

## THE ANTECEDENTS AND CONSEQUENCES OF TRAVEL SATISFACTION: A META-ANALYSIS STUDY

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*Extant literature has yet to determine the relationship between the antecedents and consequences of tourist satisfaction. Therefore, this study tries to present the relationship through meta-analysis approach. Based on 33 studies synthesized and a proposed research model with 13 hypotheses, results have showed that the antecedents have a significant impact on the pre-travel satisfaction of the tourists and their satisfaction will consequently have a positive effect on their loyalty later on. These findings have implications for the management and marketing of the destination image.*

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**Keywords:** *Travel Satisfaction; Meta-analysis; Quantitative.*

### INTRODUCTION

Feeling customer satisfaction is of great significance for the tourism industry because it impacts the economy in their future

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(Petrick, 2003). If the customers feel satisfied, trust and confidence can be built. Moreover, they tend to share their positive experience with others (word of mouth), which leads to a repeat use of service.(Kozak and Rimmington 2000. The satisfaction of tourists with a trip is based on several aspects, such as their perception of the destination image (affect image, cognitive image) as well as their expectations before and during the trip (Ramkissoon et al., 2011 and Yoon and Uysal, 2005). Many previous studies have demonstrated that the comments of visitors on a destination image play an important role in the choice of destination, make decisions, evaluate after the trip and their behavior in future choosing the destination, making decisions, giving feedback after the trip and determining their behavior in the future (Baloglu and McCleary 1999 and Gallarza et al., 2002). In addition, their knowledge of the destination image will increase the predictability of tourist loyalty. The more visitors feel positive about a destination, the more capability to a higher return; and vice versa.

The purpose of this study is to draw conclusions about the relationship between antecedents and consequences of travel satisfaction in quantitative terms. Meta-analysis is a statistical technique used to synthesize the experimental results from earlier studies with the aim to explain the differences in the study results. Specifically, this study synthesizes the empirical results of 51 previous studies published concerning the destination image, satisfaction and consequences of satisfaction. The layout of the article is as follows: the first part examines the materials related to the destination image, satisfaction and consequences of satisfaction. Figuring out relationships to demonstrate the formation of hypotheses; moving on the next section, details about the process of analysis are presented, the results are analyzed; and finally concluded the conclusion. These findings have practical implications in developing marketing strategies and manage tourism destination image based on the comments of travelers about the destination image resulting in consequences of travel satisfaction.

## **THEORETICAL BACKGROUND AND HYPOTHESES**

The identification, analysis, and measurement of factors affecting the satisfaction of tourists are the center of any attempt to understand and explain the choice of destinations and predict the likelihood of return traveler. So many models have been proposed from different assumptions. This study focuses on the relationship between antecedents and consequences of travel satisfaction based on a review of the definitions and measurements of the two structures is presented below.

### **Destination image**

Pictures destination plays a critical role in decision making and travel behavior of travelers (Baloglu & McCleary, 1999). Travelers have an image about any particular destination which can be positive effect or negative effect to travelers in their making decision to that particular place. Understand the influence of destination image to evaluate how travelers choose their own destination, thus to more understand about the consumer behavior. Travelers usually tend to choose a specific destination based on what image they have about that destination and what they are going to discover about it. According to Gartner (1993) and Chen & Ladies (2013) for that image point to include affective, cognitive, and conative components. Cognitive component refers to knowledge of a tourist destination. Affective component is expressed through feelings toward different features of the destination. Conative aspects are expressions of behavior from guests and can be understood as acts of consumption on site. These three components represent three successive layers; based on the initial perceptions of destination, based on which tourists formed sentiments, emotions and then conative image.

This study focuses on analyzing images cognitive and affective images. In many previous studies, image perception is the point of investigation, namely with 4 entries in this study. The measurement of image-based cognitive attributes of destinations, such as the natural characteristics, the environment, infrastructure and service quality (Beerli và Martín, 2004 and Gallarza et al., 2002). Besides, more researchers have tended to look at the role of affective image. This represents 5 articles related to affective image were examined. Usually, affective images were evaluated by experienced feelings like happiness and excitement generated at the destination.

