

The Relationship among Destination Image, Service Quality, Satisfaction and Behavior Intention - An Empirical Study for T

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ABSTRACT

In recent years, because of the flourishing development of the tourism industry. In the highly competitive environment, it is a very important subject how to attract visitors to go. The destination image will influence visitors' decision, satisfaction, revisit and recommend will, service quality can influence to visitor ' satisfaction, behavior intention. This study empirically examines the relationship between destination image, service quality, satisfaction, and behavior intention. The tourists who visit TianWei flowers highway garden are used as the survey target. The total number of valid samples obtained for assessment was 389. The tools used for data analysis are descriptive statistics analysis, factor analysis, reliability analysis, one-way ANOVA, and structural equation modeling (SEM) to analyze the study results and examine the research hypotheses. The major findings are as follows: First, visitors left with impressive image for the convenience of purchase flowers and the variety of flowers offered by TianWei flowers highway garden, on the other hand, flowers basin planting type are numerous and full of characteristics, and it is appropriate for the resort of the family. Second, the destination image of TianWei flowers highway garden includes following three dimensions of factors: service facilities, attraction, and flower landscape. Third, visitors ' appraise priorities on service quality are as follows: the favor degree of the convenience of service is high, alternatively, tangible environmental facilities is low. Fourth, the destination image brings direct and indirect influences on behavior intention, respectively. Lastly, service quality has to transmit through satisfaction degree to create further impacts on behavior intention.

Keywords : destination image ; service quality ; satisfaction ; behavior intention

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