Examining the Effects of Destination Image and Satisfaction on Tourist Loyalty : A Research on Siem Reap, Cambodia

Chanthorn Mao

Master of Business Administration

International College, Panyapiwat Institute of Management

85/1 Moo 2, Chaengwattana Rd., Bang Talat, Pakkred, Nonthaburi, 11120 Thailand

Email: maochanthorn@gmail.com

Abstract

The study is meant to analyze a causal relationship between destination image, satisfaction, and tourist loyalty. Data was collected using convenience sampling method. Online and on-site surveys were carried out with Cambodian and international tourists who have visited Siem Reap. The results demonstrated that the cognitive image has a strong influence on affective image and confirms the formation process of destination image. Both cognitive and affective images have positive influences on satisfaction. In turn, satisfaction predicts tourist loyalty. The relationship between destination image and loyalty revealed that affective image has a stronger influence on tourist loyalty, whereas cognitive image illustrates a moderate influence on tourist loyalty. The author also found that satisfaction is a mediator between destination image and tourist loyalty, and in turn, tourist loyalty is influenced by satisfaction. Moreover, the newly proposed direct path from cognitive image and affective image to tourist loyalty was shown to be significant. Therefore, cognitive image and affective image are also antecedents of tourist loyalty. The findings provide a quality understanding of the process that determines tourists' destination choices and loyalty. Furthermore, it provides useful implications for the Ministry of Tourism of Cambodia, local government authority, and destination marketers to formulate travel promotion.

Keywords : Destination image, Cognitive image, Affective image, Satisfaction, Tourist loyalty.

Introduction

Destination image is one of the most explored topics in the tourism marketing

studies. There are research studies within the context that identifies the significance of examining the image of the local tourists. The local tourists' image of the destination is beneficial for understanding their attitudinal and behavioral intentions, such as their support for tourism development in their area or intention to recommend their town or city as a possible tourist destination. Besides, local tourists' image and their interrelated behavioral intentions are known to remarkably affect tourists' image formation, decision making and buying behavior, because of local tourists' key role as supporters and marketers of their place to others (Bigné, Sanchez, & Sanchez, 2001; Schroeder, 1996). Therefore, this study, which extends the application of stakeholder theory in the tourism context, will help explain 1) how local tourists' destination image is formulated, 2) how the differences in local and international tourists' loyalty develop, and 3) it will contribute to examining the relative importance of image components through satisfaction across the two groups in order to implement an effective positioning strategy for tourist destination. Moreover, the study will also provide local tourism promoters and authorities with the information needed to enhance the image of the tourist destination constructed from the two groups and their corresponding intention to revisit and recommend the destination to others.

The proposed model was tested on local tourists and international tourists in Siem Reap province, which was selected as the setting of this study for several reasons. First, research on the image of tourist destinations in Cambodia has been limited, and Siem Reap is a key destination in the country and region. Second, Siem Reap enjoys a high rate of repeat visits by Asian and Western tourists. An in-depth understanding of the images that both local and international tourists have of Siem Reap is important to maintain such a high rate of repeat visits. Third, while tourism is a major contributor to the local economy, Siem Reap faces intense competition from nearby countries like Thailand, Vietnam, and Laos. It is therefore necessary to investigate how some of the key stakeholders' image of Siem Reap as a tourist destination is formed and plan to improve the competitive positioning of the destination. Finally, the planned of renovating and expanding the city's airport is expected to have double the volume of air passengers over the next 10 years, and it will also free up a large area in the centre of Siem Reap for residential and hotel development. This study, therefore, will also benefit the planning process facing tourism in Siem Reap, which is gradually expanding.

Literature Review

Destination Image

Determining the destination image that influences consumer's destination choices is a crucial subject in consumer behaviour and tourism marketing literature. Though, the destination image is considered as one of the most important antecedents of tourists' decision making and subsequent travel behaviours (Baloglu & McCleary, 1999). Knowledge about the images perceived by tourists toward a destination would build the predictability of tourist loyalty, presumably, tourists who perceive a destination favourably are more likely to visit again or give a recommendation to others. There are many attempts to undertake and summarize the definitions of the destination image. Based on (Crompton, 1979), destination image is denoted as an individual's sum of knowledge or beliefs, ideas or perception, and impressions or feelings over a particular destination. Destination image contributes into two main roles in behaviours: (1) to influence the destination choice decision-making process and (2) to condition the after-decision-making behaviours including participation (on-site experience), evaluation (satisfaction) and future behavioural intentions (revisit intention and recommendation). Previous studies in consumer behaviour and tourism have denoted a positive relationship between image and behavioural intention (Baloglu & McCleary, 1999); (Bagozzi & Phillips, 1982). The destination image construct has often been theorized as consisting of two distinct but interrelated components: perceptual or cognitive image and affective image. According to (Zhang, Fu, Cai, & Lu, 2014) the affective image and cognitive image significantly impacted on tourist loyalty. Previously, only a component of destination image, cognitive image, is considered. Recently, some studies have captured both cognitive and affective dimensions to assess destination image and stressed that the coexistence of both components may have a clearer explanation of destination image. Destination image is formed by three distinctly different but hierarchically interrelated components named cognitive, affective, and conative (Gartner, 1994). The cognitive component refers to an individual's beliefs or knowledge about the characteristics or attributes of a tourist destination, whereas the affective dimension denotes the individual's feelings toward the tourist destination (Russell, Ward, & Pratt, 1981); (Baloglu & McCleary, 1999); (Gartner, 1994). In other words, the affective image is defined as an emotional response of individuals to a place. It must be noted that there is a significant influence and correlation of cognitive image on the affective image. There has been a

