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Examining antecedents of destination loyalty in a Zambian context: The effect of perceived value, service quality and satisfaction

By Jane M. Kwenye and Wayne Freimund

Abstract

Drawing from the cognitive->affect->conative loyalty formation model, this study explored predictors of loyalty in a domestic tourism context through an investigation of the relationships among service quality, perceived value, satisfaction and destination loyalty. The relationships are explored using data collected from a sample of 1,060 domestic tourists at the Victoria Falls World Heritage site in Zambia. Using structural equation modeling (SEM) technique, the results reveal that satisfaction has a direct effect on destination loyalty while the effects of perceived value and service quality on destination loyalty is recognized via the mediating effects of satisfaction. Findings are discussed with respect to their applied and theoretical relevance. Practical applications of this study include strategies aimed at promoting destination loyalty by addressing aspects of service quality, perceived value and satisfaction in a domestic tourism context of an African setting.

Key words: perceived value, service quality, satisfaction, destination loyalty, domestic tourism

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Examining antecedents of destination loyalty in a Zambian context: The effect of perceived value, service quality and satisfaction

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Introduction

Amidst growing competition, destination marketing organizations (DMOs) are facing increased difficulties in convincing visitors to choose their specific destinations over an increasing number of alternatives (Castro, Armario, & Ruiz, 2007; Morais & Lin, 2010; Pike & Ryan, 2004). Consequently, destination marketing and management research has been focusing on understanding tourist' post-purchase behaviors and decision making processes so as to divulge avenues for fostering destination loyalty (Chi & Qu, 2008; Lee, 2003; Zhang, Fu, Cai, & Lu, 2014). Built upon related theories of customer loyalty in marketing literature, destination loyalty has been receiving increased attention among tourism researchers. The importance of understanding, predicting and influencing tourists' intentions to patronize specific destinations has motivated research on the concept of destination loyalty (Chi, 2005; Chi, 2012; Kwenye & Phiri, 2016; Oppermann, 2000; Prayag & Ryan, 2012; Yoon & Uysal, 2005; Yuksel, Yuksel, & Bilim, 2010). Past studies note that if a tourist's experience at a destination is understood as a product, then the degree of loyalty can be reflected in their intention to revisit the destination and recommend the destination to others (Oppermann, 2000; Chen & Tsai, 2007). Consequently, tourists' intentions to revisit the destination and their intention to recommend it to others are considered as indicators of destination loyalty (Chi, 2005; Chi & Qu, 2008). Intentions to revisit and recommend a destination to others are used as indicators of destination loyalty in that studying actual behavior is difficult and costly (Halpenny, 2010). Further, behavioral intentions have proven to be effective indicators of future behaviors (Ajzen, 1988; Fishbein & Ajzen, 1975; Kraus, 1995).

While research on destination loyalty has received considerable attention in the tourism literature (Chi & Qu, 2008; Kim, 2010; Lee, Graefe, & Burns, 2007; Yoon & Uysal, 2005), studies exploring this concept among domestic tourists in an African context, particularly, Zambia are rare. This is despite the Zambian governments' desire to foster domestic tourism as highlighted in the 2014 marketing plan of the Zambia Tourism Agency, ZTB (2014) and the country's Tourism Strategic Plan (MTA 2013). Therefore, this study examined antecedents of domestic tourists' loyalty to a local natural tourist setting in Zambia drawing from the cognitive ->affective -> conative loyalty formation model (Oliver, 1997, 1999). This loyalty formation model posits that loyalty is shaped through sequential phases: cognitive, affective and conative. That is the cognitive component influences the affective component which consequently influences the conative component. Accordingly, consumers develop positive beliefs and affective sentiments about a service provider and experience increasing intention to purchase preferably from that provider (Morias, Dorsch, & Backman, 2004). The beliefs that customers develop about the service provider emanate from cognitive evaluations of the product based on vicarious knowledge related to the offering, its attributes, and its performance or current

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experience-based information (Cronin, Brady, & Hult, 2000; Eggert & Ulaga, 2002; Han, Kim, & Kim, 2011). Past studies in marketing and consumer behavior indicate that cognitive components of the cognitive-> affective->loyalty model loyalty formation model mainly consists of perceived value and service quality (Back, 2005; Han & Back, 2008; Oliver, 1997, 1999).

The affective component of the cognitive-affective-conative loyalty formation model constitutes emotional response to a product or service experience or feelings towards a product (Campon, Alves, & Hernandez, 2013). Past studies conceptualize satisfaction as an emotional response to a product or service experience (Han & Back, 2007). Consequently, researchers agree that satisfaction constitutes the affective component of the cognitive-affective-conative loyalty formation model (Han, Kim, & Kim, 2011; Oliver, 1997, 1999). The final component in the loyalty model which is conative, relates to behavioral intention towards a product (Campon, Alves, & Hernandez, 2013). Oliver (1997, 393) describes conation as "an intention or commitment to behave towards a goal in a particular manner". Consequently, the conative stage in the loyalty formation model entails an intention to repurchase (Oliver, 1997, 1999). In destination loyalty studies, intentions to revisit and recommend a destination to others are considered as indicators of destination loyalty (Chen & Tsai, 2007; Chi, 2005; Chi & Qu, 2008).

Drawing from the cognitive- affective-conative loyalty formation model (Oliver, 1997), past studies have identified service quality, perceived value and satisfaction as antecedents affecting destination loyalty/ tourists' behavioral intentions (Chen & Chen, 2010; Kim, 2010; Petrick, 2004; Petrick & Backman, 2002). Consequently, the effect of service quality, perceived value, and satisfaction as antecedent of destination loyalty have been explored in past studies (e.g. Kim 2010; Lee, Graefe, & Burns, 2007). To extend an examination of these relationships to a domestic tourism context of an African setting, particularly, Zambian setting, this study examined the effect of perceived value, service quality and satisfaction as antecedents of loyalty destination loyalty. Although these relationships have been studied in past research, to the author's best knowledge, there is no previous study endeavored to the context of domestic tourism in an African setting, particularly, Zambian setting. A better understanding of the relationships explored in this study can provide destination managers insight into knowing factors that need to be addressed in order to foster domestic tourists' willingness to revisit the destination and recommend the destination to others.