### **Travel satisfaction**

Certainly, the satisfaction of tourists is particularly important for successful destination marketing because it affects the choice of destination, consumer products and services, and decided to go revisit (Kozak & Rimmington, 2000). The satisfaction was analyzed by a variety of travel size, such as: safety, convenience, information availability, quality of service and price, friendly attitude of the people in local, tourist information, history and culture (Anselmsson, 2006; Arabatzis & Grigoroudis, 2010). Furthermore, Oliver (1980) developed expectation-disconfirmation model in which consumers put their expectations on a product before purchasing. Then they compared the performance with initial expectations. If the actual performance exceeds their expectations, this leads to positive disconfirmation, which means consumers are happy and willing to buy that product again. However, if the actual yield is lower than originally expected, consumers are likely to seek substitutes for the next purchase. In tourism, traveler satisfaction based on comparing between expectations and experience after the trip (Chon, 1989). In this study synthesized 18 articles related to the satisfaction of the traveler.

## **Consequences of tourist satisfaction (Destination loyalty, Revisit Intention, Word of mouth, Trust)**

In the marketing literature, repeat purchase or recommend to others is called loyalty of consumers. Similarly, the travel destination can be considered products; visitors can go back or recommend the destination to potential tourists as a friend or relative. However, the measure of the loyalty guests at a tourism destination is the subject matter interested researchers (Baker and Crompton, 2000, Ekinci et al 2013, Oppermann, 2000 and Yoon and Uysal, 2005). Another issue is the determination of a time frame in which customers have the ability or inability to return to the destination (Sirakaya-Turk et al, 2015). However, the approach loyal behavior cannot fully assess because visitors only on an Annual basis. This leads to difficult to explain the factors that influence the loyalty of travelers (Yoon and Uysal, 2005).

Revisit intention is a significant predictor to measure visitor behavior (Lee, 2009). Baker and Crompton (2000) to that behavior back is seen as intent willing to go back a tourist destination on a regular basis. Loyalty of visitors can reflect back through the tourist destination and is a commonly used indicator to assess the market strategy, namely the intention to visit a tourist destination guests (Chi & Qu, 2008; Engel, Blackwell, & Miniard, 2000). In addition, satisfaction is a key component in determining tourists return or not (Kim, Kim, & Goh, 2011). Thus, satisfying the requirements of the guests are very important because they have the satisfaction of great influence to the expectations and the decision turned tourist destination (Fuchs & Weiermair, 2004).

There have been many definitions and models proposed the term refers to word-of-mouth (WOM) by multiple researchers. There are many words used to describe it as diffusion, communications, messages, comments, reviews between at least two people on some product, service, brand, and experience relevant (Gajendra et al,

2012; Gupta & Harris, 2010; Shoham, Gavish, & Segev, 2012). Tourism marketers have identified several reasons for the importance of WOM in tourism. Specifically, losses in tourism products in intangible form, which means that visitors cannot judge before consumption, based on WOM is regarded as a means of evaluation (Lewis & Chambers, 2000). Therefore, the reference evaluation is a critical aspect of the process of decision-addition, as well as other industries, the tourism industry highly competitive credit, the use of WOM provide competitive advantage important for those who do travel (Litvin et al, 2008).

Trust is regarded as an important key to maintaining relationships between customers and suppliers (Chiu et al). The author also maintains that the level of customer confidence significantly affect its interest in acquiring the product. In the tourism industry, customers often have to make the decision to buy or even pay before they actually experience (Berry & Parasuraman, 1991), thus potentially leading to risk not meet guests' needs. However, vendors can still reduce the risk of customer awareness by building customer confidence (DeWitt, Nguyen, & Marshall, 2008). From this perspective, be able to use the trust of consumers as a powerful marketing tool to get customers' loyalty.

