

**ANTECEDENTS OF TOURIST SATISFACTION AT  
UNIVERSAL STUDIOS THEME PARK IN BEIJING**



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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS  
ADMINISTRATION IN INDUSTRIAL BUSINESS ADMINISTRATION  
KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG  
BUSINESS SCHOOL**

**KING MONGKUT'S INSTITUTE OF TECHNOLOGY LADKRABANG**

**2023**

**KMITL-2023-KBS-M-097-002**

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## ABSTRACT

This study aims to investigate the factors that influence tourist satisfaction at Universal Studio Theme Park in Beijing. Utilizing regression analysis, the relationships between various predictor variables and tourist satisfaction were analyzed. The research employed a questionnaire as the primary data collection instrument, and data were gathered using convenience sampling, resulting in a sample size of 385 respondents. The analysis involved examining standardized coefficients, t-values, p-values, and Variance Inflation Factors (VIF).

The results reveal that destination brand image, perceived value, service quality, transportation and safety, and emerging technology exhibit positive standardized coefficients, indicating that higher levels of these variables are associated with increased levels of tourist satisfaction. The overall model accounted for approximately 31.4% of the variance in tourist satisfaction at Universal Studio Theme Park in Beijing. These findings offer valuable insights into the factors influencing tourist satisfaction and provide implications for park management to enhance the overall tourist experience. Future research can build on these findings by exploring additional factors and devising strategies to further improve tourist satisfaction in the theme park industry.

## ACKNOWLEDGEMENT

Firstly, I would like to take this opportunity to express my deep gratitude to my esteemed advisor, Assoc. Prof. Dr. Nuttawut Rojniruttikul, for his invaluable guidance and direction throughout the research process. His unwavering support and expertise have been instrumental in helping me successfully complete this study and have contributed significantly to my growth in critical thinking, research skills, and innovation.

I also extend my sincere thanks to all the other academic personnel who have provided me with invaluable support and assistance during the course of this project.

I am especially grateful to my friends who have generously reviewed my work and provided constructive feedback that has helped me improve the quality of my research.

Lastly, I want to express my heartfelt appreciation to my parents, whose constant encouragement and unwavering support have been a source of strength and inspiration throughout my academic journey.

Hao Chen

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# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

A theme park is a profit-oriented park that covers an area and invests to a certain scale, implements closed management, has one or more specific cultural tourism themes, and provides tourists with paid leisure experience, cultural and entertainment products or services. It is generally believed that theme parks originated in the Netherlands and developed in the United States, and the world's first large-scale theme park was established in California (Waysdorf & Reijnders, 2018). As one of the most attractive tourist destinations in post-modern times, theme parks are rapidly expanding globally, gradually evolving into an integrated project of cultural connotation, recreation and service facilities (Gabe, 2021).

There are currently five Universal Studios theme parks in the world, of which Universal Studio Theme Park in Beijing is the third Universal Studios theme park in Asia and the fifth Universal Studios theme park in the world. The remaining Universal Studios are Universal Studios Hollywood in Los Angeles, Universal Studios Orlando in Florida, Universal Studios Osaka in Japan and Universal Studios Sentosa in Singapore (Tasci & Milman, 2019). Beijing Universal Studio located south to the east of downtown Beijing. Universal Studio Theme Park in Beijing has been conducting research and preliminary work on the project since around 2001. The project is funded by Universal Pictures and Beijing Travel Group, with a total investment of tens of billions of dollars. On September 1, 2021, trial operation will begin. The park will be officially opened on September 20, 2021. Universal Studio Theme Park in Beijing, which opened on National Day, has become the "top stream" of the theme park industry in China. Since its opening on Sept 20, Universal Studio Theme Park in Beijing has led the Beijing area in terms of travel searches in China, according to Qunar. Universal Studios has also become the most popular entertainment destination to visit during the National Day holiday. According to a report released by online travel platform Qunar, the average spending per visitor to Universal Studios during the National Day holiday will be about 3,300 yuan. Tourists who

come not in the peak season spend about 2,500 yuan per person. Earlier, topics such as people spending 3,000 yuan and 5,000 yuan a day at Universal Studio Theme Park in Beijing were also popular on social media platforms.

Meanwhile, China Report reporters noticed negative comments on several social media platforms about long queues, queue-jumping tourists and expensive accommodation. One of the bloggers said on the social media platform that after checking into a theme room at Universal Studios Hotel for 2,800 yuan a night, he found that the hotel did not brush the toilet, change the pillowcase and wash the water glass. As the popularity of Universal Studio Theme Park in Beijing' tourists increases, negative news about Universal Studio Theme Park in Beijing also appears on the Internet one after another, such as: "Staff taking upskirt photos of tourists", "Deception roller coaster hovering in mid-air", "hotel towels do not change, toilet does not wash", "high accommodation fees", "tourists do not queue", "poor service quality" and other negative news, therefore, the service quality of Universal Studio Theme Park in Beijing has triggered hot discussion. A tourist who has visited Universal Studios around the world told the Business School reporter: "It's all very good, but some of the performing arts projects are performed by Chinese people. Without the foreign language environment, the whole thing seems strange and there is no sense of immersion."

At present, as the Universal Studio Theme Park in Beijing has been open for one and a half years, tourists' comments on the Universal Studio Theme Park in Beijing also appear uneven. Some tourists commented on Universal Studios on the Internet, saying that the service quality of Universal Studio Theme Park in Beijing could not keep up with the price of tickets, and that they would not go to Universal Studio Theme Park in Beijing again. Therefore, when the tourists have passed the "hunger marketing" and "freshness period" for Universal Studio Theme Park in Beijing, how to continue to improve the satisfaction of consumers, this is worth thinking about the operator. Therefore, this study summarizes the existing literature and negative news reports about Universal Studio Theme Park in Beijing, and analyzes their impact on tourists from five aspects, namely, destination brand image, perceived value, transportation and safety, service quality, and emerging technology how to impact on tourist satisfaction.

## 1.2 Research Objectives

1. To identify the level of tourist satisfaction in the Universal Studio Theme Park in Beijing.
2. To investigate the factors that influence tourist satisfaction in Universal Studio Theme Park in Beijing.

## 1.3 Research Question

1. What is the current level of tourist satisfaction of Universal Studio Theme Park in Beijing?
2. How can the Universal Studio Theme Park in Beijing improve tourist satisfaction based on the identified influencing factors?

## 1.4 Research Significance

The problem of tourist complaints encountered by Beijing Universal Studios in the development process is not unique to this theme park, but a common problem faced by the entire theme park tourism industry (Wu & Han, 2022; Milman, Tasci, & Wei, 2020). This study aims to contribute to the knowledge system of improving visitor satisfaction in theme parks by investigating the actual situation of tourists in Universal Studios Beijing and providing relevant inspiration for the operation and management of other theme parks (Havard, 2020).

According to the survey and research, with the increase in people's demand for tourism and leisure, the improvement of economic level, the change of leisure style and aesthetic demand, and the improvement of scientific and technological level, China's theme park industry is also constantly innovating and developing (Beeton & Seaton, 2018). The construction and operation of theme parks need to comprehensively consider various factors, such as theme park location, theme IP, investor decision-making, brand image, market demand, and other factors (Han et al., 2021; Kong et al., 2022). They are all factors that affect the sustainable development of theme parks. The theme park provides personalized and diversified theme IP parks for target groups by constantly adapting to consumer needs (Babaev, Babaeva & Ganshina, 2019). At the same time, continuous self-reform will bring a positive influence on the sustainable development of the industry.

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Successful theme park development can not only drive local economic development but also create jobs. On the other hand, as far as the current situation is concerned, the blind development and poor management of theme parks have also exposed many problems that still exist in the development of theme parks (Waysdorf & Reijnders, 2018). For example, the themes of theme parks are not distinctive, most of the contents are similar, the themes lack cultural connotation, high ticket prices and product prices in scenic spots, safety, weak brand awareness, flaws in planning and design, lack of sustainability in operations, neglect of tourist experience, etc (Milman & Tasci, 2018). As a representative of theme parks, Beijing Universal Studios is also facing operational challenges. How to improve the satisfaction of tourists is also a problem that Universal Studios Beijing pays special attention to. Therefore, the significance of this study mainly summarizes from two aspects, one is academic significance, and the other is practical significance.

As for theoretical significance, based on previous research results on the relationship among tourists' destination brand image, perceived value, transportation and safety, service quality, emerging technology, and tourist satisfaction, this study proposes that it is in line with the actual development of theme parks by means of empirical research. They are combined with the characteristics of the theme park itself. Explore the factors on tourist satisfaction, and deepen the theoretical research of tourist satisfaction.

In terms of practical significance, from the perspective of tourists' perception, this study not only helps managers to examine tourists' needs, provide better services, and obtain good economic and social benefits but also helps to promote the development of the service model of the entire industry and promote the sustainable and healthy development of tourism. At the same time, this study provides practical suggestions for managers of theme parks to evaluate their own services in a scientific, efficient, and timely manner by constructing a measurement system for the perceived quality of visitors in theme parks.

## **1.5 Research Scope**

### **1.5.1 Population and Sample**

This research study focuses on examining tourist satisfaction at Universal Studios theme

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park in Beijing. It is important to note that the exact size of the overall population from which the sample was drawn remains unknown in this study. The sample selection process involved targeting tourists who had visited the theme park. A total of 385 valid questionnaires were collected from this group of tourists for data analysis and evaluation.

### **1.5.2 Variables**

Independent variable: destination brand image, perceived value, transportation and safety, service quality, emerging technology

Dependent variable: tourist satisfaction

### **1.5.3 Period of Study**

The study is conducted over a one-month period for the purpose of data collection in June 2023. During this timeframe, data is collected from various tourists and subsequently analyzed to achieve the research objectives.

### **1.5.4 Area for the Study**

Contents related to the research area include choosing tourists who have visited Universal Studio Theme Park in Beijing as the main survey area and explaining why tourists who have already visited Universal Studio Theme Park in Beijing are chosen as the research site.

## **1.6 Definition of Terms**

### **Destination Brand Image**

Destination Brand Image refers to the overall perception and reputation of the theme park among visitors. It encompasses the dimensions of distinctive Characteristic, Top-of-Mind Association, Expectation Alignment, Brand Recognition and Rich and Distinctive Theme Projects.

### **Perceived Value**

Perceived Value refers to the subjective assessment of the benefits derived from engaging in the experiential projects, playing games, and exploring the theme park. It encompasses happiness enhancement, stress relief, relationship enrichment, knowledge and horizon expansion, and exceeding expectations.

### **Transportation and Safety**

Transportation and Safety refers the evaluation of the comfort, affordability, availability, and suitability of transportation services, as well as the measures, protocols, facilities, and equipment in place to ensure the well-being and security of visitors.

### **Service Quality**

Service Quality refers to the assessment of various aspects related to the staff's behavior, promptness of service, knowledge about the scenic area, provision of assistance and information, and meeting visitors' expectations consistently.

### **Emerging Technology**

Emerging Technology refers to the utilization of innovative technologies, such as smart devices, mobile software, virtual reality, dynamic simulation, and various interactive experience activities, to enhance the convenience, amusement experience, immersion, and atmosphere of the theme park.

### **Tourist Satisfaction**

Tourist Satisfaction refers to the positive evaluation and contentment of tourists with various aspects of their experience at Universal Studios Theme Park in Beijing. It encompasses satisfaction with pricing, activities, service, amusement experience, and the intention to recommend the park to others.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter has a comprehensive review of literature related to tourist satisfaction in tourist attractions, provide relevant concepts, theories and research methods, and give a detailed introduction to the basic situation of Universal Studio Theme Park in Beijing theme Park, aiming to provide sufficient theoretical support and empirical basis for this research. The literature review is divided into the following parts.

2.1 Overview of Universal Studio Theme Park in Beijing

2.2 Concept and Theory for Tourist Satisfaction

2.3 Concept and Theory of Destination Brand Image

2.4 Concept and Theory of Perceived Value

2.5 Concept and Theory of Service Quality

2.6 Concept and Theory of Transportation and Safety

2.7 Concept and Theory of Emerging Technology

2.8 Related Theories

2.9 Related Research

2.10 Hypothesis Development

#### **2.1 Overview of Universal Studio Theme Park in Beijing**

##### **2.1.1 Historical and Cultural Context**

Universal Studios Beijing is a joint venture between Universal Pictures, a globally recognized theme park operator, and the Beijing municipal government. The project represents Universal Pictures' third theme park in the Asia-Pacific region and its first venture in China. Preparations for the project began in 2014, and construction officially commenced on September 20, 2019. Although the park was originally scheduled to open to the public on the same date in 2021, it was postponed due to the pandemic and eventually opened on September 20, 2021. Universal Studio Theme Park in Beijing Theme Park covers a sprawling

area of approximately 400 hectares and is located in Yujiapu Town, Tongzhou District of Beijing, in close proximity to Beijing's new airport and approximately 50 kilometers from the city center. As the first international-level theme park in Beijing and northern China, the project is themed around classic films and TV series from Universal Pictures and promises visitors a range of engaging and interactive experiences, including movie-themed rides, dining, shopping, entertainment performances, and more.

### **2.1.2 Scenic Area Scale and Facilities Introduction**

Universal Studios Beijing is divided into seven themed areas, which draw inspiration from the popular film and television productions of Universal Pictures, such as Harry Potter, Jurassic Park, Myst, Despicable Me, World of Warcraft, Transformers, and Magic Crystal. Each area is designed with unique rides, dining and shopping experiences, and buildings and landscapes that reflect the theme. Notably, the Harry Potter-themed area is considered the main attraction of Universal Studios Beijing. It is modeled after the Hogwarts School of Witchcraft and Wizardry from the Harry Potter movies and features replicas of the ancient complex, including Hogwarts Castle and the Forbidden Forest, among others. Tourists can immerse themselves in the wizarding world of Harry Potter through various themed rides, such as the Wizarding Academy, hover car, bat nest, broomstick, and Magic bus.

Moreover, Universal Studios Beijing offers a series of world-class shows, including the Magic Show of Harry Potter and the Water World of the Future Show. These shows exhibit sophisticated and superb film production and provide tourists with an unprecedented audio-visual experience.

Regarding tourist services, Universal Studios Beijing provides various types of restaurants, cafes, shopping centers, and rest areas. Free WiFi services, emergency medical services, and special security checkpoints where drinks can be taken are also available. Additionally, guided tours are offered in Chinese, English, Japanese, Korean, French, German, Russian, Spanish, and Italian, enabling both domestic and foreign tourists to better understand the historical and cultural background of the scenic area.

