

The Factors Affected to The Customers' Satisfaction at Some Tourist-Destinations in Hanoi

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Abstract - The current research investigated the effect of some factors to the satisfaction of visitors at tourism-destinations of Hanoi. Factors in the research model included: natural resources and material conditions; accommodation; environment; available services (dining, sightseeing and shopping); heritage and culture; and banking transfer service. The study was conducted through the survey of 275 clients and the results showed that among six independent variables, there were three strong correlated with the dependent variable, in which the environmental factor had the greatest impact on visitors' satisfaction at destinations.

Index Terms - satisfaction, tourism-destination, heritage, bank transfer service, service quality, accomodation, culture.

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1. INTRODUCTION

Tourism is one of the industries known as the "nonsmoke industry," which brings enormous benefits to the global economy. Tourism contributes to Vietnam's revenue, brings jobs to the people, is the mean of promoting images and the most effective export at site.

At present, Vietnam is an ideal destination for world tourism. March 2016's report mentioned: the tourism sector contributed 6.6% to GDP, therefore, the tourism sector has been highly valued by Vietnam and should be invested as the development direction of the country. Hanoi is the capital of the country, and considered as the Cultural - Political - Economic Center of the whole country, where many cultural and historical heritages, traditional craft villages, arts, festivals, foods concentrated and made Hanoi has become an ideal destination, attracting domestic and international tourists. However, many tourists are still not really satisfied when coming to Hanoi.

Derived from the commends of tourism services in some destinations inner the Hanoi city as well as the feedback of tourists and the authors' own observations, the current topic was selected for doing research with the desire of increasing the service quality and the visitors' satisfaction.

2. OBJECTIVES OF THE RESEARCH

The objectives of the research was to investigate the factors and its affected level to the tourists' satisfy at four tourism destinations inside Hanoi and proposed the solutions to increase the tourists' satisfaction when enjoying the analysed destinations inner the Hanoi city.

3. LITERATURE REVIEW

3.1. Research in Vietnam

Research on customer satisfaction in the field of tourism could be mentioned as the following: Tran Thi Luong (2011) with the research "Study on the satisfaction of domestic

travelers to Da Nang tourism destination" which measured visitors' satisfaction. The author applied the Holsat model of Tribe and Snaith (1998), in which combined practical research and the analysis of Danang tourism characteristics as well as consultation from experts, investigated the environment, cultural heritage, money transferring...

Dang Thi Minh Anh (2012) conducted a study on "Assessment of tourists' satisfaction in traveling Nha Trang city". The quantitative sample was selected by convenient sampling method with the sample size $n = 180$. By using EFA and regression analysis, the research result showed five factors that affected visitor satisfaction: attractive destination, perceived value, infrastructure, subjective risks and objective risks.

Vo Thi Cam Nga (2014) distributed questionnaires to 500 tourists while collecting 425 valid responses. The results investigated seven factors that affect to visitor satisfaction in Hoi An with differen levels: the environment; natural resources and material conditions; material cultural heritage; intangible cultural heritage; lodging; catering, entertainment, shopping; money transfer service.

3.2. Outside Vietnam's Research

There were also many studies on customer satisfaction in the world: Alexandr Vetitnev, Galina Romanova, Natalia Matushenko and Ekaterina Kvetenadze (2013) interviewed 1,100 visitors, of whom 400 visitors in Sochi, 350 in Gelendzhik and 350 visitors in Anapa at three federal resorts, Krasnodar Krai on the Black Sea coast. The results of the study showed that domestic travelers were not really happy when traveling at tourist destinations in resorts in Russia. The most negative level of satisfaction was the city's health care, transportation and souvenir shops.

Marek Nowacki (2013), conducted the survey for 170 visitors at four tourism destinations in Western Poland: the Museum of Agriculture in Szreniawa, the Museum of Agriculture in

Dziedkanowice and the Zoo of Poznan. Research results showed that customer satisfaction was determined by two groups of factors: subjective factors (visitor characteristics) and objective factors (attractive characteristics).

Mauro Sciarelli, Clelia Cascella and Giovanna Del Gaudio (2014)'s research showed that personalization made customer satisfaction was the fundamental factor in driving strategic action in the future. The study used 14 visitor satisfaction indicators to measure overall satisfaction. Especially, some visitors felt comfortable, such as accommodation, restaurants, price / quality, local hospitality and some other activities.