Theoretical background and hypotheses

Service quality is considered as a critical construct given its effect on consumer choice behavior (Cole & Illum, 2006; Dabholkar, Shephard, & Thorpe, 2000). In the tourism context, service quality refers to service performance at the attribute level (Chen & Chen, 2010; Cole & Illum, 2006). It is defined as the quality of the attributes of a service that are under the control of the service provider (Crompton & Love, 1995). This performance quality is said to contribute to the quality of the tourists' experience at a destination (Cole & Illum, 2006). In terms of service quality measurement, the service quality model, SERVQUAL based on the expectancy disconfirmation theory (Parasuraman, Zeithaml, & Berry, 1985, 1988), has been widely used although the applicability of the SERVQUAL scale has been criticized (Petrick, 2004). Studies argue that

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the relevance of the disconfirmation of expectations as the basis for measuring service quality are ambiguous and inadequate (Carman, 1990; Cronin & Taylor, 1992). Consequently, the performance-based measurement of service quality is recommended (Crompton & Love, 1995; Cronin & Taylor, 1992).

In the marketing services literature, past studies indicate that service quality consists of five dimensions namely tangibles, reliability; responsiveness; assurance; and empathy (Parasuraman, Zeithaml, & Berry, 1988). However, applying the measurement scale that reflected the five dimensions in the tourism context, Fick and Ritchie (1991) noted that the original measure did not adequately cover tangibles factors. The authors indicated that this was probably because facilities tend to be situation-specific in tourism and hence do not lend themselves to inclusion in a generic type of measure. That is, in tourism contexts, there is no process of delivery per se that is addressed by four of the dimensions reported by Parasuraman, Zeithaml, & Berry (1988). Rather the dominant measure is the tangibles dimension (Crompton & Love, 1995). Thus, in the tourism field, service quality is generally assessed in terms of the tangibles dimension (Baker & Crompton, 2000; Crompton & Love, 1995; Cole & Illum, 2006). For instance, examining predictors of loyalty in a forest setting, Lee (2003) used service quality indicators that reflected dimensions including conditions of facilities, safety and securities, health and cleanliness of settings and responsiveness of staff. Similarly, Cole & Scot (2004) measured service quality using indicators that reflected dimensions including amenities, ambiance and comfort.

Past studies have suggested that service quality influences consumer choice behavior and is an important antecedent of satisfaction and behavioral intentions/loyalty (Cronin, Brady, & Hult, 2000; Kim, 2010). Consequently, past studies have explored the relationship between service quality, satisfaction and behavioral intentions/destination loyalty. Confounding results have been reported. In the context of the cognitive-affective-conative link, some studies suggest that the cognitive variable (i.e. service quality) has an indirect effect on the conative variable (i.e. destination loyalty) through the affective variable (i.e. satisfaction) (e.g. Alexandris, Kouthouris, & Meligdis, 2006; Kim, 2010). Other studies indicate that the cognitive variable (i.e. service quality) has a direct effect on the conative variable (e.g. Petrick, 2004). Given the confounding results in the existing literature, researchers have suggested further investigations on the relationship between service quality, satisfaction and loyalty (Velazquez, Saura, & Johnson, 2011). Therefore, drawing from the cognitive->affective->conative loyalty model (Oliver, 1997, 1999), this study examined the relationships among service quality, satisfaction and destination loyalty. The following hypotheses were tested:

H₁: Service quality has a significant direct effect on satisfaction

H₂: Service quality has a significant indirect effect on destination loyalty through satisfaction

Perceived value has gained considerable research interest as a stable construct to predict buying behavior (Anderson and Srinivasan, 2003; Chen & Dubinsky, 2003; Cronin, Brady, & Hultz, 2000) As a result, it been emphasized as the object of attention by researchers in tourism

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(Chen & Tsai, 2007). Notwithstanding the lack of consensus on the definition of the concept, a frequently cited definition of perceived value is that it is the consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given (Zeithaml, 1988). Perceived value has been measured using either a self-reported, unidimensional measure (Gale 1994) or a multidimensional scale (Petrick & Backman, 2002; Sheth, Newman, & Gross, 1991). However, the validity of the unidimensional measure has been criticized due to its assumption that consumers have a shared meaning of value (Chen & Chen, 2010). Consequently, many researchers recommend the use of the multidimensional scale to measure perceived value (Sanchez, Callarisa, Rodriquez & Moliner, 2007; Sweeney & Soutar, 2001; Sweeney, Soutar, & Johnson, 1996). For instance, building on past studies that conceptualized perceived value using multidimensional scales, Lee, Yoon, & Lee (2007a) constructed a multidimensional scale consisting of dimensions including emotional, functional and overall value.

The influence of perceived value on re-purchase behavior (e.g. loyalty) has been widely explored in services marketing studies. However, research on perceived value as it relates to loyalty and its predictors is still in its infancy in tourism studies. Studies that have explored the relationship between perceived value, satisfaction and destination loyalty report confounding results. In the context of the cognitive-affective-conative loyalty model, some studies reported that perceived value (i.e. the cognitive variable) has an indirect affect on destination loyalty (i.e. conative variable) through satisfaction (i.e. affective variable) (e.g. Deng & Pierskalla, 2011, Kim, 2010; Lee, Yoon, & Lee 2007a). Other studies indicated that perceived value has a direct effect on tourists' intention to revisit and recommend a destination (e.g. Chen & Chen, 2010; Petrick, 2004; Petrick, Morais, & Norman, 2001). Confounding results on the relationships among these variable necessitates the need for further investigation on these relationships. Therefore, drawing from the cognitive-affective-conative model (Oliver, 1997, 1999), this study examined the relationships among perceived value, satisfaction and destination loyalty. The following hypotheses were tested:

H₃: Perceived value has a direct effect on satisfaction

H₄: Perceived value has a significant indirect effect on destination loyalty through satisfaction.