consensus among researchers that the cognitive component is an antecedent of an affective evaluation (Gartner, 1994); (Baloglu & McCleary, 1999). More recently, researchers have testified to the relationship between cognitive and affective images with qualitative and quantitative approaches (Echtner & Ritchie, 1993); (Bosque & Martin, 2008); (Stylidis, Shani, & Belhassen, 2017). The evaluation and assessment of both the cognitive and the affective components of destination image can be used a predictor of tourist's behavioural intentions toward destinations, like the intention to revisit, recommend, and spread positive word of mouth (Basaran, 2016). This would justify the cognitive-affective sequential formation process of the destination image. Consequently, the first hypothesis was established: H_1/ H_{1a}: The cognitive image will significantly influence the affective image.

Satisfaction

Satisfaction is considered as one of the most important researched variables in the tourism literature as well as playing a significant role in planning marketable tourism products and services. Measuring satisfaction provides information related to how well a destination is currently meeting the tourists' need and therefore help destination marketers adjust their efforts on improving the quality of products and services, or offering the products and services that are appealing to tourists (Fang, Yodmanee, & Muzaffer, 2006). Also, tourist satisfaction is partially involved in the success of destination marketing, for it influences the choice of destination, the consumption of products and services, and the decision to revisit (Kozak & Rimmington, 2000). The attempts to understand and model consumer satisfaction formation have generated several significant findings. Concepts of satisfaction have been defined from various perspectives from different contexts and eleven different definitions of satisfaction are mentioned in the studies starting from 1981 to 1997. First, satisfaction has been defined as an evaluation of the perceived discrepancy between prior expectation and the actual performance of the products as perceived after its consumption (Oliver R. L., 1999); (Tse & Wilton, 1988). Expectations are factors in post-purchase evaluations; viewpoints differ on the process of expectation-disconfirmation. Some concluded that if the actual performance is better than their expectation, it would lead to positive disconfirmation. It means that the consumer has more loyalty with high satisfaction and more likely to purchase again. In contrast, negative disconfirmation is rising if the actual performance is worse than the expectation. Hence, the consumer is not satisfied and will likely look for other alternative products or services. Second, in a somewhat different

direction, researchers have utilized social equity theory to evaluate consumer satisfaction (Churchill & Surprenant, 1982); (Haistead, Hartman, & Schmidt, 1994). Customer satisfaction can be seen as a correlation to the conceptual response by the consumer to the purchase and use of a product which comes from the comparison of the rewards and cost of purchase relative to expectations (Churchill & Surprenant, 1982). In other words, a consumer evaluates the benefit received from a brand about its cost, price, time, and effort and then compares this ratio with the corresponding cost and benefit ratio realized by some other relevant person like the seller, a friend, etc. (Woodruff, Cadotte, & Jenkins, 1983); (Heskett, Sasser, & Schlesinger, 1997). The basis for comparison becomes the degree of equity which consumers perceive between what they achieved and what the other person achieved. Therefore, it can be suggested that if tourists perceive benefits or value based on their time, effort, and money for travel, the destination is worthwhile. Besides, some researchers have suggested the norm theory or normative performance which serves as a reference point in product judgement, and dissatisfaction emerges as a result of disconfirmation concerning these norms. Some studies denoted "norm" as "ideal standard" and hypothesized that leisure satisfaction is defined by consumers' perceived discrepancy between the preferred and actual leisure experiences, plus the perceptions of barriers that restrained the consumer from acquiring the desired experience. LaTour and Peat (1979) explained that the comparison level is developed from prior experience with salient attributes of a brand or of similar brands in the product category, which is consumers compare a product they have purchased with other products. Eventually, tourists can compare current travel destinations with other alternative destinations or places visited in the past. The base of comparison between the present and past experiences can be a norm used to assess tourist satisfaction. Hence, comparing current travel destinations with other or similar places that they have visited can evaluate the satisfaction level of tourists. Lastly, according to (Tse & Wilton, 1988), they defined consumer satisfaction as a consumer response to the evaluation of the perceived difference between expectations and final result after consumption. This idea suggests that the actual performance and initial expectations should be considered independently, rather than comparing performance with past experiences. As a result, within this concept, tourists' assessment of their satisfaction with travel experiences is considered, regardless of their expectations. This can be used when tourists do not have

any knowledge about the destination circumstances, and only their actual experiences are determined to evaluate their satisfaction. In conclusion, the above discussion is the integration of multiple dimensions for the evaluation of tourist satisfaction. Many different indicators, levels, and standards are associated with the perception of tourists. So, the combined all approached used by previous models may be the most effective in determining tourist satisfaction. Generally, previous findings have suggested that destination image is a direct antecedent of satisfaction and achieved a consensus that a more favourable destination image is likely to lead to a higher level of tourist satisfaction (Chen & Tsai, 2007). Nevertheless, the majority of the existing research mainly focused on the influence of cognitive image on satisfaction, but undermine a more comprehensive effect of destination image, inclusively both cognitive and affective images, on tourist satisfaction. To investigate the different influences of cognitive and affective images on tourist satisfaction, this study will propose the hypotheses as follows:

H_2 /H_{2a}: Cognitive image will significantly influence tourist satisfaction

H_3 /H_{3a}: Affective image will significantly influence tourist satisfaction.