It can be seen that most of the studies have not mentioned the factors that affect the tourists' satisfaction at tourist destinations in Hanoi, and this is the gap that the current research concentrated on.

3.3. Some Research Models on Customer Satiaction

3.3.1. Parasuraman's Servqual Model (figure 1)

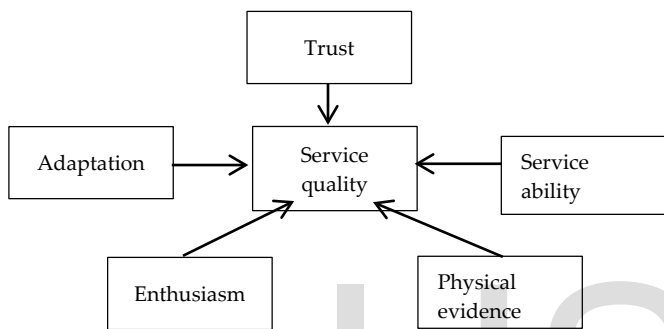


Figure 1: Parasuraman's Servqual Model

3.3.2. Customer Satisfaction Index Model of EU (figure 2)

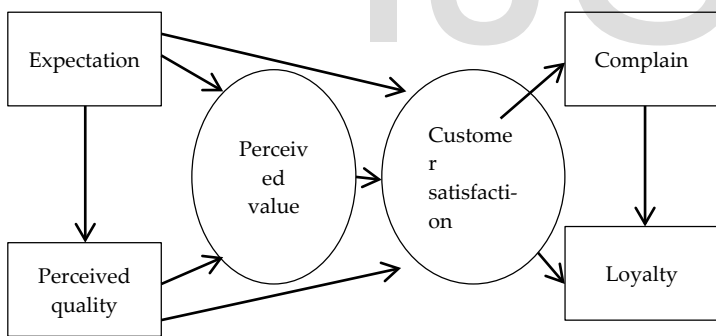


Figure 2: Customer satisfaction index model of EU

3.3.3. Customer Satisfaction Index Model of EU (ECSI) (figure 3)

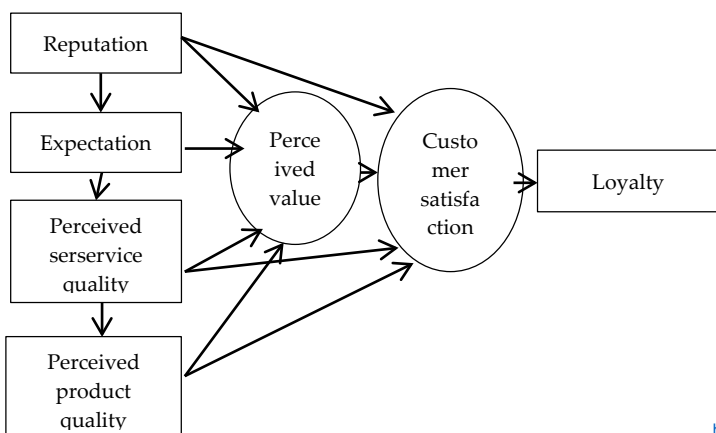


Figure 3: Customer satisfaction index model of EU(ECSI)

3.4. Research Model and Hypotheses

3.4.1. Research Model

Inheritance of research models and associated tourism features in Hanoi, based on the theoretical model of Holsat Tribe and Snaith (1998) and combined with the tourist experts, six factors were selected: Natural resources and physical conditions; Environment; Available services (dining, sightseeing, entertainment ...); Heritage and culture; Bank Transfer service; Accommodation; which illustrated in the research model (Figure 4).

