



# Factors Effect on Tourist Loyalty: A Case Study of Homestay Tourism in Ben Tre (Southern Vietnam)

Dr. Si Nguyen Van  
University of Economics  
Ho Chi Minh City, Vietnam

and

Dr. Bang Nguyen Viet\*  
University of Economics  
Ho Chi Minh City, Vietnam  
Email: [bangnv@ueh.edu.vn](mailto:bangnv@ueh.edu.vn)

Orcid ID <https://orcid.org/0000-0001-9395-1937>

Corresponding author\*

## Abstract

The purpose of this paper is to measure the effects of homestay service quality, tourist satisfaction, and cultural contact on tourist loyalty: a case of homestay tourism in Ben Tre (Southern Vietnam). This study has used qualitative and quantitative researches: (i) qualitative research was carried out through focus group discussions with 10 tourists, and (ii) quantitative research was conducted through direct interviews with 294 tourists in Ben Tre Province (Southern Vietnam). The results show that: (i) tourist loyalty is affected by 04 components of homestay service quality (reliability, responsiveness, assurance, and tangibles), tourist satisfaction; and (ii) tourist satisfaction is affected by 05 components of homestay service quality (reliability, responsiveness, assurance, tangibles, and empathy), and cultural contact. However, the research subject has certain limitations: (i) due to limited resources in conducting research, the sample size consisted of 294 tourists, (ii) This study conducted the sampling technique of using direct interview methods from respondents using homestay services in Ben Tre Province, Vietnam.

**Keywords:** homestay service quality, homestay tourism, tourist satisfaction, tourist loyalty, Vietnam, tourism.

## Introduction

Subsequent to economic reforms starting in the late 1980s, the Vietnamese economy has witnessed massive changes in its structure; especially, the shift of its emphasis from agricultural to industrial and service-based sectors. The share of the service sector has increased remarkably and tourism in particular, represents a large proportion and has continued to show an upward tendency as the national economy integrated more fully into the global economy. After Vietnam's accession to the WTO, the tourism industry began to be treated as a key sector that needs continued investment. Vietnam has vast potential for tourism (beautiful landscapes, a long coastline with many nice beaches, and well-preserved national parks and tourist attractions, etc.) and enjoys a stable politico-economic life that is enticing to foreign travelers and investors alike. The fact that Vietnam has a burgeoning travel infrastructure for both domestic and international travelers is clear.

Over the past decade, the tourism industry has witnessed surging growth due to some key factors: an increase in international visitors and a robust domestic tourism demand spurred by an improvement in the general living standards of the Vietnamese population of more than 90 million. All of which have helped contribute to the increased number of



tourists and the general development of this industry. From 2010 to 2017, total tourism receipts (VND trillion) increased steadily from 96.00 VND trillion (around 5.16 USD million) in 2010 to 510.90 VND trillion (around 22.84 USD million) in 2017.

Table 1. Total tourism receipts

Year	2010	2011	2012	2013	2014	2015	2016	2017
Total tourism receipts (VND trillion)	96.00	130.00	160.00	200.00	230.00	337.83	400.00	510.90
Foreign Exchange (VND/USD)	18612	20509	20828	20933	21148	21697	21935	22370
Total tourism receipts (USD million)	5.16	6.34	7.68	9.55	10.87	15.57	18.236	22.84
Growth rate (%)	-	35.4	23.1	25.0	15.0	46.8	18.4	27.5

(Source: VietNam National Administration of Tourism, 2018 and data from World bank)

Recently in Vietnam, there is growing evidence that tourism behaviors are changing quite rapidly as well. Surveys show that tourists increasingly want to spend their time travelling in different ways and homestays on the rise as an accommodation choice (especially in some key demographics). Homestay tourism is a form of tourism that is closely related to nature, culture, and local customs and is an alternative tourism product that has the potential to attract tourists due to a marked increase in international demand for tourism that enhances tourists by allowing them to observe, experience, and learn about the way of life of the local residents of their destinations.

Homestay tourism in Vietnam homestays allows guests to catch a glimpse of the daily lives of village residents and therefore serves as a means of experiencing a local community in ways that differ from conventional tourism interactions and settings. As a form of accommodation, homestays occupy a middle ground between the intimate settings of a friend or family member's home and the purely commercial, informal environments found in hotels and other more conventional lodging facilities.

Generally, homestay tourists in Vietnam display different habits and personality traits in comparison with past visitors. According to research, they are generally more demanding, pay more attention to values and service quality, and are also better informed. What can homestay providers and managers do to adapt to these very specific needs? There are many answers to this question but most homestay providers and managers need to seriously examine what tourists need and want if they expect a change from one-time customers to repeat visitors. Presently, homestay providers and managers should not only make visitors feel satisfied but also work to foster a sense of loyalty with the concept of homestay tourism. This means that homestay managers should identify factors affecting tourist loyalty. To help with this effort, this paper will concentrate on: (i) theoretical bases about tourist loyalty; (ii) a quantitative model of loyalty, ; and (iii) policy implications.

## Literature review

### Homestay

Homestay tourism is a form of tourism that is closely related to nature, culture and local custom and is intended to attract a certain segment of the tourist market that desires authentic experiences (Jamal et al., 2011). Homestay tourism places an emphasis on the



ecotourism and community-based products and services, in which visitors stay with the foster families and get involved with the normal daily activities in order to experience the lifestyle and local culture (Ismail et al., 2016).

Homestay is defined as a type of tourist accommodation which allows guests to stay in local homes at a destination (Gu & Wong, 2006); as a type of accommodation where tourists or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises, and with whom public space is, to a degree, shared (Lynch, 2005); as an alternative form of accommodation that allows tourists to stay with selected families, to interact with them, and to experience daily life in the host family's culture (Jamal et al., 2011); as types of accommodation where visitors or guests pay to stay in private homes, where interaction takes place with a host and/or family usually living upon the premises and with whom public space is, to a degree, shared (Kontogeorgopoulos et al., 2015).