Satisfaction is considered to play an important role in influencing the choice of the destination and the decision to return (Kozak & Rimmington, 2000). Consequently, satisfaction has been receiving increased attention in tourism studies. Approaches to the definition of satisfaction in the extant literature range from cognitive and/or affective perspective to those which consider the specific or overall assessment of the transaction (Hu, Kandampully, & Juwaheer, 2009). Past studies that employed the cognitive approach defined satisfaction as consumers' response to the discrepancy between pre-purchase expectations and post-purchase perceived performance (Fornell, 1992; Deng & Pierskalla, 2011). In this respect, satisfaction is viewed as a relative concept that is judged in relation to a standard (Yuksel & Yuksel, 2001). However, the cognitive approach has been criticized given that the measurement of consumer expectations and the selection of appropriate comparative standards remain problematic (Yuksel & Yuksel, 2001). Studies that employ the affective perspective define satisfaction as an effective

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response to a specific consumption experience (Gotlieb, Grewal, & Brown, 1994). It is viewed as consumers' emotional state after exposure to a consumption experience (Baker & Crompton, 2000; Petrick, 2004). Thus, it reflects the degree to which a consumer believes that an experience evokes positive feelings (Rust & Oliver, 1994). While there is no consensus on its conceptualization and measurement, satisfaction is considered as a critical concept for understanding post purchase behaviors (Velazquez, Saura, & Molina, 2011). It is generally believed that satisfaction leads to repeat purchases and positive word of mouth recommendation, which are main indicators of loyalty (Chi & Qu, 2008). Consequently, this has motivated research on the influence of satisfaction on destination loyalty (Chi, 2012; Kim, 2010; Lee, 2003; Lee, Graefe, & Burns, 2007; Prayag & Ryan, 2012; Yoon & Uysal, 2005).

Past studies provide empirical evidence that tourists' satisfaction is a significant indicator of their intentions to revisit and recommend the destination to others (Chi & Qu, 2008; Kim, 2010; Yoon & Uysal, 2005). It is noted that satisfied tourists are more likely to return to the same destination and are more willing to provide word of mouth recommends about the destination to others (Chi & Qu, 2008). Although past studies have investigated the influence of satisfaction on destination loyalty (e.g. Chi & Qu, 2008; Kim, 2010; Yoon & Uysal, 2005), this relationship has not be investigated in a domestic tourism context of an African setting, particularly, a Zambian setting. Therefore, this study investigated the relationship between satisfaction and destination loyalty. The following hypothesis was tested:

H₅: Satisfaction has a significant direct effect on destination loyalty

The hypothetical model tested in this study is presented in Figure 1. Drawing the cognitive-affective-conative loyalty formation model (Oliver, 1997, 1999), it was posited that cognitive variables (i.e. perceived value and service quality) had a direct influence on the affective variable (i.e. satisfaction), and subsequently an indirect on the conative variable (i.e. destination loyalty). Further, it was postulated that the affective variable (satisfaction) has a direct effect on the conative variable (destination loyalty).

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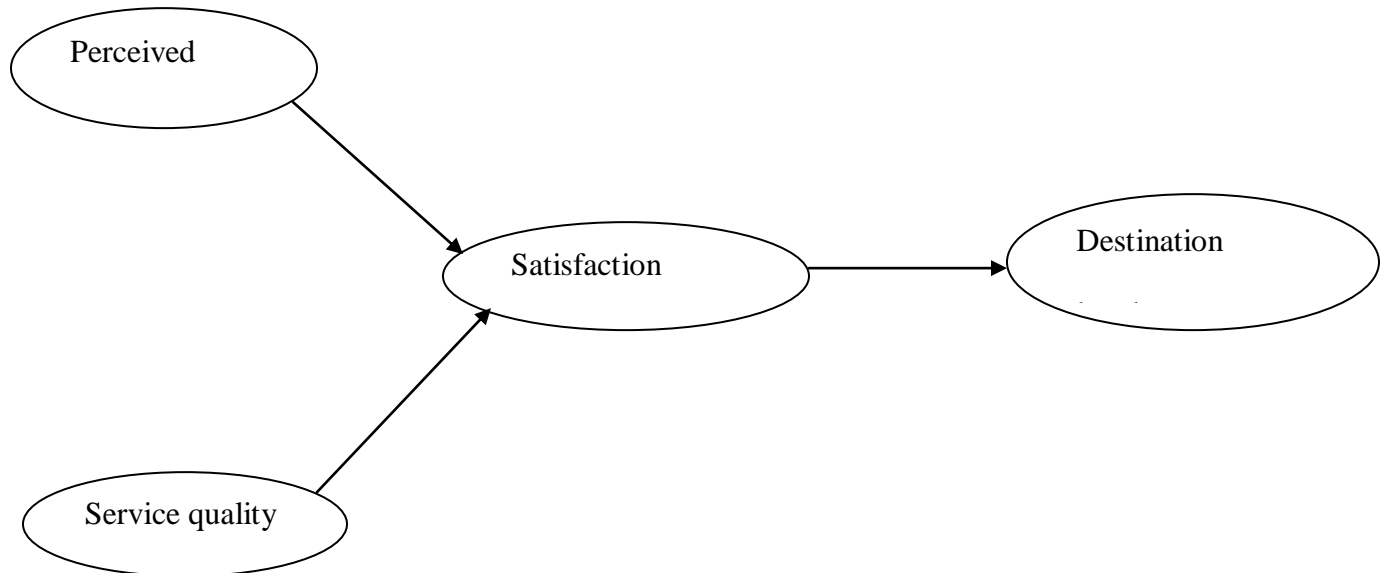


Figure 1: Proposed Theoretical Model (TM)

3. Methods

3.1 Study site

The data for this study were collected by a self-administered questionnaire method at the Victoria Falls World Heritage site in Livingstone, Zambia (Figure 2). The Victoria Falls World Heritage site is located in the southern part of Zambia and is situated within the Mosi-oa-Tunya National Park which covers an area of 66 km². It is a mature natural tourist destination attracting domestic tourists in high volumes over a couple of decades.