### **2.1.3 Analysis of Tourist Scale and Characteristics**

Since its opening, Universal Studios Beijing has experienced a steady increase in the number of visitors annually. In 2019, the park welcomed approximately 7 million visitors, representing a year-on-year increase of approximately 20%. Domestic tourists make up the majority of visitors, with a smaller number of international tourists.

Official data from Universal Studios Beijing and market research agencies indicate that the park's visitors are primarily young people, families, and students. Of these groups, young people make up the largest proportion of visitors. They are particularly interested in amusement facilities and visual effects, favoring exciting and challenging rides, as well as the park's creativity and thematic background. Hou and Tian (2020) conducted a questionnaire survey on visitors to Universal Studios Beijing to investigate their demographic characteristics, travel motivations, and park experiences. Results show that visitors tend to be younger, with entertainment and leisure being the main motivations for visiting the park. Overall, visitors report positive experiences at the park.

Family visitors consist mainly of parents and children, who prioritize parent-child amusement programs and family interaction programs. Student visitors, on the other hand, are primarily primary and middle school students, with high expectations for the educational and entertainment value of the park, and a particular interest in educational amusement programs.

Additionally, visitors to Universal Studios Beijing tend to arrive at the park in the afternoon, with fewer visitors in the morning and evening. This poses a challenge for the park's operation and management, requiring precise marketing and scheduling of tour projects to accommodate the visitors' preferences.

## **2.2 Concept and Theory for Tourist Satisfaction**

The concept of tourist satisfaction began to spread widely in the 1980s. Under the harsh business competition environment, it is an inevitable product of economic development that companies propose solutions to understand tourist satisfaction in order to improve their competitive advantages. Tourist satisfaction is a key driver of corporate profit growth and performance, as well as a necessary prerequisite for customer loyalty, since customers are the

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primary source of corporate economic income. A major point of contention in conceptual research on tourist satisfaction is whether satisfaction is a cognitive process (due to frustrated expectations) or a post-purchase emotional state. Otto, Szymanski & Varadarajan (2020) believe that tourist satisfaction is a reflection of cognitive process and emotional state at the same time, because whether tourist satisfaction is a psychological and emotional feeling that agrees or disagrees with the cognitive process.

Tourist satisfaction refers to the behavioral phenomenon of tourists determined by emotional and cognitive factors in tourism activities (Azhar et al.,2019). The overall satisfaction of tourists is a process in which tourists evaluate tourist destinations based on their expected ideas, and it is also an important criterion that affects whether tourists will revisit and recommend to others (Biswas et al.,2021). That is, tourists with high satisfaction will tend to recommend tourist destinations to others, while tourists with low satisfaction will not choose to visit again but may also bring dissatisfaction to other potential tourists. Customers who are satisfied with a product are more likely to choose the same brand again than customers who are dissatisfied.

### **2.3 Concept and Theory of Destination Brand Image**

Brand image is a characteristic symbol in the minds of the public, based on the essence and value of the brand, and then affects consumers' emotions and cognition. Due to the rapid development of the times, brands are becoming more and more standardized, and the similarity of brands in the same category is getting higher and higher. If you want to gain an advantage in the fierce competition, you must create its exclusive image in the minds of consumers. A visual brand will bring consumers a greater inner feeling, and make consumers feel satisfied after hearing or seeing it, and they are willing to publicize and promote it from the bottom of their hearts. This kind of psychological feeling and aesthetic experience prompts enterprises to pay more and more attention to brand image, gradually shifting from disseminating tangible products to disseminating intangible brand image.

Destination brand image is an exclusive name and logo established by a tourist destination by virtue of its own tourism resources, culture and services. Its brand function shows the

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difference between itself and competitors, emphasizes its own distinctive features, and is a comprehensive summary formed by tourists after experiencing tourism activities and related matters. Facing the rapid development of the tourism industry, its market competition is becoming more and more fierce. In the face of various tourism information, a strong tourism brand image is the key to attracting tourists to "visit here", and it also represents the core competitiveness of the destination. Philip Kotler, the author of "Tourism Marketing", once discussed the marketing of tourist attractions. He believes: "The image of the destination is the key factor for the success of brand communication. It is an effective way to convey information to potential customers." Curiosity and longing for tourist attractions in their hearts can drive them to go, especially in the process of planning and shaping the brand image of the destination.

#### **2.4 Concept and Theory of Perceived Value**

The customer perceived value is an important criterion for judging consumer experience. It requires companies to judge the value of products and services from the standpoint and perspective of consumers. It is one of the most important indicators in the market field to help companies gain competitive advantages. Since the middle and late 1980s, the concept of customer perceived value has gradually appeared in people's field of vision.

Wang et al. (2019) concluded by summarizing the existing definitions of customer perceived value that customer perceived value is a dynamic concept, and customers have value in the three processes of pre-purchase, consumption and after consumption. Perception process, which refers to the three stages of value perception as customer expected value, customer perceived value and total customer value. The diversity of perceived value concepts is one of the reasons for the multidimensional measurement of perceived value and the diverse relationship with other variables. So far, there is no uniform standard for the concept of customer perceived value. Scholars such as Zeithaml, Woodruff, Gale, etc. expressed their opinions according to different research situations and construction methods, and established their own conceptual systems of customer perceived value. Zeitham believes that customer perceived value refers to the comprehensive evaluation of product utility based on the benefits obtained from purchasing goods and the price paid. Li & Shang (2019) emphasized that the

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perceived value of tourists is a transaction, and tourists pay time or money in exchange for the experience of traveling to tourist destinations. Kusumawati & Rahayu (2020) concluded by summarizing the existing definitions of customer perceived value that customer perceived value is a dynamic concept.

The measurement of customer perceived value can be divided into single-dimensional perspective and multi-dimensional perspective. The single-dimensional perspective believes that perceived value is the comprehensive evaluation of consumers for purchased products or services. The multidimensional perspective assumes that consumers evaluate the value of purchased products or services through two or more criteria or dimensions. Each point of view has its own advocates and convincing evidence and applies to different research situations and research content.

## **2.5 Concept and Theory of Service Quality**

Service quality is defined as a measure of the level of service provided by common services by meeting the needs and wishes of customers and balancing customer expectations with accurate delivery. Therefore, there are two main factors affecting service quality: expected service and perceived service. If the perceived service is consistent with the expected service, the quality of said service will be considered good or positive. If the perceived service exceeds the expected service, the quality of service is considered ideal. Conversely, if the perceived service is worse than the expected service, the service quality is considered negative or poor. Therefore, the level of service quality depends on the service provider's ability to meet customer expectations.

Quality is a word for service providers and is something that must be done well. Service quality contributes significantly to the formulation of differentiation, positioning and competitive strategies of every marketing organization, including manufacturing and service providers. Numerous empirical bases conclude that profitability, market share, return on investment, asset turnover, cost efficiency, tourist satisfaction, customer loyalty, money collection are related to an organization's perception of service quality or services.

Through a series of studies on different service industries, Parasuraman successfully identified ten main dimensions of service quality, namely, reliability, responsiveness, access, courtesy, communication, trustworthiness, security, ability to understand customers, and physical evidence. However, after further research, they stopped the overlap between the above mentioned dimensions. Therefore, they simplified these ten dimensions into the main dimensions, namely: competence, courtesy, reputation, and safety, which translate into assurance. And the ability to access, communicate and understand customers is built into empathy. Therefore, the main dimensions in order of relative importance are as follows:

#### 1) Reliability

The reliability dimension is a dimension that measures the reliability of the company's service to customers. This dimension includes two aspects, the ability of the company to deliver the service as promised, and the second aspect is the extent to which the company can provide the service accurately or without errors. There are three big things companies can do to improve reliability. One is to form a "no-error" or "error-free" work culture. Second, the company needs to prepare the infrastructure that will enable the company to provide "error-free" service. This can be achieved by providing ongoing training and enhancing teamwork. Third, testing is required before a service is launched to see the level of reliability of that service. Components or elements of the reliability dimension look at the actual level of a service before detailing it. A component or element of the Achievability dimension is the firm's ability to provide services appropriately and charge fees in a timely manner.

#### 2) Responsiveness

Responsiveness refers to a company's ability to deliver services in a fast and responsible manner, directly executed by its employees. Responsiveness fosters a positive perception of the quality of service provided. Including if service delivery fails or is delayed, the service provider seeks immediate correction or minimization of consumer losses. This dimension emphasizes the attention and speed of employees interested in customer requests, questions, and complaints. Thus, the components or elements of this dimension include the readiness of employees to serve customers and handle customer complaints.

#### 3) Guarantee

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Guarantee is the knowledge and behavior provided by workers to build trust and confidence when consuming. This dimension is very important because it involves consumers' perception of the risk of high uncertainty in the capabilities of service providers. A company builds consumer trust and loyalty through its employees, including the skills, knowledge, and reputation of the company in providing services, which includes things related to consumer trust, such as the company's reputation and achievements.

#### 4) Empathy

Empathy is a company's ability, executed directly by employees, to focus on individual consumers, including sensitivity to consumer needs. The components of this dimension are therefore the combination of access, that is, the ease of taking advantage of the services offered by the firm, communication, the ability to deliver information to consumers, and the effort to know and understand consumer needs and desires.

#### 5) Physical evidence

Because service cannot be seen, smelled, or touched, the tangible aspect is very important as a measure of service. Customers use vision to judge service quality. Tangible goods affect customer perception. At the same time, this tangible aspect is also a source of influencing customer expectations. Tangible is tangible evidence of the service provider's care and concern for the customer. The importance of this tangible dimension will foster the image of the service provider, especially to new consumers in terms of assessing the quality of the service. If a company does not pay attention to its physical facilities, it can cause confusion and even damage the company's image.

Service quality can also be viewed in terms of technical and functional aspects that can affect a company's image and have an impact on service delivery. And the criteria for good service are skill and professionalism, attitude and behaviour, gain and trust, improvement and reputation.

## **2.6 Concept and Theory of Transportation and Safety**

According to the literature and related materials collected so far, there are few studies on traffic and safety factors as tourism scenarios. However, with the improvement of tourists' This material is reserved for educational use only, not allowed for commercial use.

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safety awareness, and more and more reports of stampede incidents in theme parks and potential safety hazards of amusement equipment, tourists are becoming more and more aware of safety. The purpose of tourists to travel is to obtain psychological relaxation, spiritual pleasure, and freedom of action. From the motivation point of view, it is to relax themselves in the mountains and rivers, get rid of the fatigue of long-term and monotonous life on weekdays, and achieve their goals through travel. On the other hand, there are risks of tourism safety, which provide the basis for the occurrence and expansion of accidents caused by these risks. For example, cigarette butts discarded by tourists after smoking in scenic spots, and illegal barbecues in outdoor arid scenic spots ignited trees, etc. In addition to the above-mentioned characteristics, there are some stimulating projects in theme parks, which are high-risk tourism projects in themselves, so these projects will also be more dangerous than traditional tourism projects. Therefore, safety is also one of the important factors affecting tourist satisfaction.

For transportation, at present, due to the continuous increase of people's tourism activities, what does not match with it is that the existing transportation tools in tourist destinations cannot meet the transportation needs of tourists. Under such a background, tourism transportation emerges as the times require. Different scholars have defined tourism traffic. Kelly et. (2007) believed that as long as it provides sightseeing transportation services for tourists, it can be called tourism transportation. Chang-Ho & Choi (2015) believed that tourism traffic is also a mode of transportation. From a macro perspective, it is responsible for the inflow and outflow of tourists or goods at tourist destinations, the planning of routes, and the operation of starting and ending points; from a micro perspective, it is It mainly includes the transportation facilities and services provided in the tourist destination and the transportation connection between the tourist source and destination. During the travel process of tourists, transportation plays a vital role in the development of tourism and carries the function of tourist transfer. The convenience of transportation will increase the probability of tourists choosing the tourist destination. Especially for first-tier cities like Beijing, traffic problems have always been a very important issue affecting tourist satisfaction and city image.

## 2.7 Concept and Theory of Emerging Technology

Emerging technologies encompass a range of technological advancements that have emerged and matured in recent years. These technologies include digital technology, artificial intelligence, big data, the Internet of Things, cloud computing, and others, and they are continuously evolving and having a profound impact on various aspects of life (Neuhofer, Buhalis, & Ladkin, 2022). Digital technology involves the use of technology to collect, store, process, transmit, and display information in digital format. This technology can be applied to digital content, digital equipment, digital networks, and more. Artificial intelligence refers to the use of intelligent systems based on artificial intelligence technology to simulate human intelligence behavior and thinking, enabling tasks such as speech recognition, image recognition, and natural language processing. Big data refers to the collection of data that cannot be processed using traditional data processing software and hardware environments, due to its high speed and diversity. The Internet of Things refers to a technical architecture that connects the physical and online worlds, enabling the connection of physical objects through sensors, controllers, processors, and more to achieve intelligent perception, control, and management. Cloud computing refers to the sharing and utilization of computing resources through the internet, providing scalable resource pools (Song, Huang, Liu, & Li, 2023).

These emerging technologies also have significant applications in the travel industry. For example, digital technology can be used to digitize information and enable information management and services at tourist attractions. Artificial intelligence can provide intelligent services such as smart customer service and smart guides for the travel industry. Big data can be used for market analysis, customer analysis, product analysis, and more, enabling more accurate market predictions and decision-making support for travel enterprises. The Internet of Things can facilitate the intelligent management and service of tourist attractions. Cloud computing can provide robust computation and storage capabilities for travel enterprises (Song et al., 2023).

## 2.8 Related Theories

### (1) Expectation Confirmation Theory

Tourists often have high expectations for their travel experiences, and these expectations can impact their overall satisfaction with their trip. Expectation Confirmation Theory (ECT) is a valuable framework for understanding how tourists form expectations and evaluate their experiences. Therefore, this study uses ECT to explain tourist satisfaction. ECT is a social psychology theory that explains how individuals form expectations and evaluate their experiences based on those expectations.

According to ECT, people have preconceived beliefs or expectations about a particular situation or event. When they experience the situation or event, they compare their expectations to the actual experience. If the experience meets or exceeds their expectations, they are satisfied. If the experience falls short of their expectations, they are dissatisfied. Several studies have used ECT to investigate tourist satisfaction and have found that tourists' expectations significantly impact their overall satisfaction levels. For example, Hasan et al. (2019) found that tourists' expectations of a destination's natural beauty positively influenced their overall satisfaction with the trip. Similarly, a study by Kuo et al. (2018) found that tourists' expectations of service quality significantly impacted their satisfaction levels.

