



The effect of perceived service quality of visitors to Nanning Garden Expo Park on their intention to revisit the park

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Abstract. Research Purpose: To analyze the impact of visitors' service quality perception on revisit intention in Nanning Garden Expo Park. This study utilizes a combination of qualitative and quantitative research techniques to conduct in-depth interviews with senior managers of enterprises, experts in the field of business administration and experts in the field of statistics. A valid and reliable questionnaire was developed on the basis of in-depth interviews with experts as a tool for quantitative research. The samples collected were 394 visitors to the Nanning Garden Expo. The Taro Yamane formula was used with a tolerance level of 0.05. Data were analyzed using descriptive statistics such as percentages and means and inferential statistics such as regression analysis.

The results of the study show that the tangible, reliable and cultural aspects of service quality are the key factors influencing visitors' intention to revisit the fair. Among them, tangibility of service quality has a positive and significant effect on tourists' intention to revisit; reliability of service quality has a positive and significant effect on tourists' intention to revisit; culture of service quality has a positive and significant effect on tourists' intention to revisit; and responsiveness of service quality does not have a significant effect on tourists' intention to revisit.

Based on the results of empirical research, relevant suggestions and countermeasures to improve the level of service quality and management capacity of Nanning Garden Expo Park are proposed. It mainly includes improving the public service facilities and equipments inside and outside the park, improving the post performance ability and service skill training of service personnel, and innovating the theme cultural activities of the park, etc., so as to enhance the intention of tourists to revisit the Nanning Garden Expo Park, and improve the revisit rate of the Nanning Garden Expo Park.

Keywords: Nanning Garden Expo Park; service quality perception; revisit willingness

1 Introduction

Benefiting from superior development opportunities and contributing significantly to the country's economic growth, China's tourism industry has fully entered the era of

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mass tourism. Data from the Ministry of Culture and Tourism of the People's Republic of China (mct.gov.cn) show that domestic tourism nationwide grew 23.1 percent year-on-year to 308 million trips, with revenues up 30 percent to 375.843 billion yuan after the 2023 epidemic lifted the ban on the Spring Festival holiday. This indicates that China's cultural and tourism markets are generally safe and orderly. As of June 2023, the China International Garden and Flower Expo (also known as the "Garden Expo") has been successfully held for fourteen years since its inception, during which the exhibition mainly organizes horticultural and horticultural activities such as special cultural and artistic displays, high-level forums, academic symposiums, and technical and trade exchanges. It has significantly promoted the growth of urban business, tourism services and the natural landscape of the host city. A total of 1.8 million visitors were received during the 12th Nanning Garden Expo, with the highest number of visitors reaching 57,000 in a single day, bringing more than 10 billion yuan of economic benefits to Nanning's tourism. In order to cope with the steadily increasing visitor demand, the Garden Expo must improve its operation and service management capabilities. Therefore, the research of this paper mainly focuses on the Nanning Garden Expo Park, which is located in the vicinity of Dingluo Mountain along the eight-foot river in Yongning District, Nanning City, about 12 kilometers from the city center. Nanning Garden Expo Park currently exists in the tourism economic benefits decline, tourism attraction reduced, tourists return to the park will be weakened and other urgent problems. In order to improve the operation and management of the service environment of the Nanning Park Expo, increase the likelihood of tourists re-entering the park, and enhance the park's economic benefits, this study examines how tourists' perceptions of service quality affect their willingness to re-enter the park. On the one hand, it provides new perspectives for research on improving visitors' re-entry motivation in park exhibition gardens in other cities. On the other hand, it increases the theoretical significance of the SERVQUAL-based scale in terms of visitors' service quality perceptions and re-entry intentions (Soudikar & Belay,2015)^[1], providing a reference for other scholars to conduct more in-depth studies. This new research perspective can be applied to other urban parks to improve tourists' revisit intention.