Tourist Loyalty

In marketing literature, customer loyalty has been defined in several approaches. Research by Zhang, et al. (2014) claimed that the first definition of loyalty is attitudinal as customers' beliefs about the valued received lead to their overall attitude toward a product or service, such as the intention to repurchase. The second definition of loyalty is behaviours; it is mainly including continued patronage and act of recommendation. According to (Oliver R. L., 1999), loyalty is described as a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour. Many researchers have combined the concept of customer loyalty into tourism products, destinations, or leisure/ recreation activities (Pritchard & Howard, 1997), (Yoon & Uysal, 2005). Destination loyalty is a key element in marketing strategies in so far as it is the best predictor of post-visit behaviour (Cossio-Silva, Revilla-Camacho, & Vega-Vazquez, 2018). Generally, loyalty can be classified into two ways: (1) the attitudinal approach, and (2) the behavioural approach (Jacoby, Chestnut, & Fisher, 1978), (Yoon & Uysal, 2005). In the attitudinal approach, intention to return to the destination is considered to be a key component of loyalty and many authors

have gone thoroughly into this concept, trying to determine the factors which enable attaining high values in the probability of repetition. Furthermore, the behavioural approach replicates the continued patronage and the likelihood of recommending the destination to other people is considered as a vital indicator of loyalty (Cossio-Silva, Revilla-Camacho, & Vega-Vazquez, 2018). The integration of the two views is very productive to define consumer loyalty. In tourism setting, tourist loyalty has been considered as an extension of customer loyalty. Tourists with a high level of loyalty represent a crucial marketing segment for many tourist destinations, as they are more likely to stay longer at a destination than the first-time visitors, tend to spread positive information through word of mouth, participate in consumptive activities more intensively, and these repeating visitors can reduce marketing costs as compared with attracting first-time visitor (Chiu, Zeng, & Cheng, 2016). In tourism research, the positive interaction between image and loyalty is supported (Bigné, Sanchez, & Sanchez, 2001); (Bosque & Martin, 2008). In a recent study, loyalty is evaluated not only on satisfaction but also on an image. Indicating as one of the antecedent variables to loyalty, destination image in which comprises of cognitive image and affective image can be utilized in integrative perspective to explore the multi-level of the influence of destination image on tourist loyalty (Cossio-Silva, Revilla-Camacho, & Vega-Vazquez, 2018), (Kozak & Rimmington, 2000). A tourist with a positive image of the destination may continue their interactions in the future with the willingness to recommend the destination to others and possessing positive revisit intensions. Hence, the fourth and fifth hypotheses are proposed:

H_4 /H_{4a}: Cognitive image will significantly influence tourist loyalty

H_5 /H_{5a}: Affective image will significantly influence tourist loyalty.

Furthermore, regarding the relationship between satisfaction and loyalty, Oliver (1999) suggested that satisfaction and loyalty are two manifestations of the same concept, in which satisfaction is a necessary step in the formation of loyalty. It is generally believed that satisfaction is the main indicators of loyalty; it leads to purchase repetition and positive word of mouth recommendation. Most studies have been claimed the significant relationship between customer satisfaction and loyalty (Chi & Qu, 2008), (Taylor & Baker, 1994), (Prayag, 2009), (Oliver R. L., 1980), (Chen & Tsai, 2007). The more tourists are satisfied, the more likely they are to visit again to the same destination, and are more willing to share their positive travel experience with friends and relatives. Thus, the study would establish the sixth hypothesis: H_6 /H_{6a}: Tourist satisfaction will significantly influence tourist loyalty.

Data and Methodology

This exploratory research is designed in the quantitative method and with the deductive approach. The study employed a research design using a random convenient sampling of the non-probability sampling method. The research strategy used is based on a case study of Siem Reap, a northwestern province of Cambodia and is the cradle of Angkorean civilization, and it is one of the most attractive landmarks in Southeast Asia, in term of cultural tourism. Self-administrative questionnaire (SAQ) was used in the data collection technique, which was personally administered to the respondents. The questionnaire has been prepared in English and consists of three major sections. In the first part, seven questions are inquiring to gather tourists' travel behaviour and demographic characteristics of respondents. In the second part, the statements stress in determining the cognitive and affective destination image. In the third part, there are questions about tourists' favorableness, willingness to recommend, and intention to re-patronage. The Five Likert point scale is used as the response format for cognitive and affective image variables, with an assigned value ranging from 1 being "completely disagree," to 5 being "completely agree." The cognitive image variable consists of 29 items. The affective image variable contains 4 items namely Sleepy-Arousing, Unpleasant-Pleasant, Gloomy-Exciting, and Distressing- Relaxing (Russell, Ward, & Pratt, 1981); (Stylidis, Shani, & Belhassen, 2017). Four different questions are developed to apply for tourist satisfaction with travel experiences in Siem Reap. Moreover, there will be three questions of destination loyalty, in which one question is used to test re-visitation intention, another to test the overall feeling of tourists and the last question is for the recommendation. In line with the previous destination image studies, the multiple scale items of the cognitive and affective image were utilized (Stylidis, Shani, & Belhassen, 2017), (Oliver, 1999), (Baloglu & McCleary, 1999). In particular, the cognitive image was measured using multi-dimension scale that covered 29 items measuring seven dimensions of the image, namely natural attractions, cultural attractions, social setting and environment, entertainment and events, infrastructure and facilities, accessibility, and price and value. Each of the seven dimensions was captured using three to five items. The pilot test questions were developed to test 30 respondents randomly. With the dataset from the pilot study, a reliability test is undertaken to verify the internal consistency or reliability of each variable and to identify any scale item that needs revision. Slightly change has been identified in the pre-test survey. The main study was distributed in two channels, a