### **Tourist loyalty**

Customer loyalty is important in the service sector, which includes the tourism industry and accommodation such as homestays (Teong-Jin et al., 2009).

Oliver (1997) defines customer loyalty as a deeply held commitment to re-purchase or re-patronize preferred goods or services consistently in the future, which results in repeated sales of the same brand or same brand set buying, despite situational influences and marketing efforts that have the potential of causing customers to change behavior. Kandampully and Suhartanto (2000) explain that a loyal customer is a customer who repurchases the same goods or services from a provider whenever possible, and who continues to recommend or maintains a positive attitude towards the service provider. In short, Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature (Yoon & Uysal, 2005).

Loyalty has been measured in one of the following ways: (i) the behavioral approach (Backman & Crompton, 1991; Chaudhuri & Holbrook, 2001; Yoon & Uysal, 2005; Kabiraj & Shanmugan, 2011; Iordanova, 2016), (ii) the attitudinal approach (Backman & Crompton, 1991; Chaudhuri & Holbrook, 2001; Yoon & Uysal, 2005; Kabiraj & Shanmugan, 2011; Iordanova, 2016), and (iii) the composite approach (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016).

The behavioral approach views customer loyalty as a behavior which is operationalised in terms of repeat purchases, or purchase frequency, or share of purchase (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016; Chaudhuri & Holbrook, 2001; Kabiraj & Shanmugan, 2011). The attitudinal approach, based on consumer brand preferences or intention to buy, consumer loyalty is an attempt on the part of consumers to go beyond overt behavior and express their loyalty in terms of psychological commitment or statement of preference (Backman & Crompton, 1991; Chaudhuri & Holbrook, 2001; Yoon & Uysal, 2005; Kabiraj & Shanmugan, 2011; Iordanova, 2016). Lastly, the composite or combination approach is an integration of the behavioral and attitudinal approaches (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016). It has been argued that customers who purchase and have loyalty to particular brands must have a positive attitude toward those brands (Yoon & Uysal, 2005).

However, the loyalty behavior approach may not be an adequate assessment of repeated visitation for tourism destinations because many consumers undertake their holiday only on an annual basis. And these approaches remain unclear with respect to their conceptual



framework and inability to explain the factors that influence customer loyalty (Yoon & Uysal, 2005; Wu, 2016) . So the attitudinal approach is best suited for assessing the tourist's loyalty because tourism destination experiences are different from other consumption objects (Ekinici et al., 2013). Therefore, the attitudinal approach was used in this study.

### **Tourist satisfaction**

Satisfaction has been playing an important role in planning marketable tourism products and services (Yoon & Uysal, 2005).

Customer satisfaction is defined as the consumer's fulfillment response (Oliver, 1997); as the result of evaluating various positive and negative experiences (Kozak & Rimmington, 2000); as emotional reaction to the difference between what customers anticipate and what they receive (Zineldin, 2000); as an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some needs, goals or desire (Hansemark & Albinsson, 2004). From the tourism perspective, tourist satisfaction is defined as an experiential quality (an emotional state of the tourist) attained after the tour experience (Baker & Crompton, 2000); as a desired outcome of service encounters, linking consumption with post-purchase occurrences such as attitude change (Orel & Kara, 2014); as when the tourist's feeling of gratification when in the post-travel reflection period exceeds prior expectations (Altunela & Erkurtb, 2015).

After reviewing the concept of consumer satisfaction, Giese and Cote (2000) give three general components of satisfaction: first, consumer satisfaction as an emotional cognitive response, second, the response as pertaining to a particular aspect (expectation about the product, prior consumption experience), and third, the response as occurring at a particular time (after consumption, after choice, based on accumulated experience).

Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services while on holiday, and the decision to return (Kozak & Rimmington, 2000). Yoon and Uysal (2005), Lee et al. (2011), Orel and Kara (2014), Wu (2016), Akhoondnejad (2016) revealed that consumer satisfaction has a significant effect on customer loyalty, it means that a high level of tourist satisfaction increase tourist loyalty. Therefore, the authors have proposed  $H_1$  as follows:

*H<sub>1</sub>: The effect of Tourist satisfaction on tourist loyalty (+)*

### **Homestay service quality**

Since the development of service quality theory (SERVQUAL) by Parasuraman., et al (1988), the SERVQUAL model has been extensively used to measure perceived service quality across many service sectors including tourism (Albacete-Saez et al., 2007).

Service quality is defined as the difference between customer expectations of a service to be received, perceptions of the actual service received (Parasuraman et al., 1988) or as a consumer's judgment about an entity's overall excellence or superiority (Kang & James, 2004). In the tourism sector, service quality is defined as the tourist's judgement about a product or service's overall excellence or superiority (Fuchs & Weiermair, 2003); as the result of comparing customer expectations and perceptions (Albacete-Saez et al., 2007). In short, service quality is about consumers' subjective judgment of a service provided by the provider, according to the gap between the customer's expectations and their realistic



perception of the service (Ivyanno & Nila, 2013). So that, homestay service quality refers to tourist satisfaction with services provided by the homestay owners or staff (Hu et al., 2012).

The constructs of service quality, tourist satisfaction, and tourist loyalty continue to receive much research attention in the field of tourism as providing high quality service and ensuring tourist satisfaction are recognized as important factors influencing the success of the tourism industries (Rajaratnam et al., 2014).

