Service Quality and Interest Impact on Satisfaction and Loyalty of Agro Tourism Visitors

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Abstract. The agricultural sector is one of the opportunities for improving the economy of local communities. Opportunities will be a challenge for agro-tourism managers in their development. The purpose of this study was to determine the impact of service quality and importance on visitor satisfaction and loyalty. The research method used is a survey method and research sampling using incidental sampling technique to 127 tourists who come to visit. Furthermore, the data is processed using the Structural Equation Modeling (SEM) method with the support of Amos SPSS Version 24. The results show that good service performance can significantly increase visitor satisfaction by 44%. However, it is inversely proportional to the effect of service performance on consumer loyalty directly. Improved service performance can lower visitor loyalty rates by 48%. In addition, increased satisfaction can also have a significant effect on visitor loyalty by 111%. In contrast to service performance and satisfaction, interests do not have a significant effect on visitor satisfaction or loyalty. So that the presence or absence of complete facilities at the research location does not guarantee that visitors will feel significant satisfaction and loyalty.

1. Introduction

The agricultural sector is one of the opportunities for improving the economy of local communities. Opportunities will be a challenge for agro-tourism managers in their development. The purpose of this study was to determine the impact of service performance and importance on visitor satisfaction and loyalty. The research method used is a survey method and research sampling using incidental sampling techniques. The tourism sector is one of the important sectors as a support for foreign exchange and regional economic growth. Tourism is currently increasing rapidly, including in developing countries [1]. One of the ways to achieve sustainable economic growth is by investing in the tourism sector [2]. Natural wealth is an important thing that needs to be considered in the tourism sector, so the development of agro-tourism is more potential because it will have more impact on the process of popularizing local resource products [3], also agro-tourism will have a positive impact on the success of a business [4]. Tourism development in the agricultural production process is one of the alternatives to agricultural diversification [5] as well as a diversification strategy to promote the rural economy and protect agricultural sector income from market fluctuations [6]. With agro-tourism will help to provide additional sources of economic income for rural communities [7], it is very important to develop rural tourism as in Ukraine, support for rural tourism can produce sustainable tourism, both agro-tourism, ecotourism, ecological agro-tourism, nature tourism and others etc [8].
The concept of competitiveness in the tourism sector is not only related to the economic sector but also with social, cultural and historical aspects because tourism destinations involve various aspects both domestic and international sectors [9]. The development of agro-tourism requires togetherness and synergy among the surrounding communities. This is related to the need for symbiosis between the community as the host or manager in relation to understanding resources, agricultural culture, history, local resource products that will provide satisfaction to visitors so that they can generate moral support [10]. In relation to satisfaction, visitor motivation needs to be considered as a basic determinant of tourist behavior in agro-tourism [11]. Motivation of visitors, experiences, will lead to the intention to be able to visit and even always participate in activities in the agro-tourism area [12]. In addition, service quality as an image of the manager is important to pay attention to which has an impact on visitor satisfaction to influence the design of marketing programs that can shape visitor loyalty [13] including strategies in the marketing mix [14]. Service quality, visitor satisfaction, visitor loyalty cannot be separated in the agro-tourism sector [15-16].

The natural charm of Panyaweuyan terraced tourism in Majalengka Regency, West Java, is currently being discussed and even many foreign tourists have glanced at it and even visited. The history and culture of panyaweuyan terraces need to be preserved and developed with the potential for professional agro-tourism. This agro-tourism has been visited by many tourists not only on holidays but weekdays, visitors keep coming. However, this terraced agro-tourism still leaves problems that need to be studied related to various low accesses, the involvement of the surrounding community and the economic impact that has not been felt optimally, the management is not yet professional so that management is still low. Seeing the above phenomena, it is necessary to conduct research that raises questions about how service quality and terraced interests have an impact on visitor satisfaction and loyalty. This research is important because understanding visitor satisfaction and attitudes is important for agro-tourism managers to pay attention to [17], not to mention technology-based services that have an impact on visitor satisfaction, loyalty, behavior needs to be studied [18]. Visitor loyalty is very important to study because it can improve overall performance in building better relationships with potential visitors [19].