paper-based onsite survey and an online survey. The data were gathered in the period started from mid-May to mid of July 2019. Cambodian tourists (local tourists) and international tourists, who have visited or are currently visiting Siem Reap province of Cambodia, is considered to be the target population of the study. Since the accurate data to the size of the population were not widely identified. The only dataset of international tourists is available, but the size of the domestic tourists is not accessible. Determining the sample size is required in the process of multiple regression analysis. Since the target population is unknown, the research followed the formula suggested by (Green, 1991), $N \geq 50 + 8m$, where m is the number of predictors. Since there are four predictors in this study, the minimum acceptable sample size shall be $N \geq 50 + (8 \times 4) = 82$. Thereby, the dataset of 146 respondents obtained from Cambodian's tourists and 178 from international tourists, in which the data collection phase is far more than sufficient. The data analysis process is categorized into four phases. Firstly, descriptive statistics are used to analyze tourists' demographic information and travel behaviour. Secondly, reliability analysis was applied to test the internal consistency and reliability of all the scale items representing each variable in the study. Thirdly, descriptive statistics analysis and correlation matrix of variables are also reported. Finally, to test the hypotheses, multiple regression analysis was employed to measure the relationship between the variables. In general, multiple regression analysis follows a three-step process (Schumacker & Lomax, 2004): 1) model blueprint which involves finding relevant theory and prior research to formulate a theoretical regression model; 2) model identification which refers to deciding whether a set of unique parameter estimates can be estimated for the regression analysis; and 3) model estimation which involves estimating the parameters in the regression model by computing the sample regression weights for the independent variables. The results of multiple regression show the overall explanatory power of all predictor variables with measures of R^2 or adjusted R^2 along with the relative importance of individual predictors after calculating the b coefficients. Values of R^2 or adjusted R^2 indicate the amount of variance in the outcome explained by all predictors taken together. Particularly powerful when dealing with various forms of correlated errors and model testing, multiple regression has been one of the popular statistical techniques to test theory in a number of academic disciplines (Hair et al., 1998).

Results/ Findings

Firstly, descriptive statistics analysis was used to assess the demographic profile of respondents. Secondly, the reliability analysis was tested to access the internal consistency of the scale items adopted in the questionnaire. Lastly, multiple regression analysis was applied to test the hypotheses.

Table 1 Summary of Socio-demographic Information of Respondents in Percentage

Characteristic	Responses	Local Tourists (N = 146)	International Tourists (N = 178)
Gender	Female	50	50
	Male	50	50
Age	Under 18 years old	4.8	0.6
	18 – 24 years old	43.8	12.9
	25 – 34 years old	34.2	37.1
	35 – 44 years old	12.3	16.9
	45 – 54 years old	2.7	15.7
	55 – 64 years old	2.1	11.8
	Above 64 years old	0	5.1
Employment	Self-employed	10.3	13.5
	Full-time employed	43.2	52.2
	Part-time employed	4.1	5.6
	Freelance/Contract employee	2.7	5.6
	Retired	36.3	10.7
	Student	2.1	7.9
	Not currently employed	1.4	4.5
Education	No schooling	0.7	0
	Less than high school diploma	0.7	1.7
	High school degree	17.1	19.1
	Undergraduate	48.6	25.8
	Graduate/Post-graduate	32.2	49.4
	Vocational training	0.7	3.9

Table 1 Summary of Socio-demographic Information of Respondents in Percentage

(continued)

Characteristic	Responses	Local Tourists (N = 146)	International Tourists (N = 178)
Visit	1st time	13.0	56.7
Experience	2nd times	14.4	15.2
	3rd times	10.3	6.7
	4th times	17.1	3.4
	5th times or more	45.2	18.0
Length	One night	6.2	2.8
of Stay	Two nights	34.9	19.7
	Three nights	32.9	25.3
	Four nights	7.5	14.6
	Five nights and more	18.5	37.6
Household	Below $10K	34.9	14.0
Income	$10K - $50K	16.4	24.2
	$50K - $100K	3.4	21.3
	$100K - $150K	2.7	10.7
	Over $150K	3.4	10.1
	Prefer not to mention	39.0	19.7

The research was based on a sample of 324 individuals, including local tourists (N = 146) and international tourists (N = 178) who have visited Siem Reap. Within the sample of domestic tourists (N = 146), women accounted for 50 % and men for 50 % of the respondents (Table. 1). The majority of the local tourists were under 34-year-olds (78.09 %), employed full-time (46.58 %), had a university degree (80.82 %), visited four to five times and more (62.3 %), and held the annual average income under $10K (34.93 %). Finally, the majority of respondents (67.80 %) stated that they stayed in Siem Reap for two to three nights. In the sample of international tourists (N = 178), men and women were either equally represented (50-50). In contrast with local tourists, most international tourists' age was above 24-year-olds. About three-quarters of the international tourists had an academic university degree (75.28 %) and were employed full-time (52.25 %). Almost half of the

respondents had yearly household earnings from \$10K to \$100K (45.51 %). The vast majority of the international tourists spent their stay in Siem Reap for at least two nights (97.19 %), and they are mostly first-time visitors (56.7 %).

