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Tourism Geographies

Research Paper: **Factors affecting British revisit intention to Crete, Greece: high vs. low spending tourists**

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ABSTRACT:

This study examines the relationships between determinants (i.e., destination image, tourist motivation, and perceived quality), satisfaction, perceived value, complaint, and revisiting a tourist destination. It also explores relationships between three determinants and tourist satisfaction with a moderating role of tourist expenditure (TE) for future re-visitation. The sampling targets were British tourists on holiday in Crete, Greece. We used a component-based approach using the PLS method to analyze the data. The results of this study show that destination image, tourist motivation, and perceived quality have a significant effect on satisfaction, which subsequently affects tourists' perceived value on a destination, which, in turn, influences the level of complaints and the decision to revisit a tourist destination in the context of British tourists to Crete. Therefore, the results urge tourist destination managers to anticipate tourist satisfaction, perceived value, and complaint when determining revisit for tourist destinations through destination image, tourist motivation, and perceived quality. Furthermore, this study examines the differences between low TE and high TE groups on relationships between three determinants and tourist satisfaction, revealing that the relationships between destination image and satisfaction, between tourist motivation and satisfaction, and between perceived quality and satisfaction are significantly different according to the low TE and high TE groups. Thus, tourist destination marketers should consider TE as a key factor in market segmentation.

Keywords: revisit; tourist expenditure; determinants; satisfaction; value; complaint

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Factors affecting British revisit intention to Crete, Greece: High vs. low spending tourists

Introduction

Destination marketing is becoming extremely competitive worldwide. A tourist destination can be defined as "an amalgam of tourism products and services under the same brand name offering consumers an integrated experience" (Buhalis, 2000b, p. 97). The past few decades of research have demonstrated that destination image is "a valuable concept in understanding the destination selection process of tourists" (Baloglu & McCleary, 1999, p. 868). In an increasingly saturated marketplace, the success of marketing destinations should be guided by "a thorough analysis of tourist motivation and its interplay with tourist satisfaction and loyalty" (e.g., revisit) (Yoon & Uysal, 2005, p. 45). Tourism managers should focus on perceived quality, which is a useful predictor of satisfaction since it leads to increased loyalty and future visitation, greater tolerance of price increases, and an enhanced reputation (Baker & Crompton, 2000). In order to enhance tourists' satisfaction and revisit intention of a destination, managers should further examine the determinants of tourist satisfaction and understand that future re-visitation is a prerequisite to maintain the competitiveness. This study explores the relationships among three exogenous variables (destination image, tourist motivation, and perceived quality) and satisfaction, and these relationships can aid in the development of successful destination marketing strategies.

The relationship between satisfaction and perceived value (McCleary, Weaver, & Hsu, 2007; Petrick, Morais, & Norman, 2001) is unique in the context of tourism products and services. In general, tourists receive the perceived value of tourism products and services after they have been satisfied or dissatisfied with the products and services. When consumers are dissatisfied, the value of group- or self-oriented consumers affects their complaint behaviors;

for example, similar valued respondents show similar complaint behaviors (Gruber, Szmigin, & Voss, 2009; Keng & Liu, 1997). Also, complaint resolution has increased revisit in theme parks and holiday destinations (Lai, Yu, & Kuo, 2010; Pearce & Moscardo, 1984). Tourism scholars have shown that perceived value has an important role in increasing the revisit intention of tourists (Chen & Chen, 2010; Petrick & Backman, 2002; Petrick et al., 2001; Um, Chon, & Ro, 2006). Understanding the key determinants of tourist satisfaction and revisit intention is critical for destination marketers. Thus, the present study investigates the relationship among determinants (destination image, tourist motivation, and perceived quality), satisfaction, perceived value, complaint, and intention to visit Crete again.

A deeper understanding of expenditure patterns is vital for tourism policy planners and destination marketers based on two key variables: nationality and travel party size for segmentation (Soteriades & Arvanitis, 2006). For decades, research on tourist expenditure (TE) has been associated with tourist destinations (Agarwal & Yochum, 1999; Mok & Iverson, 2000; Vukonic, 1986). Some researchers reveal destination image influences TE (Latimer, 1980), tourist motivation (Alegre, Cladera, & Sard, 2011), and perceived quality (Alegre & Cladera, 2010). Other researchers show that tourist satisfaction on destinations affects TE, revealing that satisfied tourists are more likely to be associated with purchasing (Brida, Pulina, Riaño, & Aguirre, 2013; Wang, 2004). Understanding the relationships between determinants (destination image, tourist motivation, and perceived quality) and satisfaction with a criterion of tourist expenditure should aid in developing destination marketing strategies for high and low spending tourists. However, despite the importance of TE as a key variable for market segmentation, based on the literature review, scholars have not conducted research on TE as a moderator of the relationships between determinants and satisfaction. In the prospective view, the effects of destination image, tourist motivation, and perceived quality on satisfaction might depend on TE. Therefore, this study uses structural equation modeling of partial least

squares (PLS) to investigate the differences among three determinants and satisfaction depending on the low and high TE groups, all of which influence perceived value, complaint, and revisit to a destination.

In particular, extensive research has been conducted that investigates the relationship between destination image and tourist satisfaction (e.g., Assaker, Vinzi, & O'Connor, 2011; Chi & Qu, 2008), between tourist motivation and satisfaction (e.g., Dunn Ross & Iso-Ahola, 1991; Yoon & Uysal, 2005), and between perceived quality and tourist satisfaction (e.g., Baker & Crompton, 2000; Chen & Chen, 2010). In addition, studies have documented the relationship between tourist satisfaction and perceived value (e.g., Molinari, Abratt, & Dion, 2008; Petrick et al., 2001), between perceived value and complaint (e.g., Gruber et al., 2009; Keng & Liu, 1997), between complaint and revisit intention (e.g., Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Lai et al., 2010), and between perceived value and revisit intention (e.g., Petrick & Backman, 2002; Um et al., 2006). However, these previous studies of relationships among destination image, tourist motivation, perceived quality, and satisfaction focus on one dimension rather than those of dichotomies. In general, “tourism markets can be defined by a number of dualities such as first versus repeat visitors, business versus leisure tourists, domestic versus international tourists,” or low versus high travel costs (e.g., low and high TE) (McKercher, Shoval, & Birenboim, 2012, p. 147). Moreover, although most previous studies attempting to document consumption styles of TE (Agarwal & Yochum, 1999; Alegre & Cladera, 2010; Mok & Iverson, 2000; Soteriades & Arvanitis, 2006; Vukonic, 1986) have been conducted on market segments, the three relationships above mentioned remain in question. Thus, the purpose of this research is to examine relationships among destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit, depending on the low and high TE groups for tourism destinations.