The emphasis of this research is on the aspects of service quality, interest, satisfaction and visitor loyalty in rural tourism using a survey methodology approach. Many studies have been carried out in relation to these aspects, but as far as the references are traced there has been no research that analyzes concepts and variables together with quantitative descriptive methodology using the SEM method.

2. Material and Methods
The research was conducted in the Panyaweuyan agro-tourism area in Argapura District, Majalengka Regency, West Java Province. The selection of the research location was carried out purposively with the consideration that the agro-tourism area is a representative agro-tourism area in Majalengka Regency.
The variables observed in this study are performance variables. This variable consists of several indicators, including the neatness of the manager's appearance, the manager's interaction with tourists, comfortable operating hours, and the responsiveness of the manager in serving tourists. Interests variable, consisting of indicators of easy access to transportation, layout arrangement and promotion. The satisfaction variable consists of indicators of natural scenery and tourism supporting facilities. Meanwhile, the loyalty variable consists of indicators giving positive recommendations to others, the desire not to move to another location, and defending against misinformation.

The research was carried out during March 2020, starting with the stages (1) data collection, (2) questionnaire distribution, (3) tabulation, (4) data analysis to interpretation and (5) discussion stage. The method used in this research is quantitative descriptive method. The research sample was drawn using the incidental sampling technique. The sample used as respondents is 127 tourists who come to visit Panyaweuyan agro-tourism, both from inside and outside the region. While the analysis technique used is the analysis technique of Structural Equation Modeling (SEM). SEM data processing in this study uses the Amos SPSS Version 24 tool. To make a complete modeling related to SEM analysis, the steps taken in this study begin with creating a theory-based model, measuring the causality relationship shown by a flow chart, converting flow diagrams into a series of structural equations and measurement model specifications, analyze input matrices and estimation techniques for the model being built, assess problem identification, model evaluation, interpretation and finally make model modifications.

The data used in this study are primary data and secondary data. Primary data used are tourist assessment data on agro-tourism management performance, assessment of how important the performance aspects of agro-tourism management are, visitor satisfaction and visitor loyalty. Meanwhile, the secondary data used includes data on the geographic location of agro-tourism, literature review from journals and other supporting sources. The data were then measured using a Likert scale from 1 to 5. The ratings were broken down from very positive to most negative.

3. Results and Discussions

Based on the theory that can be developed for the preparation of the SEM model, namely that visitor satisfaction and loyalty can be influenced by service performance and facility interests. Given that in the agro-tourism sector, service performance is one of the factors that can affect visitor satisfaction and also increase visitor loyalty. Fulfilling the wishes or expectations of visitors is an important aspect of the tourism sector. Because if consumers are satisfied with service performance and also the interests of the facilities, consumers will tend to be loyal to their choice.
From the theory that has been explained, a causality relationship can be made with the construct arrangement as illustrated below:

![Figure 2. Structural Equation Modeling (SEM)](image)

From the results of the SEM analysis that has been carried out, the following structural model is obtained:

1. \[X_1 = 0.81X_{1.1} + 0.95X_{1.2} + 0.89X_{1.3} + 0.73X_{1.4}\]  
   \[\ldots (1)\]
2. \[X_2 = 0.94X_{2.1} + 0.87X_{2.2} + 0.72X_{2.3}\]  
   \[\ldots (2)\]
3. \[Y_1 = 0.66Y_{1.1} + 0.65Y_{1.2}\]  
   \[\ldots (3)\]
4. \[Y_2 = 0.62Y_{2.1} + 0.63Y_{2.2} + 0.60Y_{2.3}\]  
   \[\ldots (4)\]
5. \[Y_1 = 0.51X_1 - 0.13X_2\]  
   \[\ldots (5)\]
6. \[Y_2 = 1.27Y_1 + 0.38X_2 - 0.65X_1\]  
   \[\ldots (6)\]

where: X1 is performance; X1.1 is neat appearance of the manager; X1.2 is manager interactions with tourists; X1.3 is convenient operating hours; X1.4 is alacrity of managers in serving tourists. X2 is interest; X2.1 is easy access to transportation; X2.2 is layout arrangement; X2.3 is promotion. Y1 is satisfaction; Y1.1 is Panorama; Y1.2 is tourism support facilities; Y2 is loyalty; Y2.1 is give positive recommendations to others; Y2.2 is the desire not to move to another location; Y2.3 is defense of misinformation.