The results of studies show that excellent service quality will increase tourist satisfaction (Ekinci et al., 2003; Chen et al., 2011; Lee et al., 2011; Ivyanno & Nila, 2013; Orel & Kara, 2014; Rajaratnam et al., 2014; Akhoondnejad, 2016) and tourist loyalty (Ekinci et al., 2003; Chen et al., 2011; Orel & Kara, 2014; Teong-Jin, 2016; Akhoondnejad, 2016). Therefore, the authors have proposed H<sub>2</sub>, H<sub>3</sub> as follows:

- H<sub>2</sub>: Tangibles has an effect on tourist satisfaction (+)*
- H<sub>3</sub>: Reliability has an effect on tourist satisfaction (+)*
- H<sub>4</sub>: Responsiveness has an effect on tourist satisfaction (+)*
- H<sub>5</sub>: Assurance has an effect on tourist satisfaction (+)*
- H<sub>6</sub>: Empathy has an effect on tourist satisfaction (+)*
- H<sub>7</sub>: Tangibles has an effect on tourist loyalty (+)*
- H<sub>8</sub>: Reliability has an effect on tourist loyalty (+)*
- H<sub>9</sub>: Responsiveness has an effect on tourist loyalty (+)*
- H<sub>10</sub>: Assurance has an effect on tourist loyalty (+)*
- H<sub>11</sub>: Empathy has an effect on tourist loyalty (+)*

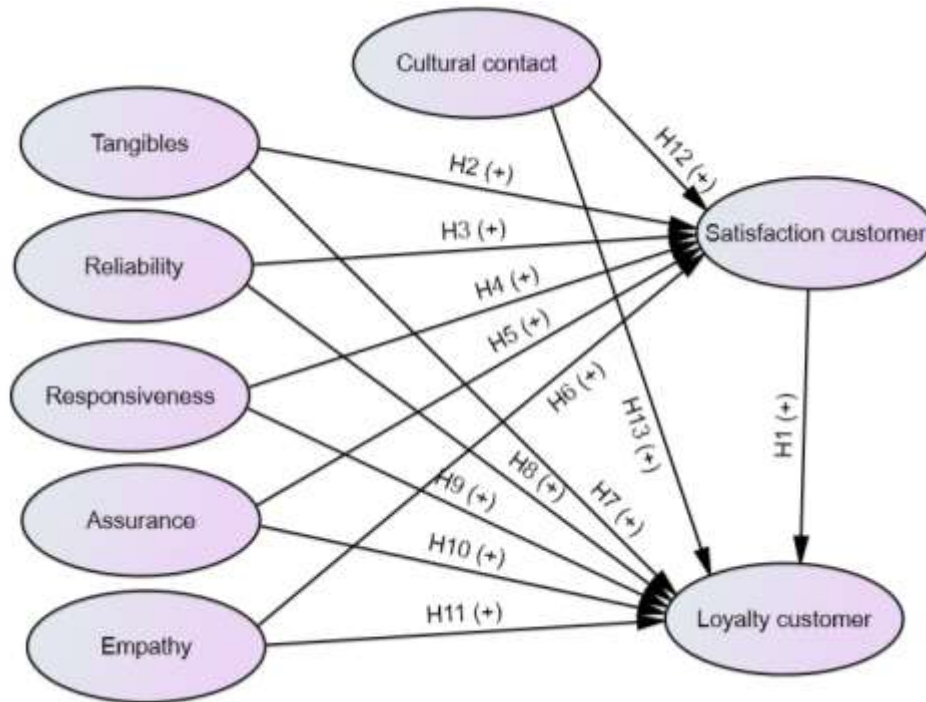
## **Cultural Contact**

Culture encompasses values, morals, symbols, physical manifestations, and behavior governed by a distinct world view (Gnoth & Zins, 2013). Contact, or culture contact, stands as a general term used by archaeologists to refer to groups of people coming into or staying in contact for days, years, decades, centuries, or even millennia (Silliman, 2005).

Cultural contact is defined as any case of protracted, direct interchanges among members of social units who do not share the same identity (Schortman & Urban, 1998). According to Gosden (2004), an isolated culture does not exist. As all cultural forms are essentially in contact with others, cultural contact is, therefore, a basic human element (Gosden, 2004). In the tourism section, cultural contact is seen as a newly emerging concept that measures the purpose and depth of experience tourists seek when traveling for experiencing a different culture (Gnoth & Zins, 2013); as groups of tourists coming into or staying in contact for days in a particular cultural tourist destination (Chen & Rahman, 2018).

The result of studies show that culture is a key influence on tourist satisfaction (Dahles, 1998; Romao et al., 2015; Zeng, 2017) and tourist's intention to revisit and/or recommend (Romao et al., 2015; Chen & Rahman, 2018). Therefore, the authors have proposed H<sub>4</sub>, H<sub>5</sub> as follows:

- H<sub>12</sub>: Cultural contact has an effect on tourist satisfaction (+)*
- H<sub>13</sub>: Cultural contact has an effect on tourist loyalty (+)*



**Figure 1:** Model and hypotheses

### Research methodology

**Research process:** This study has combined qualitative and quantitative research methods. Qualitative research method has been conducted by focus group discussions with 10 customers in 02/2018 at the meeting room of the Regional Government Statistics Office in Ben Tre Province (Vietnam) to modify the observational variables that have been used to measure the research concepts. The results show that the 5 dimensions of homestay service quality are measured by 22 variables - these items were adapted from Ismail et al., (2016), cultural contact is measured by 11 variables - these items were adapted from Chen & Rahman (2017), customer satisfaction is measured by 4 variables (these items were modified from Rasoolimanesh et al., (2016), and customer loyalty is measured by 4 variables (these items were adapted from Teong-Jin et al., 2016). Quantitative research has been conducted through direct interviews (face to face interviews) with 294 customers. The questionnaire was organized into five sections: the profile of respondents, the homestay service quality dimensions, cultural contact, customer satisfaction, and customer loyalty. Questions regarding homestay service quality, cultural contact, customer satisfaction, and customer loyalty were answered on a 5 point Likert scale, with 1 denoting strongly disagree and 5 strongly agree. Each interview took approximately 30 minutes to complete. The interviews were conducted in April 2018. This is a standard quality control process used by Ben Tre Statistical Office which gives further assurance that respondents were able to answer the survey questions in an easy and consistent manner.