2 Research Objective (s)

To analyze the impact of tourists' perceptions of the service quality of Nanning Garden Expo Park on their willingness to revisit.

2.1 Research Hypotheses

- H1: Service quality tangibility has a positive effect on willingness to revisit;
- H2: Service quality reliability has a positive effect on willingness to revisit;
- H3: Service quality responsiveness has a positive effect on willingness to revisit;
- H4: Service quality culturalness has a positive effect on revisit intention.

2.2 Scope of the Research

Scope of Content

(1) Service quality perception is a dependent variable. The extent to which customers perceive the strengths and weaknesses of their service quality experience is referred to as service quality perception (Wenli & Ling, 2022)^[2]. After reviewing the literature, this study decided to empirically investigate four aspects of service quality perception: tangibles, reliability, responsiveness and culture (Liu Nian, 2020)^[3].

Service quality tangibles refer to service entities, business facilities and equipment, etc;

Service quality reliability refers to the ability of a tourist destination to fulfill its promises;

Service quality responsiveness refers to the ability of tourism destinations to proactively assist customers and provide services in a timely manner;

Service quality cultural refers to the surroundings of a tourist destination and the goods and services offered that enable tourists to experience aspects of culture and folklore.

Dependent variable: willingness to revisit. Defined as the traveler's impulse to come back to the destination after visiting the destination and the willingness to recommend and share the destination with friends and relatives.

Scope of Population: This study takes Nanning Garden Expo Park as the main research object. The 394 visitors of Nanning Garden Expo Park are the main target audience.

Scope of area: The study area of this paper is Nanning, Guangxi, and Nanning Garden Expo Park is the case location for this study.

Scope of Time: August 1, 2023 to August 31, 2023

2.3 Research Methodology

Based on the examination of tourists' perceptions of the Nanning Garden Expo Park, suggestions are made to improve the quality of the park's services and encourage tourists to return. The researchers conducted the following research methodology.

1. Research population and sample 2. Research tools 3. Data collection 4. Data analysis and statistics

The population and the Sample.

The Population

Nanning Garden Expo Park is the object of this study. According to the statistics of visit information, from August 1 to 31, 2023, a total of 26,267 visitors visited the Garden Expo.

The Sample

In this study, random sampling method was used and the sample group was 394 visitors of Nanning Garden Expo Park. Based on the limited population sample size

determination table proposed by Robert V. Krejcie and Daryle W. Morgan in Sample Size for Study Activities, the overall sample was 26,267, with a study sample size of 394. Use of formula $n = N / (1 + N * e^2)$ (Ryan, 2013)^[4] $n = 26267 / (1 + 26267 * 0.0025) = 394$. A total of 430 questionnaires were distributed, 400 were recovered, with a recovery rate of 93% and 394 valid questionnaires, with a validity rate of 100%.

Research Instruments

The study "The Impact of Perceived Service Quality of Visitors to Nanning Garden Expo Park on Their Revisit Willingness" adopts a combination of quantitative research and qualitative research. There are two kinds of data collection tools: 1) In-depth interviews 2) Questionnaire survey.

The steps to create the questionnaire are as follows:

1. Data collection through online and offline data analysis. Online questionnaire by sending questionnaire link for visitors to fill in. In the offline questionnaire, visitors were invited to fill in the questionnaire at the visitor evacuation area at the gate of Nanning Garden Expo Park, so as to achieve the purpose of data collection.