The input matrix used for this SEM research is the covariance matrix, because it tests the causal relationship between service performance variables, the importance of visitor satisfaction and loyalty. The used estimation method in the model is the maximum likelihood estimation technique where the sample requirements are met in this study, namely 127 samples.

Model identification can be seen in the model output, more precisely in the model note with the following information: Number of distinct sample moments is about 78, Number of distinct parameters to be estimated is about 30, and Degrees of freedom (78 - 30) is about 48. This can prove that the model is not indicated (Identification Problem), which is a model that can bring up the results of standardized estimates as shown in Figure 3.
3.1. Goodness of Fit Evaluation

3.1.1. Interpretation and Modification of SEM Model. The hypothesis testing between latent variables can be seen in Figure 3 below:

![Output Standardized Estimation Model](image)

Figure 3. Output Standardized Estimation Model

The results of the goodness of fit test obtained show a value in accordance with the criteria for the goodness of fit model (Table 1). Thus, the feasibility test of the SEM model can be said to have met acceptance, so that further analysis can be carried out.

Table 1. Criteria for goodness of fit model

| No | Criteria                              | Recommended value                      | Model  |
|----|---------------------------------------|----------------------------------------|--------|
|    | Chi-square (X²)                       | Hopefully with small value, X² with df = 48 is 65,17 | 49,365 |
|    | X²- significance probability          | ≥ 0.05                                 | 0.418  |
|    | Relative X2 (CMIN/DF)                 | ≤ 2.00                                 | 1.028  |
|    | GFI (Goodness of Fit Index)           | ≥ 0.90                                 | 0.934  |
|    | AGFI (Adjusted Goodness of Fit Index) | ≥ 0.80                                 | 0.892  |
|    | Tucker-Lewis Index (TLI)              | ≥ 0.90                                 | 0.998  |
|    | Comparative Fit Index (CFI)           | 0.90                                   | 0.998  |
|    | Root Mean Square Error of Approximation (RMSEA) | ≤ 0.08 | 0.015 |

Hypotheses were tested by t-test on each of the pathways partially direct influence. The results of the path analysis can be briefly seen in Table 2.
Table 2. Hypothesis Test Results

|                | P Value | Estimate | Information |
|----------------|---------|----------|-------------|
| Satisfaction < - - Performance | 0.017   | 0.44     | Significant |
| Satisfaction < - - Interest     | 0.543   | -0.11    | Not Significant |
| Loyalty < - - Satisfaction      | 0.000   | 1.11     | Significant |
| Loyalty < - - Interest          | 0.066   | 0.29     | Not Significant |
| Loyalty < - - Performance       | 0.009   | -0.48    | Significant |

It was found that the variable performance (X1) had a significant effect on satisfaction (Y1) of 0.44. Another variable that influences is Satisfaction (Y1) to Loyalty (Y2) of 1.11. Likewise, the performance variable (X1) on loyalty (Y2) has a significant effect, but the direction is negative, which is equal to -0.48. The variable of interest (X2) is stated to have no significant effect on the satisfaction variable (Y1) and also the interest variable (X2) on the loyalty variable (Y2).

The performance of panyaweuyan agro-tourism managers is measured based on indicators of tidiness of managers, interactions between managers and visitors, operational opening hours and the readiness of managers in serving visitors. Of these indicators, the highest indicator is the interaction between managers and tourists, which is 0.95 followed by a comfortable operating hour indicator of 0.89, tidiness of the manager's appearance of 0.81 and the agility of managers in serving visitors of 0.73. The high value of interaction between managers and visitors to Panyaweuyan agro-tourism shows that managers who are part of the local community still maintain a friendly and unpretentious local culture of rural communities. So that because there is a good interaction between managers and visitors, visitors tend to give a positive response to the manager's attitude in interacting. Likewise with comfortable operating hours, making visitors free to visit at any time of the day from morning to evening. Furthermore, the tidiness of the managers at the location was also given a positive response by visitors even though the panyaweuyan agro-tourism manager had not fully used the overall uniform. And finally the manager's alertness in serving tourists has a low value compared to other indicators. This of course must be taken into consideration for managers and related agencies in increasing the ability of managers to provide services. So it is necessary to provide provision in the form of training activities or comparative studies to improve service quality and performance.