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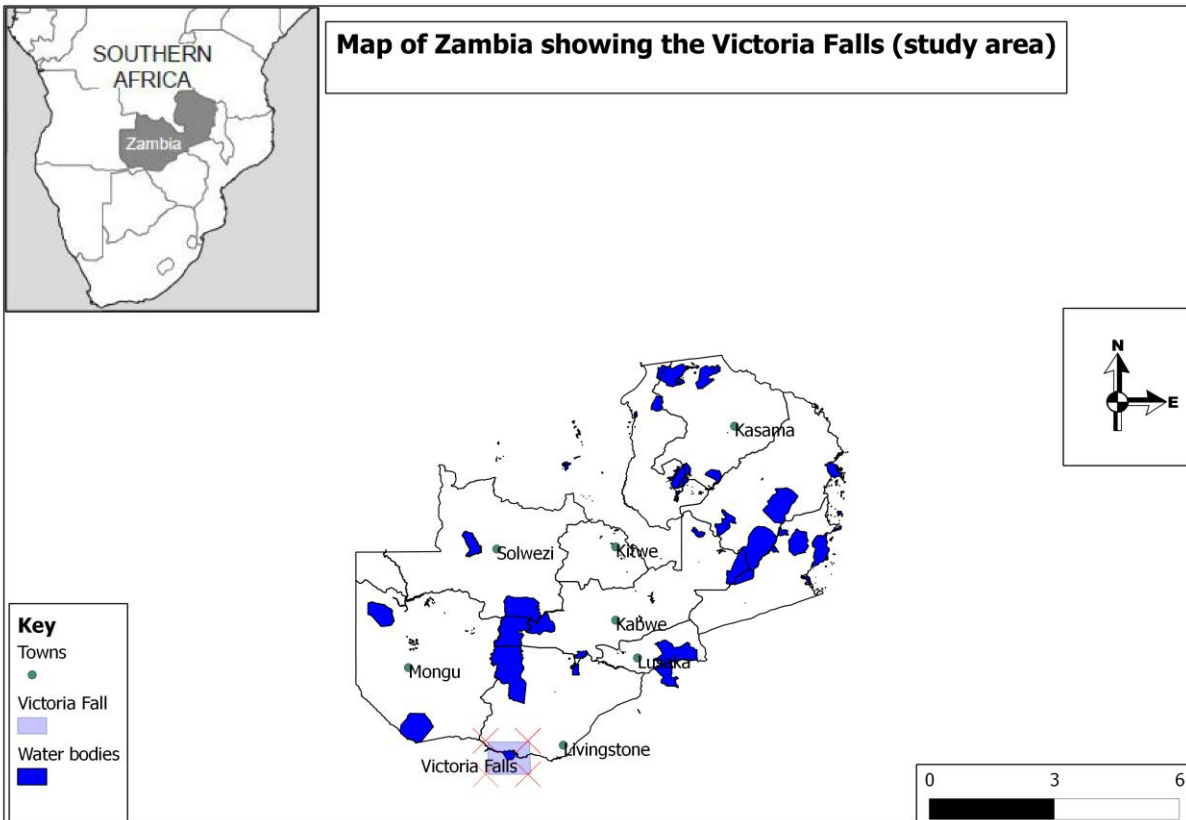


Figure 2: Map of Zambia showing the location of the Victoria Falls World Heritage site
3.2. Survey instrument design and research variables

A self-administered questionnaire was pre-tested on domestic tourists at the Victoria Falls World Heritage site from 5th to 10th August 2014. Reliability assessments results showed that the items used to measure perceived value, service quality, satisfaction, and destination loyalty had acceptable internal consistency with Cronbach's alpha ranging from 0.81 to 0.87. All items in the questionnaire were retained although some items were slightly modified in wording to improve comprehensibility based on feedback from Victoria Falls World Heritage site staff, five professors at the University of Montana and domestic tourists who participated in the questionnaire pre-test. The questionnaire included items measuring perceived value, service quality, satisfaction, and destination loyalty (Table 1). Information on key demographic and travel characteristics about the domestic tourists was also solicited in the questionnaire. Measurement scales used to measure the constructs in the hypothetical model were as follows:

(1) Perceived value: A twelve-item scale composed of functional value (measured by four items), emotional value (measured by three items), and overall value (measured by five items) was used

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to measure perceived value. All the twelve items included in this scale were based on the findings of Lee, Graefe, & Burns, (2007a).

(2) Service quality: A ten-item scale consisting of conditions of facilities (measured by four items), amenities (measured by four items), and accessibilities (measured by two items) was used to measure service quality. These items were adopted from Lee (2003), Chi (2005), and Cole & Scott (2004).

(3) Satisfaction: Three items adopted from Back (2001) and Han, Kim, & Kim (2011) were used to measure satisfaction.

(4) Destination loyalty: A six-item scale composed of revisit intentions (measured by three items) and recommendation intentions (measured by three items) was used to measure destination loyalty. These items were adopted from Chi (2005), Chi & Qu (2008) and Lee (2003).

Items used to measure perceived value, satisfaction and destination loyalty were measured using a five-point Likert scale ranging from (1) = Strongly Disagree to (5) = Strongly Agree. Indicators used to measure service quality were measured using a five-point Likert scale ranging from (1) = Very poor to (5) = Very Good.

3.3 Data collection and study sample

Data for this study were collected in a three weeks period between August 26th and September 10th 2014. This data collection period was the peak season, consequently, it provided the opportunity to survey a representative sample of domestic tourists who travelled from various towns across the country thereby reducing any risk of under coverage due to the administration period. In terms of sampling, the convenient sampling method was used in this study in that no complete sampling frame was available for the visitor population. This approach is appropriate in instances where a sampling frame is unavailable (Lee, 2003). The first respondent to participate in the survey on each day of the data collection period was determined by selecting every second available respondent upon commencing the data collection. Thereafter, every available respondent was requested to participate in the survey. The respondents were requested to complete the self-administered questionnaire after visiting the Victoria Falls World Heritage site. Consequently, three sampling points were selected and used for this study based on their popularity as exit point from the site.