2. Interviews with three groups.

3. identify the questions and the scope of the questions consistent with the objectives, and the benefits of conducting the study by constructing a questionnaire. As shown in the table 1 below:

Table 1. Questionnaire structure of the influence of perceived service quality on revisit intention of visitors to Nanning Garden Expo Park

Variable	Number of verses	Clause	Data	Measurement
Part 1				
Basic information	(6)	1-6		
Part 2				
About the way you travel	(4)	7-10		
Part 3				
1. Service quality tangibility	(4)	11-14	Likert Scale	5 opinion levels
2. Service quality dependability	(5)	15-19	Likert Scale	5 opinion levels
3. Service quality responsiveness	(4)	20-23	Likert Scale	5 opinion levels
4. Service quality cultural	(4)	24-27	Likert Scale	5 opinion levels
Part 4				
Willingness to revisit	(5)	28-32	Likert Scale	5 opinion levels
Total		32		

4. Based on in-depth interviews with experts, the creation of questions continued. In addition to studies, research and working definitions, they were brought to the consultant to consider and validate the appropriateness of the questions. Language and typing format used as well as bringing improvements and corrections.

5. check the validity of the content by giving the completed questionnaires to experts for measurement and evaluation. Personnel with knowledge and expertise in the field

of business research check for security, matching content coverage and language accuracy and alignment with research objectives. List of Content Validators (listed in Appendix A) The researchers used the IOC Index (Item Objective Congruence) with the following scoring characteristics:

+1 indicates that you are certain that the question is consistent with the research objectives.

0 Indicates that you are unsure if the question is aligned with the research objectives.

-1 Indicates that you determined that the question was not aligned with the research objectives.

Question item selection uses a condition to determine content validity that specifies that the calculated IOC index value must be greater than 0.6 ($IOC > 0.6$) (Pukkaew, 2015)^[5]. It Therefore, the question item is considered to be consistent with the information to be measured.

6. The researcher brings in a draft questionnaire edited by a qualified person. The consultant's presentation is again considered for completeness and is tested (tried) with a group of people like you would want to study a sample of 30 people and then brought to a reliability value. (Cronbach's alpha coefficient).

7. the researcher brings the flaws in the experiment to the final improvement. Printed as a complete questionnaire used to collect data for the study.

Scoring criteria

The questionnaire with problematic features is Likert's 5-level estimation scale with the meaning of the scores and their implications as follows:

Score level 5 means highest level of agreement. Score level 4 means high level of agreement.

Score level 3 means medium level of agreement. Score level 2 implies a low level of agreement.

Score level 1 implies the lowest level of agreement.

The criteria for interpreting the mean scores of the observed variables are categorized into the following five levels. Average score 4.50 – 5.00, highest level; 3.50 – 4.49, high level; 2.50 – 3.49, moderate level; 1.50 – 2.49, low level; 1.00 – 1.49, lowest level.

The reasons for setting such rules are as follows:

1. The calculated arithmetic mean can be any value in the range 1-5, such as 1.75, 4.50....., 5.00.

2. A score on a scale of 1-5 is a continuous value, which is represented by a straight line. and can be defined as a continuous range of scores, which is represented by a straight line, and can be defined as a continuous range of scores, with 1 unit between each cycle

3. Based on the actual data collected from the scores The minimum value is 1 and the maximum is 5, so use the criterion 1.00 – 1.50 instead of .50 – 1.50 and use the criterion 4.50 – 5.00 instead of 4.50 – 5.50.

4. In the case where the calculated arithmetic mean (\bar{X}) has a value corresponding to the interval between the levels the opinions to be interpreted are at a higher level of opinion, for example, the arithmetic mean = 4.50 will mean that there is the highest level of opinion on that matter, etc.

Determining the quality of research tools

To get quality tools The researcher therefore brought a questionnaire that was created. To test for validity and reliability. (reliability) as follows.

1. Determination of validity the researcher will check the content validity of each text to ensure that it meets the objectives of the study. by consulting with 3 subject matter specialists to examine the clarity of language, wording, and accuracy in the content Consistency of the questions in the questionnaire with the objectives (index of item objective congruency--IOC) with the following scoring criteria:

+ 1 when the expert or expert is sure that the question is consistent with the content.

0 when the expert or expert is not sure that the question is consistent with the content.