Literature review and hypotheses formulation

Destination image

For the past few decades, the literature review has included well-documented research on destination image (Assaker et al., 2011; Baloglu & McCleary, 1999; Chi & Qu, 2008; Lawson & Baud-Bovy, 1977; Prayag, 2009; Song, Su, & Li, 2013). Lawson and Baud-Bovy (1977) define a destination image as the expression of all knowledge, impressions, prejudices, and emotional thoughts an individual or group has of a particular object or place. A destination image is formed by information sources, previous experience, and tourists' characteristics (e.g., personality, demographic characteristics) (Baloglu & McCleary, 1999). A positive image of the destination enhances both immediate and future intentions to return to the destination (Assaker et al., 2011). Based on Chi and Qu (2008) and Song et al. (2013), destination image directly influences attribute satisfaction and overall satisfaction. Therefore, this study considers destination image as a determinant of satisfaction.

Tourist motivation

An act has more than one motivation, and classifications of motivations are based upon goals rather than instigating drives or motivated behavior; consequently, motivation is defined as a drive, desire, wish, need, and goal (Maslow, 1943). Scholars usually define tourist motivation as a socio-psychological force that predisposes an individual to opt for and participate in a touristic activity (Iso-Ahola, 1982). In connection with why people travel and where tourists want to visit, Yoon and Uysal (2005) suggest that an internal motive is associated with drives, feelings, and instincts and an external motive involves mental representations such as knowledge or beliefs, which influence travel satisfaction. Motivation and satisfaction are positively related to one another, but the two cannot be equated because motivation occurs before experience and satisfaction comes after experience (Dunn Ross & Iso-Ahola, 1991).

Drawing on previous literature, this research postulates that motivation is an important antecedent to satisfaction.

Perceived quality

Scholars have conducted extensive studies on quality in relationship to festivals, heritage tours, cruises, wildlife refuge tourist destinations, and service industries (Baker & Crompton, 2000; Chen & Chen, 2010; Petrick, 2004; Tian-Cole, Crompton, & Willson, 2002; Žabkar, Brencic, & Dmitrovic, 2010; Zeithaml, Berry, & Parasuraman, 1996). Researchers can trace the impact of service quality on actual behavior, if the data set contains information on variables such as purchase frequency, volume, and new-customer referrals (Zeithaml et al., 1996). Scholars define perceived quality as a tourist's perception of "a destination's offerings, such as easy access, overall cleanliness, diversity of attractions, quality of the accommodation, friendliness of local people, and opportunities for rest" (Žabkar et al., 2010, p. 541). Perceived quality of service experience has a direct effect on tourist satisfaction of a festival (Baker & Crompton, 2000) and satisfaction of heritage tourists (Chen & Chen, 2010). This study regards perceived quality as a determinant of satisfaction.

Satisfaction

Numerous researchers have examined the role of satisfaction in service and tourism environments (Fornell, 1992; McCleary et al., 2007; Molinari et al., 2008; Sun, Chi, & Xu, 2013). Also, they define satisfaction as an overall post-purchase evaluation (Fornell, 1992; McCleary et al., 2007). The more satisfied customers are, the more likely they are to repurchase the product or service and encourage others to become customers; these processes are essential for the viability of any type of business (Sun et al., 2013). In addition, McCleary et al. (2007) find differences in tourist satisfaction based on tourist nationality and

characteristics. Tourists who experience higher satisfaction of the destination highly perceive the value of the tourist destination (McCleary et al., 2007). Accordingly, this study considers tourist satisfaction as an important determinant of perceived value.

Destination image has a positive and direct effect on international tourists' satisfaction (Prayag, 2009). In a multiple model, destination image substantially influences tourist satisfaction (Song et al., 2013). Assaker et al. (2011) and Chi and Qu (2008) show that destination image is an important driver of tourist satisfaction. Based on the above literature review, this study posits hypothesis 1 (H) as follows:

H_1: Destination image has a significant effect on satisfaction.

Pan and Ryan (2007) demonstrate the close relationship between visitor motivations and satisfaction with a forest park. Mind-related motivations (e.g., culture, nature, escapism) of charter tourists affect satisfaction more than body-related motivations (e.g., sun, warmth, fitness, health) (Prebensen, Skallerud, & Chen, 2010). In addition, Dunn Ross and Iso-Ahola (1991) and Yoon and Uysal (2005) insist that tourist motivation has a significant influence on satisfaction. According to the literature review, this study posits hypothesis 2 as follows:

H_2: Tourist motivation has a significant effect on satisfaction.

Perceived quality and experience positively influence the overall satisfaction of visitors of a wildlife refuge (Tian-Cole et al., 2002). Petrick (2004) shows that quality is significantly related to cruise passenger satisfaction. Moreover, Baker and Crompton (2000), Chen and Chen (2010), and Žabkar et al. (2010) indicate that perceived quality influences tourists' satisfaction. Drawing from the literature review, this study posits hypothesis 3 as follows:

H_3: Perceived quality has a significant effect on satisfaction.

Perceived value

Sweeney and Soutar (2001) examine three dimensions of customers' perceived functional, emotional, and social values; this examination yields better results in explaining attitudes and behavior rather than simply evaluating the value of money when explaining consumer choice. There are different views of what constitutes perceived value, according to Zeithaml (1988, p. 14), perceived value can be defined as "a consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and that is given;" this definition suggests that perceived value is different from types of products, services, and personal characteristics. An exploratory factor analysis identifies the three dimensions of perceived value (emotional, functional, and economic) used for developing a structural model (Lee, Bendle, Yoon, & Kim, 2012). In addition, scholars have identified perceived value as a key construct for tourism destination management (Petrick & Backman, 2002). Specifically, Fornell et al. (1996) claim that the linkage of perceived value, consumer complaints, and consumer loyalty is important in American customer satisfaction.

In terms of the relationship between satisfaction and perceived value, McCleary et al. (2007) reveal that satisfaction has an effect on perceived value among international leisure tourists. In addition, satisfaction is a predictor of perceived value among entertainment vacationers (Petrick et al., 2001). Further, Molinari et al. (2008) analyze airlines, packagers, railroads, and trucking companies, and suggest that tourist satisfaction influences perceived value. Thus, this study formulates hypothesis 4 as follows:

H_4: Satisfaction has a significant effect on perceived value.

Complaint

Scholars define a complaint as "a conflict between the customer and the organization in which the fairness of (1) the resolution procedures, (2) the interpersonal communications and

behaviors, and (3) the outcome are the principal evaluative criteria of the customer" (Tax, Brown, & Chandrashekaran, 1998, p. 61). Tourist complaints are rooted in structural problems of the tourism industry: the lack of coordination between major tiers of the service delivery chain among different types of companies; a contingent style of operation necessitated by the constant environmental uncertainties of the economy; a proliferation of travel firms (many of which are small and independent businesses); and seasonality (Hannigan, 1980). Because consumers tend to be more demanding and less loyal than ever before, no matter how excellent the service a hotel delivers, a hotel will still often receive complaints about failing to meet the expectations of its guests (Kim, Kim, & Kim, 2009). According to Fornell et al. (1996), a firm can be successful at turning complaining customers into loyal customers. Thus, this study regards complaint as an output variable of perceived value in a building process for revisit to tourist destinations.