ECT is a valuable framework for understanding how tourists form expectations and evaluate their travel experiences. Tourist satisfaction is a complex construct that involves multiple factors, including destination attributes, service quality, etc. Understanding how tourists form expectations and evaluate their experiences can help theme park manager improve their services and ultimately enhance tourist satisfaction.

### (2) Equity Theory

Equity theory is a social psychological theory that explains how people perceive fairness in social exchanges. This theory was first proposed by J. Stacy Adams in 1963, and it has since become a widely accepted framework for understanding human behavior in various contexts. According to equity theory, people are motivated to maintain a sense of fairness in their social relationships. They do this by comparing their inputs (what they contribute to the relationship)

and outcomes (what they receive from the relationship) to those of others (Kollmann et al.,2020).

Equity Theory has been applied to various areas of research, including organizational behavior, interpersonal relationships, and marketing. In this study, researchers have used Equity Theory to explain tourist satisfaction. Equity Theory suggests that tourists evaluate their experiences based on the fairness of the outcomes they receive in comparison to the inputs they have provided. Equity theory proposes that tourists evaluate their satisfaction based on a comparison of their inputs (e.g. time, money) and outcomes (e.g. experience, amenities) to those of other tourists. For example, if a tourist pays a high price for a hotel room but receives poor service, they may perceive the ratio of inputs to outcomes as unfair and experience a sense of inequity (Hao & Chon,2022). This may lead to negative evaluations of their experience and lower levels of tourist satisfaction. In conclusion, Equity Theory provides a useful framework for understanding tourist satisfaction. Tourists evaluate their experiences based on the fairness of the outcomes they receive in comparison to the inputs they have provided. When they perceive a sense of equity, they are satisfied with their experience, while a sense of inequity leads to lower levels of satisfaction.

### (3) Herzberg's Two-Factor Theory

Herzberg's Two-Factor Theory is a well-known theory that has been applied to various industries, including the tourism industry. Herzberg's Two-Factor Theory, also known as the Motivation-Hygiene Theory, was developed by Frederick Herzberg in the 1950s. The theory suggests that there are two types of factors that contribute to job satisfaction and dissatisfaction. The first set of factors, known as hygiene factors, are related to the work environment and include factors such as salary, working conditions, and company policies. These factors are necessary to prevent dissatisfaction but do not necessarily contribute to job satisfaction (Thant & Chang, 2021). The second set of factors, known as motivators, are related to the job itself and include factors such as recognition, achievement, and personal growth (Chachar,Lothi & Naz, 2022).

Research has shown that the application of Herzberg's Two-Factor Theory to tourist satisfaction is valid. For example, a study conducted by Lundberg, Gudmundson & Andersson  
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(2009) found that hygiene factors such as accommodation quality and transportation quality were necessary to prevent tourist dissatisfaction but did not necessarily contribute to tourist satisfaction. The study also found that motivators such as cultural experiences and personalized service were necessary to create tourist satisfaction. Another study conducted by Davras and Durgun (2022) found that hygiene factors such as safety and security were necessary to prevent tourist dissatisfaction but did not necessarily contribute to tourist satisfaction. Therefore, Herzberg's Two-Factor Theory suggests that tourist satisfaction is influenced by both hygiene factors (e.g. cleanliness, safety) and motivator factors (e.g. enjoyment, happiness).

## 2.9 Related Research

In the field of tourist satisfaction research, numerous scholars have conducted studies from various perspectives using field surveys and questionnaire surveys. These studies have explored the impact of destination brand image, perceived value, transportation and safety, service quality, and emerging technology on tourist satisfaction. The following are examples of some of these studies:

Elsayeh (2020) asserts that tourism is a multifaceted industry in which each component plays a crucial role in comprehending its complexity. The primary focus of this study is on the tourists themselves, aiming to examine the influence of destination image on their satisfaction and loyalty towards Egypt. Through the analysis of tourists' impressions, opinions, and thoughts, the research aims to evaluate the extent to which Egypt's image as a tourist destination impacts their satisfaction levels and intentions to revisit or recommend the destination. Employing a market research approach, the study collected data from a sample of 20 visitors via social networks. The analysis of the gathered responses revealed several significant factors that strongly influence tourist satisfaction and loyalty, while other aspects demonstrated a relatively minor impact. The findings of this research have significant implications for all stakeholders engaged in the development and promotion of tourist destinations in Egypt.

Li, Shang, & Su (2023) study found that the factors that impact European tourist satisfaction in Nha Trang city, it explores the impact of immersion on tourist satisfaction through perceived attractiveness and happiness. The study delves into the concept of immersion, This material is reserved for educational use only, not allowed for commercial use.

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which refers to the degree to which tourists are engaged in a destination and its culture. The authors examine how immersion affects tourists' perception of attractiveness and happiness, which in turn influence their overall satisfaction with the travel experience. The research involved a survey of 400 tourists who had visited a popular tourist destination in China. The study found that immersion had a significant positive effect on perceived attractiveness and happiness, which in turn had a positive impact on tourist satisfaction. The authors suggest that tourism businesses and destination managers should focus on creating immersive experiences to enhance tourist satisfaction. The study also highlights the importance of understanding tourists' perception of attractiveness and happiness, as these factors play a crucial role in shaping their overall satisfaction. Overall, this article provides valuable insights into the relationship between immersion, perceived attractiveness, happiness, and satisfaction in the context of tourism. The findings suggest that creating immersive experiences that promote engagement with the local culture can enhance tourist satisfaction and contribute to the success of tourism businesses and destinations.

Sadeh et al.(2012) argue that tourist satisfaction is the key factor of successfulness in tourist industry. Destination image is an important influential factor on satisfaction. This article discusses the factors that influence tourist satisfaction and its consequences. This study examines various factors such as service quality, price, destination image, and tourist expectations that affect the level of satisfaction among tourists. The research also highlights the importance of tourist satisfaction in enhancing the reputation of a destination and increasing the likelihood of repeat visits. The findings of the study suggest that service quality is the most significant factor that influences tourist satisfaction. Tourists expect high-quality services from hotels, restaurants, and other tourism-related businesses. The study also indicates that price is a critical factor in determining tourist satisfaction, and tourists are more likely to be satisfied if they perceive that they have received good value for their money. In conclusion, this article emphasizes the importance of understanding the factors that influence tourist satisfaction and its consequences. By focusing on service quality, price, destination image, and managing tourist expectations effectively, tourism-related businesses can enhance tourist satisfaction, attract more visitors, and increase revenue.

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Roy et al. (2016) discusses the factors that affect tourist satisfaction in the Sylhet Region of Bangladesh. The researchers used a structured questionnaire to collect data from 300 tourists who visited Sylhet. The questionnaire included questions related to demographics, travel behavior, tourist expectations, and satisfaction levels. The collected data was analyzed using statistical techniques such as factor analysis and regression analysis. The study found that the primary factors affecting tourist satisfaction in the Sylhet Region were the quality of accommodation, availability of tourist information, cleanliness and hygiene, and safety and security. Tourists were highly satisfied with the natural beauty of the region, but they were dissatisfied with the lack of proper infrastructure and facilities. The study also revealed that tourists' expectations significantly influenced their satisfaction levels. Tourists who had high expectations were more likely to be dissatisfied with their experience, whereas those with low expectations tended to be more satisfied. In conclusion, this study provides valuable insights into the factors that affect tourist satisfaction in the Sylhet Region of Bangladesh.

Shi et al. (2022) the results show that the relationship between tourism destination brand equity, brand authenticity, and revisit intention. The study found that tourist satisfaction mediates the relationship between brand equity, brand authenticity, and revisit intention. Additionally, the study suggests that destination familiarity moderates the relationship between brand equity and revisit intention. The findings highlight the importance of creating a strong brand identity and authentic experience for tourists to increase their satisfaction and likelihood of revisiting a destination. Moreover, destination familiarity plays a crucial role in the decision-making process of tourists. This study provides valuable insights for tourism marketers and destination managers to develop effective branding strategies and enhance tourist satisfaction.

Orden-Mejia & Huertas (2022) found Chatbots are an emerging technology that is disrupting the tourism industry. The results suggest that informativeness, empathy and interactivity of destination chatbots are the attributes that influence and predict tourist satisfaction while accessibility does not. It studies specifically focuses on destination chatbots and analyzes the attributes that influence tourist satisfaction. The research is conducted by Orden-Mejia and Huertas and is published in 2022. The article provides valuable insights into the tourism industry and highlights the importance of incorporating smart technologies to

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enhance customer satisfaction. The findings of the study can be beneficial for tourism industry professionals who are looking to improve their services and provide a better experience to their customers. Overall, the article is a valuable contribution to the field of tourism research and provides useful information for professionals in the industry.

Somsak & Pongpanich (2019) conducted a case study on Thailand to analyze the accessibility of tourism transportation and its effects on tourism and economic growth. The study found that improving transportation accessibility can lead to an increase in tourist arrivals and spending, which in turn can boost the local economy. However, the authors also noted that there are challenges in maintaining sustainable transportation systems that balance economic growth with environmental concerns. Overall, this study discusses the impact of accessible transportation on tourism and economic growth in Thailand. The authors found that transportation accessibility positively affects both tourism and economic growth.

Ashton (2014) focuses on the development of a tourist destination brand image through the analysis of stakeholders' perceptions in Southland, New Zealand. The study employed a qualitative research approach, using in-depth interviews and focus group discussions to gather data from stakeholders, including tourists, residents, and tourism operators. The findings suggest that the development of a strong brand image for a tourist destination requires collaboration and communication among stakeholders. The study identified several factors that contribute to the development of a destination brand image, including natural attractions, cultural heritage, and the friendliness of locals. The research also revealed that stakeholders' perceptions of a destination's brand image can be influenced by external factors such as media coverage and word-of-mouth recommendations. Therefore, it is important for destination marketers to engage with stakeholders and manage their perceptions of the destination's brand image. Overall, the article provides valuable insights into the development of a destination brand image and highlights the importance of stakeholder collaboration in this process. The findings have implications for destination marketers and policymakers seeking to promote tourism in their regions.

Sadeh et al. (2012) examines the factors that influence tourist satisfaction and the consequences of that satisfaction. The authors found that factors such as service quality, This material is reserved for educational use only, not allowed for commercial use.

destination attractiveness, and value for money all play a role in determining tourist satisfaction. The study found that factors such as service quality, destination image, and cultural experiences can significantly affect tourist satisfaction levels. Moreover, satisfied tourists are more likely to recommend the destination to others and revisit it in the future, which can lead to positive economic impacts. The findings suggest that destination managers should focus on developing and promoting these dimensions to attract more tourists and increase their satisfaction and loyalty to the destination.

Le and Dong (2017) explores the factors that affect European tourist satisfaction in Nha Trang city, Vietnam. The study found that destination quality, including the physical environment, infrastructure, and hospitality services, significantly influenced tourist satisfaction. Additionally, the study revealed that tourist satisfaction was positively related to their likelihood of revisiting the destination and recommending it to others. The study also revealed that tourists who had a positive experience with the travel experience of the physical environment, infrastructure, and hospitality services were more likely to be satisfied with their trip. This suggests that tourist satisfaction is an important factor in creating a positive experience for tourists and it may be to ensure repeat visits to the destination.

Lu et al. (2020) examines the impact of port aesthetics on destination image, tourist satisfaction, and tourist loyalty. The study was conducted through a survey of cruise passengers who had visited the ports of Hong Kong and Taiwan. The results showed that port aesthetics have a significant positive effect on destination image, tourist satisfaction, and tourist loyalty. Specifically, the study found that the visual appeal of the port, the cleanliness of the surrounding environment, and the availability of amenities were key factors in shaping tourists' perceptions of the destination. The authors suggest that port managers and tourism authorities should focus on enhancing the aesthetic quality of ports to attract more tourists and improve their overall experience. This study provides valuable insights for the tourism industry and highlights the importance of aesthetics in creating a positive image for destinations.

Suanmali (2014) aims to identify the various factors that contribute to tourist satisfaction and to understand how these factors can be improved to enhance the overall tourist experience. The study uses a quantitative research method, and data was collected through a

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survey questionnaire distributed to tourists visiting the region. The results of the study indicate that there are several factors that significantly affect tourist satisfaction, including the quality of services provided, the level of safety and security, the availability of information, and the level of cleanliness. The study also suggests that there is a need for further research to explore how these factors can be improved to enhance the overall tourist experience in the region. Overall, this study provides valuable insights into the factors that contribute to tourist satisfaction and highlights the importance of improving these factors to attract more tourists to the region.

Sangpikul (2018) focuses on the impact of travel experience dimensions on tourist satisfaction and destination loyalty, using an island destination as a case study. The study aims to examine the relationship between travel experience dimensions, tourist satisfaction, and destination loyalty. The research methodology employed in this study is a quantitative method using a survey questionnaire. The sample size of the study was 400 tourists who visited the island destination during the peak season. The study found that there is a positive relationship between travel experience dimensions, tourist satisfaction, and destination loyalty. The study revealed that the travel experience dimensions of novelty, aesthetics, and local culture have a significant impact on tourist satisfaction and destination loyalty. Tourists who had a positive experience with these dimensions were more likely to be satisfied with their trip and return to the destination in the future.

Canny (2013) investigated the relationship between service quality, tourist satisfaction, and future behavioral intentions among domestic local tourists visiting Borobudur Temple. The study aimed to examine the factors that influence the satisfaction of domestic local tourists visiting Borobudur Temple in Indonesia. The research used a quantitative approach, and data was collected through a survey questionnaire distributed to domestic local tourists who visited the temple. The survey questionnaire consisted of questions related to service quality, tourist satisfaction, and future behavioral intentions. The findings of the study revealed that service quality has a significant impact on tourist satisfaction and future behavioral intentions. The study found that tourists who perceived the service quality as high were more satisfied with their experience and were more likely to return to the temple in the future. Additionally, the

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study found that tourist satisfaction had a positive effect on future behavioral intentions, indicating that satisfied tourists were more likely to recommend the temple to others. In conclusion, the study highlights the importance of service quality in influencing tourist satisfaction and future behavioral intentions among domestic local tourists visiting Borobudur Temple.

In conclusion, research on tourist satisfaction in scenic spots mainly focuses on the destination brand image, perceived value, transportation and safety, service quality, and emerging technology. Through an in-depth study of these factors, it is helpful to improve the management level and service quality of tourist attractions and enhance the satisfaction and experience of tourists.

