



# Factors Impact on Tourist Destination Loyalty: A Case Study in Ho Chi Minh City

Dr. Bang Nguyen Viet\*  
 University of Economics Ho Chi Minh City  
 Ho Chi Minh City, Vietnam  
 Email: [bangnv@ueh.edu.vn](mailto:bangnv@ueh.edu.vn)  
 Orcid ID <https://orcid.org/0000-0001-9395-1937>

and

Hai Ho Nguyen (PhD Student)  
 Hong Bang International University  
 Vietnam

Corresponding author\*

## Abstract

The purpose of this paper is to define and measure key factors regarding to tourist destination loyalty in Ho Chi Minh city (Viet Nam). This study has used qualitative and quantitative research approaches: (i) qualitative research was carried out through focus group discussions with 10 tourists, and (ii) quantitative research was conducted through direct interviews with 305 tourist in Ho Chi Minh city (Vietnam). The results show that: (i) tourist destination loyalty is affected by service quality, destination image, tourist satisfaction; and (ii) tourist satisfaction is affected by service quality and a destination's image. However, the research has certain limitations: (i) Due to limited resources in conducting research, the sample size consisted of 305 tourist, (ii) This study conducted a sampling technique method of using direct interview methods from tourists in Ho Chi Minh city, Viet Nam, but the sample may not have been representative enough.

**Keywords:** service quality, tourist satisfaction, tourist destination loyalty, destination image.

## Introduction

Vietnam is one of the countries which has potential for tourism due to its many special features such as for example, its beautiful landscapes, pure white sand and crystal clear blue water, and delicious local food. It also enjoys a stable politico-economic life that attracts international and local tourists. Ho Chi Minh city is the biggest city in Vietnam and it has increasing volumes of tourist inflows both international and domestic, who select it as a preferred destination for travelling. From 2013 to 2017, total tourism receipts in Ho Chi Minh city increased steadily from 83.19 VND trillion (around 3.97 USD billion) in 2013 to 115.98 VND trillion (around 5.18 USD billion) in 2017. Tourists arrival in Ho Chi Minh city have continued to rise in recent years: international tourists to the city increased slightly from 4.19 million arrivals in 2010 to 6.39 million arrivals in 2017, and local tourists to Ho Chi Minh city also rose from 15.60 million arrivals in 2010 to 24.98 million arrivals in 2017. The results are presented in Table 1, Table 2, and Table 3.

Table 1. Tourism receipts

Tourism receipts/Year	2013	2014	2015	2016	2017
Total tourism receipts in Vietnam (VND trillion)	200.00	230.00	337.83	400.00	510.90
Total tourism receipts in Ho Chi Minh city (VND trillion)	83.19	85.00	94.67	103.00	115.98
Foreign Exchange (VND/USD)	20933	21148	21697	21935	22370
Rate (%)	41.60	36.96	28.02	25.75	22.70

(Source: Vietnam National Administration of Tourism, 2018)



Table 2. Total International tourists to Vietnam and Ho Chi Minh City

International tourists/year	2013	2014	2015	2016	2017
International tourists to Ho Chi Minh city (million arrivals)	4.19	4.40	4.60	5.20	6.39
International tourists to Vietnam (million arrivals)	7.57	7.87	7.94	10.01	12.92
Rate (%)	55.33	55.88	57.91	51.95	49.45

(Source: Vietnam National Administration of Tourism, 2018)

Table 3. Total local tourists to Vietnam and Ho Chi Minh City

International tourists/year	2013	2014	2015	2016	2017
International tourists to Ho Chi Minh city (million arrivals)	15.60	17.60	19.30	21.80	24.98
International tourists to Vietnam (million arrivals)	35.0	38.5	57.5	62.0	73.2
Rate (%)	44.57	45.71	33.57	35.16	34.13

(Source: Vietnam National Administration of Tourism, 2018)

According to research, tourists are generally more demanding, pay more attention to values and service quality, and are also better informed than ever before. What can business travel managers do to adapt to these very specific needs? There are many answers to this question but most business travel managers need to seriously examine what tourists need and want, if they expect them to change from being one-time customers to repeat visitors. This means that business travel managers should identify factors affecting tourists' destination loyalty and concentrate on these aspects.

