

# Study on the Relationship Among Tourists' Satisfaction and Loyalty of Rural Tourism in Jilin Province

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## ABSTRACT

Rural tourism has become one of the important new tourism products in China. Based on the existing research basis at home and abroad, four dimensions of rural culture, rural landscape, tourists' expectation and community participation are deduced. Taking 5A key rural tourism business units in Jilin Province as the research site, relevant data are obtained by using the questionnaire, and the structural model is constructed by amos18.0 to explore the relationship between satisfaction, willingness to revisit and loyalty of rural tourism tourists in Jilin Province. The conclusions are as follows: rural culture, tourist expectation and community participation have significant positive impact on rural tourism satisfaction; rural landscape has no significant impact on tourism satisfaction; tourist satisfaction and willingness to revisit have significant positive impact on loyalty.

**Keywords:** *structural equation model, tourist' satisfaction, loyalty*

## 1. INTRODUCTION

With the development of Rural Revitalization Strategy, rural tourism has made rapid development. The number of rural tourism destinations in China is abundant and blooming everywhere. However, the short life cycle of rural tourism destinations has also become a major bottleneck restricting the development of rural tourism in China. With the continuous upgrading of the cultural and tourism industry in the new era, the development of tourism destinations has been promoted from heavy assets to invisible assets. The competition of rural tourism destination has changed from the homogeneous development of rural landscape to the promotion of characteristic cultural connotation. How to further improve the satisfaction of rural tourism destinations, and then improve the loyalty of tourists, has become an urgent problem for rural tourism management enterprises to solve. On the basis of the existing research, this paper focuses on the relationship between the satisfaction and loyalty of rural tourism tourists, and conducts empirical research on the 5A level rural tourism management units in the cities of Jilin Province. The research conclusion has certain reference value for the future development and promotion of rural tourism destinations in Jilin Province.

## 2. STRUCTURE MODEL

Rural nature, as the essential attribute of rural areas, is the key factor for the development of rural tourism [1].

Combined with the background of scholars' research and cultural tourism integration, from the perspective of rural nature, the two dimensions of rural landscape and rural culture can best reflect the rural indicators of rural tourism [2]. Tourists' expectation is the first stage of rural tourists' tourism experience and the overall expectation of tourists for rural tourism products and services. Tourists' expectation directly affects the satisfaction of rural tourists [3]. As rural tourism has both positive and negative effects [4], community participation is also a key link in the satisfaction of rural tourism tourists. Therefore, the following assumptions are proposed:

H11: rural landscape has a positive impact on tourists' satisfaction.

H12: rural culture has a positive impact on tourists' satisfaction.

H13: Tourist expectation has a positive impact on tourist satisfaction.

H14: community participation has a positive impact on tourist satisfaction.

Customer satisfaction is the antecedent of customer loyalty [5], and the key to maintain customers is customer satisfaction [6]. There are two main viewpoints in the relationship between satisfaction and loyalty. One is that the relationship between satisfaction and loyalty is linear [7], that is, satisfaction has a direct impact on loyalty. Some scholars believe that there are two key thresholds in the function between satisfaction and loyalty, which is nonlinear [8]. Due to the relatively short cycle of rural tourism activities, this paper only considers the first relationship. Some studies have shown that the direct influencing factors of tourists' loyalty are tourists' willingness to revisit and tourists' word-of-mouth recommendation [9]. Tourists' consumption will directly affect tourists' satisfaction and loyalty, and then affect tourists' tourism experience. The willingness to revisit and

word-of-mouth recommendation are more stronger. Therefore, the following assumptions are proposed: In addition, some researchers have proposed that high level of satisfaction can improve customers' preference for products and brands, thus increasing the repeated purchase behavior of the brand. Rural tourism is the same, and high level of satisfaction can improve tourists' willingness to revisit. Therefore, based on this, the following assumptions are proposed:  
H21: tourist satisfaction has a positive impact on tourist loyalty.