## **Study framework and hypotheses**

This section examines the relationship between image of destination and tourist's satisfaction and the relationship between satisfaction and consequences of tourist satisfaction. Based on related documents, a research framework and corresponding theories have been proposed.

### ***Affective image, Cognitive image on Destination Image***

Most of the research in tourism focuses on cognitive factors of destination image through multi-attribute approach. These attributes

are essential elements of attracting tourists such as sights, or travelling experience. On the other hand, emotional attribute represents the tourists' feelings at any destination (Baloglu & Brinberg, 1997; Baloglu & McCleary, 1999b). Gartner (1993) suggested that emotional component often comes to operate at destination selecting stage. Walmsley and Young (1998) argued that emotional experience like joy or excitement was usually stimulated by the image of destination. The researchers showed that sentiment would base on cognitive evaluation while sentimental response is formed as a function of perception (Ryan & Cave, 2005; Vogt & Andereck, 2003). The distinction between cognitive and emotional components was emphasized in some models of tourism for making decision (Lin et al, 2007; Baloglu & McCleary, 1999b). Gartner (1993) noted that cognitive and sentimental components have differences but still ensure their hierarchy. Therefore, the image of destination is built up based on cognitive and emotional image of visitors. Stern and Krakover (1993) described that cognitive and emotional image created an overall one of the destination. Both cognitive and emotional image impose a direct impact on the overall whilst cognitive evaluation indirectly affects the overall image through sentimental evaluation (Baloglu, 1999; Baloglu & McCleary, 1999a, 1999b; Take for & Martin, 2004; Lin et al., 2007; Stern & Krakover, 1993). These results offer strong interactions between cognitive and emotional image and the image of destination. Based on the concepts and empirical research, five hypotheses are proposed:

*Hypothesis 1:* Relax positively influences affective image.

*Hypothesis 2:* Pleasant positively influences affective image.

*Hypothesis 3:* Exciting positively influences affective image.

*Hypothesis 4:* Natural characteristics positively influences cognitive image.

*Hypothesis 5:* Amenities positively influences cognitive image.

*Hypothesis 6:* Service quality positively influences cognitive image.

*Hypothesis 7:* Affective image positively influences destination image.

*Hypothesis 8:* Cognitive image positively influences destination image.

### ***Destination image and Travel satisfaction***

The satisfaction of tourists affected positively by the image at the destination (Bigne et al., 2001), and tourists depend on their knowledge to assess the destination can meet demand their travel or not, and their purchase decisions must include an assessment of the risks involved. Chon (1990) noted that the image-closing an important role in decision-making processes of the visitors. Most of the marketing strategy aims to create an image or reinforcing a positive image in the minds of travelers in your target market (Chon, 1990; Pike, 2004). Chen & Tsai (2007) found that the image destination indirect influence satisfaction through value trips and received through direct impact and indirectly to behavioral intentions. Ibrahim and Gill (2005) note that there is a positive correlation between destination image and customer satisfaction: perceived image as a positive destination, tourist satisfaction as high. Therefore, the following hypotheses are proposed:

*Hypothesis 9:* Destination image positively influences travel satisfaction.

### ***Travel satisfaction and Consequences of travel satisfaction***

In the tourism sector, many studies show that the satisfaction of tourists is an important indicator to assess the behavior go back and recommend the destination to others (Bramwell, 1998; Kozak, 2001; Kozak & Rimmington, 2000; Ross, 1993; Yau & Chan, 1990; Yoon & Uysal, 2005). Guests are more likely to return to the same destination and willing to share travel experiences for their active

with friends and relatives. WOM is particularly important in tourism marketing as this is considered as trustworthy sources of information for potential tourists (Yoon & Uysal, 2005). Some empirical studies examine the antecedents of loyalty of travelers (Backman and Crompton, 1991 and Cronin et al., 2000), the results showed that satisfaction is an important predictor for measuring measurement fidelity. Some studies confirm a positive relationship between customer satisfaction and loyalty (Cronin et al., 2000 and Hosany and Prayag, 2013). Walse, Henning-Thurau, Sassenberg and Bornemann (2010) demonstrated that satisfaction has a positive effect on confidence, while the satisfaction and confidence to positively influence loyalty. In addition, overall satisfaction creates trust (Delgado-Ballester & Munuera-Aleman, 2001). Based on the review, the first four hypotheses, therefore, would be:

*Hypothesis 10:* Satisfaction positively influences Consequences of travel satisfaction Loyalty.