## 2.10 Hypothesis Development

In summary, the following hypothesis is proposed:

H1: There is a significant positive relationship between destination brand image and tourist satisfaction.

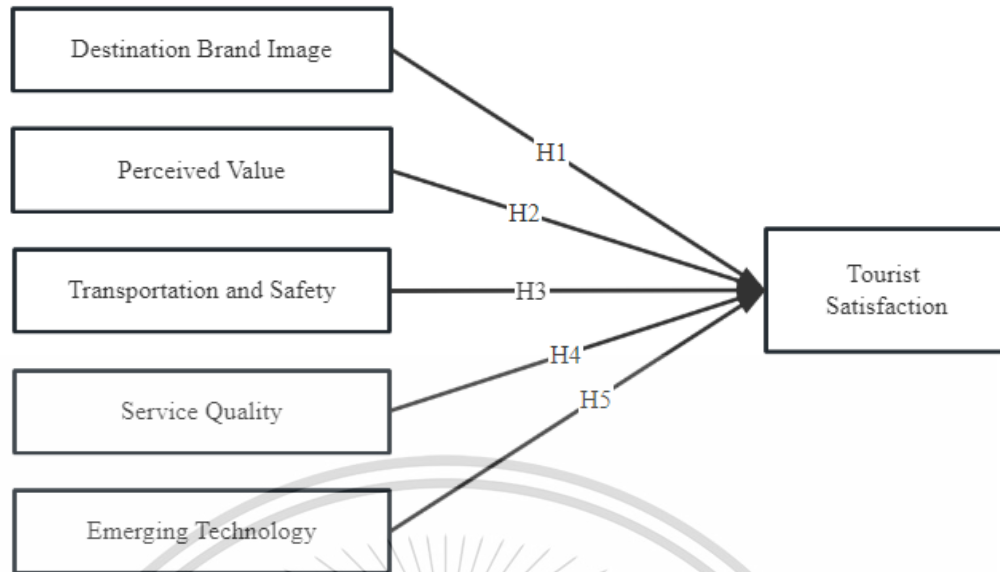
H2: There is a significant positive relationship between perceived value and tourist satisfaction.

H3: There is a significant positive relationship between transportation and safety and tourist satisfaction.

H4: There is a significant positive relationship between service quality and tourist satisfaction.

H5: There is a significant positive relationship between emerging technology and tourist satisfaction.

Based on the five hypotheses, a conceptual framework has been developed as shown in figure2.1.



**Figure 2.1** Conceptual Framework

As per the conceptual framework proposed in this study, the research variables can be classified into two distinct groups. The first group encompasses four independent variables, namely destination brand image, perceived value, transportation and safety, service quality, and emerging technology, which are posited to impact tourist satisfaction. The second group centers on tourist satisfaction, which serves as the dependent variable in the study.

# CHAPTER 3

## RESEARCH METHODOLOGY

### 3.1 Population and Sample

In this study, a sample survey of tourists who had visited Universal Studios Theme Park in Beijing within a one-month period was conducted using the convenience sampling method. To enhance the sample's validity, the survey was carried out during both weekdays and holidays. Due to the large population and unknown variability in the proportion, the sample size used in this study was designed at the 95% confidence level with the obtained  $Z=1.96$ , and +5% precision. The resulting sample size was calculated using the following formula, and thus the sample size of the study should be at least approximately 385 to ensure the persuasiveness of this study.

### 3.2 Variables

The study incorporates five independent variables, namely destination brand image, perceived value, transportation and safety, service quality, and emerging technology. The dependent variable analyzed in this research is tourist satisfaction. Based on pertinent theories, concepts, literature, and prior studies, a comprehensive variable scale is meticulously extracted and established.

**Table 3.1** The Sources of Questionnaire Items

Variable	Questionnaire Item	Author
Destination brand image	Universal Studios Theme Park in Beijing stands out from other marketplaces with its unique characteristic.	Hankinson, G.(2005); Martins,M.(2015);
	When I think about theme parks, Universal Studios Theme Park in Beijing immediately comes to mind.	Ashton, A. S.(2014).

**Table 3.1 (Cont.)**

Variable	Questionnaire Item	Author
	The general feeling, I had about Universal Studios Theme Park in Beijing matched my expectations perfectly.	
	I strongly believe that Universal Studios Theme Park in Beijing has significant brand recognition.	
	Universal Studios Theme Park in Beijing offers a wide range of rich and distinctive theme projects.	
Perceived Value	The experiential projects at Universal Studios Beijing have the ability to bring me happiness.	Boksberger & Melsen (2011).
	When I play in Universal Studios Beijing, it helps me leave behind my troubles and stress.	
	Playing in Universal Studios Beijing creates opportunities to deepen my relationships with friends or relatives.	
	Exploring Universal Studios Beijing expands my horizons and enhances my knowledge.	
	The feeling I experience from the games at Universal Studios Beijing goes beyond what I expected.	
Transportation and Safety	The comfort and safety of the transportation services at Universal Studios Theme Park in Beijing meet my expectations.	Virkar & Mallya (2018);
	The cost of transportation to the scenic area at Universal Studios Theme Park in Beijing is reasonable.	Biswas et al., (2021);
	The available transportation options to reach Universal Studios Beijing Theme Park meet my needs.	Tasci & Boylu (2010).
	I perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists.	

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**Table 3.1 (Cont.)**

Variable	Questionnaire Item	Author
	The emergency medical facilities at Universal Studios Theme Park in Beijing demonstrate a high standard of quality.	
Service Quality	The staff exhibit politeness and courtesy.	Canny (2013);
	The service is provided promptly.	Liu & Yen (2010).
	The staff demonstrate knowledge about the scenic area.	
	The staff offer sufficient assistance and information when needed.	
	The service provided consistently meets my expectations.	
Emerging Technology	I find it very convenient to use the smart devices and mobile software provided by Universal Studios Beijing for tourists.	Momani, Alsakhnini & Hanaysha (2022);
	The application of emerging technologies in Universal Studios Beijing enhances the amusement experience.	Orden-Mejia & Huertas (2022).
	New display technologies, such as virtual reality and dynamic simulation, at Universal Studios Beijing allow me to experience the fun of the theme park more immersively.	
	The various interactive experience activities at Universal Studios make me feel very good.	
	The application of emerging technologies enhances the atmosphere of Universal Studios Beijing.	
Tourist Satisfaction	I am satisfied with the price of Universal Studios Theme Park in Beijing.	Anderson & Srinivasan (2003);
	I am satisfied with the activities offered at Universal Studios Theme Park in Beijing.	Chan, Hsu & Baum (2015)

**Table 3.1 (Cont.)**

Variable	Questionnaire Item	Author
	I am satisfied with the service provided at Universal Studios Theme Park in Beijing.	
	I am satisfied with the amusement experience at Universal Studios Theme Park in Beijing.	
	I would like to recommend Universal Studios Theme Park in Beijing to my relatives and friends.	

### 3.3 Research Instrument

In the present study, the researchers employed a questionnaire survey to gather data on tourist satisfaction. The selection of an appropriate survey method is a crucial aspect of evaluating tourist satisfaction, as it directly impacts the quality of the resulting survey data. A quantitative survey, often conducted through online questionnaires, is a commonly used method for quantifying evaluations, opinions, and attitudes towards products or services. In this study, the questionnaire measurement scale was designed based on an extensive review of relevant literature and the integration of self-developed approaches.

The questionnaire served as the primary data collection instrument and was designed with several key principles in mind. Firstly, the questionnaire was designed with a clear understanding of the research objectives, ensuring that the questions closely aligned with the research topic. Secondly, the questionnaire was structured with clear and organized content, avoiding redundancy, and ensuring that each section of questions was relevant and logically organized. Thirdly, the layout of the questionnaire followed a logical flow, facilitating the identification of the research objectives and enhancing overall coherence. Finally, the questionnaire design considered the ease of data collection and operability for subsequent data analysis during post-processing, ensuring efficient data management and analysis procedures.

The research questionnaire is divided into two parts. The first part encompasses a survey on the basic information of the respondents, including gender, age, monthly income, nationality, marital status, education, visitation pattern.

The second part comprises a survey on the key independent variables of the study, This material is reserved for educational use only, not allowed for commercial use.

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consisting of destination brand image, perceived value, transportation and safety, service quality, and emerging technology. The survey includes a total of 30 items rated on a 5-point Likert scale, with options ranging from "strongly agree" to "strongly disagree." Higher scores indicate a stronger degree of agreement with the given statements based on the respondents' actual experiences and perceptions. Additionally, binary questions, including yes/no/not clear, were also included in the questionnaire.

### 3.4 Reliability and Validity Analysis

#### 3.4.1 Reliability Analysis

In the present study, ensuring the questionnaire's validity and internal consistency is paramount for obtaining accurate and reliable data. Thus, the researchers have planned to assess the questionnaire's reliability by analyzing the data collected from 30 experiments. Assessing the reliability and internal consistency of instruments is crucial in evaluating their expected impact and quality. One commonly used method to assess instrument reliability is the Cronbach's alpha coefficient, developed by Lee Cronbach in 1951. This method has been applied to evaluate the reliability of various instruments, including multi-question Likert scale surveys used in the present study. A Cronbach's alpha coefficient of at least 0.70 is considered optimal for survey reliability (Cronbach, 1951). The standardized alpha coefficient formula for a scale with  $n$  questions having an average correlation coefficient of  $r$  between them is

$$\alpha = nr / [(n-1)r + 1]$$

In this study, the Cronbach's alpha coefficient will be employed to analyze the questionnaire scale. The survey data will be entered into a statistics and analysis program to compute the alpha coefficient. Typically, a Cronbach's alpha coefficient value of 0.70 or higher is indicative of satisfactory reliability (Koo & Li, 2016). Specifically, a value greater than 0.8 indicates high reliability, while a value between 0.7 and 0.8 is considered good. However, a value between 0.6 and 0.7 is still acceptable but may require further refinement of the questionnaire items. The Cronbach's alpha coefficient of this study is 0.900, the result is high than 0.7.

### 3.4.2 Validity Analysis

The current study utilized a content validity analysis approach to evaluate the revised questionnaire, following the recommendations of three experts. Content validity analysis is a widely used method for ensuring the quality and relevance of questionnaires in research, as suggested by recent literature (Gliem & Gliem, 2003). The Index of Item Objective Congruence (IOC) was used to assess the consistency between the research objectives and the list of questions. Recent studies have recommended the use of IOC in content validation analysis, as it is a reliable and valid approach (Lawshe, 1975; Polit & Beck, 2006). The scoring criteria for the analysis were as follows: a score of +1 indicated that the question aligned with the research objective or definition, a score of -1 indicated a question that contradicted the research objective or definition, and a score of 0 denoted uncertainty regarding the alignment of the question with the research objective or definition. The interpretation criteria stated that a question with an IOC value of  $\geq .50$  was relevant to the research objectives, while a question with an IOC value of  $< .50$  was incongruent with the research objectives. The study findings revealed that the IOC results were within the acceptable range of 0.50-1.00.

### 3.5 Data Collection

The data collection process for this study involved the use of the "Questionnaire Star" platform to distribute the questionnaire and gather responses in an efficient and convenient manner. Collecting data through online questionnaires can be an effective and efficient way to gather information from tourists at Universal Studios theme park in Beijing. The questionnaire design was carefully planned, with clear research objectives and the protection of respondent privacy being key considerations to safeguard the credibility of the results. The research team ensured that no coercion was used during the data collection process, and the required sample size was attained through the collection of data over a period of one month.

Firstly, this study chooses "wen juan xing", which is the biggest app of online survey platform, selecting an Online Survey Platform. This platform can update my questionnaire online. The questionnaire Includes an informed consent statement at the beginning of the questionnaire, explaining the purpose of the research and assuring respondents about data

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privacy and confidentiality. Also, ensure that this study adheres to ethical guidelines and follows data protection regulations.

Secondly, this study distributes the online questionnaire to tourists visiting Universal Studios Beijing. They can do this through various methods, such as sharing the survey link on social media, like WeChat, email newsletters, QR codes at the theme park's entrance or exit, or even on-site tablets or kiosks. We are also regularly monitoring the survey responses to ensure that the data collection is progressing as expected. Address any technical issues promptly to avoid missing out on potential responses.

Lastly, Once the data collection phase is complete, we have cleaned the data by removing any incomplete or inconsistent responses. Then, perform statistical analysis. Through these steps, this study can effectively collect data from tourists at Universal Studios Beijing using online questionnaires.

### **3.6 Analytical Methods**

The present study implemented a rigorous research methodology, employing a questionnaire-based survey as the primary data collection instrument and employing sophisticated statistical techniques for data analysis. The interpretation of mean values extracted from the Likert scale questionnaire was conducted with great care, drawing on established research literature to ensure academic rigor and the validity of the findings. (Smith, 2020; Johnson et al., 2019).

For instance, a mean range falling between 4.20 and 5.00, with an interval of 0.8, was considered indicative of the highest level of agreement with the survey questions. Similarly, a mean range between 3.40 and 4.19 denoted a high level of agreement. Ranges of 2.60 to 3.39, 1.80 to 2.59, and 1.00 to 1.79 were interpreted as moderate, low, and the lowest levels of agreement, respectively (Smith, 2020).

In addition to the regression analysis, a thorough assessment of multicollinearity was conducted to ensure the integrity of the results. This involved calculating the variance inflation factor (VIF) for each independent variable, following established guidelines in the literature (Smith, 2020; Johnson et al., 2019). Specifically, a VIF value exceeding 10 was considered

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indicative of significant multicollinearity, which could impact the accuracy of coefficient estimates, while a value below 5 suggested a lack of high correlation among the independent variables (Smith, 2020; Johnson et al., 2019).

Hypothesis testing was employed in this study to determine the statistical significance of the relationships between the variables included in the questionnaire (Smith, 2019). Hypothesis testing is a widely used statistical technique that helps assess the degree of confidence in a research hypothesis based on sample data. A significant result would provide evidence to support the hypothesis that the variables are related to each other, while a non-significant result would suggest that there is no significant relationship between the variables.

In the context of multiple regression analysis, standardized coefficients and p-values are commonly reported to interpret the results of the analysis (Brown, Johnson, & Smith, 2020). Standardized coefficients, also known as beta coefficients, represent the change in the dependent variable associated with a one-unit increase in the independent variable, while holding all other independent variables constant. These coefficients are particularly useful for comparing the relative importance of the independent variables in predicting the dependent variable.

For this study, a p-value of 0.01 was used to determine the statistical significance of the relationships between the variables in the questionnaire. A p-value less than or equal to 0.01 suggests that the results are statistically significant at the 1% level, indicating a strong level of confidence in the relationship between the variables.

Regression analysis is a statistical method widely utilized in diverse fields such as economics, psychology, and social sciences to explore the association between a predictor variable (X) and a response variable (Y). In recent times, researchers have made significant strides in the field of regression analysis by incorporating innovative methods to tackle common issues and incorporating insights from recent literature.

To evaluate the goodness of fit of a regression model, researchers now frequently use the R-squared value, which reflects the proportion of variance in the response variable (Y) explained by the predictor variable (X) (Field, 2013). Besides, researchers may apply the

Variance Inflation Factor (VIF) to detect and resolve multicollinearity issues that may distort

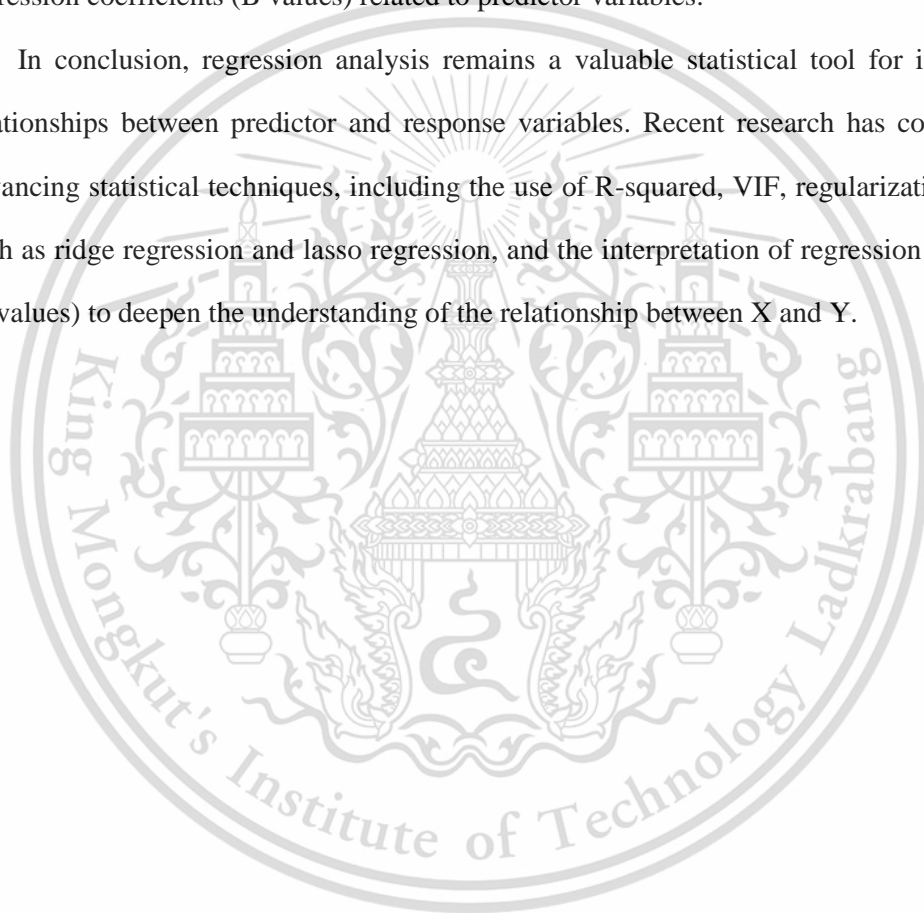
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regression results (Kutner et al., 2004). Advanced techniques such as regularization methods, including ridge regression and lasso regression, have been introduced in recent literature to effectively manage multicollinearity and enhance model performance (Hastie et al., 2015).

Moreover, researchers can assess the significance of predictor variables using p-values, which represent the probability that the observed relationship between X and Y occurred by chance, and a significance level of 0.05 or 0.01 is typically used (Field, 2013). Additionally, recent literature has emphasized the importance of interpreting the magnitude and direction of regression coefficients (B values) related to predictor variables.

In conclusion, regression analysis remains a valuable statistical tool for investigating relationships between predictor and response variables. Recent research has contributed to advancing statistical techniques, including the use of R-squared, VIF, regularization methods such as ridge regression and lasso regression, and the interpretation of regression coefficients (B values) to deepen the understanding of the relationship between X and Y.



## CHAPTER 4

### ANALYTICAL RESULTS

This chapter introduces the research titled "Antecedents of Tourist Satisfaction at Universal Studios Theme Park in Beijing", which used questionnaires as the main tool for data collection, and a total of 385 questionnaires were completed. The researchers conducted a rigorous review of the validity and completeness of the questionnaire and analyzed the data with statistical software according to the research objectives. The results of the data analysis are presented in a descriptive table, which is systematically organized and interpreted in four sections, as follows:

- 4.1 Demographic Profile
- 4.2 Levels of Factors Affecting Tourist Satisfaction
- 4.3 Level of Tourist Satisfaction
- 4.4 Correlation Analysis
- 4.5 Hypothesis Testing

#### 4.1 Demographic Profile

In the formal questionnaire, fill in gender, age, educational background, income, nationality, married status, and travel times. A total of 7 items of basic personal information. After collecting these survey data, the researcher uses statistical software to conduct descriptive statistical analysis on the characteristics of the sample in terms of gender, age, educational background, and other aspects as shown in Table 4.1.

**Table 4.1** Characteristic of the Respondents (n=385)

Demographic Variable	Category	Frequency	Percentage
Gender	Female	314	81.56
	Male	71	18.44
Age	20 years old or below	6	1.56

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**Table 4.1 (Cont.)**

Demographic Variable	Category	Frequency	Percentage
	21-30 years old	169	43.90
	31-40 years old	71	18.44
	41-50 years old	46	11.95
	51-60 years old	60	15.58
	60 years old or above	33	8.57
Monthly Income	2,000 yuan or below	11	2.86
	2,001-4,000 yuan	47	12.21
	4,001-6,000 yuan	83	21.56
	6,001-8,000 yuan	143	37.14
	8,001-10,000 yuan	67	17.40
	10,001-15,000 yuan	18	4.68
	Above 15,000 yuan	16	4.16
Nationality	Chinese	364	94.55
	Other	21	5.45
Marital Status	Single	216	56.10
	Married	135	35.06
	Other	34	8.83
Education	High School or below	10	2.60
	Vocational School	121	31.43
	Bachelor's Degree	167	43.38
	Master's Degree	76	19.74
	Doctoral Degree	11	2.86
Visitation Patterns	Once	383	99.48
	Twice	2	0.52

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From Table 4.1, it is evident that there are 71 male tourists and 314 female tourists, and the distribution is relatively even. Regarding age, the majority of tourists (43.90%) fall within the 21-30 age group, indicating a predominance of young tourists at Beijing Universal Studios. In terms of income, the largest proportion of tourists (37.14%) falls within the income range of 6001–8000 yuan. As for nationality, Chinese tourists dominate the tourist demographic. Among them, there were 216 single tourists and 135 married tourists. In the context of educational background, tourists with vocational school and bachelor's degrees make up the majority, accounting for 74.81%. Lastly, a notable observation is that 99% of all tourists have visited Universal Studios Beijing only once.

#### 4.2 Level of Factors Influencing Tourist Satisfaction

**Table 4.2** Mean and Standard deviation of Destination Brand Image

Destination Brand Image	Mean	S.D.	Interpretation
Universal Studios Theme Park in Beijing stands out from other marketplaces with its unique characteristic.	3.756	1.187	High
When I think about theme parks, Universal Studios Theme Park in Beijing immediately comes to mind.	3.439	1.086	High
The general feeling I had about Universal Studios Theme Park in Beijing matched my expectations perfectly.	3.473	1.155	High
I strongly believe that Universal Studios Theme Park in Beijing has significant brand recognition.	3.465	1.157	High
Universal Studios Theme Park in Beijing offers a wide range of rich and distinctive theme projects.	3.595	1.039	High
Overall	3.545	0.874	High

According to the findings presented in Table 4.2, the destination brand image of Universal Studios Theme Park in Beijing, as assessed by tourists, consistently receives high ratings across various aspects. The theme park stands out among other marketplaces due to its attractive and unique characteristics, receiving an average score of 3.756 (S.D.=1.187). When tourists think about theme parks, Universal Studios Theme Park in Beijing immediately comes to mind, scoring an average of 3.439 (S.D.=1.086). Additionally, most tourists feel that the park perfectly matches their expectations, with an average score of 3.473 (S.D.=1.155). Moreover, there is a belief among most tourists that Universal Studios Theme Park in Beijing has significant brand recognition, scoring an average of 3.465 (S.D.=1.157). Furthermore, tourists perceive that the park offers a wide range of rich and distinctive theme projects, with an average score of 3.595 (S.D.=1.039). The relatively low standard deviations for these assessed aspects indicate a high level of consistency in the perceptions of customers. In overall, the destination brand image of Universal Studios Theme Park in Beijing receives an average score of 3.545, indicating a high level of destination brand image among tourists.

**Table 4.3** Mean and Standard Deviation of Perceived Value

Perceived Value	Mean	S.D.	Interpretation
The experiential projects at Universal Studios Beijing have the ability to bring me happiness.	3.696	0.984	High
When I play in Universal Studios Beijing, it helps me leave behind my troubles and stress.	3.849	1.122	High
Playing in Universal Studios Beijing creates opportunities to deepen my relationships with friends or relatives.	3.751	1.078	High
Exploring Universal Studios Beijing expands my horizons and enhances my knowledge.	3.382	1.151	High
The feeling I experience from the games at Universal Studios Beijing goes beyond what I expected.	3.631	1.161	High

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**Table 4.3** (Cont.)

Perceived Value	Mean	S.D.	Interpretation
Overall	3.662	0.863	High

According to the findings in Table 4.3, Perceived value of Universal Studio Theme Park in Beijing as assessed by tourists is consistently rated as high across various aspects. Universal Studios Theme Park in Beijing have the ability to bring tourist happiness, with tourists giving an average score of 3.696 (S.D.=.984). Most tourists think about when they play in Universal Studios Beijing, it helps them leave behind my troubles and stress, with an average score of 3.849(S.D.=1.122). Most tourist feel Universal Studios Theme Park in Beijing creates opportunities to deepen their relationships with friends or relatives, with an average score of 3.751(S.D.=1.078). Most tourists believe that Universal Studios Theme Park in Beijing expands their horizons and enhances knowledge, with an average score of 3.382(S.D.=1.151). Most tourists think Universal Studios Theme Park in Beijing beyond what their expected, with an average score of 3.631(S.D.=1.161). The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of customers. The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of tourists. In overall, the perceived value of Universal Studios Theme Park in Beijing receives an average score of 3.662, indicating a high level of perceived value among tourists.

**Table 4.4** Mean and Standard Deviation of Transportation and Safety

Transportation and Safety	Mean	S.D.	Interpretation
The comfort and safety of the transportation services at Universal Studios Theme Park in Beijing meet my expectations.	3.610	1.058	High
The cost of transportation to the scenic area at Universal Studios Theme Park in Beijing is reasonable.	3.600	1.252	High

**Table 4.4** (Cont.)

Transportation and Safety	Mean	S.D.	Interpretation
I perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists.	3.800	1.038	High
I perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists.	3.800	1.038	High
The emergency medical facilities at Universal Studios Theme Park in Beijing demonstrate a high standard of quality.	3.600	1.180	High
Overall	3.644	0.920	High

According to the findings in Table 4.4, Transportation and safety of Universal Studio Theme Park in Beijing as assessed by tourists is consistently rated as high across various aspects. The comfort and safety of the transportation services at Universal Studios Theme Park in Beijing meet tourists' expectations, with tourists giving an average score of 3.610 (S.D.=1.058). The cost of transportation to the scenic area at Universal Studios Theme Park in Beijing is reasonable, with an average score of 3.600(S.D.=1.252). Most tourist feel the available transportation options to reach Universal Studios Beijing Theme Park meet their needs, with an average score of 3.610 (S.D.=1.087). Most tourists believe that tourist perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists., with an average score of 3.800(S.D.=1.038). Most tourists think the emergency medical facilities at Universal Studios Theme Park in Beijing demonstrate a high standard of quality, with an average score of 3.600(S.D.=1.180). The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of customers. The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of tourists. In overall, the transportation and safety of Universal

Studios Theme Park in Beijing receives an average score of 3.644, indicating a high level of transportation and safety among tourists.

**Table 4.5** Mean and Standard Deviation of Service Quality

Service Quality	Mean	S.D.	Interpretation
The staff exhibit politeness and courtesy.	3.600	1.275	High
The service is provided promptly.	3.629	1.070	High
The staff demonstrate knowledge about the scenic area.	3.395	1.199	High
The staff offer sufficient assistance and information when needed.	3.486	1.085	High
The service provided consistently meets my expectations.	3.590	1.052	High
Overall	3.540	0.899	High

According to the findings in Table 4.5, Service quality of Universal Studio Theme Park in Beijing as assessed by tourists is consistently rated as high across various aspects. The staff exhibit politeness and courtesy at Universal Studios Theme Park in Beijing, with tourists giving an average score of 3.600 (S.D.=1.275). The service is provided promptly of Universal Studios Theme Park in Beijing is good, with an average score of 3.629(S.D.=1.070). Most tourists feel the staff demonstrate knowledge about the scenic area meet their needs, with an average score of 3.395(S.D.=1.199). Most tourists believe that the staff offers sufficient assistance and information when needed by Universal Studios Theme Park in Beijing, with an average score of 3.486(S.D.=1.085). Most tourists think that the service of Universal Studios Theme Park in Beijing provided consistently meets their expectations, with an average score of 3.590 (S.D.=1.052). The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of customers. The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of tourists. In overall, the service quality of Universal Studios Theme Park in Beijing receives an average score of 3.540, indicating a high level of service quality among tourists.

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**Table 4.6** Mean and Standard Deviation of Emerging Technology

Emerging Technology	Mean	S.D.	Interpretation
I find it very convenient to use the smart devices and mobile software provided by Universal Studios Beijing for tourists.	3.803	0.906	High
The application of emerging technologies in Universal Studios Beijing enhances the amusement experience.	3.714	1.049	High
New display technologies, such as virtual reality and dynamic simulation, at Universal Studios Beijing allow me to experience the fun of the theme park more impressively.	3.688	0.972	High
The various interactive experience activities at Universal Studios make me feel very good.	3.722	1.057	High
The application of emerging technologies enhances the atmosphere of Universal Studios Beijing.	3.636	1.142	High
Overall	3.713	0.819	High

According to the findings in Table 4.6, Emerging technology of Universal Studio Theme Park in Beijing as assessed by tourists is consistently rated as high across various aspects. Most tourists feel it very convenient to use the smart devices and mobile software provided by Universal Studios Beijing for tourists, with tourists giving an average score of 3.803(S.D.=.906). The application of emerging technologies in Universal Studios Beijing enhances the amusement experience, with an average score of 3.714(S.D.=1.049). Most tourists feel new display technologies, such as virtual reality and dynamic simulation, at Universal Studios Beijing allow their to experience the fun of the theme park more impressively, with an average score of 3.688 (S.D.=0.972). Most tourists believe the various interactive experience activities at Universal Studios make their feel very good, with an average score of 3.722(S.D.=1.057).

Most tourists think the application of emerging technologies enhances the atmosphere of Universal Studios Beijing, with an average score of 3.636(S.D.=1.142). The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of customers. The relatively low standard deviations for most of the assessed aspects suggest consistency in the perceptions of tourists. In overall, the emerging technology of Universal Studios Theme Park in Beijing receives an average score of 3.713, indicating a high level of emerging technology among tourists.

### 4.3 Level of Tourist Satisfaction

**Table 4.7** Mean and Standard Deviation of Tourist Satisfaction

Tourist Satisfaction	Mean	S.D.	Interpretation
I am satisfied with the price of Universal Studios Theme Park in Beijing.	3.608	1.025	High
I am satisfied with the activities offered at Universal Studios Theme Park in Beijing.	3.545	1.020	High
I am satisfied with the service provided at Universal Studios Theme Park in Beijing.	3.662	1.005	High
I am satisfied with the amusement experience at Universal Studios Theme Park in Beijing.	3.678	1.199	High
I would like to recommend Universal Studios Theme Park in Beijing to my relatives and friends.	3.722	1.105	High
Overall	3.643	0.736	High

Based on the results presented in Table 4.7, Tourists express a high level of satisfaction with their experience at Universal Studios Theme Park in Beijing, as evidenced by the mean scores of all satisfaction attributes being above 3.6. The attribute "I am satisfied with the price of Universal Studios Theme Park in Beijing" had the high mean score of 3.608 (S.D.=1.025). Tourists satisfied with the activities offered at Universal Studios Theme Park in Beijing, with

a mean score of 3.545 (S.D.=1.020). Additionally, customers expressed a high level of the service provided at Universal Studios Theme Park in Beijing, with a mean score of 3.662 (S.D.=1.005) and perceived satisfied with the amusement experience at Universal Studios Theme Park in Beijing, with a mean score of 3.678 (S.D.=1.199). At last, tourists would like to recommend Universal Studios Theme Park in Beijing to my relatives and friends, with a mean score of 3.722 (S.D.=1.105). These findings suggest that tourists are highly satisfied with their experience at Universal Studios Theme Park in Beijing in terms of price, activities, service, and environment, and perceive their decision to experience as a positive one. In overall, the tourist satisfaction of Universal Studios Theme Park in Beijing receives an average score of 3.643, indicating a high level of tourist satisfaction among tourists.

#### 4.4 Correlation Analysis

Through the test and analysis of the reliability and validity of the measurement scale of each variable, the results show that the reliability and convergent validity of the variables involved in this study all meet the standard. Therefore, when conducting correlation analysis, the multi-dimensional variables are simplified, and the mean value of all items of each variable is taken as the final measurement value of the variable, and the correlation analysis is carried out based on ensuring scientific, accuracy and effectiveness. Before hypothesis testing, the study conducted Pearson's correlation analysis method to test the correlation of each research variable. The analytical results are shown in Table 4.8.

Table 4.8 reports the correlation coefficient and discriminant validity analysis of the variables involved in this study. Correlation analysis is used to study the correlation between the six variables, and the Pearson correlation coefficient is used to indicate the strength of the correlation.

**Table 4.8** Correlation Analysis

Variable	DBI	PV	SQ	TAS	ET	TS
DBI	0.741					
PV	0.079	0.731				

**Table 4.8** (Cont.)

Variable	DBI	PV	SQ	TAS	ET	TS
SQ	0.443**	0.066	0.767			
TAS	0.377**	0.116*	0.461**	0.728		
ET	0.235**	0.139**	0.527**	0.548**	0.740	
TS	0.229**	0.102*	0.461**	0.427**	0.485**	0.636

\*  $p < 0.05$  , \*\*  $p < 0.01$ ; DBI= destination brand image; PV= perceive value; SQ= Service quality; TAS= transportation and safety; ET= emerging technology; TS= tourist satisfaction.

For the analysis of discriminant validity, for the destination brand image, its AVE square root value is 0.741, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.443, which means that it has good discriminant validity. For the perceive value, its AVE square root value is 0.731, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.139, which means that it has good discriminant validity. For Service quality, its AVE square root value is 0.767, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.527, which means it has good discriminant validity. For transportation and safety, its AVE square root value is 0.728, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.548, which means it has good discriminant validity. For emerging technology, its AVE square root value is 0.740, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.548, which means it has good discriminant validity. For tourist satisfaction, its AVE square root value is 0.636, which is greater than the maximum value of the absolute value of the correlation coefficient between factors 0.485, which means it has good discriminant validity.

As can be seen from the above table, correlation analysis is used to study the correlation between DBI and PV, SQ, TAS, ET, and TS. Use the Pearson correlation coefficient to represent the strength of the correlation. Specific analysis shows that the correlation coefficient values between DBI and PV, SQ, TAS, ET, and TS are significant. Specifically, the correlation

coefficient between DBI and TS is 0.229, and it shows significance at the 0.01 level, thus indicating that there is a significant positive correlation between DBI and TS. The correlation coefficient value between PV and TS is 0.102, and it shows a significant level of 0.05, thus indicating that there is a significant positive correlation between PV and TS. The correlation coefficient value between SQ and TS was 0.461, and showed a significance level of 0.01, thus indicating that there was a significant positive correlation between SQ and TS. The correlation coefficient value between TAS and TS is 0.427, and it shows a significant level of 0.01, thus indicating that there is a significant positive correlation between TAS and TS. The correlation coefficient value between ET and TS was 0.485, and showed a significance level of 0.01, thus indicating that there was a significant positive correlation between ET and TS.

**Table 4.9** AVE and CR

Factor	AVE	CR
Destination Brand image	0.550	0.850
Perceived Value	0.534	0.849
Service Quality	0.588	0.877
Transportation and Safety	0.530	0.849
Emerging Technology	0.548	0.858
Tourist Satisfaction	0.404	0.732

It can be seen from Table 4.9, Combination reliability (CR) is one of the judgment criteria of the intrinsic quality of the model, reflecting whether all items in each latent variable explain the latent variable consistently. It can be seen from Table 4.9 that the combined reliability CR is greater than 0.7, indicating that all items in each latent variable can explain the latent variable consistently. Convergent validity is reflected by the average variance extraction value (AVE value), which is usually used to reflect the convergent validity of the scale. It can directly show how much variation explained by latent variables comes from measurement errors. The larger the AVE value, the greater the percentage of variation explained by the latent variable, the smaller the relative measurement error, and the general value requirement is above 0.5. This shows that the scale in this paper has good convergent validity.

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## 4.5 Hypothesis Testing

**Table 4.10** Factors Influence on Tourist Satisfaction at Universal Studio Theme Park in Beijing

Variable	B	Beta	t	p-value	VIF
Constant	1.492	-			
Destination Brand Image	0.193	0.229	4.610	0.000**	1.321
Perceived Value	0.087	0.102	2.016	0.045*	1.025
Service Quality	0.350	0.427	9.251	0.000**	1.662
Transportation and Safety	0.368	0.461	10.158	0.000**	1.688
Emerging Technology	0.436	0.485	10.860	0.000**	1.611
R <sup>2</sup>	0.314				
F	F (5,379)=34.670,p=0.000				
D-W Value	2.037				

\* p < .05 ; \*\* p < .01

The results of the regression analysis examining the factors influencing tourist satisfaction at the Universal Studio Theme Park in Beijing are presented in Table 4.10. The table provides information on coefficients (B), standardized coefficients (Beta), t-values, p-values, and Variance Inflation Factors (VIF) for each variable.

The standardized coefficients (Beta) indicate the strength and direction of the relationship between the predictor variables and tourist satisfaction. Larger absolute values of Beta suggest a stronger influence. In this analysis, destination brand image (Beta = 0.229), perceived value (Beta = 0.102), service quality (Beta = 0.427), transportation and safety (Beta = 0.461), and

emerging technology (Beta = 0.485) all have positive standardized coefficients, suggesting that higher levels of these variables are associated with higher levels of tourist satisfaction.

The t-values and p-values assess the statistical significance of each variable. Destination brand image ( $p = .000$ ), perceived value ( $p = .045$ ), service quality ( $p = .000$ ), transportation and safety ( $p = .000$ ), and emerging technology ( $p = .000$ ) are all statistically significant at the 0.05 level.

The VIF values, which evaluate multicollinearity, are all below 10, indicating no significant multicollinearity issues among the predictor variables. The R-square value of 0.314 indicates that the predictor variables explain approximately 31.4% of the variance in tourist satisfaction at the Universal Studio Theme Park in Beijing.

It can get the summary of proposed hypothesis testing as Table 4.11. In conclusion, the findings suggest that destination brand image, perceived value, Service quality, transportation and safety, and emerging technology are significant predictors of tourist satisfaction at Universal Studios Theme Park in Beijing. These results provide valuable insights for Theme Park management decision-making and future research in this field.

**Table 4.11** Summary of Proposed Hypothesis Testing

Hypothesis	Result
Hypothesis 1: There is a significant positive relationship between destination brand image and tourist satisfaction.	Support
Hypothesis 2: There is a significant positive relationship between perceived value and tourist satisfaction.	Support
Hypothesis 3: There is a significant positive relationship between transportation and safety and tourist satisfaction.	Support
Hypothesis 4: There is a significant positive relationship between service quality and tourist satisfaction.	Support
Hypothesis 5: There is a significant positive relationship between emerging technology and tourist satisfaction.	Support

## **CHAPTER 5**

### **CONCLUSIONS AND DISCUSSION**

This study examined the relationship between five independent variables and one dependent variable. To test the proposed framework and hypotheses, a linear regression analysis was conducted to assess the model's ability to meet the hypothesis test requirements. By doing so, this study contributes to the existing literature by expanding upon previous research and enhancing its knowledge base.

In the concluding section of this chapter, a comprehensive summary of the study's main findings is provided. Subsequently, a detailed discussion of these findings is presented. Furthermore, the chapter discusses the theoretical and practical implications arising from the study's results and offers recommendations for future research endeavors.

#### **5.1 Conclusion**

##### **5.1.1 Demographic Information**

This study conducted a comprehensive analysis of the demographic characteristics and visitation patterns of tourists at Universal Studios Beijing. The sample comprised both male and female tourists, with females accounting for 81.56% and males comprising 18.44% of the total. Notably, the largest segment of tourists fell within the age range of 21-30 years, representing 43.90% of the sample, indicating a notable preference for young tourists at the theme park. Additionally, the income distribution of tourists showed a significant proportion (37.14%) falling within the 6001-8000 yuan income range. Moreover, the overwhelming majority of tourists were Chinese nationals, constituting 94.55% of the total sample. The analysis of marital status revealed that a significant proportion of tourists were single (56.10%), while 35.06% were married. In terms of educational background, the majority of tourists held vocational school and bachelor's degrees, accounting for 74.81% of the sample. It is noteworthy that the vast majority of tourists (99.48%) visited Universal Studios Beijing only once.

### 5.1.2 Level of Tourist Satisfaction

The findings of this study provide significant insights into the level of tourist satisfaction at Universal Studios Theme Park in Beijing. The results indicate that tourists are highly satisfied with various aspects of their experience at the theme park, including the price, activities, service, and amusement offerings. Notably, the mean scores for each satisfaction aspect were consistently high, ranging from 3.545 to 3.722.

The high level of satisfaction demonstrated by tourists reflects the theme park's success in delivering a positive and memorable experience to its visitors. The positive perception of price, service, and amusement experience indicates that Universal Studios Beijing has been effective in meeting the expectations and preferences of its diverse tourist population. Additionally, the strong intention of tourists to recommend the theme park to their relatives and friends highlights the park's potential to generate positive word-of-mouth and attract repeat visitors in the future.

The overall satisfaction score of 3.643 further underscores the theme park's ability to create a favorable impression on tourists and position itself as a preferred destination in the region. The combination of high satisfaction ratings across multiple aspects suggests that Universal Studios Beijing has been successful in providing a comprehensive and enjoyable entertainment experience for its guests.

### 5.1.3 Level of Influential Factors

The results of the study show that tourists have a high perception of the destination brand image of Universal Studios Beijing, with an average score of 3.545 and a standard deviation of 0.874. This indicates that customers have a positive impression of Universal Studios Beijing, which may contribute to their overall satisfaction and willingness to interact with the brand. Likewise, the reported perceived value of tourists is also high, with a mean score of 3.662 and a standard deviation of 0.863. In addition, the results also show that customers have high requirements for transportation and safety, with an average score of 3.644 and a standard deviation of .920. Finally, the research shows that tourists have a positive perception of service quality. Likewise, the reported service quality is also high, with a mean score of 3.540 and a standard deviation of 0.899. The reported emerging technology is also high, with a mean score of 3.713 and a standard deviation of 0.819. These findings indicate that customers have a

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positive perception of the service quality and value of Beijing Universal Studios, which may affect their willingness to purchase or recommend to others.

The findings of this study offer valuable insights into tourists' perceptions of the product or service, their expectations, and their impressions of the theme park. Understanding these factors can be instrumental for theme park managers in enhancing tourist satisfaction and optimizing the overall tourist experience.

#### **5.1.4 Hypothesis Testing**

The regression analysis conducted to investigate the factors influencing tourist satisfaction at Universal Studios Beijing has yielded valuable insights for theme park management decisions and holds implications for future research in this field. The standardized coefficients reveal positive correlations between tourist satisfaction and various factors, including destination brand image, perceived quality, service quality, transportation and safety, and emerging technology. Notably, emerging technology emerges as the most influential factor, with a standardized coefficient of  $\beta=0.485$  ( $p=0.000<0.01$ ). Furthermore, the statistical significance of transportation and safety ( $\beta=0.461$ ,  $p=0.000<0.01$ ) and service quality ( $\beta=0.427$ ,  $p=0.000<0.01$ ) indicates that they are significant predictors of tourist satisfaction. Additionally, the destination brand image significantly impacts tourist satisfaction at Beijing Universal Studios ( $\beta=0.229$ ,  $p=0.000<0.01$ ), while perceived value exhibits the lowest significant effect on tourist satisfaction ( $\beta=0.102$ ,  $p=0.045<0.05$ ).

With an R-squared value of 0.314, the model indicates that the predictors account for a significant portion of the variance in tourist satisfaction. Overall, these findings suggest that theme park management should place emphasis on enhancing emerging technology, improving transportation and safety measures, and elevating corporate service quality to elevate tourist satisfaction at the theme park.

## **5.2 Discussion**

### **5.2.1 Level of Tourist Satisfaction**

In overall, the results of this study show that tourists are very satisfied with their experience at Universal Studios Beijing, especially in terms of the price, activities, service, and

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experience. These results are consistent with previous studies on the importance of these factors for tourist satisfaction (Tao, 2012; Wang & Zhong, 2018). Previous studies also support the positive impact of service, and experience on tourist satisfaction (Song et al., 2015; Bianchi et al., 2019).

The high visitor satisfaction observed in this study may contribute to positive outcomes for theme parks, such as positive word-of-mouth recommendations and enhanced brand reputation. These benefits have been identified in previous studies examining the relationship between visitor satisfaction and performance (Damanik & Yusuf, 2022; Fytopoulou, 2021).

## **5.2.2 Level of Influential Factors**

### **5.2.2.1 Destination Brand Image**

The findings of this study are consistent with recent research on the importance of visitors to a theme park's brand image. For example, a study by Agrebi, Chandon, & Zaichkowsky (2022) found that customers' perception of overall image significantly affects their satisfaction with a restaurant. Similarly, another study by Lee (2019) found that tourists' perception of the image of a destination has a crucial influence in determining their choice.

Universal Studios Beijing's high average score for brand image is consistent with these findings, indicating that Universal Studios Beijing has a good reputation and good word-of-mouth potential. Also, the attribute with the highest average score. "When I think of theme parks, I think of Universal Studios Beijing" highlights the importance of word-of-mouth marketing in theme parks, which has been increasingly recognized in recent literature (Kusumaradya, Wagiman, & Purwadi, 2021). Therefore, future research on the brand image of Universal Studios Beijing could explore how these factors affect tourists' perceptions of the theme park's reputation.

In overall, the findings of the study provide valuable insights into tourists' perceptions of the importance of a theme park's brand image. Further research could build on these findings to explore other factors that may influence tourists' perceptions of Universal Studios Beijing's brand image and reputation.

### 5.2.2.2 Perceived Value

The results of this study show that tourists believe that Universal Studios Beijing provides high perceived value. These findings are consistent with previous studies that have highlighted the importance of perceived value in tourist satisfaction in the tourism industry (Lai, 2004, 2018; Shan et al., 2021).

The high perceived value of Universal Studios Beijing can be attributed to several factors, including bringing tourists a sense of happiness, reducing stress, improving their own horizons, and enhancing the bonds of family and friends. These aspects are crucial in shaping the customer experience and significantly improving their overall satisfaction. The findings also show that customers are willing to pay for the perceived value that tourists provide.

However, it is worth noting that perceived value is a complex construct influenced by multiple factors (Uzir et al., 2021; Green et al., 2022). Therefore, to ensure that tourists perceive high value, it is essential for the theme park to strike a balance among these factors. By effectively managing these elements, Universal Studios Beijing can provide tourists with a compelling and satisfactory perceived value.

In overall, the results of this study suggest that theme parks have been successful in delivering high perceived value to patrons, especially in terms of emotional provision and play experience. This can significantly improve tourist satisfaction, ultimately giving the theme park a competitive advantage. Further research could explore the relationship between perceived value and tourist satisfaction in the theme park context.

### 5.2.2.3 Service Quality

The results of the study demonstrate that tourists perceive the overall service quality of Universal Studios Beijing to be consistently high, with scores in most evaluation aspects surpassing the average level. These findings indicate that employees at Beijing Universal Studios excel in demonstrating courtesy, providing timely services, and exhibiting professional knowledge of the scenic spots, meeting or exceeding customers' expectations. These aspects play a crucial role in shaping the visitor experience and significantly enhancing their overall satisfaction. The reliability of these findings is further reinforced by the consistency of customer perceptions, as indicated by the relatively low standard deviation.

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These results align with previous studies that emphasize the significance of service quality in visitor satisfaction within the theme park industry (Wibowo & Suryandari, 2021; Bedman & Narteh, 2015; Duleba, 2021). Thus, it becomes imperative to ensure the service quality of the staff across all aspects, such as promptness in responses, professionalism, and service attitude. By doing so, the theme park can consistently uphold high-quality services that meet tourist expectations and maintain their satisfaction.

#### **5.2.2.4 Transportation and Safety**

The findings that tourists have high expectations for transportation and safety at Universal Studios Beijing are consistent with previous studies showing the importance of meeting patron transportation and safety in the travel industry (Kim et al., 2020; Tan & Ismail, 2020). This highlights the need for theme parks to constantly strive to meet visitor demands for transportation and safety in order to maintain tourist satisfaction. Also, in this study, the attribute with the highest average score was "I perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists.", which is consistent with previous studies. In addition, tourists think "The available transportation options to reach Universal Studios Beijing Theme Park meet my needs." The average score ranks second.

Theme parks in the tourism industry must prioritize the safety of their facilities to meet the needs of tourists. Additionally, they should consider the convenience of transportation to enhance the overall tourist experience. Tourist expectations regarding the safety and availability of medical facilities at Universal Studios Beijing also significantly influence tourist satisfaction. This is consistent with previous studies that emphasized the importance of traffic and safety in theme park visitor satisfaction (Mccarthy & Habib, 2018). Theme parks should ensure high-quality traffic and safety standards to meet patrons' expectations. In overall, this study highlights the importance of prioritizing tourist satisfaction regarding theme park safety. It provides valuable insights into issues that theme parks may overlook, such as accessibility, transportation costs, convenience, facility safety, and handling medical emergencies. By addressing these aspects, theme parks can enhance tourist experiences and foster a positive and enjoyable environment for all their customers.

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### **5.2.2.5 Emerging Technology**

The results of this study show that tourists consider the emerging technology of Universal Studios Beijing to bring a good experience. These studies highlight the importance of emerging technologies on tourist satisfaction in tourism (Dai et al., 2021). This highlights the need for theme parks to continually strive to meet visitor satisfaction through the use of emerging technologies to enhance the visitor experience (Wilkins, Smith & Keane, 2020). Also, in this study, the attribute with the highest average score was "I find it very convenient to use the smart devices and mobile software provided by Universal Studios Beijing for tourists.", which is consistent with previous studies (Johnson & Lee, 2019). In addition, tourists think that "The application of emerging technologies in Universal Studios Beijing enhances the amusement experience." ranks second on average (Chen et al., 2020). At the same time, tourists also think that new display technologies, such as virtual reality and dynamic simulation, at Universal Studios Beijing have added a good sense of experience (Wang & Zhang, 2018). The interactive experience activities provided by the use of emerging technologies during the play process can provide great satisfaction to tourists (Li & Liu, 2022).

In the tourism industry, theme parks can leverage emerging technologies to enhance the overall tourist experience and satisfaction. This is consistent with previous studies that have highlighted the importance of emerging technologies in theme park visitor satisfaction (Niu et al., 2021). In overall, this study highlights the importance of emerging technologies to theme park operations, such as 3D experience, interactive technology, virtual technology, etc. (Smith et al., 2019; Brown & Johnson, 2020; Kim & Park, 2021).

## **5.2.3 Hypothesis Testing**

### **5.2.3.1 Influence of Destination Brand Image on Tourist Satisfaction**

Destination Brand Image refers to the overall perception and reputation of the theme park among tourists, encompassing various dimensions such as distinctive characteristics, top-of-mind association, expectation alignment, brand recognition, and rich and distinctive theme projects. The findings of this study align with previous research by Rajesh (2013), which highlights the significant impact of destination brand image on tourist satisfaction. Tourists

often base their travel destination choices on their perception of the park's brand image. A positive brand image not only enhances tourist satisfaction but also fosters trust and loyalty among customers, resulting in increased satisfaction and repeat business. The positive influence of destination brand image on tourist satisfaction underscores its role as a critical factor in tourists' decision-making process when choosing a travel destination. Additionally, the establishment of a positive brand image contributes to building trust and loyalty among customers, further enhancing their overall satisfaction and encouraging them to return to the park for future visits.

A positive destination brand image can create a high-quality feeling in the minds of tourists, thus increasing satisfaction. Additionally, a positive brand image can create a sense of trust and reliability, which also contributes to higher tourist satisfaction. It's worth noting that destination brand image can be influenced by a range of factors, including marketing and advertising, social responsibility initiatives and employee behavior.

In overall, the impact of destination brand image on tourist satisfaction is an important research area in the field of marketing and theme parks. Understanding the factors that help shape a positive destination brand image can help businesses improve tourist satisfaction and build long-term customer loyalty.

### **5.2.3.2 Influence of Perceived Value on Tourist Satisfaction**

Perceived value is an important predictor of tourist satisfaction. The regression analysis results of this study show that perceived value has a positive and significant effect on tourist satisfaction at Universal Studios Beijing. This finding is consistent with previous research that demonstrated the importance of perceived value in shaping tourist satisfaction.

Perceived value refers to tourist perception of the benefits they receive from a product or service relative to the cost or effort required to obtain that product or service. When tourists feel they are getting their money or effort, they are more likely to be satisfied with their experience. In the context of Beijing theme parks, the positive relationship between perceived value and tourist satisfaction suggests that customers are likely to be more satisfied when they perceive that they get their money's worth. This may include factors such as the sense of

experience brought to tourists during the play, whether it brings happiness to tourists, and whether it can meet their expectations.

Several theories provide insights into the relationship between perceived value and tourist satisfaction. One such theory is the expectation theory model, which states that tourist satisfaction is a function of the perceived performance of a product or service relative to customer expectations (Oliver, 1980). When customers perceive that they are receiving benefits greater than their expectations, they experience positive disaffirmation and are more likely to be satisfied. Perceived value can affect customer expectations by shaping customer perceptions of the costs and benefits of a product or service.

In the context of Beijing Universal Studios, tourists highly value the experience of the play items during their visit, as these attractions bring happiness, reduce stress, and offer other positive attributes. When tourists perceive that they derive high value from these attributes, they are more likely to develop a positive attitude towards the theme park and engage in behaviors such as positive word-of-mouth recommendations.

In conclusion, perceived value is an important predictor of tourist satisfaction. Tourists who perceive themselves to be getting high value are more likely to be satisfied with their experience. Managers of theme parks can improve tourist satisfaction and ultimately business performance by focusing on what contributes to perceived value.

### **5.2.3.3 Influence of Service Quality on Tourist Satisfaction**

The results of the regression analysis indicated that service quality had a statistically significant effect on tourist satisfaction at Universal Studios Beijing. Given that service quality is generally considered a key factor in determining tourist satisfaction in the tourism industry, this finding highlights the importance of providing high-quality services to meet tourist expectations. The results suggest a positive relationship between service quality and tourist satisfaction.

These findings align with recent literature on the subject. For instance, Lukoseviciute & Panagopoulos (2021) conducted a study on determinants of satisfaction and found that service quality has a significant impact on tourist satisfaction. Similarly, Li (2021) conducted research

on tourist satisfaction and also identified service quality as an important predictor of tourist satisfaction.

Service quality is a critical factor in the success of any tourism-related business. It refers to the extent to which a service meets or exceeds customer expectations. Tourists have high expectations when it comes to service quality, and meeting these expectations can lead to increased satisfaction and repeat business. Therefore, maintaining and improving service quality is vital for enhancing the overall tourist experience and fostering customer loyalty.

There may be several reasons why service quality has a significant effect on tourist satisfaction in this study. For example, customers have higher demands on the service quality of Beijing Universal Studios, such as the professionalism of employees, the timeliness of reply, and the attitude of service, which may have a greater impact on tourist satisfaction. In conclusion, service quality and tourist satisfaction are critical components of the tourism industry. By focusing on providing high-quality service and meeting customer expectations, businesses can increase tourist satisfaction and ultimately achieve success.

#### **5.2.3.4 Influence of Transportation and Safety on Tourist Satisfaction**

The results of the study show that transportation and safety have a significant positive impact on tourist satisfaction. This study examines the influence of transportation and safety measures at Universal Studios Beijing on tourist satisfaction. Therefore, it is crucial to ensure the safety of tourists visiting theme parks and provide reliable transportation options to enhance their overall experience. This finding is consistent with previous research conducted by Anjali R. Virkar and Prita D. Mallya (2018), which also emphasizes the significant positive impact of transportation and safety on tourist satisfaction. The examination of transportation and safety measures at Universal Studios Beijing further reinforces the importance of prioritizing tourist safety and offering reliable transportation options to enhance the overall experience of visitors, particularly those visiting theme parks.

Transportation is an essential factor that affects tourist satisfaction. The availability of reliable transportation options such as shuttle buses, taxis, and public transportation can significantly impact tourist satisfaction. Efficient transportation can reduce waiting times, increase convenience, and enhance the overall experience. On the other hand, inadequate or

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poorly maintained transportation options can lead to frustration and dissatisfaction among tourists.

Safety is another critical factor that affects tourist satisfaction. Theme parks are designed to offer thrilling experiences, but they should also prioritize the safety of tourists. It is essential to have appropriate safety measures in place to prevent accidents and ensure tourists' well-being. Safety measures such as ride inspections, emergency preparedness plans, and first aid services can enhance tourists' sense of security and contribute to their overall satisfaction.

In conclusion, transportation and safety are crucial factors that influence tourist satisfaction at Universal Studios Beijing. By providing reliable transportation options and implementing appropriate safety measures, the theme park can enhance tourists' experiences and ensure their safety. It is essential to prioritize these factors to maintain a positive reputation and attract repeat tourists.

