service quality dimensions positively affected their revisit intention.

H2: Tourist's perceptions regarding the service quality dimensions positively affected tourist satisfaction.

H3: Tourist satisfaction significantly affects the tourist revisiting intention.

H4: Tourist satisfaction mediated the relationship between the tourist’s perception regarding the destination service quality and their revisiting intentions.

3. Research Method

3.1 Overview of the Proposed Research Model

As shown in Figure 1, the study's proposed model. We developed the theoretical model and its relationships from extant literature. While examining the proposed model, DSQ, and TS predicts RI. These relationships are derived from [8] for DSQ, [2] for RI and [31] for TS. The suggested extended model tests the association between DSQ, as antecedent variable that explain RI as an output variable among customers in Dubai destination in the United Arab Emirates. The proposed model has four hypotheses to test.

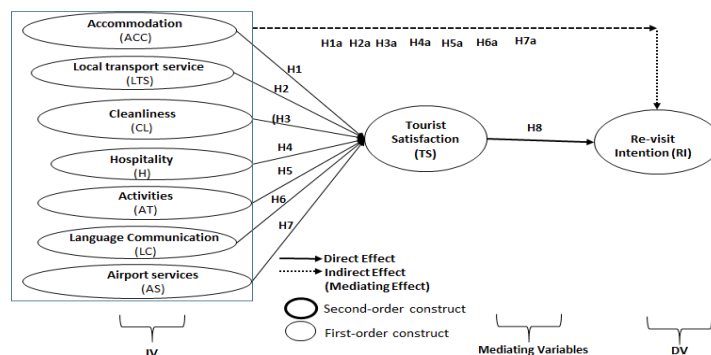


Figure 1. Proposed research model

The study developed a 40-item questionnaire with 7-point scale (7=strongly agree and 1=strongly disagree) developed from previous studies. Data collection was conducted using a self-administered paper questionnaire which was delivered ‘in-person’ from May 2018 until November 2018 to international tourists in Dubai. A total of 700 surveys were disseminated, with 565 responses were suitable for the analysis with 80.71% response rate. The proposed model has four hypotheses to test.

4. Data Analysis and Results.

4.1 Descriptive Analysis

The researchers distributed 700 questionnaires for the Dubai’s international tourists. The valid questionnaires returned are 565 (80.71%) out of 700. The responding sample (n = 565) consisted of 42.83% male and 57.17% female international tourists. Most of the participants of international tourists range from 40 to 49 years old. As Table 3 presents that 35.9 % of the respondents were aged 40 to 49 years, 31.5 % from 36 to 35 years. Surprisingly, the highest nationality for those tourists is Indian (more than 23%). On the other hand, the second highest nationality is Saudi almost 19%, see Table 1. Key demographics are presented in Table 1.

Table 1. Summary of demographic profile of respondents

		Frequency	Valid Percent (%)
Gender	Male	242	42.83
	Female	323	57.17
Age	Less than 20	42	7
	20-29	117	21
	30-39	131	23.2
	40-49	203	35.9
	50 years and Over	72	12.8
Nationality	Indian	131	23.2
	Saudi	107	18.9
	British	97	17.2
	Omani	63	11.2
	American	56	9.9
	Others	111	19.9
Total		565	100%

4.2 Measurement Model Assessment

Structured equation modelling was implemented for this study via Smart PLS. The measurement model assessed by construct reliability and construct validity (convergent and discriminant validity). According to the results in table 2, the construct reliability is fulfilled, (Cronbach's alpha and Composite reliability (CR) Values are above 0.7) [32] [33]. Furthermore, indicator reliability achieved, as factor loading values are above the recommended value (0.5) (see Figre 2) [34] [35].

Table 2. Constructs reliability and validity

Variables	Mean	ST. D	Cronbach Alpha	Composite reliability	Average variance extracted
Destination Service Quality (DSQ)	4.105	0.675	0.834	0.860	0.707
Tourist Satisfaction (TS)	4.121	1.45	0.856	0.902	0.698
Revisit Intention (RI)	4.061	1.42	0.907	0.931	0.729

As shown in table 2, convergent validity was fulfilled, as the average variance extracted (AVE) values were above 0.5 [35]. Furthermore, discriminant validity is fulfilled. According to Fornell-Larcker criterion values in table 3, the bolded AVEs are higher than the correlations among variables [36].

Table 3. Discriminant validity

		DSQ	RI	TS
Destination service quality	DSQ	0.841		
Revisit intention	RI	0.508	0.854	
Tourist Satisfaction	TS	0.405	0.429	0.835

Note: Diagonals represent the square root of the average variance extracted while the other entries represent the correlations.

4.3 Structural Model Assessment

Figure 2 show the results of the causal connections among study constructs as extracted from Smart PLS3 according to the criteria of [34].