## Literature review

### ***Tourist Destination Loyalty***

Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature. In a tourism context, studies borrowed the concept of customer loyalty from the general marketing literature and incorporated it into studies explaining tourist loyalty towards tourism products, destinations and leisure/recreation activities since loyalty is perceived as an issue of a major importance for the overcrowded and increasingly competitive tourism market (Iordanova, 2016). The findings presented in this study should contribute to the development of tourism strategies which are intended to empower the city to better recognize and respond to the dynamic demand patterns of tourists and potential visitors from both the domestic and foreign market as in a study by Grobler and Nicolaidis (2016).

Destination loyalty has been highlighted by many researchers as an important driver to the future stability and growth of any organization and any tourism destination (Akroush et al, 2016). The success of a destination strongly depends on a thorough environmental analysis of tourist motivations and on levels of customer satisfaction and loyalty (Yoon & Uysal, 2005; Akroush et al, 2016). Travel destinations can be considered as products, and tourists may revisit or recommend travel destinations to other potential tourists such as friends or relatives (Yoon & Uysal, 2005). Loyalty is defined as a deep commitment to buying a product or service again in the future, which causes repetitions of the same brand purchase, despite situational influences and marketing efforts that have the potential to provoke a change in behavior (Oliver, 1999). So developing customer loyalty has become an important marketing strategy because of the benefits associated with retaining existing customers: loyal customers represent not only a stable source



of income but also act as channels of information that informally connect networks of friends and other potential travellers to a destination; they are less sensitive to prices, showing a greater willingness to pay; and also the cost of serving this type of tourist is lower (Almeida-Santana & Moreno-Gil, 2018)

There are three ways of measuring customer loyalty (Backman & Crompton, 1991; Yoon & Uysal, 2005; Moore et al, 2015; Almeida-Santana & Moreno-Gil, 2018): the behavioral approach, the attitudinal approach; and the composite approach. Behavioral loyalty refers to the frequency of repeat brand purchase. Attitudinal loyalty describes a person's favorable feeling about a destination. The composite or combination approach is an integration of the behavioral and attitudinal approaches (Backman & Crompton, 1991; Yoon & Uysal, 2005; Iordanova, 2016). The first studies of loyalty already analysed this behavioural approach and loyalty is usually measured as the number of times a product is purchased, or a destination is visited (Almeida-Santana & Moreno-Gil, 2018). 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. The attitude exuded in marketing is intrinsically linked to a variety of ethical issues that require serious consideration and a sense of moral idealism in which universal consumer rights are not flouted, and utilitarianism in which consequences of actions are carefully mapped out so that 'the greatest good for the greatest number' can be realized after assessment of the costs and benefits of the desired ethical marketing. Hotel operations cannot forever hide behind the concept caveat emptor or 'buyer beware' and are called upon to be proactively ethical as matter of course in all dealings but especially in marketing (Nicolaidis, 2018).

### ***Tourist satisfaction***

Customer satisfaction is defined as an overall post-purchase evaluation (Fornell, 1992); as the consumer's fulfillment response (Oliver, 1997); as a person's feelings of pleasure or disappointment that results from comparing a product's perceived performance or outcome with his/her expectations (Kotler & Keller, 2009), as the feeling of commitment or affection for a particular product or service (Lee et al., 2011); as the overall level of contentment with a service/product experience (Orel & Kara, 2014); as the perceived differences between early consumption expectation, and perceived performance after consumption (Altunel & Erkurtb, 2015). In short, satisfaction is a consumer's overall evaluation of a product or service, which is based on the total purchase and consumption experience (Akhoondnejad, 2016).