Table 2 Reliability Statistics

Variable	No. of Items	α Local Tourists (N = 146)	α International Tourists (N =
Cognitive Image (CI)	7	.952	.854
(NA) Natural Attractions	3	.875	.854
(CA) Cultural Attractions	5	.899	.768
(SSE) Social Setting & Environment	5	.896	.806
(EE) Entertainment & Events	5	.900	.858
(IF) Infrastructure & Facilities	4	.899	.775
(AC) Accessibility	4	.902	.842
(PV) Price & Value	4	.921	.890
Affective Image (AI)	4	.930	.849
Satisfaction (SAT)	4	.620	.799
Tourist Loyalty (TL)	3	.684	.635

Table 2 illustrates the Cranach's alpha values from the two groups of respondents (local tourists and international tourists). The Cronbach's alpha for the local tourist group of scale items exceeds .70, except for Satisfaction (4 items, α = .620) and Tourist Loyalty (3 items, α = .684). Also, Cronbach's alphas for the International tourist group exceeds .70, except Tourist Loyalty (3 items, α = .635). Nonetheless, while a Cronbach's alpha value of more than .70 is preferable, the acceptable threshold level is at .60 and above, according to several researchers (Cronbach, 1951); (Nunnally, 1967). Nunnally and Bernstein (1967), (1994) emphasized that "even modest reliability of .60 or .50 may be acceptable" in theoretical studies. In support of this statement, Hair et al (1998) mentioned that while "generally agreed" lower limit for Cronbach's alpha value is .70, "it may decrease to .60 and still be acceptable, especially in exploratory studies and in research in the Social Sciences" (p. 7). Similarly, Aron, Coups, and Aron (2013) noted that "in research in psychology, Cronbach's α of .60 or even lower could be adequate; however, values exceeding .7 are

preferable" (p. 650). Therefore, all of the scale items used in this study is acknowledged to be reliable and valid.

Table 3 The Results of Multiple Regression Analysis - Local Tourists

	Hypothesized Path		β	t	Sig.	Result
H₁	Cognitive Image ⟶	Affective Image	.740	13.211	.000	Accepted
H₂	Cognitive Image ⟶	Satisfaction	.298	3.741	.000	Accepted
H₃	Affective Image ⟶	Satisfaction	.411	5.404	.000	Accepted
H₄	Cognitive Image ⟶	Tourist Loyalty	.288	3.605	.000	Accepted
H₅	Affective Image ⟶	Tourist Loyalty	.356	4.565	.000	Accepted
H₆	Satisfaction ⟶	Tourist Loyalty	.658	10.496	.000	Accepted

Note. ***$p < .001$, two-tailed

In conclusion, the byproducts of multiple regression analysis generate a positively significant relationship between the exploratory variables and dependent variables. All of the hypothesized paths are proven to be accepted. The interrelation of destination image, satisfaction, and loyalty draws some informative conclusions. It reveals the direct impact of the cognitive image on the affective image and it confirms the formation process of the destination image. Both cognitive and affective images have positive influences on satisfaction and consecutively, satisfaction predicts tourist loyalty. In addition, the association between destination image and loyalty discloses that affective image has rather influence on tourist loyalty. Although the cognitive image shows fairly linkage to tourist loyalty, the finding conveys that it has an indirect impact on tourist loyalty through affective image and satisfaction. Thus, the findings support all the six hypotheses put forth in this study, as summarized in Table 3.

Table 4 The Results of Multiple Regression Analysis - International Tourists

	Hypothesized Path		β	t	Sig.	Result
H₁ₐ	Cognitive Image ⟶	Affective Image	.670	11.966	.000	Accepted
H₂ₐ	Cognitive Image ⟶	Satisfaction	.488	7.415	.000	Accepted
H₃ₐ	Affective Image ⟶	Satisfaction	.581	9.480	.000	Accepted
H₄ₐ	Cognitive Image ⟶	Tourist Loyalty	.516	7.992	.000	Accepted

Table 4 The Results of Multiple Regression Analysis – International Tourists (continued)

	Hypothesized Path		β	t	Sig.	Result
H_{5a}	Affective Image	⟶ Tourist Loyalty	.544	8.592	.000	Accepted
H_{6a}	Satisfaction	⟶ Tourist Loyalty	.652	11.397	.000	Accepted

Note. ***p < .001, two-tailed

To sum up, the multiple regression generates a positively significant relationship between the exploratory variables and dependent variables. All of the hypothesized paths are proven to be accepted. The interrelation of destination image, satisfaction, and tourist loyalty draws some informative conclusions. It reveals the direct impact of the cognitive image on the affective image and it confirms the formation process of the destination image. Both cognitive and affective images have positive influences on satisfaction and consecutively, satisfaction predicts tourist loyalty. In addition, the association between destination image and loyalty discloses that affective image has rather influence on tourist loyalty. Although the cognitive image shows fairly linkage to tourist loyalty, the finding conveys that it has an indirect impact on tourist loyalty through affective image and satisfaction. Thus, the findings support all the six hypotheses put forth in this study, as summarized in Table 4.