With regard to the relationship between value and complaint, various consumer values are related to different behaviors of complaining (Gruber et al., 2009). For example, among Singaporean consumers, the personal value of group or self-oriented consumers influences complaint behaviors (Keng & Liu, 1997). This study therefore posits hypothesis 5:

H_5: Perceived value has a significant effect on complaint.

Scholars categorize complaints as coming from two groups of tourists. Matched tourists come to the site with expectations that can be reasonably met by the management; mismatched tourists might include a historian who is annoyed by the theatricality of a frontier town theme park or adventure-seeker who is bored by museum tours. While management will receive more complaints from the latter group, the complaints from the matched tourists could be important for management concerns (Pearce & Moscardo, 1984). Also, Fornell et al. (1996) reveal that complaint significantly influences revisit intention in the model for the

seven major economic sectors. Furthermore, Lai et al. (2010) find that complaint significantly influences revisit intention. Therefore, this study considers revisit as an outcome variable from complaint for revisit to tourist destinations and posits hypothesis 6:

H_6: Complaint has a significant effect on revisit.

From six service industries (spectator sports, participation sports, entertainment, healthcare, long distance carriers, and fast food), Cronin, Brady, and Hult (2000) find a significant relationship between value and revisit intentions. With regard to the relationship between perceived value and revisit, the former has been identified in the marketing literature as one of the most important measures for gaining competitive edge and is arguably the most important indicator of repurchase intentions (Petrick & Backman, 2002). According to Chen and Chen (2010), perceived value has a positive and significant effect on behavioral intentions among heritage tourists. In addition, Petrick et al. (2001) disclose that perceived value is a determinant of entertainment vacationers' intentions to revisit, showing that perceived value is related to attracting and retaining entertainment tourists. Also, Um et al. (2006) claim that perceived value significantly influences revisit intention to tourist destinations. Thus, this study posits hypothesis 7:

H_7: Perceived value has a significant effect on revisit.

Tourist expenditure as a moderator

Previous studies have explored tourist purchase behavior as an important market segmentation criterion rather than relying on traditionally popular criteria such as tourists' demographic, psychographic, and socio-economic characteristics (Agarwal & Yochum, 1999; Soteriades & Arvanitis, 2006; Vukonic, 1986). Identifying tourists' spending patterns helps predict the consumption behavior of tourists of different nationalities and travel party size (Soteriades &

Arvanities, 2006). According to Vukonic (1986), the differences in TE are the result of differences in the socioeconomic categories of particular segments of the tourist population, not the result of different nationalities as generally assumed. The research shows that income, length of stay, party size, and number of children in the party are significant determinants of TEs. In addition, visitors staying in hotels or motels spend the most; those who stay with friends or family spend the least (Agarwal & Yochum, 1999). Also, Mok and Iverson (2000) demonstrate that heavy spenders are distinguishable from the other segments in terms of age, party size, length of stay, trip purpose, and travel mode.

Research also shows that destination image can influence TE for destination tourists (Latimer, 1980). Tourist motivations are useful in describing TE-based segments (Alegre & Cladera, 2010). Tourists' higher perceived quality causes higher TE in island destinations (Alegre et al., 2011). In addition, TE is associated with cruise passengers' tourist satisfaction (Brida, Pulina et al., 2013) and with repeat visitors (Wang, 2004). Higher TE seems to be related to better destination image, stronger tourist motivation, greater perceived quality, and more satisfaction of tourism products and services in a destination. Thus, this study takes TE as a moderator among determinants (destination image, tourist motivation, and perceived quality) and satisfaction.

An appealing image can result in higher tourist spending (Latimer, 1980). Managers can use destination image in the context of wine tourism to attract higher-spending tourists (Scherrer, Alonso, & Sheridan, 2009). Destination image enhances tourist satisfaction, according to perceived value at a tourist island (Song et al., 2013). For instance, the relationship between destination image and tourist satisfaction is fortified when visitors who have high-quality tourism experiences in the destination (e.g., higher quality of transportations, accommodations, food) are likely to show greater satisfaction than those who have lower-quality tourism experience and a limited budget. Since the relationship between

destination image and satisfaction tends to be affected by TE, this study posits hypothesis 1a:

H_{1a}: The effect of destination image on satisfaction will be stronger in the high TE group than in the low TE group.

Tourist motivations can raise TE in a sun-and-sand holiday destination (Alegre et al., 2011). Tourist motivations affect the amount of personal expenditures customers have during a vacation (Brida, Disegna, & Osti, 2013). Chen and Chang (2012) suggest that higher satisfaction comes with a higher travel expenditure. In addition, McCleary et al. (2007) imply that the purpose of travel affects the satisfaction of international leisure tourists, depending on perceived value of tourism products and services. In other words, the influence of travel motivation on tourist satisfaction can be reinforced when leisure travelers come from more affluent countries such as the United States, the United Kingdom, or Australia. They tend to spend more per capita during their vacations and to show greater satisfaction than those from less affluent countries with a more limited travel budget. Because the relationship between tourist motivation and satisfaction is likely to be affected by TE, this study posits hypothesis 2a:

H_{2a}: The effect of tourist motivation on satisfaction will be stronger in the high TE group than in the low TE group.

Since perceived quality has a higher positive effect on tourist expenditure for tourists on their first visit to a destination, new visitors are more likely to associate higher prices with higher quality (Alegre & Cladera, 2010). The increase in vacation expenditure is due to improvements in vacation quality (Fleischer & Rivlin, 2009). Based on the literature review, TE tends to affect satisfaction (Chen & Chang, 2012; Zhang, Qu, & Ma, 2010). The cruise passenger group with high TE may place more importance on quality than the group with low

TE; that is, the cruise customers who seek higher perceived quality are more willing to pay a premium when they make cruise purchase decisions (Petrick, 2004). For example, the linkage between perceived quality and passenger satisfaction is strengthened when cruise customers who stay in more expensive cabins and have higher ancillary expenditures (e.g., optional tour, casino, shopping) are likely to show greater satisfaction than those who have few or no such expenditures. Because TE is likely to influence the relationship between perceived quality and satisfaction, this study posits hypothesis 3a:

H_{3a}: The effect of perceived quality on satisfaction will be stronger in the high TE group than in the low TE group.

Figure 1 depicts the research model, which is based on the aforementioned hypotheses. The model examines relationships among destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit with the high and low TE groups in a building process for revisit to Crete. If the original model associated with variables is significant, regardless of the socio-demographic variables employed in the model (e.g., gender, education, income), the results of the PLS-based structural equation modeling will be soundly proven (Iconaru, 2012). According to Kim, Chung, Lee, and Kim (2012), if hypotheses are still supported as the same with no control variables when control variables (e.g., gender, age, education, income, occupation) are added, it implies that the model is profoundly verified. In particular, demographic characteristics affect tourist satisfaction and value (Keng & Liu, 1997; McCleary et al., 2007). Thus, this study adds the five control variables of age, gender, occupation, income, and education between satisfaction, perceived value, complaint, and revisit to verify the proposed research model (see Figure 1).