In tourism contexts, satisfaction is primarily referred to as a function of pre-travel expectations and post-travel experiences. It means that when experiences compared to expectations result in feelings of gratification, the tourist is satisfied; and when they result in feelings of displeasure, the tourist is dissatisfied (Chen & Chen, 2010). The results of Yoon & Uysal (2005), Lee et al. (2011), Orel & Kara (2014), Ramseook-Munhurrin et al. (2015), Chiu et al. (2016), Wu (2016), Akhoondnejad (2016), Kasiri et al. (2017) show that tourist satisfaction impacts on tourist destination loyalty. This means that a high level of tourist satisfaction increases tourist loyalty. Therefore, the authors have proposed  $H_1$  as follows:

*H<sub>1</sub>: tourist satisfaction impact on tourist destination loyalty (+)*



## **Service Quality**

Service quality is defined as a function of the difference between service expected and customers' perceptions of the actual service delivered to those customers (Parasuraman et al., 1988). 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). However, measuring service quality is complex due to the multi-dimensional and subjective nature of services (Akroush et al., 2016). Several publications have already put proposed frameworks for service quality such as such as SERVQUAL (Parasuraman et al., 1988); REQUAL (Fakeye & Crompton, 1991); SERVICESCAPE (Bitner, 1992); SERVPERF (Cronin & Taylor, 1992); QUESC (Kim & Kim, 1995); TEAMQUAL (McDonald et al., 1995) and CERM-CSQ (Howart et al., 1995). Amongst all these frameworks, SERVQUAL is the most successful assessment tool of service quality (Parasuraman et al., 1988) and it has been extensively used to measure perceived service quality across many service sectors including tourism (Albacete-Saez et al., 2007).

The results of studies show that service quality impacts on 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; Akhoondnejad, 2016). This means that excellent service quality will increase tourist satisfaction and tourist loyalty. Therefore, the authors have proposed H<sub>2</sub>, H<sub>3</sub> as follows:

*H<sub>2</sub>: Service quality impact on tourist satisfaction loyalty (+)*

*H<sub>3</sub>: Service quality impact on tourist destination loyalty (+)*

## **Destination image**

Destination image is presented as a vital and influential factor in various conceptual frameworks elucidating the tourists decision making process since it is believed that tourists make their buying decisions based on the mental images they have of places (Iordanova, 2016). "Understanding what drives tourists is an important issue which can make or break a destination. Since tourists consume products and services and return visit/s and sustainability is desired by destinations, it is important to identify variables that influence the motivation, behaviour and satisfaction levels of tourists." (Grobler & Nicolaidis, 2016).

Destination image is defined as an individual's mental representation of knowledge (beliefs), feelings and overall perception of a particular destination (Fakeye & Crompton, 1991); as an individual's overall perception or the total set of impressions of a place (Chen & Tsai, 2007); as an individual's mental representation of the knowledge, feelings, and overall perception of a particular destination (Chi & Qu, 2008); as a compilation of beliefs and impressions based on information processing from various sources over time that result in a mental representation of the attributes, benefits, and distinct influence sought of a destination (Zhang et al., 2014).

The result of studies show that destination image is one of the factors which impacts on tourist satisfaction (Chi & Qu, 2008; Aunalal et al., 2014; Ramseook-Munhurrun et al., 2015), and tourist destination loyalty (Chi & Qu, 2008; Zhang et al., 2014; Akroush et al., 2016). Therefore, the authors have proposed H<sub>4</sub>, H<sub>5</sub> as follows:

*H<sub>4</sub>: Destination image impact on tourist satisfaction (+)*

*H<sub>5</sub>: Destination image impact on tourist destination loyalty (+)*

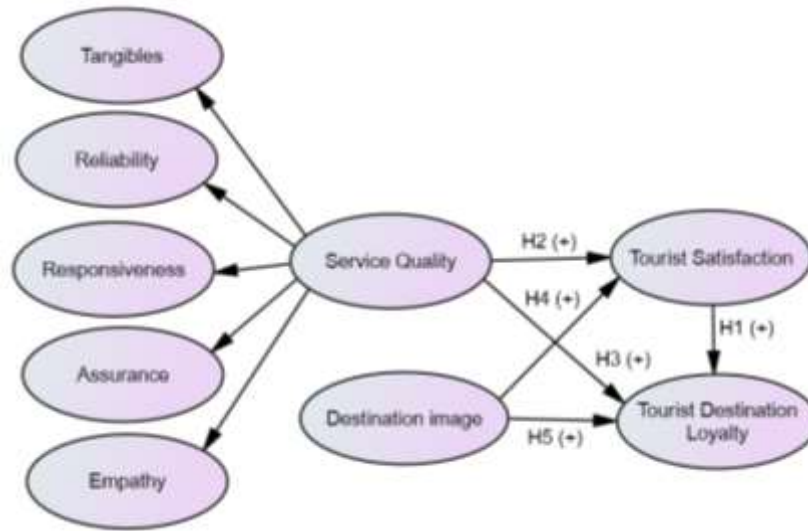


Figure 1: Model and hypotheses

## Research methodology

### Research process

This study has combined qualitative and quantitative research methods. A qualitative research method has been conducted by using focus group discussions with 10 customers in 12/2018 at the meeting room of the Regional Government Statistics Office in Ho Chi Minh City (Vietnam) to modify the observational variables that have been used to measure the research concepts. The results show that the 5 dimensions of service quality are measured by 24 variables (these items were adapted from Akroush et al., 2016). Destination image is measured by 06 variables (these items were adapted from Aliman et al, 2017), customer satisfaction is measured by 7 variables (these items were modified from Le, 2016), and customer loyalty is measured by 4 variables (these items were adapted from Akroush et al., 2016). Quantitative research has been conducted through direct interviews (face to face interviews) with 305 tourists and all ethical sepcts were considered. The questionnaire was answered using 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 02/2019. This is a standard quality control process used by Ho Chi Minh 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 305 tourists. The results of the study revealed that more than half (58.0%) of the respondents were females with the remaining 42.0% being males; 63.0% of respondents were single while 37.0% of respondents were married; 59.3% of respondents visited Ho Chi Minh city for the first time while 40.7% of respondents repeated visit; 8.2% respondents stayed from 1 to 3 nights, 70.5% respondents stayed from 4 to 6 nights, and 21.3%



respondents stayed more than 6 nights. A descriptive analysis of the results are presented in Table 4.

Table 4. Demographic profile of respondents

Measure	Items	Frequency	%
Gender	Male	128	42.0
	Female	177	58.0
Marital status	Single	192	63.0
	Married	113	37.0
Past experience	First-time visit	181	59.3
	Repeated visit	124	40.7
The length of stay (days)	From 1 to 3 nights	25	8.2
	From 4 to 6 nights	215	70.5
	More than 6 nights	65	21.3

(Source: Authors' survey, 2018)

### Results of analysis of reliability

The results presented in Table 5 show that of the 40 observed variables used to measure research concepts, only the TAN2 (The infrastructure is designed well and in high quality standards), REL1 (Directions and signs were available properly), DI3 (I enjoyed the style of buildings in the Ho Chi Minh City destination), DI4 (It is easy to access historical and touristic places in the Ho Chi Minh destination) observational variables with a correlation coefficient of less than 0.3 should be eliminated, while the remaining 36 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 5. Results of the reliability analysis of research concepts

Concepts		Cronbach's Alpha	Source
Service quality	<b>Tangibles</b>	0.852	Akroush et al. (2016)
	TAN1: Modern and technologically relevant vehicles were available.		
	TAN3: The meals that were served are of high quality.		
	TAN4: The accommodation and facilities were appealing and in good design		
	TAN5: Physical appearance of the hotel I stayed in and tours escort were tidy and clean.		
	<b>Reliability</b>	0.885	Akroush et al. (2016)
	REL2: Directions and signs easily guided me in finding the needed locations e.g., hotel		
	REL3: Services delivered were correct from the first time.		
	REL4: Services were delivered as promised to tourists.		
	REL5: Scheduled tours were met on a timely manner.	0.854	Akroush et al. (2016)
	REL6: No troubles occurred with the service provided during my stay in Ho Chi Minh city.		
	<b>Assurance</b>		
	ASS1: I was served by a well-trained, customer oriented personnel	0.894	Akroush et al. (2016)
	ASS2: The level of service quality reinforces my confidence in the service provided		
	ASS3: A detailed, experienced and competent tour and hotel escorts was provided to facilitate my stay in Ho Chi Minh city.		
ASS4: Staff communicated with me fluently and in an understandable manner.			
<b>Responsiveness</b>	0.894	Akroush et al. (2016)	
RES1: Staff showed sincere interest in problem-solving			
RES2: Staff provided adequate and clear information about the service they deliver			