Discussion and implications

The main objective of this study was to 1) test the applicability of a joint model-considering the associations between the cognitive and affective image components of destination image, satisfaction, and the intention to revisit and recommend a given tourist destination – to the local tourists and international tourist of a tourist destination and 2) use the model to juxtapose the results on the cognitive, affective components of image, and satisfaction across local tourists and international tourists of that destination. The results demonstrated that 1) that the proposed image model can be applied to the local tourists; and that in both groups: (b) cognitive and affective evaluations are important antecedents of tourist loyalty; (c) the satisfaction is a mediator of the relationship between the destination image and tourist loyalty, and (d) the cognitive and affective components and satisfaction positively affect tourist loyalty (intention to revisit and recommend.) Besides, the nature of the relationships between the constructs of the integrated image model did not appear to change in the two groups. Thus, it can be concluded that an integrated destination image

model, as developed here, can be applied to local tourists of a tourist destination apart from international tourists. Therefore, contrary to most resident image studies that have limited their focus exclusively to the cognitive component of the image, the proposed model sheds light on the image formation process of local tourists by incorporating both the cognitive and the affective components of image. On the other hand, evidence suggests that the magnitude of the relationships between the constructs was different across the local tourists and international tourists. As such, the study helps researchers understand how differences in the satisfaction and future behavior of the two groups develop. The model also assists destination practitioners by providing recommendations for the development of different marketing strategies to achieve a suitable positioning for each stakeholder group.

Particularly, the cognitive image component had a significant positive effect on the affective component and satisfaction, thus providing support for H_1, H_{1a}, H_2, and H_{2a}. The findings are aligned with studies that identified a positive connection between the cognitive and affective image component (Martin, 2008; Wang & Hsu, 2010; Basaran, 2016); and between the cognitive and satisfaction (Baloglu & McCleary, 1999; Chi & Qu, 2008; Chiu, Zeng, & Cheng, 2016). Identically, the path from affective image to satisfaction (H_3 and H_{3a}) was positive and statistically significant. This confirmed the findings of studies conducted by Oliver R. L. (1980), Baloglu & McCleary (1999), Wang & Hsu (2010), and Marinao (2018), in which they revealed a positive link between affective image and satisfaction. The study also found out that amongst the destination image components affective image applied a greater influence on satisfaction than its cognitive counterpart. Research supports that the affective image becomes critical when tourists become familiar with the destination (Baloglu & Brinberg, 1997). This is especially true for Siem Reap, where in our sample the international tourists (43.3%) and the local tourists (87%) were return visitors. Satisfaction was found to have direct influence on tourist loyalty of a destination (H_6, H_{6a}). The result confirms previous research on satisfaction formed tourist loyalty and also found a positive relationship between them. Moreover, the resultsalso offered support for the statistically significant relationships between both cognitive and affective image evaluations and tourist loyalty (H_4, H_{4a} and H_5, H_{5a}); and it verified the mediation role satisfaction played between cognitive image and tourist loyalty, and affective image and tourist loyalty (Oliver R. L., 1980; Bigné, Sanchez, & Sanchez, 2001; Chen & Tsai, 2007; Prayag, 2009; Wang & Hsu, 2010; Zhang, Fu, Cai, & Lu, 2014). This finding is line with (Chi & Qu, 2008) meta-analytic study results that

satisfaction has the greatest impact on tourist loyalty, followed by affective image and cognitive image.

Tourism destination loyalty has causal associations with destination image and satisfaction. The study made it vivid that destination image plays a crucial role in perceiving the loyalty of an individual, and tourists' satisfaction must be handled proactively so that to develop it into a lasting relationship beneficial to both parties. Cognitive and affective images have positive impacts on tourist satisfaction and tourist loyalty. Therefore, an improvement in the image of a place held by an individual increases his/her tendency to make a positive assessment of the stay. It also enhances his/her intention to revisit and give a recommendation to others in the future. As a result, concerning the destination image to satisfaction to loyalty suggested by the review of the literature, the analysis of the interrelationships as a whole confirmed the proposed model. In the literature, it has been privileged that destination loyalty is essential, but not much has been done to observe its measurement or its causal relationships with image and satisfaction. This study revealed and confirmed the existence of the critical relationships among destination image, satisfaction, and loyalty. The findings provided that it would be beneficial for destination managers to make wider investments in their tourism destination resources for continuing to build up tourists' experiences. It is appreciated that this study has a substantial-quality in generating clearer applications related to destination behaviour, particularly concerning tourists' loyalty.
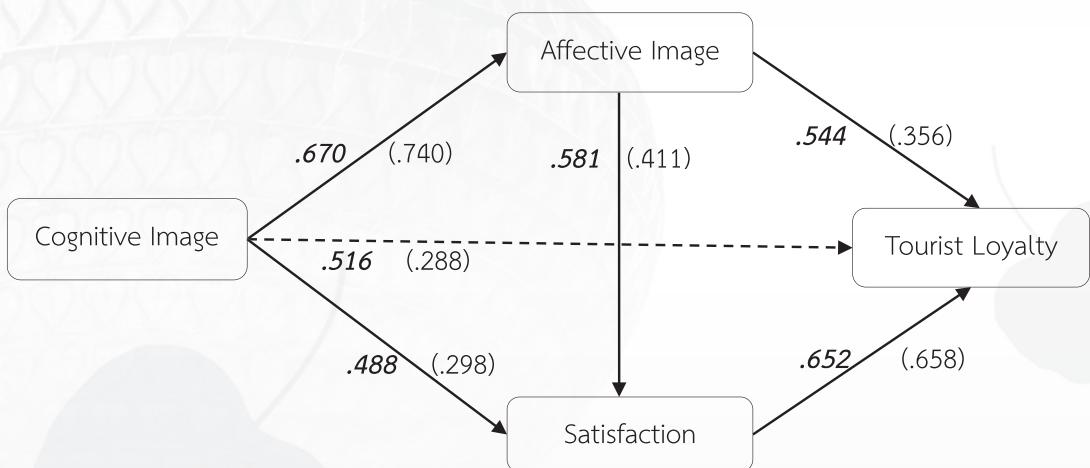