The minimal sample size for this study was determined using the confidence interval approach (Burns & Bush, 1995; Chi, 2005). To obtain a 95 percent desired accuracy at the 95 percent confidence level with the response and unusable rates set at 50 percent and 20 percent respectively, the required minimum sample size was 963. A total of 1,150 domestic tourists were requested to participate in the self-administered survey of which 1,060 accepted, giving a response rate of 92 percent. Slight more than half of the total sample was comprised of males (56 %), with the majority of the total sample aged between 18 and 40 years (76 %). The highly represented education level was a college/university diploma with respondents in this category constituting 46 percent of the total sample. The majority of the respondents earned less than K60, 000 per annum constituting 58 percent of the total sample.

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3.4. Data analysis

The proposed model in this study was examined using the Structural Equation Modeling (SEM) procedure. SEM was used to test both the theoretical relationships within the model and the model's overall fit to the survey data. The SEM procedure was an appropriate technique for testing the conceptual model in this study given that the model was set up on the basis of prior empirical research and theory. All the parameters were estimated using the maximum likelihood estimation in Stata 13.0.

The two-step SEM estimation process recommended by Anderson & Gerbing (1988) was adopted in this study. This process involves testing the fit and construct validity of the measurement model in the first step and then testing the structural model in the second step. The two-step SEM process is recommended in that valid structural theory tests cannot be conducted using poor measures (Hair, Black, Babin, & Anderson, 2010). The measurement model was validated using confirmatory factor analysis while the structural model was examined to test the hypotheses simultaneously by using path analysis.

Missing values, outliers, and distribution of all measured variables were examined to purify the data and reduce systematic errors. Normality assessment results showed that the data deviated from multivariate normality. The detrimental effects of data demonstrating non-normality diminish with large sample sizes having a ratio of at least 15 respondents per each estimated parameter (Hair, Black, Babin, & Anderson 2010). The sample size for this study was adequate to diminish the detrimental effects of non-normality. Outlier detection results showed that no outliers were found and observations with missing data were managed using a listwise procedure.

Sequential chi-squared difference tests (SCDTS) were also performed using competing models. SCDTs were performed as post hoc tests to provide successive fit information (Anderson & Gerbing, 1988). An insignificant change in chi-square (χ^2) statistics between the nested models was used as test of invariance (Byrne, 1993; Lee, 2011). The χ^2 was used to determine whether there were significant differences in estimated construct variances explained by the four models (Joreskog & Sorbom, 1995). To determine the best fitting model, three competing models (CM₁, CM₂, CM₃) (Figure 2) were compared with the theoretical model (TM) (Figure 1). In CM₁ a path was added between perceived value and destination loyalty. In CM₂, a path was added between service quality and destination loyalty. Further, in CM₃ two paths were simultaneously added between (1) service quality and destination loyalty, and (2) perceived value and destination loyalty.

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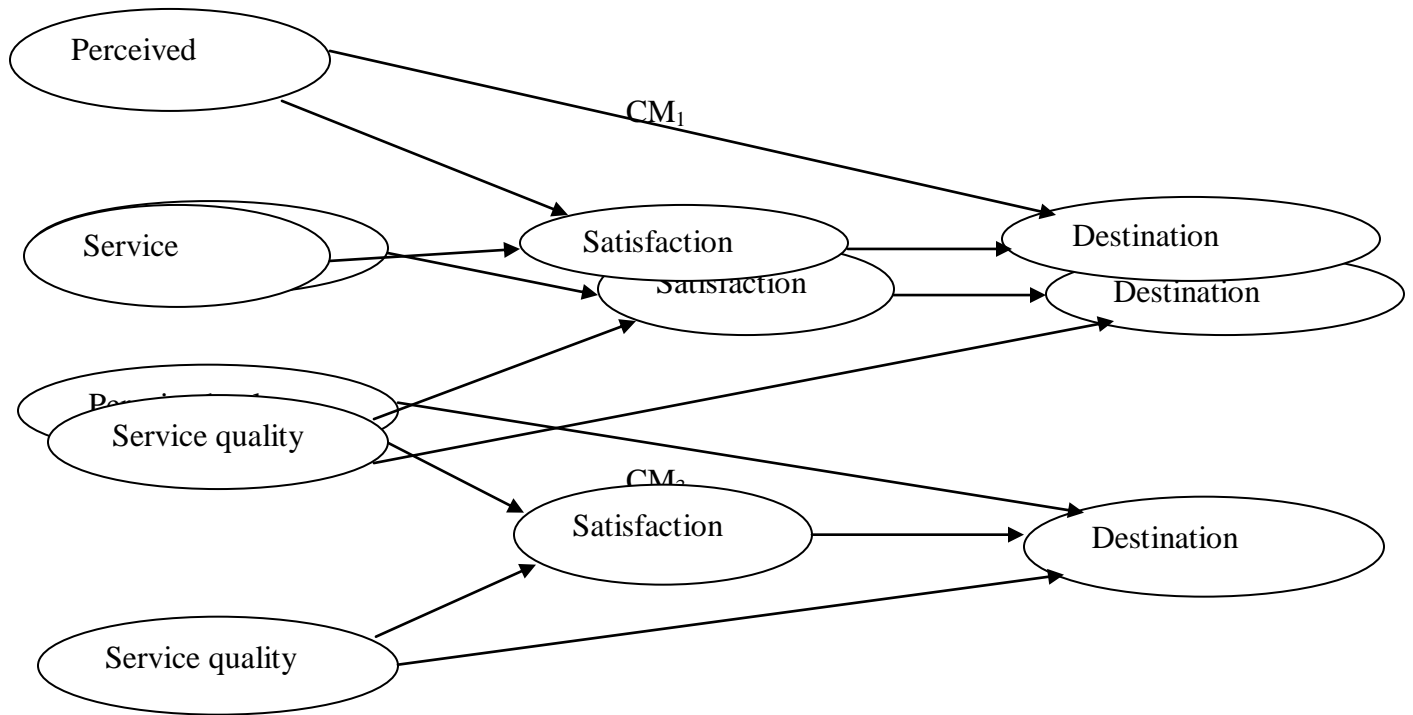


Figure 2: Competing Models

Results

Summary statistics of the multi-item scales that include composite mean scores and standard deviations (SD), as well as factor loadings, composite reliabilities (CR) and average variance extracted (AVE) estimates are presented in Table 1. All the composite mean scores were above the mid-point (2.5) indicating that respondents rated the measures of all the latent variables highly. The composite reliabilities (CR) estimates were all within the 0.7 cut off value indicating internal consistency. All the AVE estimates were also within the recommended 0.5 cut off value indicating that the latent variables explained a good amount of variance in their respective indicators.