Insert Figure 1 about here

Methods

Study context

Crete, the fifth largest island in the Mediterranean and the largest Greek island, has experienced rapid tourism development since the mid- to late-1960s (Briassouli, 2003; Hellenic Tourist Business Association, 2013; Greek Tourism 2020; Maroudas, Silignaki, Stavrinoudis, & Theofanides, 2013). Political change stimulated the development of mass tourism beginning in the mid-1980s, with the Mediterranean coast becoming a popular tourist resort site. England is the number one country accounting for the majority of foreign tourist arrivals in the Mediterranean countries. Crete, the largest of the Greek islands, located in the East Mediterranean, is the most popular destination for foreign visitors (Andriotis, 2011). For more than four decades, Crete offers intentionally or not, the typical Mediterranean package of sea, sun, and sand, while it leaves many other natural, physical, and cultural attractions underdeveloped. It is also affected by the intense competition with similar destinations in the Mediterranean basin (Andriotis, Agiomirianakis, & Mihiotis, 2008; Bellou & Andronikidis, 2009).

Tourism is a major economic factor for Crete; it is the most frequently visited Greek island, with 3 million tourists throughout the year 2013, while approximately 600,000 residents live (Greek National Tourism Organization, 2013). Due to the diverse marketing of European tour operators, Cretan tourism has not been dominated by one particular nationality (Buhalis, 2000a; Leontidou, 1998). In 2013, the majority of tourists travelling to Crete were from northern European countries, especially Germany and Great Britain, followed by Denmark, Sweden, and French, along with emerging segments from Russia. The United Kingdom is a very important tourist market for Crete (Hellenic Tourist Business Association, 2013).

Insert Figure 2 about here

Measurements

This research uses multi-measurement items for each construct analyzed to overcome measurement errors associated with single items (Churchill, 1979). The researchers created a list of measurement items after extensively analyzing literature review on destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit for tourist destinations (Baloglu & McCleary, 1999; Dunn Ross & Iso-Ahola, 1991; Petrick et al., 2001; Sweeney & Soutar, 2001; Tax et al., 1998; Žabkar et al., 2010). This study measures all constructs using pre-validated scales from past research studies; all scales were reworded and adjusted to the study context. Specifically, the researchers measured destination image using six items (e.g., "This tourist destination respects the natural and cultural environment") adapted from Chi and Qu (2008) and Assaker et al. (2011). Tourist motivation was measured with eight items (e.g., "I expect to get mental rest from Crete destination") drawn from Pan and Ryan (2007) and Yoon and Uysal (2005). In addition, perceived quality was measured with six items (e.g., "Overall, the services offered by Crete destination had good quality") adapted from Baker and Crompton (2000) and Žabkar et al. (2010).

This study measures satisfaction with eight items (e.g., "I have enjoyed myself from the holidays in Crete destination") adapted from Baker and Crompton (2000) and McCleary et al. (2007). The six items used to measure perceived value (e.g., "Friendliness of the local people was valuable and worth it") were adapted from Petrick and Backman (2002) and Sweeney and Soutar (2001). The six items measuring complaint (e.g., "I will tell uncomfortable experiences from Crete destination to my friends and relatives") were drawn from Tax et al. (1998) and Fornell et al. (1996). To measure revisit to the Crete destination, the researchers adapted six

items (e.g., “If I have a choice to decide again, I would choose this tourist destination again”) from Petrick et al. (2001) and Lai et al. (2010). All 46 items were measured on a 5-point Likert scale ranging from 1=strongly disagree to 5= strongly agree. Furthermore, four tourism practitioners from the tourism industry and four tourism researchers evaluated the content validity of the selected items. The researchers conducted a pre-test of the above items on a sample of 30 British tourists who had been to Crete. As a result of the pre-test, several ambiguous items were reworded for clarity. Through these processes, five items (each one item from every five constructs of destination image, perceived quality, perceived value, complaint, and revisit) out of 46 were deleted from the measurements. In addition, two items of revisit intention and one item of perceived value were eliminated after factor analysis and 38 items were retained for final data analysis (see Appendix A).

Data collection

The overall population of the sample for this study is British tourists who visit Crete to appreciate sun, sea and sand as leisure travel. In order to achieve the number of respondents needed, the researchers gathered sample respondents by convenience sampling method. The sampling targets were 275 British tourists on holiday in Crete because the United Kingdom is one of Crete's largest tourist markets. The researchers conducted the survey at a specific hotel (i.e., Fereniki Resort & Spa) in Crete and completed at two separate times. The hotel is located in Georgioupolis, which is on longest beach in North Crete, stretching from the Gulf of Almiros to the area of Kavros on the border of the Rethimnon province (Fereniki Resort & Spa, 2015). When the tourists arrived, the researchers surveyed them on destination image, tourist motivation, and demographic characteristics. When the tourists were ready to depart, the researchers surveyed them on items of perceived quality, satisfaction, perceived value, complaint, revisit, and general information. The authors chose equal numbers of week and

weekend days to hand out the questionnaires in order to avoid any potential biases. They outlined the research purpose and invited British tourists to participate in the survey. They also administered a self-completion questionnaire to those who agreed to respond to the survey. The authors conducted the survey during June 2011, distributed a total of 550 questionnaires (i.e., 275 at the arrival and 275 at the departure to the same person), and collected 253 sets (response rate of 92%). Through the data refinement process, the researchers coded 250 questionnaires for the purpose of data analysis, along with mean imputation for missing value.

Data analysis

The researchers used a component-based approach using the PLS method to analyze the data. PLS has been widely used in theory testing and confirmation. PLS suggests useful propositions for later testing because it is also appropriate for examining whether relationships exist or not (Chin, Marcolin, & Newsted, 2003). Additionally, PLS relies on a smaller sample size for validating a model than other structural equation modeling techniques (Hair, Black, Babin, & Anderson, 2010). Therefore, PLS is better suited for a complicated model than traditional structural equation modeling (Hair, Sarstedt, Ringle, & Mena, 2012). The researchers utilized PLS in this study since both the high and low TE groups contained fewer than 200 participants. The PLS method applies a principal component analysis that analyzes the total variance and estimates factors as simple linear combinations (composites) of the indicators with an ordinary least squares multiple regression (Chin et al., 2003). The researchers also used SmartPLS 2.0 to analyze the measurements and structural models (Ringle, Wende, & Will, 2005).

Results

Respondents' profile

In Appendix B, with the entire group, almost one-third of the sample (29.2%) were 40-49 years old, and male respondents (54.8%) outnumbered female respondents (45.2%). Full-time employees (46.8%) represented the largest group, and the largest percentage of the respondents (39.2%) had annual household incomes between £20,000 and £39,999. The largest proportions of the sample consisted of married respondents (40.4%) and respondents with diploma degrees (30.4%). The majority of the sample spent about £500-999 on their trip (83.0%) and the largest proportion of respondents (34.4%) traveled with a companion. In addition, nearly three-quarters of the sample (77.2%) used travel agency, and more than one-third of respondents (36.8%) were already familiar with Crete. More than half of the sample (63.2%) were visiting Crete for the first time, and 33.2% of respondents stayed 7-10 days. In terms of reason for visiting Crete, the largest proportion of the sample were interested in rest and relaxation (43.6%), and the majority of respondents spent about £20-39 per daily spending (e.g., shopping, food, beverage).