**Data processing techniques:** Cronbach's Alpha Reliability Analysis, Exploratory Factor Analysis (EFA), and Confirmatory Factor Analysis (CFA) were used to assess the scales. And the structural equation modeling (SEM) was used to test model and research hypotheses.



## Results and discussion

### Descriptive analysis

The final sample size in this study was 294 respondents. The results of the study revealed that more than half (58.5%) of the respondents were females with the remaining 41.5% being males; 74.8% of respondents visited the homestay program for the first time while 12.6% of respondents had experienced a homestay more than 1 time; 64.9% of respondents were single while 36.1% of respondents were married; 48.3% of respondents visited the homestay with a friend, 31.6% respondents visited the homestay with family, 10.9% respondents visited the homestay with a spouse, and 9.2% respondents visited the homestay alone; 90.8% respondents stayed from 1 to 3 nights, 6.8% respondents stayed from 4 to 6 nights, and 2.4% respondents stayed more than 6 nights. A descriptive analysis of the results are presented in Table 2.

Table 2. Demographic profile of respondents

Measure	Items	Frequency	%
Gender	Male	122	41.5
	Female	172	58.5
Marital status	Single	188	64.9
	Married	106	36.1
Number of visits to the homestay	The first time	251	85.4
	More than 1 time	43	14.6
Travel party	Alone	27	9.2
	Spouse	32	10.9
	Family members	93	31.6
	Friends	142	48.3
The length of stay	From 1 to 3 nights	267	90.8
	From 4 to 6 nights	20	6.8
	More than 6 nights	7	2.4

(Source: Authors' survey, 2018)

### Results of analysis of reliability

The results presented in Table 3 show that of the 41 observed variables used to measure research concepts, only the CC2 (I like to experience more than just staged events associated with this culture), CC3 (I would like to get to know more about this culture), CC4 (I prefer just to observe how this culture is different rather than really meet and interact with people from that culture), CC5 (I am interested in getting to know more people from this culture), CC7 (I am very keen on finding out about this culture), CC8 (I would like to see the world through the eyes of people from this Culture) , CC9 (I like to spend time on finding out about this culture) observational variables with a correlation coefficient of less than 0.3 should be eliminated, while the remaining 34 variables satisfy the conditions in the reliability analysis of the scale via the Cronbach's Alpha coefficient (Cronbach's Alpha coefficient > 0.6 and correlation coefficient – total > 0.3, Nunnally & Burnstein, 1994).

Table 3. Results of the reliability analysis of research concepts

Concepts		Cronbach's Alpha	Source
Homestay Service quality	<b>Tangibles</b>	0.807	Ismail et al. (2016)
	TAN1: Visually appealing facilities		
	TAN2: Adequate equipment and capacity		
	TAN3: Clean environment		
	TAN4: Appearance of host		
	<b>Reliability</b>	0.840	Ismail et al. (2016)
REL1: Visitors' privacy			
	REL2: Record tourist's data		



	REL3: Ability to perform the promised services		
	REL4: Programs was offered as in the package		
	<b>Responsiveness</b>		
	RES1: Provide prompt service	0.844	Ismail et al. (2016)
	RES2: Willingness to help		
	RES3: Prioritize the visitor's need		
	RES4: The host is polite, kind and educated		
	<b>Assurance</b>		
	ASS1: Courtesy of host	0.865	Ismail et al. (2016)
	ASS2: Inspire trust and confidence		
	ASS3: Host's knowledge and skills		
	ASS4: Offering safe and secure activities		
	ASS5: Offering safe precaution		
	<b>Empathy</b>		
	EMP1: Understand visitors' need	0.833	Ismail et al. (2016)
	EMP2: Individualized attention		
	EMP3: Treating guests in a friendly manner		
	EMP4: Specific attention to visitors special need		
	EMP5: Providing assistance in other required areas		
	<b>Cultural contact</b>		
	CC1: I like to learn about different customs, rituals and ways of life	0.867	Gnoth & Zins (2013); Chen & Rahman (2017)
	CC6: The more I see, hear, and sense about this culture, the more I want to experience it		
	CC10: I would like to get involved in cultural activities		
	CC11: Contact with this culture forms a very important part of my experience in this visit		
	<b>Satisfaction customer</b>		
	SAT1: I feel I benefited from coming here	0.846	Rasoolimane sh et al. (2016)
	SAT2: I found the visit worthwhile		
	SAT3: The visit was as good as I had hoped		
	SAT4: If I had the opportunity, I would like to come back here again		
	<b>Loyalty customer</b>		
	LO1: I usually use this homestay as my frst choice compared to another homestay	0.873	Teong-Jin et al. (2016)
	LO2: I am satisfied to the visit of this homestay		
	LO3: I would recommend this homestay to others		
	LO4: I would not switch to another homestay the next time		

(Source: Authors' survey, 2018)

## Results of EFA

Results presented in Tables 4 and 5 show that all variables meet requirements for values. Namely, factors affecting tourist loyalty are extracted to seven factors corresponding to measured variables of seven concepts with a cumulative of variance of 67.807% at an Eigenvalue of 2.575; EFA of tourist loyalty is turned into one factor with an average variance extracted of 72.324 at an Eigenvalue of 2.893. EFA results are clarified using the Varimax rotation.