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Table 1: Summary statistics for multi-item scales, factor loadings, composite reliabilities (CR) and average variance extracted (AVE) estimates

Indicator	Mean	SD	Factor loading	CR	AVE
Perceived Value					
Dimension 1: Functional value	3.97	0.69		0.8	0.6
Visiting Vic Falls was reasonable priced			0.56		
Compared to travel expenses I got reasonable quality from visiting Vic Falls			0.67		
Compared to other destinations Vic Falls is a good value for money			0.64		
I received good service while visiting Vic Falls	4.23	0.72	0.55		
Dimension 2: Emotional Value				0.8	0.5
Visiting Vic Falls gave me pleasure			0.73		
Visiting Vic Falls made me feel better			0.76		
After visiting Vic Falls my image of Vic Falls was improved			0.62		
Dimension 3: Overall Value				0.7	0.5
The choice to visit Vic Falls was the right decision	4.21	0.62	0.74		
I obtained good results from visiting Vic Falls			0.71		
Overall visiting Vic Falls was valuable			0.65		
Overall visiting Vic Falls was worth it			0.66		
The value of visiting Vic Falls was more than what I expected			0.54		
Service quality					
Dimension 1: Accessibility				0.7	0.5
Availability of parking spaces	3.83	0.77	0.57		
Availability of site maps			0.60		
Dimension 2: Conditions of facilities				0.7	0.5
Cleanliness of toilets	3.89	0.66	0.59		
Cleanliness of recreation areas			0.71		
State of trails around the site			0.66		
State of the road at the site			0.59		
Dimension 3: Amenities				0.5	0.5
Availability of raincoats/umbrellas	3.35	0.78	0.56		
Availability of interpretation services			0.68		
Availability of restaurants			0.66		
Availability of places to sit and rest			0.60		
Satisfaction					
Overall I am satisfied with my experience at Vic Falls	4.35	0.67	0.74	0.7	0.7
As a whole I really enjoyed my visit to Vic Falls	4.42	0.67	0.85		

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Indicator	Mean	SD	Factor loading	CR	AVE
Overall I am happy with my experience at Vic Falls	4.35	0.77	0.73		
Destination loyalty					
Dimension 1: Revisit intentions	4.38	0.57		0.8	0.6
I intend to revisit the Vic Falls again			0.69		
I intend to revisit the Vic Falls with other who have never visited the site before			0.81		
My next recreation trip will mostly likely be to Vic Falls			0.34		
Dimension 2: Recommendations intentions	4.50	0.56		0.8	0.5
I intend to say positive things about Vic Falls			0.66		
I intend to recommend Vic Falls to others			0.71		
I intend to share my positive experiences at Vic Falls with others			0.77		

4.1. Measurement model

The overall measurement model was validated using confirmatory factor analysis. Prior to testing the overall measurement model, each of the four constructs in the model was evaluated separately to ensure that the indicators variables were actually measuring the underlying constructs of interest. Results of CFA tests for all the constructs provided support for the underlying factor structures of the constructs. With each of the five constructs appropriately specified, the overall measurement model was evaluated next. Results of the goodness-of-fit statistics are reported in Table 2. The chi-square (χ^2) value was statistically significant ($\chi^2 = 67.45$, $df = 38$, $p < 0.01$) indicating poor fit to the data. However, a large sample size can hinder this test's ability to assess model fitness because sample size can affect χ^2 value (McDonald & Ho, 2002). Consequently, other measurement model fit indices were employed to verify results of the χ^2 test.

Table 2: Goodness of fit statistics for the measurement model

Chi-square (χ^2)	67.45 (df = 38, $p < 0.01$)
RMSEA	0.03
SRMR	0.02
CFI	0.99
TLI	0.99
N	1054

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Additional fit indices showed that RMSEA was 0.03 and within the suggested 0.08 cut-off value for an acceptable model fit (Acock, 2013; Kim, 2010). The SRMR value was 0.02 and within the suggested < 0.1 cut-off value for a well fitting model (Hair, Black, Babin, & Anderson 2010; Kline, 1998). The CFI and TLI values were both 0.99 and above the recommended 0.90 cut-off value for a well fitting model (Kim, 2010). On the basis of the additional fit indices, it was concluded that the measurement model fit the sample data fairly well.

Table 3 presents the indicator loadings, z-statistics, composite reliabilities and average variance extracted estimates for the latent variables. All composite reliabilities were greater than or equal to 0.7 indicating that the latent variables had a high degree of internal consistency (Hair, Black, Babin, & Anderson 2010). The AVE estimates were all greater than or equal to 0.5 indicating that the latent variables explained a good amount of variance in their respective indicators. The measurement for the latent variables reached convergent validity at the item level given that all the indicator loadings ranged from 0.62 to 0.82 and were significant at the $\rho < 0.01$ level (Anderson & Gerbing, 1988). Discriminant validity was assessed by comparing the AVE values with the square of the correlations between each pair of constructs. Discriminant validity is established when the AVE values exceed the squared correlations of a pair of constructs (Hair, Black, Babin, & Anderson 2010). The AVE estimates for each of the constructs exceeded the square of the correlations between each pair of the constructs thereby providing support for the discriminant validity of the constructs.