RES3: Staff were able to fulfill my requests promptly in a timely manner.		
RES4: Staff provided me with full information regarding the entertainment offered.		
RES5: Staff showed sincere willingness and interest in helping and assisting me.		
RES6: Staff provided me with advice on how to best utilise my free time.		
<b>Empathy</b>		
EMP1: Services offered were provided by pleasant and friendly personnel	<b>0.759</b>	<b>Akroush et al. (2016)</b>
EMP2: My exceptions and special needs were met as expected.		
EMP3: Personal safety was considered as a major aspect in every service provided.		
<b>Destination image</b>		
DI1: The Ho Chi Minh city destination environment is attractive	<b>0.841</b>	<b>Akroush et al. (2016)</b>
DI2: It is easy to access historical and touristic places in Ho Chi Minh city destination.		
DI5: The residents of Ho Chi Minh city destination are friendly.		
DI6: The residents of Ho Chi Minh city destination are good and welcoming to tourists.		
<b>Tourist satisfaction</b>		
SAT1: I really enjoyed the visit Ho Chi Minh city	<b>0.896</b>	<b>Le (2016)</b>
SAT2: I am satisfied with my decision to visit Ho Chi Minh city		
SAT3: I prefer this destination		
SAT4: I have positive feelings regarding Ho Chi Minh city		
SAT5: This experience is exactly what I need		
SAT6: This was a pleasant visit		
<b>Tourist Destination Loyalty</b>		
LO1: I intend on visiting the Ho Chi Minh destination in the future.	<b>0.870</b>	<b>Akroush et al. (2016)</b>
LO2: The Ho Chi Minh destination would be my first choice for a vacation in the region.		
LO3: The Ho Chi Minh destination provides more benefits than other destinations in the region.		
LO4: I would advise/recommend other people to visit Ho Chi Minh city destination.		

(Source: Authors' survey, 2018)

### Results of Exploratory Factor Analysis (EFA)

Results presented in Table 6 and Table 7 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 68.357% at an Eigenvalue of 2.072; EFA of tourist loyalty is turned into one factor with an average variance extracted of 71.975 at an Eigenvalue of 2.879. EFA results are clarified using the Varimax rotation.

Table 6. Results of EFA of Factors Affecting Tourist Loyalty

	Component						
	1	2	3	4	5	6	7
SAT5	.829						
SAT4	.807						
SAT3	.792						
SAT2	.791						
SAT1	.752						
SAT6	.745						
RES4		.847					
RES5		.782					
RES3		.770					
RES1		.699					
RES2		.680					
RES6		.676					



REL5			.878				
REL4			.813				
REL6			.748				
REL2			.675				
REL3			.664				
ASS4				.783			
ASS3				.773			
ASS2				.758			
ASS1				.720			
TAN3					.782		
TAN4					.774		
TAN5					.760		
TAN1					.729		
DI6						.800	
DI1						.797	
DI5						.790	
DI2						.786	
EMP1							.763
EMP2							.760
EMP3							.726
Eigenvalue	4.032	3.995	3.444	2.814	2.771	2.747	2.072
% of variance	12.600	12.483	10.763	8.793	8.659	8.585	6.474
Cumulative %	12.600	25.083	35.846	44.639	53.298	61.883	68.357
KMO					.893		
Bartlett's Test	Chi <sup>2</sup>				5529.382		
	df				496		
	Sig.				.000		

(Source: Authors' Survey, 2018)

Table 7. Results of EFA of Tourist Destination Loyalty

Observed variables	Factor	
	1	
LO4		.880
LO3		.865
LO2		.831
LO1		.816
Eigenvalue		2.879
% of variance		71.975
KMO		.785
Bartlett's Test	Chi <sup>2</sup>	620.036
	Df	6
	Sig.	.000

(Source: Authors' Survey, 2018)

### Results of Confirmatory Factor Analysis (CFA)

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

Results presented in Table 8 show that satisfy requirements for composite reliability and variance extracted.