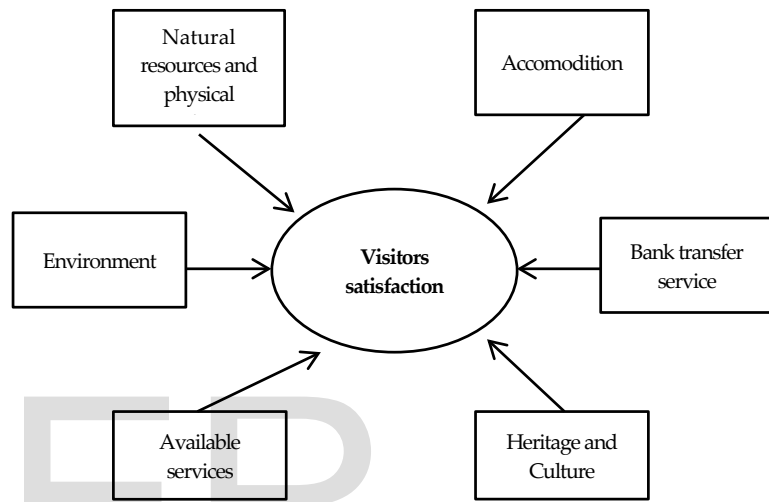


Figure 4: Research model

3.4.2. Hypotheses generated

Hypothesis H1: When the natural resources and material conditions assessed by visitors are good or not, the visitors' satisfaction level will increase or decrease accordingly.

Hypothesis H2: When the environment assessed by visitors is good or not, the visitors' satisfaction level will increase or decrease accordingly.

Hypothesis H3: When available services evaluated by visitors are good or not, the visitors' satisfaction level will increase or decrease accordingly.

Hypothesis H4: When the heritage and culture assessed by visitors are unique or not unique, the visitors' satisfaction level will increase or decrease accordingly.

Hypothesis H5: When the bank transfer service is convenient for tourists or not convenient, the visitors' satisfaction level will increase or decrease accordingly.

Hypothesis H6: When the accommodation is well or not appreciated by visitors, the visitors' satisfaction level will increase or decrease accordingly.

3.5. Variable operationalization

Following is the operationalization to make the readers understand the factors in the research model as well as some related concepts which mentioned in the current research.

3.5.1. Concept of Customer Satisfaction

Customer satisfaction is the state when comparing perceived service quality versus expectation (Kurt and Clow, 1998). Satisfaction is measured by the distance between quality of perception and expected quality. Satisfaction is also understood as the sense of comparison between perceived results and human expectations (Kotler, 2001).

According to Kusku (2003), job satisfaction reflects the needs and desires of individuals to be met and the level of perceptions of employees about their work. Satisfaction is measured by the ability to satisfy customers' expectations when using goods or services (Oliver, 1997).

Meanwhile, Oliva, Oliver and Bearden (1995) argued that customer satisfaction is a business task expressed by the relationship between the value of the product or service versus expectations of the customer about them.

3.5.2. Concept of Tourist Destination

The World Tourism Organization (UN-WTO) has defined a tourist destination as "the geographic area in which travelers stay for at least one night, including travel products, services provided, tourist resources attract visitors, administrative boundaries for management and image recognition to determine competitiveness in the market".

Tourism destinations are also understood as a tourist attraction, where tourists visit; often with its inherent values or displayed cultural values with historical significance; providing services on adventure recreation or discovery new things.

The factors that create a tourist destination include: attractions; transportation; accommodation; facilities; accompany services; additional activities; security, staff...

3.5.3. Tourism Resources include all factors that can stimulate human travel and are used by the tourist industry to generate economic benefits and social benefits. Tourism resources can also be understood as any natural, human and social element that can attract tourists. This means that not only natural resources, human resources but social events such as economics, politics, culture, sports, etc. are organized to attract visitors. However, not all tourism resources are exploited and become tourist destinations.

3.5.4. Concept of Environment

In general, the environment of a subject consists of material condition, situational condition or other object conditions that surround this object and the activities of the object that takes place within them.

3.5.5. Concept of Place

Accommodation (also known as a place of residence, or house, home) is the general term for a place of residence or shelter of a person. The usual form of material is a house.

3.5.6. Heritage and Culture

Cultural heritage is the inheritance of physical objects and intangible attributes of a group or society inherited from previous generations that have remained to this day and to future generations. Cultural heritage includes cultural assets (such as buildings, landscapes, monuments, books, works of art, and artifacts), intangible culture (such

as folklore, tradition, language and knowledge) and natural heritage (including important cultural landscape and biodiversity).