Table 3: Indicator loadings, z-statistics, CR and AVE estimates for the Overall Measurement Model

Construct and indicators	Std loadings	z-statistics	CR	AVE
Perceived value			0.8	0.6
Functional value	0.62	26.95		
Emotional value	0.81	46.28		
Overall value	0.81	46.36		
Service quality			0.8	0.5
Accessibility	0.70	28.10		
Conditions of facilities	0.71	28.51		
Amenities	0.63	24.37		
Satisfaction			0.7	0.5
Overall I am satisfied with my experience at Vic Falls	0.75	41.66		
As a whole I really enjoyed my experience to Vic Falls	0.82	51.76		
Overall I am happy with my experience at Vic Falls	0.76	42.84		
Destination loyalty			0.7	0.5
Revisit intentions	0.74	18.98		
Recommendation intentions	0.70	45.16		

Structural Model

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Having assessed the measurement model, the fit of the theoretical model was examined. The chi-square (χ^2) value for the model was statistically significant ($\chi^2 = 146.84$, $df = 57$, $\rho < 0.01$) indicating a poor fit to the data (Table 3). However, since the χ^2 test is heavily influenced by sample size (Bollen & Long, 1993), other goodness of fit statistics are suggested to help the model evaluation (Joreskog & Sorbom, 1996). The additional goodness of fit indices including RMSEA (0.04), SRMR (0.03), CFI (0.98) and TLI (0.97) were all consistent in suggesting that the hypothesized model fit the data fairly well.

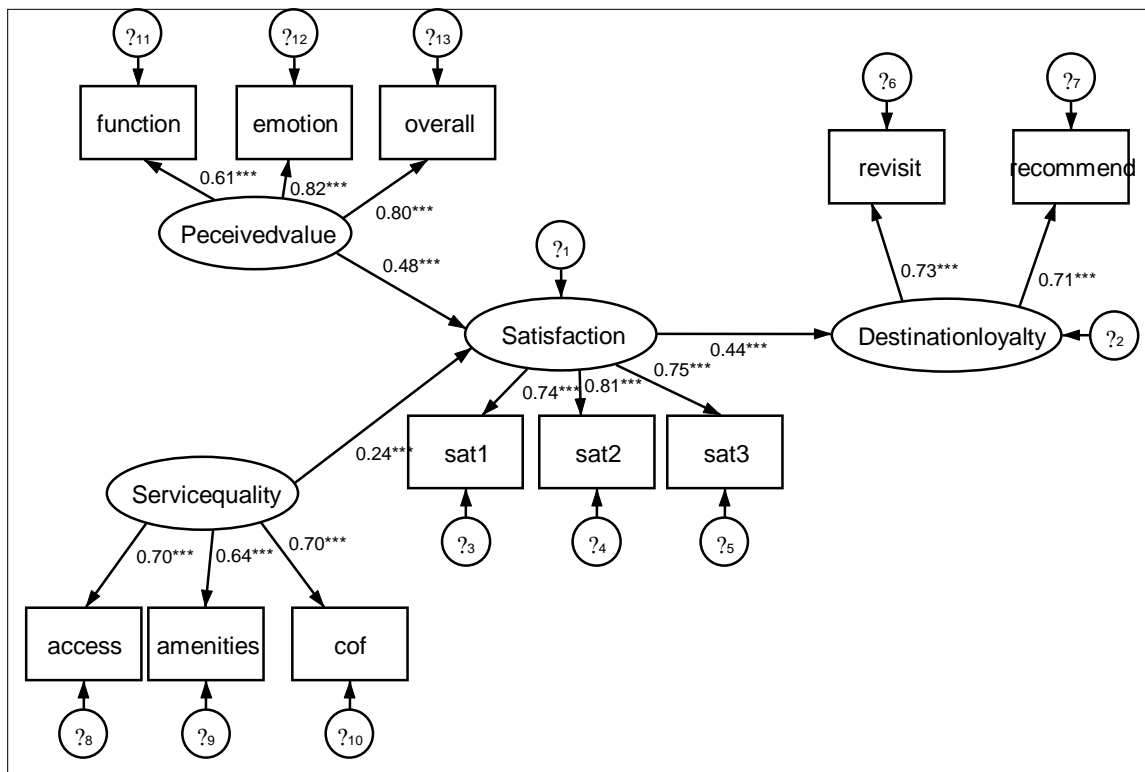


Figure 2: Results of the relationships among perceived value, service quality, satisfaction and destination loyalty.

Figure 2 and Table 4 shows results of the relationships among perceived value, service quality, satisfaction and destination loyalty. The analytical results indicated that service quality directly affected satisfaction ($\beta = 0.24$, $z = 6.18$, $\rho < 0.001$) and indirectly affected destination loyalty through satisfaction ($\beta = 0.08$, $z = 5.10$, $\rho < 0.001$) though weakly; therefore, H_1 and H_2 were supported. Perceived value directly affected satisfaction ($\beta = 0.48$, $z = 14.73$, $\rho < 0.001$) and indirectly affected destination loyalty through satisfaction ($\beta = 0.20$, $z = 7.61$, $\rho < 0.001$); thus, H_3 and H_4 were supported. The analytical results also showed that satisfaction affected destination loyalty directly ($\beta = 0.44$, $z = 12.74$, $\rho < 0.001$); thus, H_5 was supported.

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Further, the squared multiple correlations (R^2) was 0.3 for satisfaction indicating that 30 percent of the variance in satisfaction was explained by the variance in perceived value and service quality. The squared multiple correlations was 0.2 for destination loyalty indicating that 20 percent of the variance in the destination loyalty was explained by the variance in perceived value, service quality and satisfaction.