*Hypothesis 11:* Satisfaction positively influences Consequences of travel satisfaction Trust.

*Hypothesis 12:* Satisfaction positively influences Consequences of travel satisfaction Revisit Intention.

*Hypothesis 13:* Satisfaction positively influences Consequences of travel satisfaction word-of-mouth.

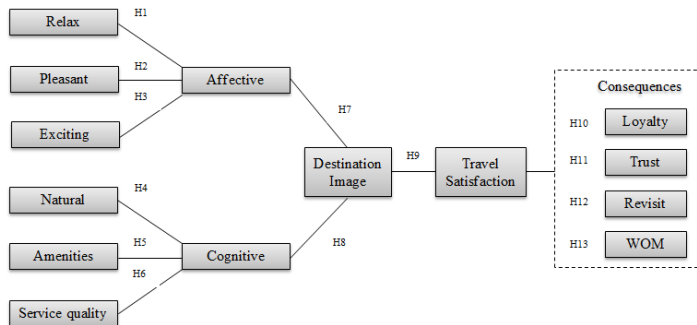


Figure 1 - The Conceptual framework of this study

## **STUDY METHODS**

Meta-analysis is a statistical method combining the experimental results of the study were published earlier, were applied in this study. Compared with other methods of single, meaningful meta-analysis is a comprehensive evaluation and systematic from the findings of previous studies. This method is commonly used in many different areas, including in the economic sector and the social sciences, anywhere to interpret the results or effects from different studies. However, the meta-analysis are not applied much in tourism research.

### **Sample selection**

The first step, the database was searched for studies related to the destination image, satisfaction and satisfaction Consequences of travel, including ScienceDirect, EBSCO, SAGE, and Taylor & Francis. The big travel magazines provided by the database include: Tourism Management; Annals of Tourism Research; Journal of Travel & Tourism Marketing; Journal of Destination Marketing & Management; Tourism Geographies; Procedia - Social and Behavioral Sciences; international Journal of Tourism Research.

Search-related original empirical research articles published from 2000-2015, refers to the relationship between destination image, satisfaction and Consequences of travel satisfaction. Follow these three steps. First, the keywords related to the destination image (e.g. destination image, affective image, cognitive image) Consequences of travel satisfaction (Loyalty, trust, revisit intention, WOM) is looking for to build a database for this study. Second, the quantitative study to examine the relationship on selected. Third, studies have showed that the sample size, the coefficient of correlation, regression coefficients and path coefficients. The remaining studies were excluded because they did not meet the above criteria. A total of 33 articles related to the total sample of 23.077.

## Coding

The researchers chose to be classified based on several aspects, including the author, year of publication, sample size research context, the independent variables and the dependent variable, and data analysis methods (structural equation modeling, correlation analysis, regression analysis). Four criteria were observed. First, calculate average, for multi-attributes measurements. Second, if there is no significant impact, this study is encrypted not significantly affected as 0 in the database. This is done based on the consistency factor as some previous studies. Third, the total impact may not exceed 1. Fourth, the total impact was collected from studies using structural equation modeling.