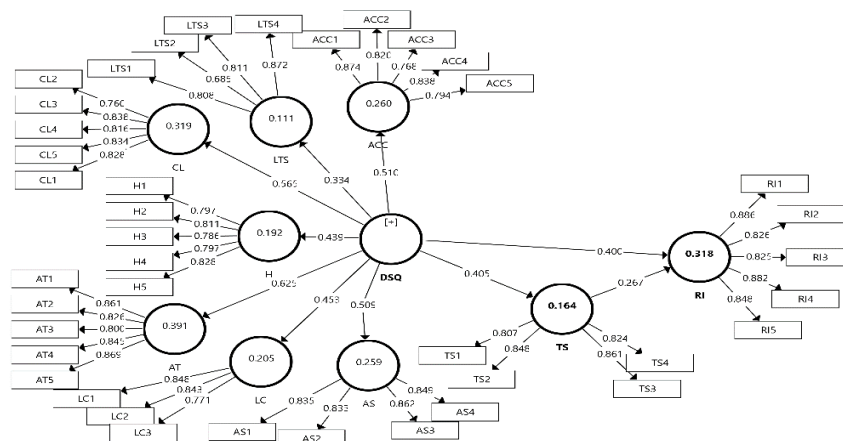


Figure 2. Structural Model Assessment

4.3.1 Testing the study Hypotheses

The results in table 4 revealed that, three direct hypotheses are supported. DSQ significantly predict revisit intention and tourist satisfaction. Hence, H1 and H2 are supported with (B=0.400, t=8.745, P<0.001) and (B=0.405, t=11.423, P<0.001) respectively. In addition, TS significantly predicts RI. Henceforth H3 is accepted with (B=0. 267, t=6.060, P<0.001). DSQ and TS are explaining 31.8 % of the variance in RI. The R² values achieved an acceptable level of explanatory power as recommended by Cohen (1988) and Chin (1998) indicating a substantial model. In addition, the result of f² as Table 4 shows, that all relationship with medium effect sizes. Furthermore, Table 4 shows that all the values of Q² greater than zero indicate that there is an adequate predictive relevance for the proposed model [34], [39].

Table 4: Structural path analysis result

Hypothesis	Relationship	Std Beta	Std Error	t-value	p-value	Decision	R ²	f ²	Q ²
H1	DSQ -> RI	0.400	0.046	8.745	0.000	Supported		0.197	0.213
H2	TS -> RI	0.267	0.044	6.060	0.000	Supported		0.087	
H3	DSQ -> TS	0.405	0.035	11.423	0.000	Supported	0.164	0.196	0.108
H4	DSQ -> TS -> RI	0.108	0.021	5.070	0.000	Supported	0.318		

Key: DSQ: Destination service quality, TS: Tourist satisfaction, RI: Revisit intention

According to the bootstrapping's analysis, there is a significant indirect impact in the relationship between DSQ and RI via TS with a t-value of 5.070 and P-value<0.001. As indicated by Preacher and Hayes, (2008) that the mediation effect exist when the indirect impact of DSQ and RI via TS with boot 95% CI: [LL = 0.067, UL = 0.154], doesn't straddle a zero in between. Hence H4 was supported, (see table 4).

5. DISCUSSION.

Theoretically, the study model contributed to the tourism and the hospitality literature since it investigated the 7 DSQ dimensions (i.e., local transport, accommodation, cleanliness, hospitality, leisure activities, language and communication, and the airport services) and their effect on the revisiting intention of the tourists. Results shown in table 4 showed the significant and positive effects of these DSQ dimensions on the tourist intention to revisit Dubai.

Similar results were reported by Liu and Lee (2016), who investigated the Taiwan Taoyuan International Airport. They investigated 5 DSQ dimensions (i.e., Tangibles, Reliability, Assurance, Responsiveness, and Empathy), and used them for measuring the service quality in a specific business environment. Results indicated that the DSQ dimensions were positively related to the revisiting intention of the tourists. The results also showed that the service quality improved and enhanced the behavioural intention (Zeithaml et al., 1996; Cronin Jr. et al., 2000; Alexandris et al., 2002; Caruana 2002; Chen 2008). It was also seen that an increase in service quality was the main strategy used for improving the revisiting

intention of the tourists. These results were like the earlier studies which indicated that the service quality perception positively influenced the repurchasing intentions of the customer [2], [24].

The results indicated that destination service quality factors (local transport, accommodation, cleanliness, hospitality, leisure activities, language and communication, and the airport services) effect on tourist satisfaction. These results were dissimilar to those presented by Tosun et al. (2015). In addition, the results stated that tourist satisfaction positively affected the tourists' intention to revisit a destination. The earlier studies showed the significant effect of customer satisfaction on the WOM opinion and repeated purchase [15]. Furthermore, customer satisfaction also showed a positive effect on the repeated sales and the customer loyalty [2], [11], which indicated the tourists' intention to revisit a destination, in the tourism sector [2], [8].