-1 when the expert or expert is sure that the question is inconsistent with the content.

follow formula

$$IOC = \frac{\sum R}{N}$$

IOC Instead, it indexes the consistency between queries. with research objectives

$\sum R$ Instead, The sum of the opinions of experts or experts.

N Instead, of the number of experts or experts.

Calculation of the consistency index between questionnaires. with research objectives Must have an Index of Conformity (IOC) value greater than 0.6. It can be concluded that the questionnaire The content accuracy is within acceptable criteria. can be used to collect further data.

2. Determination of reliability by using the questionnaire that has been verified by the advisory committee. and experts with expertise have revised and tested (tried out) with 30 test recipients of the questionnaire that have similar characteristics to the sample group to be studied before using it with the sample group. To analyze sentiment (reliability) using the Alpha coefficient method of Cronbach (1990), generally, Cronbach's coefficient above 0.7 is acceptable. If the reliability coefficient is greater than 0.8 (Kilic, 2016)^[6], it indicates that the questionnaire is reliable and can be used in the study. From the data analysis results, the results are summarized in Table 2.

Table 2. Questionnaire Cronbach'a

Variable Items	Sample size	Numble of Items	Cronbach'a
Service quality tangibility	30	4	0.807
Service quality dependability	30	5	0.746
Service quality responsiveness	30	4	0.751
Service quality cultural	30	4	0.861
Willingness to revisit	30	5	0.779

From Table 2 Questionnaire Cronbach'a, it was found that the confidence values of all factors and the total factors of the questionnaire were over 0.7 Therefore, it can be concluded that Questionnaires can be used to collect real data. with confidence values that pass the acceptance criteria.

3 Result

The results of the analysis of the regression coefficient Service quality tangibility, Service quality dependability, Service quality responsiveness, Service quality culture, and Willingness to revisit, as shown in table3.

Table 3. The results of the analysis of the regression coefficient

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(constant)	0.541	0.190		2.847	0.005
VV1	0.285	0.075	0.254	3.785	0.000
VV2	0.205	0.052	0.211	3.903	0.000
VV3	-0.116	0.060	-0.120	-1.927	0.055
VV4	0.470	0.051	0.424	9.270	0.000

$R^2 = 0.458$, $*P < 0.05$

It was found that Service quality tangibility, Service quality dependability, Service quality responsiveness, and Service quality culture with a Sig = 0.005. It could be seen that Service quality tangibility, Service quality dependability, and Service quality cultural had a Sig value less than 0.05 Statistically significant level, and in summary, it was found that:

The R square for this model is 0.458, demonstrating that Service quality tangibility, Service quality dependability, Service quality responsiveness, and Service quality culture can explain 45.8% of the variation in willingness to revisit.

The estimated coefficients on service quality tangibility values are 0.285 ($t = 3.785$, Sig = 0.000 < 0.05), indicating that service quality tangibility had a significant positive effect on willingness to revisit;

The estimated coefficients on service quality dependability values are 0.205 ($t = 3.903$, Sig = 0.000 < 0.05), indicating that service quality dependability had a significant positive effect on willingness to revisit;

The estimated coefficients on service quality responsiveness values are -0.116 ($t = -1.927$, Sig = 0.055 > 0.05), indicating that service quality responsiveness has no significant effect on willingness to revisit;

The estimated coefficients on service quality cultural values are 0.470 ($t = 9.270$, Sig = 0.000 < 0.05), indicating that service quality culture had a significant positive effect on willingness to revisit.

At the value level B = 0.541.

This paper studies the influence of tourists' perception of the service quality (tangential linear, reliability, responsiveness, and culture) of Nanning Garden Expo Park on their willingness to return to visit. According to the rational analysis results mentioned above, we can further verify whether the hypotheses H1, H2, H3, and H4 of this paper are valid, as shown in table4.