Grouping check

The researchers divided respondents (n = 250) into high and low TE groups. This distinction was based on the TE item on the questionnaire (i.e., "What were the travel and hotel accommodation expenses of this trip to Crete per person?"). As presented in Appendix B, 44.8% of respondents (n = 112) were in the high TE group (above £1,000) and 55.2% respondents (n = 138) were in the low TE group (below £999). According to the survey on daily spending ("How much did you spend per person per day in Crete destination exclusive hotel accommodation?"), there were slightly more respondents in the low daily spending group (51.2%; below £39) than in the high daily spending group (48.8%; above £40). In terms

of the annual household income, based on the survey, there were also slightly more respondents with low annual household income (52.8%; below £39,999) than high annual household income (47.2%; above £40,000). Therefore, the results of the grouping check indicate that the TE deviation of the collected data is quite reasonable for the multi-group analysis.

Measurement model

The authors assessed the measurement model for the entire group and then for each subgroup to validate all constructs in the research model. They conducted the validity assessments of content, discriminant, and convergent validities. All of the constructs (i.e., destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit to Crete) in the model satisfied the reliability requirements with a composite reliability greater than .70 and the discriminant validity requirements with an average variance extracted (AVE) greater than .50 as shown in Tables 1 and 2 (Hair et al., 2012; Henseler et al., 2014). Additionally, for each construct, the square root of the AVE was greater than each correlation coefficient for convergent validity, and Cronbach's α was greater than .70 for content validity (Bhattacherjee & Sanford, 2006; Campbell & Fiske, 1959). The authors also examined the discriminant and convergent validity of each indicator (Bhattacherjee & Sanford, 2006; Hair et al., 2010). The results presented in Tables 1 and 2 demonstrate adequate the discriminant and convergent validity.

Insert Tables 1 and 2 about here

Structural model and hypothesis testing

This study estimated three separate models in PLS for three groups: the entire group, the high

TE group, and the low TE group. The researchers then tested for differences across all three models. To evaluate the predictive power of the structural model, the researchers calculated R^2 for satisfaction, perceived value, complaint, and revisit with regard to Crete in Greece. Interpreted in a manner similar to the multiple regression results, R^2 indicates the amount of variance explained by the exogenous variables (Hair et al., 2010). Using a bootstrapping technique, the authors calculated path estimates and *t*-statistics for the hypothesized relationships (Stevens, 2009). Bootstrapping is a non-parametric technique which involves large numbers of re-samplings to estimate the shape of a statistic's sampling distribution (Chin et al., 2003). To assess whether the main and moderating effects are significant, the authors performed a bootstrap re-sampling procedure since the data had not met the criteria of multivariate normality. The bootstrapping of the 500 re-samples indicates that all paths, weights, and loadings are significant at the 0.05 level (Hair et al., 2012; Henseler et al., 2014). The results suggest that distinct determinants influence the formation of satisfaction, perceived value, complaint, and revisit to Crete within each group. Table 3 shows the PLS results for the entire group. All of the research hypotheses are supported, and the results are statistically significant. Satisfaction with Crete as a destination is significantly influenced by its destination image (β = .289, *t* value = 4.389, $P < .001$), tourist motivation (β = .147, *t* value = 2.340, $P < .05$), and perceived quality (β = .423, *t* value = 7.374, $P < .001$). Thus, hypotheses 1, 2, and 3 are supported. Satisfaction (β = .683, *t* value = 17.870, $P < .001$) significantly affects perceived value of Crete as a destination, supporting hypothesis 4. Perceived value (β = -.283, *t* value = 6.534, $P < .001$) also significantly affects complaint with Crete as a destination, supporting hypothesis 5. Complaint (β = -.177, *t* value = 3.175, $P < .01$) and perceived value (β = .485, *t* value = 9.129, $P < .001$) significantly influence revisit to Crete. Thus, hypotheses 6 and 7 are supported.

Insert Table 3 about here

The authors tested the remaining hypotheses: 1a, 2a, and 3a and presented the moderating effect of TE in Table 4. Previous researchers have suggested comparing models' explained variance (R^2) with the associated regression results when examining groups (Hair et al., 2010). A comparison of the results suggests that there are differences between the groups. The structural model predicted a 15.6% greater variance for satisfaction in the high TE group compared to their counterparts in the low TE group. In terms of the structural model, a simple comparison of the standardized path coefficients suggests that destination image, tourist motivation, and tourist quality uniquely influence each group's satisfaction. To compare the research model across the two groups, the authors used PLS to conduct a multi-group analysis comparing the differences in the coefficients of the corresponding structural paths of the two research models. The researchers used the multi-group analysis equation suggested by Chin (2004), Chin et al. (2003), and Keil et al. (2000) as follows:

$$t_{ij} = \frac{p_1 - p_2}{\sqrt{\frac{(n_1 - 1) \times SE_1^2 + (n_2 - 1) \times SE_2^2}{n_1 + n_2 - 2}} \times \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}},$$

where

pi = path coefficient in the structural model of *TEi*

ni = sample size of the data set for *TEi*

SEi = standard error of path in the structural model for *TEi*

tij = *t*-statistic with *n*1 + *n*2; two degrees of freedom

i = 1 for the high TE group and *j* = 2 for the low TE group

The results indicate that the coefficients of each path for destination image, tourist

motivation, perceived quality, and satisfaction for the high and low TE groups are significantly different from their corresponding coefficients in the structural model (see Table 4). For the high TE group, the magnitude (high TE group = .282 > low TE group = .031) of the coefficient of tourist motivation on satisfaction is significantly greater than in the low TE group. Therefore, the result supports hypothesis 2a. On the other hand, destination image (high group = .240 < low group = .364) and perceived quality (high group = .369 < low group = .440) affect satisfaction more significantly in the low TE group than in the high TE group. Therefore, the results do not support hypotheses 1a and 3a.

Insert Table 4 about here

Inclusion of control variables

In order to identify whether inclusion of control variables has led to a more or less accurate interpretation of the results (Spector, & Brannick, 2011), the researchers controlled the following demographics to ensure an accurate evaluation of the relationships between satisfaction, perceived value, complaint, and revisit on Crete destination: age, gender, occupation, income, and education. Figure 3 illustrates the path coefficients of the study model with control variables from the PLS analysis using 500 bootstrap. The authors used this analysis to identify additional variable biases and validate the proposed model. They inserted the five control variables to verify whether the hypotheses are supported when considering the influence of those control variables. Figure 3 shows that the analytical data still support the current study of seven hypotheses when considering the five control variables. In other words, the seven relationships are significantly ensured. Therefore, the findings support the argument that the five control variables of age, gender, occupation, income, and education did not bias the current results. Among the control variables, occupation (β = -.211, t value = 4.483, P

< .001) and income (β = .118, *t* value = 2.124, *P* < .05) significantly impact perceived value.