Table 4: Hypothesis tests results

Structural path tested	Std loadings	Z-statistic	Test results
SQ->SAT	0.24	6.18	Supported
SQ->SAT->DL	0.08	5.10	Supported
PV->SAT	0.48	14.78	Supported
PV->SAT->DL	0.20	7.61	Supported
SAT->DL	0.44	12.74	Supported

*** = $\rho < 0.001$. PV = Perceived value; SQ = Service quality; SAT = Satisfaction; DL = Destination loyalty

Competing models

Having assessed the structural model, sequential chi-squared difference tests (SCDTs) were performed as post hoc tests to provide successive fit information. Table 5 lists the statistical indices of the theoretical, TM ($\chi^2 = 197.02$; $df = 41$) and the three competing models. First, the $\Delta \chi^2$ for TM and CM₁ ($\chi^2 = 145.37$; $df = 56$) was 0.05 (with 1 df , $\rho > 0.05$), indicating that the theoretical model, TM and CM₁ were insignificantly different in terms of model fit. However, the statistical indices favored the theoretical model. Second, the $\Delta \chi^2$ for TM and CM₂ ($\chi^2 = 195.49$; $df = 40$) was 1.53 (with 1 df , $\rho > 0.05$), indicating that the TM and CM₂ were insignificantly different in terms of model fit. The statistical indices indicated that the TM had a better fit than CM₂. Third, the $\Delta \chi^2$ for TM and CM₃ ($\chi^2 = 195.36$; $df = 39$) was 1.66 (with 2 df , $\rho > 0.05$), also indicating that the TM and CM₃ were insignificantly different in terms of model fit. The statistical indices indicated that the TM had a better fit than CM₂. To detect the effect of adding causal relationships (paths) in the competing models, the statistical significance of the parameter coefficients for the additional paths were examined. The analytical results showed that all the added paths in the three competing model were insignificant at $\rho < 0.05$. This finding suggested that there should be no direct path between perceived value and destination loyalty, as well as between service quality and destination loyalty as the three competing models proposed. This finding further provided support that TM provided a better representation of the data.

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Table 5: Fit indices for the theoretical model and competing models

Models	TM	CM ₁	CM ₂	CM ₃
Chi-square	197.02	196.97	195.49	195.36
	<i>df</i> = 41, $\rho < 0.01$	<i>df</i> = 40, $\rho < 0.01$	<i>df</i> = 40, $\rho < 0.01$	<i>df</i> = 39, $\rho < 0.01$
RMSEA	0.060	0.061	0.061	0.062
SRMR	0.092	0.092	0.091	0.091
CFI	0.956	0.956	0.957	0.956
TLI	0.942	0.940	0.940	0.938

Discussion, Implications and Conclusion

Drawing from the cognitive-> affective->conative loyalty formation model (Oliver, 1997), past studies have identified service quality, perceived value and satisfaction as antecedents affecting destination loyalty/ tourists' behavioral intentions (Chen & Chen, 2010; Kim, 2010; Petrick, 2004; Petrick & Backman 2002). However, relationships among these variables have not been examined in domestic tourism context of an African setting, particularly, Zambian setting. Therefore, to extend an examination of these relationships to a domestic tourism context of an Africa setting, particularly, Zambia, this study examined the effects of perceived value, service quality and satisfaction as antecedents of destination loyalty. Although these relationships have been studied in past research, to the author's best knowledge, there is no previous study endeavored to the context of domestic tourism in Zambia. It is believed that this study has a substantial capability for generating more precise applications related to promoting destination loyalty by addressing aspects of service quality, perceived value and satisfaction in a domestic tourism context of an African setting, especially Zambia setting.

The empirical results of this study provide tenable evidence that the proposed structural equation model designed to examine the relationships among service quality, perceived value, satisfaction and destination loyalty simultaneously is acceptable. Consistent with the cognitive ->affective->conative link (Oliver, 1997, 1999), service quality directly affects satisfaction and indirectly affect destination loyalty through satisfaction, although this link was weak but significant. Further, perceived value was also found to directly affect satisfaction and indirectly destination loyalty through satisfaction. These results imply that the effects of perceived value and service quality on destination loyalty is recognized via the mediating effects of satisfaction in a domestic tourism context of an African setting, particularly, Zambian setting. Consistent with Bagozzi's (1992) proposition that cognitive responses precede emotional response, the findings of this study lend support to Cronin, Brady, & Hult's (2000) proposal that quality and value are cognitive responses to a service experience while satisfaction is an emotional response. Consequently, enhancing service quality and value thereby leading to satisfaction is important for destination managers when designating strategies to promote loyalty in domestic tourism contexts

Enhancing service quality as a management goal as well as ensuring superior value leading to satisfaction are important issues for destination managers when designing strategies for promoting loyalty in a domestic tourism context of an African setting, particularly, Zambian

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setting. To provide superior service quality, destination managers could endeavor to meet tourists' expectations with respect to components of accessibility, amenities and conditions of facilities as found by this study. Further, since perceived value was found to have significant effects on satisfaction and destination loyalty, destination managers and marketers need to recognize the importance of multidimensional values when destination tourism services are developed. Particularly, destination managers and marketers could endeavor to meet tourists' expectations with respect to functional, emotional and overall value as found by this study. Consequently, the need to provide pleasurable and fairly priced experiences is among important ways of meeting the aforementioned tourists' expectations.

Empirical results also showed that satisfaction has a significant direct effect on destination loyalty, thus, the affective->conative link was supported. This relationship suggests that tourists' satisfaction with their experiences at the destination have significant effects on their future behavior. Consequently, as satisfaction levels increase, the propensity to return and recommend the destination increases. This finding reinforces past studies that argue that satisfied tourists are more likely to revisit a destination, recommend it to others or express favorable comments about the destination (Chen & Chen, 2010; Cole & Illum, 2006). Conversely, dissatisfied tourists may express negative comments about a destination and damage its market reputation (Reisinger & Turner, 2003) and never return to a destination (Chen & Chen, 2010).

Notwithstanding the study's contributions, the findings presented in this study should be qualified in light of some limitations. First, to investigate the relationship between perceived value, service quality, satisfaction and destination loyalty in a domestic tourism context of an African setting, particularly, Zambia setting, this study used cross sectional data. Thus, it was impossible to analyze the potential time-lag effects on the relationships established. Future research can build on this study by using longitudinal data to examine the relationships explored in this study in similar contexts. Second, the structural model tested in this study, assumes unidirectional relationships among the model constructs, however, they could be bidirectional linkages that may exist. Future research could explore such bidirectional linkages. Third, while the effects of cognitive variables (i.e. perceived value, service quality) and affective variable (i.e. satisfaction) on destination loyalty were demonstrated in this study, there could be other cognitive and affective variables (e.g. destination image, personal involvement) that can included in the model tested in this study in a domestic tourism context of an African setting. Therefore, future research could include these variables to extend our theoretical understanding of destination loyalty antecedents in a domestic tourism context, especially in an African setting.

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