6. IMPLICATIONS.

It has been shown that the inbound tourism (i.e., international tourists who visited UAE) played a vital role in increasing the employment, economy, image and infrastructure of the country. As UAE targets a higher share in global tourism, the government aims to attract the maximal number of foreign tourists. In this study, the researchers have proposed a theory that could help the government, tourism managers and marketers to develop effective strategies for developing the services and products related to the tourism sector.

1. Since tourist satisfaction level is related to their destination revisiting intention [41], destination loyalty [2], the destination image [41], and their recommendation intention [1], the hospitality and the tourism managers must ensure tourist satisfaction. In this study, the researchers have investigated the effect of the 7 DSQs related to Dubai on tourist satisfaction. The important dimensions related to the service quality need to be determined, as they could help the managers and marketers develop better strategies and make appropriate decisions.

2. This study also tested the destination quality with the help of a service-based approach. Results showed that the important dimensions which affected the tourist revisiting intentions included the hospitality and the leisure activities, followed by the accommodation ...etc.

3. Based on these results, it was proposed that the destination managers, marketers and planners must consider these dimensions while making marketing and operational strategies. For example, the Dubai government and Destination Management Organisations (DMOs) must increase the awareness of the local people and the hospitality and tourism employees by conducting public education campaigns regarding the significance of the effect of the hospitality factor on tourist satisfaction.

4. It was also seen that the activities dimension showed a similar effect as the hospitality dimension on tourist satisfaction. The service business managers who were responsible for leisure activities played a vital role in increasing the tourists' intention to revisit the destination. However, they need to pay a lot of attention to the quality of the services that were offered and need to increase the variety of activities for satisfying the needs of all types of tourists. This was because the results indicated that the service quality perceptions related to the activities significantly affected tourist satisfaction levels.

5. The results showed that the quality perception related to accommodation significantly affected the tourists' revisiting intention. This factor played a vital role and offered a competitive advantage to any destination since accommodation was an important DSQ dimension [8]. The DMOs and other accommodation-based businesses must pay attention to the quality of the accommodation that is offered at the destination. The results of the study showed that this was an important factor which influenced tourist satisfaction and could increase the revisiting intention of the tourists.

Finally, the destination planners, managers and marketers must know that the favorable perception related to the DSQ increases the revisiting intentions of the tourists if the tourists are satisfied with the service quality offered and have a positive perception about destination image. Thus, improving the service quality, based on increasing tourist satisfaction and destination image, offered a competitive advantage related to the tourist destination, which helped them retain the existing tourists and even attract new tourists, thereby generating higher income.

Further, the findings of this study suggest that top management of the tourism industry should focus on improving the satisfaction and destination image level of their tourists by providing higher service quality. Destination service quality is a technique provided to tourists that helps them increase their positive experience levels, which is necessary in today's competitive environment [42]. Tourism managers who consider service quality to be a long-term investment or a useless expenditure tend not to allocate sufficient funds, while in fact it is just the opposite. Further, the outcomes of service quality enhancement programs should be evaluated in various ways, such as through customer surveys, peer surveys, and supervisor evaluations [43].

This study is the first to examine the role that DSQ plays on influencing RI offered in tourism institutions in Dubai. Understanding the factors that lead to the success of tourism institutions is important, since these organizations play a significant role in developing economies. As tourism industry has been found to play a key role in influencing the growth rate of countries like UAE, developing countries should be keen to understand the factors that influence their productivity and performance level.

7. References.

- [1] M. A. Abou-Shouk and G. S. Khalifa, *Journal of Travel & Tourism Marketing*. 34, 5 (2017)
- [2] N. V. H. Trung and G. S. A. Khalifa, *International Journal on Recent Trends in Business and Tourism*. 3, 2 (2019)
- [3] M. Albaity and S. B. Melhem, *Tourism Management Perspectives*. 23, July (2017)
- [4] A. Sudigdo, G. S. A. Khalifa and A. E.-S. Abuelhassan, *International Journal on Recent Trends in Business and Tourism*. 3, 1 (2019)
- [5] J. Alegre and C. Juaneda, *Annals of Tourism Research*. 33, 3 (2006)
- [6] N. A. O. M. Alareefi, A. E. Abuelhassan, G. S. A. Khalifa, M. Nusari, and A. Ameen, *Pakistan Journal of Social Sciences*. 16, 1 (2019)