Insert Figure 3 about here

Comparison of Competing Model

This study compared the proposed research model (Figure 1) with a competing model that focused on relationships between destination image and perceived value as well as satisfaction and revisit. The parsimonious model, which is the proposed model, is nested within the competing model. Song et al. (2013) find that destination image has a significant effect on perceived value and Ryu, Lee, and Kim (2012) suggest that restaurant image positively influences customer perceived value. Furthermore, In addition, Cronin et al. (2000) reveal that customer satisfaction has a positive influence on behavioral intentions and Song et al. (2013) prove that tourist satisfaction has a significant effect on destination loyalty. Also, Ryu et al. (2012) advocate that customer satisfaction positively influences behavioral intentions in the context of restaurants. Based on the aforementioned literature review, this study uses the competing model, which is depicted in Figure 4. The competing model examines nine hypotheses among destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit.

Insert Figure 4 about here

The authors compared the competing model to the research model using the chi-square statistic test. The test revealed a significant difference between the research and the competing model ($\Delta\chi^2$ = 14.272, *df* = 2, *p* < .001). The result shows that the research model has better fit indices [e.g., parsimony-adjusted normed fit index (PNFI) = .770, parsimony-adjusted

comparative fit index (PCFI) = .848, df = 604, and p<.021] than those of the competing model (e.g., PNFI = .769, PCFI = .847, df = 602, and p<.044), confirming superiority of the research model. In terms of the statistically significant percentage of the hypothesized parameters, while eight out of nine (88.9 %) hypothesized paths are supported in the competing model ($p < .05$), which are exhibited in Figure 4, all seven (100%) hypothesized paths are supported in the proposed model ($p < .05$), as described in Table 4, implying that the proposed model is superior to the competing model. Thus, the following discussion and conclusions of this study are all based on the results of the research model because the research model demonstrated a better fit than the competing model.

Discussion and conclusions

This study explored the relationships among destination image, tourist motivation, perceived quality, satisfaction, perceived value, complaint, and revisit in a building process for revisit to tourist destinations. The results show perceived value and complaint derived from three determinants (destination image, tourist motivation, and perceived quality) through satisfaction significantly influences revisit to tourist destinations. Therefore, the results urge tourist destination managers to anticipate tourist satisfaction, perceived value, and complaint when determining revisit for tourist destinations through destination image, tourist motivation, and perceived quality. Furthermore, this study examined the differences between low and high TE groups on three relationships among determinants (destination image, tourist motivation, and perceived quality) and satisfaction. The results reveal that the three relationships are significantly different between the low and high TE groups. Thus, the findings imply that tourist destination marketers should take TE seriously as a key factor of market segmentation for revisit to tourist destinations.

This research is theoretically one of the first studies to examine a building process for

revisit to tourist destinations by utilizing the relationships among determinants, satisfaction, perceived value, and complaint. Specifically, this study suggests three theoretical implications based on the findings. From the relationships among the three determinants and satisfaction, the relationship between perceived quality and satisfaction is highly and positively significant, followed by the relationship between destination image and satisfaction and the relationship between tourist motivation and satisfaction, extending the previous research (Baker & Crompton, 2000; Chi & Qu, 2008; Yoon & Uysal, 2005). In other words, perceived quality of leisure travel is the most important factor to tourist satisfaction in the context of Crete island. The relationship between satisfaction and perceived value is greatly and positively significant, followed by the relationship between perceived value and revisit, the relationship between complaint and revisit, and the relationship between perceived value and complaint; this information also extends the previous studies (Fornell et al., 1996; Petrick & Backman, 2002; Petrick et al., 2001). That is, a significant finding is that satisfaction with the tourists is the most significant factor that affects intention to revisit Crete via perceived value. To the best of the researchers' knowledge, this study is the first to demonstrate theoretically the relationships between determinants and satisfaction with TE. Based on low and high TE groups, the findings of this study theoretically reflect an interesting result in the building process for revisit to tourist destination. On one hand, the high TE group has a greater impact on the relationship between tourist motivation and satisfaction than the low TE group does, extending past literature (Alegre et al., 2011). For instance, tourists with high TE have a greater influence of tourist motivation on their tourist satisfaction than their counterparts. On the other hand, the low TE group has a stronger impact on the relationships between destination image and satisfaction as well as the relationship between perceived quality and satisfaction than the high TE group, extending previous research (Alegre & Cladera, 2010; Latimer, 1980). For example, tourists with low TE have a higher impact of destination image

and perceived quality on their tourist satisfaction than those of their counterparts. Besides that, the correlation between TE and daily spending is .432 ($p<.01$) and the correlation between TE and annual household income is .219 ($p<.001$) from our data analysis, implying that the findings are consistent with previous studies (Mok & Iverson, 2000).

The findings suggest several practical implications for revisit to tourist destinations. With regard to the relationships among three determinants and satisfaction, the relationship between perceived quality and satisfaction has the highest path coefficient, implying that destination managers should focus on improving perceived quality for their products and services to encourage repeat visits. Satisfaction greatly influences perceived value, suggesting that destination marketers must concentrate on building tourist satisfaction through the determinants. Perceived value has a higher and positive impact on revisit, indicating that destination businesses could enhance revisit through valuable experience, reasonable price, and value for money. Complaint has a negatively significant effect on revisit; thus, destination mangers should ensure that either tourists do not complain or customer representatives quickly respond to tourist complaints.

Since groupings recognize fundamental differences between groups in terms of needs, behaviors, and responses, dualities (e.g., dichotomies) need different strategies in relation to product offering, marketing activities, and experience provision (McKercher et al., 2012). Specifically, the differences between the low and high TE groups towards the three relationships among determinants and satisfaction indicate that destination marketers could apply to the market segments based on the levels of TE. That is, marketers should emphasize image and quality of their destinations to target low TE groups, while also focusing on motivations to target high TE groups.

Since the researchers only administered questionnaires to British tourists to Crete, the results of this study cannot be generalized. Another limitation of this study arises from the

cross-sectional data; therefore, the results of the study may not hold under another time period. Furthermore, the researchers conducted the study at a single tourist destination; therefore, future studies should be conducted at other tourist destinations to confirm the findings. This study also investigates the three determinants of destination image, tourist motivation, and perceived quality, all of which were found to significantly influence satisfaction. Thus, future research should examine one of them, for example, push and pull motivations, to identify the building process for revisit (Yoon & Uysal, 2005). Taking advantage of new and emerging information communication technologies also enables destinations to enhance their competitiveness by increasing their visibility, reducing costs, and taking advantage of local cooperation (Buhalis, 2000b). Therefore, researchers should conduct future studies on mobile commerce related to tourist destinations. Additional research should use data mining of big data from social networking sites to examine the building process for revisit to tourist destinations in order to make better marketing strategies.

Crete is a large island, so focusing on a single hotel in one location may prove problematic when attempting to generalize at the island level. To fill this gap, further studies need to explore the profile of British tourists visiting the Mediterranean in general and Crete. Furthermore, a significant number of changes have happened in the last couple of years in terms of the financial crisis and the various economic problems faced by Greece. Thus, scholars should use caution when applying these findings since the survey took place in June 2011. In the future, researchers should explore accurate income levels, for example using monthly personal income rather than the annual household income which can be inaccurate since the annual household income includes other family members' income. Finally, the present study applied the convenience sampling method because of time and cost limit so future study could apply a stratified random sampling frame based on the population in order to the reduce a sampling error.