Table 8. Results of tests for composite reliability and variance extracted

Concept	Symbol	Number of obs. variables	Composite reliability	Variance extracted	
Quality Service	Assurance	REL	5	0.888	0.615
	Empathy	EMP	3	0.759	0.512
	Reliability	ASS	4	0.855	0.595
	Responsiveness	RES	6	0.894	0.587
	Tangibles	TAN	4	0.853	0.594
Destination image	DI	4	0.841	0.570	
Tourist Satisfaction	SAT	6	0.897	0.592	
Tourist destination loyalty	LOY	4	0.871	0.630	

(Source: Authors' survey, 2018)



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

Results presented in Figure 2 and Table 9 show that all values of the model are appropriate, such as  $\chi^2 = 975.177$ ,  $df = 566$ ,  $Cmin/df = 1.723$ , and  $p\text{-value} = 0,000 (< 0,05)$  because of the size of samples (294 tourist), but other fit indices, such as  $TLI = 0.925$ ,  $CFI = 0.932$  and  $RMSEA = 0.049$  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.

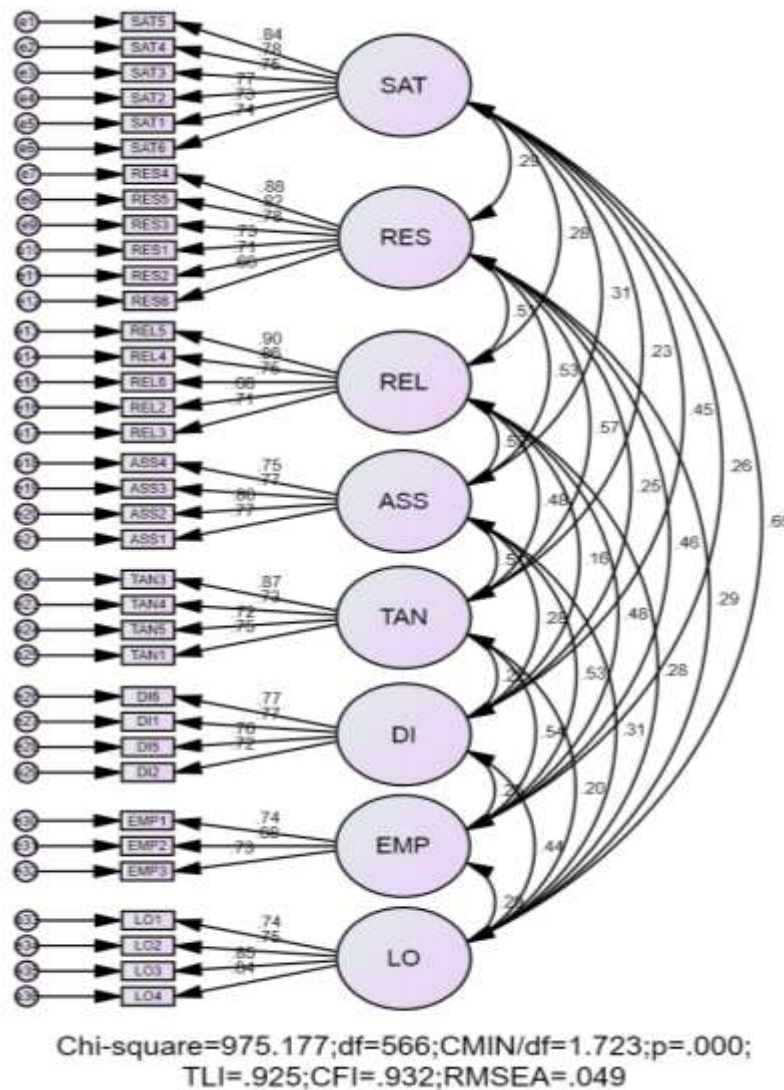


Figure 2: Results of test for convergent validity, discriminant validity, and unidimensionality