Interest is measured based on the tourists' assessment of how important the indicators of easy access to transportation are, layout arrangement and promotion are needed for the progress of the panyaweuyan agro-tourism. Of the three indicators, the highest is the value of the indicator of ease of access to transportation of 0.94 followed by the indicator of layout arrangement of 0.87 and promotion of 0.72. The high weight of the value of easy access to transportation shows that every tourist location, be it agro-tourism, ecotourism or other tourism, requires adequate road transportation support to support the development of agro-tourism locations. Because basically, to develop a tourist area, good accessibility is needed to support regional connectivity, especially transportation accessibility. Furthermore, for the arrangement of the layout of the agro-tourism location is also considered important by tourists because it certainly contains aesthetic value which will be a satisfaction for visitors. Even in terms of promotion, visitors consider that promotion is very necessary in developing agro-tourism. Meanwhile, the promotion carried out by the government and agro-tourism managers in Panyaweuyan is still considered limited. So it is still necessary to develop a promotion strategy that is even better in order to attract domestic and even foreign tourists.

Visitor satisfaction is measured based on indicators of natural scenery and supporting facilities in the Panyaweuyan agro-tourism area. Of the two indicators, the one with the highest value was natural scenery at 0.66 then tourism support facilities at 0.63. This certainly shows that in an agro-tourism, the beauty of natural scenery is considered far more important than agricultural-based tourism support facilities. The beauty of natural scenery in an agro-tourism certainly has its own value for every visitor who comes. The existence of agro-tourism is not only a means of refreshing for visitors who come, but also as a means of education for visitors to get to know the agricultural sector more closely. In addition, visitors to Panyaweuyan assess that tourism support facilities such as toilets, worship
facilities, parking lots and so on are considered inadequate. The existence of tourism support facilities is considered incomparable with the enthusiasm of visitors who come. So that the existence of these facilities needs to be improved even better.

Meanwhile, in this study, satisfaction is influenced by the performance of the manager and not by interests. This shows that the better the performance of agro-tourism management is, of course, it can increase visitor satisfaction. For this reason, in increasing satisfaction and attracting more visitors, it is necessary to provide guidance and provision to managers in the form of managerial skills, public speaking, and agro-tourism knowledge carried out by the relevant government. Meanwhile, interests do not affect visitor satisfaction. This means that whether there is easy accessibility of transportation facilities, supporting facilities for agro-tourism and promotion does not affect consumer satisfaction.

Visitor loyalty is measured based on indicators of giving positive recommendations to others, the desire not to move to another location and defense of misinformation. The three highest indicators are indicators of desire not to move to another location, namely 0.63, followed by positive recommendation indicators for others at 0.62 and defenses against misinformation of 0.60. The high value of the indicator of the desire not to move to another location compared to the other two indicators is due to the fact that most visitors consider that currently Panyaweuyan agro-tourism has a good view and is more well organized compared to other agro-tourism places in Majalengka. In addition, the natural scenery in Panyaweuyan agro-tourism is considered instagramable by millennials compared to other locations. So that visitors will continue to make repeated visits to Panyaweuyan agro-tourism. Furthermore, the visitors' assessment of positive recommendation indicators for other people is also given by many visitors after visiting the Panyaweuyan agro-tourism location. These positive recommendations can be in the form of positive comments or reviews on social media or in person / face to face. This, of course, can indirectly be used as a promotional medium for Panyaweuyan agro-tourism managers. In addition, indicators of defense against misinformation related to Panyaweuyan agro-tourism can also be seen directly on the various social media accounts of visitors who have visited that location. If there is misinformation, people who have visited voluntarily will provide clarification, of course, based on their knowledge. And so far, based on observations while in the field, visitors still give positive responses or responses to Panyaweuyan agro-tourism.