### 3. EMPIRICAL RESEARCH

#### 3.1 Inspection of Measurement Model

Confirmatory factor analysis is carried out for each potential variable in the scale. Since each potential variable includes three observation variables, the model fitting degree of each potential variable is exactly identified. The confirmatory factor analysis of the overall model of the scale  $\chi^2 / DF = 2.424$ ,  $P < 0.001$ ,  $RMSEA = 0.079$ ,  $CFI = 0.930$ ,  $TLI = 0.915$ , indicating that the model has good fitting effect. The reliability (CR) and convergence validity (AVE) of the scale were calculated (see Table 1). According to the research conclusions of numerous scholars,  $Cr > 0.6$  is acceptable,  $AVE > 0.5$  is higher,  $SMC > 0.36$  is acceptable. The results show that the scale has good validity. 1.1.2. Automated assumption generation. Bouchekir and Boukala, He et al solve the AG-SMC problem on the assumption generation methods. They can be divided into the following three kinds further.

**Table1 Confirmatory factor analysis and related index**

Variables	Statements	Unstd	SE	Z 值	P	Std	SMC	CR	AVE
Rural Cultural	It retains the traditional nostalgia culture	1.000				0.748	0.560		
	It has traditional rural handicraft inheritance	0.904	0.122	7.410	***	0.656	0.430	0.927	0.563
	You can feel the real rural cultural atmosphere	1.004	0.134	7.475	***	0.710	0.504		
Rural landscape	It has a beautiful natural landscape	1.000				0.785	0.616		
	It provides a good rural experience	0.956	0.100	9.562	***	0.727	0.529	0.934	0.588
	It has outstanding rural characteristics	1.102	0.113	9.735	***	0.776	0.602		
Tourist expectation	This trip is in line with my expectation	1.000				0.822	0.676		
	It feels good in this trip	0.985	0.081	12.102	***	0.822	0.676	0.939	0.610
	The ratio of consumption to value	1.009	0.085	11.809	***	0.783	0.613		
Community participation	The local villagers are very friendly and friendly	1.000				0.650	0.423		
	The tourist commodities are produced locally	1.217	0.180	6.750	***	0.674	0.454	0.924	0.552
	Tourism services are mainly in the region	1.153	0.172	6.692	***	0.713	0.508		
Satisfaction	The satisfactions compared with similar scenic spots	1.000				0.851	0.724		
	Comprehensive evaluation	1.051	0.071	14.808	***	0.885	0.783	0.943	0.627
	I would like to recommend the scenic spot to others	0.924	0.068	13.559	***	0.790	0.624		
Loyalty	Next time I will choose here first	1.000				0.841	0.707		
	I like it better than last time	1.184	0.080	14.714	***	0.887	0.787	0.943	0.627
		1.009	0.074	13.672	***	0.802	0.643		

Amos18.0 is used to estimate the parameters of the structural relationship model with CFA, and the influence of the observation variables on the potential variables and the independent variables on the dependent variables is analyzed.

**Table2 Results of Structural Relationship Model**

Hypothetical relation	Influence path	Standardized parameter estimates	Result
H11	Rural Cultural→Satisfaction	.337***	Success
H12	Rural Landscape→Satisfaction	—	Failed
H13	Tourist expectation→Satisfaction	.891***	Success
H14	Community Participation→Satisfaction	.379***	Success
H21	Satisfaction→Loyalty	.488***	Success

#### 4. CONCLUSION

Rural culture, tourists' expectation and community participation have positive effects on the satisfaction of rural tourism tourists to different degrees in Jilin Province, among which tourists' expectation is the most important factor (0.891), followed by community participation (0.379) and rural culture (0.337). The higher the satisfaction of tourists, the higher the loyalty of tourists to rural tourism destinations. Rural landscape has little positive effect on tourists' satisfaction.

Among the four potential variables that affect rural tourism satisfaction, different observation variables have different influence on the potential variables. Among the potential variables of tourists' expectation, the most influential factor is the tourists' feeling degree (0.813), followed by the tourists' expectation of this rural tourism and the ratio of rural tourism consumption to the value obtained. Among the potential variables of community participation, local residents' participation in rural tourism destination related services has the greatest impact (0.708), followed by local tourism commodities and local villagers' attitudes towards rural tourism tourists. Among the latent variables of rural culture, the retention of nostalgia element (0.782) has the greatest influence.

#### ACKNOWLEDGMENT

This work was supported by National Society Science Foundation of China (18BMZ067).

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