Table 4. Results of EFA of Factors Affecting Tourist Loyalty

	Component						
	1	2	3	4	5	6	7
ASS3	.804						
ASS2	.800						
ASS5	.789						
ASS1	.756						
ASS4	.716						
EMP4		.786					
EMP3		.759					
EMP5		.751					
EMP2		.748					
EMP1		.729					
RES3			.824				
RES4			.790				





RES1			.787				
RES2			.782				
REL3				.803			
REL2				.799			
REL4				.784			
REL1				.734			
CC6					.763		
CC11					.761		
CC10					.744		
CC1					.707		
TAN4						.819	
TAN2						.779	
TAN3						.756	
TAN1						.721	
SAT1							.706
SAT2							.697
SAT3							.687
SAT4							.664
Eigenvalue	3.446	3.145	2.881	2.813	2.760	2.652	2.432
% of variance	11.487	10.485	9.601	9.377	9.200	8.840	8.107
Cumulative %	11.487	21.972	31.574	40.951	50.151	58.991	67.098
KMO					.897		
Bartlett's Test	Chi <sup>2</sup>				4178.896		
	df				435		
	Sig.				.000		

(Source: Authors' Survey, 2018)

Table 5. Results of EFA of Tourist Loyalty

Observed variables	Factor	
	1	
LO2	.869	
LO4	.850	
LO1	.844	
LO3	.839	
Eigenvalue	2.894	
% of variance	72.343	
KMO	.834	
Bartlett's Test	Chi <sup>2</sup>	564.56
	Df	6
	Sig.	.000

(Source: Authors' Survey, 2018)

## Results of CFA

### Results of composite reliability and variance extracted of research concepts

Results presented in Table 6 show that satisfy requirements for composite reliability and variance extracted.

Table 6. Results of tests for composite reliability and variance extracted

Concept	Symbol	Number of obs. variables	Composite reliability	Variance extracted
Homestay Quality Service	Assurance	ASS	0.866	0.564
	Empathy	EMP	0.834	0.501
	Reliability	REL	0.842	0.571
	Responsiveness	RES	0.845	0.577
	Tangibles	TAN	0.808	0.513
Cultural contact	CC	4	0.868	0.623
Satisfaction	SAT	4	0.849	0.585
Loyalty	LOY	4	0.873	0.612

(Source: Authors' survey, 2018)

**Results of convergent validity, discriminant validity, and unidimensionality of research concepts**

Results presented in Figure 2 and Table 7 show that all values of the model are appropriate, such as  $\chi^2 = 522.111$ ,  $df = 499$ ,  $Cmin/df = 1.046$ , and  $p\text{-value} = 0.229$  ( $> 0,05$ ) and other fit indices, such as  $TLI = 0.995$ ,  $CFI = 0.995$  and  $RMSEA = 0.013$  are acceptable. This means that the saturated model is consistent with data from the market. Additionally, correlation coefficients along with standard deviation show that they are all different from 1 (in other words, all research concepts have discriminant validity), errors of measured variables do not correlate with one another, and all weights ( $\lambda_i$ ) are greater than 0.5 and statistically significant. Thus, all observed variables have convergent validity, discriminant validity, and unidimensionality.

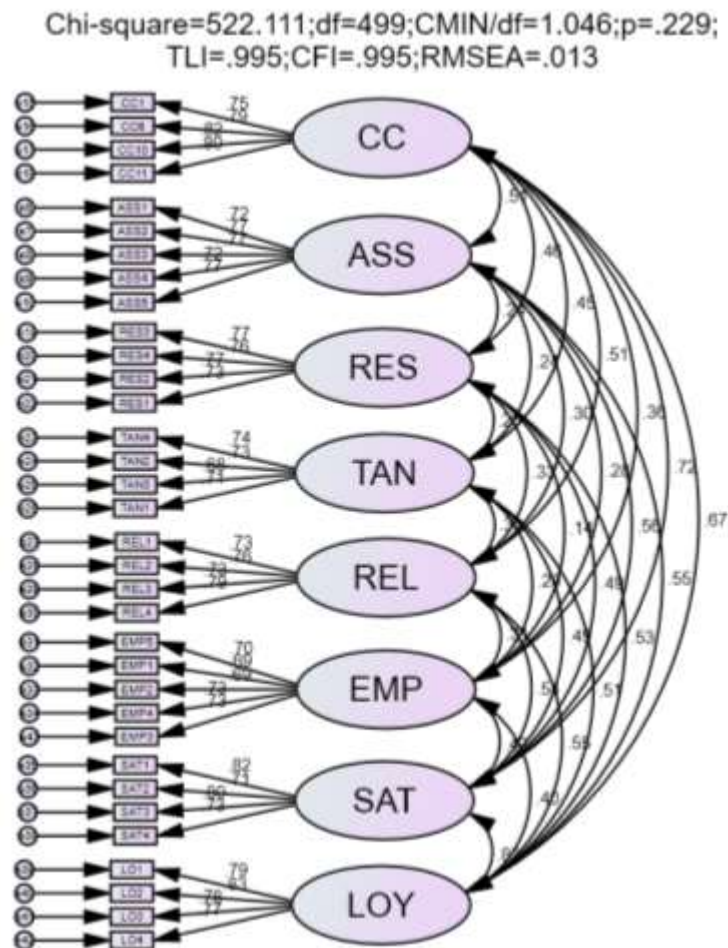


Figure 2: Results of test for convergent validity, discriminant validity, and unidimensionality  
 (Source: Authors' survey, 2018)

Notes:  $\chi^2/d.f.$  ratio  $< 5$  (Schumacker & Lomax, 2004),  $TLI > 0.90$  (Hair et al., 2006),  $CFI > 0.95$  (Hu & Bentler, 1999),  $RMSEA < 0.07$  (Hair & et al., 2006),  $p\text{-value} > 0.05$  (Hair & et al., 2006)