3.5.7. Bank Transfer Service

Bank transfer is a payment method in which a bank customer (called a money transferor) requests the bank transfer money to a certain person to a beneficiary in a certain location.

Travel will be more developed if there is a service to convert currency from one currency to another currency conveniently at the place of providing tourism services.

3.5.8. Available Services (dining, sightseeing, entertainment)

Travel Products = Tourism Resources + Travel Goods and Services.

Travel services and goods include dining, sightseeing, entertainment and shopping.

3.6. Variable measurement

The study used Likert measurements from 1 to 5, in which 1 was not satisfy and 5 was really satisfy. The measurement is expressed by the following table:

Table 1: Variables measurement

STT	Code	Description (nội dung)
I	Natural resources and physical conditions	
1	TN1	The sight seeing places are cool and clean
2	TN2	Service available (bank, medical, telecommunication...)
3	TN3	Renting cyclos, bikes, motorbikes is easy and convenient
4	TN4	Easy to find the resrooms
5	TN5	Convenient to the airport
II	Environment	
6	MT1	Pleasant weather
7	MT2	Travelling safety
8	MT3	Easy communicating with local people
9	MT4	Local people are friendly and hospitable
10	MT5	Clean sanitation at the sight seeing places
11	MT6	There are many street vendors at the tourist sites
III	Available services (inning, sight seeing, entertainment, shopping...)	
12	DV1	There are many catering, entertainment and shopping facilities
13	DV2	The restaurants have quality food and drink, hygienic
14	DV3	Can enjoy local specialties
15	VD4	Cheap visiting tickets
IV	Heritage and culture	
16	DS1	The information of the tourist destinations are well supplied.
17	DS2	There are models that reproduce the history of the destination
18	DS3	Relics of cultural value are worth exploring
19	DS4	The sight seeing places near each others
V	Bank transfer service	
20	CT1	Easy to exchange money

21	CT2	Convenient withdraw money from the cards
22	CT3	Destinations accept many forms of payment
VI	Accommodation	
23	CO1	There are many high class residences
24	CO2	The accommodation architecture is harmonious
25	CO3	Services in accommodation are quality assurance
26	CO4	Services in accommodation are variety
27	CO5	Rates are listed
28	CO6	Professional and friendly staffs
VII	General assessment evaluation on customers' satisfaction	
29	HL1	Satisfy feeling when travelling in Hanoi
30	HL2	Will comeback many times

4. RESEARCH METHODOLOGY

4.1. Research Design

Research methodology was used in combination with qualitative and quantitative analysis. With quantitative analysis, the survey through questionnaire for Hanoi tourists was considered as baseline data and analyzed by some tools: descriptive statistics, ANOVA, linear regression to solve the objectives of research.

The regression equation is expressed as follows:

$$Y = \beta_0 + \beta_1 * TN + \beta_2 * MT + \beta_3 * DV + \beta_4 * DS + \beta_5 * CT + \beta_6 * CO$$

In which:

Y: Customers' satisfaction on tourism destinations in Hanoi

TN: Natural resources and physical conditions

MT: Environment

DV: Available services (dining, sight seeing, entertainnet, shopping...)

DS: Heritage and culture

CT: Bank transfer service

CO: Accommodation

4.2. Data Collection

4.2.1. Secondary Data

Secondary data was collected between 2014 and 2016 through the published documents.

4.2.2. Primary Data

Primary data was collected through in-depth interviews and questionnaire surveys. Information and interview results were used to adjust the questionnaire for the Board of the Management of tourism destinations in Hanoi.

Based on the theory and secondary data, the author conducted the survey with foreign visitors to visit four tourist sites of Hanoi: Hoan Kiem Lake, Uncle Ho's Tomb, Thang Long Imperial Citadel, One Pillar Pagoda with a sample size of 300 people.

The qualified data was tabulated on the excel and solved on the SPSS 20 software to test the affected levels of customers' satisfaction.

4.3. Reliability Assessment of the Scale

4.3.1. Evaluate the Reliability of the Observed Variables

To ensure that the variables are sufficiently reliable and correlated, the author analyzed the coefficients for verification; Specific coefficients are as follows:

Table 2: Reliability results of the scale

Cronbach's Alpha	N of Items
.896	28

Source: Analysis's result, 2017

In the above table, the Cronbach's Alpha coefficient score was 0.896; in the range of 0.6 <CA <0.9; which was acceptable and showed that the observable variables were sufficiently reliable to carry out the further analysis.