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Table 1. Constructs from factor analysis (Entire group)

Construct	Factor loadings						Mean	Standard deviation
Destination	**.776**						3.368	1.166
image	**.876**						3.636	1.189
(5 items)	**.832**						3.612	1.055
	.823						3.836	1.120
	.833						3.796	1.102
Tourist		**.826**					3.369	1.356
motivation		**.719**					3.364	1.071
(8 items)		**.802**					3.454	1.195
		.743					3.476	1.102
		.777					3.900	1.162
		.627					3.668	1.211
		.774					3.584	1.214
		.666					3.468	1.141
Perceived			**.795**				3.468	1.145
quality			**.668**				3.236	1.263
(5items)			**.751**				3.496	1.099
			.784				3.516	1.031
			.738				3.496	1.015
Satisfaction				**.815**			3.524	1.084
(8 items)				**.813**			3.612	.985
				.864			3.544	1.053
				.843			3.600	.994
				.802			3.596	1.018
				.742			3.516	1.027
				.819			3.532	1.061
				.799			3.744	1.060
Perceived					**.838**		3.860	1.130
value					**.786**		3.824	1.134
(4 items)					**.813**		3.808	1.170
					.797		3.812	1.242
Complaint						**.562**	1.804	1.136
(5 items)						**.906**	1.876	.988
						.864	1.820	.975
						.891	1.900	1.031
						.839	1.868	1.069
Revisit							**.922**	3.448	1.305
(3 items)							**.895**	3.496	1.113
							.870	3.376	1.281

Note: The values in boldface denote factor loadings greater than .5.

Table 2. Reliability and discriminant validity

Model	Construct	Cronbach's α	Composite reliability	AVE	Correlation of the constructs						
					(1)	(2)	(3)	(4)	(5)	(6)	(7)
Entire group	(1) Destination image	.885	.916	.686	**.828**						
	(2) Tourist motivation	.884	.908	.554	.700	**.744**					
	(3) Perceived quality	.803	.864	.560	.614	.531	**.748**				
	(4) Satisfaction	.926	.940	.660	.651	.573	.678	**.812**			
	(5) Perceived value	.824	883	.654	.637	.688	.489	.683	**.809**		
	(6) Complaint	.890	.910	.676	-.304	-.220	-.289	-.359	-.283	**.822**	
	(7) Revisit	.878	.924	.803	.550	.516	.571	.644	.535	-.314	**.896**
High TE group	(1) Destination image	.888	.918	.692	**.832**						
	(2) Tourist motivation	.895	.916	.580	.731	**.762**					
	(3) Perceived quality	.845	.890	.618	.755	.700	**.786**				
	(4) Satisfaction	.925	.939	.657	.725	.716	.748	**.810**			
	(5) Perceived value	.834	.889	.668	.713	.707	.649	.797	**.817**		
	(6) Complaint	.872	.895	.644	-.369	-.285	-.427	-.320	-.313	**.804**	
	(7) Revisit	.846	.906	.763	.570	.617	.656	.622	.617	-.356	**.873**
Low TE group	(1) Destination image	.883	.915	.682	**.826**						
	(2) Tourist motivation	.874	.899	.530	.684	**.728**					
	(3) Perceived quality	.753	.834	.506	.446	.361	**.711**				
	(4) Satisfaction	.929	.941	.667	.582	.439	.614	**.817**			
	(5) Perceived value	.798	.868	.623	.583	.684	.338	.564	**.789**		
	(6) Complaint	.904	.924	.711	-.245	-.166	-.145	-.414	-.290	**.843**	
	(7) Revisit	.909	.941	.844	.582	.440	.486	.672	.486	-.276	**.919**

Note: The diagonal elements in boldface in the correlation of constructs matrix are the square roots of AVE. According to Bhattacherjee and Sanford (2006), for adequate discriminant validity, diagonal elements should be greater than their corresponding off-diagonal elements. TE=tourist expenditure

Table 3. Standardized structural estimates and tests of the main hypotheses (Entire group)

Hypothesis	Path	Estimate	t-value	p-value	Result
H_1	Destination image → Satisfaction	.289	4.389	<.001	Supported
H_2	Tourist motivation → Satisfaction	.147	2.340	<.05	Supported
H_3	Perceived quality → Satisfaction	.423	7.374	<.001	Supported
H_4	Satisfaction → Perceived value	.683	17.870	<.001	Supported
H_5	Perceived value → Complaint	-.283	6.534	<.001	Supported
H_6	Complaint → Revisit	-.177	3.175	<.01	Supported
H_7	Perceived value → Revisit	.485	9.129	<.001	Supported

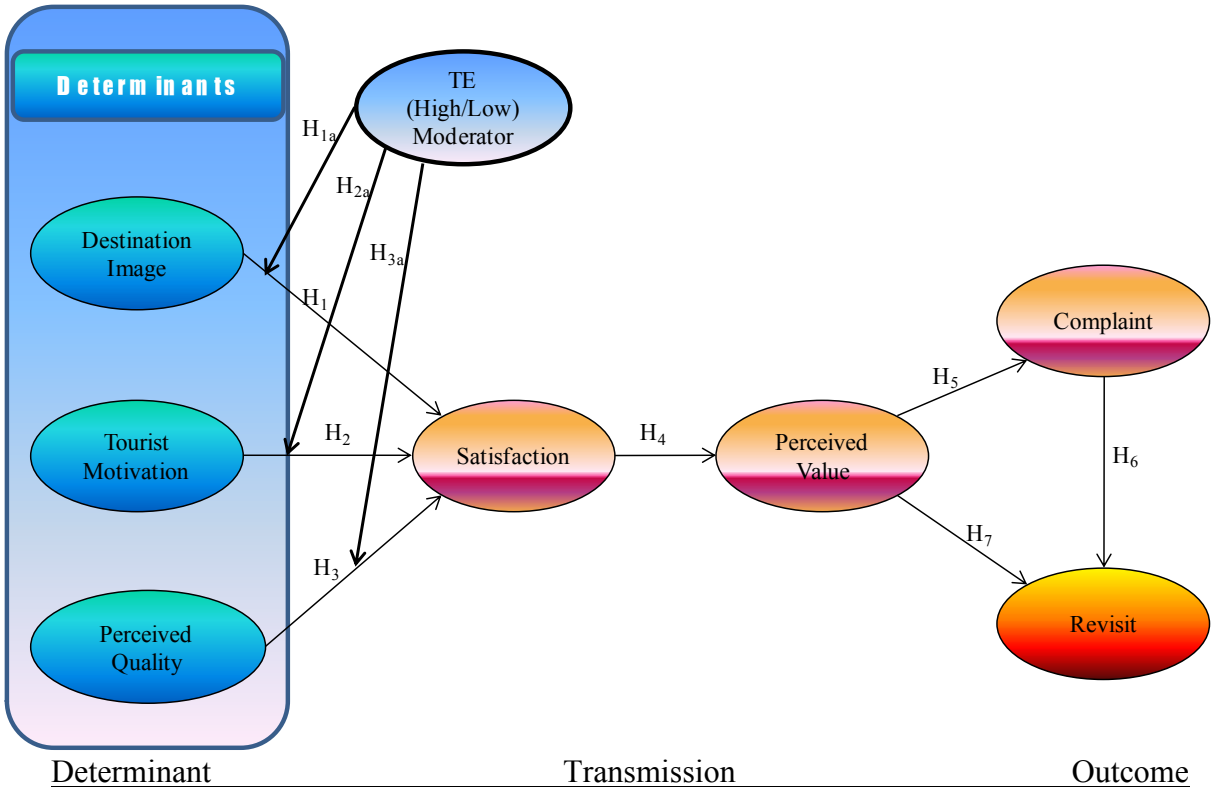
R^2: Coefficient of determination (variance explained)
Satisfaction: 55.8%; Perceived Value: 46.6%; Complaint: 8.0%; Revisit: 31.5%