**Table 1 - Studies used in the meta-analysis** <sup>a,b</sup>

Akhoondnejad (2016) <sup>1</sup> , SAT-LOY; SAT-TRU	Phillips and Jang (2010) <sup>10</sup> , REL-AFF; PLE-AFF; EXC-AFF
Akhoondnejad (2015) <sup>2</sup> , SAT-REV	Ramon, Santiago, Carlos & Javier (2015) <sup>2</sup> , DES-SAT
Chen and Phou (2013) <sup>1</sup> , DES-SAT; SAT-TRU	Ramseok-Munhurrun, Seebaluck, and Naidoo (2015) <sup>5</sup> , DES-SAT; SAT-LOY
Choo and Petrick (2014) <sup>4</sup> , SAT-REV	Santiago, Ramon, Javier; et al.(2014) <sup>4</sup> , SAT-TRU
Hutchinson, Lai and Wang (2009) <sup>1</sup> , SAT-REV; SAT-WOM	Shi, Prentice and He, (2014) <sup>9</sup> , SAT-LOY
Jeong and Holland (2012) <sup>2</sup> , NAT-COG; AME-COG	Sirakaya, Petrick and Choi (2004) <sup>3</sup> , SAT-REV; SAT-WOM
Kim, Jung, Kim and Fountoulati (2015) <sup>7</sup> , DES-SAT	Song, Lee, Kim, Bendle & Shin (2014) <sup>2</sup> , SAT-TRU
Kim, Kim, and Kim (2009) <sup>1</sup> , SAT-TRU; SAT-REV	Song, Su & Li (2013) <sup>2</sup> , DES-SAT
Kim and Perdue (2011) <sup>2</sup> , SER-COG	Su and Hsu (2013) <sup>2</sup> , SAT-REV; SAT-WOM
Kim and Yoon (2003) <sup>2</sup> , REL-AFF; COG-DES; AFF-DES	Sun, Chi and Xu (2013) <sup>3</sup> , DES-SAT; SAT-LOY
Lai (2014) <sup>2</sup> , SAT-LOY; SAT-TRU	Um, Chon, and Ro (2006) <sup>3</sup> , SAT-REV
Lee (2016) <sup>1</sup> , SAT-LOY	Wang and Hsu (2010) <sup>2</sup> , NAT-COG; AME-COG; SER-COG; COG-DES; AFF-DES; DES-SAT
Lin, Morais, Kerstetter, and Hou (2007) <sup>8</sup> , REL-AFF; PLE-AFF; EXC-AFF; NAT-COG; AME-COG	Whang, Yong and Ko (2016) <sup>6</sup> , COG-DES
Martínez and Alvarez (2010) <sup>2</sup> , PLE-AFF; EXC-AFF; SER-COG; AFF-DES	Wong, Wu, and Cheng (2014) <sup>10</sup> , DES-SAT; SAT-LOY
Martínez and Bosque (2013) <sup>9</sup> , SAT-LOY	Yoon and Uysal (2005) <sup>1</sup> , SAT-LOY
Özdemira and Şimşek (2015) <sup>5</sup> , DES-SAT	
Papadimitriou, Apostolopoulou, and Kaplanidou (2013) <sup>8</sup> , AFF-DES	

Note:

a The numbers after the abbreviation stand for the journals which the articles belong to, can be listed as below:

- (1) Tourism Management
- (2) Journal of Travel & Tourism Marketing
- (3) Annals of Tourism Research
- (4) Management Decision
- (5) Procedia - Social and Behavioral Sciences
- (6) Journal of Business Research
- (7) Tourism Geographies
- (8) Journal of Travel Research
- (9) International Journal of Hospitality Management
- (10) International Journal of Tourism Research

b The abbreviations after the public year of each author stand for the supported hypothesis in their articles. There are 13 hypotheses as listed below:

REL-AFF: Relax-Affective image; PLE-AFF: Pleasant-Affective image; EXC-AFF: Exciting-Affective image; NAT-COG: Natural-Cognitive image; AME-COG: Amenities-Cognitive image; SER-COG: Service quality-Cognitive image; AFF-DES: Affective image-Destination image; COG-DES: Cognitive image-Destination image; DES-SAT: Destination image-Travel satisfaction; SAT-LOY: Travel satisfaction-Loyalty; SAT-TRU: Travel satisfaction-Trust; SAT-REV: Travel satisfaction- Revisit intention; SAT-WOM: Travel satisfaction-word of mouth.

