

xH2: Destination image, perceived value and perceived service quality and tourist destination satisfaction directly affect word-of-mouth. Similarly, the group of two dependent variables (Table III) account for 10.2% of the variance. The effect of destination image, perceived value and perceived service quality on word-of-mouth is mediated by tourist destination satisfaction. Therefore, all factors in the research model were meaningful and reliable for further analysis.

III. METHODOLOGY

A. Research Design and Data Collection

This research mainly applied quantitative approach to examine the effects between variables. Target population was all foreign tourists who had stayed at least two days in HCMC and convenience sampling method was applied. The questionnaire was translated into English, Korean, Japanese and Chinese corresponding with four largest groups of international tourists in Vietnam; totally, 1673 responses were collected. For data analysis, First, Exploratory Factor Analysis (EFA) and Reliability Test were conducted to identify the interrelationships among a set of research variables and to ensure the reliability and validity of them. Subsequently, Multiple Regression and Path Analysis were employed to explore the causal relationships among variables, and then confirm the research hypotheses.

Items in the questionnaire were based on literature reviews and adapted to the research context. Particularly, TODESA and PERSEQUA were adopted from [11]; WOM was adapted from the concept of loyalty intentions [61]. The questions were in form of Five-scale Likert statements (1 = strongly disagree, 5 = strongly agree), with one open-ended question for better recommendation. Surveys were delivered and collected by two main ways: directly from tourists and indirectly through tour guides.

B. Sample Size

In this study, standard error selected for the collected continuous data was $\alpha = 2.5\%$. Thus, with the number of international tourist visiting HCMC equals 4,600,000 and 95% confidence level, the sample size will be calculated as:

$$n = \frac{N}{1 + N(e^2)} = \frac{4.600.000}{1 + 4.600.000(.025)^2} = 1,599$$

C. Factor Analysis and Reliability

For the group of independent variables (Table II), the eigenvalues of three factors were all greater than 1 and total variance explained was 56.54%. KMO was .908, indicating the suitability of the data for principal component analysis [62].

showing sufficient correlation between variables for further displaying high reliability.

TABLE II: SUMMARY OF INDEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 1,673)
Perceived Value (PERVA)	6	.827
Perceived Service Quality (PERSEQUA)	5	.847
Destination Image (DESIMA)	5	.759

TABLE III: SUMMARY OF DEPENDENT VARIABLES

Variables	Number of items	Alpha (N = 1,673)
Tourist Destination Satisfaction (TODESA)	4	.611
Tourist Word-of-Mouth (TOWOM)	3	.814

IV. RESEARCH FINDINGS

A. Demographic Characteristics of Respondents

TABLE IV: DEMOGRAPHICS OF PARTICIPANTS

	Frequency (N)	Valid %
Gender		
Male	893	53.4
Female	780	46.6
Total	1,673	100.0
Age		
Below 18	34	2.0
18 ±25	419	25.0
26 ±30	405	24.2
31 ±40	387	23.1
41 - 60	310	18.5
Above 60	118	7.1
Total	1,673	100.0
Nation		
Europe	529	31.6
USA / Canada	193	11.5
Latin America	26	1.6
Asia	777	46.4
Australia, NZ	136	8.1
Africa	12	.7
Total	1,673	100.0
Education		
High-School degree	191	11.4
College degree	233	13.9
Studying University	250	14.9
Bachelor degree	646	38.6
Master degree or higher	353	21.1
Total	1,673	100.0
Time(s) of visit		
1	1,085	64.9
2	256	15.3
3	122	7.3
More than 3	210	12.6
Total	1,673	100.0
Purpose of visit		
Business	251	15.0
Leisure	1,052	62.9
Visiting Friends/Family	177	10.6
Other	193	11.5
Total	1,673	100.0

From Table IV, the number of male participants was rather higher than female (53.4% compared to 46.6%). The majority almost equally fell into three groups of age: 18-25 (25%), 26-30 (24.2%) and 31-40 (23.1%), following by the group of 41-60 (18.5%), which indicated that tourists from young adults to middle-aged were all target customers of tourism industry. Nearly half of respondents were Asian (46.4%), while European, USA/Canadian and Australian/New Zealand accounted for 31.6%, 11.5% and 8.1% respectively. For education, tourists with bachelor and master degrees or higher made up the largest proportion (59.7% in total), then

university students with 14.9%. Most tourists had come to HCMC for the first time (64.9%) and for travelling purpose more satisfied with HCMC (62.9%). However, this number decreased for the second (15.3%) and third time (7.3%) then surprisingly raised to

group of tourists who combined their trip with business purpose (15%) so they travelled back and forth many times