- [7] G. S. A. Khalifa and M. A. A. Abou-Shouk, *Asia-Pacific Journal of Innovation in Hospitality and Tourism*. 3, 2 (2014)
- [8] C. Tosun, B. B. Dedeoğlu, and A. Fyall, *Journal of Destination Marketing & Management*. 4, 4 (2015)
- [9] M. Cucculelli and G. Goffi, *Journal of Cleaner Production*. 111, B (2016)
- [10] W. C. Gartner and M. K. Ruzzier, *Journal of Travel Research*. 50, 5 (2011)
- [11] Y. N. Myo, G. S. A. Khalifa, and T. T. Aye, *International Journal of Management and Human Science (IJMHS)*. 3, 3 (2019)
- [12] C. Fornell and B. Wernerfelt, *Journal of Marketing Research*. 24, 4 (1987)
- [13] F. F. Reichheld, *Harvard Business Review*. 74, 2 (1996)
- [14] C. G.-Q. Chi and H. Qu, *Tourism Management*. 29, 4 (2008)
- [15] M. E. Abd-Elaziz, W. M. Aziz, G. S. Khalifa, and M. Abdel-Aleem, *Journal of Faculty of Tourism and Hotels*. 9, 2/2 (2015)
- [16] F. F. Reichheld and J. W. E. Sasser, *Harvard Business Review*. 68, 5 (1990)
- [17] S. Kim, S. Holland, and H. Han, *International Journal of Tourism Research*. 15, 4 (2013)
- [18] G. S. A. Khalifa and M. M. Hewedi, *Journal of Faculty of Tourism and Hotels*. 8, 2 (2016)
- [19] Y. Yoon and M. Uysal, *Tourism Management*. 26, 1 (2005)
- [20] S. S. Mohamud, G. S. A. Khalifa, A. E. Abuelhassan, and S. Kaliyamoorthy, *International Journal on Recent Trends in Business and Tourism*. 1, 4 (2017)
- [21] G. S. A. Khalifa and N. M. Fawzy, *International Journal on Recent Trends in Business and Tourism*. 1, 3 (2017)
- [22] G. S. A. Khalifa, *International Journal of Management and Human Science*. 2, 4 (2018)
- [23] G. S. A. Khalifa and E.-H. A. Mewad, *International Journal on Recent Trends in Business and Tourism*. 1, 1 (2017)
- [24] B. Seetanah, V. Teeroovengadum, and R. S. Nunkoo, *Journal of Hospitality & Tourism Research*. 20, 10 (2018)
- [25] S. Mouakket and M. A. Al-Hawari, *The Journal of High Technology Management Research*. 23, 1, (2012)
- [26] O. Qoura and G. S. Khalifa, *International Journal of Heritage, Tourism and Hospitality*. 7, 2 (2016)
- [27] N. Badran and G. Khalifa, *International Journal of Heritage, Tourism and Hospitality*. 7, 2 (2016)

- [28] M. A. Morsy, G. S. Ahmed, and N. A. Ali, *International Journal of Heritage, Tourism and Hospitality*. 10, 1/2 (2016)
- [29] M. Kozak and M. Rimmington, *International Journal of Hospitality Management*. 18, 3 (1999)
- [30] R. Yahaya and F. Ebrahim, *Journal of Management Development*. 35, 2 (2016)
- [31] V. Žabkar, M. M. Brenčič, and T. Dmitrović, *Tourism Management*. 31, 4 (2010)
- [32] V. R. Kannana and K. C. Tan, *Omega International Journal of Management Science*. 33, 2 (2005)
- [33] C. E. Werts, R. L. Linn, and K. G. Jöreskog, *Educational and Psychological Measurement*. 34, 1 (1974)
- [34] J. F. Hair, G. T. M. Hult, C. Ringle, and M. Sarstedt, *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, SAGE, US (2017)
- [35] J. F. Hair, W. C. Black, B. J. Babin, and R. E. Anderson, *Multivariate Data Analysis*, Pearson, US (2010)
- [36] C. Fornell and D. F. Larcker, *Journal of Marketing Research*. 18, 1 (1981)
- [37] J. Cohen, *Statistical Power Analysis for the Behavioral Sciences*, Routledge, UK (1988)
- [38] W. W. Chin, *Management Information Systems Quarterly*. 22, 1 (1998)
- [39] J. Fornell, C., & Cha, Partial least squares. In R. P. Bagozzi (Ed.), *Advanced methods in marketing research*. Blackwell, UK (1994)
- [40] K. J. Preacher and A. F. Hayes, *Behavior Research Methods*. 40, 3 (2008)
- [41] G. Assaker and R. Hallak, *Journal of Travel Research*. 52, 5 (2013)
- [42] N. Glaveli and E. Karassavidou, *The International Journal of Human Resource Management*. 22, 14 (2011)
- [43] V. J. Marsick and K. Watkins, *Informal and incidental learning in the workplace*, Routledge, UK (2015)