Table 7. Results of test for discriminant validity

	Estimate (Unstandardized)	Estimate (Standardized)	S.E.	C.R.	P	Label
ASS <--> RES	.064	.241	.019	3.355	***	
ASS <--> TAN	.064	.239	.020	3.256	.001	
ASS <--> REL	.083	.301	.021	4.052	***	
ASS <--> EMP	.065	.284	.017	3.814	***	



			Estimate (Unstandardized)	Estimate (Standardized)	S.E.	C.R.	P	Label
ASS	<-->	SAT	.176	.562	.026	6.669	***	
ASS	<-->	LOY	.162	.550	.025	6.564	***	
CC	<-->	RES	.151	.460	.026	5.759	***	
CC	<-->	TAN	.151	.451	.027	5.540	***	
CC	<-->	REL	.174	.507	.029	6.077	***	
CC	<-->	EMP	.102	.355	.022	4.619	***	
CC	<-->	SAT	.280	.718	.036	7.848	***	
CC	<-->	LOY	.246	.672	.033	7.523	***	
RES	<-->	TAN	.075	.250	.022	3.366	***	
RES	<-->	REL	.103	.334	.023	4.398	***	
RES	<-->	EMP	.037	.144	.018	2.025	.043	
RES	<-->	SAT	.170	.486	.028	6.076	***	
RES	<-->	LOY	.174	.529	.027	6.459	***	
TAN	<-->	REL	.095	.304	.024	3.976	***	
TAN	<-->	EMP	.052	.198	.019	2.681	.007	
TAN	<-->	SAT	.175	.493	.029	5.985	***	
TAN	<-->	LOY	.168	.506	.028	6.098	***	
REL	<-->	EMP	.084	.311	.020	4.078	***	
REL	<-->	SAT	.197	.538	.031	6.433	***	
REL	<-->	LOY	.187	.545	.029	6.485	***	
EMP	<-->	SAT	.132	.433	.024	5.421	***	
EMP	<-->	LOY	.114	.401	.022	5.130	***	
SAT	<-->	LOY	.322	.827	.037	8.688	***	
ASS	<-->	CC	.149	.505	.024	6.111	***	

(Source: Authors' survey, 2018)

### Results of testing model

Results in Figure 3 show that although the model has some inappropriate values, such as  $\chi^2 = 791.288$ ,  $df = 514$ ,  $Cmin/df = 1.539$  with  $p$  - value = 0.000 ( $< 0.05$ ) because of the size of samples (294 tourist), but other fit indices, such as TLI (0.936), CFI (0.941) and RMSEA (0.043) are acceptable. Thus we can conclude that the model is consistent with market data.

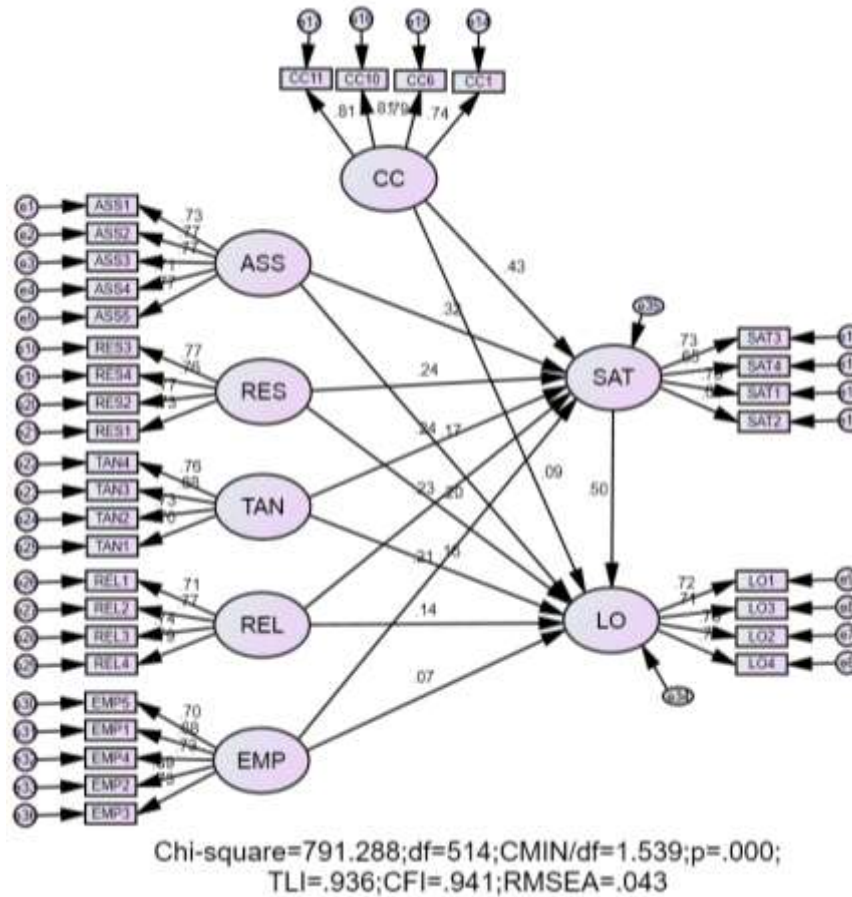


Figure 3. Results of test for model

(Source: Authors' survey, 2018)

Notes:  $\chi^2/d.f.$  ratio < 5 (Schumacker & Lomax, 2004), TLI > 0.90 (Hair et al., 2006), CFI > 0.90 (Hu & Bentler, 1999), RMSEA < 0.07 (Hair & et al., 2006), p - value > 0.05 (Hair & et al., 2006)

## Results of testing hypotheses

Results presented in Table 8 show that all hypotheses are acceptable with a significance of 5%, reliability of 95%.