TABLE V: PEARSON CORRELATIONS BETWEEN VARIABLES

	TOWOM	1	2	3	4
1. PERVA	.710	1.000			
2. PERSEQUA	.529	.587	1.000		
3. DESIMA	.468	.570	.518	1.000	
4. TODESA	.446	.455	.467	.360	1.000
Mean	3.942	3.877	3.757	3.938	3.539
SD	.765	.646	.677	.615	.622

Note: All correlations are significant at the .05 level (p < .000)

From Table V, it can be seen that all variables were positively correlated with each other. Among them, the highest effect was between PERVA and TOWOM (r = .710, p < .05), implying the more value tourists perceived from the trip, the more likelihood they would tell others about HCMC. Other variables including PERSEQUA, DESIMA and TODESA also had positive relationship with TOWOM (r = .529; r = .468 and r = .446 respectively). In addition, three of independent factors showed moderate correlations with the mediator TODESA (ranging from r = .360 to r = .467), indicating the predictive power of these factors on tourist satisfaction.

C. Testing Hypotheses

To test three groups of hypotheses, two multiple regression were first carried out between three independent factors and TODESA (H1), TOWOM (H2); then path analysis and bootstrapping method were used to prove indirect and total effect on TOWOM (H3).

1) Factors directly affecting tourist destination satisfaction

TABLE VI: EFFECT COEFFICIENTS BETWEEN V.S AND TODESA

Variables	Unstandardized Coefficients (B)	t	Sig.
PERVA	.237	8.809	.000
PERSEQUA	.262	10.609	.000
DESIMA	.072	2.704	.007

Note: Dependent Variable: TODESA: Tourist Destination Satisfaction
 - Predictors: Perceived Value, Perceived Service Quality, Destination Image
 - ANOVA: F(3, 1669) = 206.663, Sig. = .000 < .05
 - Model summary R² = .271

Table VI showed that all three explanatory factors PERVA, PERSEQUA and DESIMA had significant positive effect on TODESA with coefficients of B = .237 (p < .05), B = .262 (p < .05) and B = .072 (p < .05) respectively. It can be

2) Factors directly affecting tourist word-of-mouth

TABLE VII: EFFECT COEFFICIENTS BETWEEN V.S, TODESA AND TOWOM

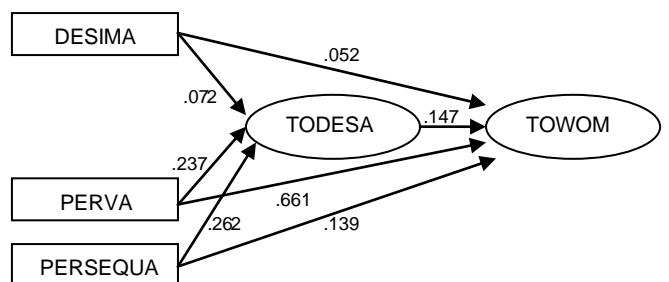
Variables	Unstandardized Coefficients (B)	t	Sig.
PERVA	.661	24.450	.000
PERSEQUA	.139	5.566	.000
DESIMA	.052	1.989	.047
TODESA	.147	6.106	.000

Note: Dependent Variable: TOWOM: Tourist Word of Mouth
 - Predictors: Perceived Value, Perceived Service Quality, Destination Image, Tourist Destination Satisfaction
 - ANOVA: F(4, 1668) = 479.757, Sig. = .000 < .05
 - Model summary R² = .535

From Table VII, all coefficients were significant at 95% confidence level. Among three independent variables, PERVA had the largest direct effect on TOWOM (B = .661, p < .05), which meant if tourists had enjoyed the trip and seen it worth their time and expenses, they would likely say good things about the destination. PERSEQUA ranked second (B = .139, p < .05), followed by DESIMA (B = .052, p < .05), indicating the satisfaction with quality and HCMC image would lead to the spread of WOM. In addition, the effect of TODESA (B = .147, p < .05) implied that the higher level of tourist satisfaction toward HCMC would result in the higher possibility of recommendation to others.

3) Indirect and total causal effects on tourist word-of-mouth

From two stages of multiple regression above, three independent variables were found to significantly affect both TODESA and TOWOM; TODESA was proven to directly affect TOWOM as well (B = .147). The findings were summarized in Fig. 1. Therefore, through intervening variable of TODESA, three explanatory factors PERVA, PERSEQUA and DESIMA could be said to indirectly affect TOWOM at (.035), (.039), (.011) respectively.