Figure 1 The conceptual model with a path coefficient tested across local tourists and international tourists. Numbers outside the brackets are the path coefficients for international tourists, inside the brackets for local tourists.

Managerial Implications

Due to the increasing number of inbound tourists and their expenditure during the trip, a better understanding of tourists' destination choices and loyalty is critical for the Cambodian government, the Ministry of Tourism, Aspara Authority, and tourism operators. This study can contribute to the knowledge of the local tourists and international tourists in Siem Reap and provide insightful managerial implications for the Cambodian tourism industry. First of all, the findings revealed that the destination image is a multidimensional concept with certain formation mechanisms. It is, the distinct roles of cognitive image and affective image should be regarded in the formation process of the destination image. Destination image is shown to be a key factor in the hands of destination managers. It is a direct antecedent of satisfaction and a major factor in influencing tourist loyalty. When an image is formed, it is hard to alter, and it becomes quite important for destinations to present the right image and then maintain it. For the image that tourists hold will affect their satisfaction and travel experiences. The words of mouth communication that takes place after the trips and the intention to revisit, the destination operators should take a critical approach to manage the image. Although it is not possible to take over all the components contributing to the shaping of the image of a destination, there are some of them can be manipulated. For instance, the Cambodian tourism industry should establish a more friendly and convenient tourism environment, including improving infrastructure, organizing cultural events that appeal to tourists, make ease of transportation, and upgrading the quality of tourism service providers, especially in the historical Angkor archaeological site. In this way, the tourists might feel more comfortable and pleasant during their trip in Siem Reap and indeed enhance their future travel behaviours. Secondly, satisfaction also plays a crucial part in building tourist loyalty. It is assumed that if tourists are satisfied with their travel experiences, they are more likely willing to revisit and spread positive WOM. The study provided the empirical proof supporting this assumption; satisfaction was found to directly impact on loyalty in a positive direction. Once tourists are satisfied, they are more likely to visit again or advocate Siem Reap as a tourist destination or give a recommendation to their friends or relatives. Hence, the Cambodian tourism marketers must understand and satisfy the demands of both local and international tourists. As an example, the establishment of regular satisfaction surveys at popular tourist sites or the airport is a great initiative to track the view of tourists. Lastly, tourism marketers should develop various actions to promote

the strengths of the tourist destination. Also, communication through mass media such as TV dramas or movies may be included in these actions. Filming TV dramas or movies at popular tourist sites can be a natural and practical way to promote the tourist destination and build its wonderful favourable image. Overall, it is important for all stakeholders involved to have coordination and cooperation and have full awareness of providing quality services and products as well as diagnosing the service quality.

Limitations and Future Research

Although the study focuses on understanding both Cambodian tourists (local tourists) and international tourists, there are still some limitations in this study. First, the result perceived represents for only the tourists visited Siem Reap. Thus, the findings may not be generalized to the whole country. To be more generalized, the study can focus on various destination sites such as Phnom Penh and its surroundings, coastal areas (e.g. Kep, Koh Kong, and Sihanoukville), and eco-tourism areas (e.g. Kompot, Rattanakkiri, Battambong, etc). Furthermore, the convenience sampling method was conducted randomly and it is only available in English. There might be limited to the tourists from mainland China or the non-English speaking tourists, future research can collect data from samples representing more a diverse language and profile. Notably, the data collected through online channels may be questionable in regard of reliability and validity because the respondents may or may not be who they claim to be or meet the criteria as the target sample of the study due to the anonymous and deceptive nature of social media. Besides, such an online self-administered survey without the presence of the researchers means that if the respondents do not understand any part of the questionnaire, they have no convenient way of getting a further explanation. Moreover, this study only focused on the relationships between destination image, satisfaction, and loyalty. To obtain a further comprehensive view of tourist loyalty, variables such as place attachment, perceived value or personal involvement should be acknowledged in future research. Finally, the study was conducted in the raining season with low tourist arrival, thus findings were limited to specific tourists. Tourists who travel in different seasons may deliver different beliefs and views about the destination or develop different feeling toward the destination. Hence, the research in various seasons should be considered to compare the results.

References

Angel, M., & Agueda, E. (2004). Development of a multiple-item scale for measuring customer satisfaction in travel agencies services. *Tourism Management, 25*, 533–546.

Aron, A., Coups, E. J., & Aron, E. N. (2013). *Statistics for psychology* (6th ed.). New Jersey, Upper Saddle River, United States of America: Pearson Education, Inc.

Baloglu, S., & Brinberg, D. (1997). Affective Images of Tourism Destinations. *Journal of Travel Research, 35*(4), 11-15.

Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research, 26*, 868-897.

Bigné, E. J., Sanchez, I. M., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management, 22*, 607-616.