4.3.2. Test the reliability of the scale

The EFA discovery factor analysis method helped us to evaluate two important types of value scales: convergence value and discriminant value.

Table 3: Discovery Factor Results (EFA)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.688
Approx. Chi-Square	14165.209
Bartlett's Test of Sphericity Df	378
Sig.	.000

Source: Analysis' results, 2017

As a rule, the KMO coefficient must be greater than 0.5, the new scale was valid; In the table 3, the KMO = .688 > 0.5, sig = .000 < 0.5, so the KMO coefficient was considered to be practical to the next step.

With the results of KMO and Cronbach's Alpha obtained in the article, the author proceeded the next analysis step to test the hypotheses.

5. RESEARCH RESULTS

5.1. Participants

According to the research design, 300 foreign visitors received the questionnaire to participate the survey, but the received answers were appropriate 275, equivalent to 91.67%.

Among them, 70.2% of visitors visited Hanoi for the first time and 20.8% to Hanoi several times; 60.7% are Asian tourists with the majority of Chinese and Korean, the rest was European (22.18%, America 15.27%, and Africa). The tourists in the age 25-35 was the majority, followed was the age from 36-45.

5.2 Analyze the Effect of Independent Factors on The Dependent Factor

5.2.1. Result of Customers' Satisfaction on Natural Resources and Physical Conditions

The observer factor rated by visitors with the highest score was "Service available" (banking, medical, telecommunications, etc.) with score 4.31. The second highest scoring factor was, "cool, clean tourist sightseeing places" with 4.3 points; the next factor was "Renting cyclos, bicycles, motorcycles for sightseeing convenient and easy" (score 4.26).

The next element "easy to find toilets" with the score was 3.36. And the factor had lowest score (3.02) was "Convenient to the airport".

5.2.2. Customer's Satisfaction Result on Environment

Based on the similar statement as mentioned above, the result of visitors' satisfaction on environment was summarized in the following table:

Table 4: Customers' satisfaction on Environment

Code	Factor	Average mean score
MT1	Pleasant weather	2.95
MT2	Travelling safety	3.06
MT3	Easy communicating with local people	3.52
MT4	Local people are friendly and hospitable	3.85
MT5	Clean sanitation at the sight seeing places	3.87

5.2.3. Visitors' Satisfaction on Available Services (dining, sight seeing, entertainment, shopping)

Table 5: Customers' satisfaction on Available services

Code	Factor	Average mean score
DV1	There are many catering, entertainment and shopping facilities	3.85
DV2	The restaurants have quality food and drink, hygienic	3.69
DV3	Can enjoy local specialties	2.96
VD4	Cheap visiting tickets	3.06

5.2.4. Visitors' Satisfaction on Heritage and Culture

Table 6: Customers' satisfaction on Heritage and Culture

Code	Factor	Average mean score
DS1	The information of the tourist destinations are well supplied.	3.51
DS2	There are models that reproduce the history of the destination	3.44
DS3	Relics of cultural value are worth exploring	3.31
DS4	The sight seeing places near each others	2.95

5.2.5. Visitors' Satisfaction on Bank Transfer Service

Table 7: Customers' satisfaction on Bank Transfer Service

Code	Factor	Average mean
CT1	Easy to exchange money	3.05
CT2	Convenient withdraw money from the cards	3.51
CT3	Destinations accept many forms of payment	3.47

5.2.6. Visitors' Satisfaction on Accommodation

Table 8: Customers' satisfaction on Accommodation

Code	Factor	Average mean score
CO1	There are many high class residences	3.33
CO2	The accommodation architecture is harmonious	3.12
CO3	Services in accommodation are quality assurance	3.12
CO4	Services in accommodation are variety	3.05
CO5	Rates are listed	3.11
CO6	Professional and friendly staffs	3.03

5.3. Hypotheses Test

Regression analysis determined the impact of the six factors on customer satisfaction in Hanoi tourism destinations or how independent variables affected the dependent variable.