Visitor loyalty is very much influenced positively by customer satisfaction, but negatively influenced by the performance of the manager. This means that if the manager's performance is improved, visitor loyalty will decrease but visitor satisfaction will increase. For this reason, it is necessary to statistically a balanced increase in performance to increase visitor satisfaction and visitor loyalty. Meanwhile, like the satisfaction variable, the loyalty variable also has no effect on the interest variable. This, as previously stated, becomes an illustration for some agro-ecotourism locations that the most important thing that needs to be developed is the value or value of the agro-tourism. However, for sustainability and as a strategy in developing agro-tourism, the complete facilities and infrastructure must also be considered.

3.1.2. Direct, Indirect and Total Influence. The results of SEM analysis that have been carried out, the level of direct effect, indirect effect and total effect on satisfaction and loyalty of visitors to Panyaweuyan agro-tourism are given in Table 3.

| Table 3. Direct, Indirect and Total Influence | Standart Direct Effect | Standart Indirect Effect | Standart Total Effect |
| --- | --- | --- | --- |
| | X2 | X1 | Y1 | Y2 | X2 | X1 | Y1 | Y2 | X2 | X1 | Y1 | Y2 |
| Y1 | -.128 | .514 | 0 | 0 | 0 | 0 | 0 | 0 | -.128 | .514 | 0 | 0 |
| Y2 | .379 | -.646 | 1.271 | 0 | -.163 | .653 | 0 | 0 | .217 | .007 | 1.271 | 0 |
| Y2.3 | 0 | 0 | 0 | .599 | .130 | .004 | .761 | 0 | .130 | .004 | .761 | .599 |
| Y2.2 | 0 | 0 | 0 | .631 | .137 | .004 | .802 | 0 | .137 | .004 | .802 | .631 |
| Y2.1 | 0 | 0 | 0 | .624 | .135 | .004 | .794 | 0 | .135 | .004 | .794 | .624 |
| Y1.2 | 0 | 0 | .632 | 0 | -.081 | .325 | 0 | 0 | -.081 | .325 | .632 | 0 |
Direct service performance has a greater influence on visitor satisfaction than the importance of 0.514. This is due to the performance of the manager's service which consists of tidiness, appearance, interaction with visitors and flexible operating hours. With an assessment of these 3 things, visitors are considered to be able to enjoy the beauty of the natural scenery of Panyaweuyan agro-tourism that is presented and the supporting facilities available at that location. Meanwhile, interests directly have a negative effect of -0.128. This means that visitors tend to feel dissatisfied with the ease of access to available transportation, the layout presented to the promotion. This is probably due to the fact that although transportation access to the Panyaweuyan agro-tourism location is easy and considered good, the journey from the main road to the location is considered quite far and tends to be monotonous. For some visitors who have frequently come to visit, this situation only makes visitors feel bored during the trip. Along the way, there are no tourist sites or other facilities that can be visited. Not to mention that the promotion which was considered not optimal yet made visitor satisfaction less. So it is necessary to optimize the promotion strategy that has been carried out by the manager and related government policies, it also needs to be more optimized for the development of Panyaweuyan agro-tourism in the future.

In contrast to the direct effect of service performance on satisfaction, its effect on visitor loyalty has a negative effect. This means that if the service performance is further improved, visitor loyalty will decrease. Seeing this, service performance must be carried out proportionally. The opposite of service performance, interest has a positive effect on visitor loyalty directly by 0.379. This means that the higher the importance of accessibility, it can also increase visitor loyalty to Panyaweuyan agro-tourism.

Besides the direct effect, the indirect effect of service performance on loyalty through visitor satisfaction shows the greatest value, namely 0.653. Meanwhile, interest indirectly through visitor satisfaction has a negative effect on visitor loyalty by -0.163. So in this case what needs to be improved indirectly is service performance towards visitor loyalty through customer satisfaction. And vice versa for the benefit of the facility needs to be improved directly without going through visitor satisfaction.

4. Conclusion
Evaluation of the impact of service performance and interest on visitor satisfaction and loyalty using the Structural Equation Modeling method has been built. The results of the evaluation show that the visitor satisfaction level of 44% is found. However, the best proportion is the decreased loyalty level by 48%. These results must be used as a continuous evaluation for the surrounding community, business actors, especially the support of the local government.

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