Table 4. Summary table of study hypothesis validation results

number	research hypothesis	conclusion
H1	The service quality tangible of has a positive impact on	Accepted
H2	The service quality dependability has a positive impact on the willingness to revisit	Accepted
H3	The service quality responsiveness has a positive impact on the willingness to revisit	Rejected
H4	The service quality culture has a positive impact on the willingness to revisit	Accepted

data source: based on the rational analysis

4 Conclusion and Discussion

4.1 Conclusion

To analyze the impact of tourists' perceptions of the service quality of Nanning Garden Expo Park on their willingness to revisit.

- Service quality tangibility has a positive effect on willingness to revisit;
- Service quality reliability has a positive effect on willingness to revisit;
- Service quality responsiveness has a positive effect on willingness to revisit;
- Service quality culturalness has a positive effect on revisit intention.

4.2 Discussion

This is a discussion based on the findings of the study. It can be categorized as follows:

1. the findings of the factor mean analysis.

It was found that the mean values of the total variables of the factors were generally at a high level. In the order of the mean values from highest to lowest, Service Quality Cultural > Service Quality Tangible > Service Quality Revisit Intention > Service Quality Reliability > Service Quality Responsiveness.

2. The results of the study found that service quality tangibles have a positive effect on the willingness to revisit.

If tourists received specific products and services before the enterprise made tangible display, tourists' revisit intention would be higher; if tourists received specific products and services before the enterprise did not make tangible display, tourists' revisit intention would be lower. Consistent with the findings of scholars (Huang Yanli, 2018)^[7], the highest rating of service quality tangibility means that tourists urgently want travel agencies to improve tangible services. Secondly, consistent with (Sun Qingchun, 2020)^{s[8]} research on exploring the service quality of tourist attractions based on IPA analysis with scenic spots in Guangdong Province as the research object, the study found that the service tangibility and credibility index had a greater impact on the evaluation of tourism services, and tourists were more concerned about the tangible services such as whether the places of tourist attractions were neat and bright, and whether the scenic area's hardware facilities were professional and advanced (Qingchun, 2020)^[9].

3. The results of the study found that the reliability of service quality has a positive effect on the intention to revisit.

If tourists' perception of the accuracy and reliability of corporate promises is high, tourists' intention to revisit is high; if tourists' perception of the accuracy and reliability of corporate promises is low, tourists' intention to revisit is low. This is consistent with the concepts and theories of the "S-O-R" theory proposed by the American psychologist Woodworth (1929), which is consistent with the research of (Cong, 2019)^[10](Yingqi, 2020)^[11], which found that the higher the reliability in the perceived quality of service of the destination, the greater the customer's intention to revisit.

4. The results of the study found that service quality responsiveness has no positive effect on the willingness to revisit.

That is, whether tourists can take the initiative to help tourists in the operation and provide timely services to tourists does not have a significant impact on tourists' intention to revisit the park. This study empirically analyzes the reasons why service quality responsiveness does not have a significant effect on tourists' intention to revisit, and finds that tourists can get the Nanning Garden Expo Tourism Guide when they enter the garden, and that the signage information in the garden is reasonable, and tourists have a clearer understanding of the Garden's operating hours, ferry time, and the need for difficult help procedures. However, during the survey, it was found that the current Nanning Garden Expo Park still has problems such as lack of communication with the management center and few communication channels as expressed by some visitors. This is consistent with the research of (Hu Fusheng, 2016)^[12] Li Xiaolin (2018)^[13] Service quality responsiveness does not have a positive effect on the willingness to revisit.

5. The results of the study found that the cultural nature of service quality has a positive impact on the willingness to revisit.

If tourists can feel the culture provided by service enterprises, then tourists' willingness to revisit will be higher; if tourists can not feel the special culture and folklore of the environment, products and services provided by service enterprises, then tourists' willingness to revisit will be lower. The willingness to revisit will be lower. This is in line with (Yao Yao, 2015)^[14] who studied that the cultural nature of service quality has a great influence on customers' willingness to revisit.

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