The regression model was constructed from a set of six factors: natural resources and physical conditions; environment; available services (food service - sightseeing - entertainment - shopping); heritage and culture; bank transfer service; and accommodation. Only the hypothesis which has p value (sig <0.05) will be accepted.

Table 9: Regression analysis results

Independent variable	Standard errors		Standardized coefficient	T	Sig.	Multi collinear statistics
	B	Sai số chuẩn				
Hệ số chặn	1.852	.848		2.183	.031	

Natural resource and physical condition (TN)	.076	.081	.276	3.407	.001	1.194
Environment (MT)	.182	.070	.211	2.601	.004	1.195
Service available (DV)	.134	.075	-.175	-1.789	.006	1.735
Heritage and Culture (DS)	.324	.170	.329	1.907	.059	5.403
Bank transfer (CT)	.138	.076	.191	1.810	.003	2.038
Accommodation (CO)	-.249	.142	-.280	-1.750	.082	4.646

Source: Analysis result, 2017

The data from Table 9 showed that the variables in the model had a variance of less than 10 (VIF <10) so there was no collinearity between the independent variables. However, the factors: heritage and culture; available services; and accommodation had sig > 0.05 so the hypotheses related to these three variables were rejected with a 95% confidence interval.

The results of testing hypotheses showed that the hypotheses H3, H4, and H6 were rejected, it means Heritage and Culture, Accommodation and Available Services had no significant effect on visitors' satisfaction. Therefore, the regression equation can be written as follows (based on standardized coefficients):

$$Satisfaction = 1.852 + 0.076TN + 0.182MT + 0.138CT$$

This result showed that the influence of the factors were not the same. *Environmental* factor had the strongest impact (B = 0.182), followed by *Bank transfer service* (B = 0.138), and the next was *Natural resources and Physical conditions* (B = 0.076).

From the results, the board of management of 04 tourist destinations: Ho Chi Minh Mausoleum, Thang Long Citadel, One Pillar Pagoda and Hoan Kiem Lake should give priority to improve the customers' satisfaction of tourist destinations in Hanoi.

6. CONCLUSION AND RECOMMENDATION

The research results showed that among the six factors affected to the satisfaction of foreign visitors at four tourist destinations of Hanoi, there were 3 factors had negative impact: *Service available*; *Heritage and Culture*; *Accommodation* and 3 factors that strongly influenced customer satisfaction (95% statistically significant) in descending order were: *Environment*, *Bank transfer service* and *Natural resources and physical conditions*.

Based on the results of the above hypothesis testing and the analysis of each factor in the research model, the author proposed the following solutions: (1) Organize many local specialty selling points around the travel destinations; (2) Improve safety when traveling at tourist destinations; (3) Organize more money exchange facilities; (4) Improve the quality of accommodation and restaurants and operate in accordance with certain criteria of the People's Committee of Hanoi & the Hanoi Tourism Department; (5) Other solutions, including: improving the tourist environment; promote the image of Hanoi to tourists: upgrading the Hanoi tourist website, linking travel websites together, film

travelling Hanoi under the form of VCDs, DVD; (6) Continue to promote more international flights to Hanoi from potential markets, especially those in North East Asia and South East Asia, creating direct tourist attractions to Hanoi and increasing visitor visibility in Hanoi; (7) Frequent presence in fairs, conferences, seminars on tourism; (8) Strengthen the organization of Famtrip delegations for travel agencies, especially international travel, so they can explore Hanoi's tourist products and culture, Hanoi - a friendly, worth living city. Based on these methodology, they can set up and promote the Hanoi travelling packages to international tourists.

The current study conducted the survey with the international travelers to Vietnam to assess their satisfaction with the four destinations: Ho Guom, Thang Long, One Pillar Pagoda and Ho Chi Minh Mausoleum. Because of the limited time and resources, the author was unable to know the total number of international tourist arrived Hanoi, therefore, the convenient sampling method was likely to represent the overall limit.

In the future, it is recommended to expand the scope of research towards the probability of sampling to ensure higher generalization. The study also ignored the internal relationships between the independent factors affected to the visitors' satisfaction, there may be many factors affecting the satisfaction of visitors that the research has not covered, hopefully future studies will fill these vacancies.

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