(Source: Authors' survey, 2018)

Notes:  $\chi^2/ d.f. \text{ ratio} < 5$  (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 9. Results of test for discriminant validity

	Estimate	S.E.	C.R.	P	Label
SAT <--> RES	.129	.030	4.344	***	
SAT <--> REL	.127	.030	4.279	***	
SAT <--> ASS	.113	.026	4.414	***	
SAT <--> TAN	.104	.030	3.451	***	
SAT <--> DI	.155	.026	5.914	***	
SAT <--> EMP	.099	.027	3.613	***	
SAT <--> LO	.230	.030	7.612	***	
RES <--> REL	.238	.034	7.087	***	
RES <--> ASS	.202	.030	6.811	***	
RES <--> TAN	.267	.036	7.513	***	
RES <--> DI	.091	.025	3.646	***	
RES <--> EMP	.178	.031	5.796	***	
RES <--> LO	.107	.025	4.188	***	
REL <--> ASS	.202	.030	6.820	***	
REL <--> TAN	.226	.034	6.654	***	
REL <--> DI	.059	.024	2.438	.015	
REL <--> EMP	.187	.031	6.018	***	
REL <--> LO	.106	.025	4.181	***	
ASS <--> TAN	.196	.030	6.517	***	
ASS <--> DI	.084	.022	3.924	***	
ASS <--> EMP	.169	.028	6.119	***	
ASS <--> LO	.095	.022	4.337	***	
TAN <--> DI	.080	.025	3.135	.002	
TAN <--> EMP	.213	.033	6.464	***	
TAN <--> LO	.075	.025	2.968	.003	
DI <--> EMP	.080	.023	3.443	***	
DI <--> LO	.128	.023	5.653	***	
EMP <--> LO	.091	.024	3.875	***	

(Source: Authors' survey, 2019)

### Results of testing model

Results in Figure 3 show that although the model has some inappropriate values, such as  $\chi^2 = 1010.622$ ,  $df = 584$ ,  $Cmin/df = 1.731$  with  $p$  - value = 0.000 ( $< 0.05$ ) because of the size of samples (305 tourists), but other fit indices, such as TLI (0.924), CFI (0.930) and RMSEA (0.049) are acceptable. Thus we can conclude that the model is consistent with market data.