Table 8. Results of hypotheses testing

	Estimate (Unstandardized)	Estimate (Standardized)	S.E.	C.R.	P	Label
SAT <--- CC	.321	.425	.053	6.090	***	Accepted H <sub>12</sub>
SAT <--- ASS	.293	.316	.060	4.861	***	Accepted H <sub>5</sub>
SAT <--- RES	.196	.236	.052	3.778	***	Accepted H <sub>4</sub>
SAT <--- TAN	.196	.242	.052	3.781	***	Accepted H <sub>2</sub>
SAT <--- REL	.185	.226	.051	3.622	***	Accepted H <sub>3</sub>
SAT <--- EMP	.199	.208	.060	3.334	***	Accepted H <sub>6</sub>
LO <--- SAT	.511	.499	.105	4.867	***	Accepted H <sub>1</sub>
LO <--- CC	.073	.095	.052	1.401	.161	Rejected H <sub>13</sub>
LO <--- ASS	.158	.167	.060	2.657	.008	Accepted H <sub>10</sub>
LO <--- RES	.172	.201	.052	3.331	***	Accepted H <sub>9</sub>
LO <--- TAN	.132	.160	.051	2.604	.009	Accepted H <sub>7</sub>
LO <--- REL	.120	.143	.050	2.414	.016	Accepted H <sub>8</sub>



	Estimate (Unstandardized)	Estimate (Standardized)	S.E.	C.R.	P	Label
LO <--- EMP	.070	.071	.057	1.226	.220	Rejected H <sub>11</sub>

(Source: Authors' survey, 2018)

## Discussion

Firstly, satisfaction of customers with homestay services is directly affected by five components of the service quality (reliability, responsiveness, assurance, tangibles, and empathy) and cultural contact; and therefore hypotheses H<sub>2</sub>, H<sub>3</sub>, H<sub>4</sub>, H<sub>5</sub>, H<sub>6</sub> and H<sub>12</sub> are accepted. This means that when finding quality of homestay services supplied was good, tourists will feel satisfied. In other words, when users of homestay services feel sure about the quality of homestay service supplied, when all of their expectations are met, when they consider homestay service supplied tangibles and facilities as good, when they appreciate assurance of homestay service supplier, they feel that the homestay service show empathy for them, and when they like to contact with new culture they will be satisfied with homestay service.

Secondly, the customers' loyalty to homestay services is directly affected by components of quality of homestay services supplied (reliability, responsiveness, assurance, and tangibles) and their satisfaction. Thus, hypotheses H<sub>1</sub>, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub>, H<sub>10</sub>, and H<sub>11</sub> are accepted. This means that customers tend to revisit Ben Tre for homestay tourism when they feel satisfied with them, appreciate homestay service quality through their trust in it, consider homestay facilities and tangibles as good, and appreciate assurance, and when all of their expectations of the homestay tourism are met.

## Conclusions

This study examines the influence of homestay service quality, cultural contact, and tourist satisfaction on tourist loyalty. Overall, the results of this study show that tourist loyalty is affected by homestay quality service through four components (reliability, responsiveness, assurance, and tangibles) and customer satisfaction. Notably, tourist satisfaction is directly affected by five components of homestay service quality (reliability, responsiveness, assurance, tangibles, and empathy) and cultural contact.

For this reason, it is important for homestay providers to focus on their customers' wants and needs during their stay. Homestay tourism is a special service industry where hospitality, devotion, and the understanding of customers' needs (from basic ones like rest times and leisure pursuits to personal preferences for food and drink) will directly affect their satisfaction and loyalty pertaining to homestay tourism. The research results show that homestay managers can take various measures to improve the tourist loyalty and tourist satisfaction with the services provided.

However, the research subject has certain limitations: (i) due to limited resources in conducting the research (the sample size only consisted of 294 tourists) (ii) This study conducted the sampling technique of using direct interview methods from respondents using homestay service in Ben Tre Province, Vietnam.

## References

Akhoondnejad, A. (2016). Tourist loyalty to a local cultural event: The case of Turkmen handicrafts festival. *Tourism Management*, 52, 468 – 477.



- Albacete-Saez, C.A., Fuentes-Fuentes, M.M. & Llorens-Montes, F.J. (2007). Service quality measurement in rural accommodation. *Annals of Tourism Research*, 34(1), 45 – 65.
- Altunel, M.C. & Erkurub, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213 – 221.
- Anderson, J.C. & Gerbing, D.W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Journal of Psychological Bulletin*, 103 (3), 411 – 423.
- Backman, S.J. & Crompton, J.L. (1991). The usefulness of selected variables for predicting activity loyalty, *Leisure Sciences. An Interdisciplinary Journal*, 13(3), 205 – 220.
- Baker, D.A. & Crompton, J.L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785 – 804.
- Chaudhuri, A. & Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81 – 93.
- Chen, C.M., Lee, H.T., Chen, S.H. & Huang, T.H. (2011). Tourist behavioural intentions in relation to service quality and customer satisfaction in Kinmen National Park, Taiwan. *International Journal of Tourism Research*, 13, 416 – 432.
- Chen, H. & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153 – 163.
- Dahles, H. (1998). Redefining Amsterdam as a Tourist Destination. *Annals of Tourism Research*, 25, 55–69.
- Ekinci, Y., Prokopaki, P. & Cobanoglu, C. (2003). Service quality in Cretan accommodations: marketing strategies for the UK holiday market. *International Journal of Hospitality Management*, 22(1), 47 – 66.
- Ekinci, Y., Sirakaya-Turk, E. & Preciado, S. (2013). Symbolic consumption of tourism destination brands. *Journal of Business Research*, 30(2), 10–15.
- Fuchs, M. & Weiermair, K. (2003). New perspectives of satisfaction research in tourism destinations. *Tourism Review*, 58(3), 6 – 14.
- Giese, J.L. & Cote, J.A. (2000), Defining consumer satisfaction, *Academy of Marketing Science Review*, 1(3), 272 – 278.
- Gosden, C. (2004). *Archaeology and colonialism: Cultural contact from 5000 BC to the present*. Cambridge University Press.
- Gnoth, J. & Zins, A.H. (2013). Developing a tourism cultural contact scale. *Journal of Business Research*, 66, 738 – 744.