Note: All coefficients in the model are significant at 95% confidence level.
 Fig. 1. Path coefficients of hypothesis testing.

Bootstrapping method was applied to confirm the significance of these indirect effects. The principle is by considering whether a zero (0) falls between the lower (LLCI) and upper (ULCI) boundary of the confidence intervals. If there is a zero, the indirect effect is not significant or no effect exists; on the contrary, indirect effect can be claimed [63]. According to Table VIII, the indirect effects of all PERVA, PERSEQUA and DESIMA were confirmed at 95%

confidence interval. Among them, PERVA had the strongest effect on TOWOM with $B=.696$, which was a substantial effect [64]. Total effect of the model was 1.084 and the indirect effect was .085, which accounted for 7.84%.

TABLE VIII: DIRECT, INDIRECT AND TOTAL CAUSAL EFFECTS ON TOWOM

Variables	Causal Effects			LLCI	ULCI
	Direct	Indirect	Total		
PERVA	.661	.035	.696	.0240	.0466
PERSEQUA	.139	.039	.178	.0270	.0509
DESIMA	.052	.011	.063	.0038	.0180
TODESA	.147	---	.147		
Total	.999	.085	1.084		

V. DISCUSSION, LIMITATION AND RECOMMENDATION

A. Discussions of the Findings

This research aimed to determine the effects of PERVA, PERSEQUA and DESIMA on TODESA and TOWOM in order to give recommendations on how to enhance WOM behaviour. Therefore, three independent variables were examined as distinctive antecedents of satisfaction and Quality \pm Value \pm Satisfaction \pm 2.0 [34], [65]. The results showed both similarities and differences in comparison to previous studies.

All three explanatory factors and TODESA were proven to have direct effects on TOWOM, which were consistent with other research [66][67]. $\$ V W R X U L V W V \uparrow$ is motivated by the attraction of destination and personal desires. $G H V W L Q D W L R Q L P D J H D Q G W R X U L V W V \uparrow$ believed to contribute to WOM activities [6].

Furthermore, indirect effect of these on TOWOM with the intervening variable TODESA also confirmed previous findings [66], [68]. In specific, reference [69] concluded that perceived value and service quality were two important dimensions to achieve a full understanding of satisfaction. Studies by [66] and [70] also supported that perceived value and service quality positively influenced tourist satisfaction. For DESIMA, it proved that both cognitive and affective destination image had positive relationship with overall tourist satisfaction [71]. These results highlighted the meaningful mediation of tourist destination satisfaction in $O L Q N L Q J W R X U L V W V \uparrow$ purchase intentions. $L R Q V D Q G D I W H U$

Among variables, PERVA carried the highest coefficients in both multiple regression stages, which implied its significant role in predicting satisfaction and WOM activities [34]. Given positive feeling towards HCMC and good experience earned from the trip, tourists would likely encourage friends to visit. In fact, this supported the common sense that when people scarified time and money in exchange for something and felt it totally deserved, they would be more excited to share their experience with others. A research by [72] proved both direct and indirect effects of PERVA on behavioral intentions, including word-of-mouth, through satisfaction.

For PERSEQUA, the proven direct and indirect effects on loyalty intentions such as WOM were similar to other studies,

even though some used SERVQUAL model in measuring quality [73]. However, reference [34] only supported the indirect effect of trip quality on satisfaction mediated by perceived value, and suggested its uncertain indirect effect on future behaviours. Indeed, their research measured many aspects of quality such as price, transport, infrastructure, weather, safety while this one just focused on the perception of service quality in general as well as the reliability and profession. Therefore, it maybe the quality of service that was well perceived by tourists directly motivated their WOM behaviour.

Finally, DESIMA was found to positively affect TOWOM in this model [10], [74]; however, its effect was the lowest while it was reported in other research as playing a fundamental role in shaping tourist WOM [34], [75]. With the current situation, an increase in DESIMA only slightly push tourists to spread their WOM activities. It might be explained that the image of HCMC were not impressive enough to have $D K X J H L Q I O X H Q F H R Q W R X U L V W V \uparrow$ destination to others.

B. Limitations and Implications for Future Research

Firstly, all items of DESIMA in the questionnaire were adapted and modified from the literature review, which might lead to the undesired effects on both TODESA and TOWOM. Furthermore, the p-value of DESIMA coefficient on TOWOM nearly reached insignificant level (.047). Future research can pay attention to investigate more destination attributes of HCMC by using both structured (quantitative) and unstructured (qualitative) to measure DESIMA [76].

