



QUALITY, SATISFACTION AND BEHAVIORAL INTENTIONS

Dwayne A. Baker

Arizona State University, USA

John L. Crompton

Texas A&M University, USA

Abstract: Performance quality was conceptualized as the attributes of a service which are controlled by a tourism supplier, while satisfaction referred to a tourist's emotional state after exposure to the opportunity. A structural equations model hypothesized that perceived performance quality would have a stronger total effect on behavioral intentions than satisfaction. This hypothesis was confirmed. The analysis also indicated that the perceptions measure of quality fitted the hypothesized model better than data derived from the subjective disconfirmation measure. Results suggested that evaluation efforts should include assessment of both performance quality and satisfaction, but since performance quality is under management's control it is likely to be the more useful measure. **Keywords:** performance quality, satisfaction, behavioral intentions, festival, structural equations. © 2000 Elsevier Science Ltd. All rights reserved.

Résumé: Qualité, satisfaction et intentions de comportement. La qualité de performance est conceptualisée comme les attributs d'un service qui sont dirigés par des fournisseurs du tourisme, tandis que la satisfaction fait référence à l'état affectif du touriste après l'exposition à l'occasion. Un modèle d'équation structurelle part de l'hypothèse que la qualité de performance perçue aurait un effet global plus fort sur les intentions de comportement que sur la satisfaction. Cette hypothèse a été confirmée. L'analyse indique aussi que le mesurage subjectif des perceptions de qualité correspond mieux à l'hypothèse que les données du mesurage subjectif de non-confirmation. Les résultats suggèrent que les efforts d'évaluation devraient mesurer la qualité de performance et la satisfaction, mais que le mesurage de la qualité de performance sera plus utile, puisque celle-ci est maîtrisable par la direction. **Mots-clés:** qualité de performance, satisfaction, intentions de comportement, festival, équations structurelles. © 2000 Elsevier Science Ltd. All rights reserved.

INTRODUCTION

The literature related to quality and satisfaction in the tourism and recreation field dates back to at least the *Outdoor Recreation Resources Review Commission* reports of 1962 (Manning 1986). The high level and sustained interest in this topic derives from a widely held belief that the primary managerial criterion for success should be defined in terms of level of satisfaction (Bultena and Klessig

Dwayne Baker is in the Department of Recreation, Management and Tourism at Arizona State University. **John Crompton** is in the Department of Recreation, Park and Tourism Sciences at Texas A&M University (College Station TX 77843, USA. Email <jcrompto@rpt-s.tamu.edu>). Both authors have research interests in tourists' decision-making processes and service quality.

1969; LaPage 1963). Implicit in this belief is the notion that improvement in performance quality and satisfaction will result in retention or expansion of tourist numbers, more vociferous and active tourism support, and ultimately enhanced profitability and political support.

It seems intuitively logical that there should be a causal link between quality of a tourism supplier's performance, level of consumer satisfaction, and the organization's success. Higher quality of performance and levels of satisfaction are perceived to result in increased loyalty and future visitation, greater tolerance of price increases, and an enhanced reputation. The latter is critical both for attracting new tourists through positive word-of-mouth and media acclaim and, in the case of publicly owned amenities, for enhancing or retaining level of public tax investment in the amenity.

Although a substantial literature has evolved in this area, there has been relatively little discussion of the distinction between the constructs of quality of performance and level of tourist satisfaction, nor has there been any assessment of their relative impact on subsequent behavior. Failure to resolve these issues is not unique to those working in this field. In the marketing field, the topic of service quality has probably been discussed and researched more than any other issue in the past decade. Despite this substantial investment of effort, there is vigorous debate on conceptualization of the performance quality and satisfaction constructs, and the nature of their interrelationships. The primary intent of this paper is to focus on the impact of performance quality and satisfaction on behavioral intentions, but this cannot be done without first addressing the conceptualization issue.

Conceptualizations of the relationship between the constructs of quality and satisfaction have evolved independently in the tourism and marketing literatures. A detailed discussion of the definitions and nature of these two constructs, and how they differ in the two literatures has been provided by Crompton and Love (1995). Their conceptualization of the constructs as used in the tourism field was adopted in this study. The lack of consensus on conceptualization of the two constructs has resulted in confusion to the point where the two constructs are frequently used interchangeably (Parasuraman, Zeithaml and Berry 1994a). Thus, for example, from his comprehensive review of the literature Manning does not differentiate between the two when he concludes that "The principal measure of quality in outdoor recreation has long been defined by visitor satisfaction" (1986:6). In the marketing field where debate on the two constructs has been particularly dynamic, Taylor and Baker have observed "Our understanding of the specific nature of the relationship between service quality and consumer satisfaction, as well as how these two constructs combine to impact consumer purchase intentions, continues to perplex marketing scholars" (1994:163).

Part of the confusion is attributable to the most widely accepted conceptualization of both constructs being derived from the same

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات