

The Antecedent of Revisit Intention of Domestic Honeymoon Tourists to Phuket

ปัจจัยที่ส่งผลต่อความตั้งใจในการกลับมาท่องเที่ยวซ้ำของคู่อัมานนิมูนภายในประเทศ ณ เกาะภูเก็ต

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ผู้ช่วยศาสตราจารย์ และผู้อำนวยการหลักสูตรปริญญาโท การจัดการอุตสาหกรรมบริการและการท่องเที่ยว บัณฑิตวิทยาลัย มหาวิทยาลัยอัสสัมชัญ

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Abstract

As economic impacts of honeymoon tourism are substantial, this study employed stimulus-organism-response (SOR) theory to scholarly expand the knowledge of revisit intention of domestic honeymoon couples traveled to Phuket with the aim to examine the direct and indirect impacts of perceived value (PV), travel experience (TE), destination attributes (DA), and destination image (DI) on tourist satisfaction (TS), which consequently influence their revisit intention (RI). Based on an exploratory sequential mixed method design approach, the data collection was performed through 26 in-depth interviews and questionnaire survey ($n = 468$). The structural equation modeling technique was employed to examine the causal relationships among the latent variables and to test the hypotheses.

Destination image, travel experience, perceived value (money), and perceived value (quality) of the domestic honeymoon couples were found to significantly affect tourist satisfaction which further influenced revisit intention. Surprisingly, a factor of destination

attributes had no effect on tourist satisfaction; however, destination attributes still had a significant positive effect on revisit intention. This study contributes to academic insight of the honeymoon tourism and augments literature in this topic as well as advises the practitioners in hospitality and tourism in Phuket to appropriately prioritize in practice.

Keywords: Perceived Value, Travel Experience, Destination Attributes, Destination Image, Revisit Intention

บทคัดย่อ

เนื่องจากความสำคัญของการท่องเที่ยวชั้นนิมูน การวิจัยนี้ใช้ทฤษฎีสิงกระตุ้น-การประเมินผลภายในการตอบสนองเพื่อขยายความรู้ทางวิชาการในเรื่องความตั้งใจกลับมาท่องเที่ยวซ้ำ ณ เกาะภูเก็ตของคุ้ยชั้นนิมูนในประเทศไทย โดยมีวัตถุประสงค์เพื่อตรวจสอบผลกระทบทั้งทางตรงและทางอ้อมของคุณค่าการท่องเที่ยว ประสบการณ์ท่องเที่ยว คุณลักษณะของจุดหมายปลายทางและภาพลักษณ์ของจุดหมายปลายทางต่อความพึงพอใจของนักท่องเที่ยวซึ่งส่งผลต่อความตั้งใจในการกลับมาท่องเที่ยวซ้ำ ตามแนวทางของรูปแบบเชิงสำรวจเป็นลำดับ การเก็บรวบรวมข้อมูลได้ดำเนินการโดยการสัมภาษณ์เชิงลึกจำนวน 26 คน และการสำรวจแบบสอบถามจำนวน 468 ชุด ใช้โมเดลสมการโครงสร้างเพื่อตรวจสอบความสัมพันธ์เชิงสาเหตุของตัวแปรແ奋进เพื่อทดสอบสมมติฐาน

ภาพลักษณ์ของจุดหมายปลายทาง ประสบการณ์ท่องเที่ยว คุณค่าการท่องเที่ยวด้านราคา และคุณภาพของคุ้ยชั้นนิมูนภายในประเทศไทยส่งผลอย่างมีนัยสำคัญทางสถิติต่อความพึงพอใจของนักท่องเที่ยวซึ่งส่งผลต่อไปยังความตั้งใจในการกลับมาท่องเที่ยวซ้ำ ถึงแม้ว่าคุณลักษณะของจุดหมายปลายทางไม่มีผลต่อความพึงพอใจของนักท่องเที่ยวหากยังคงส่งผลเชิงบวกอย่างมีนัยสำคัญต่อการกลับมาท่องเที่ยวซ้ำ การวิจัยนี้ก่อให้เกิดความเข้าใจเชิงวิชาการต่อการท่องเที่ยวชั้นนิมูนและเพิ่มเติมวรรณกรรม อีกทั้งให้คำแนะนำแก่ผู้ประกอบการด้านการบริการและการท่องเที่ยวในภูเก็ตเพื่อจัดลำดับความสำคัญในการปฏิบัติงานได้อย่างเหมาะสม

คำสำคัญ: คุณค่าการท่องเที่ยว ประสบการณ์ท่องเที่ยว คุณลักษณะของจุดหมายปลายทาง
ภาพลักษณ์ของจุดหมายปลายทาง ความตั้งใจในการกลับมาท่องเที่ยวซ้ำ

Introduction

Honeymoon tourism is a specialized choice of tourism (Winchester et al., 2011). They are a desirable target group in many destinations for the tourism business (Lee et al., 2010). As a honeymoon trip is a once-in-a-lifetime journey taken together by couples, it creates a wonderful experience for couples (Payne, 2015). The spending of honeymoon couples is significantly more than general travelers since they are willing to complete their romantic

dreams with fewer concerns for travel costs when they take a trip to a destination (Lee et al., 2010). Typically, honeymoon travel is held shortly after the couple is married (Color Whistle, 2020). However, honeymoon is being performed without marriage for some couples, also honeymoons are sometimes repeated due to special romantic occasions such as another anniversary of wedding or senior couples go once again on their honeymoon at the same destination they did during their younger period (Isański, 2013).

Phuket has variety of tourism characteristics and features (destination attributes), however Thai honeymoon couples see Phuket as an expensive destination (destination image). When compared to the total expense of traveling to Phuket, the Thai honeymoon couples prefer overseas travel for their special holiday (perceived value). They think it is worth to pay the same expense and they can enjoy exposing themselves to the new experiences (travel experience). Hence, the destination attributes, destination image, perceived value, and travel experience are important factors to be explored with the aim to study the travel behavior to achieve satisfaction and revisit intention of the domestic honeymoon couples.

Therefore, being able to identify which honeymoon tourism development aspects are necessary and important is essential to improve successful honeymoon strategy implementation. This study sought to find out the novel academic knowledge by examining the relationship of perceived value, travel experience, destination attributes and destination image on tourist satisfaction of domestic honeymoon couples traveled to Phuket as their honeymoon destination and accordingly influenced their revisit intention in the future.

Objectives

The research objectives are as follow: (1) to examine the role and impact of perceived value, travel experience, destination attributes, and destination image on tourist satisfaction of Thai honeymoon couples and consequently influences their revisit intention, (2) to investigate the role and impact of perceived value, travel experience, destination attributes, and destination image on revisit intention of domestic honeymoon couples, (3) to explore the role and impact of tourist satisfaction on revisit intention of domestic honeymoon couples, (4) to identify the extent to which antecedent variable having a direct impact on tourist satisfaction of Thai honeymoon couples, (5) to identify the extent to which antecedent variable having a direct impact on revisit intention of Thai honeymoon couples,

and (6) to identify the contribution of hospitality and tourism business providers in Phuket towards Thai honeymoon market.

Literature Review

Relationship of Perceived Value, Tourist Satisfaction, and Revisit Intention

Perceived value can be helpful factor to forecast the level of satisfaction and intention to revisit (Ranjbarian & Pool, 2015). Wang et al. (2017) found the positive relationship of perceived value on tourist satisfaction of tourists travelling by car from the world natural heritage site in China.

H1A: Perceived value has an effect on tourist satisfaction of domestic honeymoon tourists.

Puspitasari et al. (2019) accepted the significant influence of perceived value on revisit intention of tourists visiting Semarang, Indonesia. Moreover, Allameh et al. (2015) also found direct influence of perceived value on revisit intention when surveying the sport tourism in Iran.

H1B: Perceived value has an effect on revisit intention of domestic honeymoon tourists.

Relationship of Travel Experience, Tourist Satisfaction, and Revisit Intention

Newlyweds on their honeymoon exemplify a crucial segment of the tourism industry since many honeymoon couples consider their honeymoon trip as a once-in-a-lifetime experience (Jericó & Wu, 2017). Moliner et al. (2019) concluded that the travel experience with a tourist accommodation before, during, and after stay had a positive influence on their satisfaction.

H2A: Travel experience has an effect on tourist satisfaction of domestic honeymoon tourists.

Rosid et al. (2020) studied revisit intention of visitors in Indonesia and the findings revealed that visitor experience had a positive and significant direct impact on the revisit intention. Moreover, Wong and Li (2015) investigated Chinese tourists visiting Macau; the results identified the significance of travel experience on revisit intention.

H2B: Travel experience has an effect on revisit intention of domestic honeymoon tourists.

Relationship of Destination Attributes, Tourists Satisfaction, and Revisit Intention

Destination attributes are described as the features that fulfills the holidaymakers and creates a revisit intention (Güzel, 2017). A study of Srilal (2017) showed a strong positive relation between destination attributes and tourist satisfaction in Uva province, Sri Lanka.

H3A: Destination attributes have an effect on tourist satisfaction of domestic honeymoon tourists.

Thiumsak and Ruangkanjanases (2016) revealed that perceived satisfaction on destination attributes and perceived attractiveness on destination attributes were positively related to the revisit intention of tourists to Bangkok. Similarly, Mahdzar et al. (2015) conducted a survey in Malaysia and confirmed that destination attributes had significant and direct influence on revisit intention.

H3B: Destination attributes have an effect on revisit intention of domestic honeymoon tourists.

Relationship of Destination Image, Tourist Satisfaction, and Revisit Intention

Destination image shapes the decision-making of tourists, their comportment towards a certain destination, as well as their levels of satisfaction and their revisit intentions (Ksouri et al., 2015). Kanwel et al. (2019) explored the effect of destination image on tourist satisfaction in Pakistan and concluded that the destination image was positively correlated with tourist satisfaction.

H4A: Destination image has an effect on tourist satisfaction of domestic honeymoon tourists.

Kim (2018) confirmed that the tourists who formed a positive destination image toward destination consequently showed a greater level of satisfaction and had more possibilities to repeat their visits. Prayogo et al. (2016) indicated the positive and significant effect of destination image on revisit intention of domestic tourists who visited Umbul Ponggok, Indonesia.

H4B: Destination image has an effect on revisit intention of domestic honeymoon tourists.

Relationship of Tourist Satisfaction and Revisit Intention

Tourist satisfaction performs an important role to make the tourists revisit the destination (Alexandris et al., 2006). Garanti et al. (2019) confirmed that tourist satisfaction positively influenced revisit intentions to Iran as a future holiday destination.

H5: Tourist satisfaction has an effect on revisit intention of domestic honeymoon tourists.

Revisit Intention

The behavioral intentions of post-visit are useful for a forecast on a tendency of tourists whether they will be long-term customers who consequently generate constant earnings to the tourism business (Chen & Chen, 2005).

Stimulus-Organism-Response (SOR) Theory

This study conceptualized perceived value, travel experience, destination attributes, and destination image as stimuli (S); tourist satisfaction as organism (O); and revisit intention as response (R).

Conceptual Framework

The research framework was based on relevant literature in the tourism. The proposed conceptual framework of this study was developed from Badarneh and Som (2011), Lee et al. (2019), and El-said and Aziz (2019).

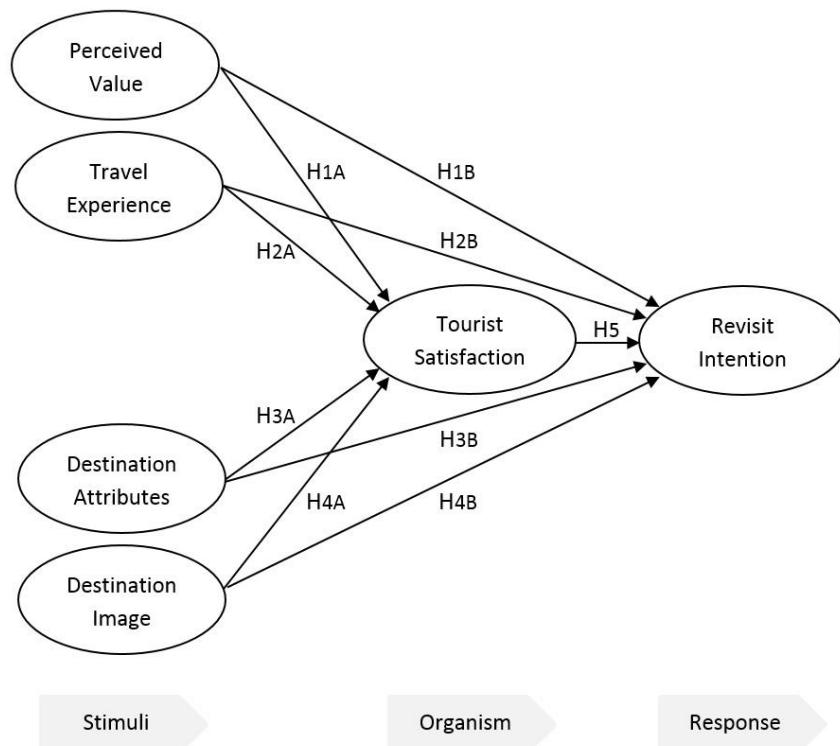


Figure 1: Conceptual Framework

Methodology

To achieve the research objectives, this research applied exploratory sequential mixed methods which included both qualitative and quantitative approaches. This study consisted of three parts which were literature review, in-depth interview, and collection and analysis of investigative and empirical data, respectively. To achieve a better insight into the dynamic effect of perceived value, travel experience, destination attributes, and

destination image on tourist satisfaction of the domestic honeymoon couples to examining their direct and indirect impact on revisit intention to Phuket. The review of literature was a source of ideas and concepts, and implied the knowledge on a topic. The in-depth interviews in a form of semi-structured interview were conducted with professionals dealing in the honeymoon tourism market, namely hotels, travel agents, and state agencies. The questionnaire survey with domestic honeymoon tourists were collected in Phuket. Subsequently, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) were applied to test the proposed hypotheses. The sampling in this study is non-probability sampling by an application of purposive sampling method.

Qualitative Approach: Exploratory Research

The in-depth interviews with 26 professionals from hotels, travel agents, and state agencies were conducted in Bangkok and Phuket from December 2020 to January 2021. The knowledge gained was useful for the collection and analysis of data as it essentially contributed to defining and developing the questionnaires and scale development for the quantitative approach as well as provided a clearer explanation and interpretation of the findings of the quantitative study, also not limited to the development of theoretical and practical implications. The findings from in-dept interviews concluded that an attractive honeymoon destination is a destination that the couple can spend time and explore new things together as they want to create a pleasant memorable experience that become a good memory for their once-in-a-lifetime trip that can enhance their affection, relationship and understanding. The attractive attributes of Phuket include beautiful beaches and islands, variety of activities and local foods, many attractions, wide range of accommodation, enchanting local culture, and various photo spots. Phuket also offers good value for money and services. However, Thai tourists see Phuket as an expensive destination that serves only overseas tourists. The in-dept interview participants agreed that perceived value, travel experience, destination attributes, and destination image have connections with the tourist satisfaction and revisit intention of the honeymoon couples.

Quantitative Approach: Questionnaire Survey

The questionnaire in this study was classified into three sections: introduction, profile of respondents, and questions. Questionnaire was prepared in English and Thai

language. A 5-point Likert scale of 35 questions for six constructs: perceived value, travel experience, destination attributes, destination image, tourist satisfaction, and revisit intention were used. The screening question was used to appropriately select the target respondents: 'I travel to Phuket with the purpose of honeymoon'. Only the respondents who answered 'Yes' were invited to participate in doing the questionnaire.

Sampling and Data Collection

The respondents were domestic honeymoon tourists which include (1) Thai couples, (2) Thai and non-Thai couples, and (3) non-Thai couples. The pilot test ($n=30$) was launched to confirm validity and reliability of the study. The data collection was conducted in Phuket during February 2021. The 500 questionnaires were distributed in various locations in Phuket, namely, Patong Beach, Kata Beach, Phuket Old Town, and Promthep Cape. There were 30 responses who failed to answer the screening question or completed the survey too fast, therefore there were 470 usable responses. The 2 responses were eliminated as the outliers, thereby a total of 468 responses were used for the data analysis.

Empirical Results

Sample Profiles

Descriptive information of the sample for this study showed that 50% were male and 50% were female. The majority of respondents visited Phuket with the purpose of other special romantic occasion (76.1%). Most of respondents came from Bangkok (25%), followed by the nearby provinces, Nakhon Si Thammarat (10.3%) and Krabi (10%), and most of them were Thais (90.4%). 162 respondents were between 25-30 years (34.6%) followed by age 31-35 years (26.1%). There were 194 respondents who married for more than two years (41.5%), followed by 130 newly married (27.8%). The education level of majority of the respondents were bachelor or college degree (77.6%). In term of occupation, most of the respondents were the company employee (37%). Majority of respondents had income of 15,000-30,000 THB (42.3%), followed by 30,001-60,000 THB (22.9%), and 60,001 THB or higher (22.2%).

Exploratory Factor Analysis (EFA) Results

There were six factors in the conceptual model, however the EFA results showed that the model should have seven factors, with a separation of perceived value into perceived value (money) (PVM) and perceived value (quality) (PVQ). Therefore, the

communalities result of seven factors and the model with seven factors were employed for further CFA analysis.

Confirmatory Factor Analysis (CFA)

Perceived value had a hidden underlying factor of perceived value in terms of 'money' and perceived value in terms of 'quality'. Once the perceived value was separated into two factors, the factor loading was improved, especially PV1 (from 0.44 to 0.80), PV2 (from 0.41 to 0.75), and PV6 (from 0.52 to 0.77). The model was improved and had a good fit: $\chi^2 = 1007.44$, $\chi^2/DF = 2.29$, $p < 0.000$, RMSEA = 0.05, CFI = 0.92, and AGFI = 0.85. The χ^2/DF was below 3 and CFI was above the recommended level of 0.90 which indicated a support for the modified model.

Reliability and Validity

According to Hair et al. (2010), 3 criteria were applied to eliminate problematic variables. These criteria include: (1) a variable is found to have cross-loadings, (2) a variable has communality lower than 0.50, and (3) a variable has factor-loading in factor pattern matrix greater than 0.40, therefore 3 items were deleted. The composite reliability of all constructs was acceptable with values ranging from 0.76 to 0.85, above the cut-off value of 0.70 (Hair et al. 2010). According to Fornell & Larcker (1981), Average Variance Extracted (AVE) greater than 0.40 is acceptable when composite reliabilities of all constructs exceeded the threshold of 0.60. The AVE of PVM = 0.60, PVQ = 0.44, TE = 0.49, DA = 0.54, DI = 0.48, TS = 0.47, and RI = 0.53. Therefore, the convergent validity of the measurement model was deemed to be supported. In this study, the discriminant validity was evaluated by two criteria: (1) comparing the AVE to the squared correlation coefficient among the constructs (Hair et al, 2010), and (2) all correlations across constructs must be below the threshold of 0.85 (Brown, 2006; Kenny, 2012). AVEs exceeded the squared correlation coefficients in the measurement model, except AVE of tourist satisfaction (0.47) was equal to the shared variance between destination image and tourist satisfaction (0.47), while the AVE of revisit intention (0.53) was lower than the shared variance between tourist satisfaction and revisit intention (0.61). Because the correlation of these items was below 0.85, this was considered non-problematic. Hence, discriminant validity of the measurement model was deemed to be acceptable. To this end, construct reliability and validity of all seven latent variables in this study was satisfactory.

Structural Equation Modeling (SEM)

During the EFA step, the perceived value variable was separated into two factors: PVM and PVQ. To get more accurate results, this variable was hypothesized as:

H1A1: Perceived value (money) has an effect on tourist satisfaction of domestic honeymoon tourists.

H1A2: Perceived value (money) has an effect on revisit intention of domestic honeymoon tourists.

H1B1: Perceived value (quality) has an effect on tourist satisfaction of domestic honeymoon tourists.

H1B2: Perceived value (quality) has an effect on revisit intention of domestic honeymoon tourists.

The conceptual model of this study and the hypothesized relationships among the constructs were tested in the structural model using AMOS27 with the maximum likelihood estimation function. The fit indices of the structural model provided satisfactory model fit:

χ^2 (DF) = 39.61 (3) ($p < 0.00$), $\chi^2/DF = 13.20$, CFI = 0.99, GFI = 0.98, and RMSEA = 0.03.

Hypotheses Testing

There were 11 hypotheses testing in this study. Among the factors having a positive and significant relationship on tourist satisfaction; destination image ($\beta = .54$) demonstrated the greatest influence, followed by perceived value (quality) ($\beta = .37$), travel experience ($\beta = .27$), and perceived value (money) ($\beta = .20$) respectively. For the factors having direct significant relationship on revisit intention; destination image ($\beta = .29$) also demonstrated the greatest influence, followed by destination attributes ($\beta = .20$), and travel experience ($\beta = .11$) respectively.

Table 1: Summary of Hypotheses Test Results

Hypothesis	Hypothesis Relationship	Path Coefficient	Standard Error	t-value (Sig.)	Result
H1A1	Perceived value (Money) → Tourist satisfaction	.20	.03	6.46***	Supported
H1A2	Perceived value (Money) → Revisit intention	-.16	.03	-4.93***	Supported
H1B1	Perceived value (Quality) → Tourist satisfaction	.37	.06	6.41***	Supported
H1B2	Perceived value (Quality) → Revisit intention	-.13	.07	-2.15**	Supported
H2A	Travel experience → Tourist satisfaction	.27	.04	7.14***	Supported
H2B	Travel experience → Revisit intention	.11	.04	2.87**	Supported
H3A	Destination attributes → Tourist satisfaction	-.05	.04	-1.25	Not supported
H3B	Destination attributes → Revisit intention	.20	.04	5.25***	Supported
H4A	Destination image → Tourist satisfaction	.54	.04	12.65***	Supported
H4B	Destination image → Revisit intention	.29	.05	6.02***	Supported
H5	Tourist satisfaction → Revisit intention	.70	.04	15.35***	Supported
*** $p < .001$; ** $p < .01$; * $p < .05$					
Fit statistics					
χ^2 (DF)		39.61 ⁽³⁾ ($p < .001$)			
χ^2/DF		13.20			
CFI		.99			
GFI		.98			
RMSEA		.03			

CFI and GFI were above 0.95 and RMSEA was lower than 0.05 which indicated a good fit of the model.

Mediation Evaluation

As one of main objectives of this study aimed to explore the role and impact of tourist satisfaction on revisit intention of domestic honeymoon couples traveled to Phuket, the mediation effects of tourist satisfaction on revisit intention were tested. To ensure the test result, indirect effects were analyzed via the Bootstrapping Approach. In this study, the test result showed a confidence interval at 95%.

Table 2: Mediation Effects on Revisit Intention via Tourist Satisfaction (n = 468)

Structural Path	Bootstrapping Approach		Mediation
	Indirect Effect with a mediator <i>Std. Estimate</i>	95% CI [Upper, Lower]	
PVM → TS → RI	0.160 (<.01)	[0.084, 0.163]	Full mediation
PVQ → TS → RI	0.118 (<.01)	[0.103, 0.237]	Full mediation
TE → TS → RI	0.157 (<.01)	[0.101, 0.220]	Partial mediation
DA → TS → RI	-0.033(0.264)	[-0.102, 0.034]	NS, no mediation
DI → TS → RI	0.269 (<.01)	[0.213, 0.351]	Partial mediation

This study tested a rival model, or the original model that first proposed in theoretical framework. The fit indices of the rival model were as follows: chi-square (χ^2) = 28.64 (DF = 3, p < .0001), χ^2/DF = 9.55, GFI = 0.98, CFI = 0.99, and RMSEA = 0.13. The original model yielded poor model fit statistics relative to competing model. In addition, the results of convergent and discriminant validity test showed that the original model had validity issues, as shown in Table 3.

Table 3: Comparison of Models

Fit Measures	Fit Guideline	Original Model	Competing Model
χ^2		28.64	39.64
χ^2/DF		9.55	13.20
GFI	≥ 0.95	0.98	0.98
CFI	≥ 0.95	0.99	0.99
RMSEA	≤ 0.05	0.13	0.03

The competing model showed GFI and CFI above the recommended level at 0.95, and RMSEA was lower than 0.05, which indicated a support for the competing model.

According to Hair et al. (2010), the cut-off value of construct reliability is 0.70, while the original model shows the CR values ranging from 0.01 to 0.16, much lower than the cut-off value. For convergent validity, the average variance extracted (AVE) must be greater than 0.40 (Fornell & Larcker, 1981). However, all AVE values in the original model were lower than 0.40 (PV = 0.07, TE = 0.05, DA = 0.02, and DI = 0.10). In addition, the discriminant

validity results showed that all squared correlation coefficients in the original measurement model exceeded the AVE values. This raised problematic in discriminant validity. Hence, construct reliability and validity of the original model was unsatisfactory.

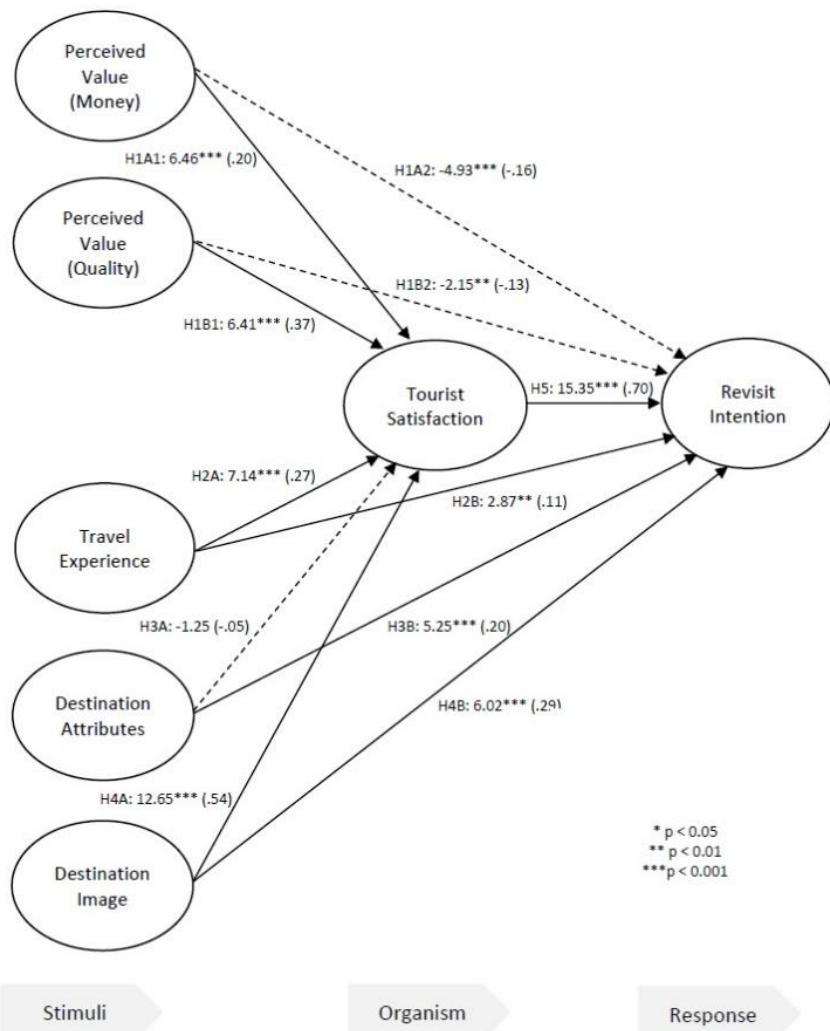


Figure 2: Structural Equation Modeling Results

Discussion and Recommendations

The perceived value has not been clearly identified into two separated factors, perceived value (money) and perceived value (quality) in the context of honeymoon tourism; instead, they had been explained only the perceived value (Reisenwitz, 2013). From the findings, perceived value (money) and perceived value (quality) had tourist satisfaction as a key mediating factor to positively motivate revisit intention, therefore the

service providers should emphasize on creating the value in the judgments of domestic honeymoon couples. Previous studies mentioned that honeymoon couples are willing to pay, spend more than regular tourists, and are less sensitive to price (Sardone, 2019; Jericó & Wu, 2017; Ünal et al., 2017; South Pacific Tourism Organization, 2015; Winchester et al., 2011; Yin, 2007), however, the findings of this study revealed that they need to see value in terms of money and quality to be satisfied and enhance their revisit which supported the study of Lee et al. (2020); Fakfare & Lee (2019); Lee et al. (2010); Rattanaumpol (2004), the reasonable cost was needed in the destination's selection process as not every honeymoon couple was able to pay for up-scale travel cost. Furthermore, Thai honeymoon couples prefer an all-inclusive package as they want to know the total expense in advance without any surprise of any additional cost during their stay, however, they would rather select the package that is flexible in terms of locations, services, period of stay, and expired date. This is confirmed by the study of Herjanto and Gaur (2014), concluded that the absence of flexibility in policy of service providers such as booking, and cancellation caused the romantic tourist's dissatisfaction. As the unique travel experience was an important influencing factor for the honeymoon couples to visit a destination (Giampiccoli, 2017). This study found that the structural relationship between travel experience and tourist satisfaction, and the structural relationship between tourist satisfaction and revisit intention was in the positive path and significant. Therefore, the service providers should generate an impressive, memorable, different, and unique travel experience for the honeymoon couples by focusing on privacy and local attachment as they love to spend time exploring new things and doing differently from their daily life together to enhance their satisfaction and revisit intention. The destination attributes that were studied by many scholars in the honeymoon tourism context (Lee et al., 2020; Liu et al., 2019; Fakfare & Lee, 2019; Ünal et al., 2017; Jericó & Wu, 2017; Siribowonphitak, 2015; Gomaa, 2013; Winchester et al., 2011; Lee et al., 2010; Rattanaumpol, 2004) showed no effect on tourist satisfaction. However, it had the direct influence on revisit intention. Therefore, the service providers in the scale of private and public sectors should help improving the quality of destination attributes such as the beaches, attractions, accommodations, facilities, infrastructures, transportations, restaurants, shopping places, local foods, service staff, and photo spots because these are the important attributes that could directly influence the revisit intention of the honeymoon

couples who are familiar with the destination and already had a sense of attachment to Phuket from their previous visit. Furthermore, the findings showed that destination image significantly had both direct and indirect effect on revisit intention. The study of Rattanaumpol (2004), the destination image of Phuket as a honeymoon destination for Thai couples impacted perception of honeymooners significantly. Therefore, developing and promoting the destination image by focusing on an all-in-one destination, one destination fits all expectations and budgets, beautiful sea-sand-sun, variety of well-designed beach resorts, activities, and attractions, rich local foods and cultures, and various photo spots, all at affordable and consistent in price, with easy access to and within the island, and hospitable service staff offering an unforgettable journey to domestic honeymoon couples could influence tourist satisfaction which consequently effect revisit intention.

Research Implications

This study has expanded scholarly insight of the honeymoon tourists and augmented literature in this topic. The findings of this study could broaden the awareness to achieve tourist satisfaction of the domestic honeymoon couples as well as the knowledge about the determinants of revisit intention in the context of beach destinations in Thailand. The academic can utilize and develop the measurement tool for future research related to the research in honeymoon and wedding planning management. In addition, the findings are helpful to the local tourism professionals and local state tourism agencies in building the competitiveness of a destination, effective advertisements, and nice packages to attract more domestic honeymoon couples especially after the pandemic and during the off-seasoned period. To develop the honeymoon tourism in Phuket, referring to the findings, the state agencies and private service providers could give priority on destination image, perceived value (quality), travel experience, and perceived value (money) respectively to achieve tourist satisfaction which could further influence revisit intention, as well as prioritize on destination image, destination attributes, and travel experience respectively to directly enhance revisit intention of the domestic honeymoon couples. The service providers could emphasize on tourist satisfaction as a crucial key to success as it showed the strongest effect on revisit intention. The local tourism professionals and local state tourism agencies could perform the survey to monitor perspective of Thai honeymoon couples towards Phuket by highlighting on destination image, such as beautiful beaches, exciting shopping places, exceptional hospitable service staff,

interesting attractions, and romantic reputation; travel experience such as privacy, serenity and carefreeness, and recreational activities; perceived value (quality) such as the quality of honeymoon trip, romantic gateway's activities, accommodation, and offered privileges; perceived value (money) such as the price of honeymoon trip, honeymoon package, cost of attractions and activities, and offered privileges; as well as overall tourist satisfaction. This could help the destination to plan for an effective resource management to maximize the benefit of destination by focusing on the policies to give the guideline for the private entrepreneurs or businesses. Also, the local tourism professionals and local state tourism agencies could employ demographics information in strategic plan to yield the benefit both for the tourists and service providers.

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