- Gu, M. & Wong, P.P. (2006) .Residents' perception of tourism impacts: A case study of homestay operators in Dachangshan Dao, North-East China. *Tourism Geographies*, 8(3), 253–273.
- Hair, J., Aderson, R., Tatham, P. & Black, W. (2006). *Multivariate data analysis*, 6<sup>th</sup> ed. Prentice- Hall, Upper Saddle River, N.J.
- Hansemark, O.C. & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual with employees. *Managing Service Quality*, 14(1), 40 – 57.
- Hu, L.T. & Bentler, P. M. (1995). *Evaluating model fit*. In R. H. Hoyle (Ed.), *Structural equation modeling: Concepts, issues, and applications* (76 – 99). Thousand Oaks, CA: Sage.
- Iordanova, E. (2016). Tourism destination image as an antecedent of destination loyalty: The case of Linz, Austria. *European Journal of Tourism Research*, 16, 214 – 232.
- Ismail, M.N.I., Hanafiah, M.H., Aminuddin, N. & Mustafa, N. (2016). Community-Based Homestay Service Quality, Visitor Satisfaction, and Behavioral Intention. *Procedia - Social and Behavioral Sciences*, 222, 398 – 405.
- Ivyanno, C. & Hidayat, N (2012). The Influence of Service Quality and Tourist Satisfaction on Future Behavioral Intentions: The Case Study of Borobudur Temple as a UNESCO World Culture Heritage Destination. *IPEDR*, 50(19), 89 – 97.
- Jamal, S.A., Othman, N. & Muhammad, N.M.N. (2011). Tourist perceived value in a community-based homestay visit: an investigation into the functional and experiential aspect of value. *Journal of Vacation Marketing*, 17(1), 5 – 15.
- Kabiraj, S. & Shanmugan, J. (2011). Development of a conceptual framework for brand loyalty: A Euro Mediterranean perspective. *Journal of Brand Management*, 18, 285–299.
- Kang, G. & James, J. (2004). Service Quality Dimensions: an Examination of Grönroos's Service Quality Model. *Managing Service Quality*, 14(4), 266 – 277.
- Kontogeorgopoulos, N., Churyen, A. & Duangsaeng, V. (2015). Homestay Tourism and the Commercialization of the Rural Home in Thailand. *Asia Pacific Journal of Tourism Research*, 20(1), 29 – 50.
- Kozak, M. & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38(3), 260 – 269.
- Lee, S., Jeon, S. & Kim, D. (2011). The impact of tour quality and tourist satisfaction on tourist loyalty: The case of Chinese tourists in Korea. *Tourism Management*, 32, 1115 – 1124.
- Ling, C.E. & de Run, E.C. (2009). Satisfaction and loyalty: customer perceptions of Malaysian telecommunication service providers. *Journal of Marketing*, 7 (1), 6 – 18.
- Lynch, P. A. (2005). Sociological impressionism in a hospitality context. *Annals of Tourism Research*, 32(3), 527 – 548.



- Oliver, R.L. 1997. *Satisfaction: A Behavioral Perspective on the consumer*. New York: McGraw Hill.
- Orel, F.D. & Kara, A. (2014). Supermarket self checkout service quality, customer satisfaction, and loyalty: empirical evidence from an emerging market. *Journal of Retailing and Consumer Services*, 21(2), 118 – 129.
- Parasuraman, A., Zeithaml, V.A. & Berry, L.L. (1988). SERVQUAL: A multiple item scale for measuring consumer perception of service quality. *Journal of Retailing*, 64(1), 12 – 37.
- Rajaratnam, S.D., Munikrishnan, U.T., Sharif, S.P. & Nair, V. (2014). Service quality and previous experience as a moderator in determining tourists' satisfaction with rural tourism destinations in Malaysia: A partial least squares approach. *Procedia - Social and Behavioral Sciences*, 144, 203 – 211.
- Rasoolimanesh, S.M., Dahalan, N. & Jaafar, M. (2016). Tourists's perceived value and satisfaction in a community- based homestay in the Lenggong Valley World Heritage Site. *Journal of Hospitality and Tourism Management*, 26, 72 – 81.
- Romao, J., Neuts, B., Nijkamp, P. & Leeuwen, E.V. (2015). Culture, product differentiation and market segmentation: A structural analysis of the motivation and satisfaction of tourists in Amsterdam. *Tourism Economics*, 21, 455 – 474.
- Schortman, E.M. & Urban, P.A. (1998). Culture contact structure and process. *Studies in Culture Contact: Interaction, Culture Change, and Archaeology*, 102–125.
- Silliman, S.W. (2005). Culture contact or colonialism? Challenges in the archaeology of native North America. *American Antiquity*, 55 – 74.
- VietNam National Administration of Tourism. (2018). Tourism Statistics. <http://vietnamtourism.gov.vn/english/index.php/items/10260>.
- Wu, C.W., (2016). Destination loyalty modeling of the global tourism. *Journal of Business Research*, 69 (6), 2213 – 2219
- Yoona, Y. & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26, 45–56.
- Zeng, B. (2017). Cultural Centre, Destination Cultural Offer and Visitor Satisfaction. *Sustainability*, 9(11), 1 – 12.
- Zineldin, M. (2000). Total relationship management (TRM) and total quality management (TQM). *Managerial Auditing Journal*, 15(1/2), 20 – 28.