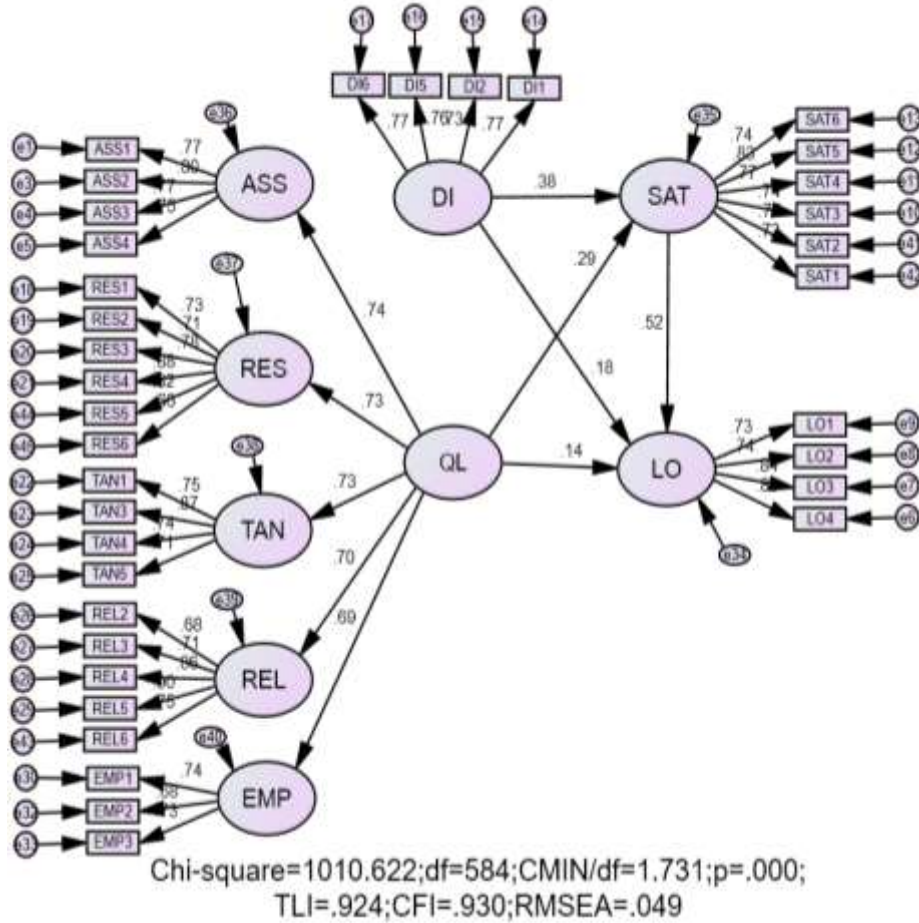


Figure 3. Results of test for model

(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 10 show that all hypotheses are acceptable with a significance of 5%, reliability of 95%.

Table 10. Results of hypotheses testing

	Estimate (Unstandardized)	Estimate (Standardized)	S.E.	C.R.	P	Label
SAT <- DI	.409	.381	.071	5.764	***	Accepted H <sub>4</sub>
SAT <- QL	.388	.291	.091	4.280	***	Accepted H <sub>2</sub>
LO <- SAT	.588	.522	.079	7.396	***	Accepted H <sub>1</sub>
LO <- DI	.214	.177	.074	2.878	.004	Accepted H <sub>5</sub>
LO <- QL	.208	.138	.092	2.272	.023	Accepted H <sub>3</sub>

(Source: Authors' survey, 2018)

### Discussion

Firstly, tourist destination loyalty is directly affected by tourist satisfaction, destination image, and service quality (hypotheses H<sub>1</sub>, H<sub>3</sub>, and H<sub>5</sub> are accepted). This means that:



(i) When tourists enjoyed the visit Ho Chi Minh city, based on saying I am satisfied with my decision to visit Ho Chi Minh city, they prefer this destination, they have positive feelings regarding Ho Chi Minh city, they think This experience is exactly what they need, and they think this was a pleasant visit, they will likely then revisit and recommend it.

(ii) When tourists think that the Ho Chi Minh city destination environment is attractive, and it is easy to access historical and touristic places in the city, and the residents are friendly, good and welcoming to tourists, they will tend to revisit and recommend it to others.

(iii) Tourist tend to revisit and recommend a city when they appreciate service quality through their trust in it, and when they consider the facilities and amenities to be good, and more especially when all of their expectations of the homestay service quality are met.

Secondly, the satisfaction of tourists is directly affected by service quality, and destination image. This means that:

(i) When tourists think Ho Chi Minh city destination environment is attractive, easy to access historical and has good touristic area, and the residents are friendly, good and welcoming to tourists, they will tend to revisit and recommend to others, they will then most likely be satisfied with their travel experience.

(ii) When tourists appreciate service quality through their trust in it, consider the facilities and resources to be good, and their expectations of service quality are met, they will feel satisfied with their travel experience.

## Conclusions

This study defines and measures key factors regarding to tourist destination loyalty in Ho Chi Minh city (Viet Nam). Overall, the results of this study show that tourist destination loyalty is affected by quality service, destination image, and tourist satisfaction. Notably, tourist satisfaction is directly affected by service quality and destination image. For this reason, it is important for tourist business managers focus on their tourists' wants and needs during their travels. Tourism is a special service industry where hospitality, devotion, and understanding of tourist needs (from basic ones for rest and enjoyment to personal preferences) will directly affect their satisfaction and loyalty with the services provided and destination image. However, the research subject has certain limitations: (i) due to limited resources in conducting the research (the sample size only consisted of 305 tourists) (ii) This study conducted a sampling technique using direct interview methods from tourists in only Ho Chi Minh city, Vietnam.

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