## RESULTS AND DISCUSSIONS

Table 2 – Results of meta-analysis

Hyp	Variable		K	Total	Effect Size & 95% Confidence Interval			Heterogeneity			
	Independent	Dependent			Studies	n	r	LCI	UCI	p-value	Chi-value
1	Relax	Affective	3	2000	0.453	0.417	0.487	0.000	10.597	137.507	98.546
2	Pleasant	Affective	3	1949	0.514	0.481	0.546	0.000	10.597	176.703	98.868
3	Exciting	Affective	3	1949	0.387	0.348	0.424	0.000	10.597	74.801	97.326
4	Natural characteristics	Cognitive	3	1882	0.252	0.210	0.294	0.000	10.597	19.403	89.692
5	Amenities	Cognitive	3	1882	0.220	0.176	0.262	0.000	10.597	9.336	78.577
6	Service quality	Cognitive	3	914	0.599	0.529	0.662	0.000	10.597	11.249	91.110
7	Affective image	Destination image	4	1683	0.595	0.564	0.625	0.000	12.838	45.899	91.285

8	Cognitive image	Destination image	3	1036	0.636	0.592	0.676	0.000	10.597	73.899	98.647
9	Destination image	Travel satisfaction	10	4935	0.552	0.532	0.571	0.000	23.589	370.009	97.568
10	Travel satisfaction	Loyalty	9	4023	0.585	0.564	0.605	0.000	21.955	485.353	98.352
11	Travel satisfaction	Trust	6	4052	0.689	0.668	0.709	0.000	16.750	283.196	98.234
12	Travel satisfaction	Revisit	7	3241	0.567	0.543	0.590	0.000	18.548	338.935	98.230
13	Travel satisfaction	WOM	3	1414	0.786	0.765	0.805	0.000	10.597	3.649	45.184

First of all, table 1 shows the meta-analysis results for the antecedents and consequences of travel satisfaction. Using the mean values of the correlation coefficients from previous studies, the results show that the variable of relax demands has a positive influence on affective image ( $r=0.453$ ). Based on the criteria set out in Lipsey and Wilson (2001), this relationship has large effect sizes. Furthermore, the Q-value is higher than Chi-square value, which means that the influence is significantly different from the variance attributed to factors rather than from the sampling errors. The results with regard to hypothesis 1 are in line with those in Phillips and Jang (2010), which found that relax tends to have high affective image.

For the hypothesis 2, the results show that the pleasant has positive influences on affective image

( $r=0.514$ , large effect size). Furthermore, the Q-value is higher than the Chi-square value, which means that the influence is significantly different from the variance attributed to factors rather than from the sampling errors. These results are line with previous studies which explained that pleasant tends to influence affective image Lin, Morais, Kerstetter, and Hou (2007).

With Hypothesis 3, in order to evaluate the relation between exciting and affective image. There is a correlation ( $r= 0.387$ ) so it have medium effect between exciting and affective image. The index of heterogeneity ( $I^2= 97.326\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H3 are supported and it can concluded that exciting has positive influence on affective image.

Preview research hypothesis stated that natural characteristics have positive influence on cognitive image. In particular, there is a correlation ( $r= 0.252$ ) so it have medium effect between natural characteristics and cognitive image. The index of heterogeneity ( $I^2= 89.692\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H4 are supported.

With Hypothesis 5, in order to evaluate the relation between amenities and cognitive image. There is a correlation ( $r= 0.220$ ) so it have medium effect between amenities and cognitive image. The index of heterogeneity ( $I^2= 78.577\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H5 are supported and it can concluded that amenities has positive influence on cognitive image.

According to preview hypothesis 6, in order to evaluate the relation between service quality and cognitive image. There is a correlation ( $r= 0.599$ ) so it have medium effect between service quality and cognitive image. The index of heterogeneity ( $I^2= 91.110\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H6 are supported and it can concluded that service quality has positive influence on cognitive image.