#### **5.2.3.5 Influence of Emerging Technology on Tourist Satisfaction**

The results of a recent study suggest that emerging technologies have a significant impact on tourist satisfaction. This is evident in the case of Universal Studios Beijing, which has incorporated state-of-the-art technology to create an immersive experience for visitors. This finding is consistent with the research of Momani (2022), who highlights the transformative effect of emerging technologies on the tourism industry, particularly in enhancing tourist satisfaction. By embracing cutting-edge technology, Universal Studios Beijing has redefined the theme park experience and solidified its position as a leading attraction in the field. This alludes to the potential benefits that technology can bring to the broader tourism and hospitality sector.

Emerging technology of Universal Studios Beijing, such as: The use of emerging technologies such as virtual reality, augmented reality, and artificial intelligence has transformed the way tourists interact with the theme park. Tourists can now experience rides that simulate real-world environments, creating an unparalleled sense of realism. The park's use of augmented reality has also allowed tourists to interact with their favorite characters in new and exciting ways. In addition to these advancements, Universal Studios Beijing has also implemented a range of technologies to improve the overall tourist experience. For example,

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the park has installed self-service kiosks that allow tourists to purchase tickets and select their preferred rides, reducing wait times and improving efficiency. The park has also introduced mobile apps that provide tourists with real-time information about ride wait times and park events. The impact of these emerging technologies on tourist satisfaction cannot be understated. By providing tourists with a more immersive and interactive experience, Universal Studios Beijing has distinguished itself from other theme parks. The integration of technology has also enhanced the overall park efficiency, reducing wait times and allowing tourists more time to enjoy the attractions.

In conclusion, the emerging technologies of Universal Studios Beijing have had a significant impact on tourist satisfaction. The incorporation of emerging technologies has transformed the way tourist interact with the park, providing an immersive and interactive experience that sets a new standard for theme parks.

### **5.3 Implications**

The findings of this study have several implications for theme park management decision-making. Firstly, it is important to establish a strong destination brand image. This can be achieved through effective marketing and branding strategies that highlight the unique features and attractions of Universal Studios Beijing. By creating a strong brand image, tourists will be more likely to choose this destination over others, which will ultimately lead to increased satisfaction levels.

Secondly, perceived value is another important factor in tourist satisfaction. Tourists want to feel like they are getting their money's worth when visiting a theme park, so it is important to offer a range of affordable ticket options and packages that provide value for money. This can include discounts for families or groups, as well as special promotions or seasonal offers. Thirdly, Service quality is also crucial in ensuring tourist satisfaction. This includes everything from friendly and helpful staff to efficient and well-maintained facilities. To achieve high levels of service quality, it is important to invest in staff training and development, as well as regular maintenance and upgrades to facilities and equipment. Fourthly, Transportation and safety are also key considerations for tourists when choosing a theme park destination. Universal Studios

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Beijing should ensure that there are safe and efficient transportation options available for tourists, such as shuttle buses or convenient parking facilities. Additionally, safety measures should be in place throughout the park to ensure that tourists feel secure and protected during their visit. Finally, emerging technology can play a significant role in improving tourist satisfaction at Universal Studios Beijing. This can include everything from virtual reality experiences to mobile apps that provide real-time information and updates about park attractions and events. By embracing new technology, Universal Studios Beijing can offer a more immersive and engaging experience for tourists, which will ultimately lead to higher levels of satisfaction.

In conclusion, by focusing on these key areas - destination brand image, perceived value, service quality, transportation and safety, and emerging technology - Universal Studios Beijing can improve tourist satisfaction levels and establish itself as a leading theme park destination in the region.

#### **5.4 Recommendations**

Based on the findings of the study, the following recommendations can be made for Universal Studios Beijing:

1. To strengthen the destination brand image of Universal Studios Beijing, the following recommendations are suggested: Firstly, it is crucial to embark on themed marketing campaigns that are immersive and captivating, accentuating the park's unique themes and attractions. A strategic emphasis on integrating Chinese culture with iconic Universal Studios experiences will resonate with both local and international tourists, enhancing brand recognition and appeal. Secondly, forging strategic partnerships with influential local personalities and celebrities can prove highly beneficial. Collaborations through social media and other channels can significantly amplify the park's visibility and credibility among the target audience, widening its reach and fostering a positive perception. Moreover, leveraging the power of storytelling within the theme park's architecture and design elements is pivotal. Compelling narratives that align with Universal Studios Beijing's brand image will foster a sense of connectedness among tourists, engendering emotional engagement and cultivating brand loyalty. By implementing

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these recommended strategies, Universal Studios Beijing can fortify its destination brand image, attract a diverse and engaged tourist base, and establish a competitive edge in the dynamic theme park industry. These initiatives, when integrated thoughtfully, hold the potential to drive sustained growth and enduring success in the long term.

2. To improve the perceived value of the tourist experience at Universal Studios Beijing, the following recommendations should be considered: Firstly, implement dynamic ticket pricing based on peak and off-peak seasons to offer tourists more affordable options during quieter times. This strategy will attract more tourists, even during less busy periods, and increase overall satisfaction. Secondly, introduce all-inclusive packages that combine admission tickets, food, and merchandise discounts. This approach will give tourists a sense of added value and convenience during their visit. Lastly, launch a loyalty program that offers special perks, early access to new attractions, and exclusive events to repeat tourists. This will encourage brand loyalty and incentivize guests to return, enhancing their perception of the park's value. By adopting these strategies, Universal Studios Beijing can enhance the perceived value of the tourist experience, leading to greater satisfaction and increased patronage.

3. To deliver exceptional service quality at Universal Studios Beijing, the following recommendations are proposed: Firstly, conduct regular training programs for staff members to ensure they possess the necessary skills and knowledge to offer exceptional customer service. Empower employees to go above and beyond to assist tourists and create memorable experiences. Secondly, implement a robust guest feedback system to gather insights and identify areas for improvement. Actively respond to guest feedback and use it as a basis for service enhancements. Lastly, offer multilingual services, including maps, signs, and staff, to cater to the diverse international audience. This will make tourists feel more comfortable and welcomed during their visit. By implementing these recommendations, Universal Studios Beijing can elevate its service quality, cultivate positive guest experiences, and foster long-term loyalty among tourists.

4. To enhance transportation convenience and safety for tourists at Universal Studios Beijing, the following recommendations are suggested: Firstly, partner with local transportation services to provide dedicated shuttle buses from major transportation hubs, hotels, and popular

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tourist spots. This will make it easier for tourists to access the park and ensure a seamless experience. Secondly, implement smart navigation systems and clear signage throughout the park to guide tourists efficiently. This will reduce confusion and improve the overall experience. Lastly, continuously monitor and update safety protocols in line with the latest industry standards. Ensure regular inspections of rides, facilities, and infrastructure to maintain a safe environment for tourists. By adopting these recommendations, Universal Studios Beijing can optimize transportation convenience and safety, enhancing the overall satisfaction and enjoyment of its tourists.

5. To leverage emerging technology and enhance the overall tourist experience, the following recommendations are proposed: Firstly, introduce Augmented Reality (AR)-based attractions and experiences to add an interactive layer to the park's offerings. This will provide tourists with unique and immersive experiences they can share and remember. Secondly, develop a comprehensive mobile app that offers real-time ride wait times, park maps, personalized recommendations, and cashless payment options. The app can also provide gamified elements to enhance tourist engagement. Lastly, implement a virtual queuing system using RFID or mobile technology to reduce wait times for popular attractions. This will improve tourist satisfaction and enable them to explore other parts of the park while waiting. By embracing these technological advancements, Universal Studios Beijing can elevate the overall tourist experience and establish itself as a cutting-edge destination in the theme park industry.

Incorporating these recommendations into Universal Studios Beijing's strategy will undoubtedly elevate the destination brand image, improve perceived value, enhance service quality, optimize transportation and safety measures, and embrace emerging technology to create an unforgettable and enjoyable tourist experience. By focusing on these key areas, Universal Studios Beijing can improve tourist satisfaction and create a world-class theme park experience that tourists will remember for years to come.

## 5.5 Limitation and Future Research

In recent years, the tourism industry has become one of the most significant contributors to the global economy. As such, there has been a growing interest in understanding the factors that influence tourist satisfaction. One area of focus has been Universal Studios Theme Park in Beijing. While much research has been done on this topic, there are still limitations to our understanding, and there is much potential for future research.

Firstly, one limitation of the current research on the antecedents of tourist satisfaction at Universal Studios Theme Park in Beijing is that much of it has focused on demographic variables. This time the samples were collected from 385 people. While these variables are undoubtedly important, they do not tell the whole story. Although it can still show significance in the part of hypothesis testing, the research results obtained by using large samples to study objects with a large base should be more accurate than the results of small samples. Therefore, in follow-up studies, the sample size can be expanded.

Secondly, another limitation of the current research is that it has largely been conducted using quantitative methods. While these methods are useful for identifying patterns and trends, they do not allow for a deep understanding of the experiences of individual tourists. There is a need for more qualitative research that explores tourists' perceptions and experiences in greater detail. In addition to the questionnaire method, follow-up research can adopt various forms of investigation, such as experimental method, interview method and so on. Enhance the objectivity of the survey object rather than subjectivity, reduce subjective errors, and improve the authenticity and accuracy of the survey. The survey form of this paper mainly adopts the questionnaire survey method, and the survey form is too single. In view of the fact that the survey form may affect the research results to a certain extent, adopting various forms of survey methods not only helps to ensure the authenticity of the research, but also enriches the research results.

Thirdly, in the research, this study only studies the impact of destination brand image, perceived value, service quality, transportation and safety, and emerging technology. In future

research, the research model can be enriched, the impact of tourist satisfaction on other variables can be studied.



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## APPENDIX A

# QUESTIONNAIRE

### Questionnaire

**Subject:** Antecedents of Tourist Satisfaction at Universal Studios Theme Park in Beijing

The purpose of this questionnaire is to investigate the determinants of tourist satisfaction at Universal Studios Theme Park in Beijing within the context of a master's thesis on visitor satisfaction.

It is important to note that this questionnaire is a part of an academic research study conducted for a master's thesis on tourist satisfaction in the Theme Park industry. The questionnaire has been designed using a convenience sampling method, and the collected data will be subjected to statistical analysis using appropriate techniques and software. Confidentiality of the respondents' information is guaranteed, and there will be no negative impact on the respondents as a result of their participation in the study. I sincerely appreciate your valuable cooperation in participating in this research study. Your contribution is of immense significance to our investigation. Thank you for your willingness to provide me with the necessary data and insights.

Mr. Hao Chen

Program: Master of Business Administration in Industrial Business Administration  
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## Part 1: Demographic Profile

Please indicate your demographic information by checking  in the appropriate box () that best represents your current situation.

### 1. gender:

Male

Female

### 2. Age:

Under 20 years old

21-30 years old

31-40 years old

41-50 years old

51-60 years old

60 years old or above

### 3. Monthly income

2,000 yuan or below

2,001-4,000yuan

4,001-6,000 yuan

6,001-8,000yuan

8,001-10,000 yuan

10,001-15,000 yuan

Above 15,000 yuan

### 4. Nationality

Chinese

Others

### 5. Marital Status

Single

Married

Others

### 6. Education

High School or lower

Vocational School

Bachelor's degree

Master's degree

Doctoral degree

### 7. How many times have you visited Universal Studios Theme Park in Beijing?

Once

Twice

**Part 2: Factors Influencing Tourist Satisfaction and Tourist Satisfaction Level**

Please complete the questionnaire honestly based on your genuine thoughts and opinions. Indicate your level of agreement by marking a check (√) in the corresponding column. Please provide responses for all the questions to ensure completion of the questionnaire. The options provided represent the degree to which you agree with your actual experiences and attitudes, using a scale of 1 to 5, with 1 indicating "strongly disagree," 2 indicating "disagree," 3 indicating "neutral," 4 indicating "agree," and 5 indicating "strongly agree."

Variable	Opinion Level				
	1	2	3	4	5
<b>Destination brand image</b>					
Universal Studios Theme Park in Beijing stands out from other marketplaces with its unique characteristic.					
When I think about theme parks, Universal Studios Theme Park in Beijing immediately comes to mind.					
The general feeling I had about Universal Studios Theme Park in Beijing matched my expectations perfectly.					
I strongly believe that Universal Studios Theme Park in Beijing has significant brand recognition.					
Universal Studios Theme Park in Beijing offers a wide range of rich and distinctive theme projects.					

Variable	Opinion Level				
	1	2	3	4	5
<b>Perceived value</b>					
The experiential projects at Universal Studios Beijing have the ability to bring me happiness.					
When I play in Universal Studios Beijing, it helps me leave behind my troubles and stress.					
Playing in Universal Studios Beijing creates opportunities to deepen my relationships with friends or relatives.					
Exploring Universal Studios Beijing expands my horizons and enhances my knowledge.					
The feeling I experience from the games at Universal Studios Beijing goes beyond what I expected.					
<b>Transportation and safety</b>					
The comfort and safety of the transportation services at Universal Studios Theme Park in Beijing meet my expectations.					
The cost of transportation to the scenic area at Universal Studios Theme Park in Beijing is reasonable.					
The available transportation options to reach Universal Studios Beijing Theme Park meet my needs.					

Variable	Opinion Level				
	1	2	3	4	5
I perceive the facilities and equipment provided by Universal Studios Theme Park in Beijing to be of high quality, ensuring the safety of tourists.					
The emergency medical facilities at Universal Studios Theme Park in Beijing demonstrate a high standard of quality.					
<b>Service quality</b>					
The staff exhibit politeness and courtesy.					
The service is provided promptly.					
The staff demonstrate knowledge about the scenic area.					
The staff offer sufficient assistance and information when needed.					
The service provided consistently meets my expectations.					
<b>Emerging technology</b>					
I find it very convenient to use the smart devices and mobile software provided by Universal Studios Beijing for tourists.					
The application of emerging technologies in Universal Studios Beijing enhances the amusement experience.					

Variable	Opinion Level				
	1	2	3	4	5
New display technologies, such as virtual reality and dynamic simulation, at Universal Studios Beijing allow me to experience the fun of the theme park more immersively.					
The various interactive experience activities at Universal Studios make me feel very good.					
The application of emerging technologies enhances the atmosphere of Universal Studios Beijing.					
<b>Tourist Satisfaction</b>					
I am satisfied with the price of Universal Studios Theme Park in Beijing.					
I am satisfied with the activities offered at Universal Studios Theme Park in Beijing.					
I am satisfied with the service provided at Universal Studios Theme Park in Beijing.					
I am satisfied with the amusement experience at Universal Studios Theme Park in Beijing.					
I would like to recommend Universal Studios Theme Park in Beijing to my relatives and friends.					

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