Secondly, as mentioned in the literature review, both attribute and overall satisfaction were measured to best investigate tourist satisfaction; however, the result from EFA showed that only four items of satisfaction towards destination attributes were reliable. Therefore, the measurement scale must be improved to achieve the initial purpose. It is proposed that the model and questionnaire can be revised to test two stages of satisfaction [77], which proved the significant effect of attribute-specific satisfaction on overall satisfaction.

Thirdly, the research was limited in three independent variables, which were considered as having strong $U H O D W L R Q V K L S V Z L W K W R X U L V W V \uparrow$ can further be extended by adding destination attributes as independent variables and PERVA, PERSEQUA will act as the first-level mediators [11]. This new combined model covers a large frame to better understand WOM behaviour and be able to give specific suggestions on improving the $D V S H F W V W K D W P R W L Y D W H W R X U L V W V \uparrow$

Fourthly, as a personal experience from data collecting process, touguided and self-guided tourists had quite different perceptions since the way they approached HCMC $Z H U H Q R W W K H V D P H , W L V V X J J H V W H$ to the demographic profile analysis to give appropriate recommendations to the target segmentation. In addition, it can be an inspiration for researchers to conduct further studies on these two types of tourists separately to capture the characteristics of each.

C. Recommendations for Tourism Industry

Based on the findings of this research and 128 comments

from tourists, it is recommended that the authorities focus serious matter because among tourists who mentioned about building appropriate images for HCMC as well as enhance LJK SULFH WRXULVWV FRPPHQV WRXULVWV SHUFHSWLRQV WRZD this act as breaking the law in the country. Therefore, it is imperative that the government and authorities take action to behavior. A destination with favorable images would increase WOM. It is its competitiveness and impress visitors. In fact, HCMC has proposed that businesses/sellers be compelled to publicize the great potential but these advantages are not utilized and price for all products and services that they provide and this promoted reasonably. Tourism attractions need to be price should be regularly checked by local supervisors to upgraded and introduced along with their history. Particularly, ensure it is reasonable. Furthermore, there should be a limited places which are considered as the symbol of HCMC such as percentage which is allowed for businesses to raise price in Ben Thanh Market must be well advertised and developed special occasions and different price charged for foreigners because choosing a good image to represent the city would not be strictly forbidden.

make people easily recall the destination and attract more new visitors. Government budgets must be spent efficiently to communicate in English and other languages is also a building and promoting HCMC image as an active, modern weakness since 11.7% comments from tourists showed and attractive city with a wide range of food, accommodation dissatisfaction with this. Language becomes a barrier for and entertainment choices.

Local cuisine is also an advantage as Vietnamese food is and exploring Vietnamese lifestyle. Apart from assigning distinctive and diversified, especially street food. Some receptionists who are able to serve and give foreign tourists tourists regretted not having an opportunity to try all food instructions at main halls of hotels, restaurants and since they are not widely introduced. The government should sightseeing attractions, universalizing English at daily have plans to gather these small food stalls or establish a communication level for all employees is also encouraged.

Price, quality and hygiene are guaranteed indeed, it is a practical training part that not only upgrades to offer traditional dishes tourism services to meet international standards, but also

quality and reliability need to be well shaped. The employees of the services should be professional in their serving, as well as keep a courteous, respectful and helpful attitude in front of

VI. CONCLUSION

In conclusion, this research could achieve all the initial goals. In order to study the factors which motivate tourists to recommend HCMC to their friends and relatives, three dependent variables namely destination image, perceived value and perceived service quality were taken into account, with the mediation of tourist destination satisfaction. The toward HCMC, which in turn affects their satisfaction and word-of-mouth behavior.

From the sample of 1,673 responses, the significant correlations between and among variables in the model were claimed. Furthermore, all hypotheses were supported; in order words, both the direct and indirect effects of destination image, perceived value and perceived service quality on tourist word-of-mouth mediated by tourist satisfaction were claimed. Among them, perceived value was shown to have the highest total effect on tourist word-of-mouth $\beta = .696$, $p < .05$, followed by perceived service quality $\beta = .178$, $p < .05$ and destination image $\beta = .063$, $p < .05$. The similarities and differences in comparison to other studies were also discussed.

Based on these findings, solutions could be proposed to improve the current problems of tourism industry, which in particular enhance tourist destination satisfaction and word-of-mouth behaviors through three factors: destination image, perceived value and perceived service quality.

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