Preview research hypothesis stated that affective image have positive influence on destination image. In particular, there is a correlation ( $r= 0.595$ ) so it have medium effect affective image and destination image. The index of heterogeneity ( $I2= 91.285\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H7 are supported.

With Hypothesis 8, in order to evaluate the relation between cognitive image and destination image. There is a correlation ( $r= 0.636$ ) so it have high effect between cognitive image and destination image. The index of heterogeneity ( $I2= 98.647\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H8 are supported and it can concluded that cognitive image has positive influence on destination image.

Following hypothesis 9, in order to evaluate the relation between destination image and travel satisfaction. There is a correlation ( $r= 0.552$ ) so it have high effect between destination image and travel satisfaction. The index of heterogeneity ( $I2= 97.568\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H9 are supported and it can concluded that destination image has positive influence on travel satisfaction.

According to preview hypothesis 10, in order to evaluate the relation between travel satisfaction and loyalty. There is a correlation ( $r= 0.585$ ) so it have medium effect between travel satisfaction and loyalty. The index of heterogeneity ( $I2= 98.352\%$ ) shows that this hypothesis has highly heterogeneity. In addition, Q-value is higher than chi-square and p-value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H10 are supported

and it can be concluded that travel satisfaction has positive influence on loyalty.

Previous research hypothesis stated that travel satisfaction has positive influence on trust. In particular, there is a correlation ( $r=0.689$ ) so it has high effect between travel satisfaction and trust. The index of heterogeneity ( $I^2=98.234\%$ ) shows that this hypothesis has high heterogeneity. In addition,  $Q$ -value is higher than chi-square and  $p$ -value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H11 are supported.

According to previous hypothesis 12, in order to evaluate the relation between travel satisfaction and revisit intention. There is a correlation ( $r=0.567$ ) so it has medium effect between travel satisfaction and revisit. The index of heterogeneity ( $I^2=98.230\%$ ) shows that this hypothesis has high heterogeneity. In addition,  $Q$ -value is higher than chi-square and  $p$ -value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H12 are supported and it can be concluded that travel satisfaction has positive influence on revisit.

With Hypothesis 13, in order to evaluate the relation between travel satisfaction and WOM There is a correlation ( $r=0.786$ ) so it has high effect between travel satisfaction and WOM. The index of heterogeneity ( $I^2=45.184\%$ ) shows that this hypothesis has high heterogeneity. In addition,  $Q$ -value is higher than chi-square and  $p$ -value ( $p=0.000$ )  $< 0.05$  it means that the subset of effect size is highly heterogeneous. Therefore, H13 are supported and it can be concluded that cognitive image has travel satisfaction on WOM.

## **IMPLICATIONS AND CONCLUSIONS**

Although there is a significant amount from the previous study of destination image and satisfaction, however due to the multidimensional nature of the structures and the differences between the studies leading to the difficulty in determining strong linkages to the above hypothesis. This research synthesis published 33 articles

with intent conclude easily at the level of individual studies. Four hypotheses have been proposed and tested through the meta-analysis. The analytical results show that the impact of the relationship between destination image and satisfaction. Therefore, the destination image plays a major role in building the satisfaction of tourists.

The findings provide evidence that the destination image with strong impact to the satisfaction, in particular based on the perceived image evaluation, emotional image of the destination. Unlike other physical product, tourism products are intangible products, so choosing a destination is much more complicated than choosing other tangible goods. So to build an attractive site to increase awareness picture, emotionally thereby improving visitor satisfaction. This makes sense in marketing and destination management.

In addition, the satisfaction of tourists is considered an important factor in building their loyalty and trust that led to the return and share the positive experience for other people.

Because of the uniqueness of tourism products, loyalty, trust has proven to be one of the strategic directions for sustainable tourism management. A loyal guest has confidence with the ability to share a positive experience for their friends and family, which is regarded as a reliable source of information in making decisions.

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