Table 4. Comparison of the path coefficients between the high and low TE groups

Hypothesis	Path	High TE group (A)	Low TE group (B)	t-value (A-B)	p-value (A-B)	Test of hypothesis
H_{1a}	Destination image → Satisfaction	.240*	.364***	-10.086	<.001	Not supported
H_{2a}	Tourist motivation → Satisfaction	.282**	.031	22.902	<.001	Supported
H_{3a}	Perceived quality → Satisfaction	.369***	.440***	-5.811	<.001	Not supported

R^2: Coefficient of determination (variance explained)
Satisfaction of the high group: 65.2%; Satisfaction of the low group: 49.6%

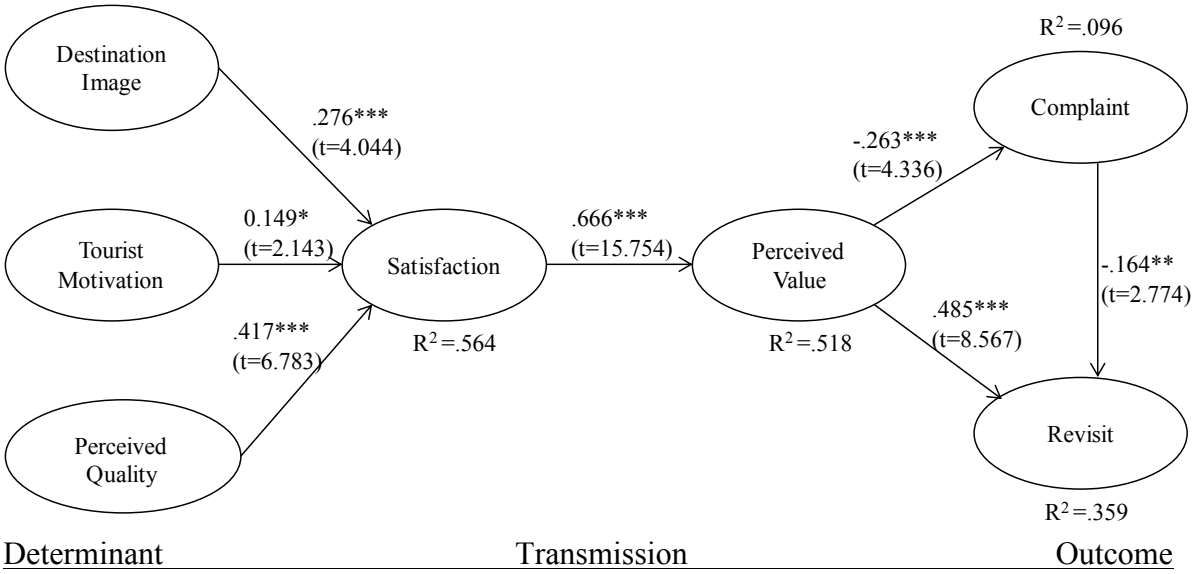
***p<.001; **p<.01; *p<.05
Note: TE=tourist expenditure



Note: Five control variables of age, gender, occupation, income, and education are linked to satisfaction, perceived value, complaint, and revisit.

Figure 1. Proposed research model

Figure 2. Location map for the study site of Crete Island (Welcome to Greek islands, 2015)



Note: ***p<.001; **p<.01; *p<.05, R^2: Explained variance for the model. Five control variables of age, gender, occupation, income, and education were linked to satisfaction, perceived value, complaint, and revisit.

Figure 3. Entire model considering five control variables

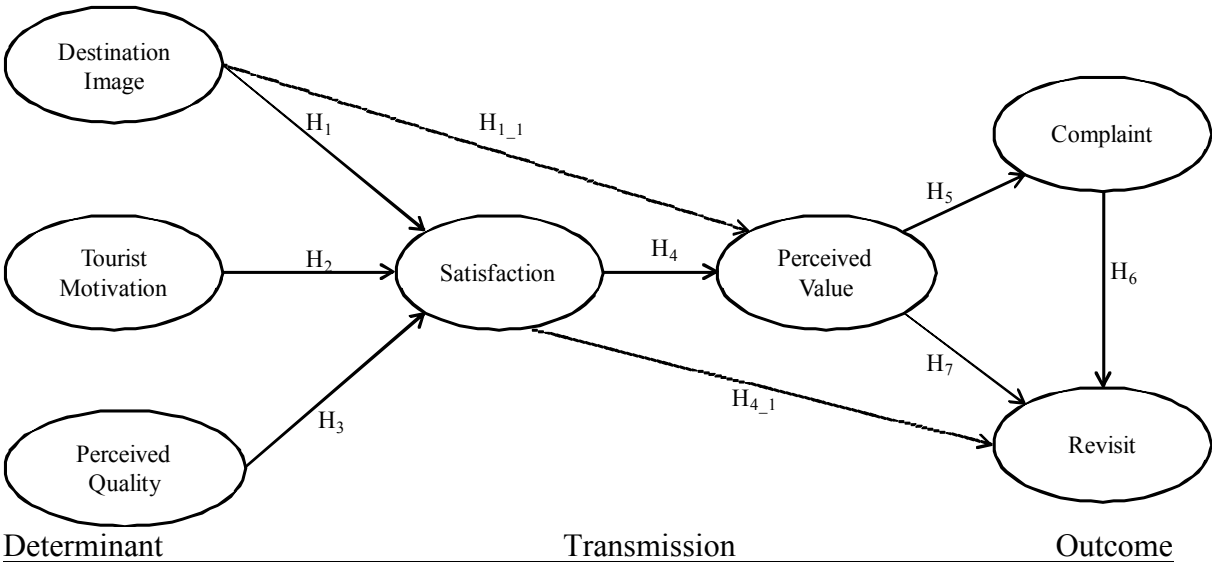


Figure 4. Proposed competing model with relationships between destination image and perceived value as well as satisfaction and revisit