Bosque, I. R., & Martin, H. S. (2008). Tourist Satisfaction A Cognitive-Affective Model. *Annals of Tourism Research, 35*(2), 551-573.

Cadotte, E. R., Woodruff, R. B., & Jenkins, R. L. (1987). Expectations and Norms in Models of Consumer Satisfaction. *Journal of Marketing Research, 24*(3), 305-314.

Chen, C.-F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management, 28*(4), 1115-1122.

Chi, C. G.-Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624-636.

Chiu, W., Zeng, S., & Cheng, P. S.-T. (2016). The influence of destination image and tourist satisfaction on tourist loyalty: a case study of Chinese tourists in Korea. *International Journal of Culture, Tourism and Hospitality Research, 10*(2), 223-234.

Churchill, G. A., & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, 491-504.

Cossío-Silva, F., Revilla-Camacho, M., & Vega-Vázquez, M. (2018). The tourist loyalty index: A new indicator for measuring tourist destination loyalty? *Journal of Innovation & Knowledge, 4*, 71-77.

Crompton, J. L. (1979). An Assessment of the Image of Mexico as a Vacation Destination and the Influence of Geographical Location Upon That Image. *Journal of Travel Research*, 18-23.

Cronbach, L. J. (1951). Coefficient alpha and the internal structure of tests. *Psychometrika,*
16(3), 297-334.

Dichter, E. (1985). What's in an image? *Journal of Consumer Marketing*, 75-81.

Echtner, C. M., & Ritchie, J. B. (1993). The Measurement of Destination Image: An Empirical
Assessment. *Journal of Travel Research, 31*(4), 3-13.

Evans, R. H. (1996). An Analysis of Criterion Variable Reliability in Conjoint Analysis.
Perceptual and Motor Skills, *82*(3), 988–990.

Fang, M., Yodmanee, T., & Muzaffer, U. (2006). Measuring tourist satisfaction by attribute and
motivation: The case of a nature-based resort. *Journal of Vacation Marketing, 14*, 41-
56.

Gartner, W. C. (1994). Image Formation Process. *Journal of Travel & Tourism Marketing, 2*(2-
3), 191-216.

Green, S. B. (1991). How Many Subjects Does It Take To Do A Regression Analysis.
Multivariate Behavioral Research, 26(3), 499–510.

Hair, J. F., Tatham, R. L., Anderson, R. E., & Black, W. (1998). *Multivariate Data Analysis* (5th
ed.). London: Prentice-Hall International.

Haistead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource Effects on the Satisfaction
Formation Process. *Journal of the Academy of Marketing Science, 22*(2), 114-129.

Hunt, J. D. (1975). Image as a Factor in Tourism Development. *Journal of Travel Research,*
13(3), 1-7.

Jacoby, J., Chestnut, R., & Fisher, W. (1978). A Behavioral Process Approach to Information
Acquisition in Nondurable Purchasing. *Journal of Marketing Research, 15*(4), 532-544.

LaBarbera, P. A., & Mazursky, D. (1983). A Longitudinal Assessment of Consumer
Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process. *Journal of*
Marketing Research, 20(4), 393-404.

LaTour, S. A., & Peat, N. C. (1979). Conceptual and Methodological Issues in Consumer
Satisfaction Research. *Advances in Consumer Research, 6*(1), 431-437.

Lawson, F., & Baud-Bovy, M. (1977). *Tourism and Recreation Development.* London, Boston:
CBI Pub Co.

Martin, B. (2008). Exploring the cognitive-affective nature of destination image and the role of
psychological factors in its formation. *Tourism Management, 29*, 263-277.

Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism Management, 21*(1), 43-52.

Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric theory.* New York: McGraw-Hill.

Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing, 63*, 33-44.

Pearson, K. (1909). Determination of the Coefficient of Correlation. *Science, 30*(757), 23-25.

Prayag, G. (2009). Tourist's Evaluations of Destination Image, Satisfaction, and Future behavioural Intentions_The Case of Mauritius. *Journal of Travel & Tourism Marketing, 26*, 836-853.

Pritchard, M. P., & Howard, D. R. (1997). The Loyal Traveler: Examining a Typology of Service Patronage. *Journal of Travel Research, 35*(4), 2-10.

Russell, J. A., Ward, L. M., & Pratt, G. (1981). Affective quality attributed to environments: A factor analytic study. *Environment and Behavior*, 259-288.

Schroeder, T. (1996). The Relationship of Residents' Image of Their State as a Tourist Destination and Their Support for Tourism. *Journal of Travel Research, 34*(4), 71-73.

Stylidis, D., Shani, A., & Belhassen, Y. (2017). Testing an integrated destination image model across residents and tourists. *Tourism Management, 58*, 184-195.

Swan, J. E., Carroll, M. G., & Trawick, I. F. (1981). Effect of Participation in Marketing Research on Consumer Attitudes toward Research and Satisfaction with a Service. *Journal of Marketing Research, 18*(3), 356-363.

Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing, 70*(2), 163-178.

Tse, D. K., & Wilton, P. C. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Market Research, 25*(2), 204-212.

Wang, C., & Hsu, M. (2010). The Relationships of Destination Image, Satisfaction, and Behavioral Intentions: An Integrated Model. *Journal of Travel & Tourism Marketing, 27*, 829 - 843.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Managment, 26*(1), 45-56.

Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management, 40*, 213-223.